Metadata in a multimedia Content Production

Video Metadata

Consistent and rich metadata needed to...
- link with other content types, especially events / themes
- find archived content to support
- ongoing news production
- (secondary) sales

What kind of metadata?
- widely used editorial / documentation information like
  - Headline, Caption, Keywords, City, Province, Country, Date created, Byline, Credit, Source, Copyright notice, Org.Tr.Ref/Objectname, ...

- specific technical information like
  - Duration
  - Resolution (HD, SD, DVD/PAL, NTSC)
  - Frames / second
  - Line Format (progressive / interlaced)
Video Metadata

Videos are pictures.....moving pictures!

So - where is the problem?

- technical
  - Different codecs for de- and encoding of videos
  - Different video formats (*.mov, *.wmv, *.qt, *.mpeg, *.flv, *.dv, *.m2v, ...)
  - Different ways of transporting metadata (*.txt, *.doc, *.xls, *.csv, *.xmp, ...)
  - No link between binary and metadata file
  - Limited support on video software market
  - Decreasing use of Flash in the web

- content
  - No rules for mandatory / optional
  - No shared vocabularies (HD / HQ / 1080p / Blue ray = resolution 1920x1080)

Video Metadata

dpa Picture Alliance' way of handling the chaos...
### Video Metadata

**Picture Alliance' way of handling the chaos…**

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<th>Description</th>
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<td>Picture Alliance's metadata system for handling chaos.</td>
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<td><strong>Flash Preview</strong></td>
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<td><strong>Limited diversity</strong></td>
<td>Preview Flash, MPEG-2 or mp4/h.264</td>
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<td><strong>IPTC NAR-G2</strong></td>
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**dpa's way of handling the chaos…**

**IPTC NAR-G2 as common language**

- **Text**
- **Photo**
- **Audio**
- **Video**
Video Metadata

dpa's way of handling the chaos...

Thank You!

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