



# News Metadata Best Practices

## Breaking News

### Plan

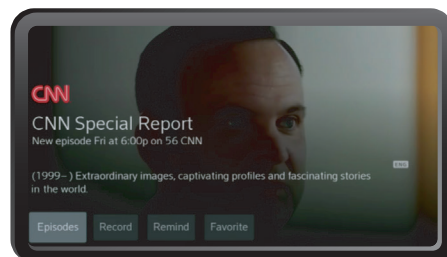
Notify aggregators as soon as the network knows that it will be airing breaking coverage

### Enhance

Provide placeholder schedule, title and images and enhance as new information is available (Important for VOD even if updates will not reach all guides before broadcast)

### Alert

Use aggregator emergency procedures for after-hours and weekend updates



## News Best Practices – Program Setup

News series and specials require the same metadata and images as entertainment

### Title Description Talent

- Apply existing guidelines

### Genres

- Six available but many only use "News"
- Add genres such as "Politics", "Interview", "Public Affairs" to help content surface in collections and recommendations

### Artwork

- Key art with title treatment in all required formats
- Textless iconic images
- Upper right aligned backdrop images

### Aggregator Tips

- Start setup for planned events (e.g. State of the Union) minimum of 14 days in advance to create unique program record and ID
- Once aggregators schedule the shell record, programs can be setup within MVPD systems and viewers can search and set DVR
- Provide unique title and images as early as possible, and incrementally enhance even if they are placeholders that will be updated closer to air

### Search & Discovery

- Include searchable information in the title
- Include key anchors and public figures in cast
- Audit voice search on priority platforms to verify that the content is surfacing correctly





# News Metadata Best Practices

## Example: News Special Setup

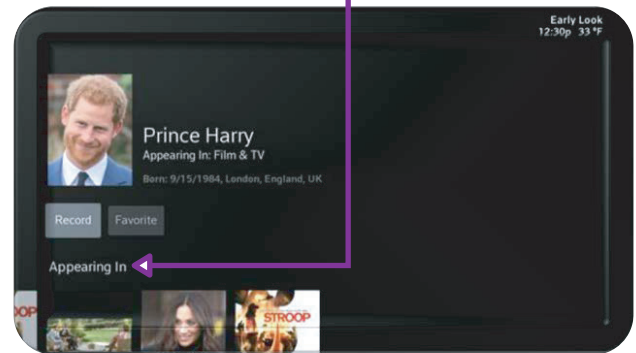
- | Title clearly identifies the subject
- | Unique description and images
- | Cast is populated to build relationships
  - Titles, Descriptions and Talent are important for VOD navigation Information can be added for VOD if it is not known before air

Title → Oprah With Meghan and Harry: A CBS Primetime Special

Description → Oprah Winfrey sits down with Prince Harry and Meghan, The Duke and Duchess of Sussex.

Series Image →

Related Content →



## It Is Not All About the Grid Guide Anymore

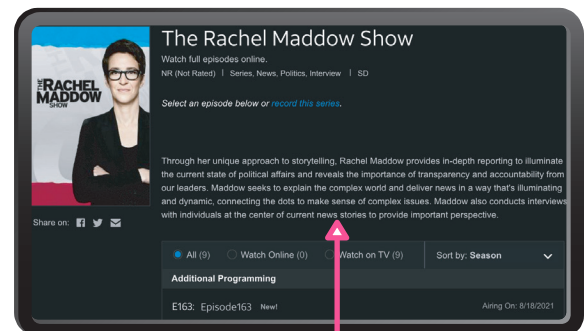
- | Media rich guides require high quality images and descriptions for all content
- | Discovery via voice search, recommendations and editorial showcases requires deep metadata
- | Growing VOD catalogs require metadata and images to help viewers distinguish between a collection of episodes



High quality images →



Voice search



Description →