

# PBCore

The Public Broadcasting Metadata Dictionary



PBS 2005 TECHNOLOGY CONFERENCE

## What are metadata?

- > Metadata are data about data.
- > E.g., a library card:

Peden, Margaret Sayers

Allende, Isabel.  
[Retrato en sepia. English]  
Portrait in sepia : a novel / by Isabel Allende ; translated from the Spanish by Margaret Sayers Peden. 1st ed. New York : HarperCollinsPublishers, c2001.  
304 p. : general tables ; 25 cm.  
ISBN 0-06-621161-1

1.Secrets--Fiction. 2.Amnesia--Fiction. 3.Man-woman relationships--Fiction. I.Peden, Margaret Sayers. II.Title.

PQ8098.1.L54R4813 200 863'.64  
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## Why is this important?

- > It will map the “genome” of our content
- > It will encourage...
  - > A multi-platform future
  - > A multi-choice future
  - > A successful future



## A multi-platform future

- > We’re evolving from distribution over one platform to distribution over multiple platforms:
  - > Over-the-air transmitters, analog & digital
  - > Internet and broadband
  - > Cable and satellite
  - > Physical media (CDs, DVDs, etc.)
  - > Mobile and portable devices



From Dave MacCarn, WGBH

## A multi-choice future

- > The number of “channels” through which listeners and viewers will be able to access our content will continue to grow.
- > Increasingly, listeners and viewers want control over when and where they use our content.
- > Increasingly, listeners and viewers will want personalization and customization.



From Dave MacCarn, WGBH

## A successful future

- > Successful public broadcasters will be morphing into digital libraries.
- > The broadcast of a program is the beginning - not the end - of the life of the content we create.
- > We need to overcome obstacles to the efficient use of our content.
- > We need to analyze and, where necessary, re-design our legacy work flows.



From Dave MacCarn, WGBH

## Public Broadcasting Metadata Dictionary project

- > CPB funding
- > Administered by WGBH
- > Noah's Ark representation on 30-person working group
- > Work underway 2002-2004
- > Extension of Dublin Core standard
- > Work complete
- > April 2005 - Released!!



## PBCore elements

- > Intellectual content, 13 elements
- > Intellectual property, 7 elements
- > Instantiation (identify the nature of the media asset as it exists in some form or format in the physical world or digitally), 28 elements



## Application Examples

- > PRSS ContentDepot
- > PBS NGIS
- > HD Radio PAD
- > DTV PSIP
- > Production asset tracking
- > Advanced non-real time digital distribution
  - > Accommodates tagging and attention metadata
  - > Permits associating media usage with donor data



## Work Ahead

- > Advocacy
- > Communications with industry groups & vendors
- > Training
- > Maintenance of the standard
- > Development of XML schema
- > Technical assistance



## More information

> [www.pbcore.org](http://www.pbcore.org)



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