# Pimping your archive

## From dark vaults to virtual limelight

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# This is what we have

# This is what we will get

# Where are we heading?

- Seamless use of media in all freedom and simplicity
- Filter, rate, tag, make available and share personal and “discovered” content
- From viewing to experiencing, from ready-made to tailor-made, from mass media to individual media
- Watching, interactivity and gaming will converge
- Producing and consuming no longer separated
- Video on demand, theme channels, User generated content….

# The Internet and the archive

- Internet is in essence a copying machine
  - Abundant bandwidth
  - Abundant storage capacity
- The instant reduplication of data, ideas, and media
- Now fundamental to our economy
- Archiving ~~is~~ was about retaining copies, making them findable and available
- So what are the new business drivers?

# New business drivers (consumer side)

1. Immediacy
   get it while it is hot
2. Personalization
   e.g. get a version of a video that fits your desired rating
3. Interpretation
   Provide context
4. Authenticity
   Is this really the original version?
5. Accessibility
   You have to spend a lot of time organizing free stuff. Let somebody else do it
6. Embodiment
   Music is free, the live performance is not
   Visit the Experience!
7. Patronage
   Fans do want to pay if its reasonable, easy and goes directly to their Star
8. Findability
   Something not found is without value
9. Advertisements
10. Community building

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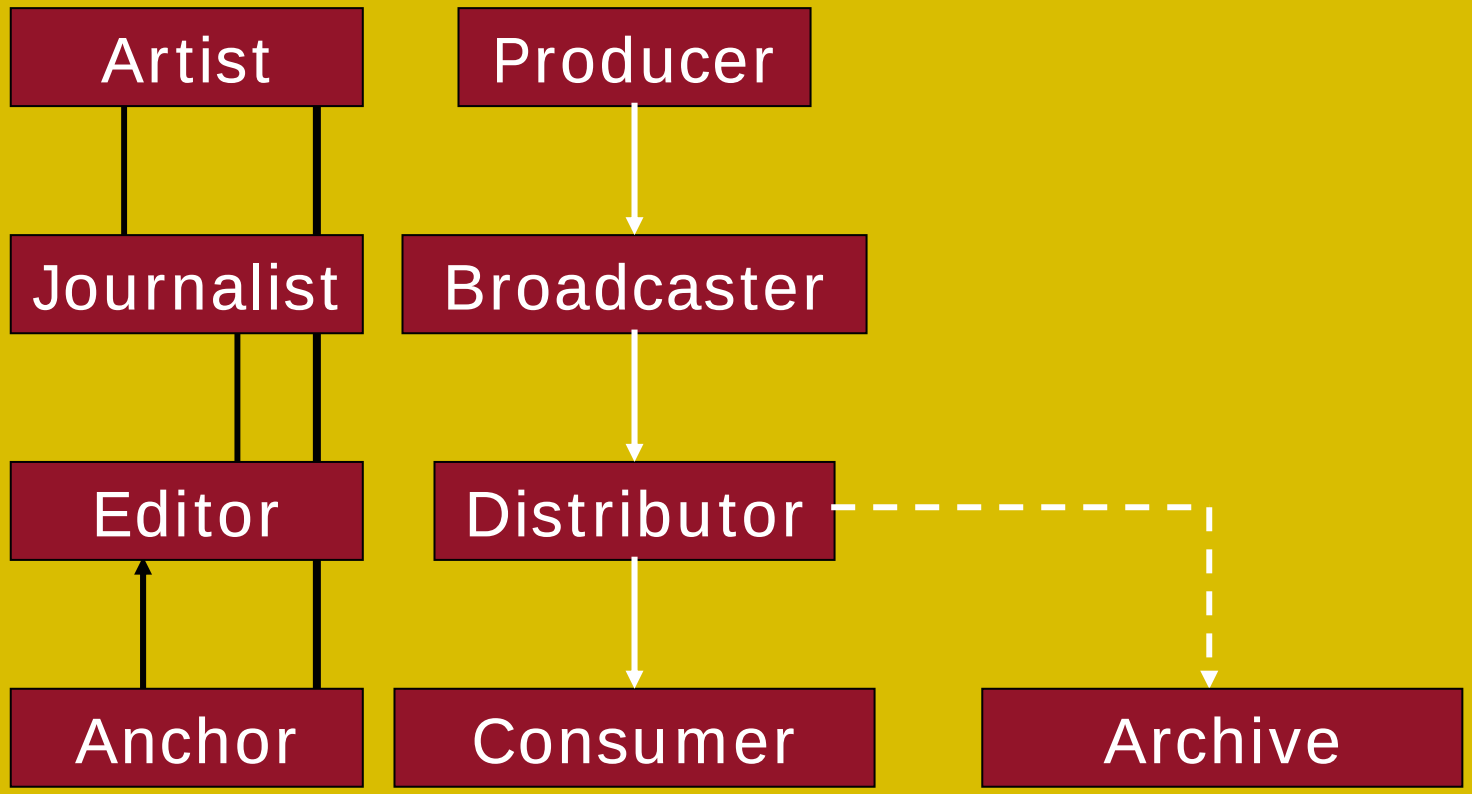
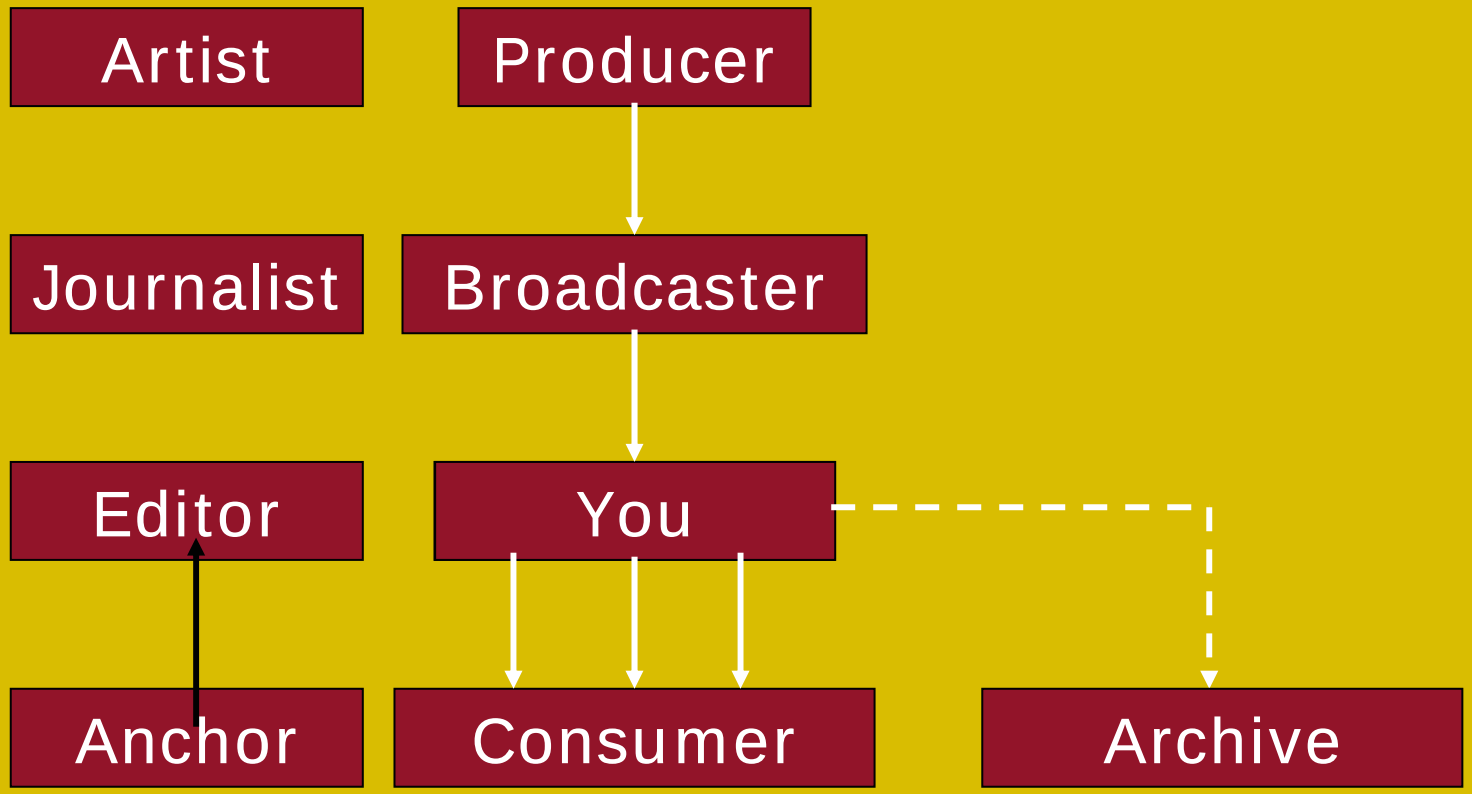
Adapted from: http://www.kk.org/

