

April 1, 2005
(no foolin')



PBS 2005 TECHNOLOGY CONFERENCE



The Blurb

- > The PBCore (Public Broadcasting Metadata Dictionary) was created by the public broadcasting community in the United States of America for use by public broadcasters and related communities.
- > Initial development funding for PBCore was provided by the Corporation for Public Broadcasting.
- > The PBCore is built on the foundation of the Dublin Core (ISO 15836), an international standard for resource discovery (<http://dublincore.org>), and has been reviewed by the Dublin Core Metadata Initiative Usage Board.



- > Began in November of 2001 with a to-do list produced at a CPB Asset Management Caucus
- > Kick-started in earnest after April 2002 meeting of the Public Broadcasting Metadata Project Working Group
- > Continued with the 2nd meeting of the Working Group in September 2002.
- > Teams refined the PBCore from the Summer of 2002 to the Summer of 2004.



- > Licensing & copyright issues undertaken at CPB from end of 2004 through beginning of 2005.
- > Fully enabled PBCore website published on April 1, 2005.

<http://www.pbcore.org>



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



- > Guiding principles emerged over 3.5 years during different meetings.
- > To review the conclusions drawn at these meetings is to witness snapshots of our thinking.
- > The PBCore website is a direct reflection of the guiding principles that developed.



The people in the Working Group
all have a passion
for this work -
an “inner librarian.”



We need to ensure success
across the system, where increasingly
we are all in what are almost forced
collaborations, triggered by the
growing urgency of our
asset management needs and
our resource constraints.



We need to figure out whether public broadcasters can and should develop a shared metadata standard, and if so, how to begin to move toward that outcome.



How do we anticipate the different metadata demands of three agents that will act on our metadata dictionary:

- (1) the end users,
- (2) producers, stations, and other intermediaries,
- (3) change itself-because data is not static.

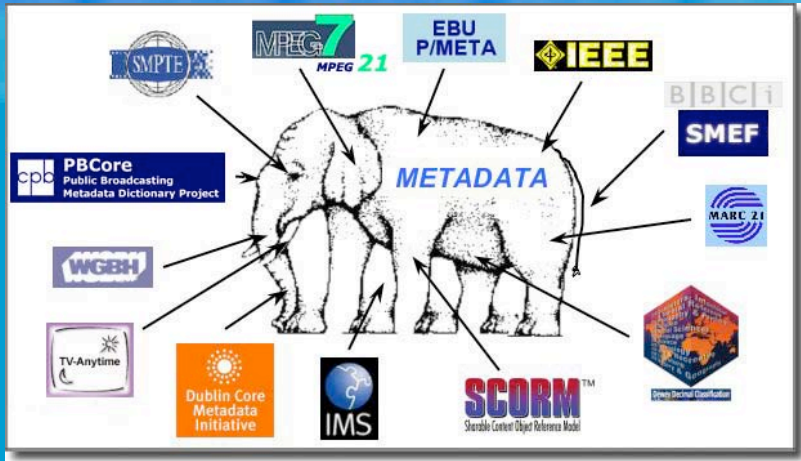


What we do is ultimately all about access by others within and outside of the public broadcasting system - to the extent that the dictionary we develop allows access to the metadata, but not the appropriation of content.



There is a great deal of existing work in the field to build on; the metadata dictionary project does not have to start from scratch.





Based on its review and evaluation work, the Working Group should then be in a position to “pick the best and leave the rest” -- an application profile --



86 + 112 + 97 + 32 + 140

467
metadata elements



Beantown Smackdown #1



separate
metadata
elements



recommendations
for grouping and
collapsing



separate
metadata
elements



Beantown Smackdown #2



separate
metadata
elements



PB Core
metadata
elements

Beantown Smackdown #3



PB Core
metadata
elements





After the Final SmackDown



We must think about
“life after the metadata dictionary
is published,” focusing on how to
ensure compliance, provide
incentives, practice enforcement,
and anticipate the need for a
long-term infrastructure and authority
capable of carrying out these and
other implementation functions.



PBCore's home is a website and is the main vehicle for users to access information, fulfilling Public Broadcasting's mission to provide non-commercial information and universal access to the public.



PBCore is to be made useful, ubiquitous, and a permanent part of our creation, generation, and management of content.



