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Video Metadata

Torsten Köbel

Where do we come from?

Extensis was founded in 1993 and since then became a well known developer of software and services for creative professionals

- Streamline workflows
- Securely manage digital assets and fonts
- Control corporate typography and branding

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Where do we come from?

Two areas of software development

- Font Management
  Universal Type Server
  Suitcase TeamSync
  Suitcase Fusion

- Digital Asset Management
  Portfolio

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Securely manage digital assets

- Images
- Documents
- Audio
- Video

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Data formats for images

	Extensions	Miniaturen & Vorschauen	Konvertieren in	Metadaten extrahieren	Metadaten einbetten
Adobe Digital Negative	.dng	✓	✓	✓	✓
Adobe Illustrator	.ai	✓[1]		✓	✓
Adobe Photoshop	.psd	✓[2]	✓[3]	✓	✓
Encapsulated PostScript	.eps	✓	✓[3]	✓	✓
Graphics Interchange Format	.gif	✓	✓[3]	✓	
JPEG	.jpe, .jpeg, .jpg	✓	✓	✓	✓
JPEG 2000	.jp2, .jpx	✓			
Macintosh PICT	.pict, .pct	✓			
Portable Network Graphic	.png	✓	✓[3]	✓	✓
Tagged Image Format File	.tif, .tiff	✓	✓	✓	✓
TrueVision/Targa	.tga	✓	✓[3]		
Windows Bitmap	.bmp	✓	✓[3]		
Windows Metafile	.wmf	✓[4]			
Unterstützt Camera RAW	(various)	✓		✓	

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Data formats for documents

	Extensions	Miniaturen & Vorschauen	Konvertieren in	Metadaten extrahieren	Metadaten einbetten	Suchtext
Adobe InDesign Document	.indd	✓[5]		✓	✓	
Adobe InDesign Template	.indt	✓[5]		✓	✓	
HyperText Markup Language	.htm, .html	✓				✓
Microsoft Excel	.xls, .xlsx	✓		✓		✓
Microsoft PowerPoint	.ppt, .pptx	✓		✓		✓
Microsoft Word	.doc, .docx	✓		✓		✓
Portable Document Format	.pdf	✓	✓[3]	✓	✓	✓
PostScript	.ps	✓		✓	✓	✓
Rich Text Format	.rtf	✓				✓
Plain Text	.text, .txt	✓				✓

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Data formats for audio

	Extensions	Miniaturen & Vorschauen	Konvertieren in	Metadaten extrahieren	Metadaten einbetten	Wiedergabe
Advanced Audio Coding	.aac, .m4a	✓	✓[3]	✓	✓	✓
Audio File	.au	✓	✓[3]	✓		✓
Audio Interchange File Format	.aif, .aiff	✓	✓[3]	✓		✓
Compressed Audio Interchange File	.aifc	✓	✓[3]	✓		✓
MP3 Audio File	.mp3	✓	✓[3]	✓	✓	✓
WAVE Audio File	.wav	✓	✓[3]	✓	✓	✓
Windows Media Audio File	.wma	✓	✓[3]	✓	✓	✓

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Data formats for video

	Extensions	Miniaturen & Vorschauen	Konvertieren in	Metadaten extrahieren	Metadaten einbetten	Wiedergabe
3GPP (GSM) Multimedia	.3gp, .3gpp	✓				✓
3GPP2 (CDMA) Multimedia	.3g2, .3gp2	✓				✓
Advanced Systems Format	.asf	✓		✓	✓	✓
Audio Video Interleave	.avi	✓		✓	✓	✓
AVCHD	.m2ts, .mts	✓				✓
Digital Video (DV)	.dif, .dv	✓				✓
DivX codec	.avi, .mkv, .mpg	✓				✓
Motion JPEG	.mjpg, .mjpeg	✓				✓
Material Exchange Format (MXF)	.mxf	✓				✓
MPEG-1 Systems/MPEG Program Stream	.mpg, .mpeg	✓		✓	✓	✓
MPEG-4 Part 14	.mp4	✓	✓[3]	✓	✓	✓
MPEG-4 Video	.m4v, .mp4v	✓	✓[3]	✓	✓	✓
QuickTime Movie	.mov	✓		✓	✓	✓
Windows Media codec	.avi, .mkv, .wmv	✓				✓
XDCAM	.mxf	✓				✓

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Processing of video metadata

