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Exploring Europe's Television Heritage in Changing Contexts

Content Selection and Metadata Handbook

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SCOPE

This document outlines the metadata elements and content selection policy for the EUscreen project, and it also outlines how the uploading of content and metadata will be supported and monitored.

This document does **NOT** cover the technical aspects of metadata content uploading. This will be the subject of a separate handbook to be published by WP4.

The document below is divided into five sections:

1. EUscreen Common Metadata Elements
2. Genre Classification in EUscreen
3. EUscreen Content Selection Policy
4. Guidelines for supporting and monitoring metadata and content selection

EUSCREEN COMMON METADATA ELEMENTS

The following are the list of elements (mandatory and optional) which will form the EUscreen Common Metadata Scheme based on the EBUcore schema. Each field will include an explanation of the information to be contained. In most instances examples of potential information are provided.

Name	**Identifier**
Cardinality	Unique per item
Requirement	Mandatory
Definition	A unique, unambiguous reference to the item within the EUscreen repository (automatically assigned by the ingestion system)
Format	Free text
VA mapping	identifier
EBUCore mapping	/ebucore:coreMetadataType/ebucore:identifier/dc:identifier and /ebucore:coreMetadataType/ebucore:identifier @typeLabel = "main" /ebucore:coreMetadataType/ebucore:identifier @formatLabel = "EUscreen"
Reference data	n.a.
Examples	Identifier: 'EUS_TVC002745'

Name	**Material Type**
Cardinality	Unique per item
Requirement	Mandatory
Definition	The nature or type of the item
Format	Controlled vocabulary

VA mapping	materialType
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/dc:format
Reference data	MaterialTypeList.html
Examples	Material Type: 'Video' Material Type: 'Still'

Name	**Title**
Cardinality	Unique per item
Requirement	Mandatory
Definition	A name given to the item in the provider language (the title of a specific episode (if in a series), the title of a programme, the subject of a photo, etc.). The Title is the name by which an item is formally known and that everyone should use to refer to or search for that particular item. If the item has no proper title then an assigned title needs to be defined.
Format	Free text
VA mapping	Title or episodeTitle
EBUCore mapping	/ebucore:coreMetadataType/ebucore:title/dc:title
Reference data	n.a.
Examples	Title: 'ACHTER HET NIEUWS' Title: 'Ritorno alla mia valle'

Name	**Title in English**
Cardinality	Unique per item
Requirement	Mandatory
Definition	The title of the programme/episode/photo in English (it could be the same as the provider 'Title').
Format	Free text
VA mapping	EnglishProgramme Title or EnglishEpisodeTitle
EBUCore mapping	/ebucore:coreMetadataType/ebucore:title/dc:title /ebucore:coreMetadataType/ebucore:title/dc:title@xml:lang="en"
Reference data	n.a.
Examples	Title in English: 'Behind the news' Title in English: 'Back to my valley'

Name	**Series Title**
Cardinality	Unique per item
Requirement	Optional

Definition	The title of the series in the content provider language.
Format	Free text
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:alternativeTitle/dc:title and /ebucore:coreMetadataType/ebucore:alternativeTitle @statusLabel = "Series"
Reference data	n.a.
Examples	Series Title: 'Lost' Series Title: 'I Griffin'

Name	**Series Title in English**
Cardinality	Unique per item
Requirement	Optional (Mandatory if 'Series Title' is present)
Definition	The title of the series in English (it could be the same as the 'Series Title' if translation is inappropriate – for example: 'Wochenschau').
Format	Free text
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:alternativeTitle/dc:title@xml:lang="en" /ebucore:coreMetadataType/ebucore:alternativeTitle @statusLabel = "Series Title in English"
Reference data	n.a.
Examples	Series Title in English: 'Lost' Series Title in English: 'Family Guy'

Name	**Clip Title**
Cardinality	Unique per item
Requirement	Optional
Definition	The title assigned to a clip extracted from a programme/episode in the provider language
Format	Free text
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:title/dc:title /ebucore:coreMetadataType/ebucore:type/ebucore:object@typeLabel="clip"
Reference data	n.a.
Examples	Clip Title: 'People in the streets during Christmas holidays' Clip Title: 'Il Papa apre la Porta Santa'

