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**Spécial IBC 2016**

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## RTL Belgium chooses Perfect Memory's Semantic Platform

**This project, which is part of ambitious innovation programs driven by the enterprise for the past 20 years, aims to connect production and operation channels of data and content, in order to better serve the operators and improve its user experience.**

Steny Solitude, CEO and Founder of PERFECT MEMORY, specifies: *"With our key challenge of putting data at the heart of the new audiovisual asset management system, this platform enables us to strengthen the strategic needs of traceability and simplification of access to all the steps of the document life-cycle: from its production, to broadcasting "On Air" and on the Internet, and until its archiving."*

**RAFFINÉ™**, the innovative offer of PERFECT MEMORY, a cloud-powered semantic data management platform (S-DMP), capable of automatically reconciling every type of data source (internal and external), every data format (text, image, audio, video), and every data type (structured or non-structured). The platform can be deployed as a standalone application or integrated with existing solutions (DAM, MAM, GED).

The technical team in charge of the project at RTL Belgium, composed notably of Thierry Piette, Thomas Matelart, Antoine Pichault and Frédéric Bochart, unanimously states: *"The main reason for choosing Perfect Memory resides essentially in the capacity of its solution to reveal the entire value of available content, presenting to users in a suggestive format, which brings them to navigate by suggestion of concepts. This approach allows use to open the search field to producers, who would not have necessarily searched for the content which had been suggested by the software. Furthermore, PERFECT MEMORY was presented to RTL Belgium as a Technology partner, whose objective is to build an evolutionary, high-performing, agile, interoperable solution geared towards the future."*

Let us remember that PERFECT MEMORY, in the advent of IBC 2016, will celebrate 6 years of development and intensive structuring, and already owns an asset of prestigious references in the Broadcasting, Media and Audiovisual World, such as: Radio France, Belgavox, and TV France International.

### About PERFECT MEMORY

Founded in 2008 by Steny Solitude, PERFECT MEMORY is a start-up developing in the universe of Web 3.0 and notably, Semantic Big Data. Its particularly innovative offer is based on the development of a unique semantic software platform, which enables management, indexing, and exploitation of multimedia content in large volumes, in order to transform them into industry-specific data. Its objective: To become one of the global leaders of the semantic web within the next 2-3 years.

### About RTL

An affiliate of **RTL Group**, the premier European audiovisual group, **RTL** is the leader in the market of Francophone television and radio channels in Belgium.

Everyday, more than 2 million viewers tune in to one of the 3 channels of the group: **RTL-TVi**, **Club RTL** et **Plug RTL**. On the radio, **Bel RTL** et **Radio Contact** attracts about 700,000 daily listeners. On the web, **RTLinfo.be** welcomes more than 280,000 visitors. The advertising department **IP**, one of the principal actors in the Belgian market, has recently rounded off the service offerings of RTL.

**RTL Belgium** is a company close to its audience, at the service of and in constant interaction with the population. The implication of the presenters and all personnel is strong and denotes this closeness with the public. Fostering a leader philosophy while maintaining the spirit of a bold challenger, **RTL Belgium**, cultivates versatility, passion, research, and innovation.

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\* **The Raffiné™** platform consists of the following modules: "Content semantization knowledge", "Reconciled content enrichment", and "Searched content exploitation".

\*\* **OAIS**: Open Archival Information System; EBUCore: Collection of descriptive and technical metadata based on DublinCore and adapted to media.