

PRSS

Content Depot Initiative

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Metadata Working Group
April 24, 2002

PRSS

Public Radio Satellite System (PRSS)

- Managed by NPR Distribution
- A B2B model
- Constituency:
 - 425 interconnected stations
 - Over 200 producers
 - Commercial space customers

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PRSS

What's In Our Future?

- Endless march of new services & technologies
 - Digital Radio
 - Ancillary services (audio, data)
 - Web Services
 - Evolving listener demands
 - Next "big" thing (whatever that is)
- More programs/streams/data/services

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What Should PRSS Provide?

- Updated infrastructure
- Easy access to non-traditional programs
- Availability of program elements
- Support for affinity networks (audio, data)
- Technical resource for users (training, standards)
- Enhanced station automation support
- A cost-effective way to do these things

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What is the Content Depot?

- A vision of the next generation of customer service
 - **Centralized storage of PR Assets**
 - Programs, elements, metadata, collaborative productions, one deposit – many uses
 - **Web-based interface for users:**
 - scheduling, messaging, program catalog
 - **New services:**
 - Program requests, storage, station automation, store & forward
- Functions introduced in stages

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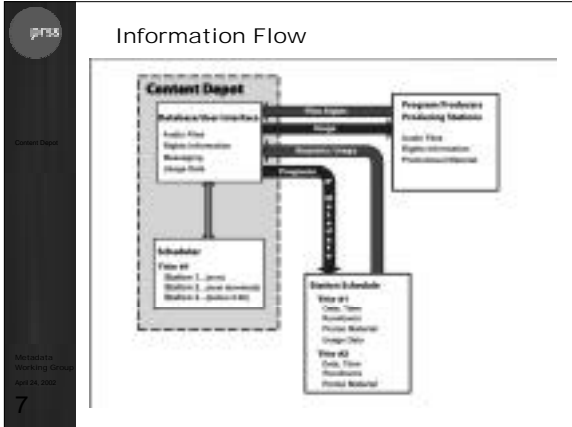
Content Depot Components

- “Centralized” program storage
 - Managing local assets
 - Seamless access to remote assets
 - “One-stop” for program related information
- Transmission technology replacement
 - Satellite as a wideband data “pipe”
 - New satellite equipment
- Station platform
 - Local cache (time shifting)
 - System interface
- Essentially a WAN

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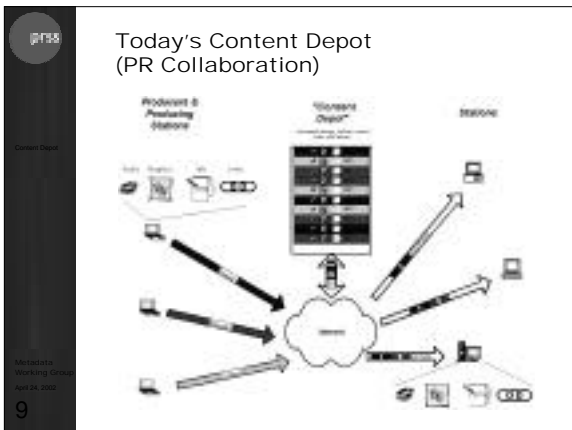
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Today's Content Depot (Program Catalog)

- Online Catalog
 - Browse entries
 - Program Information
 - Audio clips
 - Web links

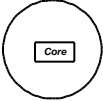
The screenshot shows the 'PRISM Catalog' web page for 'The Daily Show'. It includes a search bar, a list of program entries with details like 'The Daily Show', 'The Daily Show', 'The Daily Show', and 'The Daily Show', and a small image of a person's face.



PRSS

CD Metadata - Core

- Base metadata required for the Content Depot to exchange content with the widest universe of systems, both inside and outside the PRSS user community.



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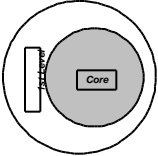
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CD Metadata - 1st Level

- Content-related metadata wrapped around the Core metadata that is PRSS or potentially public broadcasting specific.



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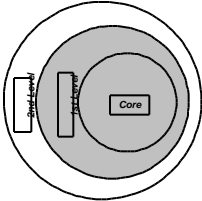
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CD Metadata - 2nd Level


- Specific PRSS metadata related to the operation of the Content Depot and the Station Platforms. (e.g. command & control)



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 Metadata Definition Status

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- Research on definitions
- Research on standards
- Some actual definition (2nd level)
- Lots of worry


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 Metadata Definition Issues

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- Which models/standard(s) are the best fit with CD and Public Broadcasting?
- Interoperability is critical to success
- Detailed definition (at all levels) required for initial implementation.
- Scale of effort vs. return
- Barriers of entry into the system
- User maintenance/QC/compliance
- Vendor acceptance of definition (standards)

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 CD Project Status

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- RFI responses due May 1
- Validated downlink architecture (NAB)
- RFP September 2002
- Begin implementation
 - Transmission Technology Replacement
 - Station Platform Replacement
 - Complete in 2003

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