



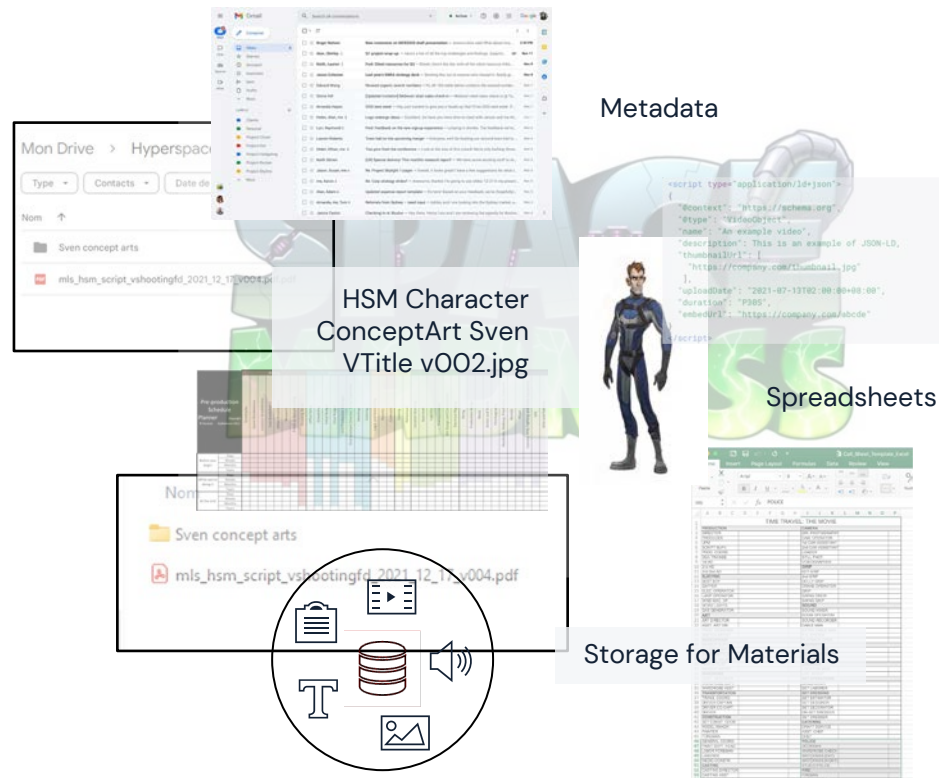
TECH RETREAT 2024

Implementing the MovieLabs
Ontology for Media Creation –
How & Why

Guillaume Rachez, VP Product
Perfect Memory

Part 1 The Issue

FINDING, ACCESSING, GETTING useful things is a HARD PROCESS



« I need an updated visual of our main character. »



« Can you send me the final version of the concept art ? »



« Where is the final version of the script ? »

- Why is it so hard ?



Part 2

The Solution

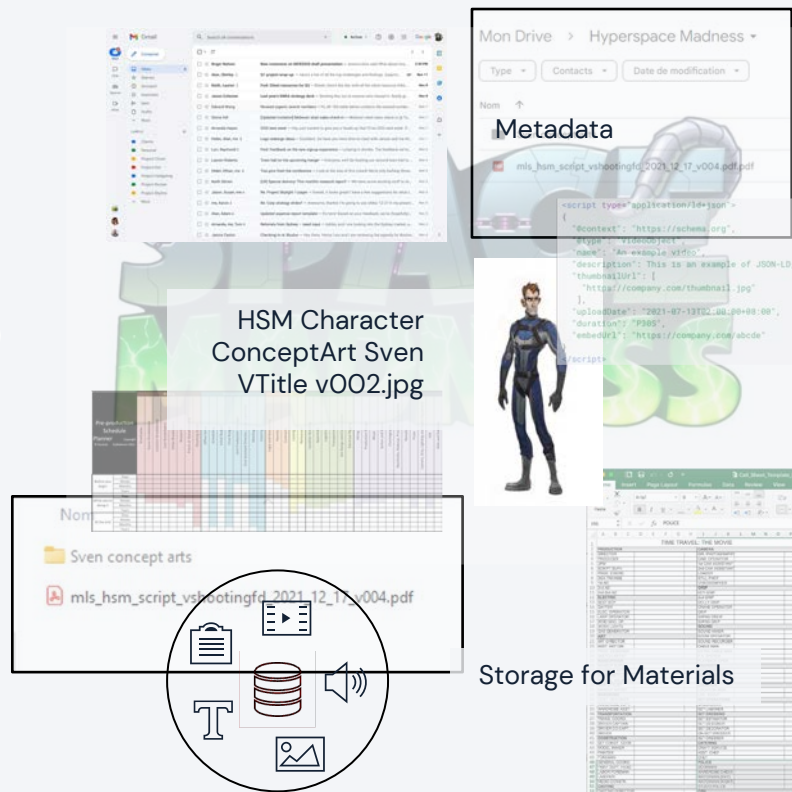
Solve the How (I search), Where (I access) & What (I get)

