10 things you need to know about...

Metadata

1 – Metadata is all the information collected to manage your content

Metadata tells you what content you have, which format it's in and where it is, or how to obtain it from third parties. Not being able to find the content you want, even though you may already have it, is a big problem for a broadcaster. Metadata is the solution.

2 – Metadata is the lifeblood of digital production

Metadata, as the electronic means of managing information about programmes (e.g. video or audio items), is strongly linked to the successful deployment of IT file-based production solutions. Networked tapeless production systems rely on accurate metadata.

3 – From archive to active digital assets

Metadata is the point of access to your assets. It replaces paper labels. Thanks to metadata, content is within a mouse 'click'.

4 – Reaching end-users in a competitive cross-platform cross-media environment

On new delivery platforms like the Internet, information about services and programme offering is essential to attract viewers. Metadata is the most efficient technical means of sharing such information.

5 – EBU Technical hosts a community of metadata experts

Called the Metadata Advisory Group (P/MAG), more information on its activities and most recent recommendations is available at http://tech.ebu.ch/groups/pmag.

6 – Common metadata are essential to interoperability and programme exchange

EBU Technical proposes several reference specifications in the 'Tech' publication series like the 'EBU Core' (http://tech.ebu.ch/docs/tech/tech3293v1_1.pdf). The idea is not to provide "one solution fitting all cases", but rather to provide a common, usable basis for the metadata used in the broadcasting community. More resources are available from http://tech.ebu.ch/metadata

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7 – New technologies are being developed to reduce the cost of metadata generation

Generating rich metadata may be quite expensive. To address this issue, EBU Technical has issued a call for technologies on tools for the automatic generation of metadata (speech recognition, semantic segmentation and shot detection, copy/repetition detection and content summarisation, among others) under the auspices of its project P/SCAIE (http://tech.ebu.ch/groups/pscaie).

8 – EBU Technical contributes to international standardisation

EBU experts are represented in important standardisation activities such as W3C's Media Annotation Working Group, SMPTE, ISO/IEC's MPEG, DVB, industrial consortia and European projects (e.g. EUScreen and Europeana).

9 – EBU Technical is a member of IPTC and as actively contributed to NewsML-G2

As a practical level, EBU's Eurovision is producing Metadata in the NewsML-G2 format, used to feed their SuperPop service.

10 – Semantic Web and Linked Data are on the agenda

Not just about specifying solutions for the current environment, EBU Technical is active in the field of metadata research. We track and influence the use of new technologies such as Semantic Web and Linked Data. More resources are available from http://tech.ebu.ch/metadata