

Seminar on Digital Archives

Employing Value

Streaming video in Dutch classrooms



Tom Brink

Educational content

TV-programmes

- Daily news (for children) & current events
- Educational (children) tv
- Science, culture & history tv
- Political talkshows / debating shows
- Documentaries

Movies

- Polygoon cinema newsreels
- Historical amateur footage
- Government Information Service films

Radio-programmes

- News, current events
- Documentaries
- Science, culture & history radio



Academia

Online audiovisuele content voor het hoger onderwijs

www.academia.nl

Academia: Facts & figures

- 17.000 assets
- Audio and video
- 25 universities (of applied sciences)
- 420.000 students and researchers
- €0,56 student/year

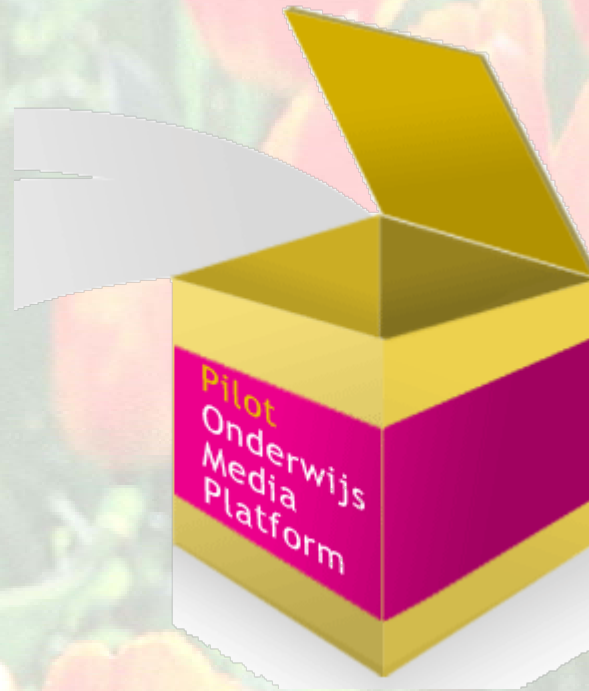
Teleblik



www.teleblik.nl

Teleblik: Facts and Figures

- 13.000 complete programmes
- 8.000 fragments
- 6000 schools (70%)
- 500.000 streams p/month
- Free for schools (until sept 2009)



www.pilotomp.nl

It's all about connections

Connecting databases

- Sound & Vision (video)
- Nationaal Archief (photo)
- Naturalis (article)
- *to come: Wikipedia, Kennislink*

Connecting to E- learning environments

- Single sign on
- SCORM

Connecting to teachers & students

- Lesson builder
- Presentation maker
- Share & Collaborate



Challenges

Making it work

- In class: didactic issues
- In law: rights issues
- In promotion: marketing
- In money: costs & revenues
- In the future: potential customers
- In short: business model

In class: didactic issues

Metadata

- IEEE-LOM
- Suitable descriptions

Presentation

- Fragments
- A-Z-index
- Categories (subjects)
- Age/level

Implementation

- Connection to learning programmes and environments

In law: rights issues

Archival agreement

- Based on educational exception
- Public broadcasters and major rights holder organizations
- ‘Fair compensation’
- Access only to education

In promotion: marketing

Academia

- Non profit educational stakeholders

Teleblik/Pilot OMP

- Non profit educational stakeholders
- Market participants, publishers
- Museums
- Educational events
- Adverts, promo's, workshops, competitions

In money: costs 2008

All platforms

Infrastructure/hosting	150.000
Total license fee	100.000
Staff	400.000
Editors	200.000
Out of Pocket	150.000
<u>Investments/Write off</u>	<u>100.000</u>
Total	1.100.000

Synergy

- Rights clearing for all platforms at once
- Shared files with different metadata

In money: revenues 2008

Academia

420.000 * 0,56 235.200

Teleblik

Partners 400.000

Sound and Vision

Synergy (IftF) 200.000

Contribution 264.800

Total 1.100.000

In the future: potential

Amount of pupils/students in the Netherlands

	100%	65%
<i>(goal)</i>		
Primary	1.500.000	975.000
Secondary	950.000	617.500
Vocational	500.000	325.000
<u>Universities</u>	<u>750.000</u>	<u>487.000</u>
Total	3.750.000	2.437.500

In short: business model

Partnerships

- Content
- Hosting
- Implementation
- Distribution/Billing

Value

- Content
- Context
- Connections

Offer:
*Easy to reach
& easy to use
educational content*

Distribution

- Direct: www
- E-learning platforms
- Publishers

Customers

- School boards
- Teachers
- Students

Costs

Total cost
of service

Success / Failure

Revenues

- Subscriptions
- Distributors fees
- Institutes contribution
- Subsidies

Jury Prix Europa 2007 on Teleblik

"Young people need to learn the process of creating audio visual. It must be possible for them not just to see archives, but also to use them for their own work.

This web site has broken the mould, and proven that you can do all these things well.

Audio visual archives can be made available for education - easily, simply, and elegantly. Rights and technology problems can be overcome. This website is the proof. It will set an example for the rest of Europe and the world to follow. This web site shines a light in the dark, which will grow and grow."

