



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...

Occupation:

Creative
Director

Age: 40

Location:

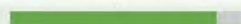
NYC

Languages:

English

Education:

High School
Dropout

Technology experience**Research experience**

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 P. Ersona

"I am so stressed, I wish I could just laugh at something and forget about work"

Occupation:
Engineer

Age:35

Location: NYC, NY

Languages: English

Education: PHD in
Computer Science
Technology experience

Research experience

About

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
-



Josh DeFanne

"Every second I spend away from my precious game is a second lost."

Occupation Marketer

Age 47

Location Buffalo, NY

Languages English,
Spanish

Education Bachelor's
degree

Technology experience

Research experience

About

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

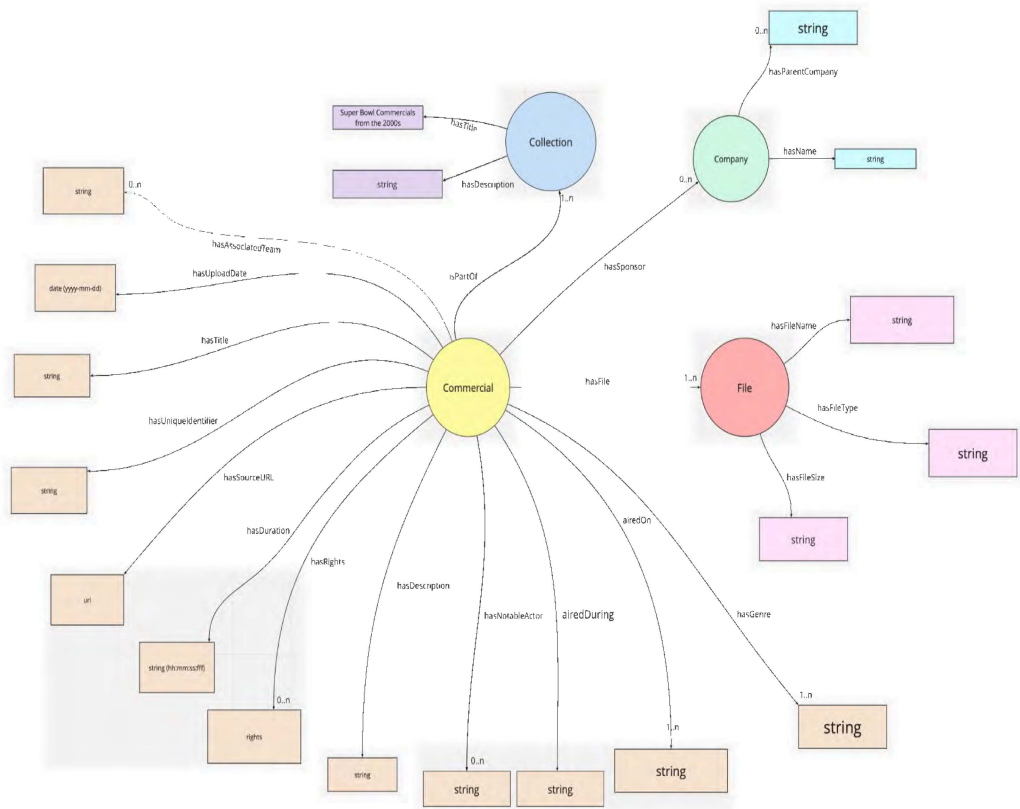
This collection is based on Super Bowl commercials and can be from any year between 2000 and 2010. The collection is made up of Commercial videos that have various files, and each file has unique instantiations. These commercials are also each sponsored by various companies which in turn may have their 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.

