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...is to PRACTICE metadata... ...is to DISAMBIGUATE how we describe things & search for things...



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...is to enhance our WAYFINDING through ever increasing content and information... ...is to SHARE & EXCHANGE either our metadata or the things they describe...

...is to recognize that metadata always is applied within some CONTEXT.

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...is to recognize that metadata is bound by an organization's or project's WORKFLOWS & RULES. ...is to affirm that you never met-a-data you didn't like...

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...ultimately to recognize that metadata is an ENABLER for the valuation and exploitation of media assets.











































































http://www.pbcore.org/PBCore/subject.html

EFINEMENTS & NCODING SCHEMES	PBCore does not dictate a single subject authority or classification scheme from which to select keywords, topics, and terms. However, if subjects are assigned to a media item and the terms used are derived from a specific authority or classification scheme, use the companion descriptor subjectAuthorityUsed to identify whose vocabularies and terms are being used.
	PBS PODS PROGRAM OFFER DATA SERVICE METADATA DICTIONARY That said, PBGcree can recommend the use of the PBS TOPIC KEYWORD TABLE used in the Public to the said, PBGcree can recommend the use of the PBS topic KEYWORD TABLE used in the public to the late 1980; to support the Program Database (PDB), a system for managing production, content, rights and funding metadate about PBS programs. The list was compiled using a variety of internal sources, most notably a glossary used to code PBS programs with public interest categories for the production of FCC assocrationment reports sent to public television stations. This rich list has been updated regulary over the years to reflect new content areas and is maintained using the Broadview traffic and program management system, which regulated the PDB in Arryl, 2006 at PBS. To view the actual vocabulary list, use this link (no password or login authentication is required) https://scure.comerch.ebs.org/baddournels/bab/PBCree/
	103 PSD In the realm of the radio medium, the PRIPED CONNETION (Public Radio International's Program Service Data) has released its "Recommended field Descriptions for Program Service Data" in public radio programming. The tags are based on tota which is a very popular audio file data tagging format in active use by software and hardware developers around the world. D12 tags are supported in software such as Trunes, Windows Media Player (with Microsoft proprietary modifications), Window, YMC, WusickRetch and hardware players like the IPod, Creative Zen, Toshiba Gigabast and San Walkman. In HD radio, the PSD information is embedded in transmitted audio files and can be displayed on radios with text screens. Artist names, Song title, Year, and Gener are common tags. The ID3 Gener tag contains a comprehensive list of terms used to describe music types and can be used as a source of vocabulary when describing the subject of music media items. The numbers associated with the gener tags are the actual numeric codes carried in the ID3 data stream that are the decoded into human-readable form. The list is provided here as a courtesy to finding the entire collection of terms in a convenient format. http://www.msc.ding.mamanyer/tags.htm
	View ID3 Music Genres NAMES If the subject is a person's name or the name of an organization or company, PBCore recommends using the form, structure, and grammar found in the AACR2 Cataloging Rules (Anglo-American Cataloging Rules, 2nd edition) for name.

USD, below are listed a small sample of different subject authorities that may be appropriate for study and see. USD, below are listed a small sample of different subject authorities that may be appropriate for study and see. BS PDDE: Program Offer Data Service Metadata Dictionary subject. Terms Hatty/ Secure Somet.pls.org/balacuments/pls/MECrev/ Rt IDJ PDS: Public Radio International Consortium IDJ Program Data Service Music Gener Tags May Consortium Thesauri and Controlled Vocabularies Available for the Choice of Controlled Mublect Terms May Congress Authorities http://authorities.loc.gov/ Htp://www.bio.gov/balacument Diff. //www.bio.gov/balacuments/pls.org.pov/ Diff. //www.bio.gov/balacuments/pls.org.pov/ Diff. //www.bio.gov/balacuments/pls.org.pov/ Hig//www.bio.gov/balacuments/pls.org.pov/ Hig//www.bio.gov/balacuments/pls.org.pov/<
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DDC: Dewey Decimal Classification http://www.ack.org/dewey/index.htm PTC: International Press Telecommunications Council http://www.sic.org/apaer/index.htm
IPTC: International Press Telecommunications Council http://www.iptc.org/nages/index.php http://www.ip
http://www.iptc.org/pages/index.php http://www.iptc.org/metadata/
GEM: Gateway to Educational Materials
ASN-Achievement Standards Network
Subject/Topic Vocabulary http://www.httpateway.org ASN Subject/Topic Vocabulary List
MESH: Medical Subject Headings of the National Library of Medicine http://www.nlm.nlh.gov/mesh/meshtoms.html
HEAL: Health Education Assets Library
HEAL Metadata Schema
Getty Art & Architecture Inesaurus http://www.getty.edu/research/conducting_research/vocabularies/aat/
MICMoving Trans Collections listing of Name and Subject Authorities and Verabularies
http://mic.imtc.gatech.edu/catalogers_portal/

