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## **What audiences/users are the priority??**

### **USER PRIORITY**

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1. Internal operations
2. Funded projects and those “on the horizon”
3. New users and new business development
  - Publishers
  - Software companies
  - New, “unknown” projects

## 1) INTERNAL OPERATIONS

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- Radio
  - PRSS Content Depot
    - Stations – engineers, traffic, program directors
    - Producers (indies and stations) – information on submission
    - Content would be full 30 and 60 minute programs most likely or any length fully produced piece (e.g. 5-minute news module)
    - Other users who could use data or currently re-key data
      - Web
      - Communications
      - Development
      - Program Guides / Promotions
  - MPR Archive
- Television
  - PBS/Orion
    - Stations – traffic, programming
    - Producers on submission requirements
    - Content would be full programs most likely
    - Other users who could use data or currently re-key data
      - Web
      - Communications
      - Development
      - Program Guides / Promotions

## 2) FUNDED AND “ON THE HORIZON” PROJECTS

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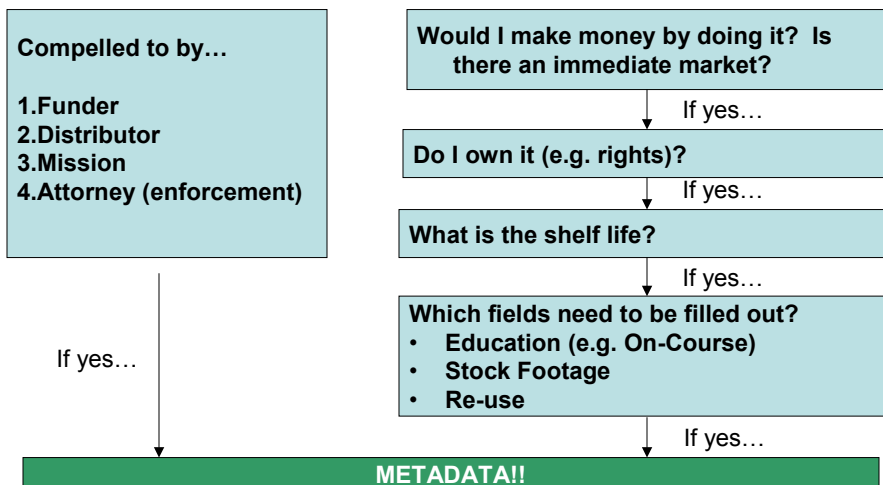
- On-Course
  - Smaller segments
  - End-users are elementary teachers first, then to students
  - Metadata levels
    - Level 1
      - 12 of DC fields (Basic 9 of LOM precepts)
    - Level 2
      - Joins to state standards
    - Level 3
      - Subjective referencing
- Other clip-level projects
  - Examples include Rich Media Utility, American Field Guide, MARS)
  - Clip/shot level ingestion and retrieval
  - Producers to share content at this level

### 3) NEW USERS AND BUSINESS MODELS

- Education Publishers
  - Rights issues at that point
  - Someone else would need to buy it in volume
  - Perhaps service bureaus would do the tagging?
- Software companies / vendors
  - How do we make sure they know about / design something to fit our dictionary
- Supporting university faculty with media assets
  - May be part of LOM?
  - Rights issues?
- Groups looking for stock footage and clips
- Others where business model makes fiscal sense

### ISSUES TO CONSIDER

On the ingest side, producers/others will not fill out the metadata without a clear motivation following two tracks...



## ISSUES TO CONSIDER

### Example: MetaView Interface

*Dublin Core Fields* →

	Title	Education	Rights	Subject
CPB Required	X			
PBS Required NPR Required	X		X	
<b>Business Model Required</b>				
On Course	X	X		
American Field Guide	X			X
Fortune 500 Service Example	X		X	X

QUESTIONS??