

If you can't find it,
What good is it?

Philip Hodgetts
philip@IntelligentAssistance.com
philip@LumberjackSystem.com

- What is Metadata
- Technical, Content & Distribution Metadata
- Media Ranges with Content Metadata
- What are Keywords
- Easily Acquiring Content metadata
- Using Content Metadata for Organization
- Getting a head-start on non-scripted editing using Content Metadata

M

E

T

A

D

A

T

A

Everything we know
is metadata

The Essence



Technical Metadata

- Height
- Weight
- Race
- Hair Color



Technical Metadata

- Image Size
- Frame Rate
- Codec
- Exposure
- Location
- White balance
- etc



Content Metadata

- ??????



Content Metadata

- Name
- Address
- Skills
- Hair Color





Content Metadata



Video Production Paperwork : Logging Sheet

Production group: Rebecca, James, Emily, Fin
 Production Title (Working Title): Rebecca, James, Emily, Fin

COUNTER NUMBER	SHOT DESCRIPTION/ OTHER ESSENTIAL INFO	SHOT LENGTH	GOOD TAKE YES/NO
00:00:00:00	Running through door	00:00:03:09	✓
00:00:03:09	Running through door	00:00:02:20	x
00:00:05:22	Running through door	00:00:03:12	x
00:00:09:10	Running through door/ camera behind door	00:00:05:11	✓ x
00:00:14:21	Running through door/ camera behind door	00:00:03:03	✓
00:00:17:00	Running through door/ camera behind door.	00:00:04:24	✓
00:00:19:24	Picking up paper	00:00:04:14	✓
00:00:23:13	Looking at paper	00:00:00:20	x
00:00:24:19	Leaving out of room	00:00:07:07	x
00:00:31:03	Leaving out of room	00:00:07:13	✓
00:00:36:16	Close-up of paper	00:00:03:05	x
00:00:38:21	Close-up of paper/ pans up to person	00:00:16:05	x
00:00:53:15	Close-up of paper/ pans up to person.	00:00:12:01	✓
00:01:04:17	Running down corridor.	00:00:03:07	✓
00:01:08:00	Unnecessary shot.	00:00:01:20	x
00:01:09:20	Running through door/ towards camera.	00:00:05:21	✓ x

00:01:08:00	Unnecessary shot	00:00:01:20	x
00:01:09:20	Running through door/ towards camera	00:00:05:21	✓ x

