'New Content Management' symposium organized by IRT, ZFP and FKTG

Attended by more than 300 program executives, engineers and journalists, the symposium showed how important information on this particular topic is. Keynote speaker Mrs. Gabriele Arlt (Director of Operations with MDR - Mitteldeutscher Rundfunk) outlined the topic of this two-day symposium and pointed at the responsibility of the industry - and especially the software and hardware manufacturers - to fulfil the requirements and requests of broadcasters to deliver products, which tie both IT and TV world.

Heiner Butz, deputy senior editor of ZDF Heute-Journal, associates Content Management with catchwords

Deputy senior editor Butz of ZDF Heute-Journal explains how they incorporate CMS

and slogans like *Workflow* and *working process enhancements*. "Common expressions such as essence and metadata have to be understood first. Varying production processes need changed ways of thinking," says Butz.

Currently, 500 journalist workplaces are networked at ZDF's locations in Mainz and Berlin, getting random access to video, audio and data material. Who ever work in the creation and decision process at ZDF has the same look, feel and GUI. To set-up a system for department and production wide purposes, exactly defined workflows have to be laid out and arranged with all users. One of the questions is: Will a transmission line be booked by the same system or is another running application already available, which will be used for it? Answer: A system that handles Content Management should solely be used for its purpose and not blocked or even loaded with other tools and functions. "I personally do not know what a CMS is although we do content handling and management throughout the day," Butz declares. Sounds curious out of a journalist's mouth, which works already for six years with a CMS system.

Andreas Ebner, principal engineer with IRT and in charge for CMS, brought up some philosophical views of CMS purposes and presented new services coming with the management of content. He says *that just for the fact to optimise production techniques a CMS is too expensive.* Rights management is a key function that has to be covered when designing and planning an integrated CMS. Optimised rights inquiries are basic requirements for optimised production runs. Ebner added, that - in the future - there would be a need for more reuse of archived tape material. "The query for more servers and special purpose hardware will pop-up again. A CMS should manage data through open interfaces and allow object control on workflow level – but that is a dream at this stage of software development. Only this way, content management will be possible," says 'evangelist' Ebner.

Content Management System – a problem solver or still hassle and struggle?

Very interesting was the fact that not everyone has had the same opinion about content management. In addition, the sense of an integrated solution for all areas of a production process was made uncertain.

The German institution DRA (Deutsches Rundfunkarchiv) reported on the working group 'Multimedia Data Model'. The intention of the WG lays in the attempt to create a new data model for archiving purposes. Mono medial content should be integrated into multimedia content. From an archivist point-of-view (Model) they looked at the substances of Content Management requirements. Much attention was paid to the new production workflow, where the multimedia data model offers different levels of information for various users during the production/creation process. In this new data model the archivist do not pay any attention to rights management. They only point at databases, which contain this particular data, from where it can be retrieved.

MDR's design of a CMS showed that there is a compelling need for keyframe creation. Currently, an evaluation phase with several CMS's takes place at MDR Leipzig. One of the evaluation consequences is that the requirements of the editorial staff have a deep influence on the workflow. The need for rights management (IPR) inside an editorial network is necessary. There should not be any problem with the release of material for transmission or broadcast. "We implemented the Omnixmedia Watchdog function to control the ingest process. The watchdog function automatically generates a MPEG1 browse file when new video material is ingested onto the server," says Treuherz, systems engineer with MDR. His message is that each broadcaster should set-up its own requirements and recommended practices in conjunction with a CMS. It is impossible to copy a system from another broadcaster!

Bayrischer Rundfunk BR explained the design of their new archive and production facilities, which include besides production suites, central VTR playout, archiving and transmission rooms a CMS solution that incorporates sixty browsing workplaces. The requirements are in conformity with the demands of ZDF, NDR and other German public broadcasters. They will solve all problems that are related to program variety and quantity and to work efficiently and economically.

ZDF introduces CMS's step-by-step in their production workflow and collects first experiences in conjunction with it. There is a need for a modern Content Management to survive in competition with others. Metadata exchange has to be secured, automated and the exchange with S2S, B2B and B2C should be satisfactory. The file format must be standardised and used by all broadcasters and service providers.

Reinhard Knörr, principal engineer storage devices with IRT, urges patience for the availability of a CMS that offers common control mechanisms and functions for different data models. He reported on efforts made to integrate and set new standards. There are still differences about the standard file and format structure and its benefits for the users.

ORF - a step ahead?

Together with the implementation of a new archiving system at ORF, new working procedures and job function descriptions were released. Job functions changed in regard of responsibilities. ORF set-up five new positions (lawyers) in the archive in direct relation to the data ingest. At the point of ingest IPR information is checked and filled into specific fields of the CMS. The ORF model of their self-designed Request Broker is very interesting because of its functionality, as well as the pilot project Newsroom is, which is a 'start from scratch' installation at the ORF facilities in Vienna/Austria. ORF uses FAST.blue NLE systems as ingest stations for the archiving process.

The two-day symposium did not answer all questions but showed some interesting standpoints in how to integrate and run a 'sophisticated' CMS.