



Academy of Motion Pictures Arts and Sciences
Digital Motion Picture Metadata Symposium

Session Recap/Developing a Plan for Metadata

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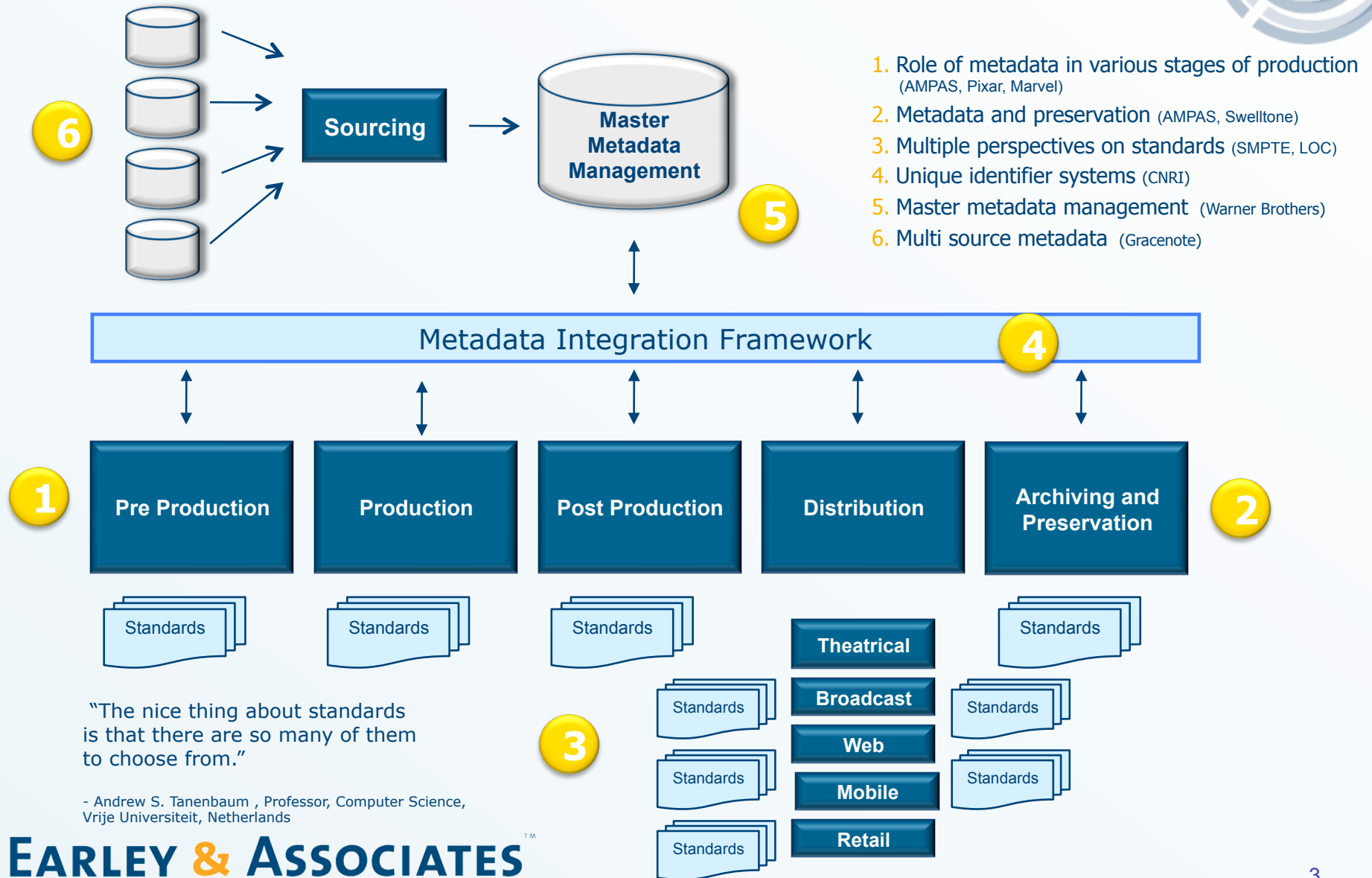


Themes

1. Role of metadata in various stages of production (AMPAS, Pixar, Marvel)
2. Metadata and preservation (AMPAS, Swelltone)
3. Multiple perspectives on standards (SMPTE, LOC)
4. Unique identifier systems (CNRI)
5. Master metadata management (Warner Brothers)
6. Multi source metadata (Gracenote)



Metadata lifecycles



1. Role of metadata in various stages of production (AMPAS, Pixar, Marvel)
2. Metadata and preservation (AMPAS, Swelltone)
3. Multiple perspectives on standards (SMPTE, LOC)
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5. Master metadata management (Warner Brothers)
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"The nice thing about standards is that there are so many of them to choose from."

