

Base Set of Relevant Elements for Metadata

Requirements for the Provision of Metadata for Distribution

DTVP-20-10
26 June 2020

| | Metadata | Basic Standardization (Optional) | Practical Notes / Examples | Additional Remarks / Commentary |
|----------------|------------------------------|--|--|--|
| general | content type | <ul style="list-style-type: none"> one part (non-serial format) multiple parts (serial format) | | |
| | category | <ul style="list-style-type: none"> motion picture series season episode motion picture made for television clip theme night miniseries motion picture series/franchise segment live broadcast trailer etc. – suggestions welcome! | <ul style="list-style-type: none"> <i>The Bridges of Madison County</i> <i>Der Bergdoktor</i> <i>Alarm für Cobra 11</i> – season 1 „Der Mann im Wald“ <i>Toter Winkel</i> Tyrol landslide raw footage „Die Woche der Begegnung“ <i>Todesspiel</i> <i>Star Wars</i> report: CDU party convention Vienna Opera Ball live <i>Der Lehrer</i> – promo trailer | |
| | broadcast information | <ul style="list-style-type: none"> broadcaster broadcast day calendar day of broadcast start and end times optional: (net run time) re-run information (“first aired on ...”) broadcast ID or alias (for identifying entries on entry updates) first-run information | re-run information refers only to same network (group) add first-run information (e.g. “first-run flag,” “DEA” = first broadcast in Germany, “UEA” = first unencrypted broadcast), if available | <ul style="list-style-type: none"> broadcast day: 0600 to 0559 broadcast information may also include information on series or season premiere with optional details on the number of upcoming episodes (e.g.: “season premiere, 24 eps”) a broadcast may also be tagged as a programming highlight or as a live event a broadcast may be labeled (e.g. “blockbuster”) |

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| | information on non-linear availability | <ul style="list-style-type: none"> supplying network/network group run time/net run time availability dates (first/last day) availability times (from ... to ...) announcement date (first/last day) announcement time (from ... to ...) usage rights <p>processing parameters:</p> | <ul style="list-style-type: none"> HD / SD / free TV / pay-TV / mobile / home TV / geo-blocking: DE, AT, CH, DE+AT, DE+AT+CH, DE+AT+CH+LI, DE+AT+CH+LI+LU, unrestricted catch-up (private recording, deep links, file transfer), instant restart / startover network PVR / live pause (recording in cloud) | <ul style="list-style-type: none"> note on genres: The genre list previously agreed upon does not require expansion, yet additional information may be required, as the case may be |
| | production notes | <ul style="list-style-type: none"> country of origin, coded according to ISO-3166 production year | "Production year" refers to the release date of the original version in the case of theatrical motion pictures and to the first broadcast date in the case of TV productions. | For series and season: production year is years of first and last original broadcast (e.g. 2000–2006 or 2000–2001) |
| | genre | cf. separate list | | |
| title | master title field (German/original) | technical length: up to approx. 124 characters (including spaces) | depending on service or device, only up to 15/20/35/60 characters will be visible; examples: Vodafone West: in detail view 60 characters max; Sky: approx. 35 characters for the new Sky-Q STB; Sky Go EPG: 15 characters Telekom: depending on the run time of the program, title may be cut off after approx. 20 characters; Vodafone: no character limit; Panasonic EPG (tvvt/gracenote): depending on the run time of the program, title may be cut off after 15 characters | |
| | series title (German/original) | technical length: up to approx. 124 characters (including spaces) | | |
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| | season number | | | value = number |
| | total number of seasons | | | "time value" |
| | episode title (German/original) | technical length: up to approx. 124 characters (including spaces) | see above | |
| | episode number | | | |
| | total number of episodes | | | |
| | subtitle or title addition | technical length: up to approx. 124 characters (including spaces) | example: "Formula 1 – The Race. Grand Prix of Germany." | |
| descriptive copy | teaser copy | length: up to approx. 140 characters (including spaces) | <ul style="list-style-type: none"> • Telekom: approx. 100 <i>characters in EPG view</i> • Apple TV app iPhone: approx. 120 characters in 1st view • Vodafone: 100 characters Note: in some cases, a distinction is made between mini-teaser (~55 characters), teaser (~75 characters), and mega-teaser (~100/150 characters) | |
| | content summary – short | length: up to approx. 240 characters (including spaces) | <ul style="list-style-type: none"> • TVnow on Amazon Fire TV Stick: 250 characters; • Sky Go on iPhone: 180 characters • Netflix: 240 characters • Vodafone: 250 characters | |
| | content summary – long | length: up to approx. 500 characters (including spaces) | <ul style="list-style-type: none"> • Telekom: 500 characters • Amazon: 400 characters • Vodafone West: linear 600 characters, VOD: 1,000 characters • Panasonic: 600 characters • Zattoo 500 characters • Vodafone: 500 characters for comparison: Teletext 500–600 characters or more | |
| | series content summary | length: up to approx. 500 characters (including spaces) | <ul style="list-style-type: none"> • Amazon: 400 characters • Netflix: 100 characters | |

