Globally Distributed Material Management by UMID

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How to use UMID as an Identifier

› To link an AV material to its metadata

```xml
<Metadata xmlns="...">
  <TargetMaterial umidRef="UA"/>
  <Title>Major League Baseball</Title>
</Metadata>
```
UMID based Material Search

- Because of huge difference in their data sizes ...

- It is "UMID='UA'" AV material.
- Which AV material captures "Ichiro Homerun"?
- Uniform management of metadata associated with AV materials via UMID

Needs
Common UMID Resolution Protocol

I have it at "http://..."!
Cooperation of Multiple MAMs

- via UMID as a common AV material identifier

Do you know material “Bob”? 

I don’t know

“Taro” 

“Hanako” 

MAMs (1)

App.

“As is” 

AV Material1

U_A

“Bob” 

MAMs(2)

“Alice” 

AV Material2

U_B

Shared Material Server

Do you know material “Bob”? 

I don’t know

“Taro” 

“Hanako” 

MAMs (1)

App.

“As is” 

AV Material1

U_A

“Bob” 

MAMs(2)

“Alice” 

AV Material2

U_B

Shared Material Server
Cooperation of Multiple MAMs

- via UMID as a common AV material identifier

Do you know material “UA”? Do you know material “UB”? Do you know material “UA”?

I have it at http://...!

“UA” “UB”

“UA” “UB”

App.

MAMs(1)

MAMs(2)

Shared Material Server

“UA” “UB”

AV Material1

AV Material2

“To be”
UMID in “Best-of-Breed” System

- When appropriately treated, UMID may be used as a common AV material identifier in the system.
UMID Application Principles

- **Principle 1: UMID Integrity**
  - Different AV materials shall be identified by different UMIDs

- **Principle 2: UMID Identification**
  - AV materials representing an identical essence at their playout may share the same UMID
Globally Distributed Material Management by UMID

- To realize “Manage locally, Search globally”

```
Site A
UD
AV Material
Genre A
Title A
Meta A

Internet

Site B
UD
AV Material
Genre A
Title A
Meta A

Site C
UD
AV Material
Genre B
Title B
Meta B
```
Thank you!