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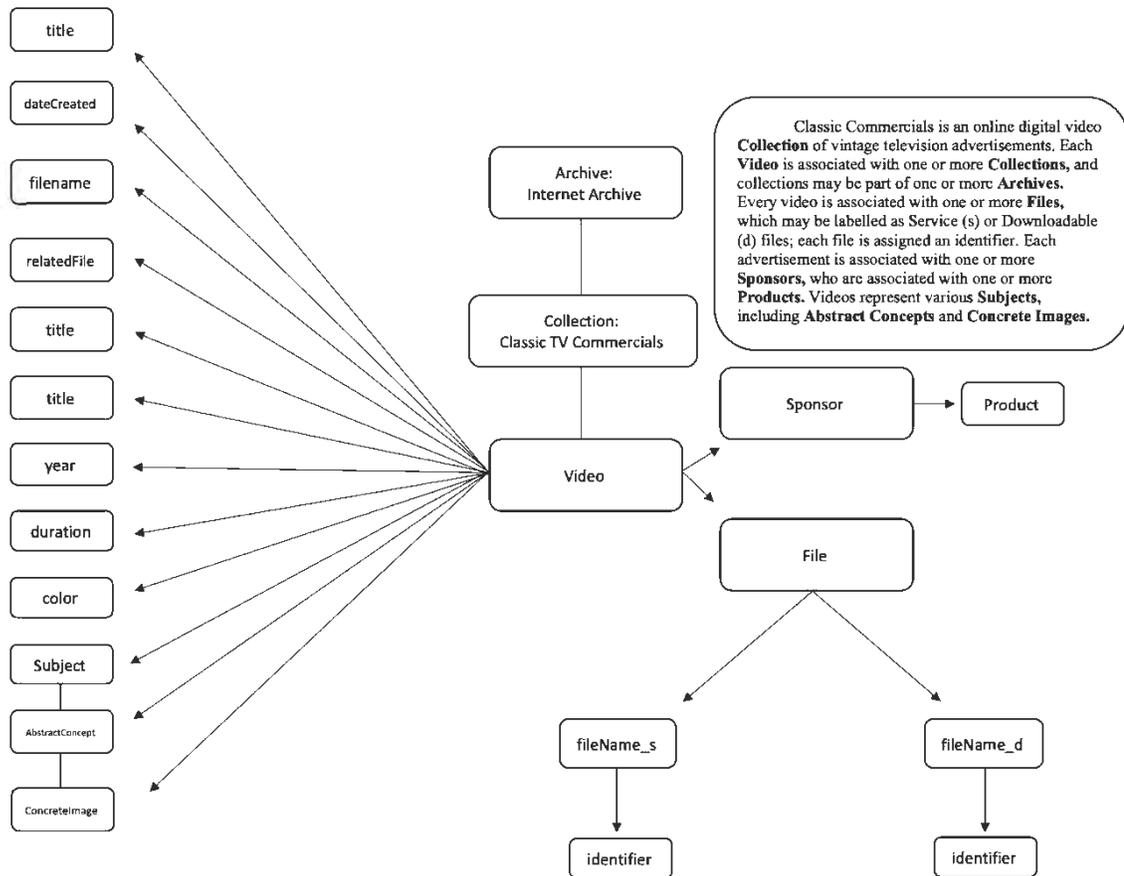
CINE-GT 1803

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## Classic TV Commercials: Collection Overview

This is a compendium of digital copies of vintage and well-known television commercials, which range in date of creation from 1949 to 2003. The bulk of these advertisements are from the mid-twentieth century, and are grouped according to year of release. While most clips were produced in the United-States, several others from the United-Kingdom and Australia are featured.

Memorability and renown, rather than age alone, are factors in the selection and curation of the videos, and for this reason, the clips reveal much about the dominant cultural climate of the time and location of release. A great deal can be learned from these clips about social and political attitudes, corporate and marketing strategy, public relations, and moving image aesthetics. Viewed as a chronological document, this collection demonstrates broad shifts in cultural, social and communications ethics and practices.