# Traditional Broadcast Production chain



# New production chain



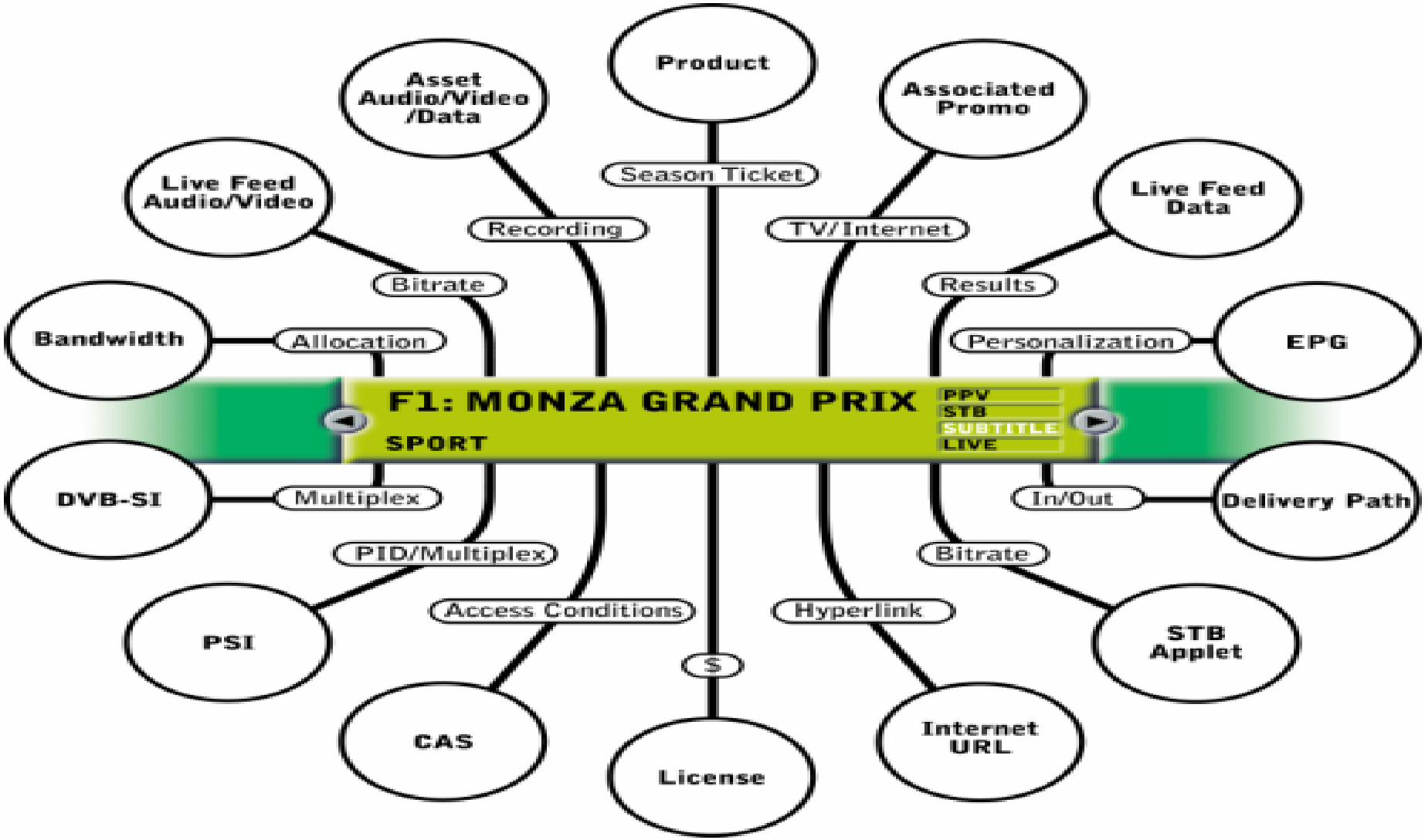
# Consequences

- Archives are more valuable then ever, if they adapt!
  - Or disappear into obscurity
- Moving from physical storage/product/delivery to an online service
- Need to develop value added services
- No longer just B2B or B2C but both
- Opportunities for more revenue
  - To at least cover the increased cost
  - Profiling, data mining etc.

# Need to solve some practical issues

- Identification and verification of file format
- Quality checking
- Derived versions (encoding/transcoding)
- Persistence
- Emulation
- Mitigation of loss
- Automated recovery of damaged files
- Automated quality detection
  - And detect best archived copy
- User access and selection capabilities
- Fingerprinting
- Metadata combination (taxonomy and folksonomy)
- Content tracking metadata
- Contextualisation
- Rights description metadata and handling
- And NOT just audiovisual data:

# Multiple sources and stuff to archive



# Step into the limelight

- Archives best positioned for new archive based role as core distribution service in a digital world
- The challenges:
  - On the input side: learn new technologies for archiving and archiving new technologies
  - On the preservation side: learn how to deal with preservation in a world of fast changing technologies
  - On the output side: develop value added services

- If we take the lead Archives will no longer be associated with dark and stuffy vaults.
- And being an archivist will become fashionable, maybe even …..

The End