



M&E-NEXUS Documentation

👉 **ME-NEXUS** is a subscription data and insight platform for the Media & Entertainment industry, designed to model and illuminate the content creation supply chain. It bridges the gap between creative leadership and business stakeholders by combining **industry-standard ontology semantics** with **enterprise-level firmographic, demographic, and workflow data**.

Grounding in the MovieLabs Ontology for Media Creation (OMC)

ME-NEXUS is built in alignment with the **MovieLabs Ontology for Media Creation (OMC)**, adopting its core entity definitions to ensure semantic consistency, interoperability, and precise graph relationships.

Below are the foundational OMC definitions that guide our ME-NEXUS model:

Entity	OMC Definition
Participant	"The entities (people, organizations, or services) that are responsible for the production of a Creative Work."
Task	"A piece of work that must be done and completed as a step in the production process."
Creative Work	"A uniquely identified production."
Infrastructure	"The underlying systems and framework required for the production of the Creative Work; it is generally not specific to a particular Creative Work."

These definitions redefine how ME-NEXUS treats entities and relationships:

- **Participants** in ME-NEXUS include **People**, **Organizations**, and **Services**, all following OMC semantics.
- **Tasks** are the atomic work units executed by Participants, possibly consuming or producing Assets.

- **Creative Works** are treated as unique production items (e.g., a film, TV episode, interactive experience) within a bounded production context.
- **Infrastructure** represents the systems (physical or digital) underpinning production workflows but external to specific Creative Works.

Grounding in the MovieLabs Ontology for Media Creation (OMC)

Data Model Alignment

Name Selection

Participants

Organization

Person

Service

Organization Attributes

Organization Functional Types

Organizational Content Types

Organization Production Locations

Organizational Size

Organizational Infrastructure

Organization Services

Data Model Alignment

Name Selection

Many elements of the ME-NEXUS schema use two fields to represent names:

- Name
- Alternate Name

Each participant, creative work, task and infrastructure has only one Name and may optionally have a number of alternate names. AlternateNames are an important part of the de-duplication process and support the initial matching process for integrating ME-NEXUS with customer's internal data.

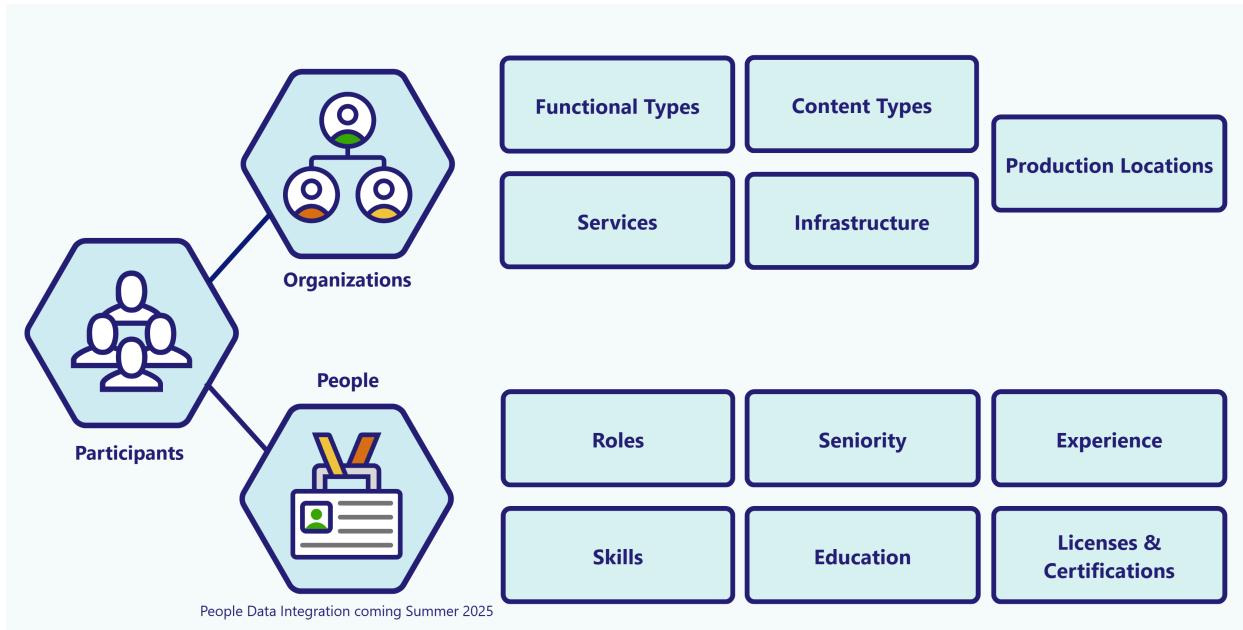
Participants

The entities (people, organizations, and services) that are responsible for the production of the Creative Work.



