

Metadata Dictionary Compliance MATRIX			
Complier	Value Proposition	Rank	Compliance Steps (NT, MT, LT)
CPB (Alison)	Meets total system needs. Helps service to public. Maximizes investments in content assets.		Require funded producers to submit or create meta record. Internal process, contracts. Support with 06%?
National distributor: PBS (Cate)	PB Core translator makes it easier for producers to work with PBS. PBS as data provider (greater than necessary for PBS.)		Develop translations between current data fields and PB core.
National distributor: APT (Cate)	Helps APT work with producers. Develop new services, partnerships.		Develop translations. Change contracts. Develop new operations/systems.
National distributor: NPR (Marty)	PBMD informs thinking and design of system development for repurposing content.		NT Bridging existing data islands. MT MAMS deployment.
National distributor: PRSS (Marty)	Overall system efficiency. Used to validate Content Depot concept. Faciliate user maintenance of data.		NT User interface - hide from user. MT Automation and auto interfaces. LT Self maintenance of info.
National distributor: PRI/APM (Alan)	Reduce rekeying of informaiton (dup data entry). Opens up future opps for sharing content. Common set of tools between distribution and production. Aid content discovery.		NT Provide DTD and publish requirements. LT Content digitized so searchable. Define business rules that make tools interact.

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National producers/stations (Marcia)	Meets total system needs. Helps service to public. Maximizes investments in content assets. Allows reuse of content. Extend content beyond broadcast.		Engage all production units. Integrate with project shutdown process. Conduct workflow analysis. Integrate into workflow.
National producers/independent (Tracy)	Easier to produce for distribution. Exploit other revenue streams. Ease of peer to peer.		Required piece of delivery process.
Local programming and ops (Dennis)	Aids collaboration w/in system and w/partner NPOs. Necessary for multi platform and NRT dist.		Workflow changes in shop; collect more information.
Local producers (James)	See above, plus aids work with other stations. Easy choice - done already. Aids discovery process.		Tools, training, templates. Change workflow, gather information.
Local development (Mark)	Use it in CRM strategies - connect interest in content with giving. Content to response data mining. Enhanced stewardship to corporate and foundation donors.		Become state of art in donor based practices. Take seriously.

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National content/service partners (Alison)	Aids us in knowing what is available to create content and service models with agencies, etc. Helps signal value to Congress.		Would need some way store and process data that will be collected.
Local content/service partners (James)	Enhanced services/discovery for new uses. E.g. on request. Same language for describing material with museums libraries, schools. Better reversioning capacity.		Work out internally, work out with external partners. Dialogue. Collect and store data.
Production vendors (Alan)	Market share expands if builds one interface that interacts with other tools.		Code development. Interaction with PBMD authority. Customer training.
Programming vendors (Marcia)	Ensures customer base - valued conduit between national orgs and stations.		Work with PBMD authority. Integrate into product development. Customer training/marketing.
Ops vendors (DAM, MC, PSIP, Automation, Transmission) (Dennis)	Ensures public broadcasting within their customer base. DAM - one database/data design for broad market - rich media.		Code development to include compatibility wth importing/exporting PBMD files.

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Opportunists (Educational content distributors/systems, etc.) (Paul)	Excellent starter kit for discovery and distribution. Provides street credibility.		Follow rules of road - incorporate into workflow, systems.

Compliance Risk/Costs
No internal buyin. Real costs of support. Will not appear valuable to funders. Won't work! Will annoy constituents; appear as onus.
No internal buyin. Cost associated with extra data.
Actual cost of data work. Difficulty getting compliance from diverse producer base.
If don't use, limit repurpose.
One shot at govt. funding - have to get right. Highly dependent on system training effort.
Unknown support costs within org. If content findable, increases demands on side channels.

Compliance Risk/Costs
Cost in training/staffing.
Time, money.
Highly dependent on system training, resistance to central authority, buyin to notion that distribution model changing.
Chaos! Disorder, followed by order. Time, money.
Would increase demand for new services. Aids rush to monetize assets. (Highlights DRM needs/probs.)

Compliance Risk/Costs
Costs of creating repositories and systems.
Time, money. Needs leadership. Increased demand for services/content. It may work!
Throw party, no one shows up. Demand not there.
Depends on customer compliance w/PBMD.
Lose money by not being proprietary. PB not big customer - may not get ROI. PBMD may not be best solution.

Compliance Risk/Costs
Time, money. But all good!