

I Never Metadata I Didn't
Like: The Promise of
Digital Information Flow

PBS Annual Meeting
Monday June 24, 2002

Panelists

- **Marcia Brooks - WGBH**
- **Tim Olson - KCTS**
- **Marilyn Pierce - PBS**
- **James Steinbach - WPT**
- **Alison White - CPB**

Marcia introduces and gives job titles

CPB Television Future Fund
Public Broadcasting
Metadata Dictionary
Project



Talking points:

- Alison: AM initiative, caucus, standards, WGBH

What is Asset Management?

A software/hardware framework to **identify, catalog, store, search, preview and distribute “rich media”** :

- Within your organization
- With your content and service partners
- With your members and constituents

Tim -

Use a search function to find an asset, see a low resolution preview copy, view permission-based information about the asset (who owns it, when it was shot, etc.)

Request the rich media be delivered to you in a particular file format, to a particular location, such as an edit suite, a tape machine, a desktop computer, a graphics dept. etc.

Why is DAM important to stations & producers *now*?

To reserve public broadcasting a place at the “digital table”, to deliver content in a more personalized, on-demand fashion.

DAM helps you know:

- What digital content you have that's of value
- What form it's in
- How to get hold of it



James (et al): answers on the slide -

Urgent because the world is changing and we have to transform from broadcasters to digital libraries

Individual and collective value of assets

Shared goals for viewers, enhanced curriculum-specific learning

Preservation - organized, preserved and maintained for now and future

Rights management

What is "metadata" ?

The information, or data, that accompanies a piece of digitized content (*i.e., video or audio clip, graphic, script, etc.*)

NOLA and PDB have program-related metadata:

- ***Title***
- ***Description***
- ***Subject heading***
- ***File format***
- ***Author/producer***
- ***Rights holder***
- ***Etc.***

Marilyn - NOLA/PDB

Marcia - national productions

James - local productions

Tim - multi-platform (beyond production)

For example, let's talk about *date*.

- Which date?
 - Date of original broadcast
 - Date of completion
 - Date of refeed
 - Day month year
 - Year month day

Alison

What's a "metadata dictionary"?

- Common fields of information
- Authority files (e.g., Controlled vocabulary)
- Defined relationships

Alison - Dictionary solves this problem -

Why should we all agree about it?



Tim

Minimizes operational cost and confusion when we exchange info with each other (whether national to national, local to local, local to consumer).

What's Public Radio doing about all of this? Aren't their considerations the same?

What about Content management for Web sites? How does this relate to DAM?

As projects crop up, people need to be sure they align and how it affects them

- Alison: from a national funding standpoint
- Marcia: motivation at national production center and how to get producers to do it
- Marilyn: implications for programming pipeline

We're all different —

- License type
- Market size
- Budget
- Staff size
- Partnerships
- Local productions
- Service priorities
- Etc.

— *how can we all agree?*

Marcia/Alison -

- - why this group is important: to ensure interoperability, as open as possible, etc.
- why forming a group is the right way to go
- established working group, small as can be yet representative
- digital service plans, projects, initiatives
- Represent radio and tv
- advised by experts

Public Broadcasting Metadata Working Group

- Alan Baker - MPR
- Marty Bloss - NPR
- Paul Burrows - KUED
- Dave MacCarn - WGBH
- Bea Morse - PBS
- Robin Mudge - OnCourse
- Tim Olson - KCTS
- Marilyn Pierce - PBS
- Richard Ruotolo - PRI
- James Steinbach - WPT
- Cate Twohill - PBS
- Steven Vedro - WPT
- Tracy Vosburgh - WPSX

- how/why the group was formed:

*local and national organizations from pub tv and radio

*represent projects underway

*individual and institutional expertise

* multi-disciplinary

- sized to be representative yet can work on accelerated timeframe

- advised by experts from AMIA, Academic CoLab/Scorm, and U of Washington Information Mgmt

**- we don't know the answers but we're thinking about them -
we have a grasp of the issues and are asking the right
questions**

What can stations & producers expect from the Metadata Dictionary project?