Name	**Summary**
Cardinality	Unique per item

Requirement	Mandatory
Definition	Short description of content in provider language to give an idea or sense of the item. This should be a maximum of two lines of text.
Format	Free text
VA mapping	abstract
EBUCore mapping	/ebucore:coreMetadataType/ebucore:description/dc:description and /ebucore:coreMetadataType/ebucore:description @typeLabel = "Summary"
Reference data	n.a.
Examples	Summary: 'Amb motiu de la tancada d'uns 300 immigrants "sense papers" en una església de Barcelona, per demanar que l'administració doni resposta a les peticions de legalització'

Name	**Summary in English**
Cardinality	Unique per item
Requirement	Mandatory
Definition	Short summary of the content of the item in English language.
Format	Free text
VA mapping	englishAbstract
EBUCore mapping	/ebucore:coreMetadataType/ebucore:description/dc:description and /ebucore:coreMetadataType/ebucore:description/dc:description@xml:lang="en" /ebucore:coreMetadataType/ebucore:description @typeLabel = "English summary"
Reference data	n.a.
Examples	Summary in English: '300 illegal immigrants stage a sit-in at a Barcelona church to demand a response from the government to their requests for residence and work permits.'

Name	**Extended description**
Cardinality	Unique per item
Requirement	Optional
Definition	Long description of item content that may include: individual programme description, anecdotal interpretations, shot lists or transcriptions. It could be in provider language or in English.
Format	Free text
VA mapping	description
EBUCore mapping	/ebucore:coreMetadataType/ebucore:description/dc:description and /ebucore:coreMetadataType/ebucore:description @typeLabel = "extended description"
Reference data	n.a.
Examples	

Name	**Local keywords**
Cardinality	Multiple
Requirement	Optional
Definition	Keywords used internally by the content provider for classifying the intellectual content of the item. Keywords are usually expressed in the local language of the content provider.
Format	Free text
VA mapping	subject
EBUCore mapping	/ebucore:coreMetadataType/ebucore:subject/dc:subject and /ebucore:coreMetadataType/ebucore:subject @typeLabel = 'keywords'
Reference data	n.a.
Examples	Local keywords: 'Piana del Fucino | Ingegneria idraulica | industria energetica | agricoltura | industria alimentare | allevamento di bovini | fiere ed esposizioni'

Name	**Thesaurus terms**
Cardinality	Multiple
Requirement	Mandatory
Definition	Keywords used to classify the item. Values are taken from the IPTC thesaurus integrated in the EUscreen annotation tool.
Format	Controlled vocabulary
VA mapping	keywords
EBUCore mapping	/ebucore:coreMetadataType/ebucore:subject/dc:subject and/or /ebucore:coreMetadataType/ebucore:subject/ebucore:subjectCode (termId) and /ebucore:coreMetadataType/ebucore:subject @typeLabel = 'IPTC subject'
Reference data	VideoActive IPTC thesaurus
Examples	Thesaurus terms: 'Lifestyle & Leisure, Eating habits, Restaurants, Environmental Issues'

Name	**Geographical Coverage**
Cardinality	Multiple
Requirement	Optional
Definition	The spatial topic of the item (values are taken from IPTC or ISO thesaurus integrated in the annotation tool).
Format	Controlled vocabulary
VA mapping	coverageSpatial
EBUCore mapping	/ebucore:coreMetadataType/ebucore:coverage/ebucore:spatial /ebucore:location/ebucore:name @typeLabel (e.g. country or city) /ebucore:coreMetadataType/ebucore:coverage/ebucore:spatial/ebucore/location

	/ebucore:name
Reference data	IPTC or ISO thesaurus
Examples	Geographical coverage: 'Italy' Geographical coverage: 'Barcelona, Spain'

Name	**Genre**
Cardinality	Multiple
Requirement	Mandatory
Definition	Information about the genre of the resource (defined in EUscreen)
Format	Controlled vocabulary
VA mapping	Classification
EBUCore mapping	/ebucore:coreMetadataType/ebucore:type/genre
Reference data	genrelist.html
Examples	Genre: 'News' Genre: 'Drama/Fiction'

