

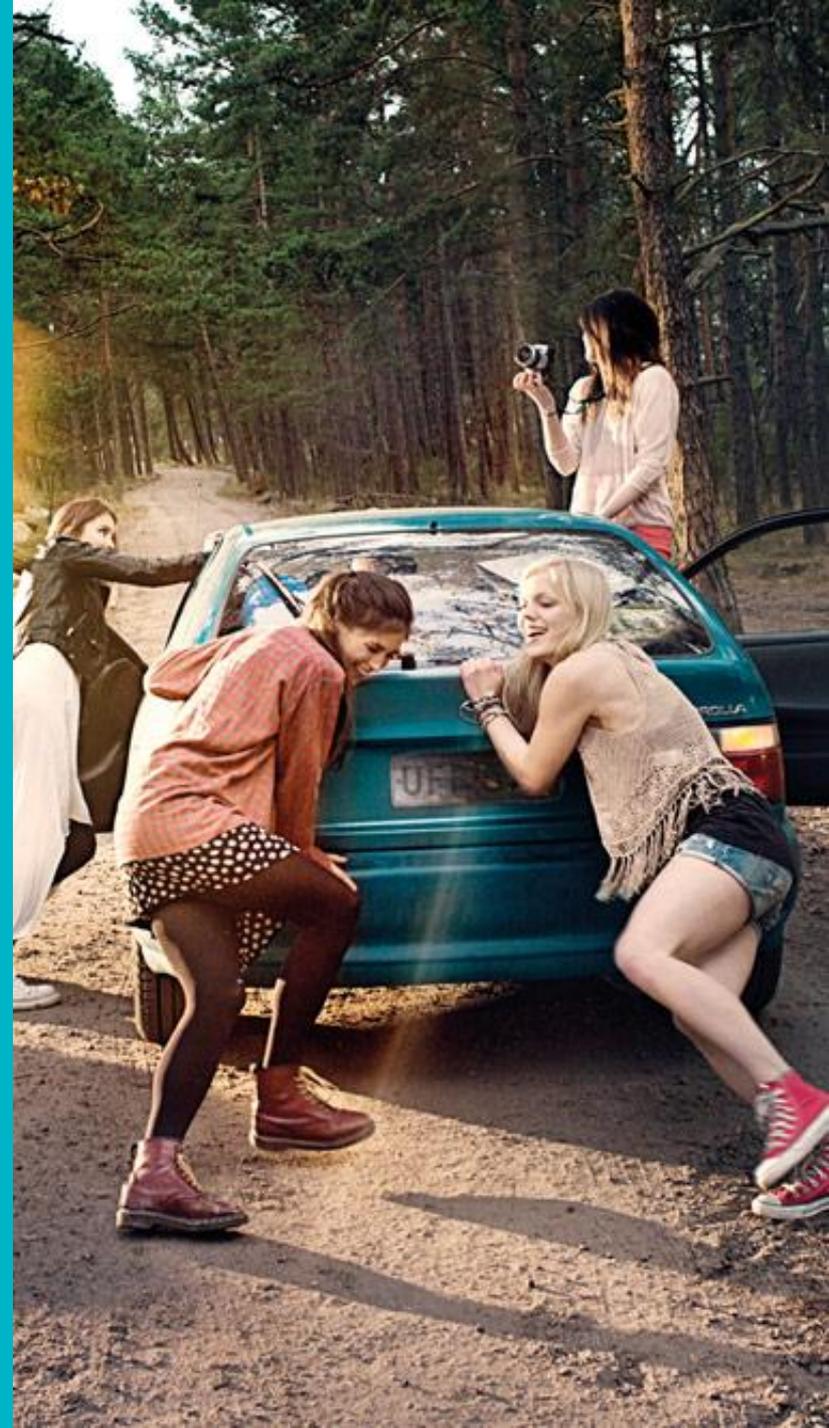


METADATA

ESSENTIAL KEY TO (DIGITAL) CONTENT

YLE'S ARCHIVAL POLICY + METADATA WORKFLOWS

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Archival policy

- Open Archives is one of Yle's strategic goals
- To make the goal more concrete →
- Archival policy statements:
 1. Content is Yle's most valuable asset and must be stored digitally.
 2. Metadata is essential for managing the content.
 3. Metadata is captured and enriched during the production workflow and is archived for research and re-use in new productions and publishing on all platforms.
 4. Broadcasting archives are a part of the national cultural heritage and must be kept alive.

Why and what to archive and whose job is it?

- Why and what:
- Law about storing the Finnish Cultural content
 - Own productions (drama, documentaries, reportage)
- Yle's own production needs
 - News and current events programs, sports, music and other events
- What to archive:
 - radio and tv programs, raw materials, photos,
 - (+ commercial music recordings and library materials for journalists' needs)
- Who:
- Producers' responsibility:
 - Archiving of the new content (= media objects + metadata to Metro)
- Archives' responsibility:
 - Creating and maintaining the data model
 - Giving instructions and training for archiving
 - Digitizing old content
 - Improving metadata for the old archive materials.



