Transforming Digital Motion Picture Preservation Through Effective Use of Metadata

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What is Metadata?

"**Metadata is structured, encoded data that describe characteristics of information bearing entities to aid in the identification, discovery, assessment, and management of the described entities.**"

- American Library Association

Types of Metadata

- **Descriptive**

- **Administrative**
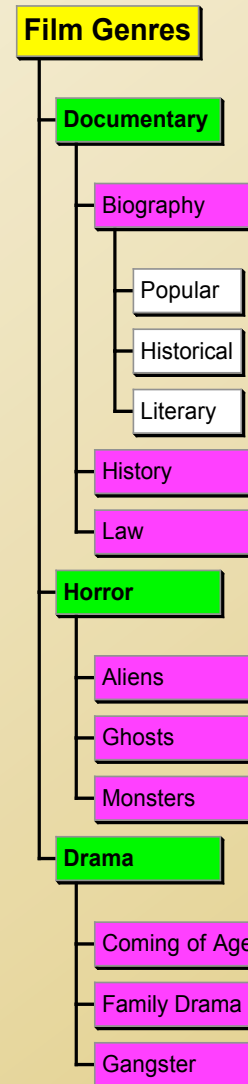
- **Preservation**

- **Technical**

Descriptive Metadata
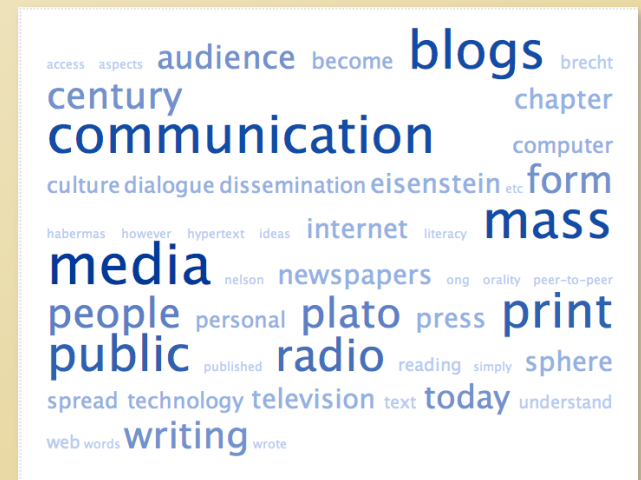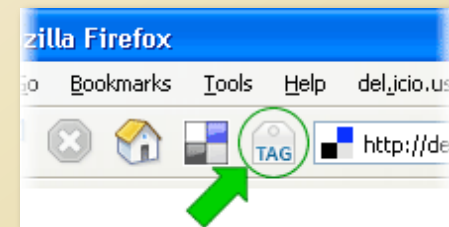
- **Metadata used to describe or identify resources**

- **Taxonomies, data dictionaries and indexes**

- **Folksonomies**

Taxonomies

- **Taxonomy is a system for organizing concepts and categorizing content**

- **Expresses hierarchical relationships (parent child)**

- **Arranged in a tree-like structure**

- **Dictionary of preferred terminology**

Film Genres

- **Documentary**
  - Biography
    - Popular
    - Historical
    - Literary
  - History
  - Law
- **Horror**
  - Aliens
  - Ghosts
  - Monsters
- **Drama**
  - Coming of Age
  - Family Drama
  - Gangster

Folksonomies

- **User generated taxonomies**

- **Freely chosen keywords by the content creator**

- **Social tagging**

access aspects audience become blogs brecht
century chapter
communication computer
culture dialogue dissemination eisenstein etc form
habermas however hypertext ideas internet literacy mass
media nelson newspapers ong orality peer-to-peer
people personal plato press print
public published radio reading simply sphere
spread technology television text today understand
web words writing wrote

Preservation Metadata

- **Physical condition**

- **Source information**

- **Archival information**

- **Authenticity**

Administrative Metadata

- **Rights management**

- **Version control**

- **Acquisition information**

Technical Metadata

- **Hardware and software documentation**

- **File formats**

- **Compression information**

- **Color encoding**

- **Encryption information**
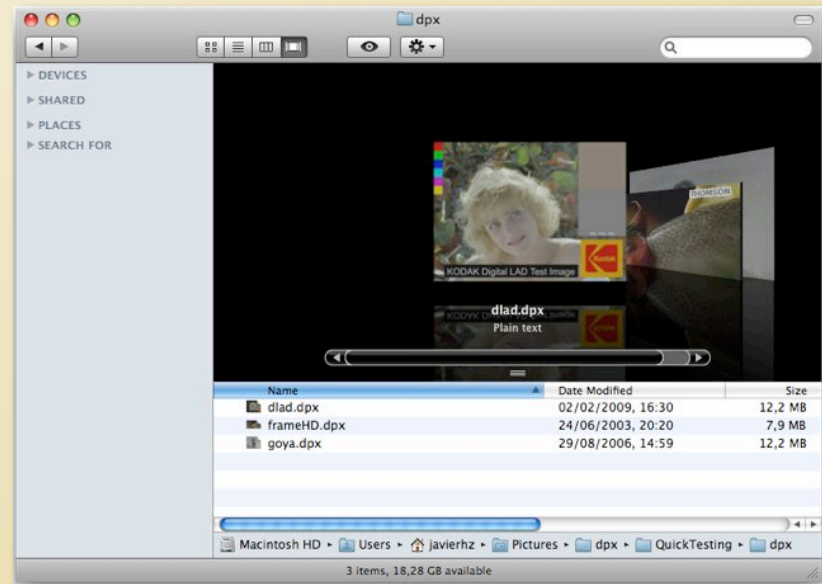
- According to *"The Digital Dilemma"* the average digital motion picture consists of between 2-10 *petabytes* of data

- Millions of digital objects that need to be organized

Proper Use of Metadata is Important Because …

- **Enhances search retrieval performance**

- **Provides a way of managing digital objects**

- **Helps determine authenticity of digital objects**

- **Key to interoperability between systems**

- **Key for tracking preservation information**

Current Academy Metadata Initiatives

- **Open source digital preservation software tools for digital motion picture materials**

- **Media management cataloging software utilizing metadata standards such as PREMIS and PBCore**

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- **Motion picture industry wide metadata survey to identify metadata needs**

- **Analyze existing technical and preservation metadata standards and identify gaps for the cataloging and classification of digital motion picture materials**

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We Need Your Help

- **Participate in our Metadata Survey**

- **Tell us about your current metadata needs**

- **Provide us with your content workflows and metadata schemas**

Questions?

Thank you!

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