

# **Abstract Metadata in Public Broadcasting**

## **Part 5: Supplemental Material**

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## Introduction

This document is part of the Abstract Metadata in Public Broadcasting Specification series. This part describes the relationships between supplemental media and primary media.

The other parts in this series are as follows:

- **Part 1: Introduction to Abstract Metadata in Public Broadcasting**  
This part introduces the Interconnection System and the need for an abstract hierarchical metadata system.
- **Part 2: Core Models**  
This part describes the core abstract metadata models that compose the content library.
- **Part 3: Time-based Descriptive Metadata**  
This part explains the metadata that provides detailed information about media content.

## Terms and Definitions

The following terms are used throughout and should be interpreted with the definitions below.

Systems:

- The **Interconnection System** (IXS) is responsible for calculating and enforcing the Delivery Window of content from a content provider to a content consumer.
- The **Entertainment Identifier Registry** (EIDR) a global registry that provides a unique ID for media content based on select metadata entries. The IXS abstract metadata system borrows from and relies on EIDR precedents, and the IXS will include EIDR IDs to better sync metadata with external entities.

Metadata:

- The metadata system discussed in the document series so far is an **abstract hierarchy** that borrows from EIDR, MovieLabs, and established broadcasting standards.
- The abstract hierarchy system is composed of **abstract models** and **packaged content/digital files**.
  - Abstract models act as containers for **metadata descriptors**, which are information structured for both humans and machines and abstract models or packaged content/digital files easier to find, retrieve, and use. Examples from the abstract metadata hierarchy system for content, which is detailed in Part 2, include Series, Episodes, Seasons, and One-time-onlys (OTO).
  - Packaged content/digital files include **Releases**, which are final editorial sequences, and **Manifestations**, which are concrete renderings of Releases. They contain the Primary Essence.

- **Primary Media** includes the main storyline of a Release. The main storyline may be represented as one or more bodies.
- Types of metadata include but are not limited to **Relational, Descriptive, and Structural**.
  - **Relational Metadata** describes the relationships between metadata concepts.
  - **Descriptive Metadata** is metadata that describes the content of the show. These fields become the basic identifying features of a show.
  - **Structural Metadata** describes the technical aspects or renderings of a piece of content.

## Conceptual Overview

The abstract metadata hierarchy system presented thus far has been focused on the identification and use of Primary Media: the video and audio material containing the defining plots and characters of a show. Any other media that contributes to or supports the Primary Media is called Supplemental Media. Examples include promotional materials, short clips, and underwriting.

Supplemental Media are not standalone programs and must:

1. Promote or support one or multiple Primary Medias
2. Augment a primary work with additional content
3. Promote or support an organization, abstract model, channel, or other construct relevant to the purpose of the media

Supplemental Media metadata shall be relevant in two ways:

1. **Cataloging all Supplemental Media embedded within a primary work's 'Release' and merely referenced and/or described with metadata.** In this way, the Release is associated with deep-linked metadata, allowing stations to fully understand the included component media elements.
2. **Tracking and linking individual media files that are distributed separately from the Primary Media, such as a promotional tease or sizzle.** This is especially relevant when individual Supplemental Media files are distributed in the IXC system. By making Supplemental Media metadata standardized and searchable, stations and programmers will be able to identify, track, find, and obtain the appropriate files to suit their needs.

## Types of Supplemental Media

The following list of possible Supplemental Media is not complete but is meant to define the scope of what can be classified as Supplemental Media.

The list is divided into types: Promotional, Brand, Program, and Sponsorship. Subtypes of each fall underneath.