Best Practices

- For **participants**, the Name should be the legal name of the entity
- For **creative works**, the Name should be the title by which the work was known during its original release in its home market
- For **tasks**, the Name should align with standards established by Unions and Guilds in the relevant sector



Organization

Organization: A legal entity or groups of people associated with the production
Example: Art Department or IATSE.

Person

Person: People are the individuals that are associated with the production.
Example: Bernard Herrmann and Ennio Morricone.

Service

Service: A Service is a computer driven agent that can perform tasks given the proper context and structured data.
Example: A transcoding service or transfer service.

Organization Attributes

Attribute	Description
Name & Alternate Names	Participant Legal or canonical name plus any industry-recognized aliases

Parent & Child Relationships	Models conglomerates, subsidiaries, or crew hierarchies
Functional Types	Roles the participant plays in the M&E industry (e.g., Producer, Distributor)
Content Types	Types of content produced (feature films, games, VR, etc.) by participant.
Services Offered	Specific services provided to productions by participant.
Infrastructure Usage	Infrastructure tools used by participant.
Sizing & Workforce	Headcount range (ORG_SIZINGS) and actual employee count for organizations.
Locations	All organization office or production locations.

Organization Functional Types

Organization Function	Description	Example
Conglomerate	A large parent corporation owning diverse entertainment, media, or technology businesses.	Disney
Content	Organizations directly involved in the creation and distribution of entertainment content.	EA Games
Content Delivery	Organizations that provide platforms or networks to transmit digital entertainment to end users.	Netflix
Content Distributor	Organizations that license, package, and sell entertainment content to theaters, broadcasters, or digital platforms.	Discovery
Content Producer	Organizations that originate and finance entertainment projects, overseeing development, production, and post-production to deliver market-ready media.	A24
Content Vendor	Organizations that provide specialized services to help others create entertainment content.	Cinesite

Educational	Organizations delivering learning experiences in media, technology, or arts.	USC
School District	Local education authorities managing K-12 institutions, curricula, and community partnerships.	Los Angeles Unified School District
Government	Public organizations that regulate, fund, or promote entertainment sectors through policy, grants, incentives, and cultural programs.	National Film Board of Canada
Infrastructure Provider	Organizations providing the foundational hardware, software, cloud services, and network systems to support content creation and global distribution.	Adobe
Industry Advocate	Organizations that represent and advances the shared interests of a specific sector or creative field.	Film Academy
Trade Association/Commission	Member-driven organizations representing a sector, advocating policy, setting standards, and offering research, education, and networking.	VES
Enterprise Creative	Non-entertainment organizations adopting advanced media tools to enhance communication, visualization, and customer experiences.	Pfizer
AEC	Organizations that design, engineer, and construct physical structures and systems across any industry.	Zaha Hadid
Manufacturing	Organizations that produce physical goods across all industries, converting raw materials into finished products.	Ford

Organizational Content Types

The type(s) of content that the organization works on.

