Don Draper

“Advertising is based on one thing: Happiness...”

About
Don Draper has always done things his way, but ever since the COVID-19 pandemic hit, his advertising agency has been struggling. He wants to come up with a way to make his commercials better, but how? Suddenly, he got an idea. The Super Bowl has always been successful with their commercials every year, if only he can access all of them somehow and do research for his own company...

Goals (what do I want?)
- To improve my company’s performance in the advertising field.
- To get our clients back that we lost during the pandemic.

Motivations (why do I want it?)
- To make up the money the company lost during the pandemic.
- He may lose his job if things go not turn around soon for the company.

Challenges
- There is a lot of content to sort through.
- Most of the employees are working from home and/or coming into the office so scheduling time to research and accommodating employees will be difficult.
Jonathan works hard every day making sure lines of code are correct and important technical systems are online at a large law firm. He works under high stress where at any second something can go wrong and business meetings with expensive clients can crash. He often works late hours and is exhausted when he gets home. He has his PhD in computer science from MIT and is very technically literate. He enjoys turning off and relaxing his brain with some web surfing at the end of the day.

**Goals (what do I want?)**
- Find the funniest Super Bowl commercials
- Create a list of ads that make him feel good
- Eliminate the need for hard searching when he gets home

**Motivations (why do I want it?)**
- To relax
- To laugh before going to bed
- To cheer him up

**Challenges**
- Exhaustion/ lack of effort when he gets home
- Limited time to search
- Need for specific genre of video

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Although on the surface Josh appears to be devoted to his career in Buffalo’s premier marketing firm, his true passion lies in everything to do with football. And, as a true football fanatic, the Super Bowl represents the apex of both competition and marketing output by his favorite teams. Josh always appreciates a good ad, even more so when it directly references his beloved New York Giants (or anything related to football, for that matter). If only there was a database which made searching for these kinds of ads easy...

**Goals (what do I want?)**
- To find Super Bowl ads created or sponsored by his favorite teams
- To filter Super Bowl ads by the Super Bowl they appeared in

**Motivations (why do I want it?)**
- To expand his collection of marketing content from his favorite teams (as inspiration for his own work)
- To prove his team is involved with the best ads

**Challenges**
- Lack of familiarity with applying filters to searches
- Even though Josh works in marketing, his workplace bans browsing the web to look at ads, meaning he needs to find the ads he’s looking for intuitively and quickly
Data Model Rules and Diagram

This collection is based on Super Bowl commercials and can be from any year between 2000 and 2010. The collection is made up of Commercial videos that have various files, and each file has unique instantiations. These commercials are also each sponsored by various companies which in turn may have their own parent company. Each commercial is described by various values such as genre, the network it originally aired on, if there is a notable actor in it, and if there is an associated team. Other metadata being collected is the description of the ad, the current rights of the ad, and the duration. We will also point to the source URL where we pulled the commercial along with its title and upload date. There will be a unique identifier for each commercial in the set.

Collection

- Title - string
- Description - string

Video (Is part of collection)

- Agent (COMPANY)
  - Name - string
  - Parent Company - string
- Date created - date (year, month, date)
- Title - string
- Identifier - string
- Source url - url
- Duration - string (hh:mm:ss.fff)
- Rights - rights
- Description - string
- Notable Actor - string
- Aired On - string
- Genre - string
- Associated Team - string
- Related file
  - File
    - Filename - string
    - Filesize - string
    - Filetype - string
Reading this profile

The following fields are used to describe each class and property included in the model.

<table>
<thead>
<tr>
<th>Property name:</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>The label for the property name</td>
</tr>
<tr>
<td>Definition</td>
<td>The definition of the property and how it is used.</td>
</tr>
<tr>
<td>Obligation</td>
<td>Specifies if the property is required, recommended, or optional (Required, Recommended, Optional)</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Specifies if the property can be used more than once (Yes</td>
</tr>
<tr>
<td>Range</td>
<td>The expected data type for the value of the property (string</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>The recommended controlled vocabulary to be used for the value of the</td>
</tr>
</tbody>
</table>
### MIAPCore

