



THE DPP

NEWS EXCHANGE

BENEFITS OVERVIEW

WHAT

This work stream was set up to look at the formats for exchange of News material between UK Broadcasters and other agencies. The objectives were to:

- Agree a metadata specification for the exchange of file based News material between DPP Broadcasters, other news agencies or in field News Teams.
- Engage with the major ENG camera and NLE OEMs to implement a UK or International common set of metadata fields for news acquisition and in field editing.

Minimum metadata specification will cover:

- News clips exchange between various in field News Crews
- News clip and programme exchange between Broadcasters and News Agencies
- Common minimum metadata acquisition and processing from different ENG Camera and NLE OEMs

WHY

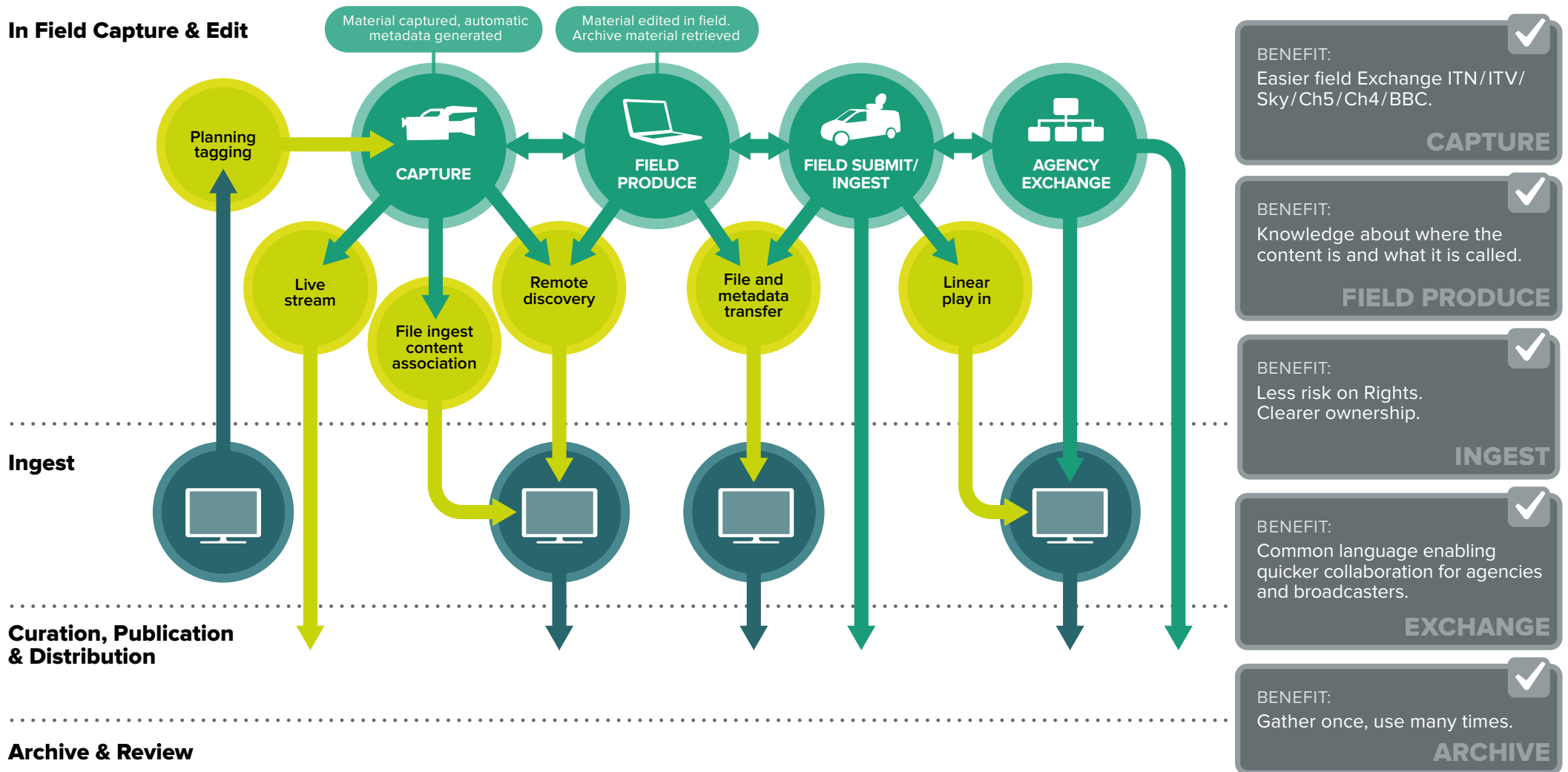
With the end of the common exchange wrapper of a physical tape and the move to hard disk or card based recording in the field, it is acknowledged by News broadcasters and agencies alike that a new minimum specification for exchanging content and its associated metadata would support and enable faster identification, rights informed exploitation and standards based automation, discovery and re-use of captured assets throughout the News production workflow.