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| | season content summary | length: up to approx. 500 characters (including spaces) | <ul style="list-style-type: none"> Amazon: 400 characters | |
| images | images (number, layout) | minimum of 1 image per “event,” both in portrait and landscape orientation, if possible | N.B.: growing interest in images, due to growing use of visual aids (as opposed to copy) in EPGs/reco engines <ul style="list-style-type: none"> broadcast logo may be used as fallback solution sequence is key: sorting number 1/flag marks key visual | |
| | caption | <ul style="list-style-type: none"> identification of person(s) portrayed attribution and, if necessary, description of image | | text field |
| | image category | e.g.: <ul style="list-style-type: none"> logo group photo (season, episode) still publicity still portrait artwork | Note: The designation of image categories may vary from one network (group) to another. | |
| | aspect ratio | preferably: 16:9 and 2:3, then other aspect ratios, such as 4:3 and 3:4 | | <i>as long as it is an image!</i> |
| | image format | PNG, JPG | | |
| | resolution | as high as possible | HD resolution (pixels!) or no less than 72 dpi | |
| | image copyright | | | text field |
| | image name | image ID, file name, or similar identifier | | bilateral agreement |
| | cast | <ul style="list-style-type: none"> first and last names academic degree/Title, if applicable usually in order of relevance stage name in quotation marks | | structured listing and submission! |
| | crew credits | <ul style="list-style-type: none"> first and last names | | |
| | cast positions | <ul style="list-style-type: none"> actor supporting actor guest host commentator and co-commentator expert | | |

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|--|-----------------------------------|--|---|---|
| | | if applicable | | |
| | crew positions | <ul style="list-style-type: none"> director writer music producer director of photography (if applicable) film editor (if applicable) composer (if applicable) animation (if relevant) dubbing voice actor (if relevant) show-runner (if relevant) | | |
| | role | <ul style="list-style-type: none"> role name (German) | <i>examples!</i> „Das Biest“ „Ethan Hunt“ (not: „Hunt“, „Ethan“) | |
| | rating / parental guidance | rating according to FSK / FSF / broadcaster's own assessment/advisory | minimum age 0, 6, 12, 16, 18 years, unrated relevant for parental lock with pay-TV; note on encryption under control data | |
| | exchange formats | typical formats: XML/JSON | pull/push, REST system | |
| | accessibility | <ul style="list-style-type: none"> subtitles audio-description sign-language interpreter | | |
| | video format (video) | <ul style="list-style-type: none"> 4:3, 16:9 HD, SD, UHD (4k) | | <i>These control data should only be listed here in case the EPG allows or expects a special filtering and/or identification.</i> |
| | audio format (audio) | <ul style="list-style-type: none"> (language) – if not German original version with subtitles multi-channel Dolby [...] | | |
| | color format | <ul style="list-style-type: none"> color, black and white | | |
| | social media | <ul style="list-style-type: none"> URL (program) # | | |
| | European production | <ul style="list-style-type: none"> yes / no | optional | |
| | sponsoring | <ul style="list-style-type: none"> yes / no | | NEW! |
| | product placement | <ul style="list-style-type: none"> yes / no | | NEW! |
| | provision of prizes | <ul style="list-style-type: none"> yes / no | | NEW! |

