MDN WORKSHOP 2015

TUESDAY 9 JUNE

09:00	*Registration & coffee*		
09:15 – 10.15	**"The Case of Script-based collaboration"** Modern media production workflows involve specialized teams operating during different phases of the production process on different locations. Due to structural gaps in the overall flow of metadata, collaboration relies on informal methods. As a result, individual media fragments are hard to retrieve, re-use of content is expensive and the overall production cost inflates. The key to solve this problem is to enable concurrency and systematic interaction between the story editing and the actual production processes. In this paper, we will discuss the key characteristics of a collaborative workflow, the underlying architecture and the design requirements of an electronic script that can be used to integrate the workflow.	Maarten Verwaest	Limecraft
10:15 – 11.15	**NRK Origo** NRK Origo project is a total reorganisation of the radio- and television infrastructure in NRK. Powered by a common self-developed metadata layer using the CCDM and EBUCore standards, third party products will be integrated to build the total infrastructure. The metadata layer will get inputs every stage of the production face from planning to play-out, and will be the real integration layer in the infrastructure, keeping the loss of metadata to its minimum. In addition semantic technology will be used to link additional data sources. One of the goals with Origo is to make publishing to the web first as easy as to traditionally play out content on TV, making Norway's largest broadcaster becoming a publishing house. The project is now in it first year and the presentation will give an overview over the architecture and metadata structure that powers the project.	Tormod Vaervagen	NRK
11:15 – 11:45	*Tea, coffee*		
11:45 – 12:45	**Collecting preservation metadata for risk assessment** Preservation processes for audiovisual media are complex and heterogeneous workflows involving different systems, services and tools. Each of them produces metadata related to the audiovisual essence being processed, as well as status information, logs, etc. Collecting and analyzing this information can help to better understand potential risks in the process (e.g., related to content properties or system conditions) and to improve the design of the process. The DAVID project has developed tools for collecting preservation-relevant metadata, compatible with the emerging MPEG Multimedia Preservation Application Format (MP-AF) standard, and using them for risk assessment. We report on a proof of concept implementation of this approach, using actual data from a MXF checking and repair workflow deployed in a broadcast archive.	Werner Bailer	JSR
12:45 – 13:45	*Lunch*		
13:45 – 14:45	**Visual search technologies (e.g., MPEG CDVS) and how they apply to media & broadcast.** "The current advancements in media computing and automated information extraction make it possible to process multimedia content at very high rates, and extract frame-level descriptors useful to index and retrieve content on a visual basis. This speech will illustrate latest developments in standard technologies for visual search (MPEG-7 CDVS) and show possible applications in media and broadcasting."	Alberto Messina Miroslav Bober	RAI University of Surrey
14:45 – 15:45	**Production metadata – planning – shooting – production** Case studies from TV and film: How on-set metadata affect productions, quantitatively and qualitatively. We present the results of a survey among script supervisors with extensive experience from using and collecting electronic		Drylab

	metadata, and the effects in post-production.		
15:45 – 16:15	*Tea, coffee*		
16:15 – 16:45	**A study on structuralization of the video contents based on the biological ontology from Wikipedia.**	Makoto Urakawa	NHK
	Using the video contents has been increasing in the wide range with video delivery services' becoming popular. And it'll be needed that not only contents holder offer their contents by themselves but also the other service provides offer the services with aggregating various contents. It's definitely common knowledge that the metadata is absolutely imperative to make much use of video in lots of services. The metadata should be defined by the users of it. It means that each metadata should be tailored to its service. This paper proposes to store the video clips with structured ontology which is extracted from Wikipedia. The author focused on the videos for education to explain the creatures like animals and plants. What kinds of services will be offered is also important when we think about usefulness of its metadata. Therefore this paper shows some educational services demonstration which makes video contents integrated with the external services. Thinking about using metadata for services must be effective for the archives as well.		
16:45 – 17:30	**EBUSport, the EBU sport ontology**	Jean-Pierre Evain	EBU
	EBU acquires sports rights and covers majors sport events (UEFA, FIFA, Biathlon International Federation, IAAF for athletics, Cycling with "Tour de France", etc.) to provide high quality content to its members via the Eurovision network. In this context, EBU T&I has developed an ontology for sports. The metadata workflow and the value of data will be explained as well as the advantages of using semantic modelling. A demonstration will be shown on how users can seamlessly search and navigate through data.		