Let's put "AI" on it ?

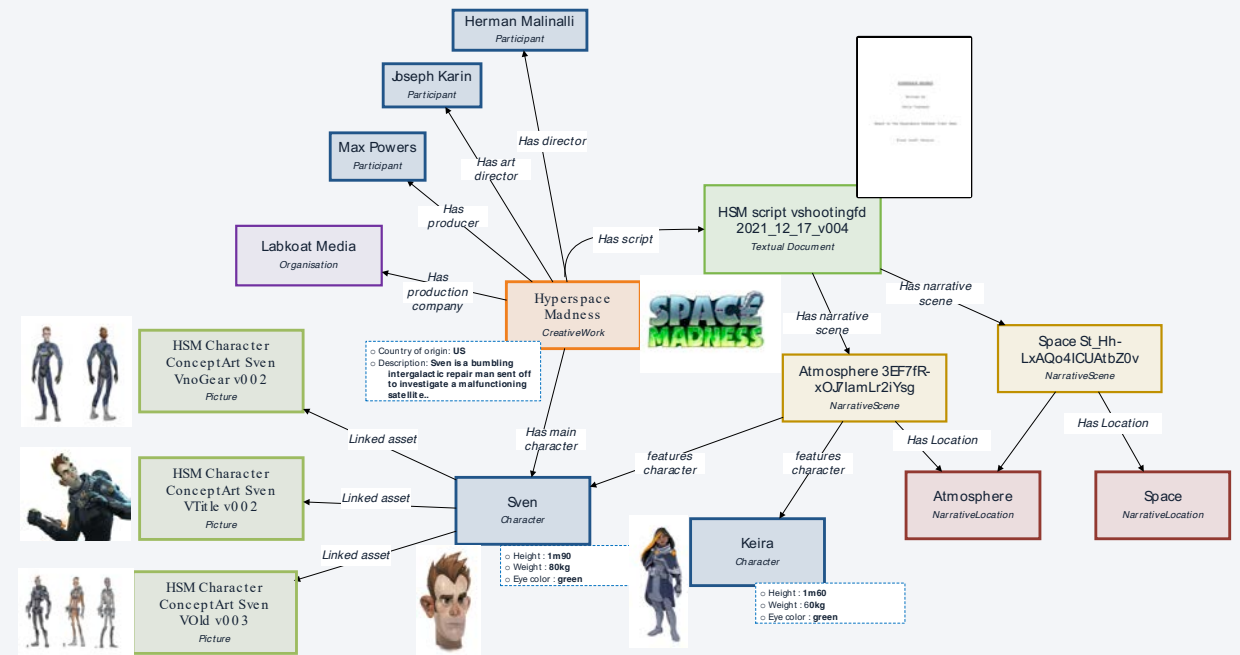
No... Let's structure it (first) !

Structure Production Data and Files

From data and file storage ...



... to their continuous interconnection



Knowledge Graphs & Ontologies

- Standard, agile, interoperable unifying layer for heterogenous data and files

EBU

EBUCore+
Ontology



||
PERFECT
MEMORY

Perfect
Commons



WIKIDATA

WikiProject
Ontology



movie
labs

Ontology for
Media Creation



ONTOLOGIES

INFERENCE
RULES



TRIPLE
STORE



W3C®

REASONING

SEMANTIC STANDARDS

Models to structure... and benefits from reasoning AI, multiplying the entry points!

