



PB Metadata Dictionary - Compliance



- Provide Education and Leadership
- Address Incentives and Disincentives (Costs/Benefits)

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Generate Awareness
 - Design and Implement Browse, Review and Test Process (See “Incentives/Disincentives”)
 - Plan Initial Training and Continuing Ed
 - Signal Organizational Commitment
 - Recommend Long Term Data Integrity

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Generate Awareness: Audiences
 - Management/staff of participating PBMWG orgs
 - Management/staff of PTV and PR licensees
 - Other standards efforts
 - Potential content partners (libraries, universities)
 - Middleware vendors

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Generate Awareness: Tactics
 - CPB message to participating PBMWG orgs
 - DDII and G-4 Endorsement letter
 - PB Website and PB Announcements
 - PB and other conference presentations
 - Trade journal articles
 - Press releases

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Design and Implement Browse, Review and Test Process (See “Incentives/Disincentives”)
 - Determine objectives of process
 - Locate sites within PB
 - Review objectives with sites, revise as needed
 - Determine success metrics

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Design and Implement Review, Request for Comments (RFC) and Test Process (See “Incentives/Disincentives”)
 - Determine work plan and timeline
 - Oversee process
 - Gather and evaluate results
 - Present results to PBMWG

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Plan Initial Training and Continuing Ed
 - Locate early adopters who wish to be trained
 - Locate training competency (e.g. AMIA)
 - With adopters/trainers, determine objectives
 - With adopters/trainers, determine success metrics

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Plan Initial Training and Continuing Ed
 - Create initial and long term training plan
 - Estimate cost of training
 - Make recommendations to national orgs, system

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Signal Organizational Commitment
 - Participate in browse, review and testing
 - Declare compliance to PB system
 - Notify vendors and partners; require their compliance?

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Recommend Long Term Data Integrity
 - Determine requirements
 - Review other data integrity efforts
 - Review options within existing PB infrastructure
 - Offer options for new infrastructure

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Recommend Long Term Data Integrity
 - Estimate short and long term costs
 - Ascertain funding opportunities
 - Develop funding case(s)
 - Present recommendations to CPB, et al

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
- Address Incentives and Disincentives (Costs/Benefits)

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify barriers to compliance
 - Determine ways in which barriers may be lowered
 - Identify benefits to compliance
 - As needed, suggest costs of non-compliance

PB Metadata Dictionary - Compliance

cpb

- Address Incentives and Disincentives (Costs/Benefits)
 - Identify barriers to compliance
 - Work with browse, review and test process to determine:
 - Degree of understanding, level of difficulty
 - Cost of implementation by various orgs
 - Whether matches existing workflows at orgs

PB Metadata Dictionary - Compliance

cpb

- Address Incentives and Disincentives (Costs/Benefits)
 - Identify barriers to compliance
 - Work with browse, review and test process to determine:
 - Whether matches existing competencies at orgs
 - Whether might meet creative, other staff resistance

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Determine ways in which barriers may be lowered
 - Declaration by PBMWG orgs
 - Adoption by distributors, independent producers
 - Adoption by middleware vendors
 - Financial support for implementation, training

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - New or continued content funding from CPB
 - New or continued content funding from PBS, NPR, PRI, APT, NETA, et al
 - Ability to distribute content via PBS Interconnect, PRSS/Content Depot, et al

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to exchange content within PB, regardless of funding source or distribution technology
 - Ability to provide/exchange resources to/with educational community (K-12, universities, et al)

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to exchange content data across internal licensee middleware
 - Program scheduling/traffic
 - Near and offline storage
 - Routing and automation
 - PSIP

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to exchange content data across internal licensee middleware
 - DAM and CMS systems
 - Production systems
 - Development: Membership, UC Avails
 - Viewer Services

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to exchange content data across internal licensee middleware
 - Advertising and Promotion
 - Web/Broadband Services

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to exchange content data with external services:
 - MSOs
 - Set top boxes
 - VOD, EPG and iTV middleware, etc.

PB Metadata Dictionary - Compliance



- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Enhanced ability to form new content partnerships with libraries, universities, museums, et al
 - Enhanced ability to provide “ASP” digitizing/archiving services
 - Ability to outsource content data activities

PB Metadata Dictionary - Compliance

cpb

- Address Incentives and Disincentives (Costs/Benefits)
 - Identify benefits to compliance
 - Ability to “monetize assets”
 - Ability to deliver content to new audiences
 - Ability to deliver content across new platforms (prepared for new delivery models)

PB Metadata Dictionary - Compliance

cpb

- Address Incentives and Disincentives (Costs/Benefits)
 - As needed, suggest costs of non-compliance
 - Loss of funding from national orgs
 - Financial penalties from distributors
 - Loss of service opportunities
 - Loss of revenue opportunities

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
- Address Incentives and Disincentives (Costs/Benefits)

PB Metadata Dictionary - Compliance



- Provide Education and Leadership
 - Generate Awareness
 - Design and Implement Browse, Review and Test Process (See “Incentives/Disincentives”)
 - Plan Initial Training and Continuing Ed
 - Signal Organizational Commitment
 - Recommend Long Term Data Integrity

PB Metadata Dictionary - Compliance

cpb

- Address Incentives and Disincentives (Costs/Benefits)
 - Identify barriers to compliance
 - Determine ways in which barriers may be lowered
 - Identify benefits to compliance
 - As needed, suggest costs of non-compliance

PB Metadata Dictionary - Compliance

cpb

- Questions for the group:
 - Have we thought of all the necessary steps?
 - Can this be accomplished by May 2003?
 - How can we use the full PBMWG to achieve these objectives?

