



DCM Project (Create-Clips)

**Submitting data and assets:
Bulk export of metadata and media method.**

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Submitting Content to the DCM project.

1. Accepted media formats:

Your video files should be 3Mbits/sec or above. Your image files should be 2800 pixels on widest side or greater. Ideally your audio files should be 256k or above.

We can accept the following file formats:

4X Movie
QuickTime 8BPS video
8SVX exponential
8SVX fibonacci
Advanced Audio Coding
Autodesk RLE
ATSC A/52A (AC-3)
4X Movie ADPCM
SEGA CRI ADX
Creative Technology ADPCM
Electronic Arts ADPCM
Electronic Arts Maxis CDROM XA ADPCM
Electronic Arts R1 ADPCM
Electronic Arts R2 ADPCM
Electronic Arts R3 ADPCM
Electronic Arts XAS ADPCM
IMA AMV ADPCM
IMA Duck DK3 ADPCM
IMA Duck DK4 ADPCM
IMA Electronic Arts EACS ADPCM
IMA Electronic Arts SEAD ADPCM
IMA QuickTime ADPCM
IMA Loki SDL MJPEG ADPCM
IMA Wav ADPCM
IMA Westwood ADPCM
Microsoft ADPCM
Sound Blaster Pro 2-bit ADPCM
Sound Blaster Pro 2.6-bit ADPCM
Sound Blaster Pro 4-bit ADPCM
Shockwave Flash ADPCM
Nintendo Gamecube THP ADPCM
CDROM XA ADPCM
Yamaha ADPCM
ALAC (Apple Lossless Audio Codec)
AMV Video
Monkey's Audio
ASUS V1
ASUS V2
Atrac 3 (Adaptive TRansform Acoustic Coding 3)
AVS (Audio Video Standard) video
Bethesda VID video
Brute Force & Ignorance
BMP image
Interplay C93
CamStudio
TechSmith Screen Capture Codec

Chinese AVS video (AVS1-P2, JiZhun profile)
Cinepak
Cirrus Logic AccuPak
COOK
Creative YUV (CYUV)
DCA (DTS Coherent Acoustics)
VC3/DNxHD
Delphine Software International CIN audio
Delphine Software International CIN video
DVB subtitles
DVD subtitles
DV (Digital Video)
Feeble Files/ScummVM DXA
ATSC A/52B (AC-3, E-AC-3)
Electronic Arts TGV Video
Escape 124
FFmpeg codec #1
Huffyuv FFmpeg variant
FLAC (Free Lossless Audio Codec)
Flash Screen Video
Autodesk Animator Flic video
Flash Video
Fraps
G.726 ADPCM
GIF (Graphics Interchange Format)
H.261
H.263
H.263i
H.263+ / H.263 version 2
H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10
Huffyuv / HuffYUV
Quake II CIN video
IMC (Intel Music Coder)
Intel Indeo 2
Intel Indeo 3
DPCM
Interplay MVE Video
JPEG-LS
Karl Morton's video codec
AAC (Advanced Audio Codec)
MP3 (MPEG audio layer 3)
H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10
Lossless JPEG
LOCO
MACE (Macintosh Audio Compression/Expansion) 3:1
MACE (Macintosh Audio Compression/Expansion) 6:1
Sony PlayStation MDEC (Motion DECoder)
Mimic
MJPEG (Motion JPEG)
Apple MJPEG-B
Meridian Lossless Packing
American Laser Games MM Video
MP2 (MPEG audio layer 2)
MP3 (MPEG audio layer 3)
ADU (Application Data Unit) MP3 (MPEG audio layer 3)
MP3onMP4
Musepack SV7
Musepack SV8
MPEG-1 video

MPEG-2 video
MPEG-4 part 2
MPEG-1 video
MPEG-4 part 2 Microsoft variant version 3
MPEG-4 part 2 Microsoft variant version 1
MPEG-4 part 2 Microsoft variant version 2
Microsoft RLE
Microsoft Video 1
LCL (LossLess Codec Library) MSZH
Nellymoser Asao Codec
NuppelVideo
PAM (Portable AnyMap) image
PBM (Portable BitMap) image
PCM
PC Paintbrush PCX image
PGM (Portable GrayMap) image
PGMYUV (Portable GrayMap YUV) image
PNG image
PPM (Portable PixelMap) image
V.Flash PTX image
QDesign Music Codec 2
Apple QuickDraw
Q-team QPEG
QuickTime Animation (RLE) video
raw video
RealAudio 1.0 (14.4K)
RealAudio 2.0 (28.8K)
RL2 video
QuickTime video (RPZA)
RealVideo 1.0
RealVideo 2.0
SGI image
Shorten
Smacker audio
Smacker video
QuickTime Graphics (SMC)
Snow
Sonic
Sunplus JPEG (SP5X)
Sun Rasterfile image
Sorenson Vector Quantizer 1
Sorenson Vector Quantizer 3
Truevision Targa image
Theora
Nintendo Gamecube THP video
Tiertex Limited SEQ video
TIFF image
Duck TrueMotion 1.0
Duck TrueMotion 2.0
DSP Group TrueSpeech
True Audio
Renderware TXD (TeXture Dictionary) image
IBM UltiMotion
Beam Software VB
SMPTE VC-1
ATI VCR1
Sierra VMD audio
Sierra VMD video
VMware Screen Codec / VMware Video

Vorbis
 On2 VP3
 On2 VP5
 On2 VP6
 On2 VP6 (Flash version, with alpha channel)
 On2 VP6 (Flash version)
 Westwood Studios VQA (Vector Quantized Animation) video
 WavPack
 Windows Media Audio 1
 Windows Media Audio 2
 Windows Media Video 7
 Windows Media Video 8
 Windows Media Video 9
 Winnov WNV1
 Westwood Audio (SND1)
 Xan DPCM
 Wing Commander III / Xan
 Miro VideoXL
 XSUB
 LCL (LossLess Codec Library) ZLIB
 Zip Motion Blocks Video

2. Target media formats for distribution

Your media files will be converted into the following formats for distribution. Video and images will be watermarked as a 'Create-Clips' asset.

