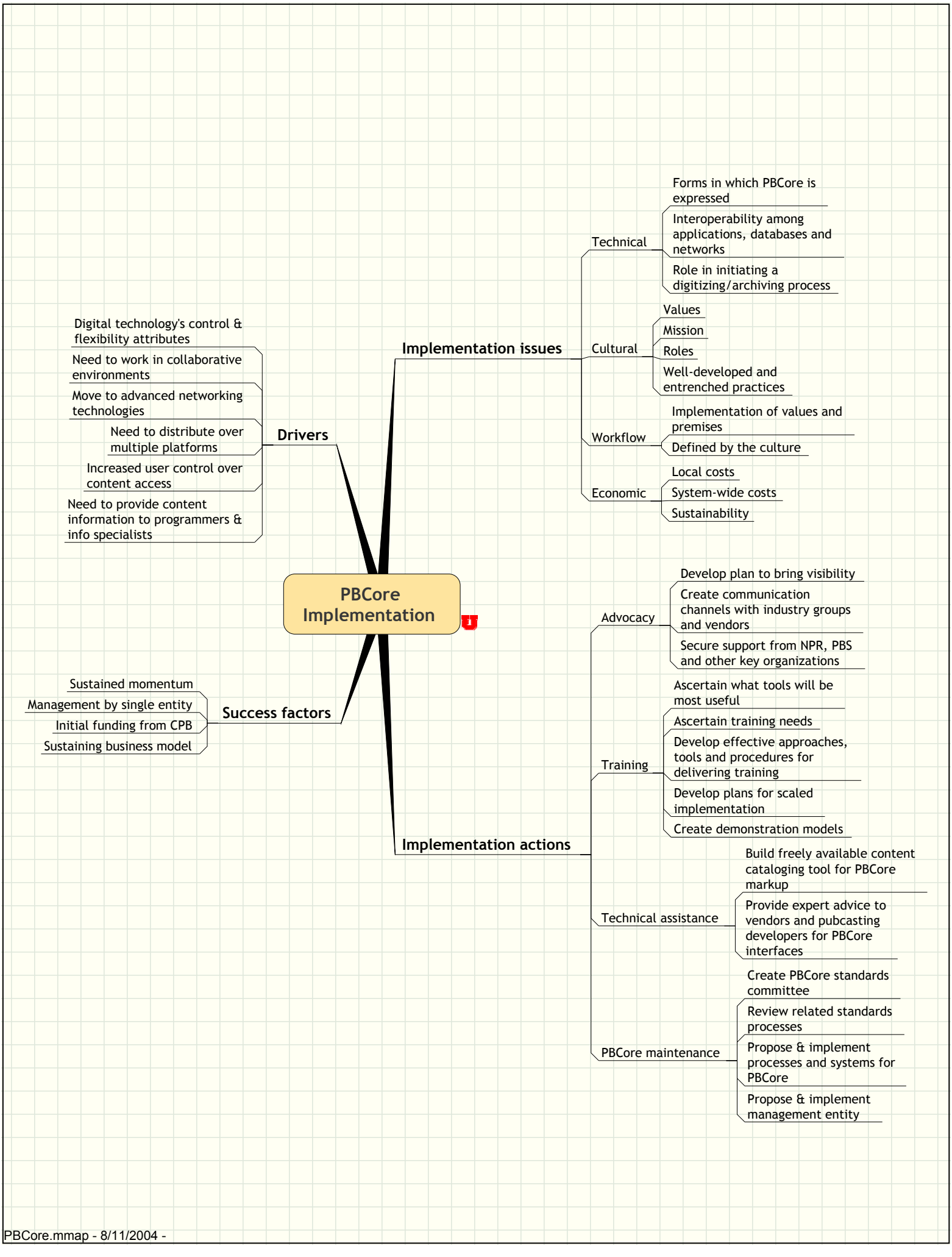
PBCore Implementation
Drivers
Digital technology's control & flexibility attributes
Need to work in collaborative environments
Move to advanced networking technologies
Need to distribute over multiple platforms
Increased user control over content access
Need to provide content information to programmers & info specialists
Success factors
Sustained momentum
Management by single entity
Initial funding from CPB
Sustaining business model
Implementation issues
Technical
Forms in which PBCore is expressed
Interoperability among applications, databases and networks
Role in initiating a digitizing/archiving process
Cultural
Values
Mission
Roles
Well-developed and entrenched practices
Workflow
Implementation of values and premises
Defined by the culture
Economic
Local costs
System-wide costs
Sustainability
Implementation actions
Advocacy
Develop plan to bring visibility
Create communication channels with industry groups and vendors
Secure support from NPR, PBS and other key organizations
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
Technical assistance
Build freely available content cataloging tool for PBCore markup
Provide expert advice to vendors and pubcasting developers for PBCore interfaces
PBCore maintenance
Create PBCore standards committee
Review related standards processes
Propose & implement processes and systems for PBCore
Propose & implement management entity