About the Project
In an overloaded online world, users are increasingly expecting to find content more easily. Facilitating the discovery and consumption of entertainment increases revenue for content providers. The aim of the ‘Film Ancillary Revenues Optimisation Engine’ (FAROE) project is to do just that, providing a cloud-based service which automatically links filmed media content to music and editorial using metadata.

We no longer consume just a film or piece of music in isolation. In a connected world, we expect to find out more — perhaps about who composed the music or starred in it, or where or when it was set. Tags added to the film connect users automatically to other content with the same or similar keywords. Our experience becomes a journey, from a film to a location to some music to a person and back again.

There is a large body of research that says good metadata can provide good financial returns. With limited metadata, it is hard, if not impossible, to discover content online. The richer the metadata, the more discoverable it becomes. The project team knew that film does not have rich metadata — often only covering genre and stars. This limits its online life, particularly its ability to be found via other content.

“We are delighted to have received the funding, enabling us to do the project with such great partners. It's core to all our business objectives, we've learned a lot, and hope to make money!”
Mandy Berry, Joint Chief Executive, Golant Media Ventures

While many people are doing interesting work around 'search', FAROE is about discovery. "Search is more of a task but discovery is fun," says Mandy Berry, Joint Chief Executive of Golant Media Ventures. "Enabling users to discover their own journeys keeps them engaged and increases revenues from their attention and spend. The end of one entertainment experience becomes the start of the next.”

Benefits of Funding
The collaboration between Golant, The Guardian, Idio and Decibel came about after they met at a TSB event and got talking. Golant and The Guardian already had history working on other projects and Idio were already using the Guardian Open Platform. As a member of the CIKTN, Golant knew about the different funding streams available. They have also been involved with the KTIN since its inception, and have been diligent about attending CIKTN events to find out more about what is required for each funding bid.

The TSB has enabled a partnership that otherwise might not have happened. Each might have been interested in exploring the project alone but, without the inherently collaborative nature of the funding, the impetus to collaborate would not have been there. The funding has enabled the companies to become more than the sum of their parts, taking the applied research further than they could have done alone.

Fast Facts
Sectors: Software, Film, Music, TV, Publishing
Funding Source: TSB ‘Metadata: Increasing the Value of Digital Content’ Mainstream
Total Project Value: £936k
Duration: June 2011 - May 2012
Market Impact: Potential licensing opportunities in a wide range of sectors.
Creative Industries KTN input: Golant attended CIKTN ‘Partnering for Innovation’ events to understand more about the scope and application process for the funding call.

Results
The project has recently finished, resulting in a prototype which has attracted interest from a number of potential licensees and resellers. The range of sectors that have shown an interest — media, publishing and telecoms, connected TV and mobile apps developers, personal data aggregators — demonstrates the potential of FAROE’s market.