Name	**Topic**
Cardinality	Multiple
Requirement	Mandatory
Definition	Information about the topic of the resource (defined in EUscreen, this will include 14 Historical Topics, 2 Comparative Virtual Exhibitions and 1 Content Provider Virtual Exhibition). Please try to use just one topic, if necessary use two. If you require more than two please discuss this with the Content Delivery team at euscreen@bufvc.ac.uk.
Format	Controlled vocabulary
VA mapping	topic
EBUCore mapping	/ebucore:coreMetadataType/ebucore:subject/dc:subject and /ebucore:coreMetadataType/ebucore:subject @typeLabel = 'topic'
Reference data	topiclist.html
Examples	Topic: 'Lifestyle and consumerism' Topic: 'Education'

Name	**Provider**
Cardinality	Unique per item
Requirement	Mandatory
Definition	The name of the content provider for the given item. It will be automatically assigned by the EUscreen import and annotation tool.
Format	Controlled vocabulary

VA mapping	creator
EBUCore mapping	/ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:creator/ebucore: contactDetails/ebucore:name ebucore:name and ebucore:role@typeLabel= "Publisher"
Reference data	ContentProviders.html
Examples	Provider: 'Cinecittà Luce' Provider: 'BBC'

Name	**Publisher/Broadcaster**
Cardinality	Unique per item
Requirement	Mandatory
Definition	The name of the entity primarily responsible for making the item available to the public (through broadcasting, publishing and other modes of distribution). It could be the same of 'Provider'.
Format	Free text
VA mapping	publisher
EBUCore mapping	/ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:creator/ebucore: contactDetails/ebucore:name ebucore:name ebucore:role@typeLabel="Broadcaster"
Reference data	n.a.
Examples	Publisher/Broadcaster: 'RAI'

Name	**First Broadcast channel**
Cardinality	Unique per item
Requirement	Optional
Definition	The channel that originally broadcast the item.
Format	Free text
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:publicationHistory/ ebucore:firstTransmissionChannel
Reference data	n.a.
Examples	First Broadcast channel: "BBC 2"

Name	**Broadcast date**
Cardinality	Unique per item
Requirement	Mandatory (unless non-broadcast material, if so 'Production year' should be included)
Definition	The first known date the item was broadcasted/transmitted.

Format	dd/mm/yyyy
VA mapping	dateTransmitted
EBUCore mapping	/ebucore:coreMetadataType/ebucore:publicationHistory/ ebucore:firstTransmissionDateTime
Reference data	n.a.
Examples	Broadcast date: 20/11/1975

Name	**Production year**
Cardinality	Unique per item
Requirement	Mandatory (if non-broadcast material)
Definition	The year the item was created (produced)
Format	YYYY
VA mapping	yearCreated
EBUCore mapping	/ebucore:coreMetadataType/ebucore:date/ebucore:created
Reference data	n.a.
Examples	Production year: "1982"

Name	**Country of production**
Cardinality	Multiple
Requirement	Optional
Definition	The country where the item was produced
Format	ISO country codes (ISO 3166-1)
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:description/dc:description and /ebucore:coreMetadataType/ebucore:description/dc:description@xml:lang="en" /ebucore:coreMetadataType/ebucore:description @typeLabel = "Country of Production"
Reference data	http://www.iso.ch/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html
Examples	Country of production: "BE" Country of production: "GR"

Name	**Original identifier**
Cardinality	Unique per item
Requirement	Mandatory
Definition	A unique, unambiguous reference to the item within the source archive (content provider internal identifier)
Format	Free text

VA mapping	Identifier
EBUCore mapping	/ebucore:coreMetadataType/ebucore:identifier/dc:identifier and /ebucore:coreMetadataType/ebucore:identifier @typeLabel = "Original"
Reference data	n.a.
Examples	Identifier: 'D0002745'

Name	**IPR restrictions**
Cardinality	Unique per item
Requirement	Mandatory
Definition	Statement about the presence of IPR restrictions in place on the item
Format	Controlled vocabulary (true|false)
VA mapping	Ipr
EBUCore mapping	/ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:rights/ebucore: rightsClearanceFlag (true -> IPR issues cleared)
Reference data	n.a.
Examples	IPR restrictions: 'true'

