

# Scene-based Metadata Generation and Open API Provisioning Method for Smart Broadcast Service

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**Abstract**— To cope with the new media paradigm era toward user -centric service by using scene-based broadcast content, this paper proposes the scene-based metadata automatic generation method on small -size segmented unit, and open API provisioning method for metadata and its related video clip retrieval function. In order to fulfil this proposed essential technology, the smart broadcast platform is composed of following four enablers such as informal data management, semantic cluster, convergence-type metadata generation, and service control management. Through the opening of metadata resource in smart broadcast platform, the diverse and innovative broadcast media service that attracts users or business operators will provide more easily and conveniently. Eventually, it will also contribute to construction of smart media ecosystem with a virtuous cycle.

**Keyword**— Smart Broadcast Service, Scene, Metadata, Open API, Smart Broadcast Platform



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