BBC News and Video Metadata

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Video from Aleppo
What we ingest

• Numerous MAM’s across the country and the World
  – 1,200 hours HD ingested per day
  – BBC News, Broadcasters, Agencies, Internet/UGC/other
  – 50,000+ hours of archive material
  – Video for all BBC News channels across the World
What we distribute

• Option to deliver to 160+ destinations and mixture of formats
• Audio and/or video variants
• Not just BBC News TV channels but
  – BBC Websites
  – Social Media
  – YouTube, Facebook Livestream’s, etc.
  – Partners (EBU members) and “pool” content
And now Video Metadata

• Possibly lot’s of lists to follow but ............
• We don’t care!!
• We can ingest any video format in any video container with any metadata because.....
• We flatten everything to two formats:
  – IMX30 for SD
  – DVCPro-100 for HD
  – Because ALL VIDEO MUST BE BROADCAST QUALITY!

BBC Design & Engineering
Do we keep anything?

• Yes
• Metadata around the video anyone may provide
  – Slug/Headline/filename
  – Keywords/Subject codes/Media category codes
  – Rights and restrictions (usage)
  – Dope sheet (may contain more rights and restrictions)
And what would we like?

- Lots but not around the video side
- Planning/event details (as metadata)
- Better/more subject/category/Linked Data codes
- Detailed machine readable rights for each part of an asset
- Technology to maintain metadata for all or part of the asset used
An example

- Rights/restrictions in dope sheet:
  - *Use only by Reuters' Subscribers and check Reuters dopesheet for detailed restrictions*
  
  *Source: NBC*

  *Usage Terms:*

  *Broadcasters: NO ACCESS USA AND CNN Digital: FOR BROADCAST CLIENT USE ONLY/NO ACCESS INTERNET / MOBILE / WIRELESS. For Reuters customers only.*
An example (BBC)

• Rights/restrictions in Copyright Log:

• **Sources:**
  - 0'00 - 0'07 Reuters - Subscribers only
  - 0'07 - 0'09 AFP - Subscribers only
  - 0'09 - 0'17 Reuters - Subscribers only
  - 0'17 - 0'25 APTN - Subscribers only
  - 0'25 - 0'54 BBC News
  - 0'54 - 0'58 APTN - Subscribers only
  - 0'58 - 1'05 AFP - Subscribers only
  - 1'05 - 1'12 Treated Pictures - Pan BBC News use only
  - 1'12 - 1'32 BBC News
Thank you