A PBCore authority will conduct advocacy, communication, training, technical assistance, and maintenance and change orders for updates to the dictionary.



The creative/operational challenge that PBCore will address is, “You can’t use it if you can’t find it.” If we can’t sensibly organize, re-use and re-purpose our assets, we will find ourselves delivering less and less product, and having less and less relevance to our audiences.



PBCore is not a single, shrink-wrapped product that is installed and applied. It is a building block that can be inserted into many different applications and many different models, all depending on individual station infrastructures, capabilities, and needs. There will certainly be multiple demonstration models.



We must determine how effective the PBCore is when used as a data interoperability/translation tool (i.e., when data is extracted from a content producer's system, mapped to the PBCore, then imported into the national distribution system for both television and radio.



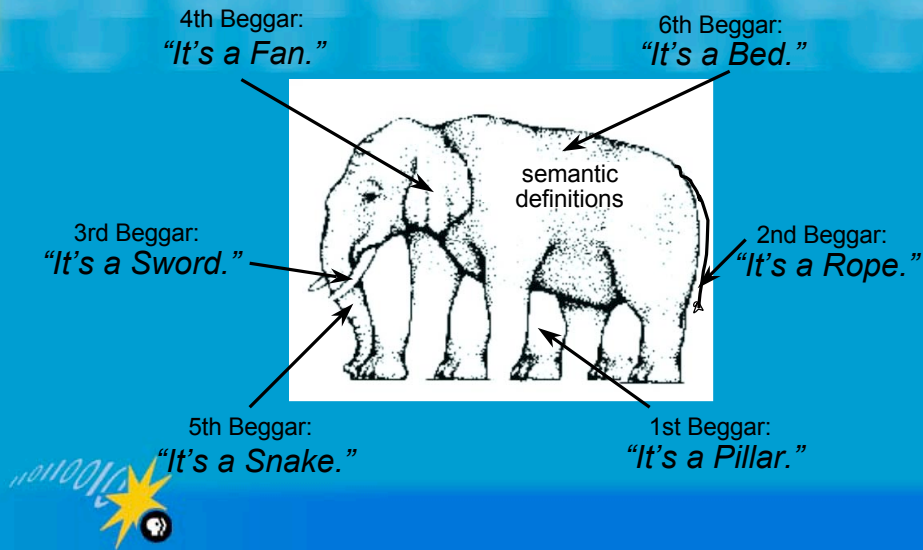
We must determine whether the PBCore can be used as the metadata model for a digitizing/archiving process, and in what form the PBCore would be most effective in facilitating a complete “markup” of rich media assets.



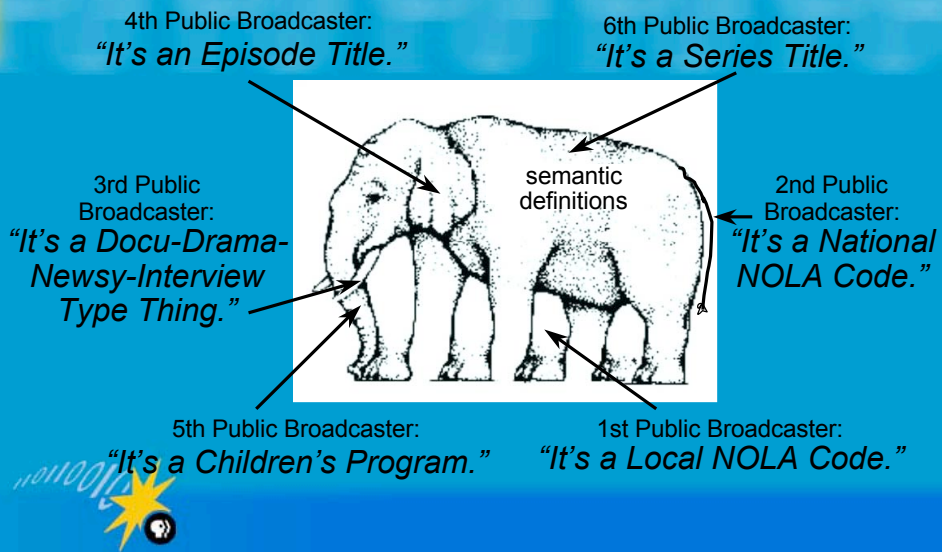
We must map the PBCore to several other emerging and established standards in order to determine how difficult it is to map the metadata fields from an existing metadata dictionary to the PBCore data element set.



