Archive & Metadata Operations

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Archiving Tomorrow
November 2013
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1. About ITV and its collections
3. What we’ve learnt and continue to learn
About ITV

• 1955 –

• Individual companies

• Lots of legacy collections, systems, separate libraries, inconsistencies

• Complex rights, unclear links to assets

• Assets managed separately, data alignment issues, type of data

• Often when ITV was successful with metadata, individuals made it so, not because of intrinsic capability
Winds of change: ITV Transforming

• 2010 – One ITV, Transformation 5-year plan

• New revenue streams, non-linear

• Global business

• Analogue to Digital

• Commercial priorities, Rights-based data

• Competition placing data at its heart

• Start of Central Metadata Hub in Leeds, but away from the business

Who is our customer?
Some stats

- 200,000 hours of content
- 2 million physical assets
- 1.5 million news, sports and stock-shot assets
- Stills, photographs, document archives
- Av of 17,000 version identifiers per year with minimum metadata set
The family receive a warm welcome at Duneagle Castle, visiting Rose and her parents in the Highlands. But there is no disguising the tensions between their hosts.
Transforming...our objectives

• One ITV

• “Get Fit”

Our response:

• ITV Metadata Strategy Project (Aqua)

• Archive Transformation project
Data Driven: Metadata Strategy

• Invest in Metadata - not all data is good data, key points of data creation, earliest point and then throughout lifecycle

• Value from Metadata - Right first time, anytime enhancement, tracked

• Manage Metadata through competence - influencing best quality from the content creator throughout the process

• Sustainable Solutions - clear policies, accessible to end users, managed lifecycle

• Data security/Information policy added to the mix
Mission for 2015

Empowering One-ITV with high-quality, trusted metadata delivered on time to any platform or business in order to achieve the ITV 2015 vision.
Libraries & Archives Transformation

Data driven, value-led, knowing what we’ve got to exploit commercially

- Value to Business  Pan-ITV decision-making, CPG
- Sift, de-duplicate, relocate
- Direct access to data, self-help
- New structures – supporting digital delivery, matching useful data to assets
All joined up - the new structure for AMO

Tapes, films and digital

Right data and media in right systems at right time

Pan ITV agreements

Archive

Metadata – Media Managers

Metadata – Policies

ARCHIVE, RIGHTS & METADATA OPERATIONS
What we’ve achieved so far

• Operational changes, technology supporting the business

• Centralising the collection, knowing what we’ve got

• Internal standards

• external standards and cooperation
  DPP file delivery by October 2014, standardising the UMID’s – ISAN/EIDR

• Core Metadata Competencies across the organisation, Media Manager capturing data throughout the content lifecycle

• Establishing Information Security policies and training across ITV

• A Data Model

• First Media Manager in Media City in April 2013, will be one on each site
The road ahead to 2015

• active pan-ITV governance structure – basing decisions on business and commercial benefits
  Operations, Curation, Content Prioritisation

• review boundaries: create/amend the roadmap

• Recruitment and training

• Keeping central to other transformation business, Production Modernisation, Content Delivery, On-line simplification

• selecting right technology, together
What have we learnt?

and are still learning

There is often no manual
“Mixed economy” for years to come

there is no manual
get fit
collaboration, external and internal
Clear overall strategy and vision

- base on business need not on latest untried innovations, technical fads
- be ready to be flexible, accommodate new needs, re-align boundaries
- things might happen “but not necessarily in the right order”
Confidence trap

Avoid becoming complacent, everything is constantly changing.

keep talking (communicating)

understand conflicting cultures.

not everyone is on the same page.

take your eyes off the shop floor at your peril!
The new core skillset?

- Few reference models
- From store to library to business content value
- Training and the learning curve
- Interacting, persuading, articulating
- Balancing act – which team are you in?
Continually refer to the bigger picture

wider environment, commercial objectives are paramount

investment in digital/technology often implies reducing resources elsewhere

governance, buy-in from across the business

opportunity for creative solutions
Our data-driven archives are the river running through the end-to-end processes of production, publishing and broadcasting in ITV.

Digital possibilities compel us to ensure they are fit for purpose and managed effectively.

Challenge: on the river's choppy waters keep view of horizon but don’t ignore eddies and whirlpools

but, don’t be diverted by eddies and whirlpools so you lose the horizon/end game
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