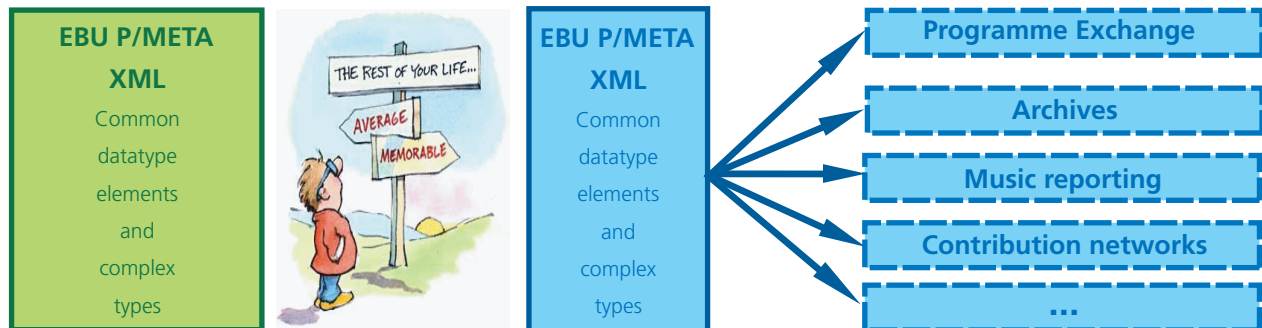


## Where are we today at EBU?

As part of its migration to XML, the EBU has reorganised its metadata towards application-specific solutions.



News is the subject of a collaboration with IPTC ([www.iptc.org](http://www.iptc.org)), which the EBU joined in 2005.



It is foreseen that similar collaboration will take place on IPTC's SportsML, which defines a common format for describing sport events.

The EBU, a founding member of the TV-Anytime forum ([www.tv-anytime.org](http://www.tv-anytime.org)), is contributing to the development of this technology on the market by participating in DVB, which has largely adopted it, and in the "TV-Anytime European User Group". This is the answer to the digital Personal Video Recorder challenge.

More information on these on-going developments can be found at:

<http://wiki.ebu.ch/technical/P/MAG>  
[http://wiki.ebu.ch/technical/Metadata\\_In\\_Production](http://wiki.ebu.ch/technical/Metadata_In_Production)

## Would you like to join an EBU-member user group?

- Are you using an in-home asset management system?
- Are you using a particular vendor solution?
- Would you be interested in discussing requirements and product evolution plans with other users?

Contact us at [metadata@ebu.ch](mailto:metadata@ebu.ch).

## Future challenges?

Rights and copy protection management is certainly one of the major metadata issues to be faced in the near future.