

Information management challenges for a broadcaster: ... not as easy as abc

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Overview

ABC – Context

The broadcasting environment

- Special Challenges for Information Management

Improving performance

- Datafication
- Master Data
- Metadata

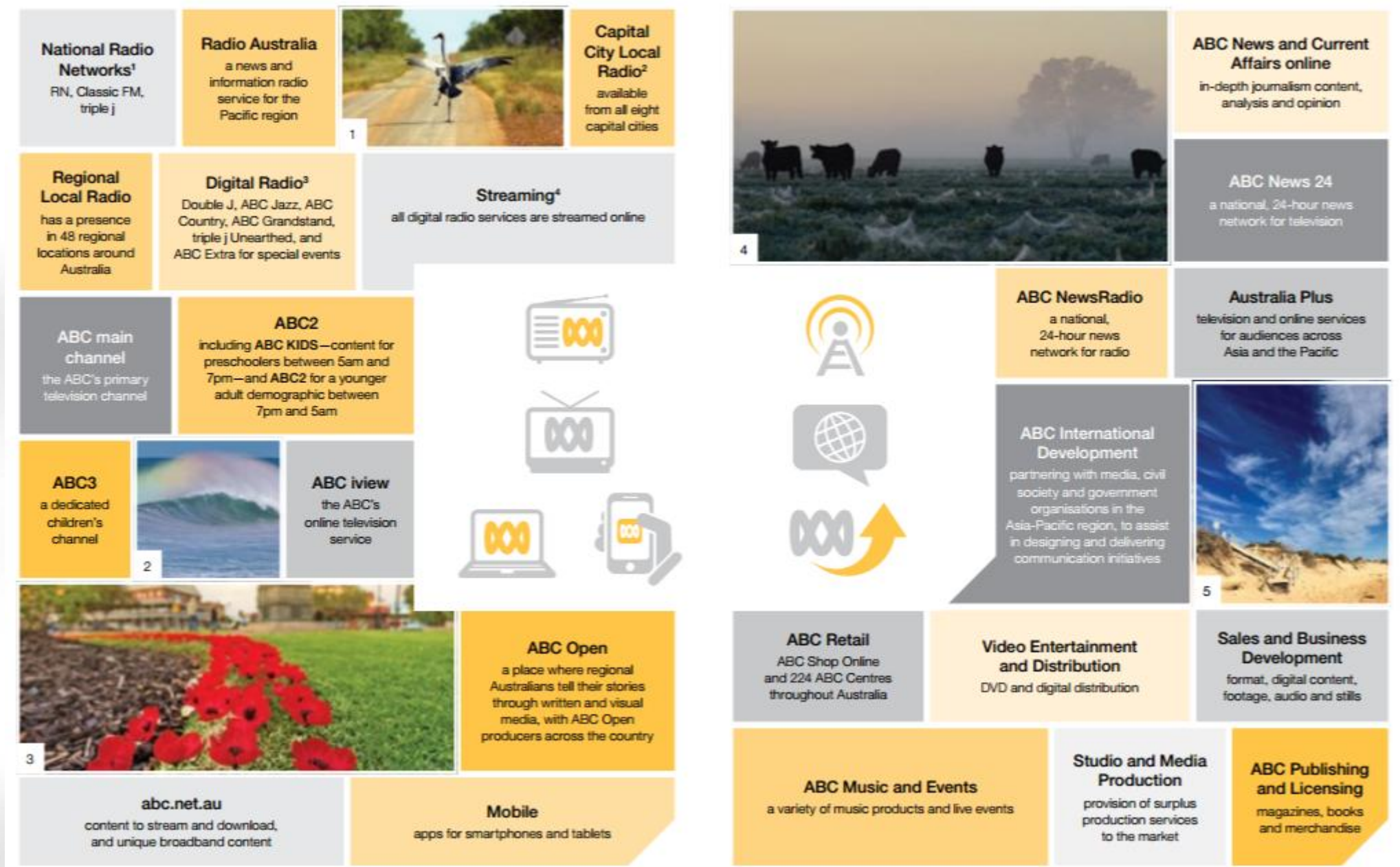
The Role of the Information Professional (and others)