The Quest is to Exchange & Share Information



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${igoplus}$ But how do you account for...

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1.	Differences in the <i>meaning</i> of metadata elements acros different databases & schemes
2.	Differences in <i>metadata used</i> by various communities and groups
3.	Differences in how similar metadata elements are <i>presented</i>
4.	Differences in the vocabularies used for descriptions
5.	What is needed is a " <i>least common denominator</i> " to which more complex schemes can be mapped









The Quest is to Exchange & Share Information



Example of data sharing: Public Broadcasting

No über database ...

- National Program Distribution
- Local Broadcast Ops/Traffic
- Program Guides
- Advertising & Promotion
- Internet Services & Distribution Options
- Development, Fundraising, Sponsorship
- Digital Rights Management
- Graphics Library Tracking

- Archiving
- Production
- Post-Production / NLEs
- Facility Scheduling
- Digital Asset Management
- Stock Footage Sales
- Education Connections
- Programming

























XSLT = Extensible Stylesheet Language Transformations







ср	PBCore Public Broadcasting Metadata Dictionary Project				
		Who is usi	ng P	BCore?	
	http://ww	w.pbcore.org/PBC	ore/PB	Core_CaseExamples.html	
		Applying PBCo of the Ele	re: Cas ments	se Examples in Use	
PBCore In Use	PBS (Public Broadcasting Service) & Hetadats Sapply Chaina	Hypothetical Scenarios regarding PSCore in the metadata supply chains across PEG, TV stations, producers, and program distributors.	PBCore In lise	KQID Public Radio k the Consolidated Metadeta Workflaw Project	Overview of KQED Public Radio's fully integrated data storage and workflow integrations for
PBCore In Use	NPR (National Public Radio) a Pridid Content/Depot (Public Radio Satellike Service)	Integration of PRCore with the Public Radio program and metadata distribution service, the ContentDepot.	PBCore In Use	Stanford University News Service & the Need to Unity Netodota for Multiple Modia Formata in Data Silos	Managing multiple media assets and integrating data slice using disparate metadata descriptors.
PBCore In Use	PSD Consertium (HD Public Radio) a PSD—Program Service Data	Integration of PBCore with Program Descriptions carried by HD Public Radie PSD signals.	PBCore In Use	WGCU Public Media & Certificated Heladata Exchanges within TV Production and Distribution Activities	PBCore is activated at the very beginning of the video production and archive process through Imagine Products Ineelaw utilities.
PBCore In Use	NBERP (National Oigital Information Enfrastructure and Proservation Program) & PDPTV (Preserving Digital Public Television Project)	Power of PBCcre as a broad standard applied across the public television community. Mapping of PBCore to other metadato dictionaries and the WGBH DAM system.	PBCore	WILL AM-FM-TV/University of Elizabia at Urbana-Champaige & Appropring Micholdia without Heasive Transformations	In embarking on systemic metadata integration and interopenability, WTLL created a proof-of- concept using content management to generate
PBCore In Use	HEC (Hening Image Collections) a the Mapping Utility	The role of MIC's Mapping Utility for the exchange of metadata between schemas, including PBCore.	(http://www.		PBCore XXH, records.
PBCore In Use	Wiscensin Public Television Neelis Library Online Is CNTS (Collection Workflow Integration System)	Netadata management tool of local media assets, cognizant of PBCare metadata element semantics and vocabulary picklists of terms.	P8Core In Use	NET Nebraika Learning Sorvices & Metadata Across the Enterprise	houses a variety of media types and milline types. Includes PROcen complearcy. Using extensions to expand their cataloging system to meet their full metadata needs.
PBCore In Use	Domecracy How! Is its Enterprise-wide Internal Asset Management System	A custom, enterprise-wide, internal asset system - used as a DAN system - net just for describing topos, PBCore acts as been metadelta oftens and assists in XML data transformations and imports.	PBCore In Use	OMN (Open Media Network) 8. Unform Melošala Descriptions for Pregram Submissions	The role PBCore can play in facilitating uniform metadata discriptions submitted from disparate program producers, organizations, and their information systems.
PBCore In Use	197V (Inva Public Yelovisias) a Media Associ Archileg Project	Integration of the PQCore dictionary into cataloging systems for station archiving project, as well as data convergence amongst wantous departmental information systema.	P8Core In Use	Modiationage (Politis TV ik Higher Ed) & NITA with the Ulah Education Network	PBCore used as the underlying metadata dictionary (with extensions) for a marketplace to exchange media between PTV stations for higher education use
		Respecting the flexibility of the PBCore dictionary while meeting the Application Specification	PBCore	UEN DMI (Utah Education Network Digital Netla Service)	Comprehensive metadata dictionary developed for DAM services to Utah, based on 20 different





