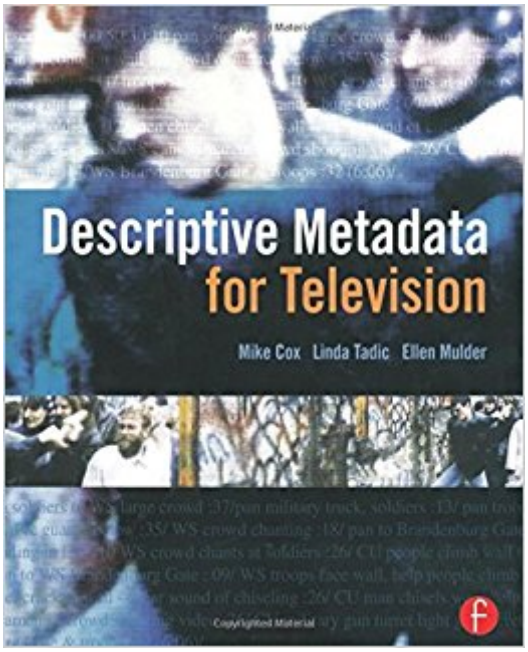
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Descriptive Metadata For Television: An End-to-End Introduction



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Synopsis

Descriptive Metadata for Television is a comprehensive introduction for television professionals that need to understand metadata's purpose and technology. This easy-to-read book translates obscure technical to hands-on language understandable by real people.

Book Information

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Customer Reviews

Finally, a book on metadata for the media professional!

Mike has working in broadcast Standardisation for the past eight years before which he had 27 years experience in engineering and in operational management with the British Broadcasting Corporation, latterly at their network center in Bristol. BBC Bristol is home of TV feature programs such as "The Antiques Road Show” and of the BBC's world famous Natural History Unit. Mike managed the television resource base, including Post Production, Graphic Design and Television Operations, at this major production center. Mike has been responsible for the introduction of digital television systems into the program making workflow from the earliest days of digital working. He is a UK Chartered Engineer, a Fellow of the Society of Motion Pictures and Television Engineers and Chairman of the SMPTE's Wrappers and Metadata Committee.

If you are trying to justify a digital asset management system to your boss, you will need all the help

you can get. If you are trying to rationalize the new system to your coworkers, you will need this book (and much more). If you don't know anything about metadata in the creative arts, this book is a decent place to start. It is practical education and the information is generally accessible. the topic gets esoteric quickly, though; DAM is a narrow field of database development and using DAM for television systems adds another level of specialization.The authors present valuable lessons in the fundamentals of DAM usage, benefits from real world applications of DAM, metadata creation and entry, and descriptions of existing controlled vocabulary systems and taxonomy structures. However, this is only one piece of the metadata and digital asset management puzzle. You will need much more information and research to design, purchase and build a system that works in your facility or company.What's missing? In-dpeth product evaluations and suggestions on how to select a decent solution. However, this really is not a not a fault of the work; the marketplace for DAM is not standing still so it's impossible to include timely information.Check out Peter Krogh's "The DAM Bok" and Jens Jacobsen (et al) "Implementing a Digital Asset Management System for animation computer graphics and Web development." There are thousands of white papaers on the Web.david boise ID

At first glance, this book resembles a survey course on how to use descriptive metadata to manage digital television assets. Touching on all the basics of metadata from identifiers to schemas to preservation, this comprehensive overview is a must for anyone tasked with implementing a digital asset management project. It offers an introduction to all the emerging standards from the library sciences to industry organizations along with sample metadata sets from several repositories (CNN, UCLA Film and Television Archive to name two).The real value of this book, however, is in the collaborative efforts of the authors which created this unified whole. This collaboration mirrors the future business partnerships that must solidify in order to realize the promise and potential of metadata: the partnership between engineers, library science/information architects and archivists. As represented by Mike Cox, Linda Tadic and Ellen Mulder, this clearly articulated book itemizes each component necessary to manage the digital representation of a fundamentally collaborative medium.

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