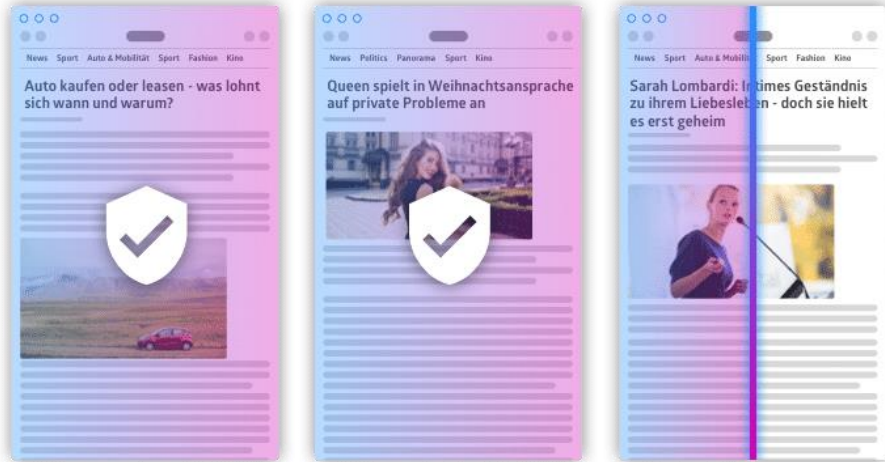# Metadata-Guide for Content Providers

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WHAT ARE METADATA

Metadata

Metadata are structured data that contain additional information describing the actual videos in detail. Therefore, they add supplementary data to the information, which can then be further processed automatically. As a result, videos that have been tagged with metadata can be found much faster.

Title: Contains the video title, analogous to the title of a book

Description: Contains a short description of the video, analogous to the blurb of a book.

Keywords: Contains keywords that characterize the video content; analogous to the classification of a book in a library catalog.

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WHAT IS THE PURPOSE OF METADATA?

CONTEXTUAL PLAYER

As additional information: The Contextual Player reads and analyzes the metadata of articles and embeds a context fitting video in the article. For this purpose, metadata is tremendously important. Based on the title, description and keywords, the glomex algorithm recognizes which videos fit to the website's articles and integrates them automatically. The clearer and more precise the metadata is, the more frequently and appropriately the video is integrated.

SEO

Metadata are important for the search engine optimization (SEO). Based on the metadata, videos are ranked significantly higher and are consequently also found easier by users. Here, too, the title, description and keywords must be selected consciously.

FINDING THE RIGHT VIDEO

It works similarly with the video search on the glomex Exchange. Here publishers look for suitable videos for their website. The better the metadata (title, description and keywords) are, the more often the videos are found. Therefore, the proper creation of the metadata has a direct influence on the distribution of the videos.

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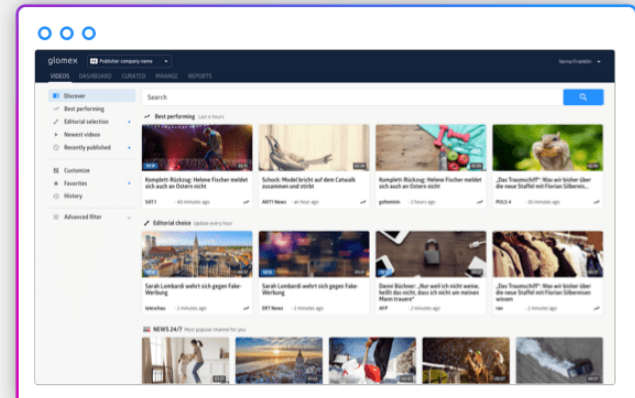
WIE SOLLEN METADATEN AUSSEHEN?

TITLE

The title contains the most important keyword of the video and should be as meaningful as possible.

- German titles

- Names, companies, cities and other important details in the title

- The title should not be too creative, but rather contain the essentials

KEYWORDS

Keywords should include all the main features (such as people, cities, companies, events or sports) of the video.