One possible user is "The Stranger" a Public Relations scholar at Stanford University researching psyhoanalyitic themes in mid-century television. She is seeking content that represents certain abstract concepts such as "American Motherhood". Another user, "The Cowboy" is a found-footage filmmaker at UCLA, looking for concrete images of disposable food service products, which he will splice into his works.

# Conceptual Metadata Model

title

dateCreated

filename

relatedFile

title

title

year

duration

color

Subject

AbstractConcept

ConcreteImage

Archive:
Internet Archive

Collection:
Classic TV Commercials

Video

Classic Commercials is an online digital video **Collection** of vintage television advertisements. Each **Video** is associated with one or more **Collections**, and collections may be part of one or more **Archives**. Every video is associated with one or more **Files**, which may be labelled as Service (s) or Downloadable (d) files; each file is assigned an identifier. Each advertisement is associated with one or more **Sponsors**, who are associated with one or more **Products**. Videos represent various **Subjects**, including **Abstract Concepts** and **Concrete Images**.

Sponsor → Product

File

fileName_s

fileName_d

identifier

identifier

**Application Profile:**

      This application profile outlines metadata elements for videos in the Classic TV Commercials collection, created and maintained by the Internet Archive. The goal of the profile is to describe metadata standards and controlled vocabulary to enable interoperability between various schemata. This will enable the more streamlined development of databases to store, as well as interfaces to display and access, the data.

| Class | Key |
|---|---|
| Definition | How to read the profile |

| Property name: | Name |
|---|---|
| Definition | The definition of the property and how it is used. |
| Obligation | Specifies if the property is required, recommended, or optional. |
| Repeatability | Specifies if the property can be used more than once ( Yes \| No ) |
| Range | The expected data type for the value of the property ( string \| integer \| date \| boolean \| URL \| entity ) |
| Controlled vocabulary | The recommended controlled vocabulary to be used for the value of the property, if applicable. |
| Domain | The class(es) this property may be used with. |
| Notes | Any additional information about the property, such as input conventions. |
| Example | An example of the property in use. |
| Wikidata Equivalent | An equivalent property found in Wikidata |

| Class | tv.Archive |
|---|---|
| Definition | The institution responsible for the collection's care |

| Property name: | tv.hasCollection |
|---|---|
| Definition | The name of a collection held at the archive |
| Obligation | Optional |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | N/A |
| Domain | Archive |
| Notes | |
| Example | The Internet Archive |
| Wikidata Equivalent | |

| Class | tv.Collection |
|---|---|
| Definition | A specific collection of moving image resources |

| Property name: | miap:hasRecord |
|---|---|
| Definition | A specific resource belonging to the collection |
| Obligation | Required |
| Repeatability | Repeatble |
| Range | String |
| Controlled Vocabulary | N/A |
| Domain | Collection |
| Notes | |
| Example | 1954 Commercial for "Dixie Cups" paper cups |
| Wikidata Equivalent | |

| Class | tv.Video |
|---|---|
| Definition | A specific moving image resource; label is name |

| Property name: | instanceOf |
|---|---|
| Definition | The item's entity type |
| Obligation | Optional |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | N/A |
| Domain | Video |
| Notes | |
| Example | tv.Video |
| Wikidata Equivalent | title (Q783521) (Q60) (P88) |

| Property name: | miap:identifier |
|---|---|
| Definition | An unambiguous, alphanumerical reference to the resource |
| Obligation | Required |
| Repeatability | Not Repeatable |
| Range | String |
| Controlled Vocabulary | CTVC_YYYY_001 |
| Domain | Video |
| Notes | |
| Example | CTVC_1961_001 |
| Wikidata Equivalent | unique identifier (Q6545185) (P84) |

| Property name: | miap:dateCreated |
|---|---|
| Definition | Date of original release |
| Obligation | Required (if available) |
| Repeatability | Not repeatable |
| Range | String |
| Controlled Vocabulary | YYYY-MM-DD |
| Domain | Video |
| Notes | |
| Example | 1961-04-19 |
| Wikidata Equivalent | |

| Property name: | Miap:duration |
|---|---|
| Definition | The video's total runtime |
| Obligation | Required |
| Repeatability | Not repeatable |
| Range | String |
| Controlled Vocabulary | HH:MM:SS:FF |
| Domain | Video / File |
| Notes | |
| Example | 01:26:54:18 |
| Wikidata Equivalent | duration (P2047) (P86) |

