

Heather Powell

Head of Metadata at ITV

ITV's approach to managing Metadata: the road to 2015

Abstract: For ITV, descriptive and technical metadata about our content is a key asset. Recently we have undertaken a major review of our strategy for harnessing the right data at the right time and reshaping existing roles in order that those involved understand their responsibilities in the metadata supply chain.



Biography: Heather Powell was Head of Metadata until August 2013 and is now the Archive & Metadata Consultant for ITV. Before joining ITV she was part of the BBC Information & Archives senior team as English Regions Manager and Head of Information & Archives, North, which included planning the new structure and service for the new ways of working in Media City. Her previous experience included Head of Programme Library for Yorkshire TV. On rejoining ITV in September 2010 she led the team devising a pan-ITV Metadata & Archive strategy that was implemented in 2013.