- German keywords

- Names should always be written out in full

- The correct spelling, e.g. McDonald's not McDonalds

- Avoid mass use of keywords

- Comma as separation between keywords

- A keyword should represent the "topic", e.g. accident, event or star

DESCRIPTION

The description should be a short and concise summary of the video.

- Description in German

- Do not include links in the description

- Do not include advertising or social media channels in the description

- Important keywords belong at the beginning if possible

- The description should correctly summarize the video content

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HOW DOES A TOPIC LOOK LIKE AS A KEYWORD?

"TOPIC" AS A KEYWORD

For each video, a topic should be set as a keyword. This topic is to be understood as an umbrella term for the video. Below are a few examples of topics from different categories:

EXAMPLES

News category:

Misfortune
Fire department
Murderer
Traffic accident

Politics category:

Healthcare system
German Armed Forces
Migration
Coalition agreement

Career category:

Employer
Short-time work
Sick leave
Stress

EXAMPLES

TITLE:
The title contains the most important keyword (Florian Silbereisen) of the video and should be as meaningful as possible.

DESCRIPTION:
The description should be a short and concise summary of the video.

KEYWORDS:
Keywords should include all the main features (such as people, cities, companies, events or sports) of the video.

1 Florian Silbereisen: Bald wieder auf dem Traumschiff!

2 Tolle Neuigkeiten für alle Traumschiff-Fans: Die Kultreihe mit Florian Silbereisen geht Ende 2020 weiter - und nun sind auch die Dreharbeiten wieder gestartet!
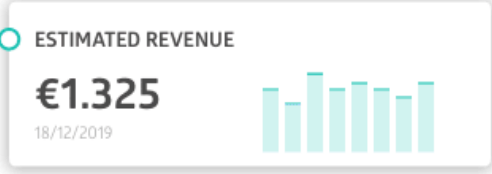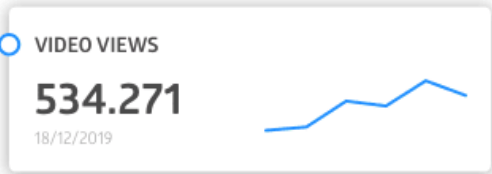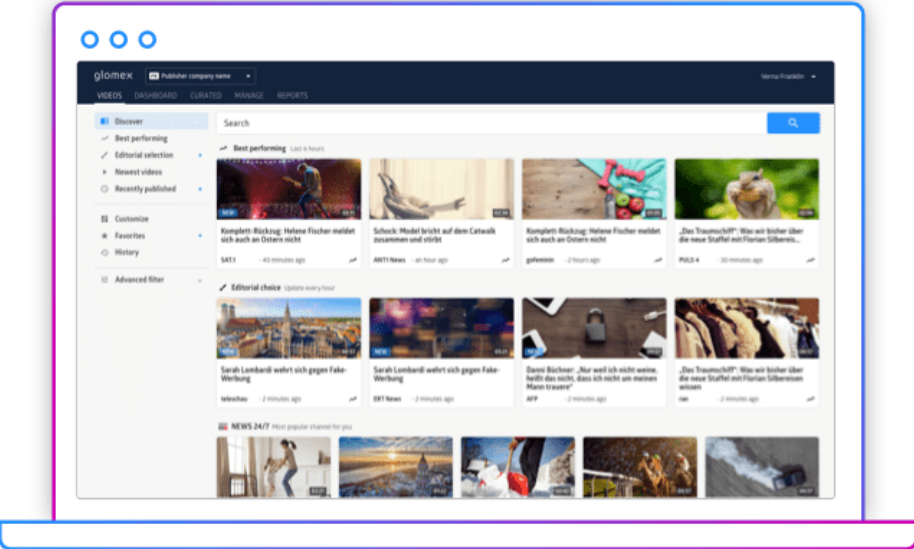
3 Florian Silbereisen, Das Traumschiff, ZDF, Fernsehen, TV-Serie, Barbara Wussow, Daniel Morgenroth