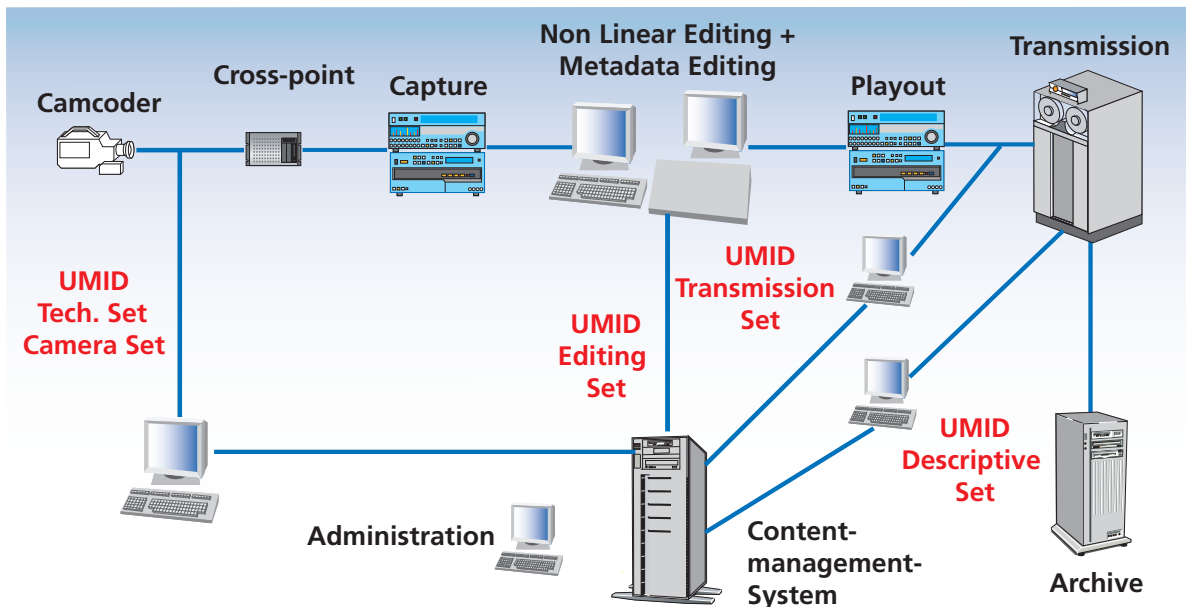


METADATA FOR PRODUCTION AND BEYOND

You know that metadata is important, but you are not quite sure what it is?

Metadata will be everywhere - the lifeblood of digital broadcasting



There is a cost to metadata but if you can't find content, you don't have it !
Making content costs more !

What problems are you trying to solve?

- What kind of metadata do you need? How will you get the data?
- What will it cost to buy or create this data? What is the trade-off between accuracy and cost?
- What data standards should you follow?
- How should you store and operate content and metadata?
- What are the additional opportunities for exploiting these metadata?

The EBU can help to answer these questions.

What sort of solutions can you envisage?

- Open standards rather than proprietary solutions.
- A solution from the Internet: XML.
- The EBU, on its own or in collaboration with other organisations, is developing a set of XML applications for broadcast services.