- No import of files as such
- Original will be left in place
- Thumbnail will be created from the original
- Metadata will be extracted from the original and made available with the thumbnail
- Search on metadata

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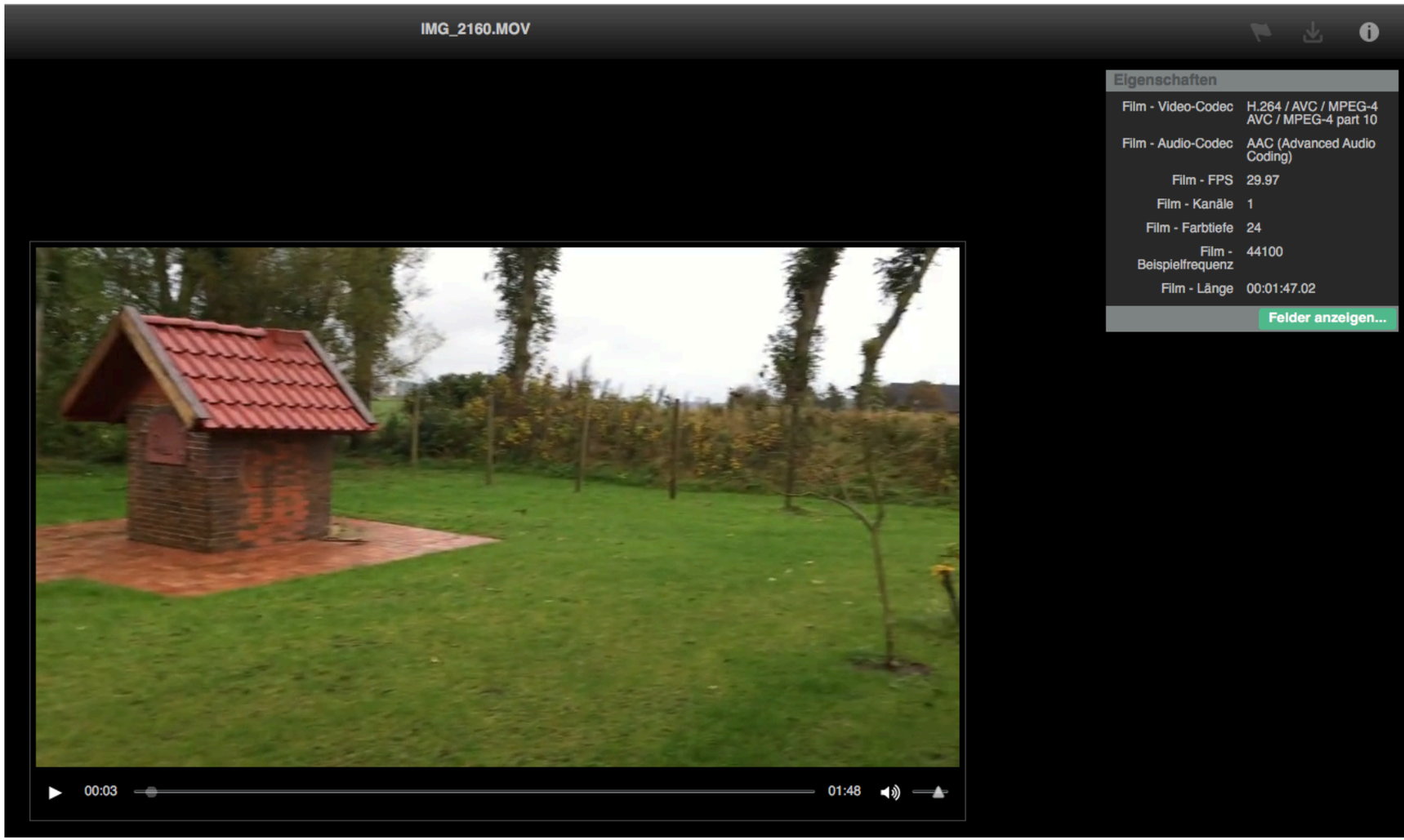
Extracting
video metadata



