



# PB Metadata Dictionary Project

cpb

- **First things first...**

- This presentation will be part of WGBH's Asset Management Symposium site <http://daminfo.wgbh.org>.

- It will also be available on the CPB Metadata Dictionary website. Link to it from <http://www.stations.cpb.org>.

- **What is metadata?**
  - The descriptive or administrative information associated with a piece of rich media that helps to make it:
    - Understandable
    - Searchable
    - Transportable.

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- **What kind of information?**
  - Title (Series, Episode, Segment)
  - Creator (Producer, Director, etc.)
  - Date (Created, National Distribution, etc.)
  - Format (MPEG, JPEG, Text, etc.)
  - Publisher (Distributor, Licensee, etc.)
  - Audience (e.g. K-12 curriculum correlation)

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- **How would we use metadata?**
  - We're soaking in it!
    - PBS and NPR program databases
    - Programming & traffic software
    - Broadcast routing and automation (PSIP)
    - Digital logging/editing equipment
    - Tape archives and server storage
    - Website content management systems.

- **So what's the problem?**
  - No one's using the same terms or protocols.
    - Increases complexity and cost of data import and export.
    - Activities remain manual that could be automated.
    - Time and money is spent on operations rather than local content creation.

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- **So what's the problem?**

- Lessens strategic value in local markets because competitors are part of more consolidated operations.
- Not as prepared as we should be for the glorious future! Multiplatform content creation, on-demand distribution, peer to peer collaboration...

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- **What's the solution?**
  - Formulate a set of desired outcomes.



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- **What are the desired outcomes?**
  - Facilitate the exchange of content-related data within both national and local infrastructure and systems.
  - Facilitate the collaborative and contemporaneous sharing of assets in multiplatform production.

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- **What are the desired outcomes?**
  - Facilitate the exchange of data and media with content partners.
  - Facilitate the identification and preservation of assets with special historical, scholarly or financial value.

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- **What's the plan?**

- Form a cross-organizational, cross-disciplinary effort to agree on metadata protocols: a Public Broadcasting Metadata Working Group (PBMWG).

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- **Who's in the PBMWG?**

- Representatives from

- **PBS** (Twohill, Morse, Pierce, Johnston)
- **NPR** (Bloss, Bridgewater, Yoch)
- APTVS (Baldacci)
- **PRI** (Trinacty)
- NETA (McConnell)
- Public Interactive (Heard)

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- **Who's in the PBMWG?**

- Representatives from

- Major producers (WGBH, MPR, WNET, Grubin)
- Community licensees (KCTS, WGBH, WHRO)
- Joint licensees (WGBH, KWSU)
- University licensees (KWSU, WPT, WPSX, KUED, WMVS)

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- **Who's in the PBMWG?**

- Representatives from

- State networks (NET)
- New media (KCTS, PBS, WMVS)
- Education (OnCourse, WHRO)
- Metadata community (AMIA/Rutgers, DOD Academic CoLab, University of Washington Information School)

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- **What's the plan?**
  - Bring PBMWG group to consensus regarding project objectives and timeline.
  - Release the hounds!

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- **What are the objectives?**

- Develop and refine User Requirements that inform the structure of the dictionary.
- Review existing metadata work to
  - Determine applicability
  - Determine gaps and overlaps
  - Keep the best and jettison the rest.



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- **What are the objectives?**

- Develop “PBMD Draft Preliminary Version.”
- Conduct a review or RFC process with participants, advisors, other interested parties.
- Finalize “PBMD Preliminary Version.”

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- **What are the objectives?**
  - Conduct test implementations of “PBMD Preliminary Version” within new and existing Asset Management efforts, multiplatform environments, program data systems, tape archives, etc.

# PB Metadata Dictionary Project

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- **What are the objectives?**

- Develop compliance strategy (aka Education and Communication Plan).
- Incorporate test implementation results to finalize “PBMD Version One.”
- Ratify “PBMD Version One” and signal organizational compliance.

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- **What are the objectives?**

- Publish a “Public Broadcasting Metadata Dictionary” that reflects our
  - Mission
  - Constituencies
  - Partners
  - Business/service models, past and future.

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- **What are the objectives?**

- Recommend plan for “data integrity” efforts for public broadcasting.
  - Who will serve as the “data registry”?
  - Who will publish versions and updates?
  - How will we monitor adoption and compliance?
  - How will we measure success?

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- **What will the Dictionary actually be?**
  - A set of recommended fields, both high level elements and lower level modifiers.
  - A clear description of what information should be contained within each field.
  - A protocol, or “authority file” for filling in each field (e.g. number or order of characters).

- **What's an example?**

- Element Name: Date
- Modifier: Date Distributed Nationally
- Definition: Date that program available for display or broadcast nationwide.
- Authority File: W3C DTF (yyyy-mm-dd)
- Result: 20020926

# PB Metadata Dictionary Project

- **How will the PBMD be distributed?**
  - Free of charge to pubcasters and partners.
  - Available on the web in various formats
    - Excel
    - FilemakerPro
    - Word.
  - Available in print.



# PB Metadata Dictionary Project

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- **What is the PBMD Project timeline?**
  - April to November 2002
    - Develop User Requirements (larger group)
    - Review existing metadata work, compile
    - Determine data gaps and overlaps
    - Revise and devise MD aspects as needed

# PB Metadata Dictionary Project

- **What is the PBMD Project timeline?**
  - April to November 2002
    - Develop “education and communication” plan to aid compliance
    - Develop plan for review (RFC) process
    - Develop plan for testing phase

# PB Metadata Dictionary Project

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- **What is the PBMD Project timeline?**
  - January to March 2003
    - Present “Draft Preliminary Version” for review by full PBMWG
    - Conduct RFC process
    - Enact education and communication plan
    - Revise MD to reflect RFC process

# PB Metadata Dictionary Project

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- **What is the PBMD Project timeline?**
  - January to March 2003
    - Finalize test plan
  - April to July 2003
    - Test “PBMD Preliminary Version”
    - Revise MD based on test results
    - Publish “PBMD Version One” (to much fanfare)
    - Develop data integrity recommendations

- **How will this fit into other efforts?**

## **Digital Distribution Implementation Initiative (DDII)**

epb