The Public Broadcasters and the Elephant

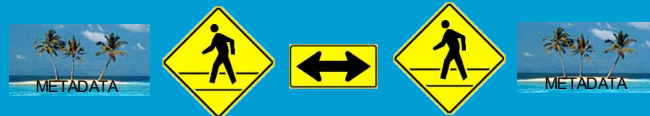


The Public Broadcasters and the Elephant



Mapping & Crosswalking Element Relationships

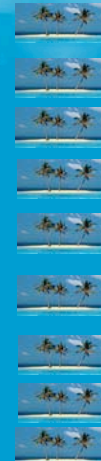
A primary use of crosswalks is to physically convert records from one metadata scheme to another for record exchange, matching one element to another.



Mapping & Crosswalking Element Relationships



KPUB-TV



Mapping & Crosswalking Element Relationships

National Program Distribution

Local Broadcast Playout
& Traffic (NGIS, PODS,
BroadView, Scout, etc.)

Program Guides

Advertising
& Promotion

Internet Services
& Distribution Options

Development, Fundraising
& Sponsorship

Rights & Usage Management

Graphics Library Tracking

Archiving

Production

Post-Production

Facility
Scheduling

Digital Asset
Management

Stock Footage

Education Connections

Programming

KPUB-TV



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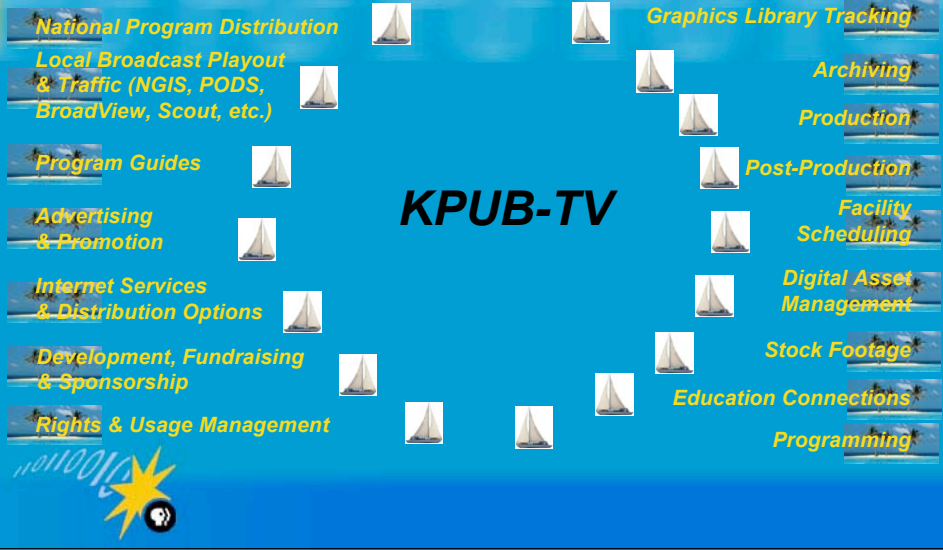
Education Connections

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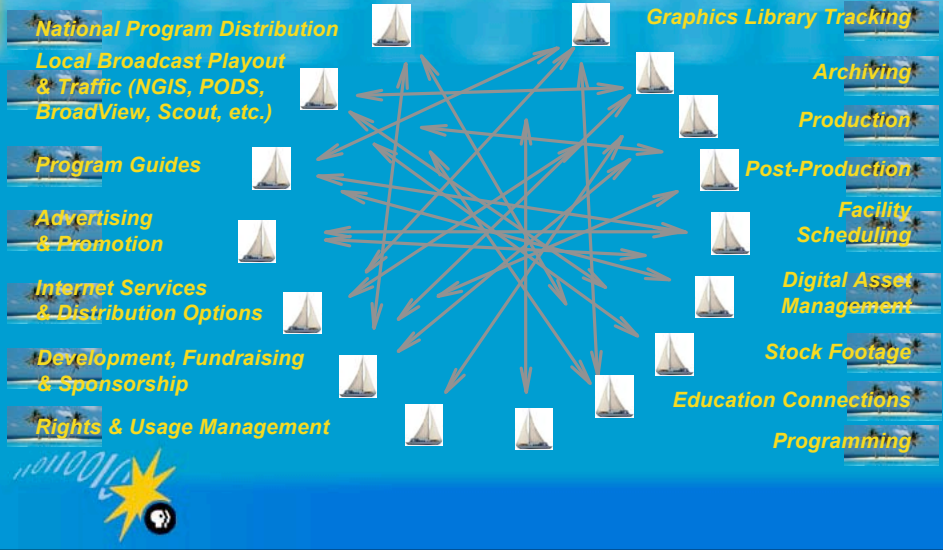
KPUB-TV

