NEWS

Extracting and preparing Metadata to make video files searchable.

Article courtesy of Telestream, Inc .(Continued from May issue)

Meeting the Evolving Requirements of Content Aggregators and Distributors

Each aggregator (e.g., iTunes, YouTube, etc.) has its own metadata file format and delivery requirements. To complicate matters even more, new video hosting sites emerge regularly, and existing aggregators may change their metadata requirements frequently as technology evolves and user requirements escalate.

Some aggregators require submitters to send the video, then the metadata files – others stipulate the reverse order. Some aggregators require that the video and metadata reside in the same file – compressed in a certain format with the right structure inside. Finally, many video formats support metadata attached directly to the file (in-file metadata), and some aggregators support this method of submission. In this final example, attaching the metadata to the video file has the advantage that the metadata cannot be lost by the aggregator or separated from the video when a user downloads the file to his or her computer instead of viewing it on the internet.

Many aggregators provide public specifications for their delivery schemes. For example, YouTube has several methods for content delivery that can be directly accessed from its website. Other aggregators, such as iTunes and many VOD aggregators, have special requirements that are only provided to content providers who are actually uploading content. If you plan to support uploading to an aggregator, it is worth reviewing their requirements as early as possible.

Five Steps for Making Video Files Searchable

There are five key steps content submitters can follow to facilitate the capture and creation of metadata, ultimately making video files more searchable:

Step One: Determine which fields are used for searching.

It is important to understand the requirements of the system you are delivering to. Each aggregator prioritizes and accepts specified fields. These fields can vary from one provider to the next. Therefore, it is important to identify the fields which will be used for Internet searching by the provider you plan to submit to. Metadata may include author, description, keywords, when to start playing, when to stop playing, episodes, etc. Of these, *description* and *keyword* fields are likely used by providers to make videos searchable on the Internet. However, each provider will have its own set of specific fields and rules that it follows. Check with your provider for more information

Step Two: Set up automated metadata extraction.

Content creators can speed up metadata selection by creating a text file where operators can look at the captions and extract keywords. This means that operators don't have to watch every video and write out captions manually. Alternatively, keyword extraction software can be used on the captions to determine the best words for searching. Some software solutions can also extract video properties and read external XML files to automate the collection of metadata.

Step Three: Set up manual annotation processes.

Metadata can also be entered by hand. In a simplistic implementation, a person might watch each video and type keywords into a text file, MS Word document, or a spreadsheet. The challenge created by this process is that the video and the metadata are now in separate files. Fortunately, effective metadata data-entry systems exist which can provide one place to watch the video and enter notes which are attached to the video within the system. These solutions can eliminate the complexity of having separate documents or spreadsheets with metadata and trying to match them up with the video file later. They also ensure that the metadata always stays with the video.

Step Four: Convert and package the metadata.

After the metadata has been extracted and/or annotated, it must be formatted according to the aggregator's requirements.

Step Five: Deliver the video and metadata to the searchable destination.

In the final step, the video content is transcoded to the appropriate format for each destination, and then both the metadata and the video are delivered. This is where flexible software solutions enable content owners, creators, aggregators, and distributors to choose the

EL PASO,TX CHAPTER 38 MEETING MINUTE
DATE   5/11/2010   LOCATION: KTSM/KDBC

MEETING CALLED TO ORDER: 12:12 PM, BY ANTONIO CASTRO, THERE WERE 21 MEMBERS IN ATTENDANCE.

REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN THE NEWSLETER BY DAVID HALPERING AND CARLOS SOSA

REPORT OF THE TREASURER: CURRENT BALANCE OF $ 10,675.57 ACCEPTED BY NORBERT MILES

REPORT OF THE CERTIFICATION COMMITTEE: NO REPORT

REPORT OF THE MEMBERSHIP COMMITTEE: WILL INVITE JIM McGowan– PANASONIC-AS A SUSTAINING MEMBER

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: REQUESTED TO GATHER ALL FREQUENCIES FROM ALL THE STATIONS AND COMPILED BY WARREN REEVES

REPORT OF THE SCHOLARSHIP COMMITTEE: CHAPTER WILL GRANT TWO SCHOOLARSHIPS FOR 2010. GLENN LEFFLER HAS ONE CANDIDATE FOR RECIPIENT OF 2010 STUDENT SCHOOLARSHIP AND THE OTHER SCHOOLARSHIP WILL BE APPLIED TO STUDENTS TO ATTEND THE ENNES WORKSHOP

