PBS's Metadata Makeover:
Harnessing EIDR for Quality Content Delivery

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Session Panelists

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- Metadata compliance
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- Data Acquisition
- Data Management
- Data Quality
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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**.

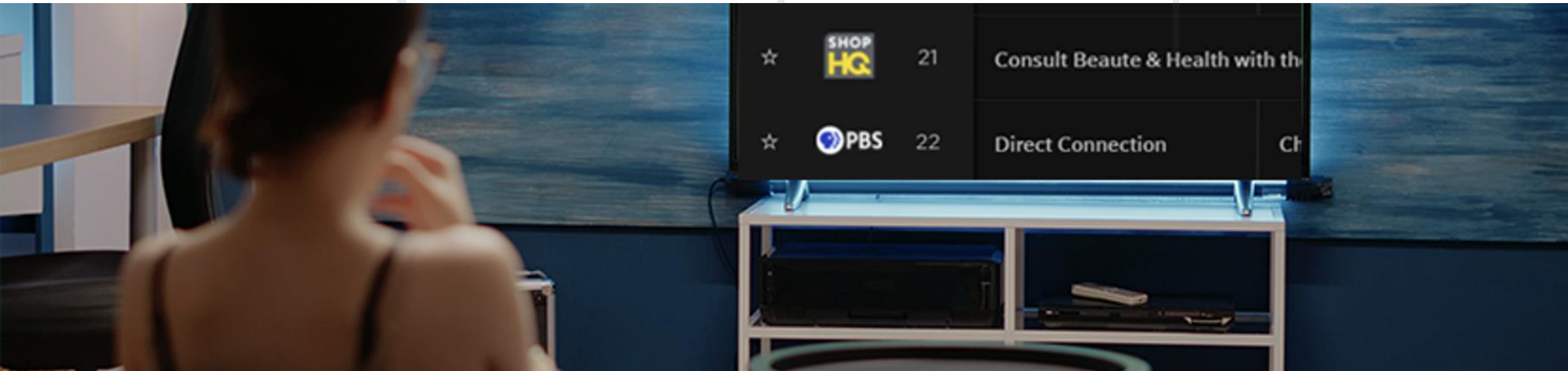## Involve Data Custodians

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**

PBS

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Case Study: Internal Data Alignment
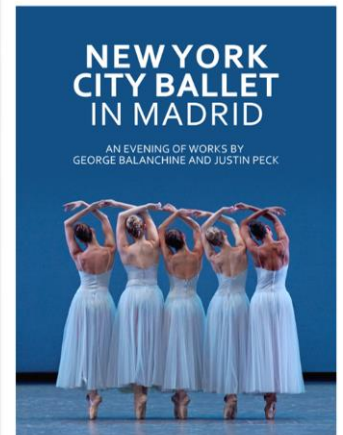
1 **Problem Identified**

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.

GP GREAT PERFORMANCES

NEW YORK CITY BALLET IN MADRID
AN EVENING OF WORKS BY GEORGE BALANCHINE AND JUSTIN PECK

RODGERS & HAMMERSTEIN'S 80th ANNIVERSARY CONCERT
MY *Favorite* THINGS

PBS

APPROACH

LESSONS LEARNED

Level the Playing Field	**Focus**	**Compromise**	**Room to Grow**

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!