| Property name: | tv.color |
|---|---|
| Definition | The video contains color footage |
| Obligation | Required |

| | |
|---|---|
| Repeatability | Repeatable |
| Range | Boolean |
| Controlled Vocabulary | color / b&w |
| Domain | Video / File |
| Notes | |
| Example | color |
| Wikidata Equivalent | color (P462) (P87) |

| Property name: | miap:relatedfile |
|---|---|
| Definition | List of any and all video files representing the content |
| Obligation | Required |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | CTVC_YYYY_001_z.ext |
| Domain | Video / File |
| Notes | |
| Example | CTVC_1961_001_s.mp4 |
| Wikidata Equivalent | |

| Property name: | miap:description |
|---|---|
| Definition | A description of the video's content |
| Obligation | Optional |
| Repeatability | Not repeatable |
| Range | String |
| Controlled Vocabulary | |

| Domain | Video / File |
|---|---|
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | rmiap:sourceUrl |
|---|---|
| Definition | The URL of the source file |
| Obligation | Not required |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | miap:rights |
|---|---|
| Definition | The rights status of the video content |
| Obligation | Required |
| Repeatability | Not repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | **miap:isPartOf** |
|---|---|
| Definition | A collection to which the video belongs |
| Obligation | Not required |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File / Collection |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | **tv.hasSponsor** |
|---|---|
| Definition | Connects video with company funding the ad |
| Obligation | Required |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | **tv.hasSubject** |
|---|---|

| Definition | A subject or topic represented by the video's content |
|---|---|
| Obligation | Optional |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | tv.hasAbstractConcept |
|---|---|
| Definition | An abstract concept represented by the video's content |
| Obligation | Optional |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Property name: | tv.hasConcreteImage |
|---|---|
| Definition | A concrete image depicted in the video's content |
| Obligation | Optional |
| Repeatability | Repeatable |
| Range | String |

| Controlled Vocabulary | |
|---|---|
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Class | miap:Agent |
|---|---|
| Definition | The agent associated with the production of the advertisement |

| Class | tv.Sponsor |
|---|---|
| Definition | The agent responsible for funding the commercial; subclass of Agent |

| Property name: | tv.hasProduct |
|---|---|
| Definition | A commodity featured in the advertisement |
| Obligation | Required |
| Repeatability | Repeatable |
| Range | String |
| Controlled Vocabulary | |
| Domain | Video / File |
| Notes | |
| Example | |
| Wikidata Equivalent | |

| Class | tv.File |
|---|---|
| Definition | Computer file associated with video |

| Class | tv.fileName_s |
|---|---|
| Definition | Service file is filename with suffix 's' and extension; subclass of File |

| Class | tv.fileName_d |
|---|---|
| Definition | Downloadable file is filename with suffix 'd' and extension; subclass of File |

| Class | tv.Subject |
|---|---|
| Definition | A subject or topic represented by the video's content |

| Class | tv.AbstractConcept |
|---|---|
| Definition | An abstract concept represented by the video's content |

| Class | tv.ConcreteImage |
|---|---|
| Definition | Computer file associated with video |

