



WORLD CONFERENCE 2009

A New World - A New Deal for Archives

How do archives grasp the opportunity to turn themselves into a sustainable asset for the Media Community? Is this possible in the credit crunch?

OVERALL THEME

In the year of the Ox (according to the Chinese calendar), what is the impact of globalization and the financial crisis on the archive world? This conference presents an opportunity to learn and understand more about worldwide approaches to digital archiving and its challenges; how, in the face of declining revenues and funding, to increase existing exploitation and applications of audio visual archives? What are the copyright protection issues in the digital era that need to be addressed? How can the protection and exchange of audio and video archives be improved by the introduction of new ways of common working standards?

22 October, 2009 Thursday

All day: Registration

Afternoon: Commission & EC-meetings

18:00 – 18:30 Meeting between President, vice-president of CCTV and President and Executive Council of FIAT/IFTA
Place: Diaoyutai state villa

18:30 – 21:00 Welcome Cocktail for all delegates with CCTV President **Jiao Li** and senior CCTV management team
Place: Diaoyutai state villa

→ Arrangement for Transport

17:30 Three cars set out from Media Center Hotel and arrive at Diaoyutai villa at 18:00

18:00 President and Executive Council of FIAT/IFTA, who attend the meeting with Jiao Li, president of CCTV, will arrive at Diaoyutai state villa by special car.



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Day 1: 23 October, 2009 Friday

Theme for the day: New Deal for Archives – The Impact of Globalisation

09:00 – 10:30 Conference Opening

Chaired by **Brid Dooley**, FIAT/IFTA General Secretary
(including welcome to sister organizations)

Place: Multi-functional hall at Media Center Hotel

Welcome speech by **Luo Ming**, CCTV Vice-president

Welcome speech by **Herbert Hayduck**, FIAT/IFTA
President

Keynote speech by **Jan Muller**, Director of the
Instituut voor Beeld en Geluid, the Netherlands

10:30 – 11:00 Coffee

11:00 – 13:00 Plenary sessions

Place: Multi-functional hall at Media Center Hotel

11:00 – 12:00 Session1:

Optimisation of preservation and digitisation costs

Moderated by **Eva-Lis Green**, SVT, Sweden

Reporting back from the successful Stockholm seminar which combined theory and practical projects in this area from the perspectives and interests of both broadcasters and of national archives.

The overall focus for the seminar was to find conclusions in the area of new challenges to “selection issues” in the digital domain, the archivist role, the archive business and the archival thinking.

This session will contain highlights, conclusions and a panel discussion.

- Introduction on "Selection Revisited , an introduction" by **Annemieke de Jong** of Beeld en Geluid, the Netherlands
- Conclusion by **Jacqui Gupta** of BBC, UK
- A panel of experts discuss the issues that will be followed up in detail in afternoon workshops

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The experts including:

Annemieke de Jong of Beeld en Geluid, the Netherlands

Jacqui Gupta of BBC, UK

Dominique Saintville of INA, France

Pelle Snickars of the National Library, Sweden

Herbert Hayduck of ORF, Austria

12:00 – 13:00 Session 2:

Meeting the financial challenge with new uses, new markets and new platforms for Archive content

Moderated by **Sue Malden** of FIAT, UK

Presentations showing actual working ways that extend access to archives and generate income for the archives.

Emjay Rechsteiner & Frank Cardello of Thought Equity Motion speaking about the Thought Equity Motion/ Filmmuseum of the Netherlands project to digitize and make assets available online addressing the business needs and rights clearance issues;

Roei Amit on the editorial choices necessary for INA to make when offering content online to the public using web 2 tools. Last June INA launched its new on-line websites and services aiming the general public. This project was preceded by a thorough reflection about actual media uses related to public's segmentation and INA's media assets; as well as the multiplication of interfaces, Web 2.0, diversification of products and revenue incomes.

During the session we shall present these new actions and the logic within which they evolve, i.e. the two strategic conceptual evolutions: a) from purely B2B actions to a growing B2C positioning; and b) from an "offer" point of view to a "usages" approach.

