



NETA eMedia Screening 2004

PUBLIC BROADCASTING METADATA DICTIONARY



PROJECT UPDATE

1



Public Broadcasting Metadata Dictionary

Oh, jeez.

- **Declining viewership**
- **Increased competition**
- **Declining financial support**
- **Increased consolidation of media ownership and operations**
- **Changes in consumer technology and expectations**

2



Public Broadcasting Metadata Dictionary

But...there's GOOD NEWS, right?

- Convergence of IT and broadcast tech
- Decreasing costs of storage
- Advances in A/V compression
- Development of Asset Management systems
- Progress in Internet Protocol file transfer tech
- Steady availability of bandwidth
- Increasing "wiredness" of constituents

3



Public Broadcasting Metadata Dictionary

We've got ASSETS!

- **Reputation** as trusted community institutions
- Strong local **relationships** and partnerships, especially in education
- Content assets of high **editorial integrity**
- **Data** about our content

4



Public Broadcasting Metadata Dictionary

What does it mean to **MANAGE** content assets?

- **Digitize**
- **Describe (Metadata)**
 - **Store**
 - **Search**
 - **Retrieve**

5



Public Broadcasting Metadata Dictionary

What is **METADATA**?

- **Metadata is data about data:** information about the nature, value and location of rich media (video, audio, graphics, scripts, web pages, etc.)
- **Examples: Description, Title, Length, Airdate, Producer, Rights Owner**

6



Public Broadcasting Metadata Dictionary

Where's OUR metadata?

- PBS and NPR program databases
- Programming and traffic software
- Broadcast routing and automation (PSIP)
- Digital logging/editing systems
- Tape archives and server storage
- Website Content Management systems

7



Public Broadcasting Metadata Dictionary

So, what's the PROBLEM?

- No consistent way of describing assets across our organizations, systems or software.
- No established protocol for **exchanging** or **translating** content information, either manual or automatic.
- Limits business and service models!

8



Public Broadcasting Metadata Dictionary

So, what's the SOLUTION?

- A Public Broadcasting Metadata
DICTIONARY

9



Public Broadcasting Metadata Dictionary

Why a metadata DICTIONARY?

- To ensure a robust **quantity** and **quality** of content data throughout the production-to-distribution chain.
- To facilitate (through **standardization**) the *automatic* export, translation and import of data between systems and across platforms.
- To **SAVE \$\$** and better **SERVE** the public.

10



Public Broadcasting Metadata Dictionary

What IS a metadata dictionary?

- Set of **protocols** for content data
 - **Element/Definition** - What information is generally important?
 - **Usage Guidelines** - How will data be formatted?
 - **Obligations** - What info is mandatory, optional, repeatable?

11



Public Broadcasting Metadata Dictionary

What is the PBMD project?

- A group of dedicated pubcasters (**in touch with their inner librarians**) working toward agreement on a **single, streamlined set of rules** for describing public television and public radio content assets.

12



Public Broadcasting Metadata Dictionary

Who are the PBMD Participants?

- **PBS, APT, NETA**
- **NPR, PRI**
- **Public Interactive, PBS.org, NPR Online**
- **National TV and radio producers**
- **Community radio and TV licensees**
- **State networks**
- **University radio and TV licensees**
- **Educators**
- **Subject matter experts**

13



Public Broadcasting Metadata Dictionary

What did they DO?

- **Developed User Requirements.**
- **Reviewed existing metadata standards.**
- **Compared and combined PB's metadata work into a Preliminary Metadata Dictionary.**
- **Solicited broad feedback through a Request for Comments process.**
- **Conducted Test Implementations in real-life PB data-translation scenarios.**

14



Public Broadcasting Metadata Dictionary

What WILL they do?

- **Develop compliance and integration strategy.**
- **Develop sustainability plan.**
- **Publish PBMD Version One (Fall 2004).**

15



PBMD – DUBLIN CORE ELEMENTS

- | | |
|----------------------|-------------------|
| ▪ Title | ▪ Type |
| ▪ Creator | ▪ Format |
| ▪ Contributor | ▪ Relation |
| ▪ Subject | ▪ Source |
| ▪ Description | ▪ Language |
| ▪ Publisher | ▪ Coverage |
| ▪ Date | ▪ Rights |
| ▪ Identifier | |

16



PBMD – “PB CORE” ELEMENTS

- **Annotation**
- **Location**
- **Audience**

17



Public Broadcasting Metadata Dictionary

Sample Data Element - DATE

- **Element** - 07.01 Date.Created
- **Definition** - Use this element to specify the creation date for a resource or program.
- **Usage Guidelines** - Encoding scheme is W3C-DTF, or YYYY-MM-DD.
- **Obligation** - Mandatory.

18



Public Broadcasting Metadata Dictionary

That looks complicated!

- **There are 58 data elements and qualifiers in a single PBMD record.**
- **PBMD working group is determining smaller # of recommended fields for various business/service scenarios.**
- **Can use PBMD to begin "markup" or write a "map" from existing software.**

19



Public Broadcasting Metadata Dictionary

When you get back...

- **Explore the PBMD website.**
- **Form a "data interoperability" team at your station to examine workflows.**
- **Locate metadata/library science resources in your area (universities) and seek to partner!**
- **Pay for your tape librarian to join AMIA.**

20



Public Broadcasting Metadata Dictionary

What about EDUCATION metadata?

- The PBMD will exist for several decades as an online resource and “registry.”
- Educational standards data will be added as an extension using Dublin Core, IEEE-LOM and IMS elements.
- Go to the website and write to project.

21



NETA eMedia Screening 2004

PUBLIC BROADCASTING METADATA DICTIONARY

www.utah.edu/cpbmetadata/

22