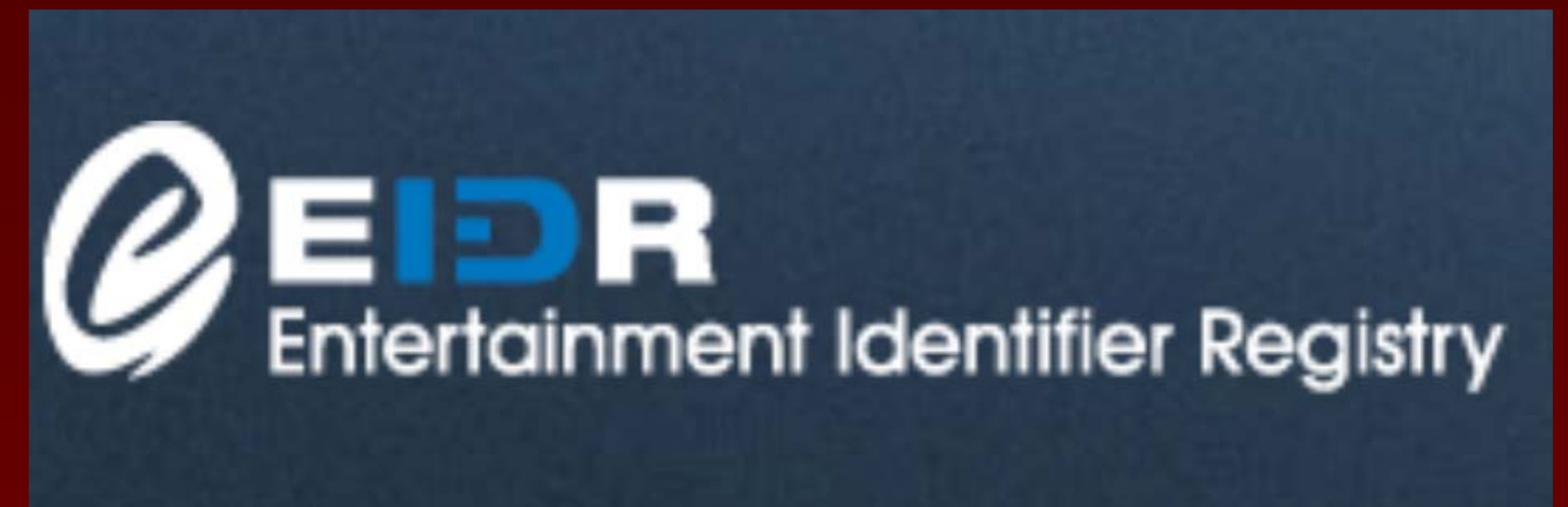
Types of Metadata

Start: 00:09:22:00
 End: 00:09:45:10
 Duration: 00:00:23:10
 Reel:
 Scene:
 Take:
 Camera Angle:
 Camera Name:
 Media Start: 00:00:00:00
 Media End: 00:09:47:08
 Media Duration: 00:09:47:08
 Video Frame Rate: 23.98
 Color profile:
 Audio Output Channels: 1
 Audio Sample Rate: 44.1 kHz
 Audio Configuration: 1 Mono
 Device Manufacturer:
 Device Model Name:
 Camera ID:
 Original Name:
 Orientation:
 Date Imported: Oct 31, 2014, 1:07:19 PM

Video Production Paperwork : Logging Sheet

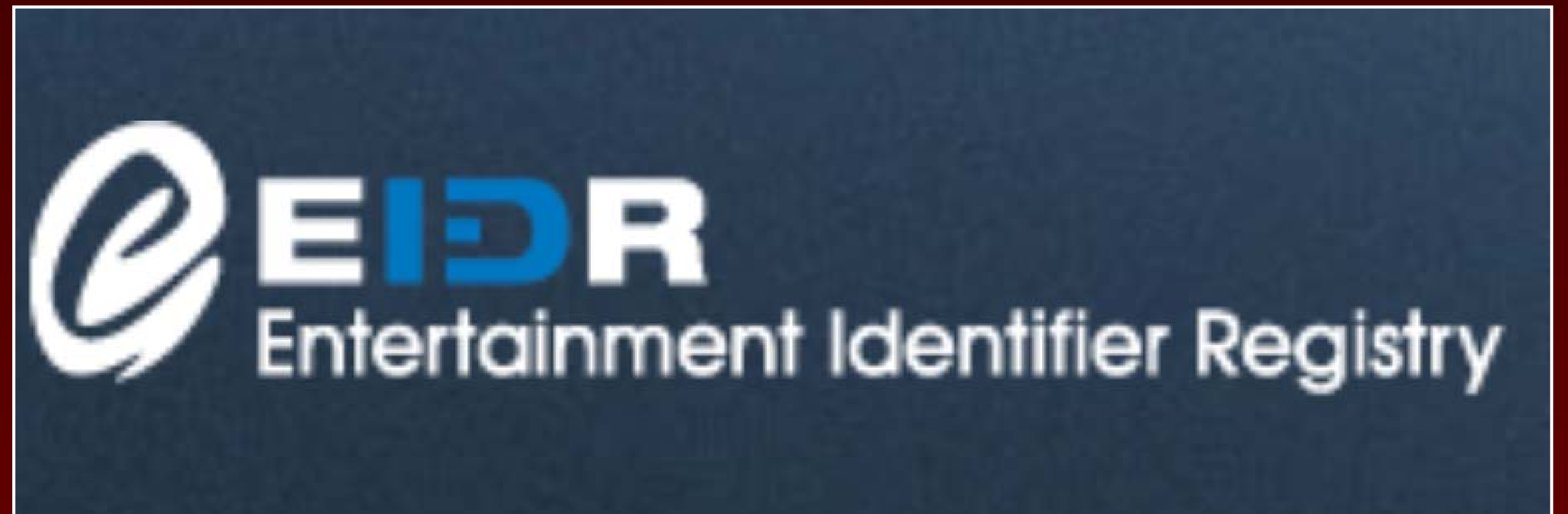
Production group: Rebecca, James, Emily, Fin
 Production Title (Working Title): Rebecca, James, Emily, Fin

COUNTER NUMBER	SHOT DESCRIPTION/ OTHER ESSENTIAL INFO	SHOT LENGTH	GOOD TAKE YES/NO
00:00:00:00	Running through door	00:00:03:09	✓
00:00:03:09	Running through door	00:00:02:20	x
00:00:05:22	Running through door	00:00:03:12	x
00:00:09:10	Running through door/ camera behind door	00:00:05:11	✓ x
00:00:14:21	Running through door/ camera behind door	00:00:03:03	✓
00:00:17:00	Running through door/ camera behind door.	00:00:04:24	✓
00:00:19:24	Picking up paper	00:00:04:14	✓
00:00:23:13	Looking at paper	00:00:00:20	x
00:00:24:19	leaving out of room	00:00:07:07	x
00:00:31:03	leaving out of room	00:00:07:13	✓
00:00:36:16	Close-up of paper	00:00:03:05	x
00:00:38:21	Close-up of paper/ pens up to person	00:00:16:03	x
00:00:53:15	Close-up of paper/ pens up to person	00:00:12:01	✓
00:01:04:17	Running down corridor.	00:00:03:07	✓
00:01:08:00	Unnecessary shot.	00:00:01:20	x
00:01:09:20	Running through door/ towards camera.	00:00:06:21	✓