**Crosswalk:**

| | Classic TV Commercials Video | PBCore | notes | Aviary | notes |
|---|---|---|---|---|---|
| 2 | tv.Archive | pbcorePublisher | Label is name | | |
| 3 | tv.hasCollection | | | | |
| 4 | miap:Collection | pbcoreCollection | Label is name | | |
| 5 | miap:description | pbcoreDescription | | Description | |
| 6 | miap:hasRecord | pbcoreRelation | | | |
| 7 | tv.Video | Asset | Label is name | Resource record | |
| 8 | instanceOf | pbcoreInstantiation | | | |
| 9 | miap:title | pbcoreTitle | | Title | |
| 10 | miap:description | pbcoreDescription | | Description | |
| 11 | miap:identifier | pbcoreIdentifier | | Identifier | |
| 12 | miap:duration | instantiationDuration | | | Duration auto-generated by system |
| 13 | miap:sourceUrl | | | | |
| 14 | miap:dateCreated | pbcoreAssetDate | | Date | |
| 15 | miap:rights | rightsSummary | | | |
| 16 | miap:isPartOf | pbcoreRelationType | | | |
| 17 | tv.color | instantionColors | | | |
| 18 | tv.hasSponsor | pbcoreContributor | | | |
| 19 | tv.hasSubject | pbcoreSubject | | Subject | |
| 20 | tv.hasAbstractConcept | pbcoreSubject | | | |
| 21 | tv.hasConcreteImage | pbcoreSubject | | | |
| 22 | miap:relatedfile | instantiationDigital | Value is filename | | |
| 23 | miap:Agent | pbcoreContributor | | Agent | |
| 24 | miap:description | pbcoreDescription | | | |
| 25 | tv.Sponsor | pbcoreContributor | Label is name for instances | | |
| 26 | tv.hasProduct | | | | |
| 27 | instanceOf | pbcoreInstantiation | | | |
| 28 | tv.Subject | pbcoreSubject | | | |
| 29 | tv.AbstractConcept | pbcoreSubject | Label is name for instances | | |
| 30 | instanceOf | pbcoreInstantiation | | | |
| 31 | tv.ConcreteImage | pbcoreSubjcet | Label is name for instances | | |
| 32 | instanceOf | pbcoreInstantiation | | | |
| 33 | tv.File | instantiationDigital | Label is filename; Suffixes 's' and 'd' indicate service, and downloadable files, respectively | Media record | |
| 34 | tv.fileName_s | instantiationDigital | Label is filename | Media record | |
| 35 | tv.fileName_d | instantiationDigital | Label is filename | Media record | |

**NAME** "The Stranger"

**TITLE** Communications Scholar

**AFFILIATION** Stanford University

*"What in the Sam Hill are you doin' boy?"*

"The Stranger" is a Communications Studies and popular culture researcher at Stanford University. She is interested in "hypodermic needle theory" of mediated public address, and is editing a collection of essays on the work of Lazarsfeld and Merton.

**MOTIVATIONS**

"The Stranger" hopes to use the collection to compare Lazarsfeld's claims against actual cultural realities, to better contextualize the works contained in her anthology.

**GOALS**

Find examples of imagery that supports Lazarsfeld's claims

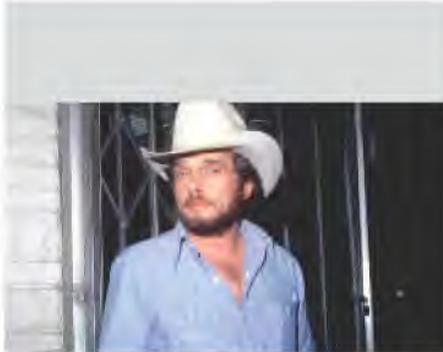Find examples which refute his claims

Trace the funding of individual works

Obtain information about broader cultural realities related to the films

**METADATA ACCESS METHOD**

Archive.org

**TECHNICAL PROFICIENCY**

Low to moderate

**NAME** — "The Cowboy"

**TITLE** — Found-footage Filmmaker

**AFFILIATION** — Ann Arbor Film Festival

"The Cowboy" is an independent found-footage filmmaker, currently studying at UCLA.
In preparation for his application to the Ann Arbor Experimental Film Festival, our hero hopes to author an extremely ambitious video collage on the subject of psychoanalysis in American advertising of the 1950s. To do this, he requires moving image documentation of original period material which can be downloaded and used in production however "The Cowboy" sees fit.

**MOTIVATIONS**

"The Cowboy" hopes to shine a light on the greed-driven, psychoanalytical manipulation of the mid-century American public by public relations and marketing executives.

*"In the words of William S. Burroughs: 'Images! Millions of images; that's what I eat!'"*

**GOALS**

Locate films relevant to his project.

Obtain high-quality, public domain digital copies of this material.

Submit the film as a portfolio piece to the selection committee at Ann Arbor

**METADATA ACCESS METHOD**

Archive.org

**TECHNICAL PROFICIENCY**

Moderate to high

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