UNHCR Media Library

Case Study on metadata implementation

Sarah Saunders, Electric Lane

UNHCR – the UN Refugee Agency

- Established 1950 by UN to safeguard the rights and well being of refugees

- UNHCR helps refugees, returnees, internally displaced and stateless people

- Staff of more than 9,300 people in 123 countries

Media Library Brief

INDONESIA - RESCUED AT SEA

- Make images easily accessible to UNHCR staff and the press
- Speed up production (1500 images per month)
- Archive past images (at least 100,00)
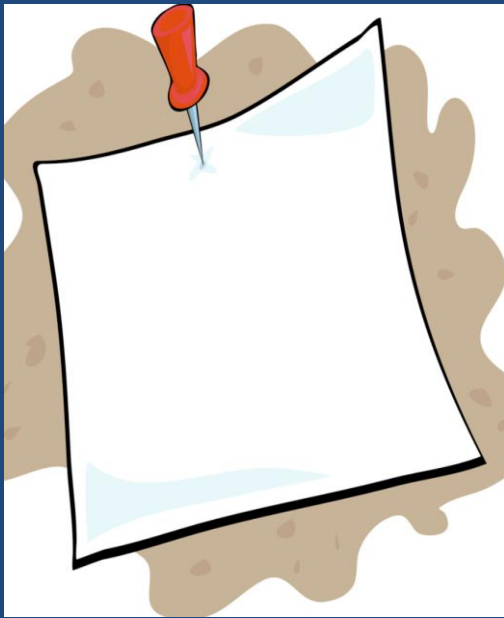- Improve search

Development Team

- Scott Goddard – Project Leader
- Sarah Saunders – Metadata, DAM and Photo Consultant
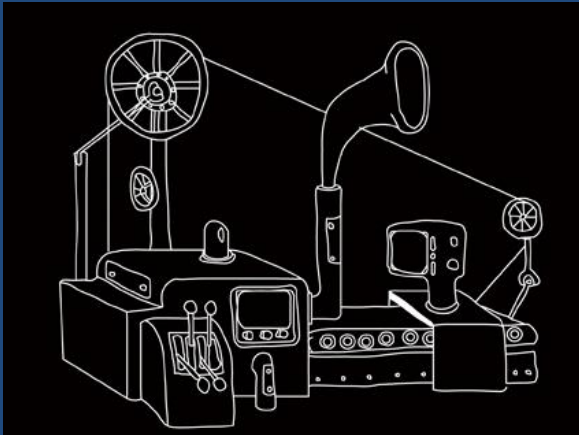- Team at Orange Logic

Metadata - how we started

- No previous web based system
- Photographers used to sending IPTC data
- Requirement to cover photo, video and text
- Recognition of importance of standards
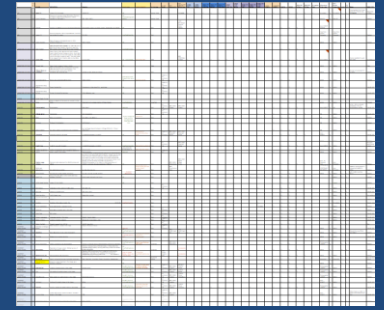- Time and resource

Questions

- What fields do we need?
- How much data can we expect from photographers?
- Which fields are cross media?
- How and where will the data be viewed?
- What is the function of IPTC fields in the workflow?

Principles

- Granular data
- Cross media approach
- Consider data use and display
- Use IPTC fields where possible
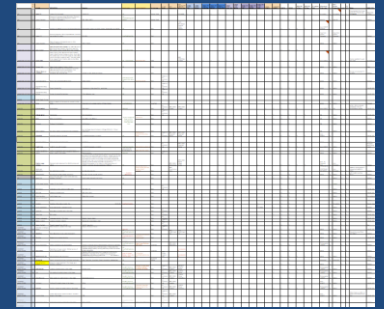- Improve search

The Master Sheet

Vs 16c

- Data fields

- Semantics

- Field type - where to put value lists

- Who uses data - photo, video, documents?

- Who enters the data?

The Master Sheet

Vs 16c

- Where are the fields viewed?

- How is the data mapped in from IPTC?

- How does data map out to IPTC?

- How are fields searchable - quick search or advanced?