REPORT OF THE WEB SITE COMMITTEE : NORBERT MILES EXPLAINED TO THE GROUP HOW TO ACCESS THE WEBSITE
REPORT OF THE EAS CHAIRMAN : NO REPORT FROM RON HANLEY. DAVID HALPERING (KLAQ) PARTICIPATING IN CONFERENCES WITH T.A.B.
REPORT OF THE PROGRAM COMMITTEE: NO REPORT

UNFINISHED BUSINESS: ENNES WORKSHOP: AT THIS POINT, WE HAVE 25 REGISTRANTS**.** ***GRACE SUGGESTED TO RUN A PSA, WHICH KVIA IS PRODUCING***

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: "TASTE OF NAB" HAS NOW A PLACE TO BE HELD ON JUNE 9, 2010. WILL BE CURREY@ADKINS CONFERENCE CENTER FOR A COST OF $ 400.00. TofNAB WILL COVER LUNCH

NEXT MEETING DATE AND LOCATION: IT WILL TAKE PLACE AT THE "TASTE OF THE NAB", JUNE 9, 2010, 9 AM AT CURREY@ADKINS CONFERENCE CENTER

NOTE FROM THE EDITOR: THIS MONTH ISSUE WON'T INCLUDE THE ARTICLE "THE PROFILER", BUT INSTEAD WILL HAVE ROOM IN ORDER TO CONCLUDE THE "NEWS" ARTICLE: EXTRACTING AND PREPAIRING METADATA TO MAKE VIDEO FILES SEARCH-ABLE…. THREE PARTITIONS WILL CUT THE CONTINUITY OF A GOOD ARTICLE.

THANKS FOR YOUR UNDERSTANDING

JUNE PROGRAM

JUNE IS THE MONTH FOR THE "TASTE OF NAB" ROAD SHOW BROUGHT TO YOU BY LARRY BLOOMFIELD, OUR TRAVELER FRIEND WHO BRINGS A LOT OF GOOD THINGS: A MINI SHOW FROM NAB'10, INDOOR PRIZES, RAFFLES AND LUNCH.

THIS YEAR, OUR CHAPTER IS HOSTING THE SHOW AT THE "CURREY ADKINGS CONFERENCE CENTER". CHECK FOR THE MAP IN OUR WEBSITE HOSTED BY ....KINT98.COM .

JUNE 9 IS THE DATE, AND THE TIME IS FROM NOON TO 3 PM. (VOLUNTEERS TO SET UP ARE WELLCOME AT 9 AM).

CHECK www.tech-notes.TV AND follow "TASTE OF NAB". Click 2010 itinerary, then click "EL PASO" to see prizes AND MAP.

DO NOT MISS THIS CHANCE TO AUGMENT YOUR KNOWLEDGE IN THIS (3) THREE OUR EVENT. GUESTS AND STUDENTS ARE WELLCOME.
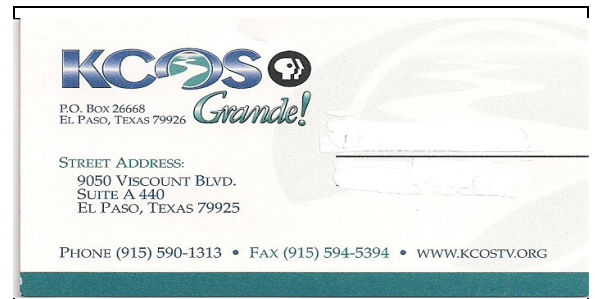
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BRAD DUBOW
GENERAL MANAGER
4180 N.Mesa   El Paso, Tx 79912
(915) 544-9550

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 functionality and feature sets to meet any digital media workflow requirement. Workflows typically include what video file format to create, whether to FTP video files or use a different delivery protocol, and the ability to select processes which instruct when to deliver either the metadata first, or the video first.

Using Telestream Solutions for Metadata Creation, Preparation, and Delivery

Video content creators and submitters are now seeking packaged solutions to assist them with the process of combining metadata with media to meet the unique file format and delivery requirements of a growing number of content aggregators and distributors. Telestream‟s products include tools and capabilities that facilitate and automate the processes for extracting, annotating, formatting, and delivering video and metadata.

Telestream‟s FlipFactory® workflow automation software products simplify the process of extracting information for the creation of metadata. The software is installed on a server, and it watches for video files that are placed in one or more hot folders. When files appear, it can automatically begin to process the files (or if a user prefers, a file can be manually submitted). Each file is sent to a *factory* whose assigned set of rules can include what format to create, analyses to be performed, metadata packaging guidelines, and where to deliver the file. These rules are chosen or built by the FlipFactory administrator.