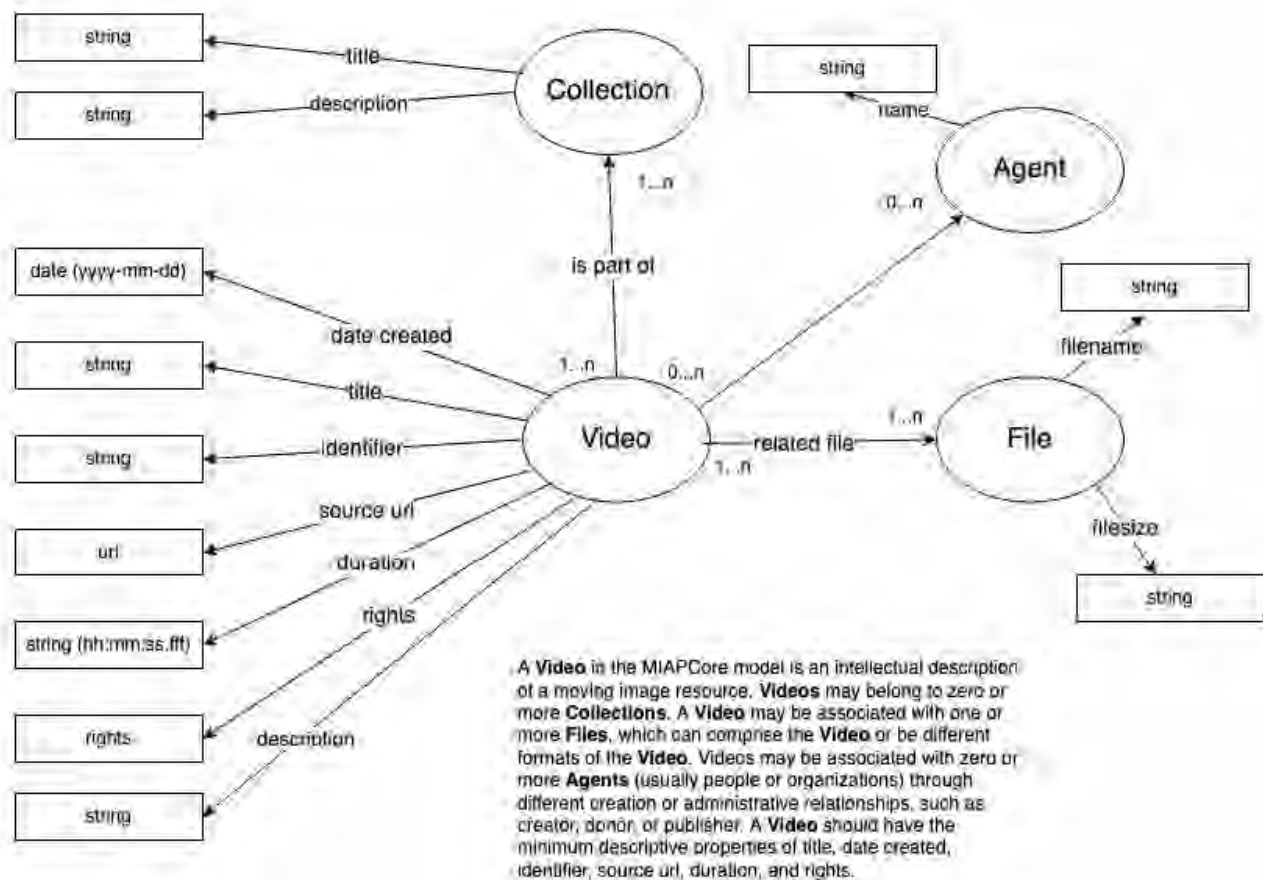
Collection

- 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.

Property name:	Name
Label	The label for the property name
Definition	The definition of the property and how it is used.
Obligation	Specifies if the property is required, recommended, or optional (Required, Recommended, 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.

MIAPCore

Class/Property	Type
Collection	Class
hasPart	property
Video	Class
isPartOf	property
title	property
description	property
dateCreated	property
sourceURL	property
identifier	property
duration	property
rights	property
Related file	property
File	Class
File name	property
File size	property

List of additional classes and properties

Class/Property	Type	Initials
Commercial	Class	LK
hasAssociatedTeam	Property	CS
hasUploadDate	Property	LK
hasNotableActor	Property	LK
airedOn	Property	CS
hasGenre	Property	LK
airedDuring	Property	BD
Company	Class	CS
hasParentCompany	Property	BD
File	Class	BD
hasFileType	Property	CS

Classes and properties

Class	Collection
Label	miap:Collection
Definition	An aggregation of one or more moving image resources.

Property	Has Part
Label	miap:hasPart
Definition	A video record that is part of this collection.
Obligation	Required

Repeatability	Repeatable
Datatype	Video, Commercial
Controlled vocabulary	N/A
Domain	Collection
Notes	
Example	

Class	Video
Label	miap:Video
Definition	An intellectual description of a moving image resource.

Class	Commercial
Label	sbc:Commercial
Subclass of	miap:Video
Definition	A SuperBowl commercial that was aired during the 2000s decade.

