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(54) Title: MEDIA ASSET MANAGEMENT

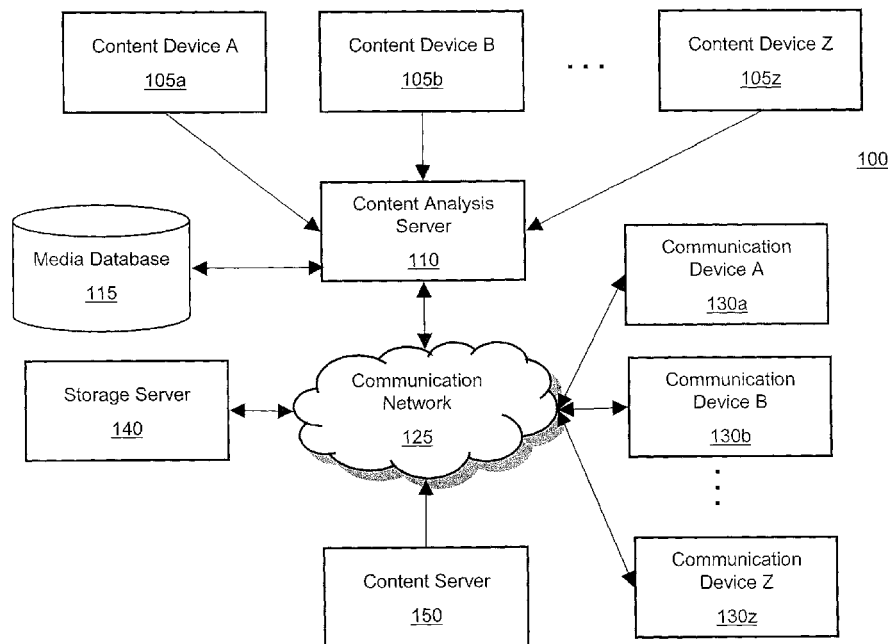


FIGURE 1

(57) Abstract: In some embodiments, the technology includes systems and methods for media asset management. In other embodiments, a method for media asset management includes receiving media data. The method for media asset management further includes generating a descriptor based on the media data and comparing the descriptor with one or more stored descriptors. The one or more stored descriptors are associated with other media data that has related metadata. The method for media asset management further includes associating at least part of the metadata with the media data based on the comparison of the descriptor and the one or more stored descriptors.

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