Hence we shall explore the type of usages that we count on and accompany as well as the type of usages we invent and stimulate:

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- Free video streaming (with ad placement, e.g. pre-roll): zapping and rapid consumption, rational and associative exploration modes.
- Enriching content : clips (web production), programming, mixing stock & flux ; including the exhaustive and exclusive TV publicity spots collection (more than 200 000)
- Community applications: exportable & embeddable player (e.g. facebook links), commentaries, users' profiles, casual games, UGC projects, etc.
- New content services : Web Radio (3 channels), Widget (I phone included)
- Special "Boutique" interface for e-commerce activities, using CRM and offering : VoD, D-VoD (DVD on demand), DVD, CD, etc. (Subscription S-VoD to come, e.g. IPTV)

A large spectrum of actions having their coherence and synergy within an integrated publishing sector.

Laurence Hauttekeete and **Erik Mannens** on the Pokumon project and Memento project about the repurposing of archive content (both VRT and cultural houses) for digital television and video on demand.

13:00 – 14.30 Lunch

Place: Café of Media Center Hotel on the first floor

14:30 – 17.30 Workshops

Discussion groups on related topics/issues that have been raised in the morning plenary sessions.

*Place: Multi-functional hall B of Media Center Hotel
Meeting Room No.6 of Media Center Hotel
Meeting Room No.7 of Media Center Hotel*

(For detailed arrangement of workshops, please check the instructions at Media Centre.)



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14:30 – 15:45 Workshop 1: Room 7

Metadata Creation outside of the Archive.

Moderated by **Jacqui Gupta** of BBC, UK

Covering a range of topics related to the production of metadata and quality control; new tools for exchange of Metadata; automated indexing of media; dealing with metadata generated outside of the archive environment; Social Tagging and the impact of the Internet and user generated content. How to work smarter with minimum data sets.

Eric Mannens of Belgium's VRT's Memento project to harvest user generated metadata, showing what technology can do

Mette Charis Buchman of DRTV, Denmark on Metadata workflow - a decentralized process and an opportunity

Eva-Lis Green of SVT, Sweden on the metadata quality criteria

Annemieke de Jong of B & G, the Netherlands covering User generated metadata and social tagging.

14:30 – 15:45 Workshop 2 :Room B

The new FIAT Archive Achievement Award entries

Moderated by **Philippe van Meerbeeck** of VRT, Belgium

The Programme & Production Commission analysis the entries for this new award, highlighting useful observations about the different entries and ideas for other archives to learn from.

15:30–16:00 Meeting between head of SARFT and President and Executive Council of FIAT/IFTA

Place: Building of SARFT

15:45 – 16:15 Coffee



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16:15 – 17:30 Workshop 4: Room B **Continuation of Workshop 2**

The Programme & Production Commission analysis the entries, highlighting useful observations about the different entries and ideas for other archives to learn from.

16:15 – 17:30 Workshop 5: Room 7 **Technical advice clinic**

Provided by PrestoPRIME and the FIAT/IFTA Preservation & Migration Commission.

In this session strategic and technical issues on how archives may deal with their preservation and migration process will be discussed. The session is organised as a discussion between **Sarah Hayes** of BBC and **Daniel Teruggi** of Ina, on specific issues concerning audiovisual archives. The session is open to other questions and discussions.

16:15 – 17:30 Workshop 6 : Room 6 **HD challenges for archives**

Moderated by **Jean Varra** of Ina, France

As an introduction to the HD session, the presentation will display what are the challenges for archivists:

More and more televisions are producing and broadcasting HDTV. The ratio of HD programs versus SD programs is increasing rapidly and archivists must face and manage 2 new challenges:

- How to collect store and make accessible these new HD digital programmes?
- How could SD archives be re-used in a HD environment?

The presentation starts with a quick abstract of what is HD in term of formats and a panorama of current practices in shooting, production post production and broadcasting.

It continues with a short introduction about the different approaches for SD uses in HD programs It will end by a



restitution of the results of the questionnaire sent to FIAT/IFTA members about their current HD practices

Seijo Miyamoto of NHK, Japan

Tom Beckers of VRT, Belgium

In 2008, the Flemish broadcaster VRT has started the DIVA project, an archive project to digitize 6200h of video material and 13000h of audio material. In addition, the material is to be made available to program makers in the newly built Digital Media Factory (DMF), a modern file-based television and radio production facility. The DIVA project instigated a number of video quality comparison experiments at VRT-medialab.