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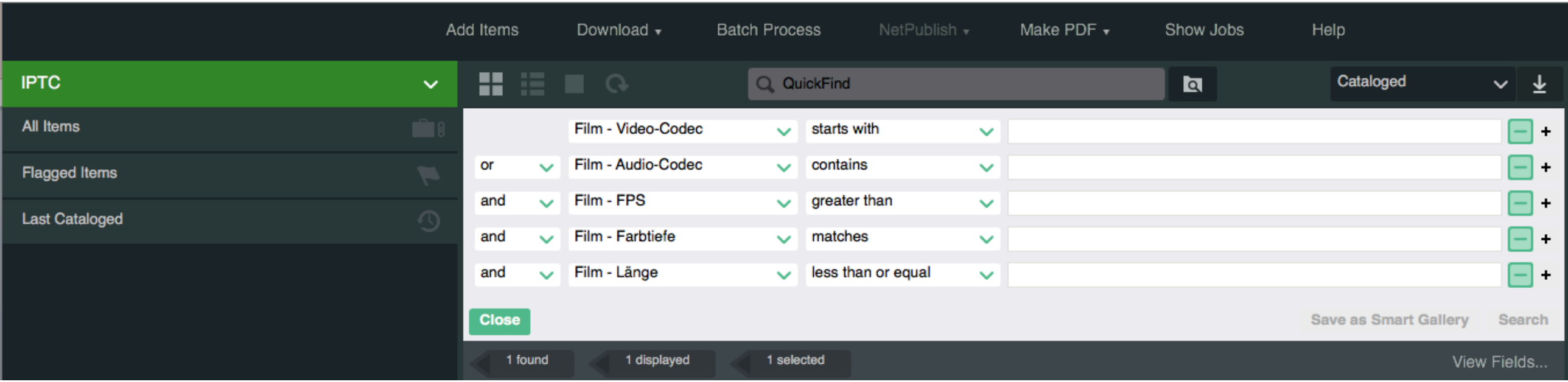
Search on video metadata



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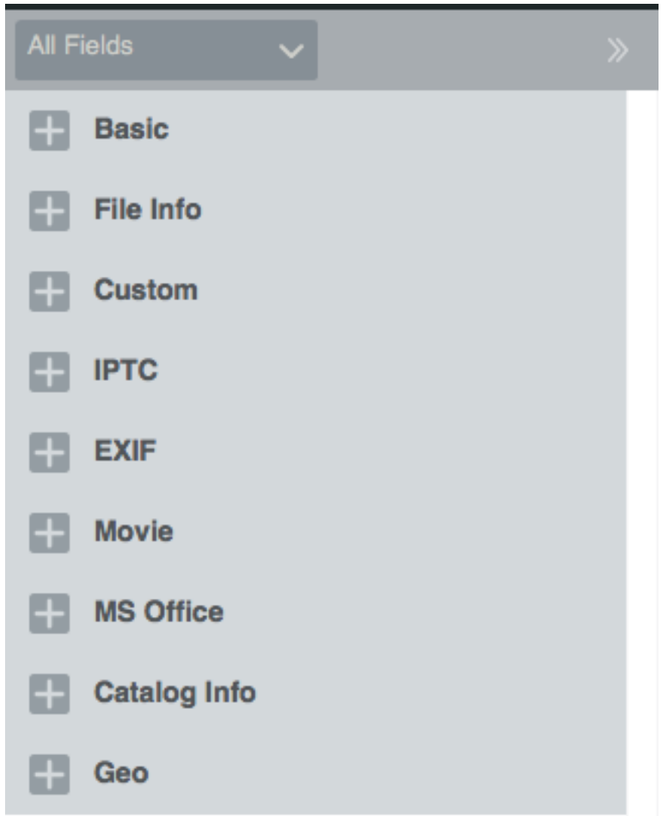
Extracting and embedding metadata



