



Delivering Quality

Radio and TV Information Management

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Steve Jupe)			
Contact(s) for Help	Steve Jupe			
Description	<p>Intended Audience: For all those involved in the management of archives and information services across the BBC. Also available on bbc.co.uk.</p> <p>Use: This document defines the different levels of cataloguing and indexing that are applicable to different genres of programmes to enable effective and efficient retrieval of television and radio programmes and extracts from those programmes.</p>			
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BBC Information & Archives Policy
for Information Management
For Television and Radio
Programme Documentation

Sponsored /Endorsed by : Production Library User Group
Archive Management Group

Sue Malden, Information & Archives Corporate Affairs
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INFORMATION MANAGEMENT POLICY FOR BBC TELEVISION & RADIO PROGRAMME DOCUMENTATION

Summary

- ◆ This policy has been drawn up in consultation with key user groups, BBC English Regional and National Library experts and I & A specialists.
- ◆ For the first time this policy defines the different levels of detailed cataloguing and indexing that are applicable to different genres of programmes to enable effective and efficient retrieval of Television and Radio programmes and extracts from those programmes.
- ◆ This is to be a BBC wide standard for programme Information Management applying to News, World Service, Television and Radio Output
- ◆ The essential related data elements are listed as part of the Policy.
- ◆ Standards for a Union Catalogue of BBC data will be created as a result of adoption of this policy.
- ◆ Shared input to the database will be possible from many sources eg Production , English Regional and National libraries.
- ◆ The Policy will enable greater, more efficient and effective use of BBC programme content through online access to consistently managed content data.

Introduction

- ◆ This is the first time that BBC-wide standards for information management of Television and Radio programme content have been established.
- ◆ It is essential that, as the diversity and range of those creating metadata increases, standards are established in order to ensure consistency and compatibility.
- ◆ The creation and input of metadata is an activity shared across many departments in the BBC, including libraries and archives. The principle of a pan - BBC information resource will avoid duplication of effort and ensure working in partnership to create a whole service.
- ◆ The information to be managed includes a range of supporting metadata e.g. subtitles, scripts, PasBs, billings, EPG, audio description etc. *See also Intake Policy.*
- ◆ Data generated by Production (shotlists, scripts, PasCs etc.) should be available (electronically where possible) to the archives, to avoid duplication of effort. Captured once, correctly, it can be accessed many times by a wide range of users.
- ◆ This will require clear delineation of areas of responsibility for data collection and input. For example, production libraries for Sport and the Natural History Unit contribute the cataloguing data for their specific output.
- ◆ In the digital environment the role and value of information management will evolve into: Identifying the data/metadata essential to the BBC from a wide range of sources - production teams, transmission schedules, editing etc, and ensuring compliance with standards such as SMEF.
- ◆ This material may only exist at component level in a non-linear environment, for example, video/audio/text, combined via one or more edit decision lists.
- ◆ Technological developments, such as automatic shot-logging, keyframe extraction, video, audio and speech recognition, and use of teletext data, should be introduced, when fit for purpose, to enhance and speed up the information management process.
- ◆ Support, in terms of training and guidelines will be required in order to ensure consistency in the application of this policy. This should be supplied by Information & Archives.

Objectives of the Policy

- ◆ To define the appropriate level of description and allocation of index terms for titles, names, subjects etc. to enable programmes, items or sequences to be located for research/re-use. A list of the required metadata fields can be found in Appendix 1. In principle, this metadata should be captured, electronically where possible, as soon as it is created during the commissioning/production process,

following these agreed standards. It can then be made available to all relevant parties, with access control where appropriate.

Use of digital asset management systems and process re-engineering are now required to manage the increase in volumes of programme output and related data.

- ◆ To establish criteria for common standards of cataloguing material content wherever it may be created / generated.
- ◆ To ensure the function of the consistency in the creation and contributions to a pan BBC catalogue which will provide a key to the material in order to facilitate fast access to programmes and content for a range of purposes such as selection for scheduling packages and extract reuse (including sales), out of context from the original programme.
- ◆ Such a policy is essential to ensure efficient retrieval and maximum use of material.
- ◆ This policy is to be applied to all transmitted programmes and secondly to rushes/original recordings, including News material.

Minimum Data Requirements For Television and Radio Programming

There are three differing levels of subject information which require some, or all, of the minimum data elements as identified in Appendix 1. All programme output would have a level of subject information applied as appropriate.

◆ Level 1- Minimum Level

The minimum level of data supports schedule selection purposes and analysis of output. This is provided by a brief annotated summary of content, following the data elements identified in the first section of Appendix 1 (shown in **bold**)

Genres which fall into this category would include drama, light entertainment, consumer programmes.

◆ Level 2 - Content level

In addition to the minimum level of data, this is a summary description of the images/sound with a greater amount of indexing which enables programmes to be retrieved in more ways and in greater detail (granularity) than Level 1.

This level is produced by viewing/auditioning the programme or, where feasible, use of automatic shot-detection/speech recognition, and supports both programme and extract selection purposes.

Genres which fall into this category would include arts, documentaries, current affairs.

◆ **Level 3 - Shotlisting/audio sequence detail**

This level provides access to output which will yield useful reuse extracts or content which cannot be economically re-constructed. This includes news bulletins and some factual programmes, in particular Natural History, which contain a high proportion of re-usable material.

This will also require viewing/listening/auto shot detection/speech recognition and skills to evaluate and select material suitable for re-use.

This level of detail is particularly relevant to analysis of rushes and unedited original sound recordings for which there will be two values - to create extended versions of programmes, and to reuse shots/sound out of context.

MINIMUM DATA LISTINGS FOR RADIO AND TELEVISION PROGRAMMES (consistent with SMEF definitions)

Section 1 of the minimum data listing (shown in **bold**) relates to the minimum level of data required for cataloguing and retrieval of material. Section 2 relates to the additional data elements required for more effective cataloguing and retrieval of material.

Data Elements	Description
Unique identifiers at series/ programme/ item/ extract level Title	e.g. programme title; sub title; strand title
Programme number	applicable to all related material
Accession number	unique tape storage number
Method of TX	e.g. live, film, vt, DAT, CD
Broadcast date	original and/or repeat transmission
Broadcast duration	in hours, minutes and seconds
Channel	e.g. BBC 1, Choice, Radio 4
Origin	e.g. Independent, Acquisition
Summary description	of the programme or shotlist
Presenter/reporter	
Contributors	e.g. cast list, interviewees, musicians
Production credits	e.g. directors, producers, editors
Copyright details	e.g. copyright, co-production, independent or acquisition details
Genre	
Subjects	
Production code	
Spool number	numbers for all transmitted tapes
Status of tape	e.g. Original, Security, Transmission
Component parts	e.g. m & e
Mono/stereo	applicable to both TV and Radio
Aspect ratio code	if and where given
Tape length	
Recording duration	in hours, minutes and seconds
Start time	
Recording date	
Version	e.g. reversion for America, subtitled etc
Broadcast time	
Opt-out information	national or regional network
Archival decisions	for selection of material
Restrictions on usage of content	for legal, compliance or contractual reasons which may vary over time
Wiping/retention decisions	
Broadcast history	
Existence of complaint about programme	particularly if that complaint was upheld

Document History

Version	Date	Comment	Author
0.1	02/00	Circulated to I&A Operations for Comments	Sue Malden
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0.4	02/00	Approved by the World Service User Group	Sue Malden