



Digital Content Solutions

DigitalContentSolutions has been on the cutting edge of developing taxonomies and processes for a whole new generation of image and footage marketplaces.

When our client, the world's leading photosharing app, got the green light from Getty Images to upload one million images to their servers over the next 12 months, DigitalContentSolutions was part of an elite group of companies brought together to make it happen.

Mustering a small army of mobile photography savvy metadata specialists with oversight from a small management team, Microstocksolutions was able to pull off the keywording equivalent of the moonshot by fresh keywording more than 25,000 images in less than three weeks.

Industry

Online Media

Problem

Client partnered with a large channel reseller for the distribution and licensing of their content (over 1 million assets), but had no effective way to bring the content to market — and reseller — specification; unattributed and un-keyworded content required fresh tagging.

Solution

DCS assembled a team of specialists to quickly create metadata from scratch, using both human and machine processes.

Benefit

Client was able to more quickly deliver to their partner, which expedited time to market and positively impacted ROI. Lasting commercial value was given to each asset, ensuring accuracy and discoverability for years to come.