



EUscreen and Metadata

Data management and exchange
of audiovisual content online.

DOCUMENT INFORMATION

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EUSCREEN AND METADATA

EUscreen uses metadata to enable content identification, improve searchability and discoverability and to provide a consistent uniform information structure to support overall data management and exchange of audiovisual content online.

A Metadata Standards

As a best practice network, EUscreen requires a number of mandatory metadata elements to describe all audiovisual objects added to its collection. This helps facilitate information retrieval and promotes content discoverability. With our set of additional optional elements we encourage the creation of enriched metadata, and aim to display all meaningful metadata elements provided for both individual items / clips and an entire series / collection.

Even though the descriptive metadata elements used for the EUscreen collection is specific to broadcast material, the EUscreen metadata schema is based on **EBUCore**¹ and draws most of its elements and structure from this schema.

EBUCore is a simple yet expressive framework that can be used to describe just about any media content (incl. audio, video, images, documents) and has thus been adopted by several broadcasters and archives in and outside Europe.

It has been designed as extension of **Dublin Core**, which forms the base structure of the EBUCore schema, and provides mappings to a wide range of audiovisual metadata standards, including the W3C's **Media Annotation ontology**,²

thereby ensuring semantic interoperability beyond EUscreen.

B Open Access to Metadata

EUscreen supports the principles of Open Access, while also respecting copyright and privacy.

As domain aggregator for Europeana, EUscreen has adopted the **Europeana Data Exchange Agreement** policy,³ making the metadata on the EUscreen portal freely available under the **CC0 Public Domain Dedication**.⁴

This means that anyone can reuse the data for any purpose - whether using it to build applications to bring cultural content to new audiences in new ways, or analysing it to improve our understanding of Europe's cultural and intellectual history.

As part of this aim to make its digital collections more widely searchable, findable, linkable, and thus more connected to the world wide web and its users, EUscreen is committed to making its metadata accessible as **Linked Open Data**.⁵

Linked Open Data is a way of publishing structured data that allows metadata to be connected and enriched in an open and collaborative environment.

In this way, different representations of the same content can be found, and links made between related

¹ <https://tech.ebu.ch/docs/tech/tech3293.pdf>

² <http://www.w3.org/TR/mediaont-10/>

³ <http://pro.europeana.eu/support-for-open-data>

⁴ <http://creativecommons.org/publicdomain/zero/1.0/>

⁵ <http://vimeo.com/36752317> - Information about EUscreen's Linked Open Data Pilot can be found at <http://lod.euscreen.eu>

resources. This sharing of information generates more content and knowledge than a single provider could achieve alone.

The EUscreenXL Metadata Schema in Close-up

The EUscreenXL metadata model used to describe audiovisual content consists of a set of 45 elements in total.

As the content selection focus of the EUscreenXL project is on Series and Collections, two different record types with a defined set of mandatory and optional values have been introduced to describe

- a) Series and/or collections (28 elements: 15 mandatory, 13 optional)
- b) Items and/or clips (32 elements: 25 mandatory, 17 optional)

The hierarchical relationship between the series/collection record and its set of item/clip records that relate to it, is expressed by the relation type 'hasEpisodes'/'isEpisodeOf'.

C Interoperability

The EUscreenXL metadata has been mapped to the **Europeana Data Model (EDM)**⁶ and EBUCore and it has also been represented in **Resource Description Framework (RDF)** using the EBUCore ontology (also adopted by the PBCore community in the US), allowing for the publication of the EUscreenXL metadata as linked data.

D Controlled Vocabularies

EUscreenXL uses selected internationally recognised standards for its controlled vocabularies / reference data, in combination with a number of in-house bespoke classifications specifically compiled to provide meaningful categorisations of content within the audiovisual domain.

The purpose of controlled vocabularies is to provide consistent terminology to describe content in a collection, thus improving retrieval and user access.

A list of all EUscreenXL values / concepts using controlled vocabularies or classifications can be found on the next page.

E EUscreenXL XML Templates

The XML schema for a sample EUscreenXL item / clip record and a sample series / collection record can be found on the following pages.

