Transitioning to Video Metadata
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Who Is Mainstream?

- Founded in 1985
- Pioneer in satellite and internet content delivery
- Employee-owned company based in USA, with significant operations across North America and Europe
- Major technology and services provider to news, photo, and video markets
- Builder of world’s largest digital cinema network
- Owner of Newscom, digital marketplace for multimedia content
Who are Mainstream’s customers?

- THOMSON REUTERS
- Bloomer
- guardian.co.uk
- PRESS ASSOCIATION
- Lusa
- EPA
- European Picture Agency
- UPI.com
- technicolor
- Getty Images
- Splash News & Picture Agency
- Prime Newswire
- Arto
- Keystone
- AcePictures, Inc.
- GSI
- PhotoLink
- Featureflash
- davcs
- Unreal
- maviXvideo
- Bay City News
- dpa
- Deutsche Presse Agentur GmbH
- INF
- ANP
- Celebrity Vibe

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Who is Newscom?

- Rapidly growing web community of common interest for multimedia editorial content
- The world’s largest multi-agency digital multimedia library
- Aggregated content from 200 premier news, photo, and video agencies from around the world
- 54+ million multimedia objects (news stories, photos, graphics, video clips, puzzles, and features
- Common user interface for all content that can be easily searched and content licensed at the click of a mouse
- 25,000 active accounts, 1,500 active buyers of content
- Large customers include prominent newspapers, magazines, broadcasters, web sites, mobile services, and book publishers

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Who are Newscom’s Partners?

Photo Metadata

JPG Image

IPTC XMP EXIF
Photo Metadata Standards(?)

- Photo metadata stored in IPTC, XMP, and EXIF fields
- Mild consistency between how people use IPTC, but the devil is in the details
- Even different editors within the same organization use different standards
- Newscom normalizes metadata from providers, but we have to be creative
- Metadata standards translate directly to money – “if you can’t find it, you can’t buy it”

Fast Forward to Video

- We are mid-stream an explosion of online video
- No generally accepted standard
- No embedded solutions
- If we thought photo metadata was confusing …
- There is a need for standardization
Heinz 57 Metadata Varieties

Heinz 57 Metadata Varieties include:
- NewsML Files
- JPG/IPTC
- RSS Feeds
- Email Submission
- Plain Text Files
- Simple XML Files

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JPG Thumbnail with IPTC

JPG Thumbnail with IPTC includes metadata fields such as:
- File name
- Copyright
- Description
- Keywords
- Date
- License
- Special instructions
- Notes

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Simple XML

- `<MSVideo>`
  - `<SetID>`: HTFVID001F9cSetID`
  - `<CustomFields>`
    - `<Filename>`: Pap Fight Outlaw 12-5-09 .jmov`
    - `<Description>`: Paris Hilton Escapes Massive Fight in Hollywood`
    - `<Headline>`
    - `<Type>`: VidInt: Raw Footage`
    - `<Category>`: Celebrity / Category`
    - `<Date>`: 07/07/2009 / Date`
    - `<Priority>`: Normal / Priority`
    - `<ClipLength>`: 01:46 / ClipLength`
    - `<ClipStats>`: 00:30 / ClipStats`
    - `<Flags>`: No }, Flag`
    - `<FormatType>` / FormatType`
    - `<AssociatedPhotos>`: No / AssociatedPhotos`
    - `<PhotoSetID>` / PhotoSetID`
    - `<Caption>`: December 30, 2008 I put the longer version in there. There is another version of this clip but its only a minute long so I added the longer version / Caption`
    - `<SoundFile>` / SoundFile`
    - `<Script>`: Paris Hilton: Fight / Keywords`
    - `<Credit>`: HollywoodTV / Credit`
    - `<Stock>`: No } / Stock`
    - `<Location>`: Hollywood / Location`
    - `<Country>`: US / Country`
    - `<Rights>`: Worldwide / Rights`

- `<MSVideo>`

Plain Text Files

- System generated text file
- Specify headline, caption, categories, etc.
- Comma separated keywords
- No HTML or other formatted data
NewsML

- Well structured NewsML file
- Sophisticated tag structure
- Use of IPTC subject codes

Suggestions

- Choose standard format like NewsML
- Use upload application that forces standardization for video contributors
- Create API for third-party integration
- Provide RSS or MRSS feeds for video ingestion
Normalized NewsML

- Custom feed handlers to normalize metadata content
- Standardized NewsML structure with rich metadata

Descriptive Metadata

Use of <DescriptiveMetadata> section for provider specific metadata
Upload Application

- Enforces consistency among diverse contributors
- Produces normalized, simple XML metadata file
- Customizable to capture provider specific data

So, what’s the point?
Multi-agency Video Platforms

Multi-agency video platforms must have normalized, rich metadata for end-users to find and download content.

B2B White Label Platform

B2B applications must have consistent metadata, so editors can find content quickly.
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