

## THE GROUCHO CLUB

45 Dean Street London W1D 4QB



# METADATA WITH A MISSION

**Using Metadata To Automate Workflows,  
Repurpose Content & Reduce Operational Costs**

**Granby Patrick**, Managing Director  
Marquis Broadcast

**Tony Taylor**, Chief Executive Officer  
TransMedia Dynamics

**Paul Dubery**, Business Development & Partner Management  
Front Porch Digital

**Jim McGrath**, Chief Technology Officer  
Ascent Media Network Services

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front porch digital





# **METADATA** WITH A MISSION

## **Using Metadata To Automate Workflows Repurpose Content & Reduce Operational Costs**

**METADATA WITH A MISSION** will provide broadcasters an open forum to stimulate thought and conversation about the need for the effective management of media throughout every stage of its lifecycle.

### **Who should be attending?**

**Metadata With A Mission** is aimed at CEOs, CTOs, MDs, Technical Directors and anyone involved in production, post-production and delivery.

### **You will leave this event with:**

- An understanding of the issues surrounding the implementation of asset and storage management, and efficient workflow practices
- Tools to convert new management systems to operational success
- Knowledge of how to integrate best of breed products
- The value of metadata in reducing operational costs

### Seminar Programme

- 10.00 Registration
- 10.15 **Chairman's opening remarks**  
Peter Davies, Marquis Broadcast

#### SUPPLIER PRESENTATIONS

- 10.30 **Operational Savings Through The Use Of Metadata & Integrated Workflows**  
Creating an environment where best of breed products can exchange data.  
Granby Patrick, CEO, Marquis Broadcast
- 11.00 **Effectively Managing Metadata**  
How can broadcasters ensure their production processes are managed more efficiently?  
Tony Taylor, CEO, TransMedia Dynamics
- 11.30 Morning break
- 11.50 **Managing & Repurposing Content In A Busy Broadcast Environment**  
Intelligent solutions for storing and archiving content.  
Paul Dubery, Business Development & Partner Management, Front Porch Digital

#### CASE STUDY PRESENTATION

- 12.20 **The Users Experience**  
Ascent Media discuss their experiences with all three suppliers.  
Jim McGrath, CTO, Ascent Media Network Services

#### QUESTION & ANSWER SESSION

- 12.40 **Completing The Mission**  
**Automating Workflows, Repurposing Content & Reducing Operational Costs**  
Chaired by Peter Davies, Marquis Broadcast  
And other invited speakers
- 13.15 **Chairman's closing remarks**
- 13.30 **Lunch in the Groucho Club**



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# METADATA

## WITH A MISSION

# 21 MARCH 2007

## THE GROUCHO CLUB

45 Dean Street London W1D 4QB

### WAYS TO REGISTER

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### DELEGATE DETAILS (Please complete in block capitals)

Title (Mr, Ms, Mrs)	
First Name	
Surname	
Job Title	
Company Name	
Address	
Town	
County	
Postcode	
Country	
Tel No	
Fax No	
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### EVENT SPONSORS

**Marquis Broadcast** is a leading broadcast consultancy specialising in workflow studies for data-intensive environments.

Marquis' revolutionary universal media highway system, Medway, gives customers the freedom to choose best of breed solutions and the ability to achieve maximum efficiency and productivity from their business processes.

**TransMedia Dynamics** is a highly focused and dynamic organisation specialising in the development and delivery of solutions and associated services to the global media, broadcast and archive industries.

**Front Porch Digital** is the leader in digital content storage management for the broadcast, media and entertainment industry. Front Porch makes it easy to share, protect and leverage content regardless of where it resides. Our success is built on developing innovative digital archive management technology and providing excellent service and support.

### LOCATION

The Groucho Club lies on Dean Street which runs from North to South between Oxford Street and Shaftesbury Avenue. The building is on the East side of Dean Street just North of the junction with Old Compton Street.

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