



Point of View

# Rapid Content Rights and Identification Platform

by **John Missale**

With the exponential increase in prime video content, due to linear, cable, and OTT consumer consumption appetites, content can be found in various stages of assembly from ingestion to production and distribution. Identifying content and content rights at any point using current processes for shows, scenes, shots, and elemental media is a slow process. Once the asset title is found in the MAM, an additional check in the rights management system indicates whether the asset is in or out of the license window. Hopefully, the taxonomy between the MAM and the rights management system is unified and if not, additional research is required to identify the title and validate the rights.

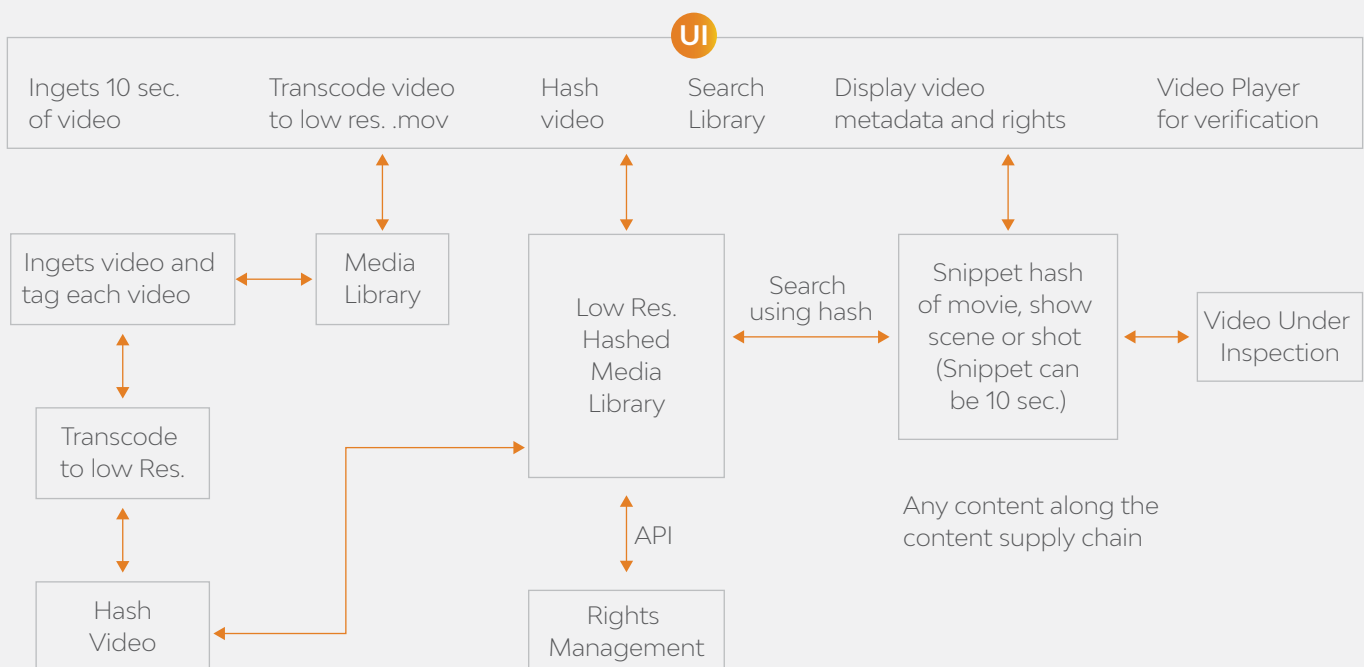
Modern rights management systems rely on the text title of an asset, which tends to

be highly error-prone since titles change, get renamed, misspelled, or are incomplete. The errors tend to increase as the file size of the asset decreases i.e. scene, shot, transition, or elemental asset. It's clear that the current video or audio asset identification and rights validation processes need to be rethought.

We propose a solution that provides rapid asset identification and rights validation using LTI's Perceptual Hashing IP. The Solution/Tool takes a transformed (SD or HD or 4K) low-resolution file (proxy file) version and hashes a snippet of the audio or video and uses the snippet hash to search the Hashed (#) Media Library. All content that is ingested into the content provider's operation is hashed and the hash provides a single source of truth for the video or audio asset.

## Below is a diagram of the solution

Content Rights Identification Platform (Jmissale 10/7/21)



The solution/tool is integrated through an API to the Rights Management System through pointers that are created when the video/audio asset file is hashed so the hash is locked to the ID of the asset. After the asset is identified and the rights are validated, the snippets are removed from the system to save storage space. This process eliminates the edit suite and the MAM and provides rapid identification and rights validation of the asset. The rapid search pulls all metadata from the rights management system and displays the disposition of the asset. A video player is also integrated to provide visual confirmation as well.



## John Missale

Senior Advisor, Chief Solutions Architect

John is the Senior Advisor, Principal and Chief Architect for Media & Entertainment at LTI, providing architectural solutions for media clients in Digital Transformation, Cloud, Software Technology, and Emerging technologies. John worked as a CTO for four leading global media companies. He was also the Founder & President of Rant Technology, Inc. and implemented Cyberstar, the first global CDN for Loral Space and Communication. He developed the 31 David Sarnoff patents for MPEG 4 and H.264 for the eVue Corporation. John's work on streaming digital video distribution over a public fiber optic network received the Technical Emmy Award from SMPTE in 1996.

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 460 clients succeed in a converging world. With operations in 33 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 40,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Ltinfotech.com> or follow us at @LTI\_Global.