Part 3

The Business Use Cases from different Industries

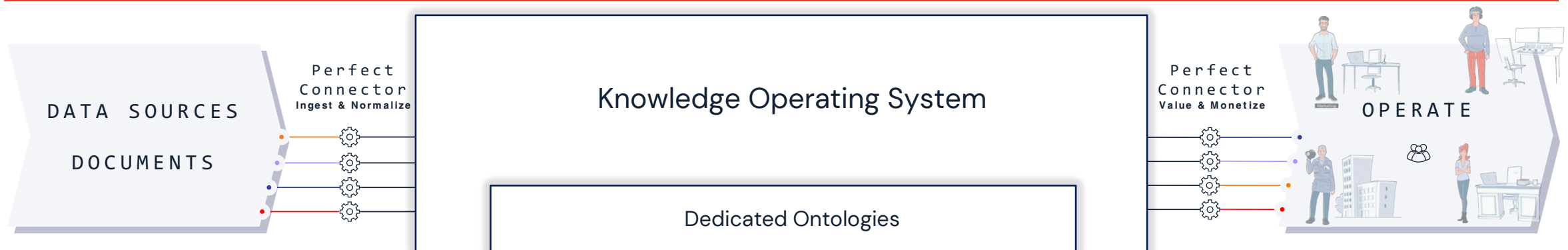
Knowledge Operating System

Structure heterogenous data and files for an intelligible access

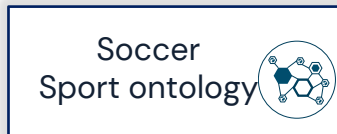


france•tv

NASCAR



Make explicit all the implicit needed by the business



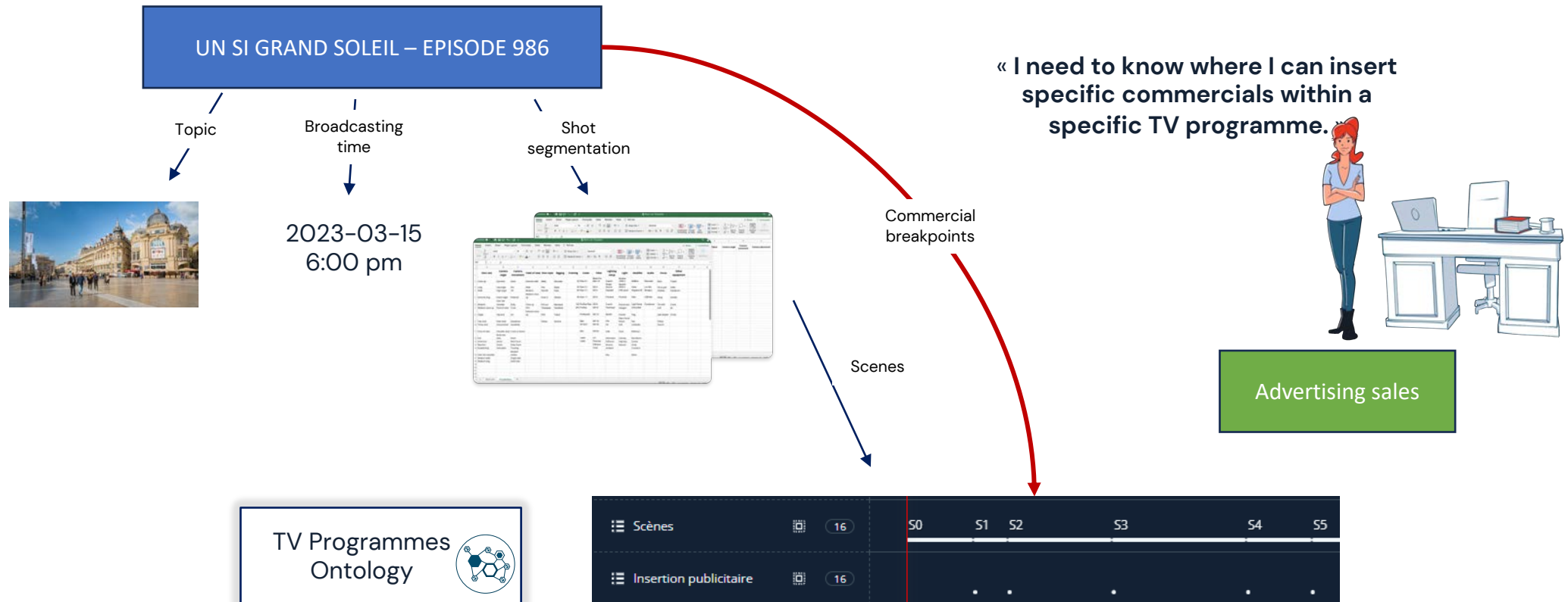
« I need a shot of Mbappé
with a white jersey
at Old Trafford. »



