

The Importance of Metadata & Adopting a Metadata Approach

Henry Stewart Chicago Briefing
October 27, 2008

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Who Are We?

- Archive is a part of National Geographic Television Production (NGT)
- NGT a division of the Ventures Group (NGV)
- NGV is the for-profit arm of the National Geographic Society (NGS)
- Archive services the circulation activities for NGS and supports all content re-purposing in traditional and new media markets

Brief History

- Pre-1989 – All assets and metadata managed on Index Cards
- 1989 – Created STAR databases to manage assets and cataloguing
- 2000 – Research based subset of assets made available in Digital Archive (an earlier MAM attempt)
- 2005 – Launch new NG DAM system
- 2006 – Ingest and production process for populating system begins in earnest
- 2008 – Over 75K clips searchable along with thousands of hours of program masters, outtakes & shorts...so far

How does Cataloguing work at NG Archive?

- Created an NG-specific cataloguing style guide that outlines in detail the “rules” for cataloguing to suit our specific needs
 - This document has evolved overtime to address new terms
 - Cataloguing consistency is managed on a daily basis via targeted reports
 - Minimal free text entry assures standardization of language and the ability to update changes globally.
- Basic and broad contextual and conceptual keywords and categories based on a standardized language, style and hierarchy about the **entire tape** (outtake reel, program master, etc.)
- Detailed contextual and conceptual keywords and categories based on a standardized language, style and hierarchy for **each clip** in its entirety.
- Cataloguing style remains constant regardless of who entered the data...consistency is paramount!.
- Complete shift in the methodology for cataloguing, a fresh approach to all data while building on the factual (species, location, etc) info previously captured in legacy data

Why is metadata so critical to effective DAM?

- A successful DAM will only be as good as the metadata
 - Our business relies on the ability for disparate users to easily search, find, review, share, collaborate and deliver content for internal projects and external revenue generating repurposing opportunities.
 - Without consistent and accurate metadata the ability to succeed is significantly jeopardized.
 - Ultimately, if you can't find what you need it doesn't matter how good the GUI looks, how fast its performance or how effective the storage solution.
 - The ROI will come from an excellent metadata and technical solution...you need to have both.

Metadata, Taxonomies and Search

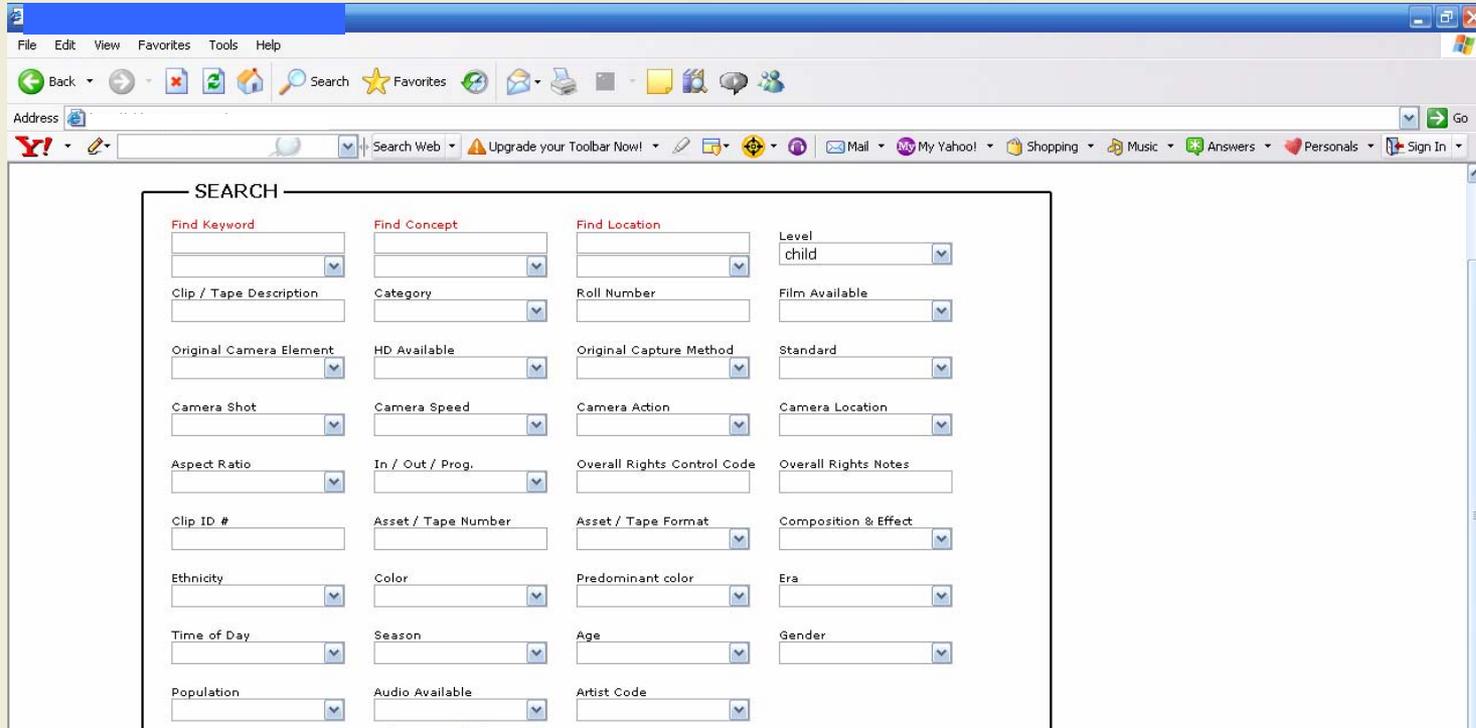
Combining components to improve content “findability”