The data schema

30 fields common across all media

Asset ID	Source Description	Country Code
Import Filename	Description	Original Recording Medium
Supplier	Background Info	Original Recording Format
Legacy ID	Individual or Refugee Status	Digital Master Format
Legacy Supplier	Keywords	Internal Notes
Date Created	Sublocation	Copyright
Shoot Date	City	Credit Line
Commissioned by	State/Province	Creator (Artwork or object)
Headline	Continent	Rights Usage Terms
Storyline	Country	Restriction information

The data schema

Photo 1 field   Video 17 fields

PHOTO ONLY	VIDEO ONLY	
Photographer	Video Title	Original Video Tape No
	Videographer	Duration
	Editor	Script and Shotlist
	Producer	Transcript
	Other Creators	Video Type
	CATDV Asset Number	Spoken Languages
	Edit Version	Master Location
	Edit Type	Master Location
	Media Rendition	

Photo data entry

Approval Status:

Storyline:

Headline:
Nepal. Earthquake aftermath

Background Information:
On 25 April 2015, a 7.9 magnitude earthquake struck in Nepal, causing widespread devastation and loss of life. The disaster is being called the worst to hit the country since 1934.

Description:
Grandsons of Sita Sunar, 55 years old, picks, are seen at Sita Sunar's makeshift home in Lauki Village in Noalkot District in Nepal.

Source Description:
Nepal / Natural disaster / Grandsons of Sita Sunar, 55 years old, picks, are seen at Sita Sunar makes shift home in Lauki Village at Noalkot District in Nepal. UNHCR / Diego Ibarra Sánchez / May

Individual Country of Origin:

Shoot Date:
| 12 | 05 | 2015 |
| dd | mm | yyyy |

Release Date:
| | | |
| dd | mm | yyyy |

Country:
Nepal

Country Code:
NPL

State or Province:
Noalkot District

City:

Sublocation:

Commissioned by:

Photographer:
Diego Ibarra Sánchez, RF1CT70,

Copyright:
©Diego Ibarra Sánchez

Credit Line:
©Diego Ibarra Sánchez

Rights Usage Terms:

Restriction Information:

Published Uses:

Internal Notes:

Ranking:
Public (E)

Media Rendition:

Parent folder:
20150522_NPL_Earthquake-after Diego-Ibarra-Sanchez (RF1STO33

Asset ID: RF17018
Import Filename: DiegoIbarraS_Nep
Height: 4331px
Width: 6496px
File size: 4.52 MB
Color profile: Adobe RGB (1998)
Digitized date: 5/22/2015 8:01:28 AM

Video Data Entry

English ▾

Spoken Languages:
- English
- Russian

Video Title:
Ukraine: Underground Siege

Storyline:
Ukraine Civil Conflict 2015 ▾

Headline:
Ukraine. Donetsk residents seek shelter underground

Background Information:
The shelling in Ukraine has driven 1,000 Donetsk residents underground. Afraid to venture outside, they still maintain a spirit of generosity.

Script & Shotlist:
A trip into purgatory created by conflict. Nikolai Medvedev is going to the cellar which is his home, and home to 17 others on Kozareva street in southern Donetsk. He and his mother moved here in July

Source Script & Shotlist:
TITLE: Ukraine: Underground Siege
LANGUAGE: NATS / Russian / English
SOURCE: Alex St Denis / Don Murray / Edith Champagne
LOCATION: Southern Donetsk, Ukraine

Release Date:
| 10 | 03 | 2015 |
| dd | mm | yyyy |

Country:
Ukraine ▾

Country Code:
UKR ▾

City:
▾

State or Province:
▾

Sublocation:
Southern Donetsk ▾

Shoot Date year:
2015

Alex St Denis ▾

Producer:
Edith Champagne ▾

Editor:
Alex St Denis ▾

Production Company:
Tiger Nest Films ▾

Copyright:
© UNHCR ▾

Credit Line:
© UNHCR ▾

Rights Usage Terms:
only where the content of the footage is accurately represented and captioned. Use in a commercial or promotional context is not allowed. A credit is always required in the format © UNHCR.

Restriction Information:
Make only available to News Media

Published Uses:
https://youtu.be/8PSUDRYTZfg

Video Rendition from Master (Broadcast) ▾

Parent folder:
- 20150302_UKR_Ukraine-Underground-Siege RF1STO2447

Asset ID: RF11609
Import Filename: Ukraine The Cellar People of Donetsk - YouTube.mp4
Duration: 00:02:31.600
Display aspect ratio: 16:9
Framerate (fps): 25
Width: 1280px
Height: 720px
Video format: h264 (High) (avc1 / 0x31637661)
Video bitrate: 1.03 Mb/s
Audio format: aac (mp4a / 0x6134706D)
Audio bitrate: 0 b/s
File size: 22.51 MB
Digitized date: 4/9/2015 11:14:47 PM

Headline

Thumbnail

Thumbnail Mouseover

RF17018
12 May, 2015
Nepal. Earthquake aftermath

RF17018
12 May, 2015
Nepal. Earthquake aftermath

Grandsons of Sita Sunar, 55 years old, picks, are seen at Sita Sunar's makeshift home in Lauki Village in Noalkot District in Nepal.

