Content structure breakdown, re-use of components and the importance of metadata

Carl Mann

Frankfurt Book Fair 2010
Supply Chain Meeting
Frankfurt, 5 October 2010
Klopotek & Global Customers and Offices Worldwide

- Publishing expertise and the leading solution for both print and online publishing products
- 350+ publishing customers in 150+ locations worldwide
- 5,000+ days per year of new product enhancements
- 14,000+ users with multiple language user interfaces
- 180+ certified publishing software professionals
New challenges are caused by the digitization of content

The proliferation of media formats and variants requires a new approach to content and metadata management.
Challenges for the publishers of multimedia products

- number of components to create a title or work is exploding
- each component has different attributes and requires different management
- increasing complexity of production processes
- more product variants, shorter production time
- growing variety in formats
- challenge of managing the re-usability of components
- different production processes and workflows
Low Level of Complexity

The same content in many different formats.
Rising Level of Complexity

The work divides into different parts.
… and beyond

Content can be re-assembled to create new products.
Challenges of the digitization

- Multiple product formats
- Re-use in different products
- Different metadata structures
- Royalties for content components
Components in multimedia products

- Content for mobile device(s)
- CD & DVD
- Website
- E-Book content
- Tracks
- Apps
- Different Book formats
- Booklet
- Text
- Pictures
- Game
- Animations/flash
- Chapters
- Paragraphs

Attributes
- Name
- Duration
- Quality/ bit rate
- Format
- Rights
- ISTC
- Origin ISTC
- No. of words
- Font
- Language
- Rights
PCM – Product Component Manager

- **Element Type = Audio Element**
  - Name
  - Title
  - Subtitle
  - Content type
  - Medium format
  - Audio format
  - System requirements
  - Software requirements
  - Copy protection
  - Access requirement
  - Cavity number
  - Number of audio tracks (to be calculated Sum of parts)
  - Duration (min.) (to be calculated Sum of parts)
  - Languages
  - Packaging
  - Booklet

**Attribute Types**
- String
- Number
- Boolean
- DropDown
- Function (SUM)
- List of [ ]
- Value pairs (type + value)
Questions to be answered

- How do I manage the new product attributes in a well structured, transparent and cost efficient way?

- How do I manage my content structures and components logically?

- How do I manage my content and the metadata technically?

- How do I structure and process the re-use of content components?

- How do I manage my rights and royalties?
Assumptions regarding rights and royalties on component level

- I don’t want to be obliged to create a separate contract for each piece of content.
- I want to agree on all component specific rights and royalties in my usual author’s contract.
- I don’t want to be forced to set up all granular component details when creating a new product idea and while negotiating with the author.
- I don’t want to define the royalty rules per single component.
- I always want to be sure about the exploitation rights regarding my products and the various content components.
Metadata formats and standards

Thank you for your attention