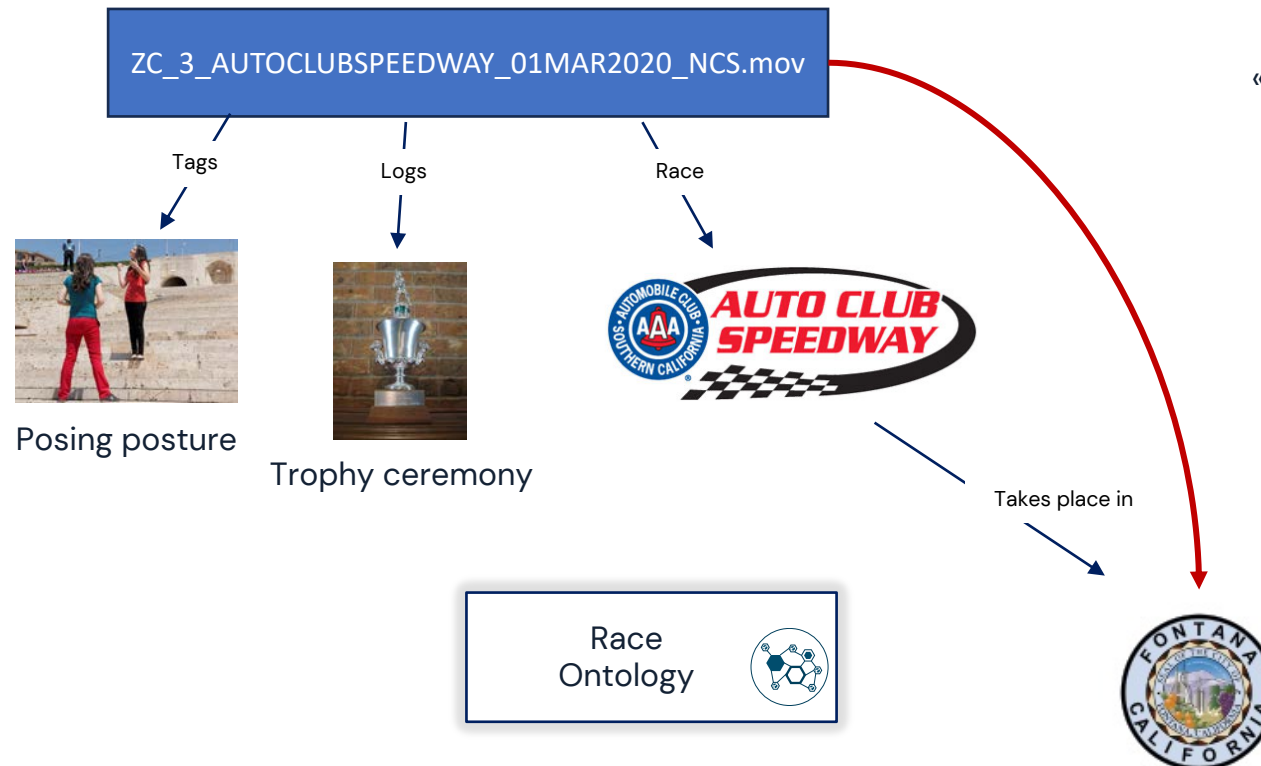
Video Editor

Reconcile data from different departments related to the same Programme

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Reconcile race logs with AI image analysis to serve any reuse in editing



« I need a shot of a Fontana winner posing for a photo shoot. »