<table>
<thead>
<tr>
<th>Class/Property</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection</td>
<td>Class</td>
</tr>
<tr>
<td>hasPart</td>
<td>property</td>
</tr>
<tr>
<td>Video</td>
<td>Class</td>
</tr>
<tr>
<td>isPartOf</td>
<td>property</td>
</tr>
<tr>
<td>title</td>
<td>property</td>
</tr>
<tr>
<td>description</td>
<td>property</td>
</tr>
<tr>
<td>dateCreated</td>
<td>property</td>
</tr>
<tr>
<td>sourceURL</td>
<td>property</td>
</tr>
<tr>
<td>identifier</td>
<td>property</td>
</tr>
<tr>
<td>duration</td>
<td>property</td>
</tr>
<tr>
<td>rights</td>
<td>property</td>
</tr>
<tr>
<td>Related file</td>
<td>property</td>
</tr>
<tr>
<td>File</td>
<td>Class</td>
</tr>
<tr>
<td>File name</td>
<td>property</td>
</tr>
<tr>
<td>File size</td>
<td>property</td>
</tr>
</tbody>
</table>

List of additional classes and properties
<table>
<thead>
<tr>
<th>Class/Property</th>
<th>Type</th>
<th>Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>Class</td>
<td>LK</td>
</tr>
<tr>
<td>hasAssociatedTeam</td>
<td>Property</td>
<td>CS</td>
</tr>
<tr>
<td>hasUploadDate</td>
<td>Property</td>
<td>LK</td>
</tr>
<tr>
<td>hasNotableActor</td>
<td>Property</td>
<td>LK</td>
</tr>
<tr>
<td>airedOn</td>
<td>Property</td>
<td>CS</td>
</tr>
<tr>
<td>hasGenre</td>
<td>Property</td>
<td>LK</td>
</tr>
<tr>
<td>airedDuring</td>
<td>Property</td>
<td>BD</td>
</tr>
<tr>
<td>Company</td>
<td>Class</td>
<td>CS</td>
</tr>
<tr>
<td>hasParentCompany</td>
<td>Property</td>
<td>BD</td>
</tr>
<tr>
<td>File</td>
<td>Class</td>
<td>BD</td>
</tr>
<tr>
<td>hasFileType</td>
<td>Property</td>
<td>CS</td>
</tr>
</tbody>
</table>

### Classes and properties

<table>
<thead>
<tr>
<th>Class</th>
<th>Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:Collection</td>
</tr>
<tr>
<td>Definition</td>
<td>An aggregation of one or more moving image resources.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Has Part</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:hasPart</td>
</tr>
<tr>
<td>Definition</td>
<td>A video record that is part of this collection.</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Class</td>
<td>Video</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Label</td>
<td>miap:Video</td>
</tr>
<tr>
<td>Definition</td>
<td>An intellectual description of a moving image resource.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:Commercial</td>
</tr>
<tr>
<td>Subclass of</td>
<td>miap:Video</td>
</tr>
<tr>
<td>Definition</td>
<td>A SuperBowl commercial that was aired during the 2000s decade.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Is Part Of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:isPartOf</td>
</tr>
<tr>
<td>Definition</td>
<td>A collection this record is a part of</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>Collection (Item)</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>N/A</td>
</tr>
<tr>
<td>Domain</td>
<td>Collection, Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
</tr>
<tr>
<td>Label</td>
<td>miap:title</td>
</tr>
<tr>
<td>Definition</td>
<td>The title of the video or collection.</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>SuperBowl Commercials from the 2000s</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>N/A</td>
</tr>
<tr>
<td>Domain</td>
<td>Collection, Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
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<table>
<thead>
<tr>
<th>Property</th>
<th>Date Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:dateCreated</td>
</tr>
<tr>
<td>Definition</td>
<td>The date the video content was created.</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary/format</td>
<td>ISO 8601 (yyyy-mm-dd)</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Source URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:sourceUrl</td>
</tr>
<tr>
<td>Definition</td>
<td>URL of the streaming video content</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary/format</td>
<td>URL</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:identifier</td>
</tr>
<tr>
<td>Definition</td>
<td>A unique identifier for the video</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>Property</td>
<td>Definition</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>miap:duration</td>
<td>The duration of the video.</td>
</tr>
<tr>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Not repeatable</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>String</td>
<td>String</td>
</tr>
<tr>
<td>hh:mm:ss</td>
<td>hh:mm:ss</td>
</tr>
<tr>
<td>Commercial</td>
<td>Commercial</td>
</tr>
</tbody>
</table>

