

What is PBCore?

PBCore is an XML-based metadata schema developed in the early 2000s for the public broadcasting community. Since the launch of PBCore 1.0 in 2005, dozens of organizations have begun using PBCore as a way to structure, organize, and share data around their audiovisual collections.

PBCore was originally developed by the public broadcasting community with funding from the Corporation for Public Broadcasting so that producers and local stations could better share, manage and preserve their media. Since then, a growing number of moving image archives and media organizations outside of public broadcasting have adopted PBCore to organize, share, and structure data about audiovisual assets and collections in a standard way.

The PBCore schema has been adopted for a variety of different purposes, such as:

- a core descriptive metadata schema and data dictionary for cataloging or describing audiovisual content and associated technical metadata
- a model for building custom databases or applications for the management and use of audiovisual collections
- a guideline for identifying a set of vocabularies for describing audiovisual assets
- a data model for configurable collection management systems such as Omeka, Collective Access, etc.
- a guideline for creating inventory spreadsheets
- a mapping utility for targeting data into different schemas or custom databases

PBCore is focused on providing a structured way to describe audiovisual assets and related audiovisual material. It includes specialized fields and vocabularies to describe concepts that are uniquely relevant for assets created within the broadcast and media environment.

PBCore concepts can be used to inventory, describe, and catalog the physical and intellectual properties of their holdings. Some users develop databases based on the PBCore model to make their data searchable and discoverable by users both within and outside of their institution; others incorporate PBCore terminology into existing applications to better describe and manage their audiovisual content. Users can generate PBCore XML records or create PBCore-based spreadsheets to share data with other users in a standardized fashion.

While it is designed to manage descriptive and technical metadata, PBCore can be used alongside other standards to capture additional descriptive, technical, or preservation metadata. To address preservation needs, PBCore encourages the use of other standards through extensions and additions. For example, the American Archive of Public Broadcasting uses PBCore for descriptive and technical metadata, PREMIS for preservation metadata, and reVTMD for process history metadata. Other organizations have used PBCore for their item-level descriptive and technical metadata needs in conjunction with *Describing Archives: A Content Standard* (DACS)/Encoded Archival Description (EAD) for archival collections. PBCore can also be used as a core descriptive metadata standard in conjunction with Metadata Object Descriptive Standard (MODS) for describing audiovisual resources in libraries.