

**Welcome to
7th. NorDig Metadata Workshop:**

**“NorDig common EPG/Event exchange file format and Rights
management cross networks and platforms”**

With special focus on:

How to promote Ondemand content using TVA metadata

How to use Google TV, EIDR and ISAN with TVA

Images / Picture in TVA metadata

28th. April 2021

Online Workshop

by

NorDig EPG/Event Metadata Group

Program and estimated time schedule for the Workshop from 10:00 to 13:00:

- 10:00 **1. Welcome and presentation** / Peter Mølsted, Chairman
The work in NorDig, maintenance of the NorDig specification and the TV Anytime specification, and release of “List of EPG/Event metadata in NorDig TVA format”.
- 10:10 **2. NorDig TVA specifications and Guidelines** / Randi Volle, NRK
Review of updated NorDig Implementation package contains technical Guidelines for implementation of NorDig TVA including VOD “Startover”, Termslist including EIDR and ISAN in “Otheridentifier” and using TVA metadata for Kantar audience measurement.
- 10:30 **3. How to promote Ondemand content using TVA metadata** / Randi Volle, NRK
Challenges and possibilities using TVA to make Ondemand programs visible for the viewer.
- 10:55 **4. How to use Google tv, EIDR, ISAN and other with TVA** / Ole Madsen, TDC
Enrichment of program metadata by using other sources, EIDR and ISAN along with TVA, and what program metadata Google are using.
- 11:20 **Coffee break - 10 min.**
- 11:30 **5. Working with Images / pictures in TVA** / Frederik Tillroth, SVT
Description of pictures related to a program, can be covers, stills, horizontal promotional material, and same picture in more sizes, e.g., how to handle picture in the most efficient way in relation to the recipients. Ongoing work with development of “HowRelatedCS” to cover the needs.
- 11:55 **6. Short status on NorDig TVA Implementations** /All
- 12:30 **7. Questions, discussions and follow-up actions** / all participants

Due to the Covid-19 crisis and the travel restrictions this workshop is held as an online conference.

This NorDig TVA metadata Workshop have focus on technical implementation of the NorDig common EPG/Event metadata exchange format - NorDig TVA (TV-Anytime) with practical examples, solutions and guidelines, and is a follow up on the workshop held in October 2020.

Program for the workshop includes Updates of implementation guidelines, On demand and TVA – how to promote OD content, How to use Google TV, EIDR and ISAN with TVA, Working with Images / pictures in TVA. The workshop will also include an update on NorDig TVA implementation projects.

Latest NorDig Metadata specifications releases and updates:

NorDig TV Anytime Genre list v. 1.1 including translation to Nordic and Irish languages released September 2020. NorDig Genre list is a specification of NorDig TV Anytime content genre based on TV Anytime Content CS list.

The NorDig TVA Guidelines implementation package v.1.3.1 released October 2020. This updated of NorDig TVA implementation Guidelines includes VOD “Startover”.

List of EPG/Event metadata in NorDig TVA format v. 1.1 released September 2020. This document contains a list of broadcasters, distributors and EPG metadata suppliers who have implemented or are currently implementing NorDig Metadata Exchange format –NorDig TVA metadata as distribution metadata format and have accessible EPG/ Event metadata on air.