Conclusion



ABC - Context





News/Current Affairs Audience

Since 2014

- + 49% monthly plays on iView
- + 41% plays on YouTube
- Increasing use of mobiles for News content

In 2016 – News access

- 52% use social media
- 45% use Facebook
- Social media main source of news for >25% of 18-24 year olds



ABC Strategy 2015-2020

Vision

To be the independent home of Australian conversations, culture and stories

Mission

We will deliver outstanding content and services that are indispensable to society in a transforming media environment

Efficient,
Agile and
Accountable

Audiences at
the Centre

Creative and
Engaged



Content Services

News Libraries	Archives/Collections Management
Research Services	Rights Management & Advice
Sound & Reference Libraries	Records Management & Business Information Advice

ABC Content Services Collections

Physical items

- 77,000 cans of film
- 50,000 audio carriers (1/4" tape, CD's, Cassettes) (20,000 hours of unique ABC content)
- 300,000 videotapes (over 80,000 hours of unique ABC content)
- 450,000 commercial music CD's (220,000

Digital items

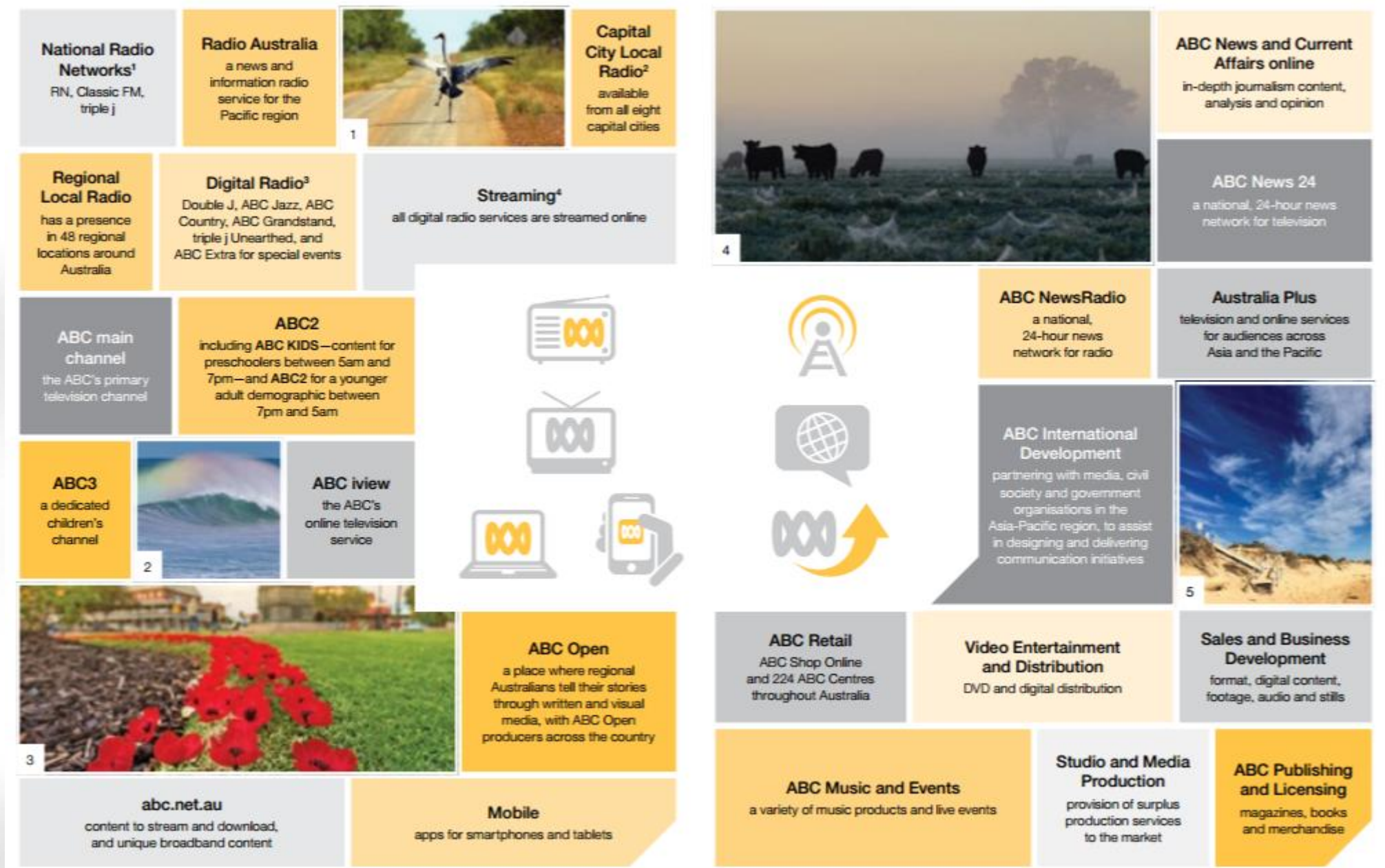
- 158,000 audio files in the Radio production system (from 2003)
- 140,000 TB of news items in the News Production systems
- 130,000 files of video and audio digitised from one-inch videotape, audio transcription discs, and 1/4" radio recordings (from 2005)



