NEWS

Extracting and preparing Metadata to make video files searchable.

Article courtesy of Telestream, Inc.

Meeting the Unique File Format and Delivery Requirements of Content Aggregators and Distributors

Executive Overview

Metadata is „data about data" – or the information about a video file, audio clip, or Web page. Metadata can be used to facilitate the searching of video content either by individuals or corporations hosting their videos on their own websites, as well as for videos that are uploaded and hosted on video search engines and video sharing sites like Google, iTunes, YouTube, MySpace, and others.

Metadata is just a label on the video – it does not affect the video content itself. But once metadata is created or extracted from a video file, relevant keywords and descriptions can then be selected to drive effective search engine optimization (SEO). The metadata is one important aspect used by search engines to rank content in a search directory. Metadata is also used to generate short descriptions of the web page(s) or videos in the actual search results, which improves the volume and quality of traffic to a web site from the various search engines.

The creators and distributors of videos who submit files for mobile phones, podcasting, VOD, and web portals face several major challenges. They need to create relevant metadata and keywords out of the video so the video can be found in a searchable environment. After the metadata has been created or extracted, they need to deliver the video into the searchable repositories, in the right format, with the right metadata attached. This paper provides information on the methodology and solutions that enable video content creators to address these challenges.

Creating Metadata for Videos

Creating metadata for text-based files is relatively easy, because text-based files are made up of words. There are many tools available today that will help content owners create metadata for these types of files. Videos present a much more formidable challenge. The old saying that "a picture is worth a thousand words" may be true, but unfortunately not for those tasked with creating metadata out of video files. Some videos may contain associated audio text and captions, others may only contain images. In either case, creating metadata from videos is a more complicated proposition than from files that contain primarily text. There are several ways to extract and create metadata from a video:
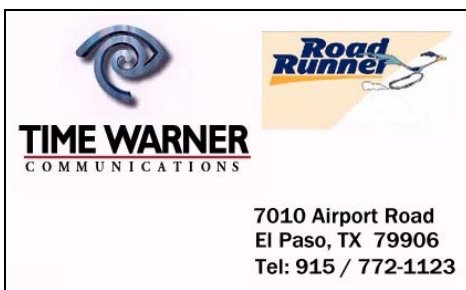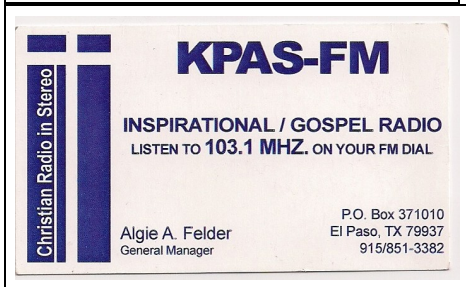
1. Extract metadata from closed captions and other embedded video information from a source file. An example would be when a person in a movie is talking about flying airplanes – those words can be converted to text. Operators can then search the extracted text manually, or through the use of automated software that will search for relevant keywords. These keywords can be extracted from this text file and later used for searching.

2. Re-use existing metadata, when it is present. Some video formats, particularly those which are used for web streaming or editing, may already contain metadata such as descriptions of individual scenes. In some cases, it is possible to preserve and extract this information to facilitate searching.

3. Create annotations or tagging – another way to create metadata from a video is to have an operator manually type information as the video is being viewed. This can be done in a separate database, MS Word, or notepad file, or with automated software that can then link the created text to the video file.

Creating and Packaging Video Metadata
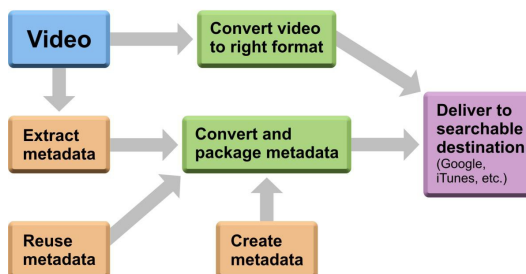
No matter which method is used, after creating or extracting metadata, that metadata (and the video itself) must then be converted and packaged into the appropriate formats specified by the recipients – typically a content aggregator or distributor.
(to be continued next month)

EL PASO,TX CHAPTER 38 MEETING MINUTE
DATE   4/13/2010   LOCATION: GRAND CHINA

MEETING CALLED TO ORDER: 12:37 PM, BY ANTONIO CASTRO, THERE WERE 13 MEMBERS IN ATTENDANCE.

REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN THE NEWSLETER BY DON BOHRER AND RUBEN MADRID

REPORT OF THE TREASURER: CURRENT BALANCE OF $ 10,251.75 ACCEPTED BY NORBERT MILES

REPORT OF THE CERTIFICATION COMMITTEE: NO REPORT

REPORT OF THE MEMBERSHIP COMMITTEE: NO REPORT, LOOKING FOR VOLUNTEER

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NOTHING TO REPORT, WARREN REEVES AT NAB

REPORT OF THE SCHOLARSHIP COMMITTEE: NOTHING TO REPORT.

REPORT OF THE WEB SITE COMMITTEE : NORBERT MILES PROVIDED A LINK FROM HIS KINT98 SITE AS HOST. TWO NEWSLETTERS ARE POSTED AND A LINK TO SBE NATIONAL.

REPORT OF THE EAS CHAIRMAN : KLAQ MISSED TEST ON MARCH 17.

REPORT OF THE PROGRAM COMMITTEE: NO REPORT

UNFINISHED BUSINESS: ENNES WORKSHOP IS COMING TO EL PASO, ON MAY 21, 2010. WE WILL HOST THIS GREAT EVENT.

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: LOOKING FOR A PLACE TO HOLD THE "TASTE OF NAB", FOR JUNE 9. EPCC NOT AUTHORIZING THIS YEAR.

NEXT MEETING DATE AND LOCATION: MAY 11, NOON @ GRAND CHINA BUFFET, SUNLAND PARK, EL PASO.
NOTE: IF CHANGES IN LOCATION, THAT WILL BE NOTIFIED OR CONFIRMED LATER.

MEEETING ADJOURNED: 1:10 PM ACCEPTED BY ENRIQUE LOPEZ

LOOK AT PAGE 5 FOR THE SECTION :

THE PROFILER
SBE NATIONAL MEMBER # 5736
NAME: ERNEST D. HART CSBE

MAY PROGRAM

KSCE TV 3
CHRISTIAN TELEVIS
EL PASO • LAS CRUCES • CD. J

KLAQ 95.5FM / KROD 600AM
BRAD DUBOW
GENERAL MANAGER
4180 N.Mesa   El Paso, Tx 79912
(915) 544-9550

THE ENNES WORKSHOP IS THIS MONTH, MORE PRECISELY ON THE 21ST. IT IS FRIDAY AND WE EXPECT TO HAVE A WONDERFUL DAY.

THE FEE OF $ 25.00 FOR SBE MEMBERS ($ 35.00 NON MEMBERS) IS A GREAT BARGAIN THAT NOBODY CAN BEAT. FOR THIS FEE YOU GET:

==HOT BREAKFAST

==HOT LUNCH

==TO BE WITH FRIENDS AND MEET PEOPLE AND MOST IMPORTANT:

== EDUCATION HERE AND NOW

YOU DIDN'T MAKE TO NAB THIS YEAR?, WELL, TELL YOUR MANAGER THAT.

REGISTER ON LINE NOW !!

