Task Team B – Problem/Value Statement

James Steinbach, WPT*
Tim Olson, KQED
Richard Ruotolo, PRI
Grace Agnew, AMIA

Objective:

Create a more developed "problem/value statement" for the project:

- Why is it important for public broadcasters to manage and share our assets with each other, with partners and with the community? How is it relevant to our mission? How is it relevant to our business models?

- What is the Public Broadcasting Metadata Dictionary?

- What specific existing and anticipated problems will the Public Broadcasting Metadata Dictionary (PBMD) address? (E.g. challenges of multi-channel TV environment, multi-platform delivery, necessary consolidation of operations to face competition, etc.)

- If the problems are anticipated rather than current, what assumptions have been made about a future course of events?

- How, specifically, might the PBMD solve these problems?

- What service, revenue or cost saving opportunities might be addressed or more fully realized because of the existence of the PBMD?

- Again, what assumptions have been made about future course of events?

- What are the risks of not having a PBCore Metadata Standard?

- To whom might this work be important (who are the key stakeholders)?

- How will we know that the PBMD is successful?

Recommended Activities:

Review existing documents: PBMD User Matrix; PBCore Dublin Core Paper (on PBCore website), Project One Sheet (attached), AW Concurrence Memo excerpts (attached), CPB FY 2003 Goals and Objectives (attached), DDII "Scenario" documents (attached) etc.

Schedule interviews with other PBMD WG members, or other stakeholders, as needed.

Draft answers to above questions. Circulate to full group for comments?