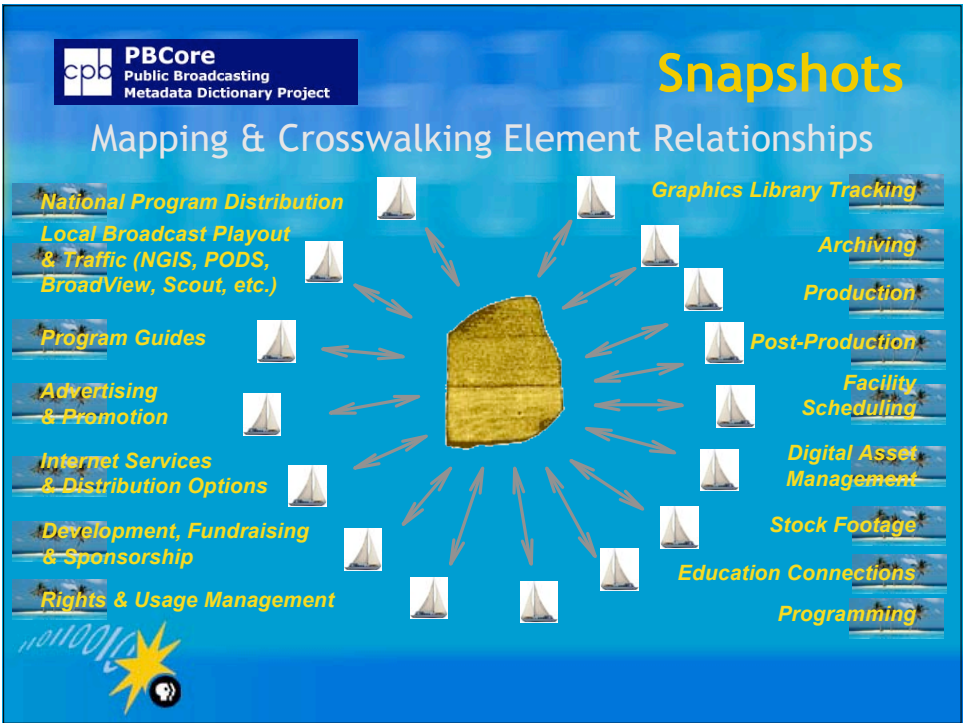
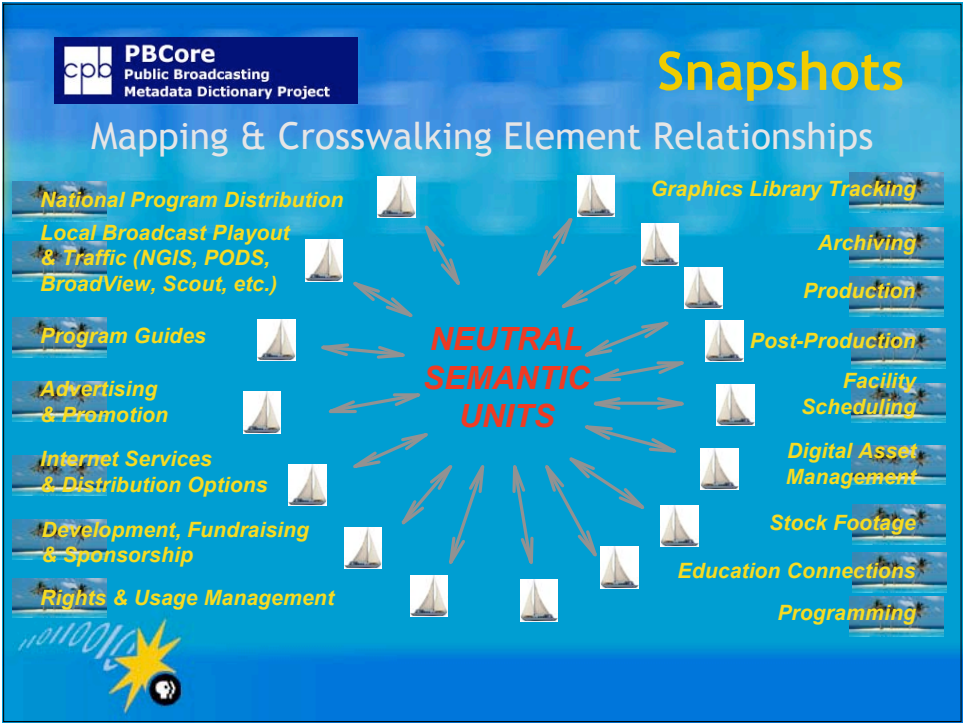


