

Metadata and the Future of Your Video in an Online World

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<https://cutt.ly/vtq29iQ>



What is Metadata?

- Data about data
- Descriptive information about an item
- Metadata for a video should answer the basic questions:
 - **Who? What? Where? When?**
 - What's specific to **this** video rather than **that** one?

Key Points

- the future of video distribution is not TV, it's the internet
- you need consistently tagged video to get ready for the future
- metadata storage should be vendor neutral

Why Metadata Matters

- Key to “Discoverability” in an online world
- Bridge between Cablecasting and new forms of video distribution
- It’s what feeds Search Engines and Relevance Ranking algorithms

Think about Metadata, Search

- think about how you want to group your video programs
- think about how users will find your video w/o a direct link
- Don't lock up categories/genre/series in your website
 - include them in item's metadata, so they're searchable





How to Organize Your Videos

- By Date (default “River of Time” metaphor)
- By Channel, Type, Genre, Category, Provenance
- By Series
- By Producer
- By Topic, Subject, Keyword, Tags

Organization of Metadata

- WebForm (One Video at a Time) focus is on one video
 - no consistency between metadata for multiple videos
- Spreadsheet (Row, Column Interface) focus is on the collection
 - view many rows/videos at a time


Webform Interface

John Haus...

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Page Title *	PCAM Voices December Innocence Project.mpeg 4	✓
Page URL *	https://archive.org/details/PCAMVoicesDece...	✓
Description *	Add a description of the item page	✓
Subject Tags *	Add keywords, separated by commas	✓
Creator	Creator of the content	✓
Date	Date work was created/published	✓
Collection *	Nevada County Digital Media Center/NCTV	✓
Test Item	No	✓
Language	Language of the work	✓
License	No license selected	✓
More Options	Add additional metadata...	

Drag and Drop More Files Here or

Name	Size	x
 PCAM_Voices_December_-_Innocence_Project.mpeg4.mp4	41 MB	✗

Spreadsheet Interface

Item	Title	Description	Runtime	Subject1	Subject2
Video1					
Video2					
Video3					
Video4					

Specific Metadata Tips

- Make Title Unique
- Include Runtime
- Include Producer Name
- Use Multiple Subjects
- Include Series Tag
- Expand Acronyms for Non-Local Viewers/Searchers

EA, Expand Acronyms!

- if you use acronyms in your metadata, add the long form as well
- NBLCA, National Black Leadership Commission on AIDS
- KCB, Keep Cincinnati Beautiful
- GTEI, Gateway to Economic Inclusion
- Avoid Overloading Acronyms
 - CAC, Cable Advisory Commission, Citizen's Advisory Council

Metadata Makeovers

Before

- Title
- No Subject Tags

After

- Title
- Geographic and Organization
- Series
- Government Meeting?
- Name of Board or Commission
- Provenance (Youtube or Vimeo)
- Year

Metadata Recommendations

- Consider metadata from the collection perspective vs. the item level
- Use Consistent Naming in Titles (spelling & CAPITALIZATION!)
- Add Dates or Episode numbering to Title - make it unique!
- Use something other than a common word or phrase for the title
- Include data only you would know and probably have - producer
- Use a vendor neutral solution

More Information

- These slides: <https://cutt.ly/vtq29iQ>
- Community Media Archive wiki: <https://cutt.ly/ztqMRCu>
- [Documentary video](#) of the Internet Archive
- [More photos](#) by Jason Scott of the Internet Archive
- john@accesshumboldt.net, kayla@batvinc.org
- Go forth and Metadata!