Or add extensions to the PBCore metadata dictionary!



We have to admit, PBCore has been Running on Autopilot from 2008 to 2009



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We have to admit, PBCore has been Running on Autopilot from 2008 to 2009









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CDD PBCore Public Broadcasting Metadata Dictionary

Resources Training Options

http://www.pbcore.org/PBCore/PBCore_TrainingMaterials.html

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PBC In l	(Quex Jumis in LER CLIEL.)
	PBCore Training Materials
Intra Train Train	duction ing Session Files ing Session Files ing Session Files ing Session Files
User	conaborations at the PBCOTE Resource Website
ntroe	luction
	The PBCore website is designed to provide piertiful background and contextual information in order to make sense of metadata, the PBCore elements, and the sharing and implementation of metadata in our working worlds.
	· USER GUIDE
	The online PBCore User Guide is the place to consult. OURCH JUMPS in USBR CUIDE
	ELEMENT BY ELEMENT DOCUMENTATION Both the rul becamentation and the closed stread definitions of the PBCore elements supply definitions, examples and samples of metadata, as well as guidelines for cataloging data descriptions.
	SAMPLES OF METADATA RECORDS Organized by different media types, sample Metadata Records are provided, using complete PBCore's descriptions and elements.
	VIEWS OF THE ELEMENTS The DB/cost Elements are displayed in an at-a-clance fashion in the fribusion manner:
	Quick Index View Abhaberical View
	Ordered by Content Classes and Containers Displayed Graphically
	 Organized by Obligation to Use (Mandatory, Recommended, Optional)
	 ELEMENTS IN USE Dirac de la construction de la construction and radio stations, content providers, archiving and educational institutional and non-constructional provider and radio stations, content providers, archiving and educational institutional and non-constructional providers and they have fielded PECore into their information and content delivery systems or have mapped existing metadata schemas to that of PECore.
	TAUNING SESSIONS Octobe of hease orientation and documentation materials on our website, PGOre has created frue training sessions that introduce metadata and PROxe, review the metadata identities, accumine the importance of the XNE. Schema for the paring of PROxe complete metadata devolptions, and the use of actainging out acceles and sessions in the Vertex (III) metadata and (III) for the XNE and (III) and (IIII) and (III) and (IIII) and (III) and (IIII) and (III) a







Resources

CDO PBCore Public Broadcasting

































































DISCONNECTS THAT COMPROMISE CONTENT'S

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META-CHASMS

DISCONNECTS THAT COMPROMISE CONTENT'S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

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META-CHASMS

DISCONNECTS THAT COMPROMISE CONTENT'S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

