

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, Orig.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...

The screenshot shows the dpa Picture Alliance website interface. At the top, there are language options (Deutsch | English) and navigation links (Über Uns | Hilfe | Kontakt und Impressum | AGB). The main header features the 'pa picture alliance' logo and the tagline 'Ein Unternehmen der dpa-Gruppe'. Below the header is a search bar with a 'Suche' input field and a 'Bereich' dropdown menu set to 'Complete'. To the right of the search bar are links for 'Guten Tag Herr Heige Vahof', 'Benutzerdaten bearbeiten', 'Logout', 'Bestellhistorie', 'Mein Warenkorb', 'Ihre Collectionen', and 'Login Cookie löschen'. Below the search bar, there are three content categories: 'Creative' (with a soccer ball image), 'Editorial' (with a group of people image), and 'Motion' (with a waterfall image). Each category has a brief description and a 'weiter' link. The footer of the screenshot shows '© dpa'.

Video Metadata

Picture Alliance' way of handling the chaos...

Formale Daten	
Erfassungsdatum	07.04.2010
Items existenz	-
Datengröße	2.011 MB
Größe in Pixel (b x h)	720 x 576
Fotograf	4C
Quelle	Reinhard Kungel
Kameramann	Reinhard Kungel
Reisort	-
ServiceName	-
ServiceNummer	-
ServiceDatum	-
Kategorie	Vid
Videoeigenschaften	PAL 4:3

Inhaltliche Daten

Caption: Zeitraffer Wolken

Schlagworte: Huricane, Schälchenwolken, weather, climat, Tornado, Wetter, lightning, Westwind, pressure, thunder, Tiefdruckgebiet, Windy, seilester, Auftrieb, Hurkan, Wolken, Zeitraffer, clouds, low, Unwetter, Isobaren, Island-Tief, Tiefdruck, bad, Storm, Cumulonimbus, Orkan, storm, Kima, Wind, windy, Schale, Islandtief, Azorehoch, Gewitter, Gewitterwolken

Überschrift: Wolken

Personen: -

Kontinent: -

Land: Deutschland

Provinz: -

Ort: -

Rechtliche Daten

Bildrechte: Verwendung weltweit

Besondere Hinweise: -

Rechteinhaber: picture alliance Reinhard Kungel

Nutz zur Verwendung: picture alliance/Reinhard Kungel

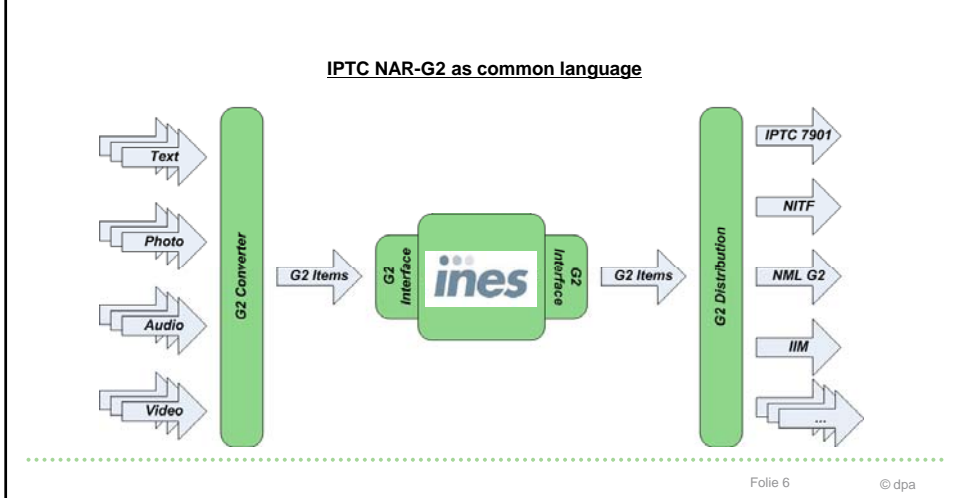
Limited diversity...
Flash
MPEG-2 or mp4/h.264
JPEG

Preview
High resolution
Thumbnail / Metadata

© dpa

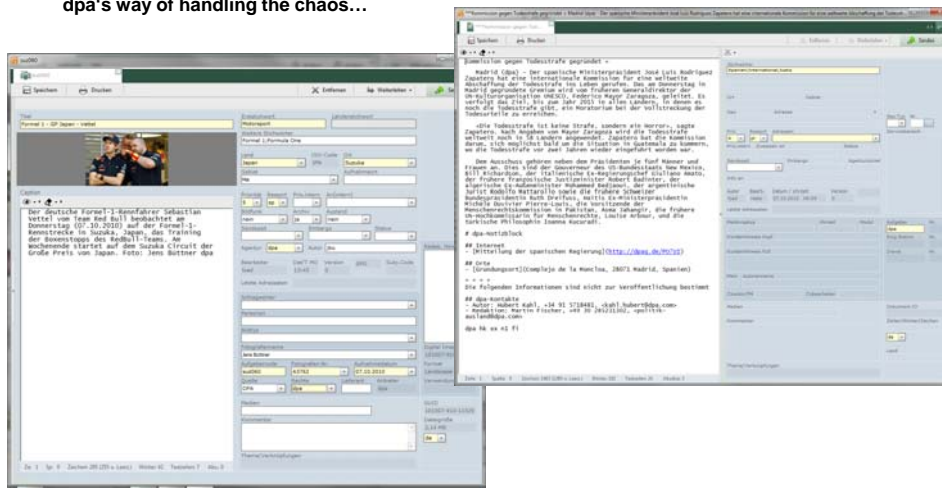
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dpa's way of handling the chaos...



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Thank You!



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