Metadata Ecosystem
Path from Publisher to Viewer

ctam

1 What Does The Viewer Want To Watch?

BIG LITTLE LIES + **modern family**

(Example programs)

2 Who Published The Content?

Television Network	SVOD	Production Company
HBO · abc · USA network	amazon prime	20th CENTURY FOX · HBO

3 Who Aggregated The Metadata And Artwork?

TV Data Aggregator	Video Store	Consumer Web Site
gracenote · RED BEE PART OF ERICSSON · TiVO	iTunes · prime video	IMDb · common sense

4 How Does The Viewer Want To Watch?

Pay TV	Direct to Consumer	SVOD	CE Manufacturer Universal Search & Browse
xfinity · YouTube TV · Spectrum	HBO · HBO MAX · abc · Disney+	amazon prime	tv · fire tv
Scheduled network broadcast	Network TVE	SVOD Library	App Aggregation
DVR Recording of Broadcast · Network VOD	Portfolio		Disney+ · abc · HBO · YouTube · prime video · xfinity
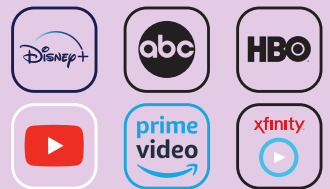
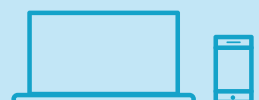## 5 On What Device Are They Watching?

Legacy STB	Current-Gen STB (Comcast X1)	Connected Device (AppleTV)	Computer/Mobile (Apps)