Session Panelists

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- Metadata compliance
- Station EIDR onboarding
- EIDR registrant

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- Data Acquisition
- Data Management
- Data Quality
- Digital Asset Management (DAM)
Today’s Session

PBS Change Management Approach

EIDR Within PBS Lifecycle

Data Alignment & Metadata Governance

Lessons Learned
Challenge

Modernize publishing chain to become knowledge-driven.

Fragmented title management curated and rekeyed across 5 lines of business

Non-linear products do not use the legacy, house number identifiers

IPG + recommendation engines need machine-readable access to a single source of truth

Opportunity

Viewers expect a frictionless discovery experience.

Internal enterprise metadata management practices are now traceable to a viewer’s ability to discover Public Media content.

Aligning to an industry-wide identifier for television and commencing metadata accumulation at greenlighting, will ensure a “pointer” to a high-quality metadata record is publicly accessible – not curated – at the time of publishing.

Change Management Approach

Align to an industry data model and adopt a common language.

Socialize Viewer discovery trends and metadata best practices.

Comprise An EIDR matrix team of SMEs who curate Viewer metadata. Embed EIDR registration in their processes.
EIDR within the PBS Information Lifecycle

Greenlighting

Upon acquisition, PBS formatted its rights management system’s metadata model after EIDR’s schema.

Involve Data Custodians

Curation of show metadata, assists with collecting EIDR required fields.

Media Submission

Upon file submission, the metadata entities EIDR ID will be required, enabling an immediate connection to upstream metadata.

Seed Future Models

Position EIDR as the metadata model used for future projects.
Internal Metadata Alignment
Metadata Governance - Incorporating EIDR

**Governance**
- Identify the data pain points
- Identify the Data Stewards
- Identify the Data Custodian
- Prioritize the project
- Consider the show impact

**Data Collection**
- Understand the requirements
- Consider audience platforms
- Craft a metadata lifecycle
- Meet metadata requirements

**Data Quality**
- Custodian accountability
- Data traceability
- Metadata crosswalk
- **Industry-aligned metadata**
  - EIDR
Case Study: Internal Data Alignment

1. Problem Identified
   Data cross-walk for *GREAT PERFORMANCES* was conducted across viewing platforms, revealing discrepancies in season association and episode sequencing.

2. Solution
   Implement metadata governance by identifying appropriate stewards and custodians to establish data ownership.

3. Approach
   - Validate the proper season and episode sequencing across series.
   - Consider the business impacts to making changes.
   - Submit revised metadata to EIDR to update records and accurately link data externally.
Those who desire to share content can do so by **obtaining an EIDR ID** as a pre-requisite.

Prioritized the fields within the EIDR schema as the **high-valued** elements to focus on within the information lifecycle.

Aligning to EIDR is a journey. Converting a **legacy metadata model** to EIDR is not always black and white. **Learn to compromise!**

**Leverage** application profiles to acknowledge that certain systems require **metadata entities** that may not be part of the enterprise’s core metadata model.
THANK YOU!