### Promotional

- Series Sell (SS)
- Long Lead Tease (LLT)
- Episodic
- Next-On
- Next-Time-Teaser

- Previous-Time-Teaser
- Theme
- Sizzle
- Press Tour
- Clip
- Clip Reel
- Interstitials
- Evergreen
- Crossover
- Other

#### Brand

- Seasonal
- Testimonial(s)
- Donate
- Fundraising
- Awards
- Support
- Brand Package
- Genre
- Channel (linear feeds)
- System Cue

#### Program

- Preamble
- Clip
- Bumper
- Featurette
- Other

#### Sponsorship

- Ad
- Underwriting

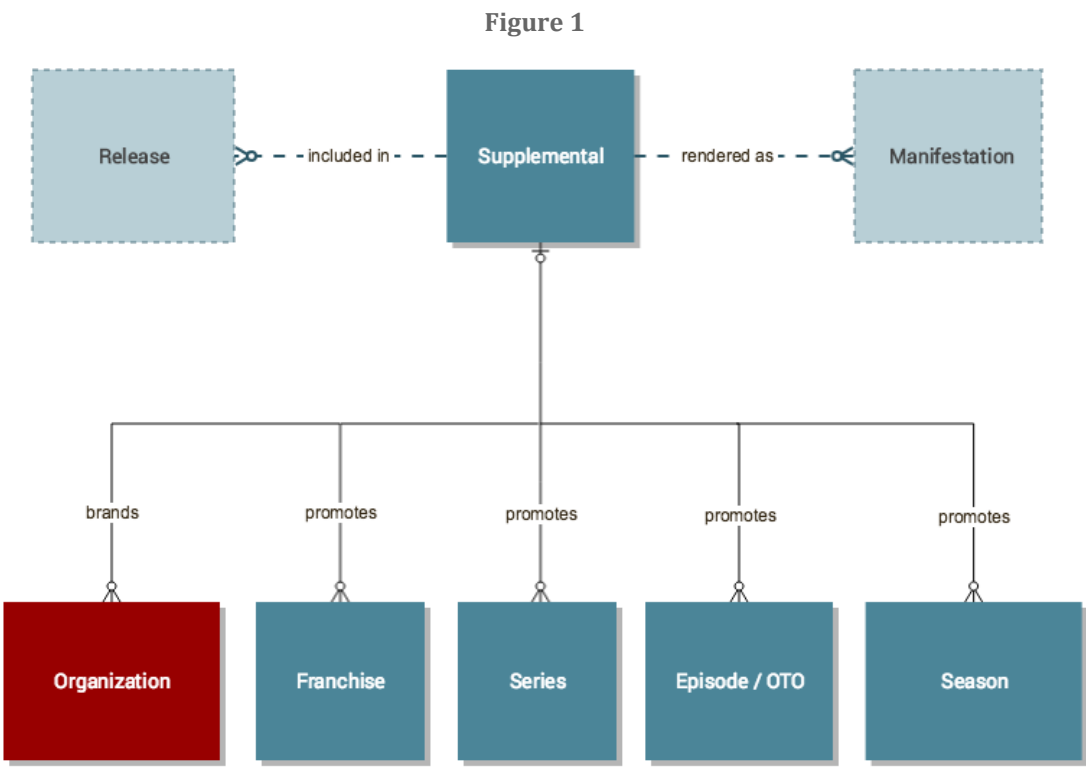
#### Other

- External Event
- Organization

# Supplemental Media Metadata

As represented in [Figure 1](#), Supplemental Media can:

- 1. be included in any Release (package) that is created and distributed
- 2. have multiple Manifestations to support multiple versions in different video formats
- 3. relate to any abstract model, organization, or external construct (e.g. promotion of a local event). If the Supplemental Media refers to an external construct, it is beyond the metadata model to capture full metadata information.



In the current abstract metadata hierarchy system for public media, Supplemental Media can be seen as an abstract model separate from but connected to the primary abstract content hierarchy.

## Relational Metadata

Supplemental Media has the following relationships:

Relationship	Description
promote	Supplemental Media, regardless of the type, must support or promote some sort of Primary Media: Franchise, Series, Episode/OTO, Season, or

	<p>Organization.</p> <p>For example, a standalone promo can have any one of the following relationships:</p> <ul style="list-style-type: none"> <li>• The media promotes a Series</li> <li>• The media promotes a Franchise</li> <li>• The media promotes a Season of a Series</li> <li>• The media promotes a single Episode</li> <li>• The media promotes two Episodes from different Series</li> </ul>
brand	Supplemental Media may exhibit or showcase an organization or branding concept.
supplement	Supplemental Media may be additional secondary content to primary media.
support	Supplemental Media may showcase organizational sponsorship or otherwise show some supporting relationship.
included in	Supplemental Media can be included in any Release.

