

## Handling cross-media metadata

From a software provider's  
perspective ...  
and what to watch out for

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## What to look for

- Find a software provider who understands your business.
- Work out metadata for images and videos with them – if in doubt, consult!
- More time spent planning, will save eons later.
- Things aren't always as complicated as they seem.

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## Source and destination

- Where are the images and videos coming from?
- Will they have metadata with them that needs to be imported?
- How are you going to keyword them?
- Where will they go once done?
- If you are going to distribute them, know what your agents want, and that the system can deliver this.

## Inputting metadata

- Which fields can be repurposed for both video and images (descriptive fields, admin fields ...)?
- Which fields are specific to video (clip length, speed, terms specific to footage techniques, original format)?
- Make sure field configuration is flexible.
- Bear in mind budget – video takes longer!

## Displaying and searching

- Video and images need different detailed views.
- Make sure the search interface is flexible enough to meet your needs.

## Standards and licensing

While there are no firm standards, make sure at least the system handles:

- PLUS standards.
- IPTC Core and Extended metadata fields.
- Seamless and sensible licensing user journeys for both video and images.

## We've a way to go ...

“No single digital video ‘industry’ exists and so there is no such thing as ‘industry standard’ ... interoperability can go some way towards bridging the gaps between the sectors, but entirely different cultures exist for video production, academic use, research and preservation.” — JISC Digital Media

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## Spotlight on Sites & Photos

- Capture client - a stock media company specialising in Archaeology, Architecture and Ancient Art.
- Not just experts in video and photography – but also documenting subject matter.
- Clear and very particular metadata needs.
- This will be a great cross-media metadata project for Capture.

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## Thank you for listening

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