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Reprint

METADATA: What You Need to Know (AND WHY YOU **NEED TO KNOW IT)**



by Tim Siglin

three seem to rank particularly high in the purtheon of et a decent number of takers because we all touch content that we must be optimize at higher quality or lower bitmins. Bring up revers, which only the enterprise and CDN (content delivery setrock) geeks seem to focus on these days, and you'll still get zere positive response. But try to talk about metadata, and enaily eryone will show that pained look you get when pressed to retryction was arrow train praired 2006 you gits where presented to fleeding up an amone ficials from some incellerant college class you didn't want to take in the first place. "Uh, methodata. Of course, lises. Listen, I have to go do that thing been."
But long after the inclusivity has solved tochnical issues with codects, nervers, and CDNs, we'll still be wrestling with methodata.

Not just the plain old "data about data" metadata used by static contest massagement systems that house mostly test documents, such as Ward or PDFs but also temporal "time based") metada used by audio and video contest creation and contest delivery evidents. Far from being arcupe or irrelevant, metadata is an essential part of today's and tomorrow's streaming media. You really do want to take this class.

Not yet convinced? Then let's start with two masons why you.

I tim, money samply par, membersmor mentales at tag business. This of Craconoth, for example, a company best known for the distabase that drives (Tunes) automated album, track, and artist information. Cracenote straned out in 1998 as an open distabase; if them morphed into a private enterprise model several years later. By 2008, when it was acquired by Sony for \$260 million, its appeal revenues were project

"Managing rights and clearances for geographical estrictions, music issues, and content are key issues

Second, future growth. On stage at the most recent Streaming Media East show, Steve Mack pointed out to his panel's audience that "metadata may sound really boring, but

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