Name	**Rights terms and conditions**
Cardinality	Unique per item
Requirement	Mandatory
Definition	Information about rights held in and over the item
Format	Free text
VA mapping	Rights
EBUCore mapping	/ebucore:coreMetadataType/ebucore:rights/dc:rights
Reference data	n.a.
Examples	Rights terms and conditions: 'Copyright limited to United Kingdom satellite broadcast delivery' Rights terms and conditions: 'Copyright owner of this material is the Hellenic National Audiovisual Archive (HeNAA). For further inquiries please e-mail to info@avarchive.gr' Rights terms and conditions: 'Creative Commons: Attribution-NonCommercial (for details of Creative Commons license see http://creativecommons.org/licenses/)'

Name	**Item type**
Cardinality	Unique per item

Requirement	Mandatory
Definition	Information about the type of the item
Format	Controlled vocabulary (whole | part/extract)
VA mapping	assetType
EBUCore mapping	/ebucore:coreMetadataType/ebucore:type/objectType@typeLabel
Reference data	n.a.
Examples	Item type: 'part/extract'

Name	**Item duration**
Cardinality	Unique per item
Requirement	Mandatory
Definition	Time-based duration (extent) of the item
Format	hh:mm:ss
VA mapping	assetTime
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/ebucore:duration/ (timecode, normal playtime, other)
Reference data	n.a.
Examples	Item duration: '01:13:45'

Name	**Item colour**
Cardinality	Unique per item
Requirement	Optional
Definition	Information about colour reproduction of the item
Format	Controlled vocabulary
VA mapping	assetColour
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/ebucore:videoFormat/ebucore: videotechnicalAttributeString /ebucore:coreMetadataType/ebucore:format/ebucore:videoFormat@typeLabel = 'colour type'
Reference data	colourtypes.html
Examples	Item colour: 'Black & White'

Name	**Item sound**
Cardinality	Unique per item
Requirement	Optional
Definition	Information about the audio reproduction of the item

Format	Controlled vocabulary
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/ebucore:audioFormat/ audiotechnicalAttributeString /ebucore:coreMetadataType/ebucore:format/ebucore:audioFormat@typeLabel ='audio type'
Reference data	audiotypes.html
Examples	Item sound: 'mute'

Name	**Aspect ratio**
Cardinality	Unique per item
Requirement	Optional
Definition	Aspect ratio of the item
Format	Controlled vocabulary
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/ebucore:aspectRatio and /ebucore:coreMetadataType/ebucore:format/ebucore:aspectRatio @typeLabel or /ebucore:coreMetadataType/ebucore:format/ebucore:aspectRatio @typeDefinition (ratio height:width)
Reference data	ebu:VisualAspectRatioCS
Examples	Aspect ratio: '16:9'

Name	**Language used**
Cardinality	Multiple
Requirement	Optional
Definition	The main language (also dubbed language or voice over) of the item
Format	Controlled vocabulary (ISO 639-1 or ISO 639-2)
VA mapping	language
EBUCore mapping	/ebucore:coreMetadataType/ebucore:language/ebucore:languageCode /ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:language/dc:language and /ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:language@typeLabel (e.g. dubbing or voice over)
Reference data	http://www.ebu.ch/metadata/cs/web/ebu_Iso639_1LanguageCodeCS_p.xml.htm http://www.ebu.ch/metadata/cs/web/ebu_Iso639_2LanguageCodeCS_p.xml.htm
Examples	Language used: 'FR'

Name	**SubtitleLanguage**

Cardinality	Unique per item
Requirement	Optional
Definition	The language of subtitles, if any
Format	Controlled vocabulary (ISO 639-1 or ISO 639-2)
VA mapping	subtitleLanguage
EBUCore mapping	/ebucore:coreMetadataType/ebucore:language/ebucore:languageCode and /ebucore:coreMetadataType/ebucore:language@typeLabel = 'subtitles' or /ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:format/ebucore: captioningFormat@typeLabel='translation' or /ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:format/ebucore: captioningFormat@formatLabel='DVBSubtitling' or /ebucore:ebuCoreMain/ebucore:coreMetadata/ebucore:format/ebucore: captioningFormat/dc:language
Reference data	http://www.ebu.ch/metadata/cs/web/ebu_Iso639_1LanguageCodeCS_p.xml.htm http://www.ebu.ch/metadata/cs/web/ebu_Iso639_2LanguageCodeCS_p.xml.htm
Examples	Language used: 'EN-UK'

