

**7th. NorDig metadata one-day Workshop:
“NorDig common EPG/Event exchange file format and Rights management cross networks and platforms”**

Online workshop: Wednesday 28th. April 2021 from 10:00 to 13:00.

With special focus on:

How to promote Ondemand content using TVA metadata

Using EIDR with TVA – Global identification registration

Images / Picture in TVA metadata

Minutes and summary from the Workshop:

Participants:

Peter Mølsted, NorDig (chairman)

Mads Christensen, DR

Niels Kjær, DR

Randi Volle, NRK

Fredrik Tillroth, SVT

Joakim Wall, SVT

Ole Madsen, nuuday

Torstein Hole, Allente

Hemanta Lamichhane, LG

1. Welcome and presentation of participations / 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”.

Welcome and presentation of the participants on the Workshop.

Latest NorDig Metadata specifications releases and updates:

NorDig EPG/Event metadata exchange format specification ver. 1.3 based on the TV Anytime specification latest version ETSI TS 102 822-3-1 V1.11.2 (2019-06) updated October 2019.

Updated NorDig TVA Implementation Guidelines package ver. 1.3.2 was released March 2021. NorDig TV Anytime Genre list v. 1.1 including translation to Nordic and Irish languages was released September 2020.

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

See att. presentation from Peter.

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.

See att. presentation by Randi.

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.

We have in the Implementation package Ondemande xml example files and can provide a standardized way of doing this and develop several scenarios.

There are clearly benefits using TVA for promoting Ondemand content, but the challenges is that the Ondemand catalogs are very big with thousands of titles, so it takes a lot of resources to do the TVA metadata registration of all titles.

NRK has implemented a solution for promoting premiere Ondemand content, not earlier published linear. This is in addition to providing links to Ondemand publishing of content in our linear EPG. Further scenarios for promoting Ondemand publishing may be looked into

YouSee are using TVA for Ondemand content with own engine for generating metadata.

DR is so far using tradition promoting methods like newsletter but are looking at using TVA for premium Ondemand programs.

See att. presentation from Randi, which starts with some general information about the standard and documentation.

4. Using EIDR with TVA – Global identification registration/ Ole Madsen, nuuday - YouSee

Enrichment of program metadata by using EIDR (Entertainment ID Registry) a global identification registration with TVA CRID as EIDR “Otheridentifier”.

There is a benefit for all in the supply chain to use EIDR where possible to get more and better program information. EIDR is a global B2B registry for unique identification of movie and TV content supported by all main studios. Companies use, trust, and rely on EIDR: WB, Sony pictures, Google Play, AFI (American film institute), SMPTE, Netflix and other. Google are using titleEIDR as Id for a program in <https://schema.org/TVEpisode> and <https://schema.org/Movie>.

- All can register content in EIDR, and there a free access to lookup tables.

YouSee are using EIDR metadata to enrichment of program information in combination with metadata from the broadcasters.

See att. presentation from Ole.

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.

Presentation of how SVT are handling program related images with typeGroup, format, size etc. today and what is the needs.

Structure and content of a “HowRelatedCS” for Images / Pictures was discussed, and it was agreed to develop a “HowRelatedCS” including all different format, image types and size parameters to be future proof although today it is only possible to get quite a few pictures format from the broadcasters.

Must be found international names for image types and formats, study of what is being used by others worldwide to be done. We need input from all in the value chain about the needs for description of images.

Frederik will take the task with developing a “HowRelatedCS” for images in the group.

6. Short status on NorDig TVA Implementations /all

SVT have been in production with live programs since September 2020.

DR have been in productions with live programs since end of 2020.

YouSee are adapting and include TVA metadata from the broadcasters as soon as they can deliver.

Canal Digital / Allente are using xmltv and have no plans for using TVA in production but can receive and handle TVA metadata. Canal Digital are updating their EPG only once a day.

7. Questions, discussions, and follow-up actions / all participants

Follow up actions:

Promote Ondemand content using TVA:

Develop solutions and recommendations for converting metadata for existing Ondemand catalogs to TVA metadata.

Using EIDR with TVA – Global identification registration:

Inform about the benefit using EIDR and promote to the broadcasters to use TVA CRID with EIDR as “Otheridentifier” where possible.

Working with Images / pictures in TVA:

To develop a “HowRelatedCS” for images including all different format, image types and size parameters, to be found international names for image types and formats, study of what is being used by others worldwide. Inputs from all in the value chain about the needs for description of images.

8. Other

The participants were satisfied with the Workshop and find it very useful, although an online workshop cannot replace a physical face-to-face meeting.

There was a wish to have a follow up workshop in about 6 months again hopefully as a real physical workshop at SVT in Stockholm.

Thank you for a good workshop.

The NorDig metadata specification and Guidelines are, as all other NorDig specifications, available and free to use for all interested, NorDig members or non-members at the NorDig website. See: <https://nordig.org/specifications/>

For more info. contact:

Peter Mølsted, chairman NorDig EPG/Event metadata group

peter@moelstedconsulting.dk

(mobile: +45 30702213)

or

Randi Volle, metadata experts NRK

randi.volle@nrk.no

(mobile: +47 98069159)