

# Metadata Central

Metadata Central is an IPV Teragator product that harvests and organizes metadata from any source, internal or external and including the web for use within the Enterprise.

Software applications and services may then present and use this managed and now semantically enriched data for a wide variety of purposes, including annotating content, administering Headend VOD metadata content, increasing website traffic and sales with strong discoverable tags for the new generation of search engines and more.

Metadata Central is designed to consume and process metadata from multiple disparate sources, irrespective of the schema or format of the source data. As a first step, the data is normalised into a convenient and very flexible form that removes the constraints of the source schema while preserving all its information content. Drawing on standards from the Semantic Web community, the data becomes highly portable and easily manipulated. The physical repository for this data can be implemented using any standard database.

Metadata Central provides a set of tools that allow administrators to define rules that, when executed, structure the data according to one or more vocabularies defined by the Enterprise. These rules provide for precise selection and mapping

into organised data sets, or "graphs" - so called because relationships between the data items are stored as well as their values.

**Rules that may be applied to a master data collection might include:**

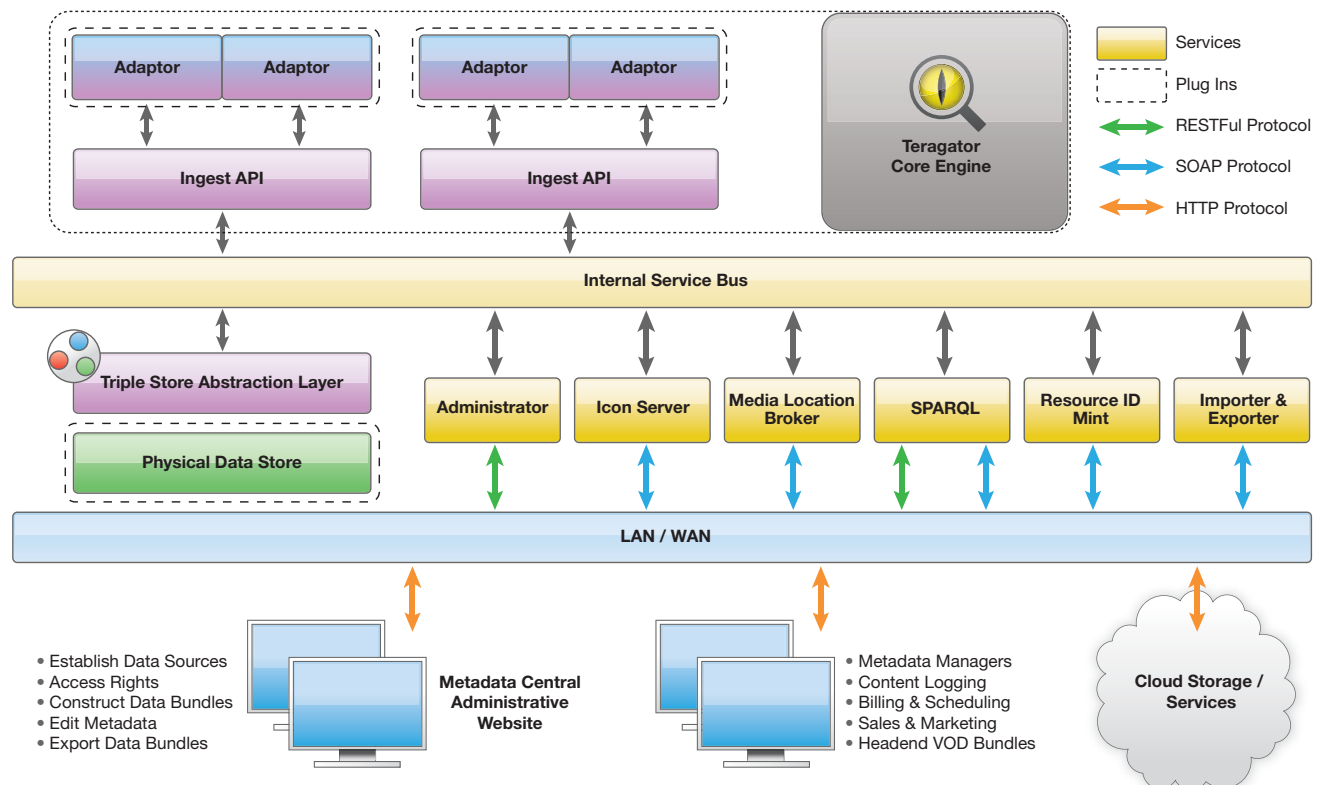
- a Transformation, such as "Colour" to "Color"
- a Translation, such as <0,1,2,> to <"4:3","16:9","14:9">
- an amalgamation, such as:
  - Record\_1 Actor: Ferris Alexander +
  - Record\_2 Actor: Drake Alvaro to
  - <vod:ActorsDisplay>Ferris Alexander - Drake Alvaro </vod:ActorsDisplay>
- a contextual query, such as Find (SPARQL): <All the Players in [Tournament\_x]>
- or combinations of all of these.

These graphs are made available to applications or services to provide a managed and consistent set of metadata across an operation or enterprise; and may be used for review and approval, publication, archive, research, media asset annotation and many other purposes.

From the Metadata Central Service, which may be hosted locally or remotely, managed vocabularies can be dynamically queried or downloaded, and provide a controlled framework of descriptive metadata and terminology.

