

DPP METADATA EXCHANGE FOR NEWS

An interoperable framework for systems to implement standardised (IPTC NewsML-G2) metadata, enabling organisations to create and share news content efficiently.



<http://bit.ly/MetadataEx>



What is it about?

▶ Editorial Information

SEARCH AND DISCOVERY

Keyword tagging and common classification systems enable improved search and more effective exploitation of archive content



Who owns it?

▶ Rights Information

RIGHTS MANAGEMENT

Rights information set at planning and persists through to broadcast and distribution, providing clarity on ownership and usage restrictions



How do we use it?

▶ Technical Information

COLLABORATION

Exchange news stories and clips with broadcasters and agencies at any point in the production process while maintaining the metadata



PLANNING

Up-front metadata entry at the planning stage allows journalists in the field to focus on getting the story



ACQUIRE & FINISH

Metadata is managed consistently and responsively throughout the production workflow and between parties, reducing re-keying and errors, and enabling automation



DELIVERY

Finished content is delivered to broadcast, online or distribution partners, and therefore, audiences correctly while maintaining relevant metadata

THANKS TO DPP NEWS EXCHANGE WORKING GROUP MEMBERS:

