
What audiences/users are the priority??

USER PRIORITY

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

- 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

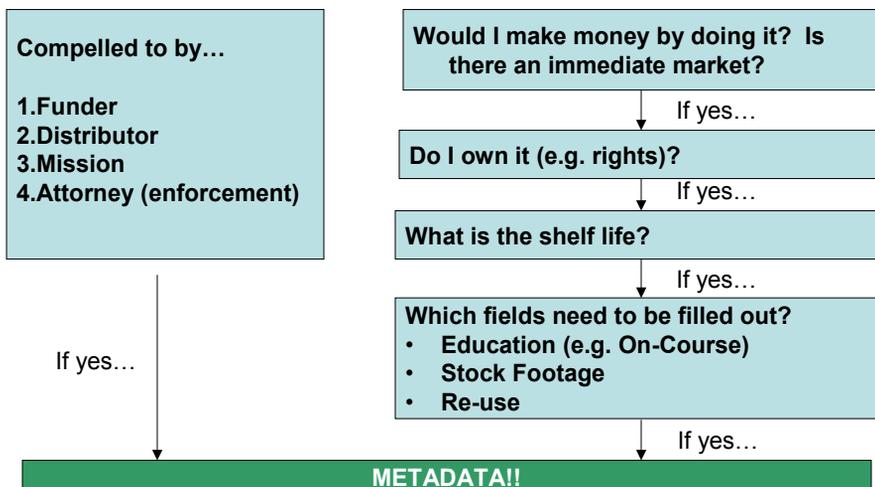
- On-Course
 - Smaller segments
 - End-users are elementary teachers first, then to students
 - Metadata levels
 - Level 1
 - 12 of DC fields (Basic 9 of LOM precepts)
 - Level 2
 - Joins to state standards
 - Level 3
 - Subjective referencing
- Other clip-level projects
 - Examples include Rich Media 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	
Business Model Required				
On Course	X	X		
American Field Guide	X			X
Fortune 500 Service Example	X		X	X

QUESTIONS??