

MONETIZATION OF DRONE VIDEO

Peter Flood
CEO AIDA Content Management, Inc.
October 11, 2019



VRMETA VIDEO META HUB

SIMPLE HIGH SCHOOL ALGEBRA:

DRONE LICENSE = VIDEO

VIDEO + METADATA = VALUE

DRONE LICENSE = VALUE



TRENDS IMPACTING THE DRONE INDUSTRY

- Trend 1 – Expanded business use
- Trend 2 – Slower, more steady growth
- Trend 3 – Further vendor consolidation
- Trend 4 – Public distrust and civil liability
- Trend 5 – More regulation - maybe
- Trend 6 – DJI's continued dominance
- Trend 7 – Sensors, software, and AI advancements

Forbes, January 2019; *Seven Trends That Will Shape The Commercial Drone Industry In 2019*; Colin Snow



GROWING DRONE MARKET SEGMENTS

- Agriculture
- Architecture and construction
- Delivery
- Drones-as-a-Service
- Emergency Services
- Engineering – Mining; Oil & Gas; Survey Engineering;
- Environmental Monitoring and Conservation
- Media/Film Production
- Training
- Telecommunication and Utilities

Forbes, January 2019; *Seven Trends That Will Shape The Commercial Drone Industry In 2019*; Colin Snow



DRONE VIDEO + METADATA

- **Metadata** - is data information that provides information about other data.
 - **Digital Asset Metadata (DAM)** may be written into a digital photo or video file that will identify who owns it, copyright and contact information, and descriptive **information (such as keywords about the photo or video)**, making the file or image searchable on a computer, the Internet and a media asset management **(MAM)** solution.
- **Types of Metadata:**
 - **Descriptive Metadata** – metadata that describes a work for purposes of search, discovery and identification as to a digital assets story.
 - **Technical Metadata** - data used in the storage and structure of the data
 - **Administrative Metadata** – metadata related to the use, management and rights of the content including creator, title and production data.
- **Managing Metadata**
 - **When working with metadata, organizations must plan carefully to determine the optimal approach to entering, updating and validating information.**
 - **Modern Digital Asset Management software will enable the existing metadata to be read, stored and made visible to users.**



DRONE VIDEO + METADATA = INCREASED VALUE

- IMPROVED DATA TO MEET DELIVERABLE REQUIREMENTS
- CLIENT ACCESIBILITY TO DELIVERABLE
- IMPROVED PRESENTATION FOR DELIVERABLES AND SALES MATERIAL
- IMPROVED SEARCH AND RETREIVAL OF DELIVERABLE
- **BOTTOM LINE: IMPROVED COMPETITIVE ADVANTAGE**

WELCOME TO THE VRMETA SOLUTION

➤ VRmeta Solution Technology:

- A patent pending revolutionary, ultra-precise targeting tool allowing users to input time-based descriptive metadata within the frame and record that meta-tag as an in-frame metric or based on the asset time code.
- Or in short: **In frame Time Based Descriptive Metadata (IFTBD).**
- **First touch tool for every digital asset**



The VRmeta Solution Suite is for all metadata challenges in the content management and the content management industry spans all industries requiring the use and management of digital assets.



VRMETA VMH FEATURES & FUNCTIONALITY

- **Cloud Based & Secure**
 - **MAM Capability – Adapt your storage needs to manage your digital assets. Quick search capability across all video assets within the VMH**
 - **IFTBD to enable a new level of control of your digital assets and leverage to increase their lifecycle value.**
 - **IPTC keyword, quick tags and caption metadata capability for every popular video asset type**
 - **Export and share both the videos and their corresponding metadata with every known DAM and MAM and post production workflow**
 - **Upload Video with .XMP Sidecar or with Embedded Metadata**
 - **Auto-tagging UI which allows for quick editing and enhancement of auto tags.**
 - **Transcription in the cloud thus easy in frame time based meta tagging of any portion of the transcription.**
 - **Smooth Implementation/integration with most media workflow**
-



VIDEO META HUB MOBILE CONNECT



VIDEO META HUB DEMONSTRATION



Questions?

peter.flood@aidacm.com

jenna.mulvey@aidacm.com



References

- Forbes, January 2019; Seven Trends That Will Shape The Commercial Drone Industry In 2019; Colin Snow
- Business News Daily, 10 Cool Commercial Drone Uses Coming to a Sky Near You By Adam C. Uzialko, May 10, 2018

CONTACT INFORMATION:

Support: verametasupport@aidacm.com

Inquiries: peter.flood@aidacm.com

jenna.Mulvey@aidacm.com

The VRmeta solution created by Mark Milstein, Managing Director of Microstocksolutions is licensed to AIDA Content Management For Sale, Platform Deployment, On Boarding and Adoption across industries

Copyright © 2019 AIDA Content Management, Inc. All Rights Reserved. Other trademarks may be the property of their respective owners.