Headline –on Preview

http://media.unhcr.org/archive/-2CZ9LO6BQTM.html
Share this link

Item 5 of 23

View asset only

RF17018

SHOOT DATE:
12 May, 2015

COUNTRY
Nepal

Nepal. Earthquake aftermath

Grandsons of Sita Sunar, 55 years old, picks, are seen at Sita Sunar's makeshift home in Lauki Village in Noalkot District in Nepal.

BACKGROUND INFORMATION:
On 25 April 2015, a 7.9 magnitude earthquake struck in Nepal, causing widespread devastation and loss of life. The disaster is being called the worst to hit the country since 1934.
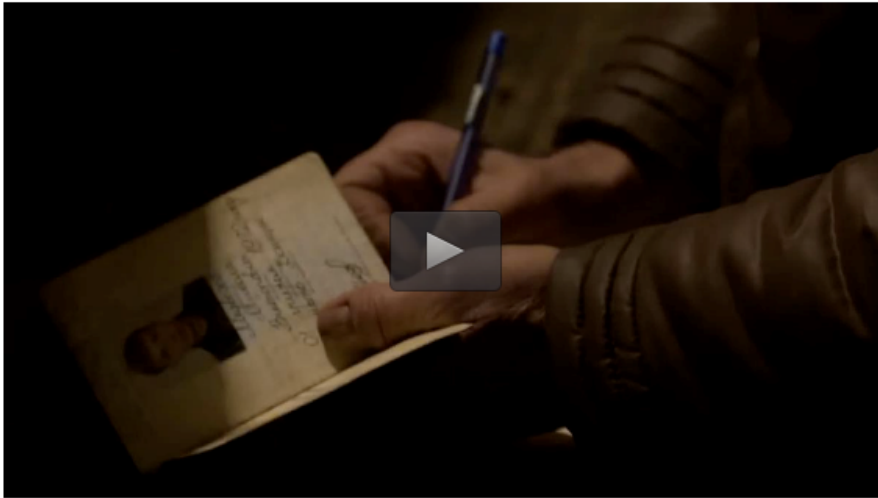
PHOTOGRAPHER:
Diego Ibarra Sánchez

CREDIT LINE
©Diego Ibarra Sánchez

SIZE:
6496px × 4331px (~80 MB)
54.9 cm × 36.6 cm (300dpi)

RANKING
● Public

FOLDER
20150522_NPL_Earthquake-aftermath-Diego-Ibarra-Sanchez

Video

http://media.unhcr.org/archive/Ukraine--Underground-Siege-2CZ9LOACBW.html

Share this link

Item 1 of 1

View asset only

RF11609

SHOOT DATE:
02 March, 2015

LOCATION:
Southern Donetsk

COUNTRY
Ukraine

Ukraine: Underground Siege

A trip into purgatory created by conflict. Nikolai Medvedev is going to the cellar which is his home, and home to 17 others on Kozareva street in southern Donetsk. He and his mother moved here in July when the shelling became too intense. She was terrified and then paralyzed, literally, by fear in the dark.
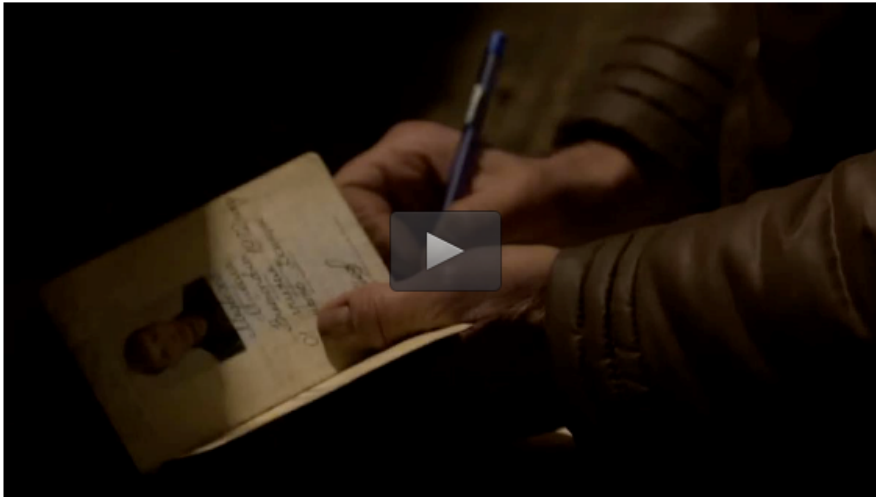In December, she died.

NIKOLAI MEDVEDEV – Displaced (RUSSIAN):

'It happened because of the stress. She had cardiac disease and probably she had a stroke. I called a doctor, she came and told us to be prepared for her death.'