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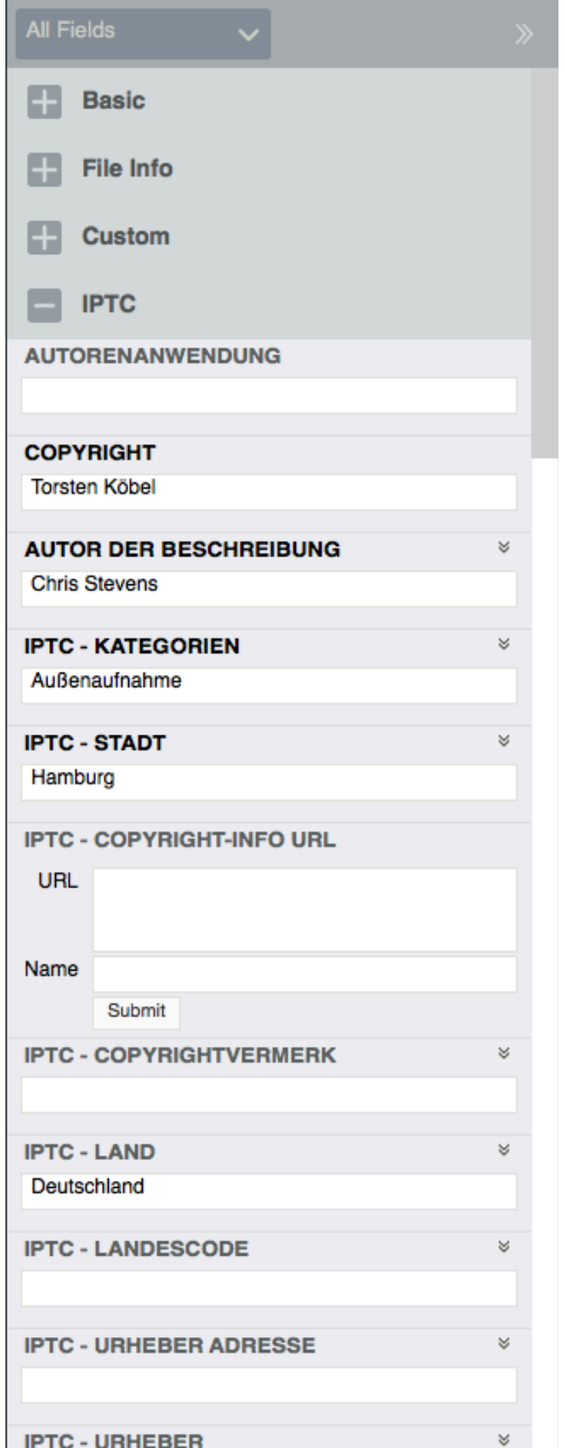
Editing and embedding metadata



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Editing and embedding metadata

Metadaten-Definitionen

Name	Tag	Typ	Datentyp
IPTC - Anweisungen	552	IPTC	String
IPTC - Autor	634	IPTC	String
IPTC - Beschreibung	632	IPTC	String
IPTC - Bundesstaat	607	IPTC	String
IPTC - Copyright	628	IPTC	String
IPTC - Credit	622	IPTC	String
IPTC - Dringlichkeit	522	IPTC	String
IPTC - Ersteller/Autor	592	IPTC	String
IPTC - Erstellungsdatum	567	IPTC	Datum/Uhrzeit
IPTC - Kategorie	527	IPTC	String
IPTC - Land	613	IPTC	String
IPTC - Landeskennziffer	612	IPTC	String
IPTC - Objektname	517	IPTC	String
IPTC - Quelle	627	IPTC	String
IPTC - Schlüsselwörter	537	IPTC	String
IPTC - Stadt	602	IPTC	String
IPTC - Standort	604	IPTC	String
IPTC - Themencode	530	IPTC	String
IPTC - Titel des Autors	597	IPTC	String
IPTC - Zusatzkategorie	532	IPTC	String
IPTC - Überschrift	617	IPTC	String

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OK

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Editing and embedding metadata

Metadaten-Definitionen

Name	Tag	Typ	Datentyp
IPTC:Core - CI Adresse	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI Bundesland/Provinz	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI E-Mail	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI Land	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI PLZ	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI Stadt	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI Tel.	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - CI Web-URL	Iptc4xmpCore:CreatorContactInfo:Ci	XMP	String
IPTC:Core - Genre	Iptc4xmpCore:IntellectualGenre	XMP	String
IPTC:Core - Landescode	Iptc4xmpCore:CountryCode	XMP	String
IPTC:Core - Standort	Iptc4xmpCore:Location	XMP	String
IPTC:Core - Szene	Iptc4xmpCore:Scene	XMP	String
IPTC:Core - Themencode	Iptc4xmpCore:SubjectCode	XMP	String
IPTC:Ext - AOCircaDateCreated	Iptc4xmpExt:ArtworkOrObject:AOCir	XMP	Datum/Uhrzeit
IPTC:Ext - AOContentDescription	Iptc4xmpExt:ArtworkOrObject:AOCo	XMP	Lang Alt
IPTC:Ext - AOContributionDescriptio	Iptc4xmpExt:ArtworkOrObject:AOCo	XMP	Lang Alt
IPTC:Ext - AOCopyrightNotice	Iptc4xmpExt:ArtworkOrObject:AOCo	XMP	String
IPTC:Ext - AOCreator	Iptc4xmpExt:ArtworkOrObject:AOCr	XMP	String
IPTC:Ext - AOCreatorId	Iptc4xmpExt:ArtworkOrObject:AOCr	XMP	String
IPTC:Ext - AOCurrentCopyrightOwn	Iptc4xmpExt:ArtworkOrObject:AOCu	XMP	String
IPTC:Ext - AOCurrentCopyrightOwn	Iptc4xmpExt:ArtworkOrObject:AOCu	XMP	String