- Andrew S. Tanenbaum, Professor, Computer Science, Vrije Universiteit, Netherlands



Getting started

- “Operationalizing” standards
- Which standards, when?
- Lessons from other industries
- Understanding business drivers
- Project risks
- Developing a plan
- Action items

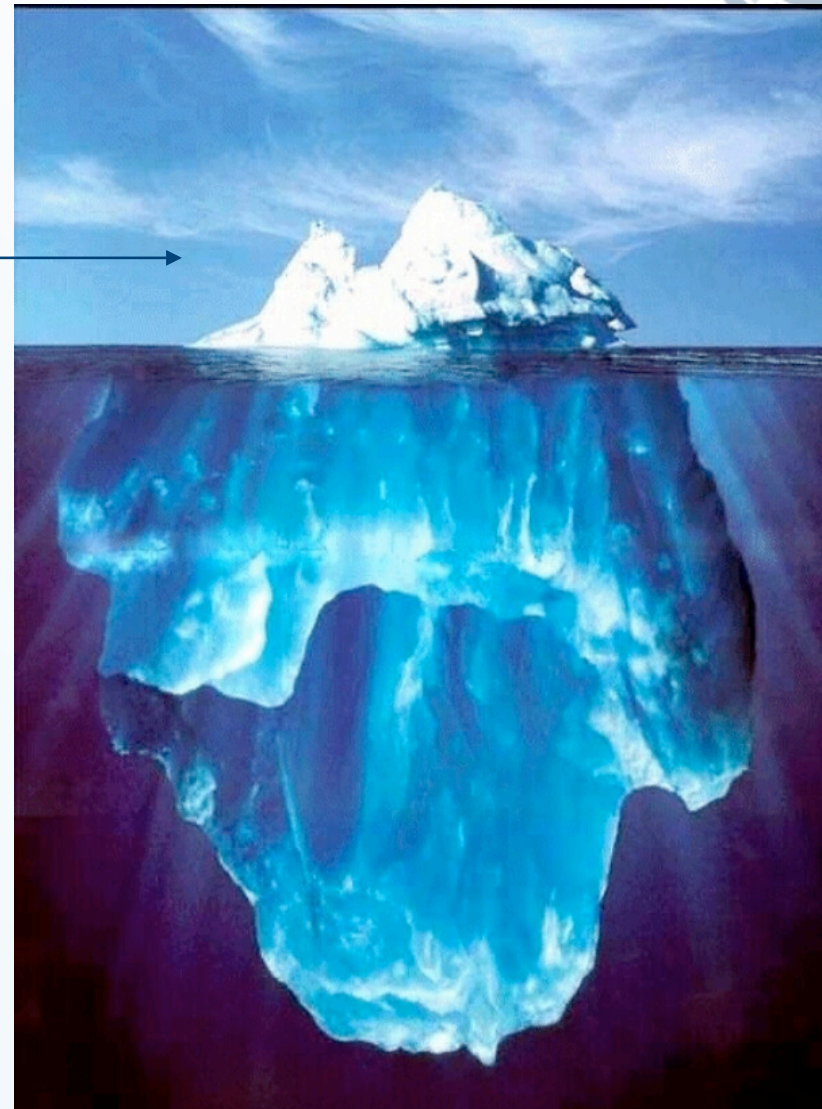
Adopting a standards versus operationalizing standards



Standards creation →

Adoption and operationalization →

- Alignment with process
- Technical adoption
- Internal and external integration
- Taxonomy development
- Asset tagging
- Asset reuse scenarios
- Thesaurus structures
- Controlled vocabularies
- Localization
- Adaptation for various devices
- Rights tracking with metadata