## Descriptive Metadata

Supplementary Media inherit many metadata field values from associated Primary Media, and the number and types of metadata fields vary depending on the type of Supplementary Media. Metadata fields common to all Supplementary Media include the following:

- Title
- Description
- Keywords
- EIDR ID

Supplemental Media has unique characteristics in descriptive metadata. Descriptive metadata germane to Supplemental Media include the following:

- [Asset Type](#)
- [Allowable Business Use](#)
- [Allowable Business Use Time Window](#)



### Asset Type

See the [Types of Supplemental Media](#).

### Allowable Business Use

Offers guidance to consumers of standalone Supplemental Media as to the allowed usage. For example, the Business Use could be 'Broadcast' or 'Online.'

### Allowable Business Use Time Window

Indicates the start / stop time window for the aforementioned business use.

## Structural Metadata Fields

Most structural metadata is inherited from the Primary Media's Manifestation values, which can be seen in Part 2 of this document series. Examples of structural metadata germane to Supplemental Media include the following:

- Video Codec
- Bit Rate
- Audio Mappings
- And more...

## Example of Embedded Supplemental Media

The example that follows is taken from the show *Arthur*, package number P339442-010.

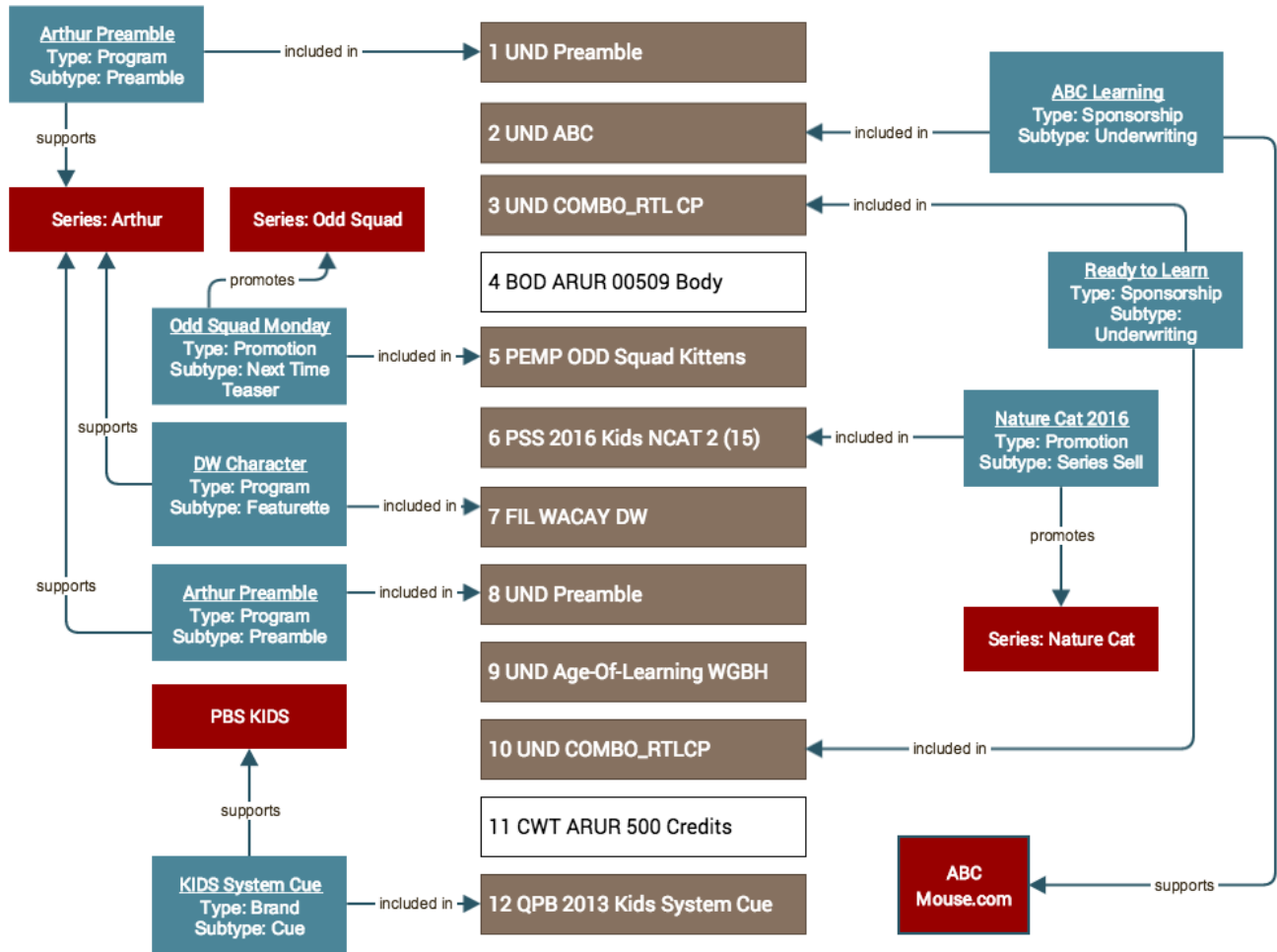
[Figure 2](#) shows the exact timing of elements in the package. This package contains two pieces of Primary Media: Cue #4 BOD and Cue #11 CWT. All the other cues are Supplemental Media.