In the simplest case, the video content owner sets up the rules, video files are dropped into a hot folder, and the *factory* does all of the conversion, packaging, and sending automatically. The administrator can build in steps requiring the system to wait for user input, allowing operators to review videos and annotate metadata.

Included with FlipFactory is Telestream‟s exclusive MetaFlip® technology, which allows users to automatically flip (transform and deliver) metadata along with video and audio files to meet the data requirements of content distribution service providers. MetaFlip enables easy, accurate data entry and review through automatically generated data entry forms. This simplifies the workflow and quality assurance process to deliver and package metadata and video in the format specified by the delivery destination.

MetaFlip currently supports iTunes RSS requirements and CableLabs VOD workflows, with support for other major content websites being added. MetaFlip is included as a standard feature in all FlipFactory products. With MetaFlip, metadata files can be:

• **Generated automatically by transforming metadata sources**. MetaFlip picks up XML files containing metadata and translates them to simultaneously create any number of output metadata files in parallel with their corresponding video files.

• **Generated automatically from data sources**. Using the FlipFactory SDK, metadata can be obtained from virtually any source to create the metadata files.

Created supporting existing standards or unique formats. Using XSL stylesheets, MetaFlip offers a truly open metadata platform allowing *virtually any output metadata file format to be supported*. Simply provide the appropriate stylesheet, and MetaFlip will start generating the files. Standard metadata file support includes RSS feeds, iTunes, and VOD XML formats.

• **Created manually using data entry forms**. MetaFlip presents a form to operators allowing them to perform data entry for video files within the FlipFactory system. Default values, drop-down options, and form structure can be configured by the FlipFactory MetaFlip administrator.

• **Generated in one pass**. A single data source can be transformed into multiple output files, each with unique format and delivery specifications.

• **Delivered with the video file**. Using FlipFactory‟s built-in delivery services, metadata files are delivered with the video files through common protocols, directly to content aggregators.

Using FlipFactory with MetaFlip automates metadata workflows with a single, scalable solution.

Summary

Video objects are very hard to search on the web. Although many search engines are becoming more multimedia aware and allow users to search video keywords and descriptions, the more information the content creator can attach to the video file, the greater the likelihood that viewers will be able to locate and view the video. This results in higher visibility and possibly increased income for the video creators.

Telestream provides a robust set of video software tools that both allow for metadata information to be embedded within the files themselves and/or prompt a user to enter metadata before the file is submitted to the aggregator. With Telestream FlipFactory and MetaFlip technology, the task of creating metadata for videos has finally gotten much easier.

About Telestream

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed, or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components to fully automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream corporate headquarters are located in Nevada City, California and its team of video experts are located in France, Germany, Sweden, UK and US. The company is privately held.

For more information on Telestream products and services, visit www.telestream.net or contact us at +1 530 470 1300.

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THE EL PASO ENNES WORKSHOP WAS A GREAT EVENT, VERY WELL ORGANIZED, VERY PROFFESSIONAL AND WITH THE RIGHT ATTENDANCE.
SBE CHAPTER 38 WILL LIKE TO THANK THE PRESENTERS AND KIMBERLY KISSEL , SBE DIRECTOR OF EDUCATION FOR THE BIG EFFORT TO MAKE IT HAPPEN SO SMOOTH AND UNDERSTANDABLE. WHAT A PROFFESSIONAL BUNCH !!!

BIG THANKS GO TO THE MEMBERS OF THE EL PASO CHAPTER FOR THE ENTUSIASM, IDEAS AND COLABORATION AS WELL AS THOSE NON MEMBERS THAT HELPED AND ATTENDED THIS EVENT

THIS WAS THE FIRST TIME FOR EVERYBODY, AND NOW THAT WE KNOW HOW TO BRING EDUCATION, WE ARE GOING TO BE OPEN TO MORE IDEAS. EDUCATING OUR ENGINEERS IS ONE OF OUR MAIN GOALS, BUT WITHOUT YOUR PARTICIPATION, IT WILL BE SO HARD TO ACOMPLISH. THANKS AGAIN !!!

DID YOU HAVE A CHANCE TO WATCH OUR 15 SECONDS "PSA" IN MOST OF THE TV STATIONS?

PLEASE ACCESS OUR WEBSITE "KINT98.COM" TO SEE A LOT OF PICTURES FROM THIS EVENT.

...............................C O N G R A T U L A T I O N S   C H A P T E R   3 8...............................