

PB Core the Public Broadcasting Metadata Initiative: Progress Report

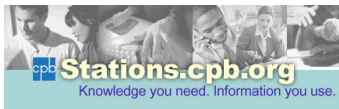
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Dublin Core Conference 2003, October 1, 2003

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Agenda

- Overview
- What I'll cover & what not



[Public Broadcasting Metadata Initiative \(PBMI\)
Website](http://www.utah.edu/cpbmetadata/PBCore)

<http://www.utah.edu/cpbmetadata/PBCore>

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"Rashoman" Style Viewpoints

- Public Policy
- Business Interests
- Knowledge Sharing



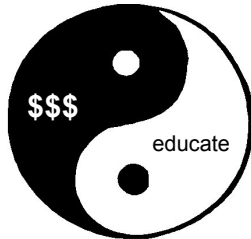
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Public Policy Aspects

The Corporation for Public Broadcasting's mandate is to foster an engaged and enlightened citizenry, through the efforts of local broadcasting licensees.

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The Yin & Yang of PB



PB Assets need to be described for reaching these goals₅

The Intellectual Assets of Public Broadcasters...in the Tape Library...

• ...where it is buried treasure...



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Public Policy Aspects

- Public Broadcasters are challenged by:
 - Advances in technology
 - Increased media consolidation
 - Changes in consumer preferences
 - Federal regulations.

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- Linear content = discrete ASSETS, available for:
 - Discovery
 - Retrieval
 - Exchange
 - Reuse
 - Sale



Public Policy Aspects

- Potential benefits from PB Core:
 - Fewer data translation problems and less duplicative, manual data re-entry.
 - Take maximum advantage of advanced networking and asset management.
 - Greater capacity to provide multi-platform lifelong learning content.
 - Enhanced partnering capability.

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- The Public Broadcasting Metadata Initiative
 - Funded by CPB's Television Future Fund.
 - Seeks to develop and implement a shared standard across all platforms.
 - Enjoys internal support at CPB.

...but how to design the project?

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Public Policy Aspects

- "The Logic of Collective Action" (Mancur Olson, 1964)
 - Individuals behave as **RATIONAL ACTORS**, motivated by self interest.
 - **Group Size** changes the perception and reality of benefit.

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Public Policy Aspects

- **Small** groups have bigger, more obvious benefits. Participation is rational and self-evident.
- **LARGE** groups have smaller, less apparent benefits. Participation often has to be compelled.

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Public Policy Aspects

PB is a complex interaction of

- independent producers,
- national distributors,
- licensees,
- educators,
- partners.

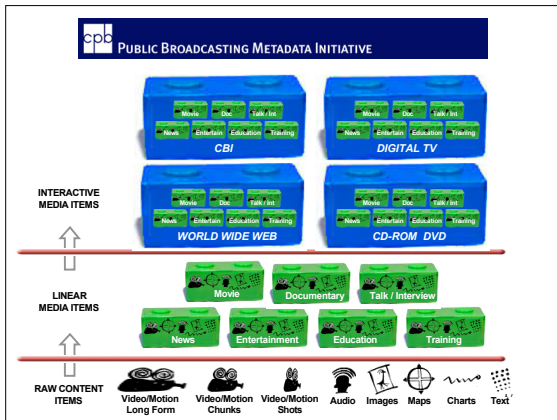
PB Core Working Group: *Who*

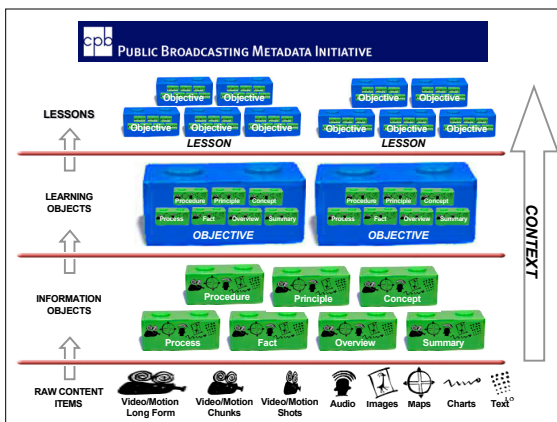
- PBS, APTVS, NETA
- NPR, PRI
- Public Interactive, PBS.org, NPROnline
- National producers (WGBH, MPR, WNET, Grubin)
- Community radio and TV licensees (KCTS, WGBH, WHRO)
- State networks
- University radio and TV licensees (KWSU, WPT, WPSX, KUED, WMVS)
- Educators and their Evangelists (WPT, OnCourse, WHRO)
- Subject Matter Experts (AMIA/Rutgers, DOD Academic CoLab, University of Washington Information School)

