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The Public Broadcasting Community standard designed PBCore 2.0 in 2011. It was specifically designed for audiovisual media (television and radio) for the description of digital and analog formats. PBCore is selected for this mapping project to have a minimum one specific audiovisual standard to compare with the others in order to determine if a specific descriptor is the best choice for audiovisual archives. Based in Dublin Core Standard the intention of PBCore is to provide a way to fit information with other systems and to aid the information exchange. It works very well for audiovisual material, including fields associated to this area; for example channels, duration, tracks, color, etc., and it considers data about digital files, including fields such as encoding, data rate or bit depth. Therefore, PBCore is a very adaptable and flexible standard with a clear hierarchical structure and readable fields that allows a fast recognition of data. One of the unique features is the Instantiation element that allows describing different moments in the life of the object, a very useful tool for production and preservation purposes, while there are not specific fields for preservation data. In-house databases should use or map easily to PBCore.

Per Dublin Core, an international standard for electronic documents, PBCore is intended for describing video, audio, text, images and interactive learning objects for television, radio and Web activities. It consists of a core set of terms and descriptors (elements) used to create information (metadata) that categorizes or defines media items (assets or resources). There is mutual understanding that digital television files need to be preserved that can’t happen at the end of the production process. They need to be incorporated into the production’s overall workflow.

The goal of CUNY TV in collaboration with PBcore is to design a digital environment that will help us to safely save the files, let us find them, and then let us look at them again. We are focusing on storing the files in packages, and placing them in an open-source storage application that can be maintained and periodically refreshed. Furthermore, preservation means assuring that the essence survives along with the metadata used to identify and access it. Our plan is to follow PBCore standards required to create and/or capture necessary metadata and to validate that these requirements can be adopted and implemented. Exclusive of such a broad effort, long-term access to digital program files most likely will be lost. Because of PBCore there is the potential that programs produced in digital formats will be preserved and accessible well into the future.

Thank you.