

Pushing Metadata Capture Upstream into the Content Production Process: Preliminary Studies of Public Television

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Abstract

This paper examines the issue of metadata lifecycle management, highlighting the need for conscious metadata creation to become part of the digital media production workflow in order to facilitate effective digital curation. Based on a study of public television workflow conducted in 2006, it reports on ways metadata might be captured from existing resources within the television production process, and ingested into a preservation repository. The authors identify areas in the workflow where small changes may yield significant improvements for preservation and curation of assets. This report also proposes methods by which producers and custodians of cultural content can work together to ensure the longevity of digital information, and outlines further studies that might turn these preliminary studies into standard practice. It encourages digital curators in all disciplines to begin looking back up the content production process for sources of rich metadata, rather than relying primarily on that created at the archival end.