The broadcasting environment:

Special challenges for information
management





Media Industry Data

Lack of industry standards for Master [Structured] Data

- Naming conventions
 - Programs – eg Four Corners v 4 Corners v 4C etc

Disparate:

- Data
- Nomenclature
- Management systems

Lack of integration

- Information silos

Costly to manage

- Resources
- IT



ABC Data

DIRKS study [2004]

- IT identified 1500 databases
- DIRKS identified 700 storing ABC records

Infrastructure/staffing

- Data entry
- Oversight/management of data in each system
- System maintenance
- Training/manuals etc

Simple questions difficult to answer

- e.g. How many times has this tape been broadcast?
- e.g. Reporting broadcast content by genre
- Answers must be assembled manually using 'stitched together' data



Current technology project approach

- No ABC wide data standards
- Local user requirements focus
- No ABC wide interoperability
- Data migration responsibility sits with vendor
 - Risk of loss of data
 - Risk of data transfer without value assessment
 - Lack of analysis of data against industry standards to identify gaps



Media Information Management

Current

Information silos lacking interoperability	Information is a by- product
Format driven IM system design	Application dependant
User requirements determine the system	Data use locked in to a single use case
Limited amount of information	Multiple instances of information retained for different systems/functions

Goal

Integrated MIM systems	Information is an asset
Data type agnostic	Application independent
Standards are central to system design	Emerging information uses can be handled
Massive increases in volume, velocity and variety of information	Pointers to data retained rather than data itself



Why does this matter?

...media organizations may have fared without Master Data Management/Structured Data because people resources are tasked with solving the problem

Manual effort is often used to compensate for record-keeping misalignments and gaps, instead of implementing a systems-based solution.

The cost of disconnected systems and misaligned data comes in the form of allocating people resources to overcome data management shortcomings.

As the industry evolves in terms of information and complexity, you need more than an analyst role to fix problems; you also must involve more senior levels, as governance and compliance requirements demand.



Improving performance:

Datafication

Master data

Metadata



Data + Information = datafication

Datafication is the process and methodology of turning aspects of your activity into computerized data and transforming this information into new forms of value

'Datafication' of Rights Information in the ABC

Clip Licensing Rights	Means the right to, and the right to authorise third parties to, license the copying and incorporation of parts of the Programme of any length in other audio and audio-visual productions, and to license the exploitation of those other productions in any way now known or discovered in the future.	Action mco-ipre:MakeExcerpts
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Source: EBU Report on Audiovisual rights. TR 030. October 2014

Master Data Management My Place Series 2

Episode 1

On Air Instance :Episode

series episode numeric name:
My Place (2) 14
title: 1878 Henry

episode number: 14

episode of: My Place (2)