### Rights

<table>
<thead>
<tr>
<th>Property</th>
<th>Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>miap:rights</td>
<td>Information about copyright or access restrictions related to the video.</td>
</tr>
<tr>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatable</td>
<td>Repeatable</td>
</tr>
<tr>
<td>String</td>
<td>String</td>
</tr>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Commercial</td>
<td>Commercial</td>
</tr>
</tbody>
</table>
### Related File

<table>
<thead>
<tr>
<th>Property</th>
<th>Related File</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:relatedFile</td>
</tr>
<tr>
<td>Definition</td>
<td>A digital file representing the content of the video</td>
</tr>
<tr>
<td>Obligation</td>
<td>Optional</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>File (Item)</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td></td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
</tr>
</tbody>
</table>

### Aired During

<table>
<thead>
<tr>
<th>Property</th>
<th>Aired During</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:airedDuring</td>
</tr>
<tr>
<td>Definition</td>
<td>The name of the superbowl that the commercial aired during</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>XXXIV, XXXV, XXXVI, XXXVII, XXXVIII, XXXIX, XL, XLI, XLI, XLII, XLIII, XLIV</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>XXXIV</td>
</tr>
<tr>
<td>Property</td>
<td>Upload Date</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Label</td>
<td>sbc:hasUploadDate</td>
</tr>
<tr>
<td>Definition</td>
<td>The date the commercial was uploaded to Youtube.com.</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable.</td>
</tr>
<tr>
<td>Datatype</td>
<td>dateTime</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>ISO 8601 (yyyy-mm-dd)</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>Date Uploaded = 2009-03-06</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Notable Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:hasNotableActor</td>
</tr>
<tr>
<td>Definition</td>
<td>Famous actor/actress that was in the commercial.</td>
</tr>
<tr>
<td>Obligation</td>
<td>Recommended</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>LCNAF</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>Starr, Ringo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Genre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:hasGenre</td>
</tr>
<tr>
<td>Definition</td>
<td>The genre of the SuperBowl commercial.</td>
</tr>
<tr>
<td>Property</td>
<td>Obligation</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>Library of Congress Genre/Form Terms for Library and Archival Materials (LCGFT)</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Example</td>
<td>Comedy Sketches, Musical Sketches</td>
</tr>
</tbody>
</table>

**Property** | **Associated Team**
---|---
Label | sbc:hasAssociatedTeam
Definition | The NFL team associated with the Super Bowl commercial.
Obligation | Not required
Repeatability | Repeatable
Datatype | String
Controlled vocabulary | Library of Congress Name Authority File records for all NFL teams
Domain | Commercial
Notes |
Example | Los Angeles Rams, New Orleans Saints

**Property** | **Aired On**
---|---
Label | sbc:airedOn
Definition | The television channel or network which the Super Bowl commercial aired on.
Obligation | Not required
<table>
<thead>
<tr>
<th>Repeatability</th>
<th>Repeatable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>N/A</td>
</tr>
<tr>
<td>Domain</td>
<td>Commercial</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>NBC, FOX</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>File</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:File</td>
</tr>
<tr>
<td>Definition</td>
<td>A digital file representing the content.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>miap:file_filename</td>
</tr>
<tr>
<td>Definition</td>
<td>The name of the file (with extension).</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>N/A</td>
</tr>
<tr>
<td>Domain</td>
<td>File</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>Miap:filefilesize</td>
</tr>
<tr>
<td>Definition</td>
<td>The size of the file (in MB)</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Property</td>
<td>Label</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>File Type</td>
<td>sbc:file_filetype</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>Datatype</td>
<td>String</td>
</tr>
<tr>
<td>Controlled vocabulary</td>
<td>.mp4; .mkv</td>
</tr>
<tr>
<td>Domain</td>
<td>File</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>.mp4, .mkv</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:company</td>
</tr>
<tr>
<td>Definition</td>
<td>The company or sponsor which created and/or funded the commercial.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property</th>
<th>Parent Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label</td>
<td>sbc:hasParentCompany</td>
</tr>
<tr>
<td>Definition</td>
<td>The name of the parent company to the famous company that sponsored the commercial</td>
</tr>
<tr>
<td>Obligation</td>
<td>Required</td>
</tr>
</tbody>
</table>
Repeatability | Repeatable
---|---
Datatype | String
Controlled vocabulary | Library of Congress Name Authority File for Corporation
Domain | Company
Notes | 

**Cataloging Guidelines**

*Directions for adding SBC Video Properties*

1. **sbc:Commercial (Required)**
   Start the value as “SBC_001” as the identifier for the commercial. Then proceed to go in numerical order for the next videos using the format of the identifier.

