

Metadata and the Future of Your Video in an Online World

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<https://cutt.ly/KetpzoE>



Evolution of this Workshop

- It used to be about “**DIY**” **archiving** of video files
- Now, it’s about **metadata** associated with video files
- Why the change?

Facing the Future

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

What is Metadata?

- **Descriptive information** about an item
- Provides the **context** for the item
- Answer the basic questions:
 - **Who? What? Where? When?**
 - What's specific to **this** video rather than **that** one?

Why Metadata Matters

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

Think about Metadata, Search

- What are the ways you **group** your videos?
- How will users **find** your video w/o a direct link?
- Are **categories/genre/series** “locked up” 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 vs. Data Entry 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

Navigation icons: Home, About, Contact, Blog, Projects, Help, Donate, Jobs, Volunteer, People, Search

John Haus... UPLOAD

ABOUT CONTACT BLOG PROJECTS HELP DONATE JOBS VOLUNTEER PEOPLE

Page Title *	CEB 050219	✓
Page URL *	https://archive.org/details/ceb050219	✓
Description *	City of Pasco Code Enforcement Board Meeting for May 02, 2019	✓
Subject Tags *	Washington, City of Pasco, Pasco, Government Meeting, Code Enforcement Board, Viebit, 2019	✓
Creator	City of Pasco	✓
Date	2019-05-02	✓
Collection *	Community Media Archive	✓
Test Item	No	✓
Language	Language of the work	✓
License	No license selected	✓
More Options	Add additional metadata...	

Drag and Drop More Files Here or [Select files to add](#)

Name	Size	x
CEB050219.mp4	1.9 GB	✖

Upload and Create Your Item

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!

- You now reach a Global audience as well as the local audience!
 - Add the long form of the acronym as well
- NBLCA — National Black Leadership Commission on AIDS
- 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

Captions as Metadata

- Turns **video** into **text!**
- **Search & indexing** tools can use the captions
- **Topics & keywords** extract from the text
- **Timecodes** as offsets into video
- Link to [Agenda](#) headings - see [Civic Video Tagging](#) project

“Pretty Good” Metadata Practices

- Include a “**producer**” element
- include a “**series**” metadata element
- include a “**runtime**” in HH:MM:SS format
- use multiple “**subject**” elements
- put year in a separate “**subject**” element
- put station name, initials and state in separate “**subject**” elements

More “Pretty Good” Practices

- upload **only locally produced** video
- use a **prefix** on your item **identifiers**
- include as much metadata as you have
- learn archive.org’s admin interfaces
- download/backup your metadata - **vendor neutral**

Metadata Recommendations

- Consider the **viewer's needs**
- Consider metadata from the **collection** perspective vs. the **item** level
- Include data only you would know and probably have - **producer**
- Use Consistent Naming in **Titles** (spelling & CAPITALIZATION!)
- Add Dates or Episode numbering to Title - make it **unique!**

- Use a **vendor neutral** solution

More Information

- Tips on “Working with the Internet Archive” <https://cutt.ly/mafGte>
- My Metadata “Cheat Sheet”: <https://cutt.ly/0ak7n2>
- These slides: <https://cutt.ly/KetpzoE>
- Kayla’s slides: <https://cutt.ly/BebT0PW>
- Community Media Archive wiki: <https://cutt.ly/XsyOii>
- [Documentary video](#) of the Internet Archive
- jhauser@pobox.com, kayla@batvinc.org