00:01:10:00	Running through door	00:00:03:09	✓
00:01:13:00	Unnecessary shot	00:00:01:20	x
00:01:16:00	Running through door	00:00:06:21	✓
00:01:22:00	Close-up of paper	00:00:03:05	✓

- Universal Unique Identifier
- Movie and TV Assets
 - Completed programs
- Supports complex relationships between assets.
- Allows others to build on the metadata via the unique ID



The logo for ROVI features the word "rovi" in a bold, white, lowercase sans-serif font. A red, stylized arrow or swoosh element is positioned above the letter "i", pointing towards the right.

rovi

The logo for the Entertainment Identifier Registry (EIDR) consists of a white circular icon on the left, containing a stylized white 'e'. To the right of the icon, the letters "EIDR" are displayed in a bold, sans-serif font, with "EI" in white and "DR" in blue. Below "EIDR", the full name "Entertainment Identifier Registry" is written in a smaller, white, sans-serif font.

EIDR
Entertainment Identifier Registry

File Metadata


- The problem with file metadata is that it applies to the whole file.
- Fine for short b-roll shots, not so useful for interviews.
- Travels with the file.
- Tells us nothing about the Content

Media vs Clip Metadata

Source: (no clips) | Effect Controls | Audio Clip Mixer | Metadata | Project: Lippencotte Workflow Test_1

Clip: Steve Gibbs 03.mov

Name	Steve Gibbs 03.mov
Label	■
Media Type	Movie
Frame Rate	29.97 fps
Media Start	00:00:00:00
Media End	00:07:20:19
Media Duration	00:07:20:20
Video In Point	00:00:00:00
Video Out Point	00:07:20:19
Video Duration	00:07:20:20
Audio In Point	00:00:00:00000
Audio Out Point	00:07:21:05151
Audio Duration	00:07:21:05152
Video Info	1920 x 1080 (1.0)

File: Steve Gibbs 03.mov Powered By 

File Properties

Name	Steve Gibbs 03.mov
File Path	/Volumes/G-Tech Gspeed 6TB/Lipencotte/Muravez Video ProRes
Type	mov
Created	Aug 11, 2010, 4:29:21 PM
Modified	Jan 19, 2015, 3:22:08 PM
XMP Modified	Jan 19, 2015, 3:22:08 PM
Size	7.1 GB

Dublin Core

Basic

Advisory	
Base URL	
Creation Date	Aug 11, 2010, 4:29:21 PM
Creator Tool	

Speech Analysis

Clip Metadata

- Applies to all, or part, of a media file
- Is part of the Project, or Event
- Generally is not written to the file
- Describes the Content

Clip Metadata

Hide Rejected ▾ 🔍



Steve Gibbs 03

Name	Notes	Roles
▼ 📺 Steve Gibbs 03		Video, Dialogue
🔑 Steve Gibbs' Home		
🔑 Interview, Steve Gibbs		
🔑 Nickname		
🔑 Early Days of Drag Racing		
🔑 Changing Industry		
🔑 Changing Industry		
🔑 Wally Parks		
🔑 Changing Industry		
🔑 Wally Parks		
🔑 Early Days of Drag Racing		
🔑 Changing Industry		
🔑 Modern Drag Racing		
🔑 Modern Drag Racing		
🔑 Golden Age of Drag Ra...		

Content Ranges



Subclips in
Bins



Keyword
Ranges

Keywords

- What is a keyword?
- Why is it important?
- Keywords vs Clip Names

What is a Keyword

A Keyword is one or two words that summarize the key idea in a range of media.

- k:Location
- k:History of the Ranch
- k:Description of the Ranch
- k:Raising cattle
- k:Court case
- k:Legal issues
- k:Water Rights Issue
- k:Court cases
- k:History of harassment by gov
- k:Educational background
- k:Wayne Hage Sr
- k:Court cases
- k:History of harassment by gov
- k:Water Rights Issue
- k:Legal issues
- k:Property rights
- k:Legal issues
- k:Property rights
- k:Description of the Ranch
- k:Ownership rights
- k:Water Rights Issue
- k:Property rights
- k:Ownership rights
- k:Water Rights Issue
- k:Property rights
- k:Business of ranching
- k:Water Rights Issue

- k:We could have changed the time . Yesterday was a sign you ront comitted
- k:Dropping out is not only embarresing its letting the team down
- k:Exciting news ken stunt guy is coming down saturday to coreograph the flash mob its huge he is the biggest in hollywood
- k:Natasha and Gersen are talkim
- k:Natasha and Gersen are talkim
- k:Gersen talking about what to do to get numbers up

k:Water Rights Issue

Asset Management