Name	**Original language**
Cardinality	Multiple
Requirement	Optional
Definition	The original language of the item, if different from the language used
Format	Controlled vocabulary (ISO 639-1 or ISO 639-2)
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:language/dc:language and /ebucore:coreMetadataType/ebucore:language@typeLabel = 'Original'
Reference data	http://www.ebu.ch/metadata/cs/web/ebu_Iso639_1LanguageCodeCS_p.xml.htm http://www.ebu.ch/metadata/cs/web/ebu_Iso639_2LanguageCodeCS_p.xml.htm
Examples	Original language: 'IT', 'FR'

Name	**Contributor**
Cardinality	Multiple
Requirement	Optional
Definition	A person or institution that has made substantial creative contributions to the content of the item
Format	Free text
VA mapping	contributor
EBUCore mapping	/ebucore:coreMetadataType/ebucore:contributor + name options
Reference data	n.a.
Examples	Contributor: 'Peter Arnett (interviewer)'

	Contributor: 'Loach, Ken'

Name	**Information**
Cardinality	Unique per item
Requirement	Optional
Definition	Additional information about the whole programme or the series (any further information that contextualises the item – such as transmission history, awards, production notes etc).
Format	Free text
VA mapping	info
EBUCore mapping	/ebucore:coreMetadataType/ebucore:description/dc:description and /ebucore:coreMetadataType/ebucore:description @typeLabel = 'additional information'
Reference data	n.a.
Examples	

Name	**Metadata language**
Cardinality	Unique per item
Requirement	Optional
Definition	The language in which the metadata of the item is writtten.
Format	Controlled vocabulary (ISO 639-1 or ISO 639-2)
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:language/ebucore:languageCode and /ebucore:coreMetadataType/ebucore:language@typeLabel = 'metadata language'
Reference data	http://www.ebu.ch/metadata/cs/web/ebu_Iso639_1LanguageCodeCS_p.xml.htm http://www.ebu.ch/metadata/cs/web/ebu_Iso639_2LanguageCodeCS_p.xml.htm
Examples	Metadata language: 'DE'

Name	**URI**
Cardinality	Unique per item
Requirement	Mandatory
Definition	A unique internet address to access the digital item
Format	Free text
VA mapping	Uri
EBUCore mapping	/ebucore:coreMetadataType/ebucore:format/ebucore:Location
Reference data	URI: Unique resource Identifier, URL: Unique Resource Locator : http://tools.ietf.org/html/rfc3986
Examples	URI: 'mms://195.132.23.4/wmv/D0002378.avi'

Name	**Relation**
Cardinality	Multiple
Requirement	Optional
Definition	Reference to an item to which the current item is related. This reference of the related item can be: - the 'Original Identifier' - the 'Identifier' (EUscreen unique identifier, if already known) - a URI or URL that points to the related item online
Format	Free text
VA mapping	Relation
EBUCore mapping	/ebucore:coreMetadataType/ebucore:relation/dc:relation /ebucore:coreMetadataType/ebucore:relation/ebucore:relationIdentifier and/or /ebucore:coreMetadataType/ebucore:relation/ebucore:relationLink
Reference data	n.a.
Examples	Relation: 'D00023576' Relation: 'mms://195.132.23.4/wmv/D0002378.avi'

Name	**Relation type**
Cardinality	Multiple
Requirement	Optional
Definition	To show the type of relation to another resource, e.g. identifies ways in which the resource is related by intellectual content to some other resource. The relation type shall be used if none of the following predefined relations can be used (this list is not exhaustive): isVersionOf / hasVersion isPartOf / hasPart isReferencedBy / references etc.
Format	Controlled vocabulary
VA mapping	n.a.
EBUCore mapping	/ebucore:coreMetadataType/ebucore:relation@typeLabel and /ebucore:coreMetadataType/ebucore:relation@typeDefinition
Reference data	tva_HowRelatedCS
Examples	

GENRE CLASSIFICATION IN EUSCREEN

Programme classification in EUscreen will be broken down into seven main headings for reasons of simplicity and scalability. The details of the subheadings for each field are below. (The table below this will demonstrate how these genres will be mapped with Video Active genre categories).

