LUMINA DATAMATICS®
WE MANAGE KNOWLEDGE™

Transforming Video Content Management for Enhanced Accessibility and Searchability

CLIENT OVERVIEW

The client is the training division of one of the major public research universities in Australia. The client provides a range of education solutions to students, academics, and professionals located in Australia and overseas.

PROBLEM

The client, needed to convert training materials to videos and ensure easy access for users. However, poor search capabilities and metadata issues hindered usability and reduced subscription rates.

- Users struggled to sift through a vast repository of video content.
- Low subscription base due to poor search capabilities.
- Issues with metadata enrichment and application of subject terminology.

SOLUTION

Lumina Datamatics implemented a comprehensive strategy to enhance video accessibility and search functionality. This involved utilizing language experts and the FAST database for metadata enrichment.

- Deployed language experts to write abstracts for each video.
- Used the FAST (Faceted Application of Subject Terminology) database for subjective metadata and indexing.
- Captured descriptive metadata, including contributors, roles, and video synopses.
- Indexed diverse content, including documentaries, dramas, series, movies, news, and more.
- Applied indexing to news programs broadcasted on pay TV channels like ABC Television, SBS Television, Nine Network, and Ten Network.

RESULT

The strategic implementation significantly improved the client's video content accessibility and search functionality, leading to a notable increase in subscriptions and user satisfaction.

- Harnessed FAST (Faceted Application of Subject Terminology) for incisive metadata creation.
- Optimized video content on a larger scale.
- Reduced costs with a smaller pool of efficient resources.
- Enhanced quick video search capabilities for students and lecturers globally.
- Increased the subscription base for videos.
- Delivered accessible content for visual and hearing-impaired students.
- Successfully indexed news programs on pay TV channels.

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness. For more information, please visit www.luminadatamatics.com.