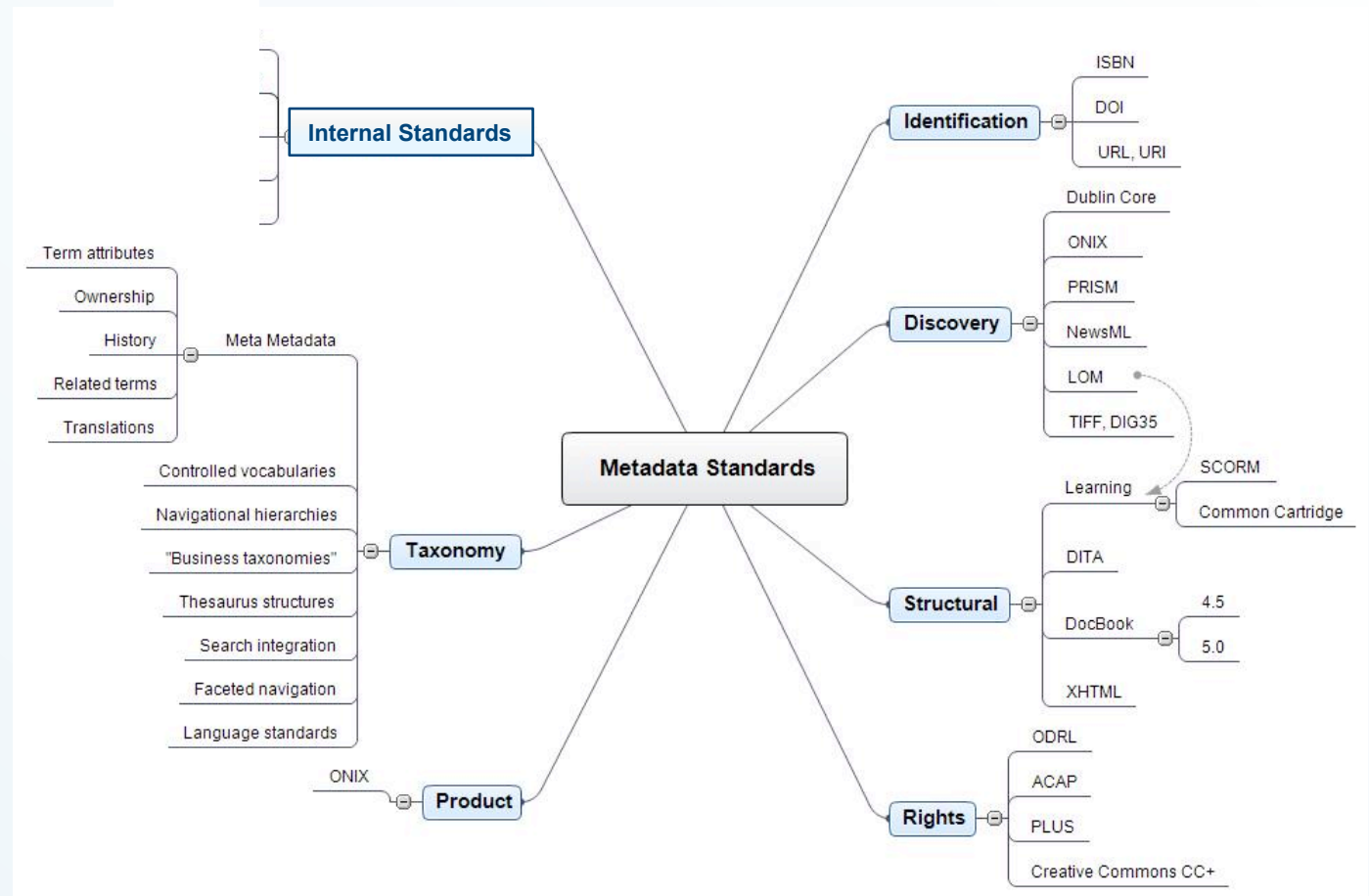




Which standards are important?

Standards for a global publisher

- Identification
- Discovery
- Structural
- Rights
- Product
- Meta-metadata





Typical Drivers for Metadata Projects

Enterprise wide initiatives

- Digital asset management projects
- Workflow development
- Business intelligence and integration initiatives
- Document management projects
- Search tuning projects (especially faceted search)

Departmental programs

- Marketing resource management
- E commerce
- Customer support
- Sales management

