Metadata Management on Tapeless Digital TV

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Abstract

One of the main broadcaster's challenges today, is tapeless approach.
The implementation of a media management system that could be modular, interoperable, workflow-based and cost-effective at the same time is the real challenge.
Digital TV requires more metadata attached to the video, as Epg, Multilanguage subtitles, aspect ratio conversion, and broadcasted at the same time.
But the biggest challenge is the paperless approach; it's not possible to attach a paper to a file, so all the paper based steps must be changed to digital based steps.
This document provides a description of the implementation of media solutions completely based on digital workflows, with a focus on the importance of metadata in a tapeless, digital environment.

Introduction

Moving to tapeless is the core of a digital TV.
Tapeless cuts the cost in all the TV areas from production, to approval and broadcast, but also retrieve ad repurpose old content is extremely simple using the tapeless approach.
But tapeless changes the organization of a broadcaster.
If you run a tour in a real broadcast station today you see two objects.

- Tapes
- Paper

While tapes are easy replaced in a tapeless system, paper is harder to change.
You cannot attach a paper to a file,   this simple rule say also you cannot use a different system to produce the paper metadata but you need to move everyone to a single metadata and file management system.
Metadata cannot be attached to a file and the different video files wrapper you need to use cannot carry all the metadata you need inside, so only a MAM system can handle the correct links between all the metadata.
Epg data is an example, Epg is developed at production site and it's linked to the product for all its life.
Rights information also, but those can change while the video content is the same, only a MAM can give you all the links you need.

Integration

Now one step further, Digital TV has more broadcasting scheme than before, you have analogue broadcast but also satellite, DTT, DTH, internet and more.
All with different video formats, metadata inclusion, rights management, this require an efficient connection between the MAM data and the 'playout system'.
As an example if the same video must be broadcasted on DTT channel and streamed to internet MAM workflow must drive multiple tasks:
Find the MXF 50 megabit copy and deliver to DTT playout
Find or create the wmv copy and deliver it to the internet streaming
Deliver Epg data to the Epg system of DTT including program classification.
Deliver Epg data to the HTML creator of internet metadata page, including eventually limited rights for some users worldwide so they cannot stream it.