

# Attachment C: Implementing the Public Broadcasting Metadata Dictionary: Recommendations of the Compliance & Sustainability Working Group

- Drivers**
- Digital technology's control & flexibility attributes
  - Need to work in collaborative environments
  - Move to advanced networking technologies
  - Need to distribute over multiple platforms
  - Increased user control over content access
  - Need to provide content information to programmers & info specialists
  - New services & delivery platforms
  - Operating efficiencies & cost savings

- Issues**
- Cultural**
    - Values
    - Mission
    - Roles
    - Well-developed and entrenched practices
    - Active implementation of values, premises, culture...
    - ...As changed by the implementation of digital systems
  - Workflow**
  - Economic**
    - Local
    - System-wide
    - Costs
    - Having people with right skill sets (e.g., XML) to implement
    - Resource allocation
    - Sustainability
  - Technical**
    - Forms in which PBCore is expressed
    - Interoperability among applications, databases and networks
    - Role in initiating a digitizing/archiving process
  - Future development**
    - Adapting PBCore to changing environment
    - Adapting PBCore to changing needs
    - Producer
    - Distributor
    - Station
    - Partner

- Success factors**
- National organizations
  - Distributors
  - Stations
  - Producers
  - Vendors and developers
  - Sustained momentum
  - Visibility, ubiquity
  - Buy-in
  - Permanence

**PBCore Implementation**

- System Actions**
- Initial funding from CPB
  - Dictionary development
  - Implementation funding from CPB
  - Select implementation entity
    - Skills
    - Credibility
    - Track record
  - Develop sustaining business model

- PBCore Entity Actions**
- Advocacy**
    - Develop plan to bring visibility
    - Secure support from NPR, PBS and other key organizations
    - Create communication channels with industry groups and vendors
    - Update/maintain web site
    - Develop marketing efforts
    - Develop communication vehicles
  - Training**
    - Ascertain what tools will be most useful
    - Ascertain training needs
    - Develop effective approaches, tools and procedures for delivering training
    - Develop plans for scaled implementation
    - Create demonstration models
    - Usability assistance
  - Technical assistance**
    - Build freely available content cataloging tool for PBCore markup
    - Provide expert advice to vendors and developers for PBCore interfaces
    - Provide expert advice for mapping efforts
    - Support minimal implementations
  - PBCore maintenance**
    - Create PBCore standards committee
    - Review related standards processes
    - Propose & implement processes and systems for PBCore
    - Propose & implement management entity