ABC TV House Number:
CH1047H001S00

published duration: PT26M
duration: PT24M

year of reference: 2010

language: English

type: Pre-Purchase
genre: Childrens C
genre: Drama
genre: Children's Programs - Ch
genre: Children's Programs
genre: Children's Drama

target audience: General

Trove Instance :Episode

name: Episode 14

episode number: 14

episode of: My Place

ABC TV House Number:
CH1047H001

duration: PT24M

year of reference: 2010

language: English

ABC TV Classification: G

type: Series

production company: ABC

Trace Instance :Episode

name: My Place (2): Ep 14
name: My Place (2): E

episode number: 14

episode of: My Place

ABC TV House Number:
CH1047H001

published duration: PT26M

TVBDA Instance :Episode

name: My Place (2): Ep 14
episode number: 1

episode of: My Place

ABC TV House Number:
CH1047H001

published duration: PT26M

year of reference: 2010

ABC TV Classification: G

type: Pre-Purchased

genre: Children's

production unit: ABC Childrens

country of reference: Australia

Music Cue Sheet :Episode

name: My Place
name: 1878 Henry

episode number: 14

duration: PT24M

year of reference: 2011

genre: Children's

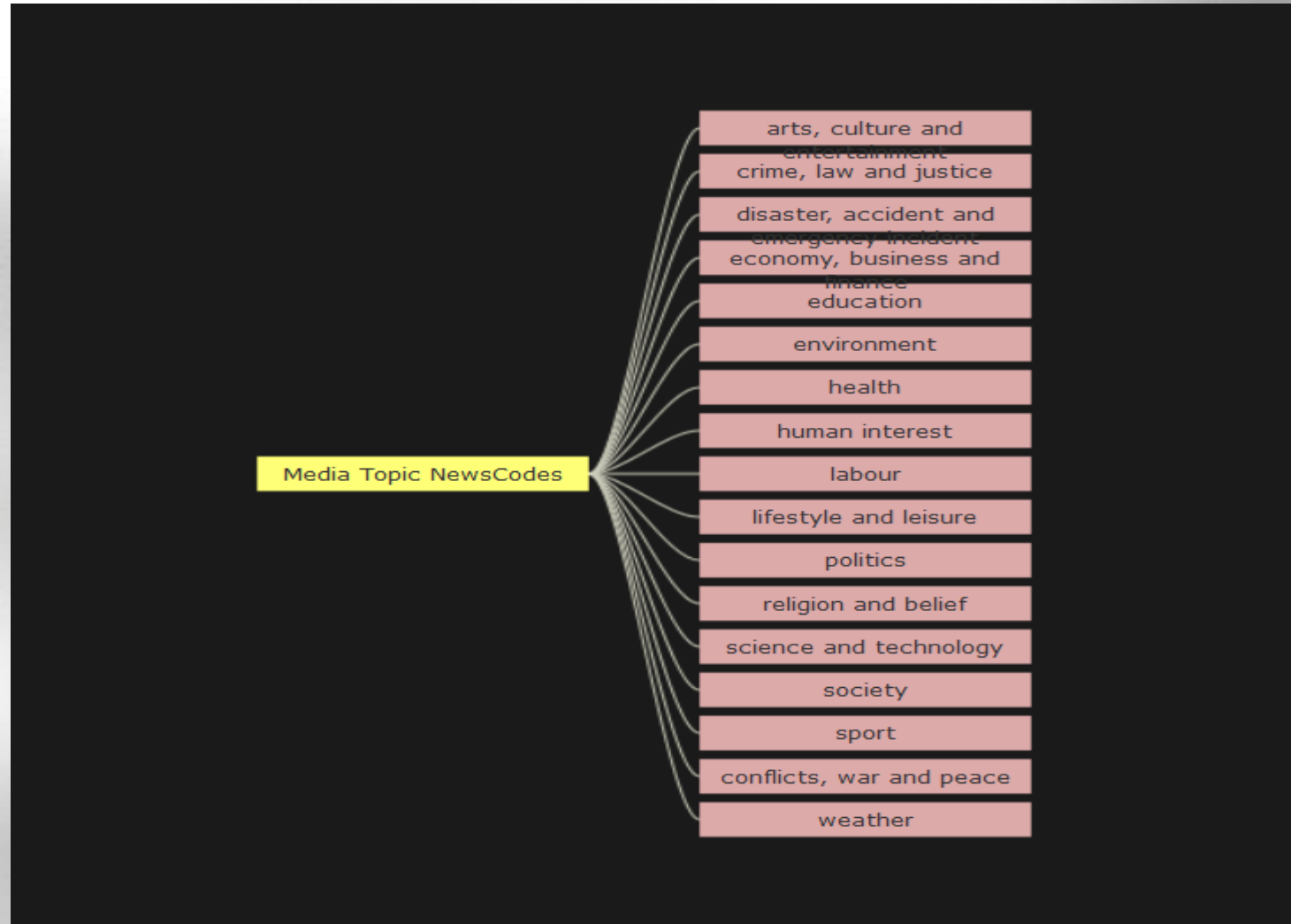
production company: Rusty Fig Pictures

country of reference: Australia

credit item: Alexander Graham, actor
credit item: Kevin Lou, actor
credit item: Eden Carnegie, actor
credit item: Michael Rowland, Director



Metadata example - IPTC Media Topic News Codes



The role of information specialists



Skills and attributes of information specialists

Understand the importance of information technology, architecture and methodologies to determine the structure, design and flows of information

Create accurate and standards-driven metadata for enhanced and persistent access to information resources in an online environment

Source: <https://www.alia.org.au/foundation-knowledge-skills-and-attributes-relevant-information-professionals-working-archives>



We can't do it alone – Collaborators

Enterprise Architecture

- Promotes the development of information management standards and practices
- Defines strategies and governance
- Promotes the alignment of the data model with the enterprise architectural plan
- Undertakes Business Process Modelling

TV and Radio

- Implements File based delivery standards
- Replaces engineering standards with standards that cover both technical and information qualities of a file- and include specifications for master data, metadata and 'other data.

Information Technology Projects

- Business analysts define 'requirements' which are synonymous with the design and development of individual technology projects
