

Metadata Working Group User Requirements Committee Use Case Interview Questions

What are the most common questions/program related info your constituents ask for?

- Broadcast Rights
- Legal rights
- Genres/subjects
- Program Type
- Program Topics
- Instructional levels
- Length
- Number of episodes within series
- Titles- both series and episodes
- Descriptions- both series and episodes as well as short descriptions suitable for EPGs.
- Urls- both series and episodes
- Local airdates—and even some interest in airdates around the systems.
- Program underwriters
- Product offers
- Technical information- captions/stereo/SAP usage
- Program Entities (people and organizations related to a program) and their roles (host, co-producer, distributor, etc)

Aside from the "general public", are there any specific constituent groups that often ask for program related data? (e.g. middle school teachers, PhD researchers) **Ask Kevin/Mark, Toni, KD (producers?), Archive group?**

Do users want the entire asset or just a piece/section? Both
******Check with Carmen and the Archive group (Daisy & Leslie)**

What form do they want it in?---- **Check with the same group as above.**

Do you use any metadata "standard" now? Any controlled vocabularies (e.g. genera)? No. (Unless you would consider ProTrack a controlled vocabulary.) If yes, would you mind sending us a copy? **(dbSchema?)**

What are the main/most important fields to your current work?

Are there fields that don't exist now that you see a need for in the future?

What systems in your organization currently use/need/pass program related metadata? (i.e. Web site content management system, program schedule traffic system, Web site program schedule, ...)

At Thirteen, our Program Schedule/Broadcast traffic system, ProTrack, is the central metadata engine that drives information throughout the station. On the front end,

ProTrack receives information from PBS's PODS2 database. We download that information to our server daily and add more information (local programs and additional national/regional information not contained in the downloads). From there we export metadata to the following internal systems within Thirteen:

- Team Approach Membership Database
- OnCourse project (in development)
- Web Site for
 - Online TV searchable schedule. (Schedules are automatically updated daily but can be updated manually at any time.)
 - Online marketing (providing searchable program metadata.
- Harris Automation system (Directs both broadcast and record events)
- Avalon Media Manager (planned for fall 2002)

Other exports of metadata from ProTrack

- Local Cable system for VOD (in development)
- Custom Listings Reports for press listings
- ITV Schedule reports used for online searchable schedule information and teacher resource material.
- Invoices for underwriting and GSA billing
- Reports to be sent to Writers Guild of America for proof of broadcast of programs for which we have WGA agreements.

Other systems within Thirteen that use/need/pass metadata:

- InMagic- Archive database
- Harpoon- Rights Management System
- Individual Producers' databases
- Variety of Access databases

Anything you want to make sure a Metadata dictionary covers?

- All the information I've already mentioned plus...
- Mini-series metadata
- Multiple program titles, including historical titles
- Unique identifier for programs (not NOLA code based)
- Segment/clip level metadata
- Detailed rights information that covers all types of rights at both the macro (completed program) and micro (clip/segment) level
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