YOUR DATA DESERVES BETTER

Data is the storyline for your organization. It's the output of places, characters, and actions. It's the input for blockbuster success.

Why are you neglecting it?

Three Symptoms of Neglected Data

1 **You're bogged down in technology instead of telling stories**
Production operations are getting increasingly complex, and you're spending more and more time using manual effort and arcane processes to get the job done. It's hard – and expensive – to connect information while keeping your data secure.

2 **It takes too long to get your content to consumers**
You can't deliver the right content in the right format for the growing number of channels you need to support, and you're slow to respond to new channel and partnership opportunities. Your existing systems can't keep up with the rate of change.

3 **You don't know the real cost and value of your content**
It's hard to forecast and track your revenue, get a handle on residual payments, and ensure you're maximizing content monetization. You have a crippling amount of data to make sense of – and you don't get that data in time to make good decisions.

If this is your reality, you need MarkLogic® – the world's best database for integrating data from silos.

> " MarkLogic software addressed all of our needs: Its flexibility enabled us to build an SNL-tailored predictive analytic engine. As a result, SNL app users can discover, view, share and enjoy the amazing content from the classic to this season and beyond."
>
> —Michael Martin, senior vice president, Product, Technology & Operations for NBC Entertainment Digital

Entertainment Leaders Trust MarkLogic

Overcoming these challenges requires a database platform that lets you use all of your data to its best advantage – while keeping your costs under control.

MarkLogic does just that – letting you easily integrate and manage your silos of data, content and metadata, providing powerful, "ask anything" search and semantic capabilities, and enabling you to deliver enriched, targeted experiences that are becoming today's "table stakes" for content providers.

With support for secure operations, accurate reporting and analysis over the full lifecycle of data, the agile MarkLogic platform makes it easier to adapt to changes – and respond to consumer trends faster than ever before.

Entertainment Organizations Succeed on MarkLogic

BBC

The BBC built a program metadata service on top of MarkLogic to improve performance and reliability for their iPlayer, Radio, News and other content delivery services. Making new content available now takes minutes instead of days, and the architecture – which runs on the AWS cloud – is simpler and easier to launch and maintain.

Multinational Entertainment Company

Using MarkLogic, this major studio successfully integrated over 200M documents and 500M semantic triples from five different source systems, creating a metadata hub that stores, classifies, and reconciles all the information about their assets. Their new app – which was built in four months – lets users quickly find the information they need to generate more revenue with less cost.

NBCUniversal

MarkLogic powers the award-winning cloud-based app that has "unlocked binging" for SNL fans. NBC created smart content based on MarkLogic's Semantics and search, allowing them to integrate, manage and search a wide range of data (scenes, characters, guest stars, etc.) and deliver a customized, continuous streaming experience.

Let MarkLogic Make Your Data Actionable

As the world's best database for integrating data from silos, MarkLogic's database platform empowers our customers to more quickly achieve a unified, actionable 360-degree view of all their data – at less cost.

Find out why leading Entertainment industry organizations trust MarkLogic to help them streamline their operations, adapt to new business challenges, and more effectively monetize their content.

Visit www.marklogic.com