- **News:** Including news bulletins, news magazine programme, politics programmes, current affairs, newsreels, discussion programmes about events in the news, feature programmes about events in the news, elections, party conferences, political speeches, political broadcasts, live (outside broadcasts) of state occasions.
- **Drama/Fiction:** Including series drama, serial drama, single drama (teleplays), cop/police/detective/crime dramas, soap opera, telenovela, family sagas, docudrama/drama-documentary *(see note below), animated drama, telefantasy and science fiction.
- **Entertainment and performing arts:** Including comedy, stand-up comedy, situation comedy, sketch shows, political comedy, satire, cartoons (for adults and/or children) quiz and gameshows, celebrity talk shows, variety shows, cabaret, dancing shows, talent competitions, music programmes and concerts (popular and classical), ballet, pantomime and mime.
- **Factual Programming:** Including documentary (observational/fly-on-the-wall), 'reality' television, docu-soap, historical programmes, science programmes, natural history programmes, biographical documentaries, government information films, documentaries about the arts, travel programmes, lifestyle programmes about shopping, cookery, fashion, homes, gardens and hobbies.
- **Advertisements:** Including all commercial advertisements for consumer products and services.
- **Interstitials and trailers:** Including trailers for future programmes and events, and channel idents and logos, continuity announcements.
- **Sport:** Including regional, national and international sporting events

Note: There can sometimes be confusion between dramas that depict historical events and documentaries that involve dramatic reconstruction or which re-enact scenes or events. It will be for the content provider to decide whether the programme is intended to be a television drama (with, for example, dramatic reconstruction throughout the whole programme, and produced or commissioned by a drama department, with actors and scriptwriters) or whether the programme is intended to be a documentary (including, for example, interviews, documentary footage and dramatic reconstruction for only short sequences within the programme).

Genre Mapping with Video Active

EUscreen Genre Categories	Video Active genre categories (and specialist sub-genres)
News	News • Politics and Issues
Drama/Fiction	Drama/Fiction • Docu-drama/drama-documentary

	• Soap Opera
	• Police/cops/crime/detectives
Entertainment and Performing Arts	Comedy
	• Stand up/sketch shows and cabaret
	• Satire
	• Situation comedy (sitcom)
	Entertainment
	• Quiz and gameshows
	• Talk shows
	• Variety, shows and cabaret
Factual	Documentary
	Lifestyle
	'Reality television' (to be reclassified from Entertainment programming)
Advertisements	Advertisements
Interstitials and trailers	Interstitials and trailers
Sport	Sport

One area of genre classification where there is a problem mapping Video Active content to EUscreen is 'Children's television programming'. This is a problem because children's television programmes often conform to similar genres for general consumption, indeed it is sometimes difficult to assess whether a programme is aimed at children, teenage or grown-up audiences. There are approximately 270 items of content on Video Active which are classified under 'Children's television'. It is therefore proposed that these programmes are reclassified at the back end of Video Active in advance of being mapped and automatically transferred to EUscreen. Colleagues in WP3/RHUL will advise relevant content providers from Video Active on which individual items require reclassification.

EUSCREEN CONTENT SELECTION POLICY

The content selection policy for EUscreen will be divided into three strands. These are:

- **Historical Topics:** 14 important topics in history of Europe in the 20th Century. (70% of EUscreen content).
- **Comparative Virtual Exhibitions**: Two topics to be confirmed that will take a more collaborative and comparative approach to selecting and presenting audio-visual material (10% of EUscreen content not included elsewhere in EUscreen).
- **Content Provider Virtual Exhibitions:** Each content provider will be able to select their own content, and support it with other digital materials and textual information, on a subject(s) or topics(s) *of their own choosing*. (20% of EUscreen content not included elsewhere in EUscreen).