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OK

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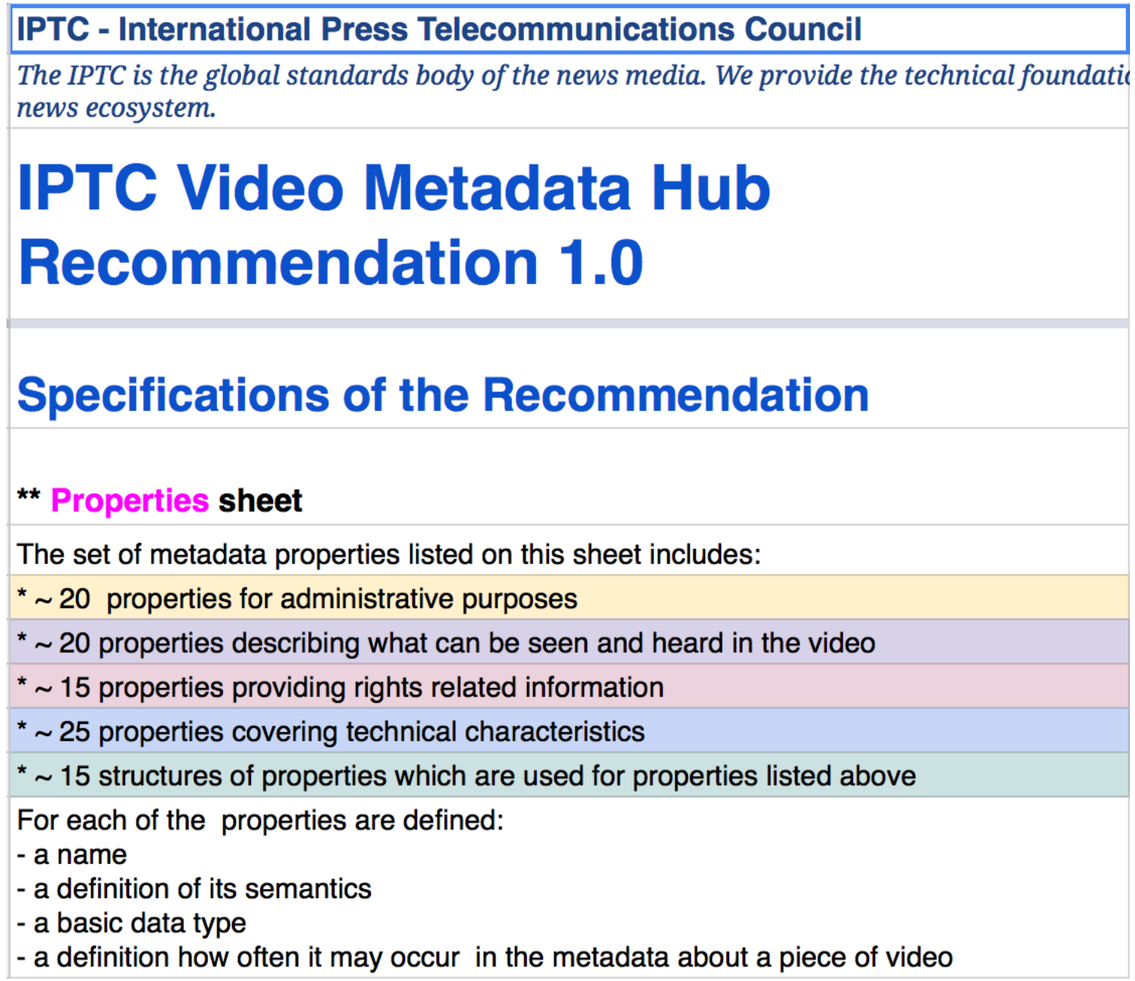
Video in DAM

Starting with
Video Metadata Hub



IPTC - International Press Telecommunications Council

The IPTC is the global standards body of the news media. We provide the technical foundati
news ecosystem.