Proposed Amendments / Definitions

1. Film

- feature film, produced for theatrical release or direct-to-video (DVD/Blu-ray Disc)
- short film (run time no more than 40 minutes)
- TV movie (feature motion pictures made for or first released on television – not to be confused with miniseries)
- examples: *Downfall*, *Black Rider*, *My Sweet Charlie*

2. Series

- Scripted Series (with script)
 - TV series or miniseries/limited series
 - a television production based on a single topic or plot, solved in one piece. All parts have to be presented under the same title and show a continuous production. A miniseries consists of two or more parts. All miniseries are filed as show records with episodes (no season).
 - a daily or weekly program with the same cast format and a continuous plot, such as soap opera, sitcom, miniseries, or drama
 - examples: *The Simpsons*, *The Sopranos*, *Modern Family*, *Rote Rosen*, *Verbotene Liebe*
- Non-scripted Series
 - newscasts, weather, daily magazines, game shows, reality shows, talk shows, interviews, etc.
 - examples: *Tagesschau*, *heute journal*, *RTL aktuell*, *Aspekte*, *Frontal 21*, *Galileo*, *Prominent*

3. Special

- a one-off production, usually a documentary, musical or comedy program or a seasonal program (e.g. Christmas specials) without further episodes
- examples: *Goldene Kamera*, *Menschen Bilder Emotionen*, *LUKE! Das Jahr und ich: Der Comedy-Jahresrückblick*, *Der satirische Jahresrückblick*

4. Sports

- a team-vs.-team (e.g. soccer, basketball) or non-team event (e.g. horse racing, bowling, golf)
- sports-related programs, such as soccer analyses, would be categorized as series with episodes: examples include: *tipico Countdown*, *Fußball Bundesliga Samstags-Konferenz*, *100% Bundesliga*, *Sportschau*, *Das aktuelle Sportstudio*, *Heimspiel! extra*

Special Cases

- Series are usually subdivided into seasons and episodes. On a fourth level, episodes may have clips attached (e.g. *Morgenmagazin*, *Das aktuelle Sportstudio*, *BL Alle Spiele, alle Tore*), which may also be an audio-descriptive version.
- Miniseries are series without seasons (e.g. *The Night Manager*, *The Blue Planet*), i.e. the episodes are linked directly from the series.
- Multi-part features have a single storyline stretching across all episodes and are therefore marketed as miniseries/limited series without seasons (e.g. *The Hitchhiker's Guide to the Galaxy*). If, however, additional seasons follow, they are treated as series (e.g. *Tannbach*).
- Movie series are self-contained motion pictures which are identifiable as a series and occasionally designated as serials. This applies to theatrical features (*Star Wars*, *The Matrix Trilogy*) as well as TV movies (*CSI*, *The Old Fox*, *Katie Fforde*). TV movie series are often structured into seasons by broadcast years.
- Sports are not suitable to fit into the four-tier scheme of series/season/episode/clip, since they would actually require an eight-tier model:

| | genre | type of sport | contest | M/F | season | gameday | game | program |
|---------------------------------------|-----------------|---------------|------------------------|------------|-----------|------------------|-------------------------|----------------------|
| English: | | sports | contest | gender | season | matchday/gameday | match/game | asset |
| German: | | Disziplin | Wettkampf/Liga | Geschlecht | Saison | Spieltag/Runde | Event | Asset |
| examples for various types of sports: | | | | | | | | |
| Bundesliga | ball sports | soccer | Bundesliga | male | 2019/2020 | 3rd week | Schalke 04 – Hertha BSC | highlight clip |
| Formula 1 | motorsports | Formula 1 | FIA World Championship | male | 2019 | Monaco | Qualifying | live event |
| Tennis | racket sports | tennis | English Championship | female | 2017 | semi-final | Muguruza – Rybarikova | re-live + highlights |
| Olympic Discus Throw | track and field | discus throw | Olympic Games | female | 2020 | qualifier | - | live on tape |