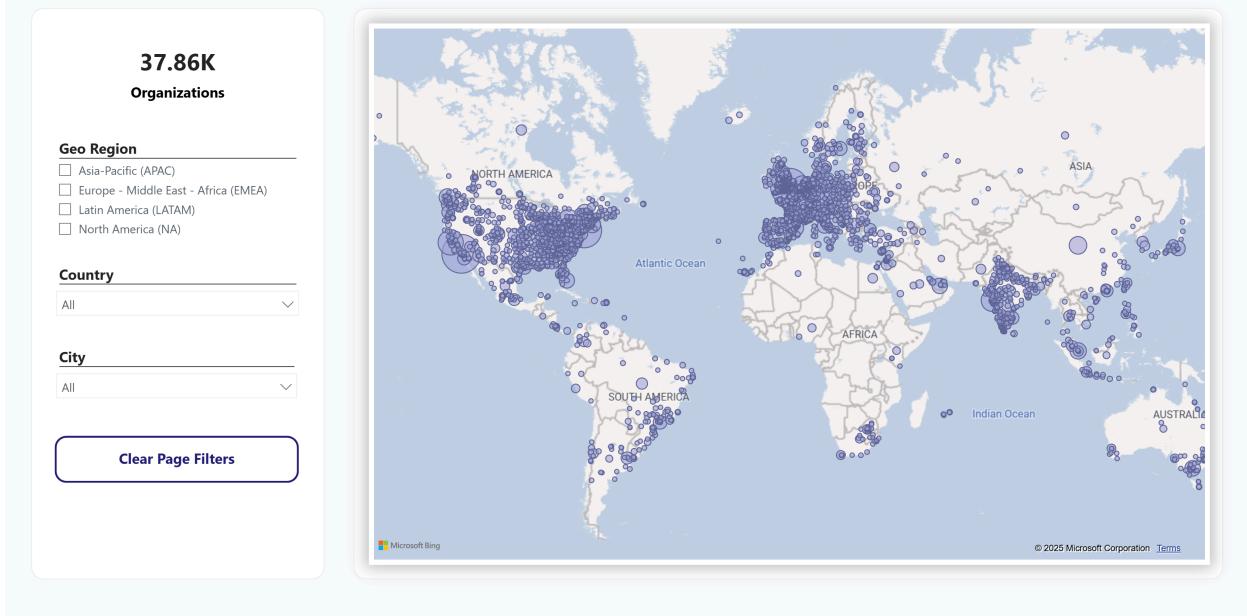
L1 Content Type	L2 Content Type	Definition	Example
Promotional		Media created to market, publicize, or support awareness of a product, brand, or entertainment property.	Marvel Studios Phase 5 Announcement
	DesignViz	Visual materials used to conceptualize, pitch, or communicate creative or technical design ideas.	The Line visualizations
	Advertising	Media works conceived and produced to convey persuasive or branded narratives through cinematic, animated, or graphic storytelling techniques.	Apple "Shot on Iphone" campaign
	Explainer	Short informational pieces that simplify or demonstrate products, services, or complex ideas.	"what is cloudfare?" video
	Corporate	Media assets produced to communicate internal initiatives, leadership messaging, or investor relations.	Company Strategy rollout
	Music Videos	Promotional works combining audio recordings with creative visuals to extend a song's artistic expression.	Pink Pony Club video
	Trailers	Edited compilations highlighting key visuals or narrative hooks to promote a creative work.	Superman Trailer
Scripted		Narrative creative works based on a written script featuring professional actors and structured storytelling.	Indiana Jones and the Raiders of the Lost Ark
	Feature	Long-form scripted creative works intended for theatrical or premium digital release.	Oppenheimer
	Episodic	Serialized scripted creative works released in segments or	The Office

		installments under a shared narrative arc.	
	Short Form	Scripted creative works under 40 minutes	Love, Death, and Robots
Video Games		Interactive experiences built on real-time engines and designed for player engagement across multiple platforms.	Halo
	Web	Games or interactive media delivered through browser-based or online environments.	Roblox
	Cloud	Games or interactive experiences executed via remote computing infrastructure, enabling streaming without local installation.	Cyberpunk 2077
	Mobile	Games or Interactive content designed primarily for smartphone or tablet experiences.	Angry Birds
	Console	Interactive titles optimized for dedicated gaming hardware like Xbox or PS5.	God of War: Ragnarök
	PC	Interactive titles developed for personal-computer ecosystems.	Baldur's Gate
Social		Short-form or episodic creative works created for social platforms, optimized for engagement and shareability.	Mr. Beast Reel
Unscripted		Non-fictional creative works capturing real events, people, or performances without a predefined script.	Super Bowl LIX
	Documentary	Fact-based storytelling exploring real subjects, themes, or events through observation and interviews.	Free Solo
	News Broadcast	Live or pre-recorded journalistic programming reporting current	BBC World News

		events.	
	Reality	Observational programming documenting real people or situations in unscripted environments.	Alone
	Game Shows	Competition programs where participants engage in games or challenges for rewards.	The Price is Right
	Talk Shows	Studio-based programs built around discussion, interviews, or cultural commentary.	The Daily Show
	Sports Broadcast	Live or recorded coverage of athletic events and related commentary.	Stanley Cup Playoffs
Location Based		Immersive experiences situated in physical spaces, integrating media, performance, or technology for public engagement.	The Sphere
	Mixed-Media Performance	Live presentations blending digital projections, sound, and physical performance.	Taylor Swift - The Era Tour
	Mixed-Media Exhibit	Fixed or temporary spatial artworks combining screens, sensors, and interactivity.	Van Gogh: The Immersive Experience
	Mixed-Media Installation	Permanent entertainment venues integrating narrative design, projection, and real-world interaction.	Star Wars: Rise of the Resistance
	Mixed-Media Attraction	Curated displays merging audiovisual storytelling with educational or cultural themes.	Smithsonian "Futures" Exhibition

Organization Production Locations

A real place that is used to depict the *Narrative Location* or used for creating the production. For organizations, these are the offices associated to the organization. This attribute uses geonames IDs.



Organizational Size

A sizing in the form of an upper and lower bound within which to find the headcount. Below you will find the ranges:

Attribute

 Search

- Select all
- TOTAL SIZE
 - 10001+
 - 1001-5000
 - 1-1
 - 11-50
 - 201-500
 - 2-10
 - 5001-10000
 - 501-1000
 - 51-200

Organizational Infrastructure

The tools that an organization probably uses as part of the production process.