WEDNESDAY 10 JUNE

09:15 – 09:45	**Implementing MPEG-21's MCO (Media Contract Ontology) to manage rights at RAI**	Laurent Boch	RAI
	The presentation will explain the rationale behind RAI's decision to use MPEG-21's MCO to manage rights, and the associated implementation challenges.		
09:45 – 10:15	**"Big data" – Challenges and promises as perceived by broadcasters**	Bram Tullemans	EBU
	The presentation will give a summary of recent investigations made at the EBU by collecting views from EBU members on the promises and challenges of "big data": who uses or plans to use such information and for what purpose…		
10:15 – 10:45	**3D audio – Modelling and integration in BWF**	Dave Marston	BBC
	3D- audio is arriving. The EBU model is described in details in Tech 3364 and implemented in EBUCore (Tech 3293). This is discussed in several international standardisation groups and in particular in the ITU. The presentation will explain the challenges around creating 3D audio content, the associated workflow from creation to delivery and the growing role that metadata will play in audio production.	Matthieu Parmentier (Webex or Skype)	France-télévisions
10:45 – 11:15	**Achieving data interoperability for cultural heritage in Europe - The Europeana Data Model**	Valentine Charles (Webex or Skype)	Europeana
	Europeana (http://www.europeana.eu/portal/) provides a common access point to digital cultural heritage objects across different cultural domains. In order to collect, connect and enrich the metadata descriptions provided by its data providers, Europeana created the Europeana Data Model (EDM). This model is designed as a framework re-using various well-known standards developed in the Semantic Web Community, such as the Resource Description Framework (RDF), the OAI Object Reuse and Exchange (ORE), and Dublin Core. EDM has now been adopted by a large number of data providers contributing to Europeana or institutions		

	partners of the network and continues to be extended. The most recent extension is the integration of EBUcore properties to support the description of technical metadata for cultural heritage digital representations in Europeana. This presentation will outline the principles behind the model and shows how it supports Europeana's core services.		
11:15 – 11:45	*Tea, coffee,*		
11:45 – 12:45	**Linked data for media production – the dwerft project core technology** Metadata plays an essential role in film and TV production. Unfortunately, lots of information gets lost in the fragmented processes, especially when multiple companies are involved. Often, it needs to be reconstructed manually at the end. Dwerft, a national funded research initiative, aims to cope with this problem based on existing and newly developed ontologies as Linked Production Data for the complete film and TV value chain and will apply it for the development of prototypical film and TV services. This contribution presents the concept and goals of the Linked Production Data, the current status of the project as well as broadcast-specific aspects like the integration of domain-specific data models.	Dr. Harald Sack Barbara Fichte	Hasso-Plattner-Institut IRT
12:45 – 13:45	*Seated lunch*		
13:45 – 14:45	**MediaInfo, metadata extractions tool and software integration**. MediaInfo is a flexible open source tool used to extract relevant technical and tag metadata from an extensive array of media file formats. This software has been successfully implemented into corporate and not-for-profit organizational workflows for the batch processing of digital audio-visual assets. This talk will give an overview of the software framework and the ways it can be implemented into any audio-visual metadata extraction workflow.	Jérôme Martinez	MediaArea
14:45 – 15:15	**egtaMeta – The advertising workflow and data model** In the past few years, most European countries have implemented the use of dematerialised spots. We all have to face the incredible amount of data available and turn them into "smart data", as well as to harmonise the information at a European level. In this context the EGTA association feels the need to re-open the brainwork about egtaMETA: Metadata for the file exchange of advertising material (EBU – TECH 3340). In response to this need, the EBU Strategic Programme MIM has set up a working group gathering RAI, RMB/RTBF and Mikros Image. The scope is to align egtaMETA with the latest version of EBUCore, including recent breakthroughs on Loudness (R128) and Quality Control. On the other hand, this workgroup also provides requirements for the EBU/Media Information Management activity on revising egtaMETA, based upon the latest practice of the main actors in the advertising business. A modern advertising campaign is now considered as a multimedia concept and multi-channel program. This new metadata model will help to improve workflows and traceability for all the players involved within this eco-system : advertisers, creative agencies, media agencies, post-production houses, sales houses and broadcasters.	Guillaume Maucomble Alberto Messina	Mikros Image RAI
15:15 – 15:45	*Tea, coffee*		
15:45 – 16:15	**EIDR (Entertainment Identifier Registry)** A presentation on what EIDR is, its scope of application and the metadata used to discriminate versions of content for globally unique identification. EIDR is an identification scheme compatible with EBUCore.	Ben Schofield	EIDR
16:15 – 16:45	**SMPTE metadata registers and UK-DPP descriptive metadata, bringing the SMPTE registers online (MXF & IMF, DPP and EBUCore, and more…)** The Metadata Registers are a collection of definitions for metadata classes, properties, data types and "labels" managed by SMPTE. These definitions contain the details needed to represent 1000's of principally media-related metadata items in a number of formats - they cover: the technical and descriptive metadata embedded in MXF files; the UK Digital Production Partnership (DPP) TV programme-delivery files; EBU Core; and much more.	Thomas Heritage	BBC