- Evaluate user needs and applications of a shared metadata dictionary
- Review existing public broadcasting and other metadata work
- Accept and/or create the dictionary's design (core layer and modules)
- Test various aspects of the dictionary
- Make shared recommendations to the public broadcasting system regarding metadata specifications

Marilyn - Trying to figure out who uses our metadata - who's the target (teachers? Engineers? Programmers? Consumer?) and how or why? There's a lot of work being done inside pub bdcsting and in the library, education, science and tv. Nielsen, Arbitron

Marcia - Looking at what's all around us - MPR, KUED, Orion loosely construed DAM, WGBH, and the other institutions are trying to figure this out - don't want to recreate the wheel, want the wheel to synch

James - remember when we talked about date? We'll qualify the date with these various terms, and we'll use this authority file -- in a way that makes the most sense for the most number of users. The heart of the project will be to determine how much we need to agree on this for our dictionary, and how much we'll map to other standards. The shape and scope of the dictionary is defined by how much we need to agree on now to move forward, what we can agree on later, and who else's agreements we use, and what we don't need to agree on.

Alison - try out the dictionary in living projects (Marcia mentioned some)

Tim - It's a book you can use in your index cards, Excel, -- it'll be a technical standard like the Red Book

How will producers and stations be motivated to use and adhere to the shared dictionary?

Marilyn - we're researching, learning from people who's work is already underway, understanding our needs - there will be a variety of solutions for a variety of stations. Looking to define a flexible line of demarcation between national and local

What kind of DAM process will PBS have? And what's the line of demarcation between "national" and "local" asset management?

Marilyn

Is it possible that there will be ways for stations or producers to outsource all this DAM work? Does everyone have to learn the dictionary and install DAM hardware and software?

How does Asset Management relate to:

- The Orion project
- PBS Connect 
- The new Interconnection system

Marilyn

What are the chief benefits of a DAM system to:

- An individual licensee production team
- University licensees (don't their universities have systems already?)
- Community licensees
- State networks
- Joint licensee
- ADDE

James start (state), Alison and Tim: ADDE, Marcia: Joint Licensee

Individual licensee: Unified Field Theory: all broadcast, educational, interactive, post-production tie together in use/re-use of assets.

University licensees: educational applications and partnerships

- enhanced service to constituents
- streamlined, efficient flow of programs, program elements and information between departments,
- for some stations, realization of revenue from the licensing of assets

What about the legacy systems (*e.g. traffic software, EDL's, notebooks, tape libraries, Excel files, etc.*) we already have to track our stuff?

Tim

How would asset management systems work within a single station or production company?

- Who would buy and administrate the system?
- Who are the primary station players?
- How would it all get coordinated?
- Would it change the way we work: our tasks, the order in which we do things, who does what?
- Would we need new kinds of personnel, such as video librarians or archivists, to enter the metadata?

Tim, James, Marcia - (Head of Engineering, Director of Production, Interactive Director, Librarian)

What ROI can we expect from the acquisition or use of a DAM system?

Financial ROI - not yet defined, but:

- Increased efficiency, reduced duplication of effort
- Cost avoidance
- Increased revenue from licensing

Service ROI

- New services:
 - Video on demand, at home and in the classroom - when they want, in the format they want
 - Customized program information for constituents/members
- Improved multi-platform productions

Marcia

Once content is digitized, it becomes a useable entity, an asset doesn't have to be monetarily related.

Repurpose content - B-roll/outtakes start to have value

Are there any incremental steps we can take? Does it have to be all or nothing?

- Find out what you've got: conduct an inventory of databases and assets
- Find who collects and uses each asset
- Start cataloguing what you've got
- Workflow - look at where and how you're using assets
- ***If you don't start now, you won't be competitive!!***

Alison

Resources

- CPB Asset Management Web site, linked from <http://stations.cpb.org>
- Metadata Web site, linked from CPB Asset Management site
- E-mail dcudb@wgbh.org
- Contact Marcia Brooks, Project Manager: 617.300.3431, marcia_brooks@wgbh.org

Talk next steps/timeline