Property	Is Part Of
Label	miap:isPartOf
Definition	A collection this record is a part of
Obligation	Required
Repeatability	Repeatable
Datatype	Collection (Item)
Controlled vocabulary	N/A
Domain	Collection, Commercial
Notes	
Example	

Property	Title
Label	miap:title
Definition	The title of the video or collection.
Obligation	Required
Repeatability	Repeatable
Datatype	SuperBowl Commercials from the 2000s
Controlled vocabulary	N/A
Domain	Collection, Commercial
Notes	
Example	

Property	Description
Label	miap:description
Definition	A description of the video or collection.
Obligation	Optional
Repeatability	Repeatable
Datatype	String
Controlled vocabulary	N/A
Domain	Collection, Commercial
Notes	
Example	

Property	Date Created
Label	miap:dateCreated

Definition	The date the video content was created.
Obligation	Required
Repeatability	Not repeatable
Datatype	String
Controlled vocabulary/format	ISO 8601 (yyyy-mm-dd)
Domain	Commercial
Notes	
Example	

Property	Source URL
Label	miap:sourceUrl
Definition	URL of the streaming video content
Obligation	Required
Repeatability	Not repeatable
Datatype	String
Controlled vocabulary/format	URL
Domain	Commercial
Notes	
Example	

Property	Identifier
Label	miap:identifier
Definition	A unique identifier for the video
Obligation	Required
Repeatability	Not repeatable

Datatype	String
Controlled vocabulary/format	N/A
Domain	Commercial
Notes	
Example	

Property	Duration
Label	miap:duration
Definition	The duration of the video.
Obligation	Required
Repeatability	Not repeatable
Datatype	String
Controlled vocabulary/format	hh:mm:ss
Domain	Commercial
Notes	
Example	

Property	Rights
Label	miap:rights
Definition	Information about copyright or access restrictions related to the video.
Obligation	Required
Repeatability	Repeatable
Datatype	String
Controlled vocabulary	N/A
Domain	Commercial

Notes	
Example	

Property	Related File
Label	miap:relatedFile
Definition	A digital file representing the content of the video
Obligation	Optional
Repeatability	Repeatable
Datatype	File (Item)
Controlled vocabulary	
Domain	Commercial
Notes	
Example	

Property	Aired During
Label	sbc:airedDuring
Definition	The name of the superbowl that the commercial aired during
Obligation	Required
Repeatability	Repeatable
Datatype	String
Controlled vocabulary	XXXIV, XXXV, XXXVI, XXXVII, XXXVIII, XXXIX, XL, XLI, XLII, XLIII, XLIV
Domain	Commercial
Notes	
Example	XXXIV

Property	Upload Date
Label	sbc:hasUploadDate
Definition	The date the commercial was uploaded to Youtube.com.
Obligation	Required
Repeatability	Not repeatable.
Datatype	dateTime
Controlled vocabulary	ISO 8601 (yyyy-mm-dd)
Domain	Commercial
Notes	
Example	Date Uploaded = 2009-03-06

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

Property	Genre
Label	sbc:hasGenre
Definition	The genre of the SuperBowl commercial.

Obligation	Required
Repeatability	Repeatable
Datatype	String
Controlled vocabulary	Library of Congress Genre/Form Terms for Library and Archival Materials (LCGFT)
Domain	Commercial
Notes	
Example	Comedy Sketches, Musical Sketches

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

Repeatability	Repeatable
Datatype	String
Controlled vocabulary	N/A
Domain	Commercial
Notes	
Example	NBC, FOX

Class	File
Label	miap:File
Definition	A digital file representing the content.

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

Property	File Size
Label	Miap:file_filesize
Definition	The size of the file (in MB)
Obligation	Required

Repeatability	Not repeatable
Datatype	Quantity
Controlled vocabulary	
Domain	File
Notes	
Example	11.5

Property	File Type
Label	sbc:file_filetype
Definition	The container format of the file.
Obligation	Required
Repeatability	Not repeatable
Datatype	String
Controlled vocabulary	.mp4; .mkv
Domain	File
Notes	
Example	.mp4, .mkv

Class	Company
Label	sbc:company
Definition	The company or sponsor which created and/or funded the commercial.

