If you can’t find it, What good is it?
• 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
META DATA
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

???

Samsung 64GB microSD card
Content Metadata

- Name
- Address
- Skills
- Hair Color
## Video Production Paperwork: Logging Sheet

<table>
<thead>
<tr>
<th>Scene</th>
<th>Event Description</th>
<th>Event Type</th>
<th>Event Location</th>
<th>Event Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00:00</td>
<td>Talking in car</td>
<td>Owl</td>
<td>Street</td>
<td></td>
</tr>
<tr>
<td>00:10:30</td>
<td>Running through town</td>
<td>Road</td>
<td>Park</td>
<td></td>
</tr>
<tr>
<td>00:25:45</td>
<td>Running through town</td>
<td>Road</td>
<td>Playground</td>
<td></td>
</tr>
<tr>
<td>00:30:00</td>
<td>Running through town</td>
<td>Road</td>
<td>Library</td>
<td></td>
</tr>
</tbody>
</table>

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**Production Notes:**
- Scene 1: Talking in car.
- Scene 2: Running through town.
- Scene 3: Running through a park.
- Scene 4: Running through a library.

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**Video Production:**
- Scene 1: Location: Street.
- Scene 2: Location: Road.
- Scene 3: Location: Playground.
- Scene 4: Location: Library.

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**Production Shot:**
- Scene 1: Talking in car.
- Scene 2: Running through town.
- Scene 3: Running through a park.
- Scene 4: Running through a library.
Types of Metadata
• 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
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

- **Clip: Steve Gibbs 03.mov**
  - **Name:** Steve Gibbs 03.mov
  - **Label:** 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:** 00:00:00:0000
  - **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**

- **File Properties**
  - **Name:** Steve Gibbs 03.mov
  - **File Path:** /Volumes/G-Tech Gpseed 6TB/Lippincott/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
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

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