The focus areas look at the main headline benefits with each giving a use case put forward by those operating in that particular aspect of the workflow saying what it means to them and why they care and support the work.

A set of wider benefits is also identified from the work within the production workflow and drivers for the introduction of a common minimum metadata specification based on industry standard data models. (Working assumption is News ML G2 at present)

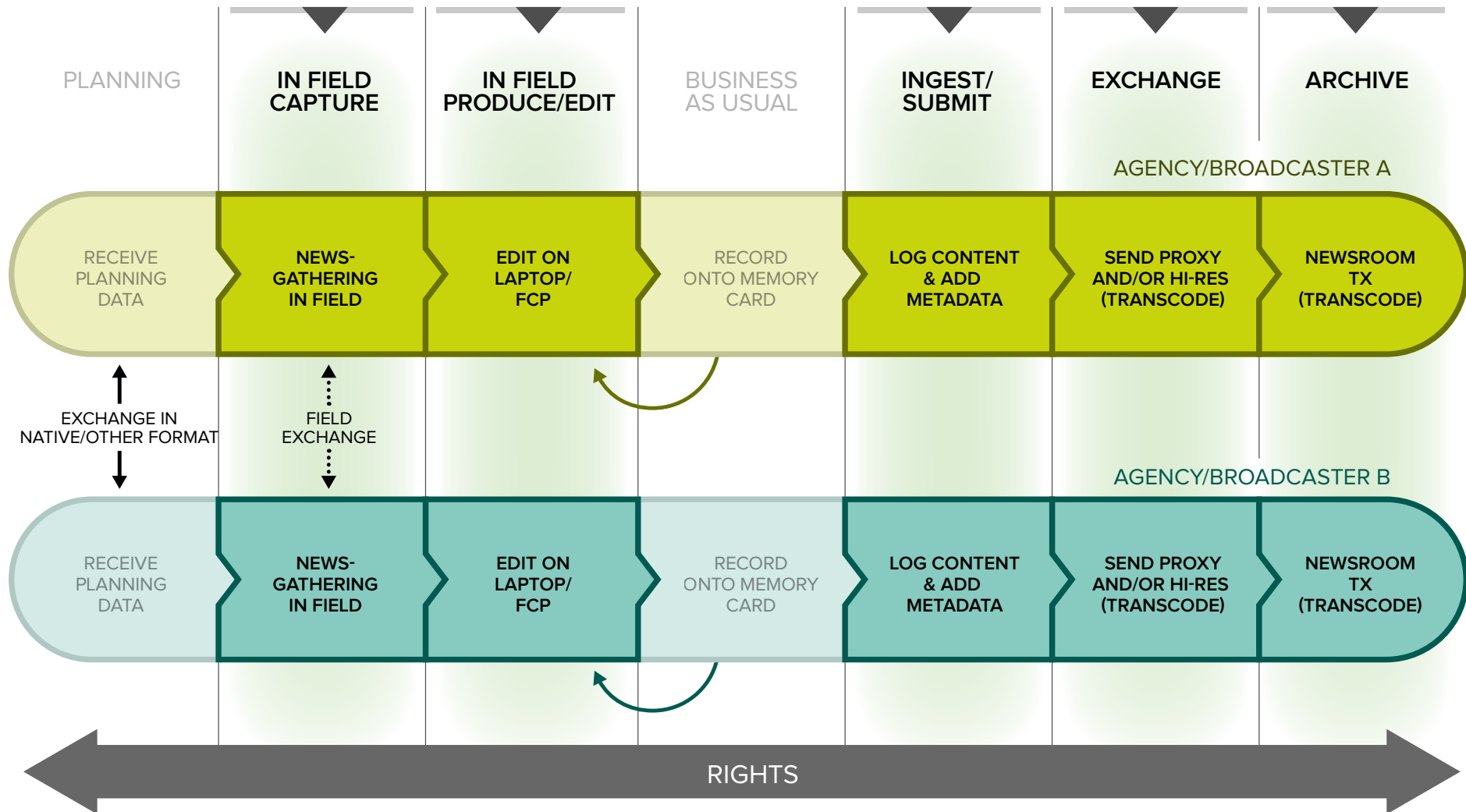
NEWS EXCHANGE

OVERVIEW AND STRATEGIC BENEFITS

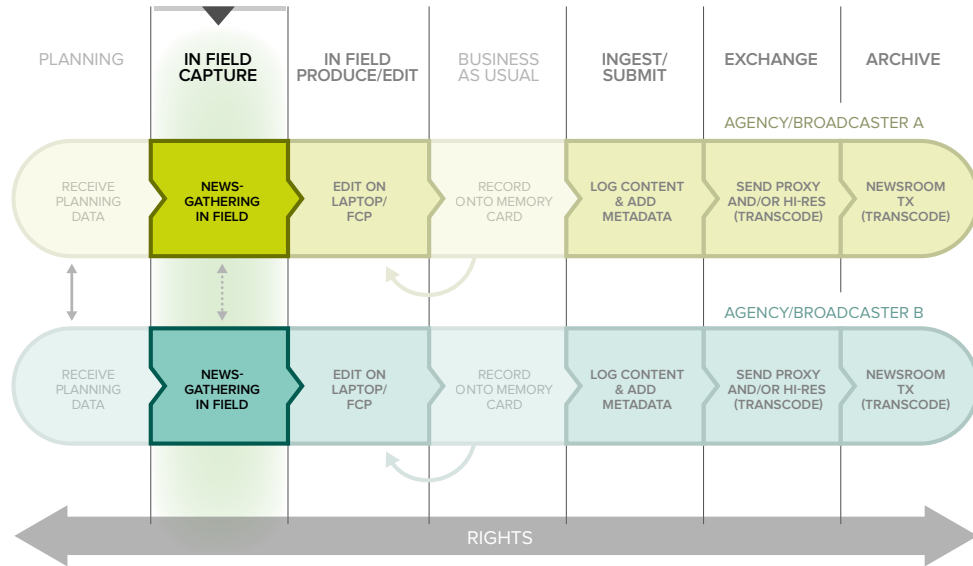


OVERVIEW

HIGH LEVEL GENERIC NEWS WORKFLOW AND USER STORY BENEFIT AREAS



* VIDEO LINE FEED OPTIONS IN ADDITION



USER STORIES

When newsgathering in the field, gone are the days of the sound recordist to diligently write on a tape box. There isn't enough space on a hard drive or card to write even if you had the time. Most of the information is left in the hands of the reporter to pass on from the field but in practice it rarely is.

We need a system that can get the information from the camera so when we duplicate or pass on assets, the critical information about it is automatically passed on.

BENEFITS

FROM A USER PERSPECTIVE

- Easy to understand – people write less information on memory cards, as there is not enough space to write
- Reduction of ambiguity
- Reduction of data entry errors
- Knowledge about where the content is and what it is called

FROM A PARTNERING PERSPECTIVE

- Flexibility for events coverage through easier sharing with partners
- Less risk around rights – as there is clearer ownership
- Archives will be more exploitable, less turn around time for finding appropriate content that can be exploited
- Easier Exchange of content in the field – ITN/ITV/Sky/Ch5/Ch4/BBC – potentially less legal issues