2. **miap:isPartOf (Required)**
   Use value “SuperBowl Commercials from the 2000s” for the collection name.

3. **miap:title (Required)**
   Transcribe the title as listed on the source platform.

4. **miap:dateCreated (Required)**
   Transcribe the date the commercial was created using the ISO 8601 (yyyy-mm-dd) controlled vocabulary.

5. **miap:sourceURL (Required)**
   Transcribe the URL of the streamable commercial content.

6. **miap:identifier (Required)**
   Use the value “sbc_” then the same numerical value as sbc:Commercial.

7. **miap:duration (Required)**
   Transcribe the duration of the video using the controlled vocabulary “hh:mm:ss”.

8. **miap:rights (Required)**
Use value “In Copyright” for the rights.

9. **miap:relatedFile (Optional)**
   Use the value of the “sbc:Commercial” identifier that the file is related to.

10. **sbc:airedDuring (Required)**
    Transcribe the name of the SuperBowl that the commercial aired on using the controlled vocabulary of the numbers in roman numeral form.

11. **sbc:hasUploadDate (Required)**
    Transcribe the date the commercial was uploaded to Youtube using the ISO 8601 (yyyy-mm-dd) controlled vocabulary.

12. **sbc:hasNotableActor (Recommended)**
    Transcribe the name of the actors or actresses in the commercial using the Library of Congress Name Authority.

13. **sbc:hasGenre (Recommended)**
    Transcribe the genre of the commercial using the Library of Congress Genre/Form Terms for Archived Material.

14. **sbc:hasAssociatedTeam (Not required)**
    Transcribe the name of the NFL team that is in the commercial using the Library of Congress Name Authority.

15. **sbc:airedOn (Not required)**
    Transcribe the television channel or network on which the SuperBowl commercial aired on.

*Directions for adding File Properties*

After downloading the video from the online source with your web video downloader of choice, open the resulting file with MediaInfo. Within MediaInfo, select the "view" tab from the top ribbon and then select "text"

- **Miap:file_filesize (Required)**
  i. Enter the value shown in the "file size" field of the MediaInfo output (in KB) in the "miap:file_filesize" field

- **Miap:file_filetype (Required)**
  i. Enter the value shown in the "format" field of the MediaInfo output in the "miap:file_filetype" field
c. **Miap:file_filename (Required)**
   i. Enter the value shown in the "complete name" field of the MediaInfo output (without the file path and file extension) in the "miap:file_filename" field

*Directions for adding SBC Company Properties*

d. **SBC: Company (Required)**
   i. Company consists of the most recognizable company from the advertisement. For example, a Doritos ad would have the company of Frito-lay. Look at the ad for the company whose logo is present or announced.
   ii. Add the company’s name based on their Library of Congress Name Authority File

e. **SBC:hasParentCompany (Required)**
   i. In some instances, there will be a parent company which is the organization that owns the company that produced the video. In the Doritos example, the parent company of Frito-lay is PepsiCo. If the parent company is not obvious from the commercial search to find the owner.
   ii. Add the parent company’s name based on their Library of Congress Name Authority File

*Crosswalk to PBCore, MARC, and MODS Schemas*
<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
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</tr>
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</tr>
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</tr>
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<td>-</td>
</tr>
<tr>
<td>hasFunds</td>
<td>placeholderCollection &lt;funds=&quot;&quot; /&gt;</td>
<td>-</td>
</tr>
</tbody>
</table>

Strengths and Weaknesses: For the entities that were part of the MIAP core data model, it was pretty straightforward to find the specific field names, indicators, and subfields. However, I am concerned that I had to use the same field for sbc:hasAssociatedTeam and sbc:Company. This can get confusing with the same type of entity but different roles.