

A large iceberg floats in a blue ocean under a cloudy sky. The visible tip of the iceberg is on the left, while the much larger, submerged portion extends across the bottom half of the frame. The water is a deep blue, and the sky is a lighter blue with scattered white clouds.

10 key take-aways from working with 5000+
broadcasters

Best and worst practices seen from a
metadata provider's perspective

- ❑ Single day files instead of full weeks or entire possible lookahead
- ❑ Delta-updates / NRTs – push notifications
- ❑ Original titles
- ❑ Series/Main titles are for the program title. Episode titles are for episodes (especially relevant for sports).
- ❑ Genre space – documented and explained; but still with major differences in how to get data in
- ❑ Images – differentiation between covers, stills and horizontal promotional material (=showcards) – and with language codes to the images (especially relevant for children content).
- ❑ Umbrella programs (Go´morgen Danmark on TV2 or a Football match with advertising between 1. and 2. half)
- ❑ Communication about feed changes!
- ❑ Consistent timezones – preferably in UTC
- ❑ Contacts at the broadcaster – metadata / images