The organised data sets are freely edited and refined using off-the-shelf tools before they are uploaded for general publication and storage. Version control and audit tracking is built in to this process.

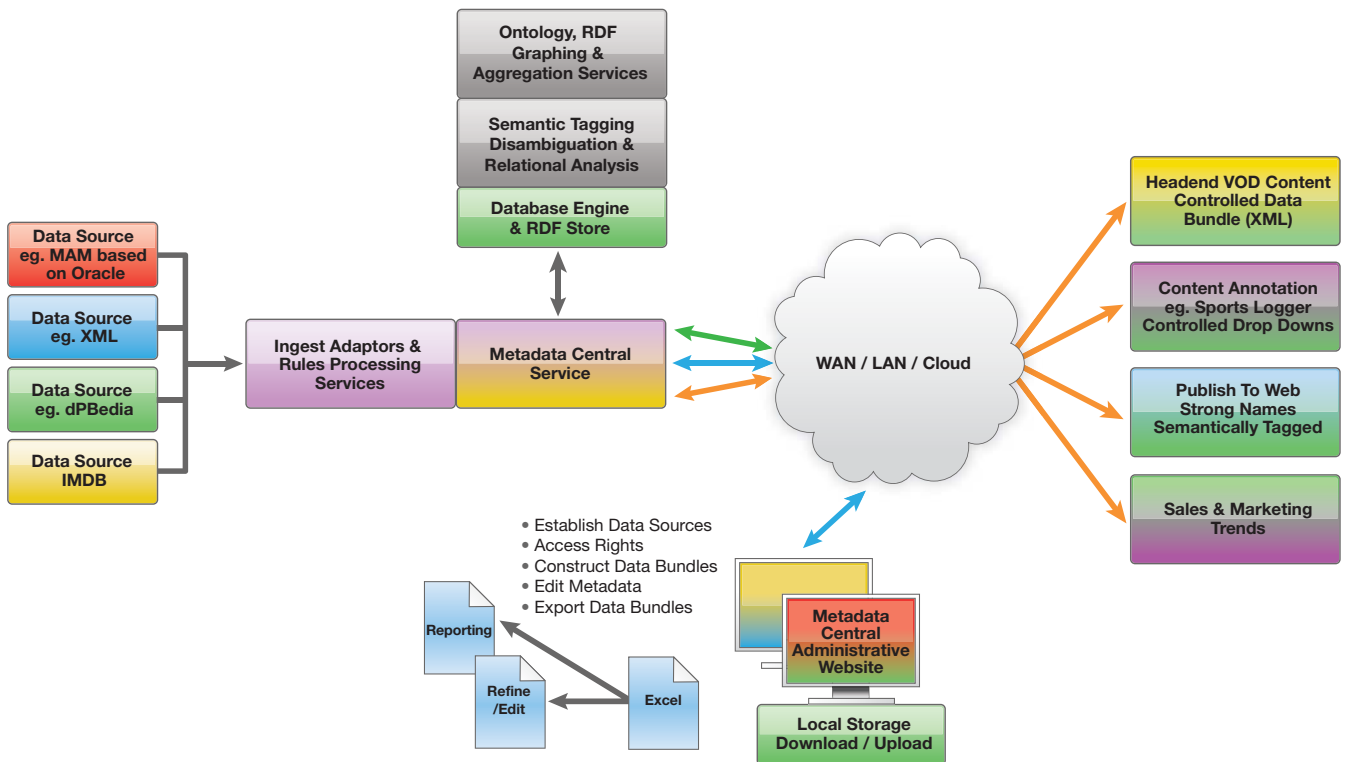
**Metadata Central Architecture**



**Core Feature Set**

- Specifying the properties of the data to be gathered from the originating sources
- Using the data so obtained to build and maintain a master data set and applying rules to construct new data sets and dynamically to create and update vocabularies
- Publishing data sets that represent controlled vocabularies (or schemas) using plug-in components that transform their structure to meet the needs of down-stream services, applications and devices
- Semantically tag assets with strong names allowing them to be semantically discoverable by the latest search engines
- Exporting these data sets to a tool for clean-up, edit and re-import. The tool may provide statistical analysis, reporting, printing, etc.. The default tool for this is Excel and IPV may optionally provide other export formats for emission purposes
- Recording live data feeds, such as RSS, for event logging and analysis
- Visualization of the master data repository and graphs using a rich graphical user interface
- Maintaining version control and audit of data graphs
- Archiving and restoration of the master data and graphs
- An API for dynamic queries over data graphs; for example, "find all the Action Films which Actor Ferris Alexander starred before 1932"
- Centralized management of operational metadata in a standard database with the potential to offer hosted services

**Metadata Central Applications**



Reports may be generated for data sets and where corrections have been made, an administrator can back-annotate these corrections to the master source(s) using the native tools best designed to manage those sources and schemas.

**Typical data sources include:**

- Production logs
- Descriptive text such as program synopsis
- Asset Management data bases
- Subscription services such as Sports almanacs
- Web sources including twitter, dbpedia, IMDB, etc.
- RSS feeds for gathering and reporting topical information and event data
- schema.org to create strong semantic tags, making it easier for people to find your content

Call or e-mail IPV to find out more about Metadata Central.

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