IPTC Video Metadata Hub Recommendation 1.0

Specifications of the Recommendation

** **Properties** **sheet**

The set of metadata properties listed on this sheet includes:

* ~ 20 properties for administrative purposes
* ~ 20 properties describing what can be seen and heard in the video
* ~ 15 properties providing rights related information
* ~ 25 properties covering technical characteristics
* ~ 15 structures of properties which are used for properties listed above

For each of the properties are defined:
- a name
- a definition of its semantics
- a basic data type
- a definition how often it may occur in the metadata about a piece of video

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Video in DAM

Starting with Video Metadata Hub

	A	B	D	E	F	G	H
1	**Approved:**	**2016-10-24**	**IPTC Video Metadata Hub Recommendation 1.0 - Properties**				
2	**Property Group**	**Property Name**	**User Notes**	**Basic type + cardinality**	**EBUcore Properties (default namespace: ebucore)**	**XMP Properties**	**XMP Value Type**
38	**describing a/v content**	**Product Shown**		Product with GTIN structure (0..unbounded)	subject + typeLink="ivqu:productShown"/subjectCode + subjectDefinition OR description + typeLink="ivqu:productShown"/dc:description	Iptc4xmpExt:ProductInImage	Bag Product structure
39	**describing a/v content**	**Shot Type**		Concept structure (0..unbounded)	type/objectType	Iptc4xmpExt:VideoShotType	Bag Entity structure
40	**describing a/v content**	**Shown Event**		Entity structure (0..unbounded)	coverage/temporal + typeLink="ivqu:shownEvent"/periodOfTime/periodName OR subject + typeLink="ivqu:shownEvent"/subjectCode + subjectDefinition	Iptc4xmpExt:EventExt	Bag Entity structure
41	**describing a/v content**	**Title**		Text (0..1)	title + typeLink="ivqu:videoTitle"/dc:title + type OR dc:alternative + type	dc:title	Lang Alt
42	**describing a/v content**	**Transcript**		Text (0..1)	description + typeLink="ivqu:transcript"/dc:description	Iptc4xmpExt:Transcript	Lang Alt
43	**describing a/v content**	**Transcript Link**		Qualified Link structure (0..unbounded)		Iptc4xmpExt:TranscriptLink	Bag Qualified Link
44	**describing a/v content**	**Visual Colour**	Technical details of the colours are covered by …	Text (0..1) Enumeration: - black and white/monochrome - colour	format/technicalAttributeString +typeLink ='ivqu:visualColour"	Iptc4xmpExt:VisualColour	Closed Choice - bw-monochrome - colour
45	**rights**	**Contributor**	A distinction between contributor and creator should follow rights laws, contracts or common business rules. Vocabulary of roles of persons contributiong to a video should be based on the use by a video or movie producer assocation	Entity with role structure (0..unbounded)	contributor/role for contributors	Iptc4xmpExt:Contributor	Bag Entity with Role structure

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Customers

Font Management

Advertising, Design & Marketing

BBDO
Creative Media Development
Dentsu
Deutsch
EURO RSCG
Grey Global Group
J Walter Thompson
Landor Associates
Leo Burnett
McCann Erickson
Ogilvy & Mather
Publicis Groupe
Wieden + Kennedy
Young & Rubicam

Broadcast & Media

20th Century Fox
CBS / CBS Sports
Discovery Communications Inc.
ESPN

Digital Asset Management

Advertising, Design & Marketing

Creative Media Development
J Walter Thompson
Methodologie
Publicis
Schawk UK
Young & Rubicam

Architecture, Construction & Real Estate

JELD-WEN
Noble & Associates
STV Inc.

Broadcast & Media

50 Kaliber Films
CBS
Comedy Central
MTV Networks
Nickelodeon
NBC

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Future of Video

Think about

- Global Rights Management
- Regional variability (ratings, PG-13, FSK, ...)
- New types of video from non-aligned devices (360 degree cameras and drones)
- 360 support on geo-focused applications
- New media methods deriving also from social media

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Future of Video

Think about

- Flexibity of standards and ability to tailor
- Reducing vendor lock-in
- Common language for vendors to strive to adopt
- Let’s define the standard now

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Video Metadata Hub

Release of a new standard for video metadata that streamlines workflows and defines video metadata fields.

Portfolio 2016, adds support for this new standard so organizations can take advantage of its benefits today.

Let’s standardize and make it usable for customers!

Thank you.

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