The amount of content to be selected across these three strands will be outlined below (in percentage terms). The actual specific amount will be dependent on how many items of content each provider has promised to EUscreen, and this will be discussed and monitored in liaison with the WP3.3 Task Leaders (Metadata and Content Uploading and Oversight) – the BUFVC (British Universities Film and Video Council).

Historical Topics:

The 14 topics are listed below. Each partner will provide 5% of their overall EUscreen content for **each** topic – using either programmes or clips. There is a brief description of the content to be included in each topic, and below this is a table to indicate (especially for previous *Video Active* content providers) how the EUscreen content topics will be mapped to the Video Active contents.

Important notes:

- The content for each topic should include the **widest range of programme genres** (such as drama, news, factual, entertainment and performing arts etc).

- The content should also be drawn from **across the historical range for which the content partner has holdings**. For example, an archive that has content from the 1950s to the present should try and include content from across the last six decades, whereas a partner that has content from the 1990s to the present should include content from the last two decades.

- **Each item** of content *should* be attributed to **one historical topic**. If necessary it may be possible to attribute an item to more than one historical topic (a secondary topic). If a content provider would like to attribute an item to more than one topic they will need to discuss this directly with the Content Delivery team at euscreen@bufvc.ac.uk

- If content providers are unable to provide 5% of their overall contribution to EUscreen for a particular topic they should discuss this directly with the Content Delivery team at the BUFVC euscreen@bufvc.ac.uk

The Historical Topics are:

1. **Arts and culture**
   Programmes or clips that explore aspects of arts and culture (including fine art, literature, classical and popular music).

2. **Disasters**
   Programmes or clips that explore natural disasters (earthquakes, hurricanes, floods etc), famine, disease and major accidents (aircraft or train crashes etc).

3. **Education**

Programmes or clips that examine education (for example primary and secondary schools and universities).

4. **Environment and nature**
Programme or clips that explore aspects of the natural world, the human impact on the natural world, or how the natural world impacts on society and living conditions.

5. **Health**
Programmes or clips that explore issues around health and healthcare – including medical care (hospitals, doctors etc), health promotion (public and state initiatives) and 'healthy living'.

6. **Lifestyle and consumerism**
Programmes or clips that explore aspects of lifestyle and consumer culture such as shopping, fashion, leisure, tourism and holidays and food and drink.

7. **The Media**
Programme of clips that explore the media (radio, television, newspapers and the internet) in their country.

8. **National holidays, festivals, anniversaries, annual events**
Programmes or clips that explore events in the national calendar, such as Christmas, New Year and Easter, national days, saints' days and festival days.

9. **Politics and economics**
Programmes or clips that explore politics and economics in each country or across Europe (such as European integration).

10. **Religion and belief**
Programmes or clips that explore aspects of religion, and also changes in religious belief. This can include clips *about* specific religions or beliefs and could also include actual services or ceremonies.

11. **Society and social issues**
Programmes or clips that explore important aspects and changes in society, such as crime and punishment, drugs and alcohol, immigration (and emigration), housing, the family, feminism, and the/a sexual revolution and sexual identity.

12. **Transportation, science and technology**
Programmes or clips that reflect the changes in transport in Europe (such as aircraft, trains, ships and cars) and about technological developments (such as space technology in Europe, nuclear power, the home computer and the mobile telephone).

13. **Wars and conflict**
Programmes or clips that explore military conflicts involving European countries, the 'Cold War' (East vs West) and terrorism.

14. Work and production

Programmes and clips that explore changes in working conditions, manufacturing and agriculture.

Video Active Mapping of Topics:

The table below will show how Video Active content will be mapped to the EUscreen topics.