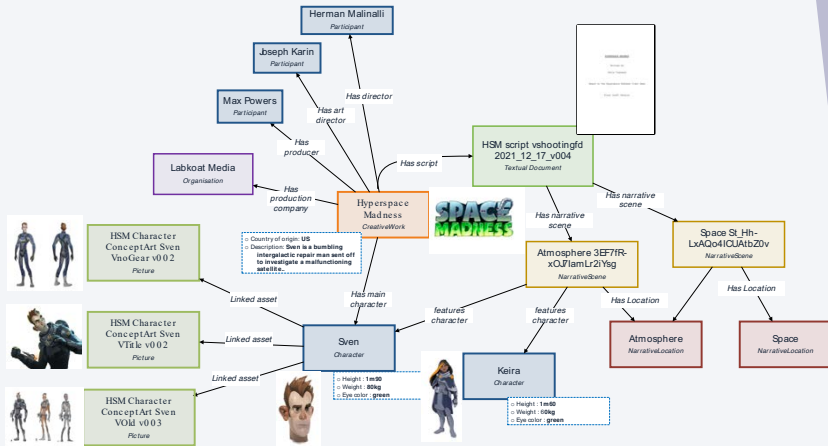


Video Editor

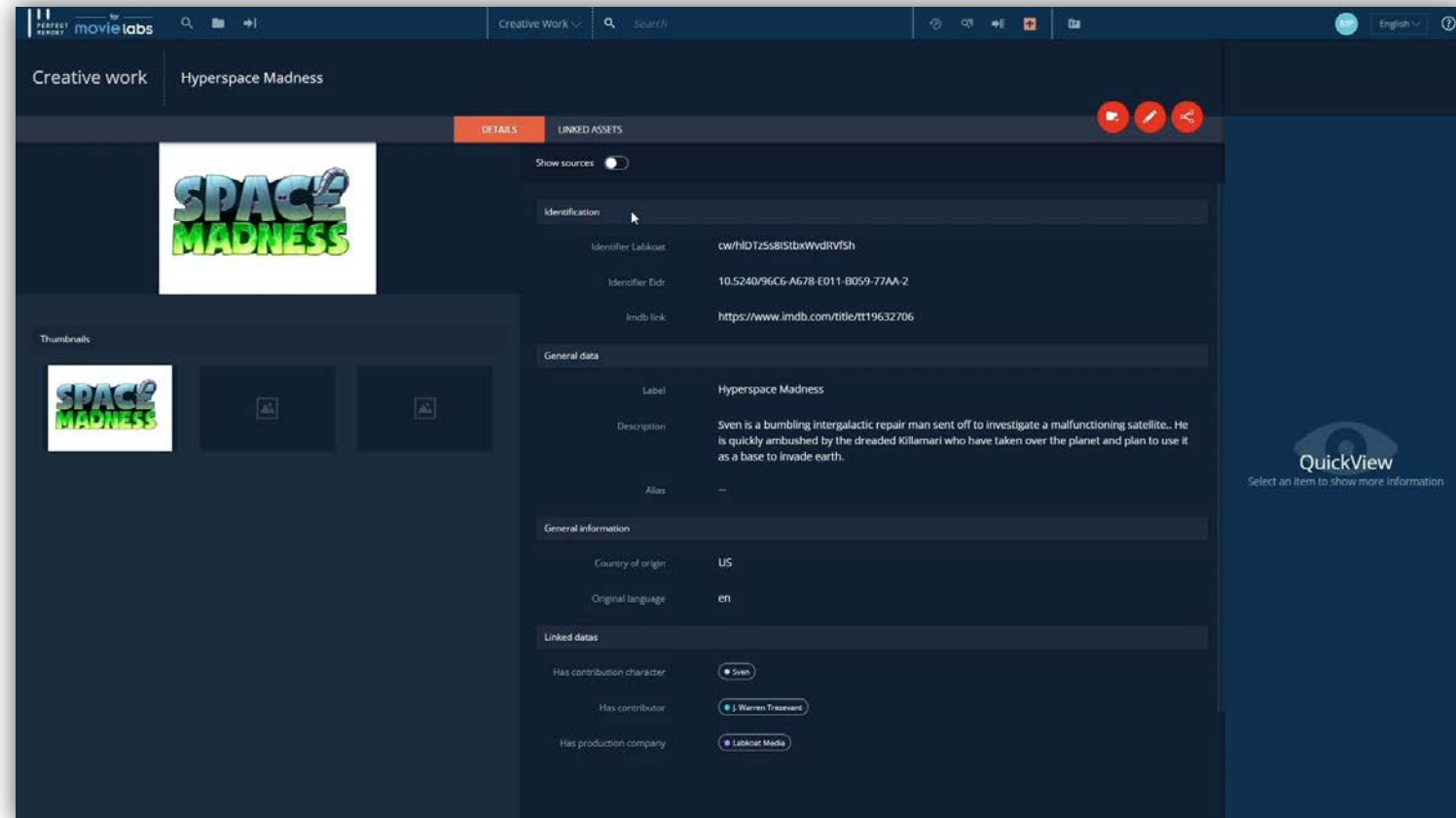
Part 4

The Benefits for the Movie Production Industry