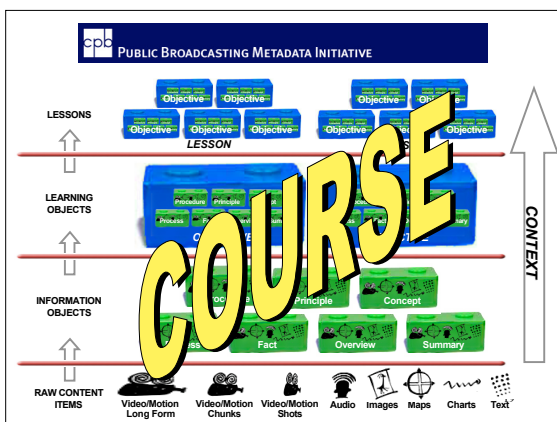
Knowledge Sharing

In:

- media creation & production
- education, training & information







PBMI Specific Objectives

- Draw from Public Broadcasting communities and form a **WORKING GROUP** to...
 - Develop and refine **user requirements** for a sharable metadata dictionary
 - Review **existing metadata** dictionaries and schemes to...
 - Determine applicability
 - Identify gaps and overlaps
 - Retain the best, purge the rest
 - Determine the **scope and breadth** of a usable metadata schema
 - Prepare **Draft** Metadata Schema
 - Present the Draft for **Review and Comment** from Public Broadcasting communities
 - Initiate **Test Implementations**

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User Requirements

- **User Requirements Team** was assigned to...
 - Conduct use case interviews
 - Summarize use case scenarios
- Issues and recommendations...
 - Implement a small, mandatory set of core metadata...but allow for modularity and special case extensions useful to other communities
 - Cont'd

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User Requirements

- More Issues and recommendations...
 - Any metadata must be able to pass through existing transport and application standards already in place for public broadcasting
 - Dovetail with MPEG-7, Dublin Core, SMPTE and EBU P/Meta schemes
 - Use XML to crosswalk metadata from one application profile to another

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Metadata Dictionary

- A **Dictionary Review Team** was assigned to...
 - Review existing metadata dictionaries, elements & qualifiers

Existing Metadata Standards

Existing Management Systems within Public Broadcasting

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Metadata Dictionary

- A **Dictionary Review Team** was assigned to...
 - Spawn a PB Core Metadata Dictionary

86 + 112 + 97 + 32 + 140

467

metadata elements

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Metadata Dictionary

- A **Dictionary Review Team** was assigned to...
 - Spawn a PB Core Metadata Dictionary

467

FileMaker

separate metadata elements

2335

FileMaker

recommendations for grouping and collapsing

249

FileMaker

separate metadata elements

Metadata Dictionary

- A Dictionary Review Team was assigned to...
- Spawn a PB Core Metadata Dictionary



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Attributes of each Metadata Element

Cognizant of ISO 11179 Specification and Standardization of Data Elements in Managing Multiple Database Systems

- | | |
|-------------------------|-----------------------|
| >element name | >obligation/mandatory |
| >version | >datatype |
| >element label | >maximum occurrence |
| >definition | >encoding schemes |
| >namespace identifier | >restricted values |
| >registration authority | >examples |
| >language of element | >usage guidelines |

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The quest is to **exchange & share** information...

By using a single **über database**



By using **mapping & crosswalks**



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PB Core elements & their qualifiers

- **May be grouped as follows:**
 - 1. Intellectual Content -- 20**
 - 2. Intellectual Property -- 9**
 - 3. Instantiation -- 29**
 - 4. Extensions to the Core**

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PB Core: Next Steps

- Request for Comments on the PB Core Draft
 - Experts (DC community)
 - Rank-n-file broadcasters
- Test Implementation Scenarios
 - For “startups”
 - For crosswalks between existing systems & databases
- Revise the Dictionary as informed by above

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PB Core: Next Steps

- Identify oversight and compliance strategies and objectives that encourage the acceptance, use and maintenance of the Dictionary
- Define intellectual property considerations regarding publication and use of the Dictionary
- Develop Users’ Guide
- Market key findings and activities to constituents and the press
- Publish the PB Core application profile!

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For More Information



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