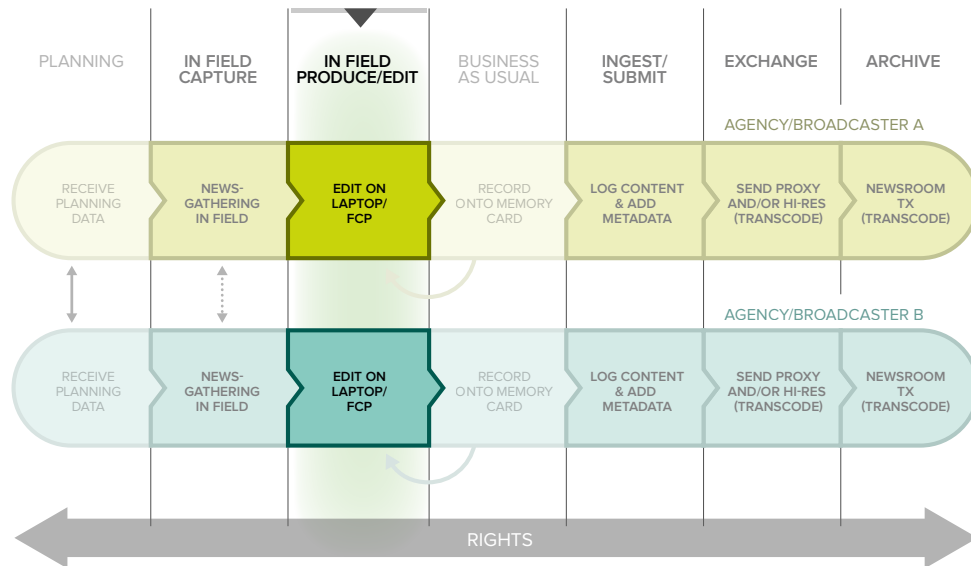
SIMPLIFICATION OF PROCESS

- Speed of end to end workflow
- Know what we have, where it is, and whether we can use it
- Removal of manual re-entry of data
- Gather once, use many
- Consistent tracking of digital assets

TECHNOLOGY DRIVERS

- IP Stream link – lack of consistent minimum data
- Single (Common) Interface – Build/Test – reduces effort and support
- METADATA model in internal systems mapped once – simplification of exchange
- Common specification for Manufacturers who would benefit from a standardised minimum metadata set
- Industry facility benefit

PRODUCE/EDIT



USER STORIES

As editors and production journalists this will give us a quick understanding of where news material has come from and whether we have rights to use it or not.

The language is agreed – therefore we can send and receive files as a background task, with the knowledge the information/metadata will be in a consistent form understandable by all parties. There is an added bonus that we can keep track of versions too.

BENEFITS

FROM A USER PERSPECTIVE

- Knowledge about where the content is and what it is called
- * Clarity of Rights management – both origin and rights (ownership/copyright)
- * Efficiency gains due to potential of automation
- * Leads to common conventions
- * Reduction of ambiguity
- * Increased automation reduces training impact of complex workflows

FROM A PARTNERING PERSPECTIVE

- Easier/Quicker to setup new partnerships
- Flexibility for events etc.
- Less risk around Rights – clearer ownership
- Enables Archives to be more exploitable, less turn around time for finding content
- Easier Exchange of content in the field – ITN/ITV/Sky/Ch5/Ch4/BBC – potentially less legal issues
- Enables easier syndication

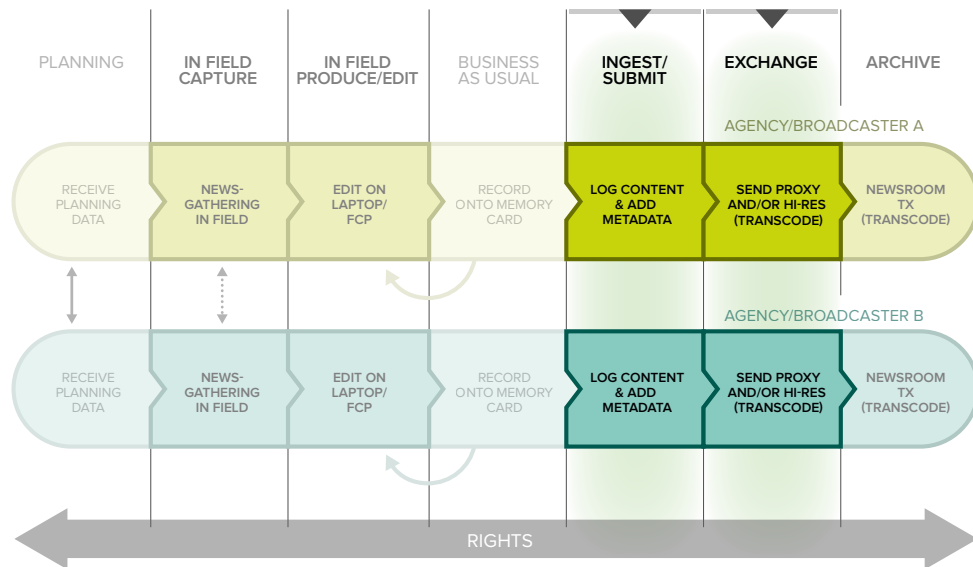
SIMPLIFICATION OF PROCESS

- Better business information available on Exchanges and content via metadata
- Enables better automation by speeding up of end to end process
- Mitigation against lack of information from field
- Archive – improvements, enhanced ability to search

TECHNOLOGY DRIVERS

- Single (Common) Interface – Build/Test – reduces effort and support
- METADATA model in internal systems mapped once – simplification of exchange
- Manufacturers would benefit from a standardised minimum metadata set
- Industry facility benefit
- Common mapping for legacy & future systems
- Supports and enables automation, at present not possible due to limited and inconsistent metadata

INGEST/EXCHANGE



USER STORIES

Ingest/exchange handles the majority of incoming video into the building.