WWW.SBE.ORG

WHEN: MAY 21, 2010

WHERE: WYNDHAM EL PASO AIRPORT HOTEL & WATERPARK T

TIME: 8 AM TO 5 PM
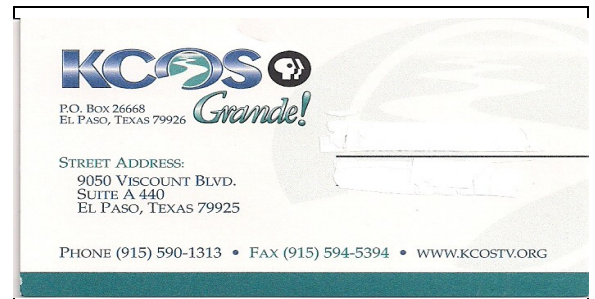
KELP RADIO AM 1590
EL PASO'S CHRISTIAN STATION
6900 Commerce
El Paso, Texas 79915
915 / 779-0016
FAX 915 / 779-6941
Arnold McClatchey
Owner

KCOS Grande!
P.O. Box 26668
El Paso, Texas 79926
STREET ADDRESS:
9050 VISCOUNT BLVD.
SUITE A 440
EL PASO, TEXAS 79925
PHONE (915) 590-1313 • FAX (915) 594-5394 • WWW.KCOSTV.ORG

THE PROFILER PRESENTS:

ERNEST DUNCAN HART CPBE, national member # 5736

Born in Portland, Maine.
Graduated from Portland High School, Industrial Arts course.
Graduated from DeVry Technical Institute in Chicago, IL., studied Radio/TV service and communications.
Certified by the Society of Broadcast Engineers as a "Professional Broadcast Engineer" certification #50018.
Current status is that of "Lifetime Membership" & "Lifetime Certification"
Hold a lifetime FCC general radiotelephone operator license.
Moved from Maine to El Paso in 1979 to enjoy a warmer climate.

 *Director of engineering KTSM-TV (1997-2009
  *Chief Engineer KFOX-TV ((1993-1997)
  * Manager/Systems Engineering DYMA Engineering, Inc (1985- 1993)
  *Chief Engineer KBVO-TV(1983-1985)
 *Maintenance Tech, ACE and then Chief Engineer KDBC-TV as well as Service Engineer   for KTEP-FM,
Video Productions Inc., Cimarron Productions & RCA Service Company (1979-1983)
  *Field Service Tech WCSH AM/TV Portland, Maine (1975-1978)
 *Maintenance Tech/ACE WPOR AM/TV Portland, Maine(1967-1974)
 *Chief Engineer WGAN AM/FM/TV Portland, Maine (1966-1971)
 *Operations & Maintenance Engineer WAGM AM/TV, Presque Isle, Maine (1965-1967)

HERE IS WHAT ERNIE SAYS ABOUT HIMSELF .

I was born in Portland, Maine 11-28-1940 and have 3 older sisters. Two of my sisters have passed away.
I was married to Chris Vollbrecht on 3-25-1961 until she passed away on 10-20-2008.
We have 3 children, a daughter that works with the Anthony Police department, a son that is a school teacher in California and another daughter that lives in Iowa and worked for the University in Ames until she retired last year to take care of her 2 daughters.
I remarried last year to my high school sweetheart Jean. We got together after 50 years of no contact. It took some doing to track her down, but I persisted.
Hobbies can be best described as a packrat. Chris and I collected many things over the 48 years we were married.
I collect coins and arcade games. The arcade games are for relaxation and some profit as I find new homes for them.
I restore old pinball, jukeboxes, dart machines, and video games. Being an auction junkie means that there are many more things that fill up my workshop (or TOYBOX as it is referred to). I have a 30 x 40 Quonset hut in my backyard for a workshop.
When I am not busy with these things I collect art by several local artists, mainly Rudy Montoya Jr. I am somewhat of an amateur artist as well. You can also add woodworking to the list of things that I dabble at.
Now that I am retired, I have trouble finding time to do the things that I did while I was working.
But don't get me wrong, retirement is FUN.
◇◇◇
I met Ernie in 1997 when he moved to KTSM and I took his position in KFOX. I learned from him a few good things and He got my admiration as a very professional Engineer and a very enthusiastic member of the local SBE chapter. He is one of those that makes friends easily.