	This talk will explain the recent work to reformat and then publish the Registers as XML, and describe / demonstrate some of the use cases enabled.		4
16:45 – 17:15	**SCAIE activities and workshop, collaboration with FIMS** The presentation will report on the activities of the MIM-SCAIE project and in particular the cooperation with FIMS and the plan to define a set of "automatic metadata extraction features" cards (similar to EBU QC's on quality control). The SCAIE workshop taking place after this MDN workshop will also be introduced.	Mike Matton	VRT
17:15 – 17:30	**Wrap-up and conclusions**	Tormod Vaervagen, MIM-MDN Chair	NRK

EBU

OPERATING EUROVISION AND EURORADIO

EBU MIM-SCAIE WORKSHOP FROM RESEARCH TO PRODUCTION

THURSDAY 11 JUNE 2015

09:00	*Registration & coffee*		
	Welcome	Mike Matton & Roeland Ordelman	VRT / NISV
	From Research to Innovation with AME • Incl. Goals of the workshop	Roeland Ordelman	NISV

SESSION 1: AUDIO & TEXT

	Applying and validating Automatic Speech & Language technology in a Broadcast environment	Luk Overmeire & Marieke Lycke	VRT
	Speech to text in the RSI archive	Sarah-Haye Aziz & Francesco Veri	RSI
	Automatic Speaker Labeling in a Broadcast Archive Production Environment	Josefien Schuurman	NISV
	Automatic Subtitling	TBC	TBC
	Round of discussion on the topics at the end		
	Coffee break		

SESSION 2: VIDEO & SEARCH

	Application of image analysis technologies to video archive retrieval system	Makoto Urakawa	NHK
	Video analysis for search.	TBC	TBC
	Large scale video analysis	TBC	TBC
	Round of discussion on the topics at the end		
	Lunch		

SESSION 3: GENERAL BARRIERS FOR ADOPTION AND VALORISATION OF R&D RESULTS

	The role of knowledge transfer in technology adoption	Eva Baaren	NISV
	Incubation with VRT sandbox + case study with Zeticon on automated content categorization.	Koen Meyskens	VRT
	Automatic Translation in broadcast production	Peggy van der Kreeft	DW
		Susanne Weber	BBC
	Business cases for automatic metadata extraction	TBC	TBC
	Round of discussion on the topics at the end		
	coffee break		
	Panel discussion (moderated)		
	Topic: how to foster technology transfer from research to production, including speakers and invited panelists		

17:00			