⁶ <http://pro.europeana.eu/page/edm-documentation>

LIST OF EUSCREENXL VALUES & CONCEPTS USING CONTROLLED VOCABULARIES OR CLASSIFICATIONS

Value or Concept	Vocabulary or Classification
Aspect ratio	ebu:VisualAspectRatioCS
Country of Production	ISO 3166-1 country code
Geographical Coverage	EUscreen
Genre	EUscreen
Original language	ISO 639-1 or ISO 639-2
Language used	ISO 639-1 or ISO 639-2
Metadata language	ISO 639-1 or ISO 639-2
Subtitle language	ISO 639-1 or ISO 639-2
Provider	EUscreen
Subject Thesaurus	EUscreen
Topic	EUscreen
Colour	EUscreen
Sound	EUscreen
Material Type	EUscreen
Record Type	EUscreen
IPR Restriction	Europeana rights statements
Relation type	EUscreen

XML SCHEMA FOR A SAMPLE EUSCREENXL ITEM / CLIP RECORD

```
<?xml version="1.0" encoding="UTF-8"?>
<eus:metadata xmlns:eus="http://www.euscreen.eu/schemas/euscreen/"
xmlns:xalan="http://xml.apache.org/xalan">
  <eus:AdministrativeMetadata>
    <eus:provider>BUFVC</eus:provider>
    <eus:publisherbroadcaster>British Pathé Ltd.</eus:publisherbroadcaster>
    <eus:iprRestrictions>Rights Reserved - Free Access</eus:iprRestrictions>
    <eus:rightsTermsAndConditions>Copyright: The British Film Institute
(BFI)</eus:rightsTermsAndConditions>
    <eus:firstBroadcastChannel>Test</eus:firstBroadcastChannel>
    <eus:identifier>EUS_000000000000000000000000000000456</eus:identifier>

<eus:originalIdentifier>http://bufvc.ac.uk/newsonscreen/search/index.php/story/3275
18</eus:originalIdentifier>
  <eus:filename>BUFVC_roundabout_story_327525_video.mp4</eus:filename>
  <eus:digitalItemURL>URL Link if available</eus:digitalItemURL>

<eus:landingPageURL>http://bufvc.ac.uk/newsonscreen/search/index.php/story/3275
25</eus:landingPageURL>
  </eus:AdministrativeMetadata>
  <eus:ContentDescriptiveMetadata>
    <eus:TitleSet>
      <eus:TitleSetInOriginalLanguage>
        <eus:title>Toy Fair</eus:title>
        <eus:seriesOrCollectionTitle>Roundabout</eus:seriesOrCollectionTitle>
      </eus:TitleSetInOriginalLanguage>
      <eus:TitleSetInEnglish>
        <eus:title>Toy Fair</eus:title>
        <eus:seriesOrCollectionTitle>Roundabout</eus:seriesOrCollectionTitle>
      </eus:TitleSetInEnglish>
    </eus:TitleSet>
    <eus:originallanguage>English</eus:originallanguage>
    <eus:localKeyword>Toys and models</eus:localKeyword>
    <eus:clipTitle>Toy fair at Brighton</eus:clipTitle>
    <eus:summary>COI synopsis: Toy fair at Brighton.</eus:summary>
    <eus:summaryInEnglish>COI synopsis: Toy fair at
Brighton.</eus:summaryInEnglish>
    <eus:ThesaurusTerm>Exhibitions</eus:ThesaurusTerm>
    <eus:genre>Factual</eus:genre>
    <eus:topic>Work and production</eus:topic>
    <eus:extendedDescription>Detailed description/shotlist of what is
shown.</eus:extendedDescription>
```

```

    <eus:seriesSeasonNumber>5</eus:seriesSeasonNumber>
    <eus:episodeNumber>1</eus:episodeNumber>
  </eus:ContentDescriptiveMetadata>
  <eus:ObjectDescriptiveMetadata>
    <eus:recordType>ITEM</eus:recordType>
    <eus:information>Story 1/4 within Issue 5. COI Reference MI 1072/5. Sources
used for synopsis: COI Catalogue. Exact release date unknown.</eus:information>
    <eus:contributor>Fowler, Roy (interviewer)</eus:contributor>
    <eus:relationIdentifier
relationtype="isEpisodeOf">EUS_00000000000000000000000000000123</eus:relatio
nIdentifier>
    <eus:LanguageInformation>
      <eus:languageUsed>English</eus:languageUsed>
      <eus:subtitleLanguage>English</eus:subtitleLanguage>
      <eus:metadatalanguage>English</eus:metadatalanguage>
    </eus:LanguageInformation>
    <eus:SpatioTemporalInformation>
      <eus:SpatialInformation>
        <eus:GeographicalCoverage>Britain</eus:GeographicalCoverage>
        <eus:GeographicalCoverage>Brighton</eus:GeographicalCoverage>
        <eus:CountryofProduction>UNITED KINGDOM</eus:CountryofProduction>
      </eus:SpatialInformation>
      <eus:TemporalInformation>
        <eus:productionYear>1962</eus:productionYear>
        <eus:broadcastDate>01/09/1962</eus:broadcastDate>
      </eus:TemporalInformation>
    </eus:SpatioTemporalInformation>
    <eus:TechnicalInformation>
      <eus:materialType>VIDEO</eus:materialType>
      <eus:itemDuration>00:02:03</eus:itemDuration>
      <eus:aspectRatio>4:3</eus:aspectRatio>
      <eus:itemColor>Colour</eus:itemColor>
      <eus:itemSound>Stereo</eus:itemSound>
    </eus:TechnicalInformation>
  </eus:ObjectDescriptiveMetadata>
</eus:metadata>