Property	Parent Company
Label	sbc:hasParentCompany
Definition	The name of the parent company to the famous company that sponsored the commercial
Obligation	Required

Repeatability	Repeatable
Datatype	String
Controlled vocabulary	Library of Congress Name Authority File for Corporation
Domain	Company
Notes	
Example	Frito-Lay, Inc. , PepsiCo, Inc.

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"

a. 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

b. 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

Super Bowl Commercial	PBCore (@ = attribute, / = subelement) (Cameron Smith)	notes	MARC (include field name, indicators, subfields) (Liza Kastrilevich)	notes	MODS (Brian Dunbar)	notes		
miap:Collection	pbcoreCollection			No mapping due to 'Collection' requiring it's own MARC record.	<titleInfo>			
miap:title	pbcoreCollection @collectionTitle="Super Bowl Commercials from		245 00\$a	If the title does begin with nonfilling characters, such as 'The' or 'A'; t	<title>			
miap:hasDescription	pbcoreCollection @collectionDescription="X"		520 ##\$a	(Summary)	<physicalDescription>			
sbc:Commercial			380 ##\$a	(Form of Work)				
miap:isPartOf	pbcoreRelation/relationType="is part of"; pbcoreRelation/relationIdentifier="Super Bowl C		787 0# \$a Super Bowl Commercials from the 2000s \$i	Use 787 with relationType in \$i.	<relatedItem>			
miap:title	pbcoreTitle		245 00\$a	If the title does begin with nonfilling characters, such as 'The' or 'A'; t	<title>			
miap:dateCreated	pbcoreAssetDate @dateType="created"	Use ISO standard YY 046 ##\$k	856 40\$u		<dateCreated> with point = "start"			
miap:sourceUrl			520 ##\$a	(Summary)	<note>			
miap:description	pbcoreDescription							
miap:identifier	pbcoreIdentifier @source="Super Bowl Commercials from the 2000s"		024 7#\$2		<identifier>			
miap:duration	pbcoreInstantiation/instantiationDuration	Use timestamp form	306 ##\$a		<frequency>			
miap:rights	pbcoreRightsSummary/rightsSummarySource="http://www.webvideorights.org/"		540 ##\$a \$u	(Copyright)	<accessCondition> type="restrictionONAccess"			
miap:relatedFile			300 ## \$a		<relatedItem> with type= "isReferencedBy"			
sbc:airedDuring	pbcoreSubject @subjectType="associated Super Bowl";		264 #2\$c	(Distribution)	<relatedItem> with type= "host"			
sbc:hasUploadDate	pbcoreAssetDate @dateType="uploaded"		264 #1\$c	(Publication)	<dateCaptured> with encoding="iso8601"			
sbc:hasNotableActor	pbcoreContributor/contributer="X";		700 ##\$a and 700 ##\$e	(Added Entry - Personal Name, Name and Relator Term)	<note> with type= "performers"			
sbc:hasGenre	pbcoreContributor/contributorRole="actor"		655 ##\$a	(Index Term - Genre/Form)	<genre>			
sbc:hasAssociatedTeam	pbcoreContributor/contributor="X";		710 ##\$a and 710 ##\$e	(Added Entry-Corporate Name, Name and Relator Term)	<targetAudience displayLabel="Special audience characteristics">			
sbc:airedOn	pbcorePublisher @affiliation="original broadcast source"		264 #2\$b	(Distribution)	<place><placeTerm> with type="text"			
miap:File					<location>			
miap:fileName	pbcoreInstantiation/instantiationIdentifier		856 ##\$d\$f	(Electric Location and Access, Path, Electronic Name)	<url> with displayLabel= "content"			
miap:fileSize	pbcoreInstantiation/instantiationFileSize @unitsofMeasure"MB"		347 ##\$c		<url> with note= "contents of subfield"			
miap:fileType	pbcoreInstantiation/instantiationDigital @source="IANA MIME Media Types"	Reference http://ww	347 ##\$a		<url> with access= "object in context"			
sbc:Company	pbcoreContributor		710 ##\$a and 710 ##\$e	(Added Entry-Corporate Name, Name and Relator Term)	<publisher>			
sbc: hasParentCompany	pbcoreContributor/contributor="X"; pbcoreContributor/role="		710 2# \$a		<publisher> displayLabel="producer"			
			Strengths and Weaknesses: For the entities that were part of the MIAP core			Strengths and Weaknesses: A major strength		