License	video download	video resolution	image download	image resolution
Free Access	320 kbit/sec streamed H.264	320x 288 pixels		
	512kbit/sec WMV For download -	320 x 288 pixels	250k jpeg (approx)	1000 x 750 pixels (approx)
Personal Use	512kbit/sec WMV	320 x 288 pixels	250k jpeg (approx)	1000 x 750 pixels (approx)
Commercial Use	3 Mbit/sec WMV	720 x 576 pixels	1 MB jpeg (approx)	2800 x 2100 pixels (approx)
Broadcast/Publishing	3 Mbit/sec WMV	720 x 576 pixels	1 MB jpeg (approx)	2800 x 2100 pixels (approx)

Audio files will be offered in MP3 format at 256kbits/sec

Licensing and Prices

You will also need to make a decision about the terms that your assets can be used under and what price will be chargeable for that use.

Full licensing details will be published shortly. In the meantime here is a summary of the licensing model.

Free Access	320 x 288 pixels 512kbit/sec WMV Or 1000 x 750 pixel 250k jpeg (Approx.)	Content can be used for: Previewing Educational Use
Personal Use	320 x 288 pixels 512kbit/sec WMV Or 1000 x 750 pixel 250k jpeg (Approx.)	Content can be used for: Non-Commercial, personal, research or private study, criticism, review or educational purposes. Usage cannot be for: Web sites
Commercial Use	720 x 576 pixels 3 Mbit/sec WMV Or 2800 x 2100 pixels 1Mb jpeg (Approx.)	Content can be used for: Presentations to invited audiences Websites (Intranets only) Content cannot be used for: Websites (Open to public viewing)
Broadcast/Publishing	720 x 576 pixels 3 Mbit/sec WMV Or 2800 x 2100 pixels 1Mb jpeg (Approx.) Or Copy of content on tape or other digital media (at additional cost)	Content can be used for: For broadcast/publishing on television/radio/internet or other mediums

Based on this licensing model, you therefore need to decide what license or licenses you want to offer and what price the asset should be offered at under this license – The options:

1. Agree to distribute your content according the license called ‘Free Usage’ – Yes or No. The Free Usage license will be similar to the Creative commons license – details will be circulated when ready.
2. Sell the asset according to License type 2 – Personal Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license.
3. Sell the asset according to License type 3 – Commercial Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license.
4. Sell the asset according to License type 4 – Publishing/Broadcast. (License will be circulated when ready) – Provide a price if you want to sell under this license.

5. Sell the asset according to License type 5 – Personal Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license. You will also need to supply the license itself – a field is provided:

<Field Number="61">Licence 5 Custom License</Field>

LICENSE 5 CUSTOM LICENSE

Here you can set your own custom license detailing the usage rights of the item.

3. Bulk Export of data and assets

This method describes how you can export data from your existing database, associate the record with an media file and then import directly into the project database. CIS provide an XML template to follow – see <http://www.create-clips.com/submissions.html>. The data must be provided in exactly this format or it may fail to import correctly into the DCM database. The fields must also be populated in exactly the order specified in the template but you do not have to submit empty fields.

In the sample template there are notes which accompany each field. This describes the kind of data we are expecting and what the field is for.

– E.g. –

<Field Number="1">Anglia Television</Field>

CREATOR FIELD

The person(s) or organization(s) primarily responsible for the object creation

Mandatory field

Free Text

Beyond the mandatory fields, it is entirely up to you what metadata to submit. However, the quality of the metadata you submit obviously affects how searchable the assets will become via the web front end.

Each metadata record in your xml export must also have a link to a media asset. The link should be a path relative to the xml file – eg if the media was in a separate directory relative to the XML file it would look like this

\media\example.mpg

If it was in the same directory as the xml file, it would just be:

media.mpg

etc.

Since it is highly unlikely that the fields in your database correspond with the fields in the DCM database you will need to map the fields which best fit the target database. For Example – You may have a field in your database called ‘Composer_ID’ – The metadata from this field would need to be mapped to field 5 – ‘Musical Composer’.

Where values do not exist but are set as mandatory, you will need to add a value either as part of your export script or as part of the post processing (by editing a column in an Excel spreadsheet for example).

It is also of key importance that any metadata added to the export script is of the correct type. In other words; if incorrect data is input, this will constitute an import failure. Clear examples of this nature would be:

- ‘Free Text’ is placed in a ‘Numeric’ field
- Incorrect value input into a ‘Multi-Choice’ field (it needs to be one of the values offered)
- A ‘Date’ is placed in a ‘Numeric’ field

NOTE:

We highly recommend that you send us a short sample of your output data and test assets before embarking on a full export.

Once the data is safely ingested you will be able to modify the data via the public web front end. Content providers will be given an admin log in and you will be able to view and ammend your own records.