

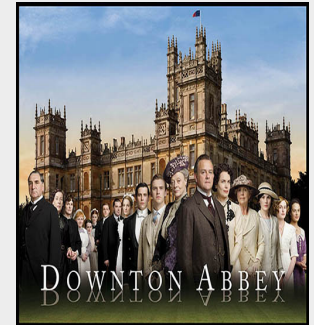


# **Archive & Metadata Operations**

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Archiving Tomorrow  
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# Archive & Metadata Operations

1. About ITV and its collections
2. Metadata & Archive Strategy 2010-2015
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

# ITV Player

**PARIS Programmes**

Programme\* 1/8697

Programme Title DOWNTON ABBEY

Details Titles Series Episodes Productions Part

**PARIS Series**

Series\* 1/8697-05

Series Title DOWNTON ABBEY CHRISTM.

Programme Title DOWNTON ABBEY

Details Titles Episodes Productions Part

General

Programme\* 1/8697

Rights Admin Leeds

Catalogue\* ITVDA

Series Status\* PROD

Genre DRAMA

Commission Type ITV Channels

Series Type\* ONEOFF

Order\* 5

Production Area\* EXTERNAL

Exploitation Priority Not Applicable

Priority Set By RIGHTS

Channel ITV1

Dummy Series ☐

Long Running ☐

**Synopsis Type**

DEFAULT

EPG

NINETY

THOUSAND

Episode\* 1/8697/0025

Title CHRISTMAS SPECIAL

Synopsis Type EPG Synopsis length 162 Maximum length 250 ☒ Valid

Synopsis\* 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.

**Downton Abbey: Episode 1: Christmas Special**

Duration: 2 hours Series 2012 • Episode 1

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.

More episodes

FREE 0 episodes

RENTAL 25 episodes

Rent for 99p  
YOURS FOR A MONTH

**Downton Abbey**

Maggie Smith, Hugh Bonneville and Elizabeth McGovern star in a glittering period drama following the lives of the aristocratic Crawley family on their estate, Downton.

itv

Like 193 Tweet 28

# 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

Archive



Right data and media in right systems at right time

Metadata – Media Managers



Pan ITV agreements

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

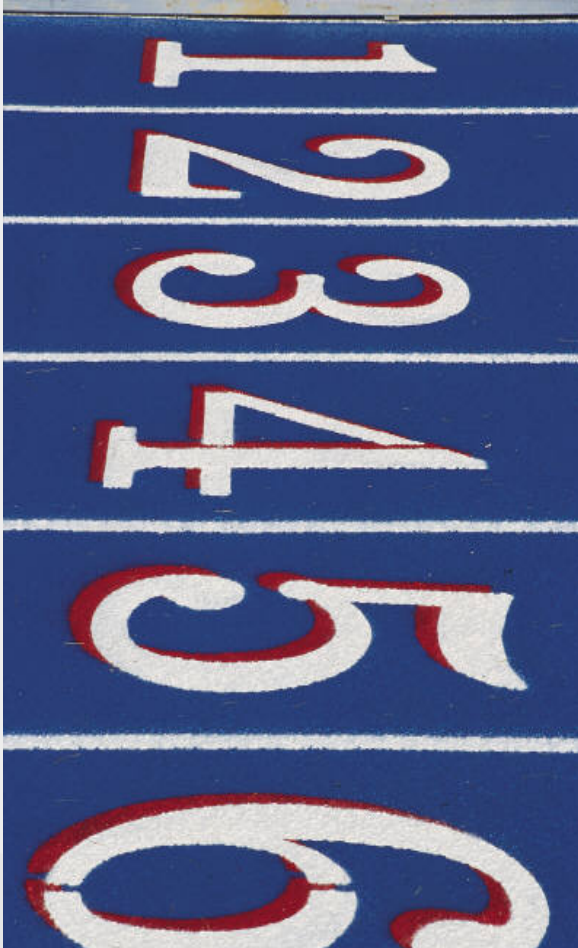


there is no manual

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 Aqua Strategy

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



## Contacts in ITV Archives, Rights & Metadata

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