In a first investigation we studied video sequences stored on Betacam tapes. This material is either proprietary Betacam SP and SX or film material that was previously transferred to digital Betacam. The goal was to determine whether to store this material in the DV25 (25Mbps, 4:2:0 chroma subsampling) or D10 (50Mbps, 4:2:2 chroma subsampling) video format, both formats supported by the DMF. We used objective metrics (PSNR, SSIM) as well as a psycho-visual subjective evaluation experiment (based on the Multidimensional Scaling Framework) to establish a clear preference for the D10 video format.

In a second investigation we studied the impact of the choice of HD or SD film scanning on a set of film material, representative of the content of the VRT archive (including 16mm and 35mm, ranging in age from 20 up till 60 years old). Using a telecine device both standard definition (SD, PAL resolution) and high definition (HD, 1920x1080 resolution, 25 fps) scans were generated. The uncompressed material was then compressed using the D10 video format (for SD) and DNxHD video format (100Mbps, for HD) for archive. Given that television producers are moving toward HD production and the archived material will be incorporated in these HD productions, the D10 SD material is

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upconverted to high definition resolution before comparison with the high definition scans. Comparison of the upconverted standard definition scans with the high definition scans by expert viewers shows nearly identical video quality. The major difference between the pictures is the blurring of the film grain in the standard definition case. As a consequence, VRT has decided to opt for standard definition scanning followed by D10 compression. During viewing, material of high importance and of sufficiently high quality is tagged as a candidate for high definition scanning.

The presentation aims to divulge the procedures used in the experiments as well as the results of the experiments and will include comparative video material for audience evaluation.

Heiki Männi of the Estonian Public Broadcasting, Estonia

Gerard Letienne of Vectracom, France

17:30 – 18:00 Dinner

Place: Café of Media Center Hotel on the first floor

18:30 – 19:15 Go to Tian Qiao Theatre by vehicle

19:30 – 22:00 Watch „The Peony Pavilion”, performed by the National Ballet of China

22:00 Return to hotels

→ Arrangement for Transport

08:00 One bus sets off from Diaoyutai Hotels, and arrives at Media Center Hotel at 8:30.

15:30 One car sets off from Media Center Hotel to send President and Executive Council of FIAT/IFTA to the building of SARFT. After the meeting the car sends them back to Media Center Hotel.

18:00 Three cars send the delegates to Tian Qiao Theatre.

22:00 Three cars return to Media Center Hotel.
One car return to Diaoyutai Hotel.



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Day 2: 24, October, 2009 Saturday

Theme for the day – Managing Our Assets

09:00 – 12:00 Plenary sessions

Moderated by **Steve Bryant** of the BFI, UK

Place: Multi-functional hall at Media Center Hotel

The changing role of the archive in the digital domain. Who is responsible for preserving national heritage collections? Can Broadcasters and National Archives share responsibilities? Different countries have different models and functions for the national archives. This will be a session illustrating the main issues with examples from FIAT members.

09:00 – 09:45 Session 1

A short presentation of the strategy for the CCTV Archive by **Hu En**, CCTV Vice President, China, followed by a panel of FIAT representatives posing questions.

09:45 – 11:00 Session 2

A panel will illustrate different models of who provides access; who fulfills the archive function; how are these activities funded and how is income generated with examples from:

France (INA) – Dominique Saintville

The Netherlands (B&G) - Jan Muller

'Innovation & Income (at the Netherlands Institute for Sound and Vision)' examples of recent innovations, platforms and business models

The UK (BFI) - Darren Long

Sweden (National Library) - Pelle Snickars

Access, Preservation & Rights

Hungary (NAVA)-David Kitzinger

National broadcast archives in the contemporary public sphere – A Hungarian experiment



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The USA (Library of Congress) - **Mike Mashon**

Flanders Digital Archive project - **Philippe van Meerbeck**

11:00 – 11:30 *Coffee*

11:30 – 12:30 **Session 3**

New ways of responding to the Challenges.

Moderated by **Eva-Lis Green**

Place: Multi-functional hall at Media Center Hotel

This session will explore new activities, new tools and new roles. With examples from:

Alicia Conesa of TVC, Spain.

