

Linking VOD data across platforms and borders

An upcoming JSPS Project (2022-2024)

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Project outline

Main phases

Expected results

From regional to global online distributors

- Tech giants rule the field (Netflix, Amazon, Sony...)
- Local actors are rare (or bought/merged)
- Consumers want fewer subscriptions and SVOD

Shifting interests for distributors

Licenses are...

- ...geographically restricted
- ...limited in time (usually 1 to 5 years)
- ...focused on the latest releases (\neq back-catalog) and franchises (\neq isolated, one-shot works)

THE CONTEXT: INHERENT INEQUALITY IN VOD CONSUMPTION

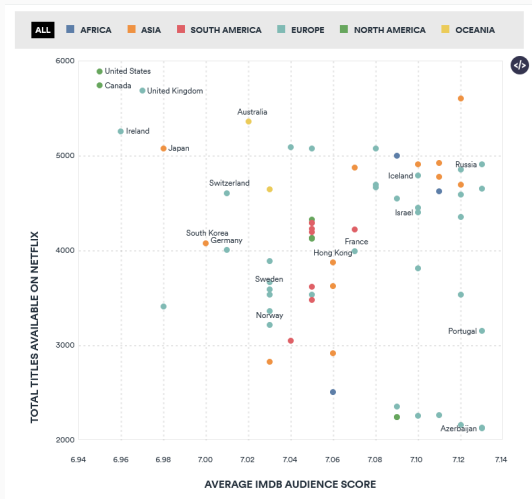


Figure 1: Number of available titles on titles by country and IMDB score in 2020 (Chart from SurfShark, data from Flixwatch)

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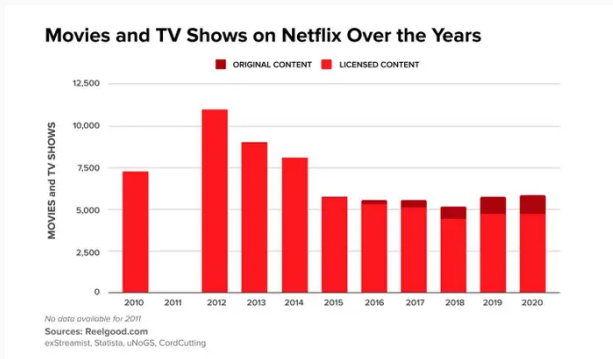


Figure 2: Number of available titles on Netflix in the US (Chart from BusinessInsider, data from ReelGood)

Do different territories and time-frames mean...

- Different territory expectations?
- Different contents for different people?
- Different marketing strategies?
- Different handling depending on the company size?

Technical tools to be studied




- Linked Open Data + RDF modeling/SPARQL processing
- A data-driven analysis of audiovisual data

Main goals

For select platforms and territories:

1. A technical solution to **explore temporal/geographical availability** of media titles
2. **Linking** this dataset with **various external resources** (raising new issues and potential analysis)
 - See: JVMG, content-centric and media-centric databases...
3. **Critical, computational study** of said data (w/ area-specific problems of interest)

Prime examples (and why)

- Japanese media  (anime and the like)
 - Market on a continuous, steep rise
 - Active industry with many new releases and a long history
 - Dedicated/specialized video services
 - Existing, active data resources (cf. JVMG)
- France  and Japan 
 - Strong markets in general
 - Big culture of physical releases
 - Numerous online video services (both local and international)

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1. Introductory work

- Contextual state-of-the-art analysis
 - Space- and time-sensitive LOD modeling
 - Audiovisual data resources
- Study existing data and similar or exploitable resources

2. Modeling and querying

- Design a data model for streamed video works and licenses
- Implement data extraction methods (when applicable)
- Design querying needs based on the model and our goals

3. Integration

- Technical implementation of the dataset and its various feeding pipelines
 - RDF / SPARQL handling of data
 - Software-based processing of input data (APIs, data generators and converters...)
 - Web platform to query and visualize data and results

4. External linking

- Analyze existing resources and interlinking possibilities
 - Notably: links with JVMG resources
- Design and study the interrogation of interlinked data

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EXPECTED (POTENTIAL) RESULTS: A DIGITAL HUMANITIES PROJECT

On the Data Science side...

- A new tool to represent space-time-sensitive data, audiovisual data, and Web-based media data
- A data visualization and querying tool to analyze streaming platforms

On the Media Studies side...

- A case study of media globalization through the lens of license management
- A resource to interrogate how various aspects of video works (production-related or content-related matters, etc.) impact on their availability

In short...

- A picture of the VOD landscape with concrete data and relevant interrogations
- A platform to store, query and visualize such data
- A reusable resource linking media data on multiple themes

⇒ A step forward for data-driven study of streaming platforms, and DH studies of online media content

Thank you for listening!