



## What if You Could

- **Accelerate digital transformation:** capture, classify, index, enrich and visualize your data regardless of format - physical and digital.
- **Reduce risk and drive compliance:** validate your data is complete and apply automated information governance.
- **Use one cloud-based system of record:** archive data from multiple content sources.
- **Achieve business assurance:** empower critical decisions by unlocking the power and value hidden in your data.

## SOLUTION BRIEF

# ACTIONABLE INSIGHTS FOR THE MEDIA AND ENTERTAINMENT INDUSTRY

### BUSINESS CHALLENGE:

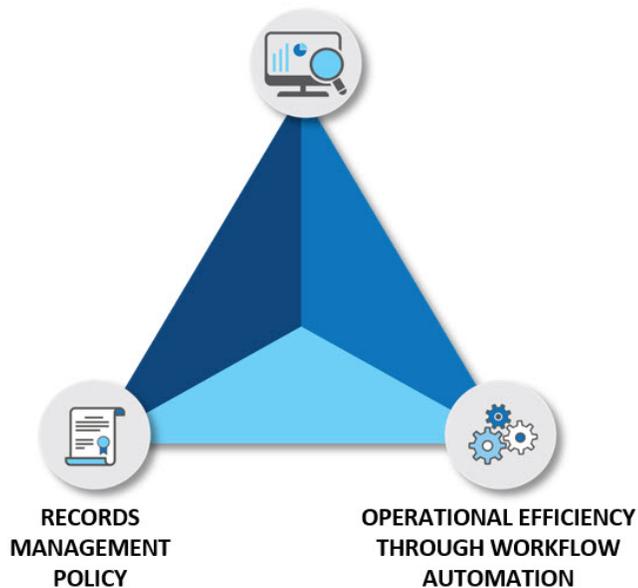
The distributed nature of today's business environment can create an ecosystem of diverse systems with multiple data types from various data sources, including; video, edit lists (EDLs), closed caption dialog, and external data sources.

Most information is now digital, but many physical records are still archived off-site, and most organizations also often encompass multiple departmental "silos," each utilizing its own records and information management processes. This lack of standardization creates inefficiencies that can negatively affect your ability to gain critical business insights from your information, and increases the risk of audits and legal action.

### A CONTENT BUSINESS SERVICES PLATFORM

Iron Mountain InSight® is a content services platform that provides actionable business insights and predictive analytics through Machine Learning (ML) -based classification of a company's physical and digital information, which adds structure, context and meta-data to information to make it more usable. The resulting enriched content can then enable enhanced automated governance and workflow throughout your organization.

### BUSINESS INTELLIGENCE THROUGH CONTENT ANALYTICS AND DATA VISUALIZATION



## HOW IT WORKS

Iron Mountain InSight “industrializes” the process of data capture and content enrichment. It supports data ingestion from various sources: physical (paper, tape), digital (application generated, human generated). Once ingested, the documents are classified by type and the metadata is organized as a collection.

Iron Mountain will leverage its vast experience with the digitization and management of entertainment and media assets to classify those documents by type and organize the associated metadata as a collection.

Our ML technology uses both visual and text classification to increase classification accuracy, and allows for a visual search and exploration of those assets, allowing users to focus on the analysis needed to drive business decisions.

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## IMPLICATIONS FOR MEDIA AND ENTERTAINMENT

With Iron Mountain InSight you can:

- Use process automation to identify media assets, such as photographs, video and film, and the relevant information contained within the assets within minutes
- Protect your brand by finding copyright content and violations in minutes
- Segment content efficiently by standard vs. high-definition television (HDTV) ready content
- Integrate existing repositories with external metadata (e.g. Shotgun) for one-stop search and discovery
- Find matching shots between final editorial and original footage
- Identify celebrity individuals such as sports figures and associated brand logo placement surrounding them in minutes instead of hours