Mapping & Crosswalking Element Relationships

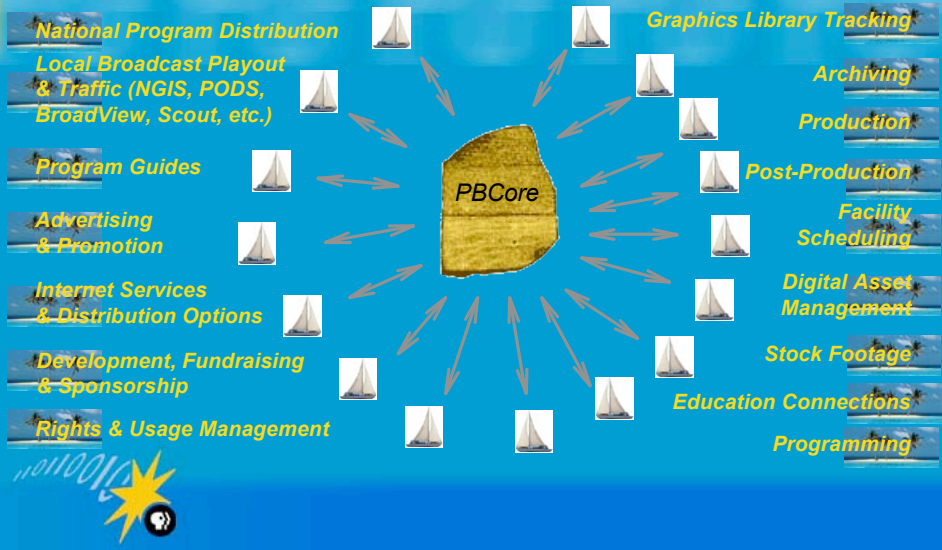


Mapping & Crosswalking Element Relationships





Mapping & Crosswalking Element Relationships



The intent of the Public Broadcasting Metadata Dictionary Project is to first spawn a core set of metadata descriptors that are applicable to most venues and scenarios.

The PBMD Project is focused on the ability to exchange metadata between parties rather than trying to build a completely comprehensive, all encompassing, über metadata system that satisfies all user requirements.

As extensions are evaluated and experts help the PBMD Project incorporate their metadata, the PBCore becomes more robust, but simple enough to be understood and usable by most of us.



PBCore has 48 metadata elements.

- > It is a core set of terms and descriptors (elements)...
- > Used to create information (metadata)...
- > That categorizes or describes...
- > Media items (sometimes called assets or resources).



PBCore has 48 metadata elements.

- > **INTELLECTUAL CONTENT** (descriptive, subjective)...
13 elements describing the actual intellectual content of a media asset or resource.
- > **INTELLECTUAL PROPERTY** (rights & usage)...
7 elements related to the creation, creators and usage of a media asset or resource.
- > **INSTANTIATION** (structural, objective metadata)...
28 elements that identify the nature of the media asset as it exists in some form or format in the physical world or digitally.



KEEP PBCore SIMPLE !

Remember, PBCore is to be a
real-world tool,
not an arcane philosophical model.

<http://www.pbcore.org>