Figure 2

Cue Sheet								
#	Type	Description	Audio	Ratio	Req MS	Start Time	Duration	Variable
1	UND	PREAMBLE 01 08132012 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	:00.00	:05.00	<input type="checkbox"/>
2	UND	AGE-OF-LEARNING Newintro 12032015 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	:05.00	:15.00	<input type="checkbox"/>
3	UND	COMBO_RTLCP V4-S5-And-S7 09302014 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	:20.00	:10.00	<input type="checkbox"/>
4	BOD	ARUR 000509 Body 09302014	Stereo	4:3	<input checked="" type="checkbox"/>	:30.00	25:40.00	<input type="checkbox"/>
5	PEMP	ODDS AoC "Kittens" :30 Monday	Stereo	16:9	<input checked="" type="checkbox"/>	26:10.02	:30.00	<input type="checkbox"/>
6	PSS	2016 Kids Crossover NCAT 2 (15)	Stereo	16:9	<input checked="" type="checkbox"/>	26:40.02	:15.00	<input type="checkbox"/>
7	FIL	WACAY DW	Stereo	16:9	<input checked="" type="checkbox"/>	26:55.02	:30.02	<input type="checkbox"/>
8	UND	PREAMBLE 01 08132012 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	27:25.06	:05.00	<input type="checkbox"/>
9	UND	AGE-OF-LEARNING New-Outro 12032015 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	27:30.06	:15.00	<input type="checkbox"/>
10	UND	COMBO_RTLCP V4-S5-And-S7 09302014 ARUR WGBH	Stereo	16:9	<input checked="" type="checkbox"/>	27:45.06	:10.00	<input type="checkbox"/>
11	CWT	ARUR 500 Credits 07282014	Stereo	16:9	<input checked="" type="checkbox"/>	27:55.06	:45.00	<input type="checkbox"/>
12	QPB	2013 KIDS System Cue - Trampoline (Ster)	Stereo	16:9	<input checked="" type="checkbox"/>	28:40.08	:05.22	<input checked="" type="checkbox"/>

The breakdown of the Supplemental Media in the package shown in [Figure 2](#) is represented in [Figure 3](#):

Figure 3



Cues from the package shown in [Figure 2](#) are displayed in the central column as brown and white boxes. The blue boxes represent the Supplemental Medias included in those cues. The red boxes represent brands or organizations promoted or supported by Supplemental Media.