EUscreen topics	Video Active topics
Arts and culture	Arts and culture
Disasters	Catastrophes
Education	Education
Environment and Nature	Environmental issues
Health	Sickness and health
Lifestyle and consumerism	Consumer culture
	Fashion
	Food and Drink
	Leisure
	Tourism and holidays
	Youth culture
The media	Controversial Television Programmes
	Television about television
National holidays, festivals, anniversaries and annual events	National holidays
Politics and Economics	Democratisation
	European Integration
Religion and belief	Religion
Transportation, science and technology	Technology
	Transportation
Society and social issues	Crime
	Drugs and alcohol
	Emigration and immigration
	The family
	Gender revolution
	Housing
	Living in cities
	Sexual revolution
	Welfare state
Wars and conflict	Cold War
	Wars and Conflict
	Terrorism
Work and production	Agriculture
	Industry and manufacturing
	Work

Comparative Virtual Exhibitions:

The second strand of the EUscreen Content Selection Policy will be devoted to two specially devised topics (of 5% of content each) that explore more specialised aspects of European history in a more comparative manner. It is intended that these topics, to be decided, will be supported by a range of materials and resources – such as still images, digitised documents and supporting commentaries and text.

This would involve a curator or team of curators helping to decide on the kinds of content necessary to explore these specialist topics in close collaboration with the content providers. The curator/curators would also have a role in sourcing, commissioning or producing supplementary texts that help 'interpret' the virtual exhibition. These materials may be provided by content providers, academics, writers and museum specialists.

The mechanisms for developing and supporting these comparative virtual exhibitions are currently being discussed – and the actual topics to be included in these virtual exhibitions is yet to be agreed.

However, to provide an idea of the *kinds* of topic that *might* be developed, here are two possible ideas for the comparative virtual exhibitions.

1. **Eastern European Television vs Western European Television:**
    An idea that was suggested in the EUscreen regional workshops was a comparison of Eastern and Western European television around sensitive political subjects. An example provided was the case of the 'Solidarity' trade union movement in Poland in the 1980s. While 'Solidarity' was recognised in Western Europe as being a popular and powerful force for political change it received little attention on Polish television. The role of the comparative virtual exhibition here would be to provide examples of Western European television coverage with the Polish coverage. This would not just provide an interesting cultural and political comparison between different television systems, it would importantly provide an audio-visual historical record of a 'missing history' for Polish users (researchers, educators and general users). It is anticipated that this topic could be developed to cover issues sensitive for the other Eastern European partners in the EUscreen project.

2. **European Television History:**
    Like the Video Active project, the audio-visual content to be provided for EUscreen will provide interesting insights into the different television cultures that have emerged historically across Europe. This second topic for a comparative virtual exhibition could take a more focused look at one or two areas of key comparison, and this could then be supported in a more editorialised and structured manner with a range of texts and materials provided by, for example, members of the European Television History Network. There was an attempt to develop this kind of contextualisation in the Video Active project, but the development of editorial resources on television history on that project may have been inhibited by the large amount of content available and the size of the project. In EUscreen this activity would be dedicated to a more focused amount of material.

These and other potential topics are to be discussed and agreed. One of the factors that will determine the appropriateness of the two topics will be the practicalities inherent in asking archivists to find relevant material and the problems of asking academics and other writers to provide material for free (and which is produced voluntarily in their own free time). A decision as to the timeframe and workflow on this activity should be ready by September 2010. This activity will be led by WP3, who will consult content providers and stakeholders on this in the summer period.

Content Provider Virtual Exhibitions

A suggestion that emerged from the EUscreen kick-off meeting in the Netherlands in October 2009, and which was supported in the Regional Workshops in February 2010, was that the idea that the content providers could select their own audio-visual material using their own criteria. The suggestion was made on the basis that content providers know and understand their own archives best, and that they are therefore in a position to selection topics and material that shows off their holdings *to the best advantage*. It is an opportunity for content providers to promote their materials and to show off the strengths of television, or to demonstrate their historical and cultural interests, to a wider European community.

It is therefore proposed that content providers dedicate 20% of their content to a virtual exhibition *of their own design*. This would include content that they have selected themselves on topics or issues of their own interest. Importantly, the audio-visual content that they select *should* be supported by a range of other materials – such as still images, digitised documents and interpretive text.

The virtual exhibition that each partner would like to explore should be discussed with colleagues from WP3, and the technological tools are currently being discussed and developed to help upload supporting content. The main point, however, is that the Content Provider Virtual Exhibition is a space where each provider can pursue their own interests and strengths.

GUIDELINES FOR SUPPORT AND MONITORING

Not available in the public version.