TVC, Televisió de Catalunya, has been one of the pioneer's broadcasters in adapting a digital system. In 2003, the DIGITION digital system has been implemented for production and archive. Now the system is fully operating and incorporated, and is one of the company assets. During this intervening period, DIGITION has been upgraded to meet users' needs or to be adapted to production and broadcasting technical evolution (16:9, HD). The current project is to upgrade search possibilities, implementing the FAST search engine for indexing and retrieving in the different databases.

Although the digization of the old tapes archive is not still completed (we will need at least five more years to finish that job), we can now say that the digital system is fully implemented in production, broadcasting and archive. And the overall result, from the archive point of view, is completely positive. The archive is now in the heart of the broadcasting company, fully integrated in the production and broadcasting process. Archive material is widely used; more than 500 clips per day are retrieved for different purposes (re-use, re-broadcasting, web publication, etc.). The work of the archivist managing the digital archive, selecting and indexing income materials to make them easy to research and use, is more evident



and appreciated by both the company staff and users alike.

In order to improve user feedback and have a better idea of the users' perspective, we are currently conducting a user survey with an eye towards further developing and improving the system. The results of this survey will be discussed in this presentation.

Dabeer Ahmed Perviz of Al Jazeera, English, Qatar on media outsourcing & recession

Jean Varra of INA on cost effective ways to digitize the archives and to maintain quality standards, including, cross countries opportunities: outsourcing of cataloguing to India (CBS), film preservation in Morocco (INA); Using service providers; Ethical issues of using low cost qualified workers; use of retiring production staff e.g. VRT (DIVA), DR Rights project

A digitisation plan implies to spend a lot of money and a crucial question is the control of the costs: how to get to best quality /cost ratio? First, adopting an industrial and massive approach but also working with sub contractors.

The cost of a technical service is divided in 4 components:

- The cost of the technical equipment and its associated provision for depreciation
- The running costs: management, structure costs, transports, temporary storage....
- The profit margin.
- The cost of manpower.

Inside the cost of the service (€/hour of transferred program), according to the nature of the job, manpower could be the most important cost factor.

The presentation will show how Ina-Institut National de l'audiovisuel - France has searched and studied solutions to optimise and reduce manpower costs: Working in prisons, working with associations of disabled people and finally outsourcing in a foreign country. The presentation will present the ins and outs of each solution from Ina

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point of view .For the latest solution, VECTRACOM will explain how it answered to Ina requests and the problems this French company met to develop the activity in a foreign country.

Keeping your best content & metadata - Retention management in the digital domain.

Gerard Letienne of Vectracom, France

12:30 – 13:30 Lunch

Place: Café of Media Center Hotel on the first floor

13:00 – 18:00 Visits to CCTV and CCTV Audio-Visual Archives

(For detailed time arrangement, please check notice for that day)

18:00 – 18:30 Presentation by Ms. Zhao Yan, Vice Curator of CCTV Audio-Visual Archives, China

Place: Multi-functional hall at CCTV Audio-Visual Archives on the second floor

19:00 – 19:30 Buffet meal

Place: Tower C, China People's Palace

19:30 – 20:30 New Archive Award winners presentations & Archive viewing evening

Place: Multi-functional hall at CCTV Audio-Visual Archives on the second floor

22:00 Return to hotels

→ Arrangement for Transport

08:00 One car sets off from Diaoyutai Hotel, and arrives at Media Center Hotel at 8:30.

13:30 Three cars set off from Media Center Hotel to send delegates to the visiting places.

22:00 Three cars return to the Media Center Hotel from CCTV Audio-Visual Archives.



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Day 3: 25 October, 2009 Sunday

Theme of the day: Preserving Our Assets- actions needed in the new world

09:00 – 10:15 Session 1

Place: Functional Hall in Media Center Hotel

Private/Public partnerships with findings from recent European research archive projects and surveys – Europeana and the newly launched PrestoPRIME

Karen Heijing of EDL Foundation, Netherlands

Daniel Teruggi of INA, France

Europeana - Think Culture

Europeana is the European portal that gives access to the cultural heritage from Europe's museums, archives, libraries and audiovisual archives. The prototype, which was launched in 2008 gives access to 4,5m objects on-line and when the operational site launches in Summer 2010, visitors can access 10 million items on one single, multi-lingual portal.

Audio visual content is important for Europeana, it tells the big and small stories of our recent history. Making this content accessible is however not always easy. Europeana and related project look at these issues and how to solve them. An overview will be given of the strategy for the future of Europeana and projects that are relevant for the audio visual sector.