BEST METADATA

IS BORN OR CREATED WITH THE CONTENT



Minimum metadata set: 10 elements for programs (Nordic draft)

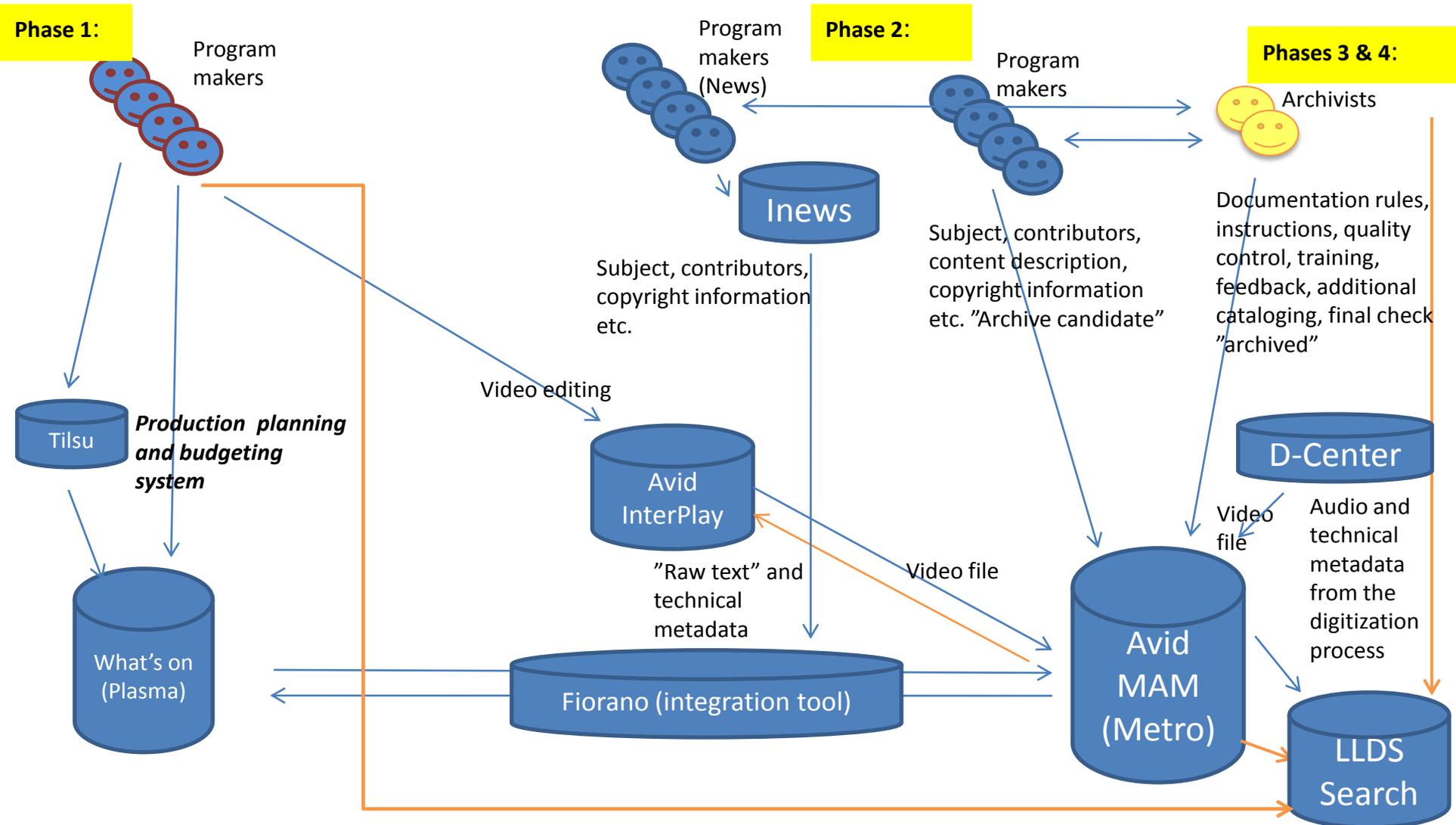
Element name	Definition	Comment
Object identification	A unique identification for each object	
Title	A name given to the object	
Publication date	Date of first publishing	
Creators	Name of person or organisation responsible for the production	
Participants	Name of person or institution (organizations, companies, bands etc.) participating in the production.	
Role	What person/institution does in object	To be able to search out somebody as participant whether they speak, sing or dance we suggest that all roles belong to a role group. The role groups should be: Participant, Creator, Contributor, Production team and Portrayed We also suggest that we all use the same role list with local variations (P/Meta)
Job function	What person/institution does in reality	
Content Description	Short description of the content	
Tags	Uncontrolled key words	Done by journalists or even audiences. Free terms
Rights	What are and who are the rights holders to the object or to parts of the objects	It is also important that there will be link to contracts, agreements or information about who to contact to clear the rights

Managing the media and metadata in Yle (case TV)

Phase 1: Production planning and technical metadata + video file automatically from IT systems

Phase 2: Program makers create content metadata in Inews or METRO cataloging client

Phases 3 & 4: Archivists do final-check, update documentation rules & manuals, give feedback and training



Archiving process: case radio

- All news programs are archived automatically (auto-rec)
- Most of other programs are created in Radioman application and archived after transmission based on producers' decision
- Metadata is transferred automatically from Radioman fields to Metro:
 - Title
 - Roles
 - Content description

Archiving process: still pictures

- Some photos are archived automatically (workflow from press photo publishing to Metro)
- Everyone at Yle is allowed to archive own photos (training about storing photo files + metadata to Metro is provided)



Archiving process: web content

- Doesn't exist yet, but hopefully soon it will.

BEST METADATA



EVOLVES DURING CONTENT'S LIFESPAN

yle

PRACTICAL CHALLENGES AND POSSIBILITIES

- Challenges:
 - A lot of people in Yle are using the systems (challenges in training, shared best practises vs. individual "solos")
 - Multiple and complicated IT systems, challenges with dataflow and master data (what is the master data system)
- Possibilities:
 - We have a lot of quality data in multiple systems
 - We have a lot of qualified content experts providing the metadata
- With a shared MAM we have more possibilities than ever to find and use Yle's content in multiple platforms



CONTENT VALUE



**Metadata
is the key!**

= FINDABILITY AND ACCESS



Your Story