```

XML SCHEMA FOR A SAMPLE SERIES / COLLECTION RECORD

```
<?xml version="1.0" encoding="UTF-8"?>
<eus:metadata xmlns:eus="http://www.euscreen.eu/schemas/euscreen/"
xmlns:xalan="http://xml.apache.org/xalan">
  <eus:AdministrativeMetadata>
    <eus:provider>BUFVC</eus:provider>
    <eus:publisherbroadcaster>British Pathé Ltd.</eus:publisherbroadcaster>
    <eus:firstBroadcastChannel>Test</eus:firstBroadcastChannel>
    <eus:identifier>EUS_00000000000000000000000000000000123</eus:identifier>
    <eus:originalIdentifier>BUFVC_R_S01</eus:originalIdentifier>
    <eus:filename>http://bufvc.ac.uk/wp-
content/media/2013/04/ROUNDAABOUT_1963_widget-homage-
pic.jpg</eus:filename>

<eus:landingPageURL>http://bufvc.ac.uk/newsonscreen/roundabout</eus:landingPa
geURL>
  </eus:AdministrativeMetadata>
  <eus:ContentDescriptiveMetadata>
    <eus:TitleSet>
      <eus:TitleSetInOriginalLanguage>
        <eus:seriesOrCollectionTitle>Roundabout</eus:seriesOrCollectionTitle>
        <eus:alternativeSeriesOrCollectionTitle>Roundabout
test</eus:alternativeSeriesOrCollectionTitle>
      </eus:TitleSetInOriginalLanguage>
      <eus:TitleSetInEnglish>
        <eus:seriesOrCollectionTitle>Roundabout</eus:seriesOrCollectionTitle>
      </eus:TitleSetInEnglish>
    </eus:TitleSet>
    <eus:originallanguage>English</eus:originallanguage>
    <eus:localKeyword>newsreel</eus:localKeyword>
    <eus:summary>Roundabout was a monthly Technicolour cinemagazine series
produced by the Central Office of Information (COI) from 1962 to 1974 to showcase
British manufacturing and promote the ethos of the Commonwealth.</eus:summary>
    <eus:summaryInEnglish>Roundabout was a monthly Technicolour cinemagazine
series produced by the Central Office of Information (COI) from 1962 to 1974 to
showcase British manufacturing and promote the ethos of the
Commonwealth.</eus:summaryInEnglish>
    <eus:extendedDescription>Roundabout documents an exercise in soft
propaganda that lasted over a decade and now provides us with rare colour footage
of the incidental that is so fundamental to building an authentic picture of Britain and
Asia in the 1960s and early 1970s.</eus:extendedDescription>
  </eus:ContentDescriptiveMetadata>
```

```

<eus:ObjectDescriptiveMetadata>
  <eus:recordType>SERIES/COLLECTION</eus:recordType>
  <eus:information>For a concise article on the history of the cinemagazine, see
Linda Kaye, 'Roundabout: National Projection with a Technicolor Gloss'
http://bufvc.ac.uk/newsonscreen/roundabout/roundabout-national-projection-with-a-
technicolor-gloss (accessed October 2013)</eus:information>
  <eus:contributor>Doe, John</eus:contributor>
  <eus:relationIdentifier
relationtype="hasEpisodes">EUS_000000000000000000000000000000456</eus:relati
onIdentifier>
  <eus:LanguageInformation>
    <eus:languageUsed>English</eus:languageUsed>
    <eus:metadatalanguage>English</eus:metadatalanguage>
  </eus:LanguageInformation>
  <eus:SpatioTemporalInformation>
    <eus:SpatialInformation>
      <eus:CountryofProduction>UNITED KINGDOM</eus:CountryofProduction>
    </eus:SpatialInformation>
    <eus:TemporalInformation>
      <eus:broadcastDate>01/01/1962</eus:broadcastDate>
      <eus:lastBroadCastDate>01/06/1974</eus:lastBroadCastDate>
      <eus:lastProductionYear>1974</eus:lastProductionYear>
    </eus:TemporalInformation>
  </eus:SpatioTemporalInformation>
  <eus:TechnicalInformation>
    <eus:materialType>VIDEO</eus:materialType>
  </eus:TechnicalInformation>
</eus:ObjectDescriptiveMetadata>
</eus:metadata>

```

Discover Europe's Audiovisual Heritage
www.euscreen.eu