From Archives to Assets... with the Ontology for Media Creation

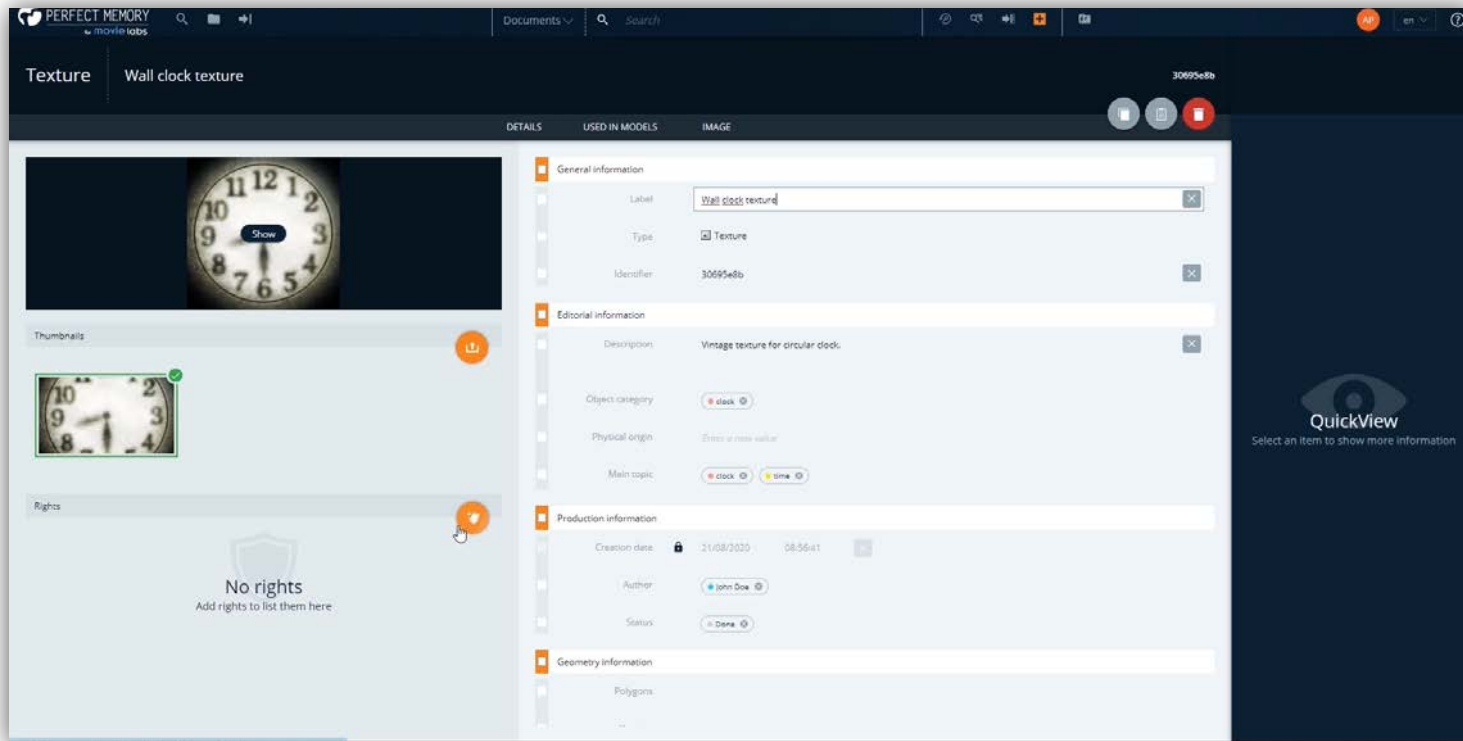


Ontology for
Media Creation



Put in the light the masterpieces coming from a masterpiece !