10:15 – 10:45 Coffee

10:45 – 12:30 Session 2

Sharing knowledge and experience about archive management.

Moderated by **Bríd Dooley**, RTÉ, Ireland

Place: Functional Hall in Media Center Hotel

In a global world, in our community, a lot of knowledge has been accumulated, but it is spread unevenly among

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archives and countries. How can we keep the knowledge and transmit the knowledge? With presentations from:

Daniel Teruggi of INA, France on the INA Sup.

Sue Malden of FOCAL International, UK on Skillset archive training initiatives in the UK

Marius Snyders of B&G, the Netherlands on PrestoPRIME Centre of Competence

Bríd Dooley will outline FIAT's strategic approach to training (on behalf of FIAT Executive Training coordinator Eugenio Lopez)

Pelle Snickars of the National Library, Sweden on the European panorama of Media Archive courses; need for training of new professionals/roles

Theo Maeusli on Archive of the archives: memory and transparency as a grant of credibility and valorization of broadcast archives.

12:30 – 14:00 Lunch

Place: Café of Media Centre on the first floor

14:00 – 17:00 Related Workshops

Place: Multi-functional hall B of Media center Hotel

Meeting Room No.6 of Media Center Hotel

Meeting Room No.7 of Media Center Hotel

(For detailed arrangement of workshops, please check the instructions at Media Center Hotel)

14:00 – 14:30 Workshop 7 : Room 7

Archives at Risk

An update by **Sue Malden**, FIAT

14:30 – 16:30 Workshop 8: Hall B

Copyright and Rights in general.

Moderated by **Hubert Best**, FOCAL International, UK

What are the latest developments in rights legislation and application that affect the access to audiovisual digital archives? Featuring an introduction to the



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FIAT/FOCAL International dictionary of commercial terminology and the PrestoPRIME dictionary of legal terminology; **Tobias Golodnoff, Project Director, DR Medier, The Cultural Heritage Project** on developments in Danish rights; **Irene Tostar**, Head of Rights Coordination at SVT and SVT Rights Controller and **Claire Harvey** of Screen Digest work on a survey of Audiovisual Archives

14:30 – 16:30 Workshop 9 : Room 6

Report on the evaluation of documentation practices in the light of the AIME preservation and digitization program in West Africa.

Moderated by **Dominique Saintville** of INA, France

14:30 – 16:30 Workshop 10 : Room 7

To outsource or keep inhouse – pros and cons with discussion from service providers and archive managers.

Moderated by **Daniel Teruggi** of INA, France

With contributions from:

Dabeer Ahmed Perviz of Al Jazeera English, Qatar

Jean Varra of INA, France

Henry Lindqvist of YLE, Finland

Darren Long and **Charles Fairall** on the BFI "In View" project

Marius Snyder on PrestoPRIME

Paul Reichl of TaurusMedia Licence Service, Germany

Michel Merten of Memnon, Belgium

Tobias Golodnoff, Project Director, DR Medier, The Cultural Heritage Project

Gerard Letienne of Vectracom, France

16:30 – 17:00 Coffee



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17:00 – 17:30 Plenary

Summary of conference; plans for 2010

Place: Multi-functional hall at Media Center Hotel

19:00 – 22:00 Closing Dinner

Place: Multi-functional hall of Media Centre Hotel

The greetings from **Sun Yusheng**, CCTV Vice president, China

→ Arrangement for Transport

08:00 One car sets off from Diaoyutai Hotel, and arrives at Media Center Hotel at 08:30.

22:00 One car sets off from Media Center Hotel for Diaoyutai Hotels.



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Day 4: 26 October, 2009 Monday

Theme of the day: Optional tours and visits in Beijing

→ Arrangement for Transport

07:40 One car sets off from Diaoyutai Hotel, and arrives at Media Center Hotel at 08:00

08:00 Touring vehicles set off from Media Center Hotel.

Day 5: 27 October, 2009 Tuesday

Theme of the day: UNESCO World Audiovisual Archive day

09:00 – 13:00 EC-Meeting

FIAT/IFTA public statement celebrating the
UNESCO World Audiovisual Archive Day

*Place: Meeting room of Executive Council of
FIAT/IFTA at Media Center Hotel*