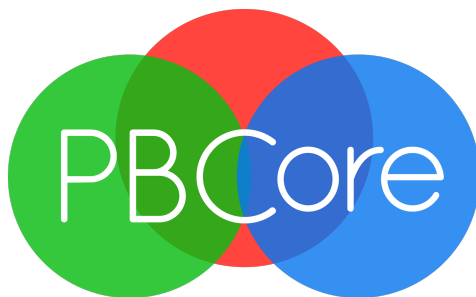


**Confused about
how to best address
audiovisual
materials in your
collections?**



**Don't know where
to begin or how to
proceed past an
inventory?**

Audiovisual materials are an important part of the archival record, but too often we don't even know what we have. Many of us have media collections with many thousands of items in different formats spanning decades. Add to this all the born-digital media we're now receiving and creating through digital reformatting, and archivists face a massive challenge.

We need a standard way to record and share information about audiovisual materials. PBCore provides one possible solution, adaptable to different repositories' needs.

What is PBCore?

- PBCore is a metadata schema designed for sound and moving images so that everyone is using the same words to describe an item, and the same fields to record this information. The PBCore standard includes a controlled set of vocabulary terms that can be used to describe both analog and digital recorded sound and moving images.
- PBCore enables the exchange of records between organizations and systems via the web. You may be able to manage information about your media-based collections without replacing existing systems.
- PBCore makes it possible to build a catalog of media assets, so you can find audio and video materials. A single PBCore record can include information about all forms of a single media asset, be it a videotape, reel, MP4, or streaming file.
- Using PBCore doesn't preclude the use of cataloging standards your institution may already be using, such as RDA.

Who can use PBCore?

While public broadcasting in the United States developed PBCore, a growing number of film archives and media organizations outside of public broadcasting have adopted the PBCore standard for their audio visual collections.

Want to learn more about PBCore?

Receive updates, ask questions, and learn about developments through the PBCore-Talk Google Group: <http://groups.google.com/group/pbcore-talk>

Check out the PBCore blog to read the latest news and case studies of how different repositories have incorporated PBCore into their workflows: <http://www.pbcore.org/news/>

Twitter: @therealpbcore