IM▶ES
IRON MOUNTAIN ENTERTAINMENT SERVICES

What if You Could

- Search your media archive with a click instead of searching through boxes and playing through tapes

- Instantaneously find specific titles, faces, logo, performers in your media

- Easily pinpoint discrepancies between physical assets and database records

- Search contracts for specific phrases or names through a single contract repository

IRON MOUNTAIN INSIGHT™ FOR THE MEDIA & ENTERTAINMENT INDUSTRY

## BUSINESS CHALLENGE:

At a time when content creators and entertainers have never been more focused on planning for the archiving and future distribution of their work, Iron Mountain InSight brings automation and Machine Learning (ML) to media archive management, enabling media owners to structure unstructured content, and to make their archives truly searchable.

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, adding structure, context and meta-data to information to make it more usable.

This solution provides users in the Media and Entertainment industries to organize, search and find the assets they need through an intuitive interface, without any technical training, and allowing multiple data types from various data sources, including video, edit lists (EDLs), closed caption dialog and external data sources to be searched to provide context and clarity to your media assets.
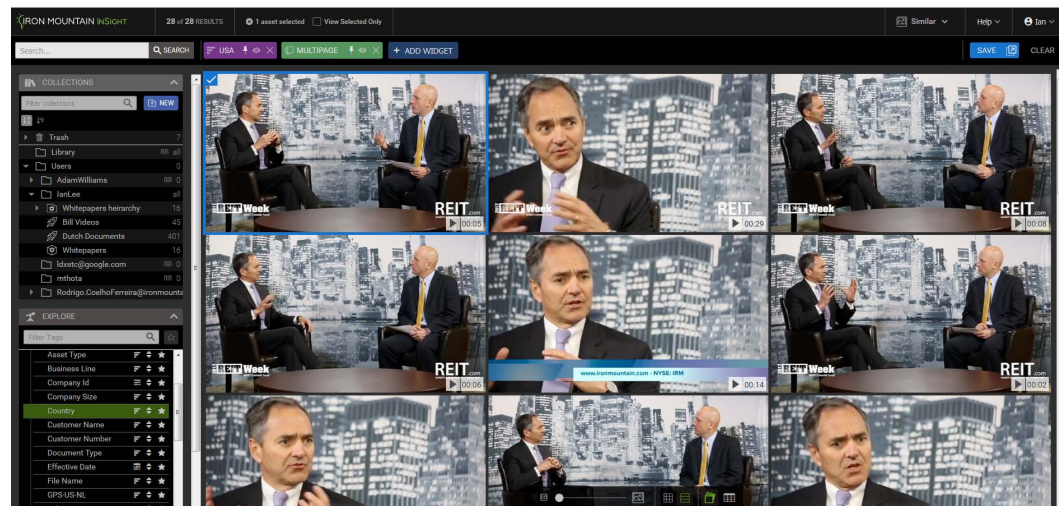
HOW IT WORKS

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 assets are classified by type and the metadata is organized as a collection.

Iron Mountain's vast experience with the digitization and management of entertainment and media assets is used 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.

IMPLICATIONS FOR MEDIA AND ENTERTAINMENT

With Iron Mountain InSight you can:

> 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

> Find clips or images efficiently by filtering on various criteria including facial similarity, speech to text, written text (such as subtitles or handwriting), and object recognition

> 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

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![Iron Mountain logo]