





# WHAT'S IN STORE FOR 2017?

Industry leaders tell us about the technologies and trends to watch out for in the broadcasting, production, and M&E industry during the year

**T**echnological innovation is transforming the world at a rate that many companies find difficult to keep pace with. A couple of years ago, cloud technology and 4K were touted as the next big thing. Subsequently, the conversation shifted to over-the-top technology, TV Everywhere, and multi-screens, tipping them to be the technological trendsetters.

We ask industry leaders which cutting-edge technologies and trends, in an increasingly interconnected world, will drive advancements and create new paradigms in the broadcasting, production, media and entertainment industry. This will help you strategise about the business areas you should tap, if you are not already in that space, or increase your focus on a particular target audience if you want to leverage the opportunities in that domain. When these leaders have spoken, it is a safe bet to place your money where their thoughts are.

# '2017 WILL SEE EMERGENCE OF SPECIALISED SOLUTIONS FOR METADATA'

Ramki Sankaranarayanan, founder and CEO of Prime Focus Technologies outlines to Vinita Bhatia how the media and entertainment industry is undergoing a sea change and how newer technologies are enabling consumption and revenue opportunities that did not exist before

What are some of the emerging technologies that according to you will benefit the broadcasting, production, media and entertainment (M&E) industry in 2017?

The M&E industry has undergone a lot of changes over the past few years. At present, too, it is going through a sea change. Most of it is positive and revolutionary in my opinion. New entrants are challenging traditional players and new technology is enabling consumption and revenue opportunities that never existed. There are some key industry trends that M&E enterprises can leverage that will help them better when it comes to enhancing efficiencies, cutting costs, and maximising revenue in 2017, which will be on top of the minds for most organisations this year.

Do you think that cloud technology will be one of these?

Yes, with cloud infrastructure fast becoming affordable, a larger number of M&E enterprises can now look forward to leveraging the benefits of the cloud in 2017. Switching over to the cloud will also drive the need for deploying innovative software solutions that can handle distributed workflows.

Such solutions will increasingly be based on a hybrid architecture, allowing content owners to retain their priceless assets with them locally while applications (workflow and metadata management software) run on the cloud. This, in turn, will ensure that the total cost of ownership is considerably reduced.

In which direction do you see video content creation going?

In today's 'TV Everywhere' universe, videos have become an essential medium for brands to engage current and future audiences.



▲ Ramki Sankaranarayanan.

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**— RAMKI SANKARANARAYANAN, FOUNDER AND CEO, PFT**

Videos are also increasingly being used by large organisations for corporate communications, event streaming, training, and knowledge sharing. This explosion in video content is only expected to accelerate in 2017. To help organisations make the most of their video content, advanced solutions will emerge in the enterprise video management space. These will not only enable companies to conveniently store, upload, catalogue, review, package, share, and archive their video assets but will also go a step further. For instance, imagine a powerful search

tool to locate videos not only on the basis of metadata tags but also on the basis of words actually spoken in the videos.

What will be a key game changer when it comes to technology in the M&E domain? The adoption of ONE software for the enterprise, we believe, is all set to be a game changer in the M&E tech space in 2017. Media organisations are increasingly realising that multiple localised digital asset management systems across different departments and geographies only escalate costs and impede efficiencies.

Companies are now looking to switch over to an enterprise-wide solution specially tailored for the needs of the M&E industry. This is supported by a hybrid cloud platform that delivers speed, consistency, scalability, and distinct systems. The increased adoption of media ERP software will enable internal teams as well as external vendors to seamlessly collaborate across geographies and perform content operations such as localisation from anywhere in the world.

What is the key to content discovery?

The digital space is today crammed with millions of videos. Metadata has, therefore, become a crucial aspect of cataloguing and archiving of assets as it ensures optimum discovery of content on search engines and also facilitates easy reuse of content. 2017 will see the emergence of specialised solutions to help leverage metadata in completely new ways. For instance, solutions that discover the existence of people, places, and things have always existed but solutions that can provide accurate results to determine actions, moods, and emotions will need to become a reality. ■