Rights Management focus



- Reveal the implicit...
sometimes critical !

« Have I the right to use this ? »

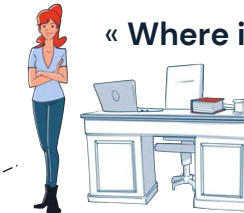


Preserve the business tools and the creativity... Connect the Assets, connect the Stakeholders



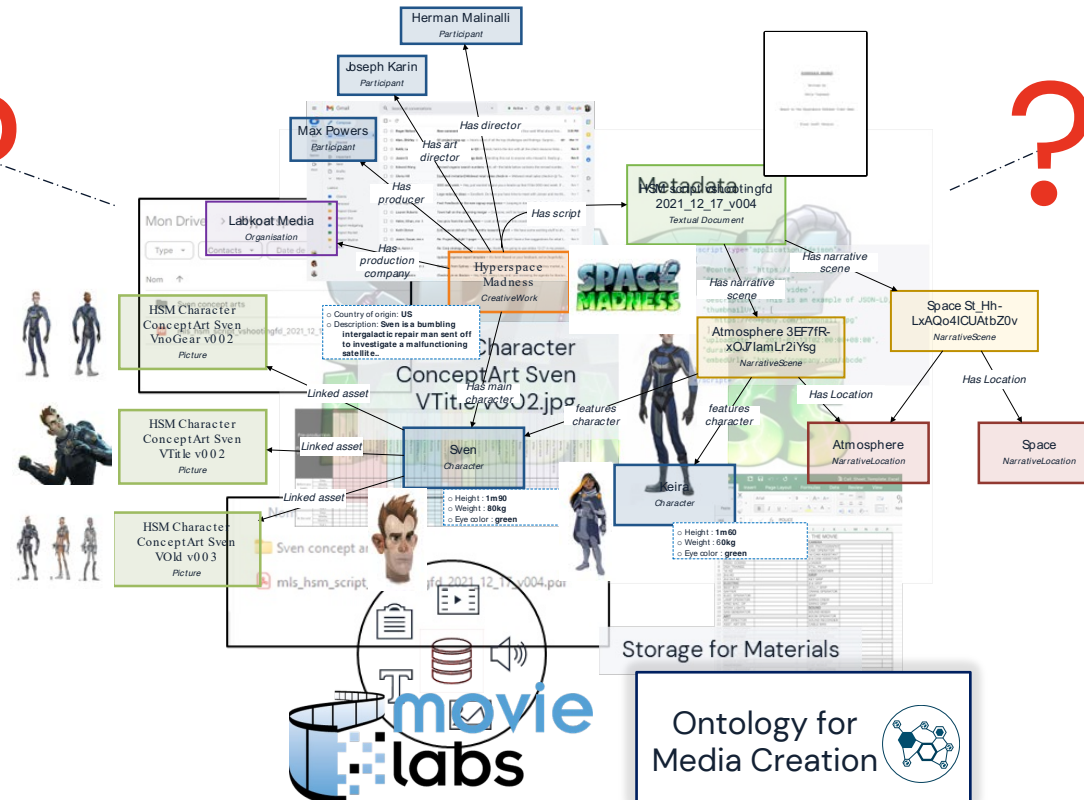
Marketing

« I need an updated visual of our main character. »



Post
production

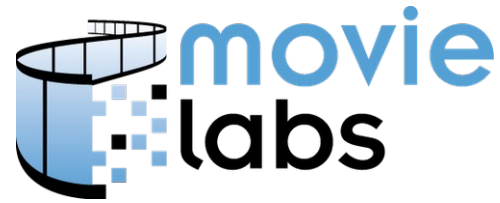
« Where is the final version of the script ? »



« Can you send me the final version of the concept art ? »



Production



Ongoing implementation of
the OMC with a major
partner in the industry.

To be continued...

The logo consists of the letters 'H', 'P', and 'A' in a bold, white, sans-serif font. The 'H' and 'A' are tall and narrow, while the 'P' is shorter and wider, creating a balanced, symmetrical design. The background is a vibrant gradient of blue and orange, with a series of white, curved lines at the bottom that resemble a stylized landscape or a series of steps.

HPA

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