We make the initial metadata entries about the video that will follow it throughout its life. Current information usually consists of a single word, name or time.

Any additional information available from the originator with name, location, copyright and date would be incredibly helpful in the tracking, updating and exploitation of incoming video.

BENEFITS

FROM A USER PERSPECTIVE

- Clarity of Rights management –origin and onward distribution rights (ownership/copyright) seen as a major benefit
- Easy to understand – people write less information on memory cards, not enough space to write
- Reduction of ambiguity
- Common ontology/taxonomy for sharing and collaboration
- Knowledge about where the content is and what it is called

FROM A PARTNERING PERSPECTIVE

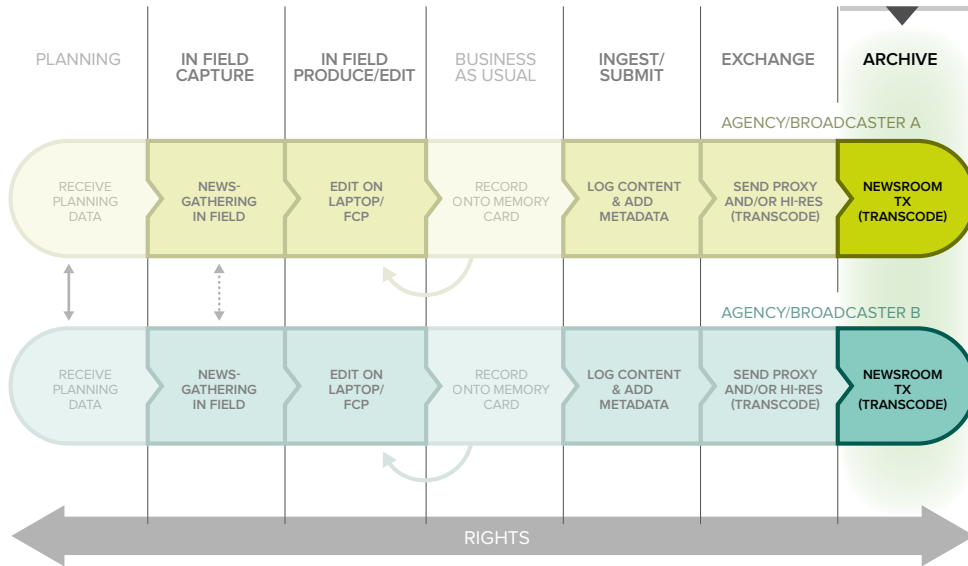
- Easier/Quicker to setup new partnerships
- Less risk around Rights – clearer ownership
- Archives will be more usable, less turnaround time for search, association and then exploitation

SIMPLIFICATION OF PROCESS

- Speed of end to end workflow
- Know what we have, where it is, and whether we can use it
- Removal of manual re-entry of data
- Tracking of assets
- Mitigation against lack of information from field

TECHNOLOGY DRIVERS

- IP Stream link – lack of data
- METADATA model in internal systems mapped once – simplification of exchange
- Flexibility at scale – potential to use for Exchange into Archive, persistence of data through the system
- Helps and enables automation, at present not possible to due to limited & non consistent metadata
- Consistent technical metadata enables easier transcode profiling when required



USER STORIES

For a News archivist metadata on incoming feeds and file transfers is vital to ensure we know who owns the content and what it is.

When a piece of content arrives in Archive we currently have to manually populate metadata fields. This is time consuming and very inefficient. Not to mention errors or inaccuracies in the third hand, scant information we get.

Having a minimum but accurate set of metadata from the source with all content would save huge amounts of time and effort duplicating information.