 - Individual technology projects are most pervasive, but unrecognised form of Information management practiced within the ABC.

Website and Digital Services

- Controlled vocabularies, navigational taxonomies and metadata standards determine the structure, navigation and labelling of ABC website
- Future Website Information Architecture based on Audience User Experience
- Digital Network develops new digital products, services and experiences for the ABC's audiences based on research into Natural Language processing, connected cars, future homes etc.



Strategy for Information and Media Management (SIMM) 2016/2017

INPUT FROM:

ABC Strategic Pillars
Previous SIMM Strategies 2013-2015
SIMM Executive membership audit interviews
Check Up Digital ABC assessments 2014-2016 (National Archives of Australia NAA)
Digital Continuity 2020- targets and pathways (National Archives of Australia NAA)

STRATEGIES:

1. Introduce
whole-of-life
information
and media
management

2. Enterprise-
wide
information and
media
management

3. Build
awareness of
information
management,
methodologies
and processes

4. Use key
metrics to
assess maturity
of **information
management
& architecture**



Conclusions



ABC data management in transition

From

Technology focussed projects

Single purpose systems

- Multiple standards (vendor decided)

Data duplication

- Including multiple copies of media asset/information in different systems

To

Information/ data as first focus

- Information/audience focussed projects

Common data model/
associated vocabularies

- Industry standards
- Information architecture

Integrated rights
management/content
management

Decision making principles

Media assets and associated assets are core ABC assets

Whole of organisation approach

- ABC wide Information Architecture
- Data needs across the organisation considered in project planning

Collaboration/cooperation

- Change management to organisational culture
- Is this our biggest challenge?

Expected outcomes for the ABC

Media assets

- Unique identifier assigned
- Search results precise and relevant
- All media assets uniquely identified
- Clearly linked to rights/permissions available
- Reduced need for storage

Savings in staff time in duplicated effort

Improved information for decision making

Industry standards applied to:

- Data models and architecture
- Genres
- Content vocabularies



ABC

Thank you,
and with
credits to colleagues in Content Services
in particular Trish Hoyne, Lizbeth Moore, Lynne Carmichael

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