Metadata Element	Metadata Value (Taxonomy, Controlled Vocabulary or text)
A description or ‘ field ’ for storing information such as Title, Creator, Subject, Date, ...	The ‘ contents ’ of the Metadata Element. Values come from a taxonomy or other controlled vocabulary or just text.
For example: DC: creator , or artistName	Artists>Painters>French>Monet

Both are ‘technically’ **metadata** they provide information **ABOUT** the asset but the use is different

- The ability to search not only for the content subject but its context is a critical requirement for NG.
- Being able to search data about the asset and the content (as well as context) adds dimension to the searches and increases its power.
- For example: search outtakes for cheetahs, available in HD and from NG owned productions only.
Or, search for lions and other big cats, hunting, NG owned and shot in HD video only.

NG INTRANET - SEARCH



- Search controlled attributes from asset to context to rights within research profile
- Attributes, when combined will further filter and limit the results of a search.
- Power Search across Indexed Database is also available

NG INTRANET - RESULTS

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address [http://www.nationalgeographic.com/...](#) Go

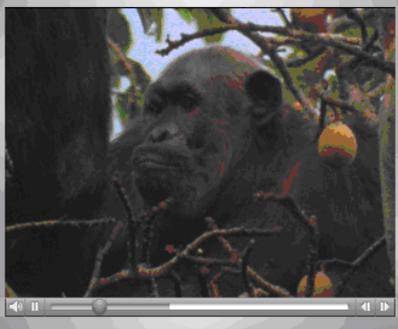
Y! Search Web Upgrade your Toolbar Now! Mail My Yahoo! Shopping Music Answers Personals Sign In

Refine Search Prev | 1 of 2 Page(s) | Next 1 2 Add Page to Play List Go to page Go

24 CLIPS FOUND 0 Clips In List

RESULTS

 1999028850NGT 1 Add Details	 1999028850NGT 2 Add Details	 1999028850NGT 3 Add Details	 1999028850NGT 4 Add Details
 1999028850NGT 5 Add Details	 1999028850NGT 11 Add Details	 1999028850NGT 13 Add Details	 1999028851NGT 1 Add Details
 1999028851NGT 2 Add Details	 1999028851NGT 3 Add Details	 1999028851NGT 4 Add Details	 1999028851NGT 5 Add Details
 1999028851NGT 6 Add Details	 1999028851NGT 7 Add Details	 1999028851NGT 8 Add Details	 1999028851NGT 9 Add Details



Clip ID #: GEO-0148-060
Clip Description: MCU Chimpanzee eats figs in tree.
Overall Rights Control Code: OUT-200-00000
Overall Rights Notes: No restrictions or limitations.

Making the punishment fit the crime...

How much metadata is enough?

- We've tried to streamline and keep to a "Less is more" approach.
 - Search yields visual results eliminating the need for previous style of dense, flowery, descriptive cataloguing
 - Search driven by keywords
 - What are you looking for?
- Define what kind of metadata you need to capture, when, how, by who or what?
What will that data do?
- Back to basics...the business needs will help define what the dataset will need to be, that info will also help shape the rules for user access, data creation and modification.
- Types of data? Standards?
- Will the data be synchronized across different platforms?... How?Will it be driving some automation within the DAM workflow?

Who does What?

Developing a workable governance policy around development, maintenance and application of metadata

- **Collaborate** on the requirements gathering and then on the technology, workflow and metadata design
 - Incorporate discussions about the data needs early in the requirements gathering
 - Find the path that meets your business needs, budget and environment.
- Shouldn't assume you can copy or buy some metadata schema and plug and play.
- A straight copy of the data from legacy systems may be the most effective method BUT...
 - Can you trust the legacy data?
 - Is it portable?
 - Is it consistent and can it be normalized with standard terms and language?
 - Does it fit the new requirements and meet everyone's needs?OR....
 - Is this an opportunity to selectively filter and clean data before carrying old problems into a new environment?
- What will be the rules for use, access and modification?



NG DAM Overview

- All published assets stored in DAM are catalogued with structured metadata.
- DAM also manages:
 - physical and digital assets info
 - rights information via -
 - Unique alpha numeric code communicates rights info to internal users
 - Standardized rights summary is available for external users
- Intranet used to manage & facilitate production workflow for key processes such as cataloguing, content review and rights data management

Summary

- Don't forget the basics !!
 - What do you want your DAM to do?
 - What are the current business needs?
 - What are the future needs and expectations?
 - How will this benefit your operation and the ROI?
 - Who are the key stakeholders and benefactors?
 - strive for a collaboration with all
 - What are the best ways to apply potentially limited resources to gain maximum impact?
- DAM solutions are not exclusively a technology problem.

QUESTIONS?

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