Katerina's bed for eight months has been a board and mattress over an old bath tub.

KATERINA BEZNOSAYA – Displaced (RUSSIAN):

'Sleeping isn't comfortable but it's better then sleeping in the street.'

...with shotlist

http://media.unhcr.org/archive/Ukraine--Underground-Siege-2CZ9LOACBW.html

Share this link

Item 1 of 1

View asset only

00:32 NIKOLAI MEDVEDEV - Displaced (RUSSIAN):
'It happened because of the stress. She had cardiac disease and probably she had a stroke. I called a doctor, she came and told us to be prepared for her death.'
00:43 Wide of Katerina showing the bed
00:45 Close-up showing bed
00:49 Wide of bed
00:52 KATERINA BEZNOSAYA – Displaced (RUSSIAN):
'Sleeping isn't comfortable but it's better then sleeping in the street.'
00:57 Katerina pointing at jars
01:02 Close-up of Katerina
01:04 Close-up of the jar
01:07 Wide of cellar
01:13 EVGENY SHIBALOV –Responsible Citizens (ENGLISH)
'And we don't know exactly how many people are staying hungry at this moment and who died already because of hunger.'
01:20 Liuba walking in apartment
01:29 LIUBA PUSTOVITKO – Displaced (RUSSIAN):
'When there's peace we will return. but as long as people are ready to receive us here we will stay. We are cooking here, sleeping here, eating here.'
01:43 Liuba over the stove
01:46 Close-up of Liuba's stove
01:50 EVGENY SHIBALOV - Responsible Citizens (ENGLISH):
'The mental health doctors told that the majority of them already have signs of confusion. It means they are not available to produce a solution about themselves, their future. That's why they stay in the one place where they feel them safe.'
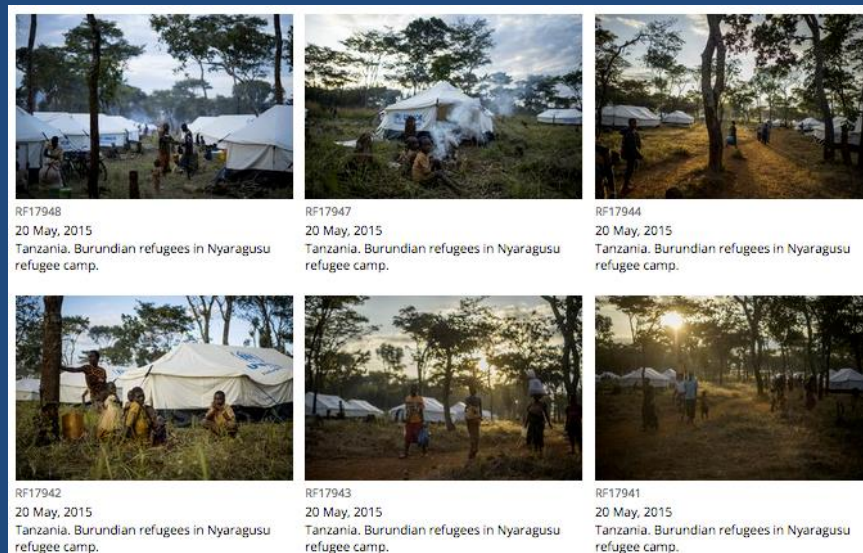
Who does what?

ROHINGYA BOAT PEOPLE

- Photographers upload images with specified IPTC fields

- Description and background data edited and data checked office

- Incoming IPTC data visible to check source data

- Use a script and value lists to standardise data where possible

Issues

- Copying of text with formatting and non standard characters must be avoided

- Standardising common data across departments will be important

Keywording

- We have merged UNHCR specific terms with KT Thesaurus
- Keywording pilot will be underway soon
- Search should be much improved …….

MEDITERRANEAN CRISIS - LATEST

What did we learn?

- Takes time to get right but well worth it
- Photographers pleased to see their images well displayed with useful data
- More and more people are using the site
- And it's ongoing ....

RF17942

SHOOT DATE:
20 May, 2015

COUNTRY
Tanzania

Tanzania. Burundian refugees in Nyaragusu refugee camp.

Burundian families settle for their first night in Nyaragusu refugee camp.

BACKGROUND INFORMATION:
Some 70,000 Burundian refugees arrived in Tanzania since the beginning of May 2015. They fled political violence in Burundi.

PHOTOGRAPHER:
Benjamin Loyseau

CREDIT LINE
© UNHCR/Benjamin Loyseau

SIZE:
4928px × 3280px (~46 MB)
41.7 cm × 27.7 cm (300dpi)

RANKING
● Public

FOLDER
20150522_TZA_Benjamin-Loyseau

Thank you

media.unhcr.org

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