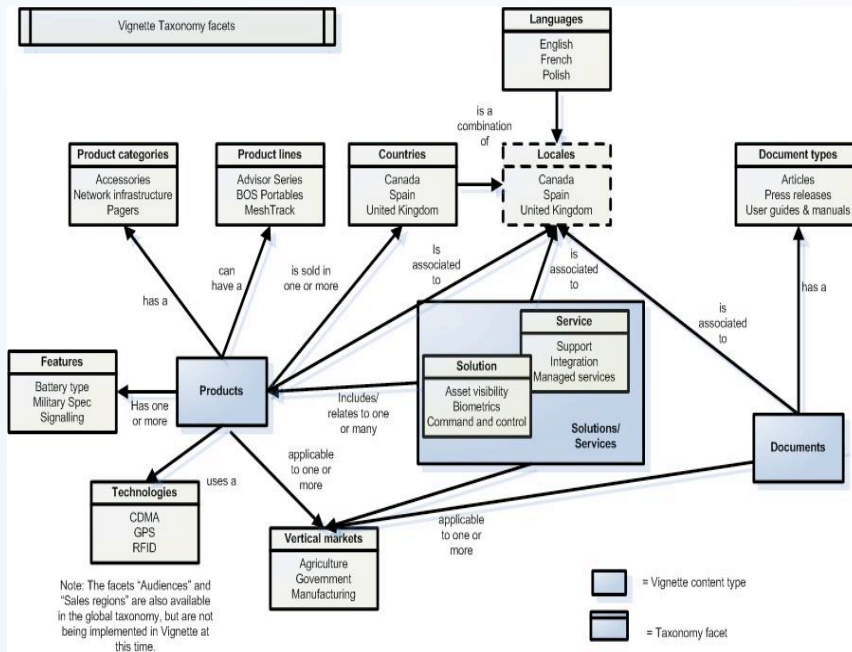


Example Metadata Projects

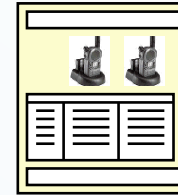
- American Greetings – digital asset management for production workflows
- Pearson Publishing – asset reuse, e commerce, product development
- Consumer Products Organization – reuse of video assets for marketing and brand management
- Pharmaceutical Company – global marketing resource management (video, print, audio, web resources)
- Hasbro – e commerce initiative leveraging faceted search/guided navigation



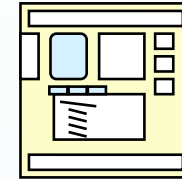
Metadata as a common business language



**Case Example:
 Motorola's Global
 Metadata Framework
 Served Multiple Processes**



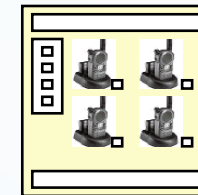
Browsing & filtering



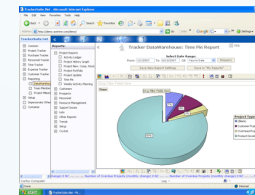
Related documents



Financial reporting



Digital Asset Management



Business intelligence



Program Management

Active	Mature	Retired	Obsolete
Latest release Newest release Full maintenance Mainstream support Mainstream hardware Valid until	Previous releases Limited maintenance Extended support Mainstream hardware Valid until	Discontinued No maintenance Extended support Limited hardware Valid until	Obsolete No maintenance No support No hardware No valid until

Product Lifecycle Management



One size does not fit all

- Diverse organizations
- Different groups are at varying levels of maturity
- Business models vary
- Applications are complex and heterogeneous
- Workflows are different
- Drivers and imperatives are unique



Metadata Project Risks

Business case

- Poorly developed business case
- Lack of meaningful success measures

Alignment with users needs

- Insufficient requirements gathering
- Lack of alignment between business goals and system functionality

Sponsorship and accountability

- Insufficient management support
- Budgets not allocated correctly to true organizational costs



Metadata Project Risks

Buy in and change management

- Lack of buy-in “on the ground”
- Perception of “one more thing” to do
- Lack of training in application of metadata tags

Deployment and operationalization

- Functionality gap – deployed capabilities do not meet business needs
- Poorly planned migration, legacy content not correctly vetted and tagged
- Lack of defined asset lifecycles and appropriate workflows
- Absence of policy and standards enforcement mechanisms



Developing a Plan

- Determine what is most important to the business
- Internal efficiencies or external interactions?
- If focus is internal (for example, improving asset management and findability)
 - Answer may be to focus on file structures, naming conventions, internal taxonomy
- If focus is external (product distribution, e commerce, intercompany production flows)
 - Focus on data and information exchange (industry) standards



Developing a Plan

- Get support and buy in from decision makers
 - Need to demonstrate why this needs to be done now
 - Lots of competing projects, limited time, attention, resources
- Align with existing projects
 - What are the other in-flight projects that would benefit from standards creation and application, development of organizing principles?
- Align with existing governance
 - Any standard needs to be kept up to date, be managed, have expert input. What groups are currently making enterprise decisions?

Pay attention to long term preservation and asset reuse while focusing on short term drivers and efficiencies



Developing a Plan

- Determine resourcing/staffing needed
 - Is this an additional task for current job descriptions?
 - Are new resources/skill sets required?
- Learn from your peers
 - Continue to network, ask what works in other organizations
- Learn from other industries
 - What kinds of governance structures, change processes, standards creation approaches are in place in other businesses?
 - What industries are most mature in these areas?

Stay connected with Academy projects and programs and participate in working groups



Developing a Plan

- Start small/stay focused
 - Find a specific problem to solve
 - Show progress, successes
 - Get additional buy in after incremental improvement
- Establish success metrics/criteria
 - What will success look like? Can it be measured?

**Start with a single perspective/problem
focus and then expand**



Returning to this morning's questions...

- How does this relate to my work?
- What can I bring back to my organization?
- What standards does my organization need to consider?
- How can I get involved in/influence standards development?
- What are the needs of my users/customers/colleagues?
- How can I make the business case for getting started?
- Where can I create efficiencies in internal workflows?

How can you apply what you have learned today?



Action items

- Schedule internal briefings in your organization to begin to educate management and stakeholders and raise awareness
- Work with relevant standards making bodies (don't leave standards development entirely to technology vendors)
- Participate in Academy Metadata Research Project (you will be receiving an invitation to the survey)



Discussion