BENEFITS

FROM A USER PERSPECTIVE

- Clarity of Rights management – both origin and rights (ownership/copyright) seen as a major benefit
- Easy to understand – people write less information on memory cards, not enough space to write
- Reduction of Data entry errors
- Common ontology/taxonomy for sharing and collaboration
- Knowledge about where the content is and what it is called

FROM A PARTNERING PERSPECTIVE

- Easier/Quicker to setup new partnerships
- Less risk around Rights – clearer ownership
- Archives will be more exploitable, less turn around time for finding content
- Possible syndication benefits if rights provision is clear

SIMPLIFICATION OF PROCESS

- Speed of end to end process
- Know what we have, where it is, and whether we can use it
- Removal of manual re-entry of data
- Enables automation/speed/reduction cost
- Gather once use many

TECHNOLOGY DRIVERS

- IP Stream link – lack of data
- Single (Common) Interface – Build/Test – reduces effort and support
- METADATA model in internal systems mapped once – simplification of exchange
- Platform Integration simplification
- Flexibility at scale – potential to use for Exchange into Archive, persistence of data through the system

OVERVIEW OF NEWS EXCHANGE METADATA

FIELD NAME	DEFINITION	MANDATORY/TECHNICAL	DATA FIELDS	EXAMPLES
INFORMATION ABOUT THE STORY OR NEWS ITEM				
Story Title	Headline (A brief and snappy introduction to the content, designed to catch the reader's attention) may be of more use than slugline	Recommended (Not Technical)	CONSTRAINED	Easter Storm
Description	A free-form textual description of the content of the item	Optional (Not Technical)	FREE FORM	Midlands Easter Storm
Key Words (Tags)	An identifier that provides a category of people, places, events, organisations, storylines.	Optional (Not Technical)	CONSTRAINED	Weather, Storm, Midlands, Easter
RIGHTS INFORMATION				
Source/Originator	A party (person or organisation) which created the asset.	Recommended (Not Technical)	FREE FORM	BBC
Copyright Holder	The person or organisation claiming the intellectual property for the asset(s).	Recommended (Not Technical)	FREE FORM	BBC
Restrictions	A natural-language statement about the usage terms pertaining to the asset(s).	Optional (Not Technical)	FREE FORM	None
Category	The high level categorisation of the News story; i.e. Storm, cyclone, blizzard, etc.	Recommended (Not Technical)	FIXED	Storm
Genre	Indicates a nature, journalistic or intellectual characteristic of an item. News, Drama, Weather, Entertainment, Comedy, Factual, Sport etc.	Optional (Not Technical)	FIXED	Weather
Version	The persistent, universally unique identifier increment linked back to the original identifier item. If missing is assumed to be 1. Integer increments?	Recommended (Not Technical)	FIXED	GUID + Inc.
Origination Time Date	"The date (and optionally the time) on which the content was created."	Mandatory (Technical)	CONSTRAINED	Camera(Start)
Duration	The asset duration in time units defined by duration/Unit. The default time unit is seconds.	Recommended (Not Technical)	CONSTRAINED	45 Sec.

FIELD NAME	DEFINITION	MANDATORY/TECHNICAL	DATA FIELDS	EXAMPLES
Modification Date and Time	The date and time on which the content was last modified.	Mandatory (Technical)	CONSTRAINED	Sub Time Records
Language	Factual information relating to the spoken language; e.g. English, French, Spanish etc.	Recommended (Not Technical)	CONSTRAINED	English
Contributor	A party (person or organisation) which modified or enhanced the content, preferably the name of a person.	Optional (Not Technical)	FREE FORM	Joe Bloggs – Paid contributor

TECHNICAL DATA

Identifier: Item ID	A persistent, universally unique identifier common for all story assets created.	Recommended (Not Technical)	FIXED	GUID – Planning
Identifier: Device ID	Unique ID of capture device.	Mandatory (Technical)	TBC (CONSTRAINED)	Camera Generated
Identifier: Clip ID	If present, a list of unique clip identifiers.	Mandatory (Technical)	FREE FORM	Camera Generated
File Format	Technical description of the source captured assets as provided.	Mandatory (Technical)	FIXED	35Mb LONG-GOP
Audio Channels/Format	Technical description of the source audio captured assets as provided.	Mandatory (Technical)	CONSTRAINED	SPLIT
Proxy Field/IP Stream	If available the Technical description of a lower resolution version of the source originated. A technical description of a streamed version of the source originated.	Recommended (Technical)	CONSTRAINED	8 MEG ¾ FEC
Location	The location from which the source assets originate.	Optional (Technical)	CONSTRAINED	Long/Lat
Key Frame Yes/No	Technical data about key frames generated from the source captured assets provided by the capture device.	Optional (Technical)	TBC (CONSTRAINED)	No

This DPP document was brought to you by Alan Whiston and Abdul Hakim, with many thanks to Vlad Cohen for making it look good. We'd like to give our special thanks to the DPP Members who contributed to the working group on News Exchange. They gave us precious insights into the real world news exchange and news production workflows.

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