Case Study - Metadata Assessment, Cleansing and Alignment

A broadcaster-distributor with an on-demand platform had different teams initially creating the metadata for broadcast and then subsequently updating this for global distribution. A full review of the editorial data and the related core physical and digital assets was required, including systematic delivery.

Challenge

The broadcaster-distributor teams were dealing with multiple spreadsheets containing metadata compiled at different points in the workflow process. It was difficult to confirm the correct current version of the data, and for this to be made available consistently to all appropriate teams.

In addition, these spreadsheets were stored on different centralised storage systems eg Dropbox, Sharepoint and Google Drive so there was no consolidated view of the available metadata to cross-check and confirm.

The metadata set required for broadcast was relatively straightforward in order to comply with DPP deliverables and listings requirements, based on the Editorial Specification and Programme as Completed Form fields. For distribution purposes, a more flexible and expanded dataset was required, which necessitated consistent entry of metadata to avoid errors when delivering to clients.

Solution

All the available spreadsheets and other data sources were collated from the teams responsible for entering, updating and supplying metadata. A full review and assessment of this data was carried out including field types, lengths and drop-down options. This was cleansed, consolidated, reconciled and mapped to the original sources.

A centralised data source was implemented with access granted to all the relevant users including approval permissions as required. Input screens were enabled based on the steps in the broadcast/distribution process that applied to individual users.

The consolidated dataset was migrated and tested by the teams, including the generation of reports into Excel and other formats.

Metadata templates were developed to individual distribution clients' requirements in order for the data to be supplied systematically from the central source.
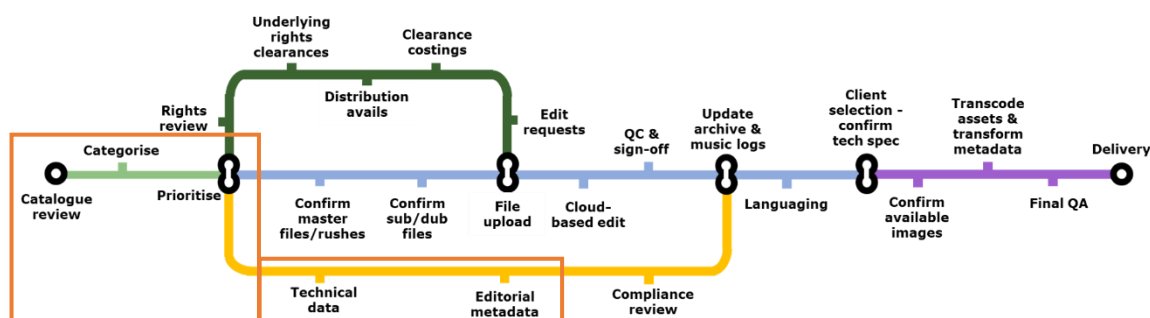
Results Delivered

- a single "golden source" of editorial data
- controlled view & edit access for users
- ability to comment on and approve metadata
- delivering metadata systematically instead of the previous labour-intensive manual processes
- an audit trail of the changes made