Organization Services

The services offered by an organization.

Service L1 Category	Service L2 Category	Service L3 Category	Service Name
3D Asset Creation			3D Asset Creation
Acting			Acting
Animation	2D Animation		2D Animation
Animation	3D Animation	Crowd Animation	Crowd Animation
Animation	3D Animation	Digital Doubles	Digital Doubles
Animation	3D Animation	Motion Capture	Motion Capture
Animation	3D Animation		3D Animation
Animation	Character Animation		Character Animation
Animation	Keyframe Animation		Keyframe Animation
Animation			Animation
Asset Definition	Define Asset		Define Asset
Asset Definition			Asset Definition
Asset Management			Asset Management
Asset Packaging	Pass to Effects and Animation		Pass to Effects and Animation
Asset Packaging	Pass to Layout and Worldbuilding		Pass to Layout and Worldbuilding
Asset Packaging			Asset Packaging
Asset Production			Asset Production
Casting			Casting
Character Preparation	Grooming		Grooming

Character Preparation	Rigging		Rigging
Character Preparation	Skinning		Skinning
Character Preparation			Character Preparation
Cinematics			Cinematics
Colour Correction			Colour Correction
Compositing	Crowd Multiplication		Crowd Multiplication
Compositing	Digital Cosmetics		Digital Cosmetics
Compositing	Face Replacement		Face Replacement
Compositing	Matte Painting		Matte Painting
Compositing	Split Screen		Split Screen
Compositing	Stereo Conversion	Art Integration	Art Integration
Compositing	Stereo Conversion	CAD Conversion	CAD Conversion
Compositing	Stereo Conversion	Character Design	Character Design
Compositing	Stereo Conversion	Look Development	Look Development
Compositing	Stereo Conversion	Modeling	Modeling
Compositing	Stereo Conversion	Reality Capture	Reality Capture
Compositing	Stereo Conversion	Technical Modeling	Technical Modeling
Compositing	Stereo Conversion		Stereo Conversion
Compositing			Compositing
Concept Development			Concept Development
Costume Design			Costume Design
Creative Research			Creative Research
Creative Supervision			Creative Supervision
DIT Card to Cloud	Load DIT Cart		Load DIT Cart
DIT Card to Cloud	Upload to Cloud		Upload to Cloud

DIT Card to Cloud		DIT Card to Cloud
Dailies Processing		Dailies Processing
Digital Cinema Packaging		Digital Cinema Packaging
Directing		Directing
Editorial		Editorial
Equipment Rental		Equipment Rental
Extended Reality		Extended Reality
FX	Character FX	Character FX
FX	Crowd Simulation	Crowd Simulation
FX	Destruction	Destruction
FX	Pyro	Pyro
FX		FX
Game Development	2D Game Development	2D Game Development
Game Development	3D Game Development	3D Game Development
Game Development	Game Coding	Game Coding
Game Development	Game Design	Game Design
Game Development	Level Design	Level Design
Game Development		Game Development
Generative AI		Generative AI
Layout	Virtual Camera	Virtual Camera
Layout	Virtual Scouting	Virtual Scouting
Layout		Layout
Lighting		Lighting
Location-Scouting		Location-Scouting
Makeup Design		Makeup Design
Managed Services		Managed Services
Motion Graphics		Motion Graphics

On-Set Services			On-Set Services
Production Services	Post-Production Services		Post-Production Services
Production Services	Pre-Production Services	Production Budgeting	Production Budgeting
Production Services	Pre-Production Services	Production Design	Production Design
Production Services	Pre-Production Services	Production Scheduling	Production Scheduling
Production Services	Pre-Production Services		Pre-Production Services
Production Services	Principal Photography	Capture	Capture
Production Services	Principal Photography		Principal Photography
Production Services			Production Services
RPM	Keying		Keying
RPM	Matchmove		Matchmove
RPM	Paint		Paint
RPM	Rotoscoping		Rotoscoping
RPM			RPM
Rendering			Rendering
Review	access permission		access permission
Review	notes		notes
Review			Review
Script Breakdown			Script Breakdown
Scripting			Scripting
Service Oriented Architecture			Service Oriented Architecture
Sound			Sound
Sound Design			Sound Design
Special Effects			Special Effects
System Integration			System Integration

Transcoding			Transcoding
Transcription			Transcription
UI Design			UI Design
Virtual Production			Virtual Production
Visual Effects			Visual Effects
Workflow Consultation			Workflow Consultation
Worldbuilding			Worldbuilding