

Kendra Signposts

Kendra Initiative is a participant in P2P-Next (<http://p2p-next.org>) - a 4 year FP7 project part funded by the European Commission. Other participants include Pioneer, BBC, EBU and STMicroelectronics.

Kendra Signposts is a concept that was born out of discussions between Kendra Initiative members from 2004 onwards. The idea is to create simple tools to enable content owners to manage their catalogue metadata and assist them in promoting their content to search engines and content aggregators. Kendra Initiative's main task within P2P-Next is to develop Kendra Signposts.

Kendra Signposts will:

- Assist content owners to describe and advertise their digital media.
- Assist content consumers to find and purchase the digital media that they want.
- Assist search engines and applications to provide richer and more accurate search results.
- Provide a standardised framework with which to richly describe digital media files and live streams. Content owners, aggregators and online stores will be able to publish detailed information about the digital media they are selling/hosting.
- Work across all digital media types (audio, video, images, text) and will provide general and specific metadata tags for each media type - this is not a one box fits all solution. Content owners will be provided with tools to build Kendra Signposts from their existing datastores and will be in complete control of this information by hosting their own Kendra Signposts. Initially, to assist with discovery, Kendra Initiative will provide a simple index of Kendra Signposts listing pointers to the metadata files/feeds.

Kendra Signposts are:

- Files or feeds that contain detailed and rich information about digital media.
- A machine-readable format describing digital media assets (files and streams) and where you can get them. A digital media asset could be a movie, song, live or on-demand video or audio stream, text, image, game, etc.
- Based on a flexible framework - that means the same information can be represented in a number of ways: placed in an HTML web page (like microformats), a feed (like RSS) or a file (like robots.txt). It could be strict XML but it doesn't have to be. What is important is that the names for tags stay the same no matter how the information is contained/wrapped/presented. As far as is known this is quite unique to Kendra Signposts - the information can be represented in a number of ways and still be interoperable.

Rationale:

- Kendra Initiative's goal is 'Simplify and streamline buying and selling digital content by driving industry adoption of open protocols.' Which in turn will 'Enable interoperability between service providers, media applications and devices - every link in the content value chain.' Hence, the Kendra Signposts ecosystem - cross-media metadata syndication for content search and discovery.

Deliverable:

- There are a number of milestones that will be met.
 - Kendra Initiative will create a Kendra Signposts trial where content owners will upload their catalogue metadata.
 - Unified search will be added that enables different catalogues to be searched as if they were one via a 'Smart Playlist' style interface. This is achieved by mapping metadata terms from each catalogue to a normalization schema.
 - Content owners will be encouraged to host their own Kendra Signposts so that search engines can more easily verify authenticity.
- All code will be freely available under a suitable open source license.