Broadcast Archive Strategy - a Contradiction

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SVT

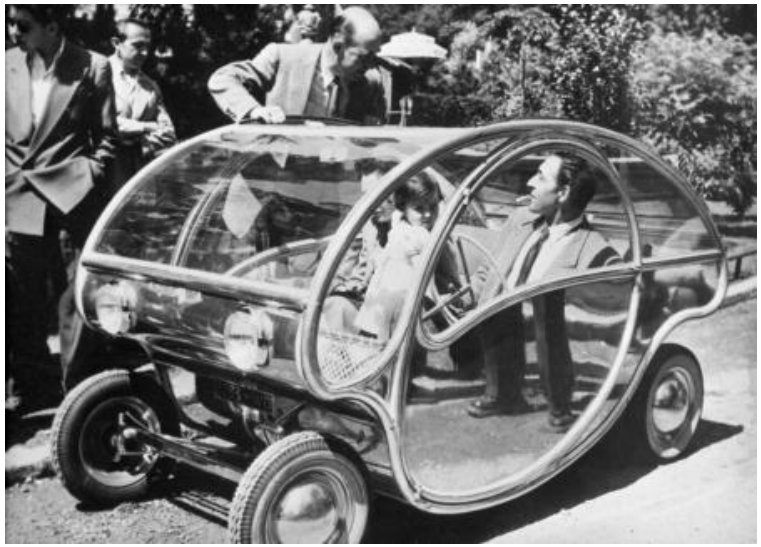
Differences

- Archive Institution and Broadcast (production) Archives
- Broadcasting Companies
- Broadcasting Archives missions
- Archive department vs Archive Collection

Media Asset

- Essence
- Content
- Rights

METADATA



Broadcast Archive values from a Broadcasters perspective

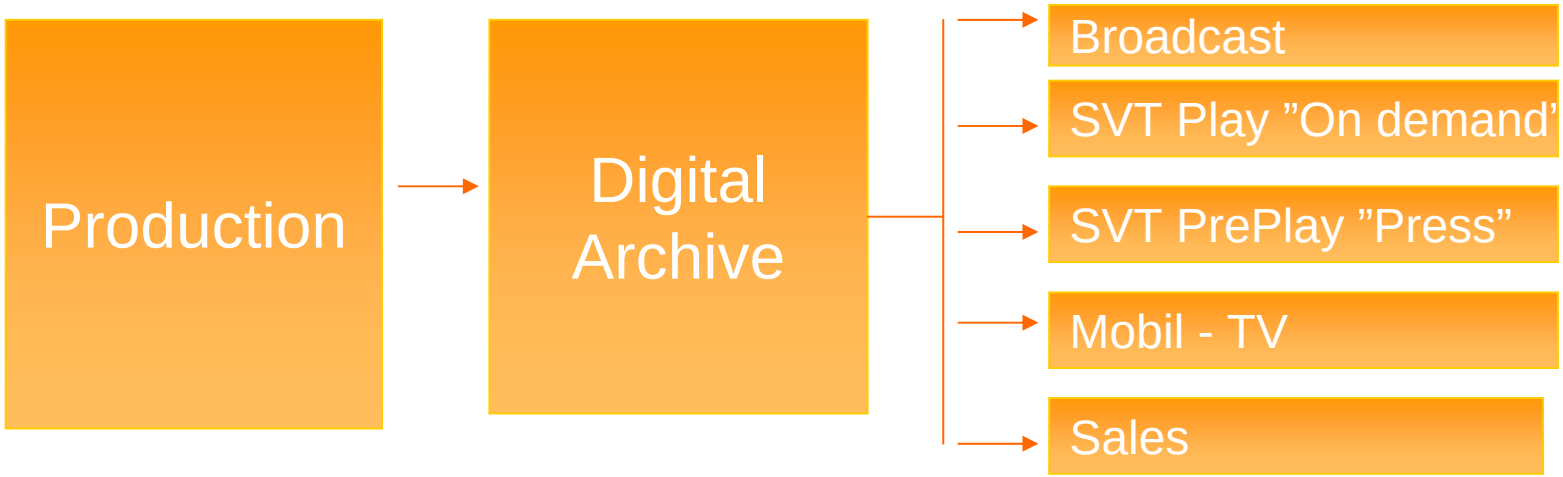
- Production value
- Commercial value
- Public value
- .....

Activities

- **Long tail**
- Digitization
- Digital output – different platforms
- Digital workflow – file based

New target SVT

Focus – file-based publication on multiple platforms



What will you need

- *Digital Media Asset*
- Metadata Strategy
- Rights Management Strategy
- Storage Architecture Strategy

This is happening

- New services – long tail perspective
- 100 % automated Multi-continuity
- Unified working process – project
- Migration project -100 000 hours of video it’s on its way to be digitized
- Storage Architecture

Essence – Storage

- Selection policy
- Archive file format
- Who is managing the storage?
- Could the digital and analogue stock be handled outside the company?

Why a Selection Strategy and tools for management?

- Storage cost
- - User perspective
- *1. Difficult to search*
- *2. Discard what you can´t reuse*
- Migration
- With HD the need will expand

Metadata workflow

- Information system support
- Integrated information systems
- Decision upon the source IT-system for all metadata

MAM Tool

META2 - Microsoft Internet Explorer provided by SVT (0.50)
svt
Användare: elgr
meta
Hjälp
Skriv ut
Sök:
META
Sidan
Bakåt
Bläddra
Bokmärken
Arkiv
Program
Trailer
Skarv
Musikvideo
Nyheter
News Feeds
Telegram
Filnamn
Mallar
All video
Allt material
Körscheman
Hantera media
Nyheter
Dopesheets
Servrar
Överföringar
Inställningar
Admin
Logga ut
Meta-handboken
SÖK : ALL VIDEO
Sökresultat: Allt material visas
1 - 3 av 3
Titel
Filnamn
Datum
Längd
Status
SVT-DIGITALISERING
S-2005-0912-DIGITALDRUTTEN22
2005-09-12
0:49
00:00:00:00
00:00:23:05
00:00:25:22
00:00:32:15
SVT-DIGITALISERING
PAL/SVT-DIGITALISERING
S-2005-0912-SVT-DIGITALISERING
2005-09-12
0:49
00:00:00:00
00:00:18:09
00:00:30:13
00:00:45:10
PAL/SVT-DIGITALISERING
svt-digitalisering
S-2005-0912-PALLJUDOCHBILD
2005-09-12
0:40
Start
Eva-Lis Green - I...
arkivdagarna.do...
2 Microsoft Po...
2 Internet Expl...
11:32

SVT Unified working process – project

- Head of the project is the production director
- Consists of three parts
- 1. File delivery
- 2. Metadata delivery
- 3. Rights document delivery

File delivery –

- Responsibility – publishing dept
- End of April –
- Eight Delivery Offices is built
- Program receiver dept.

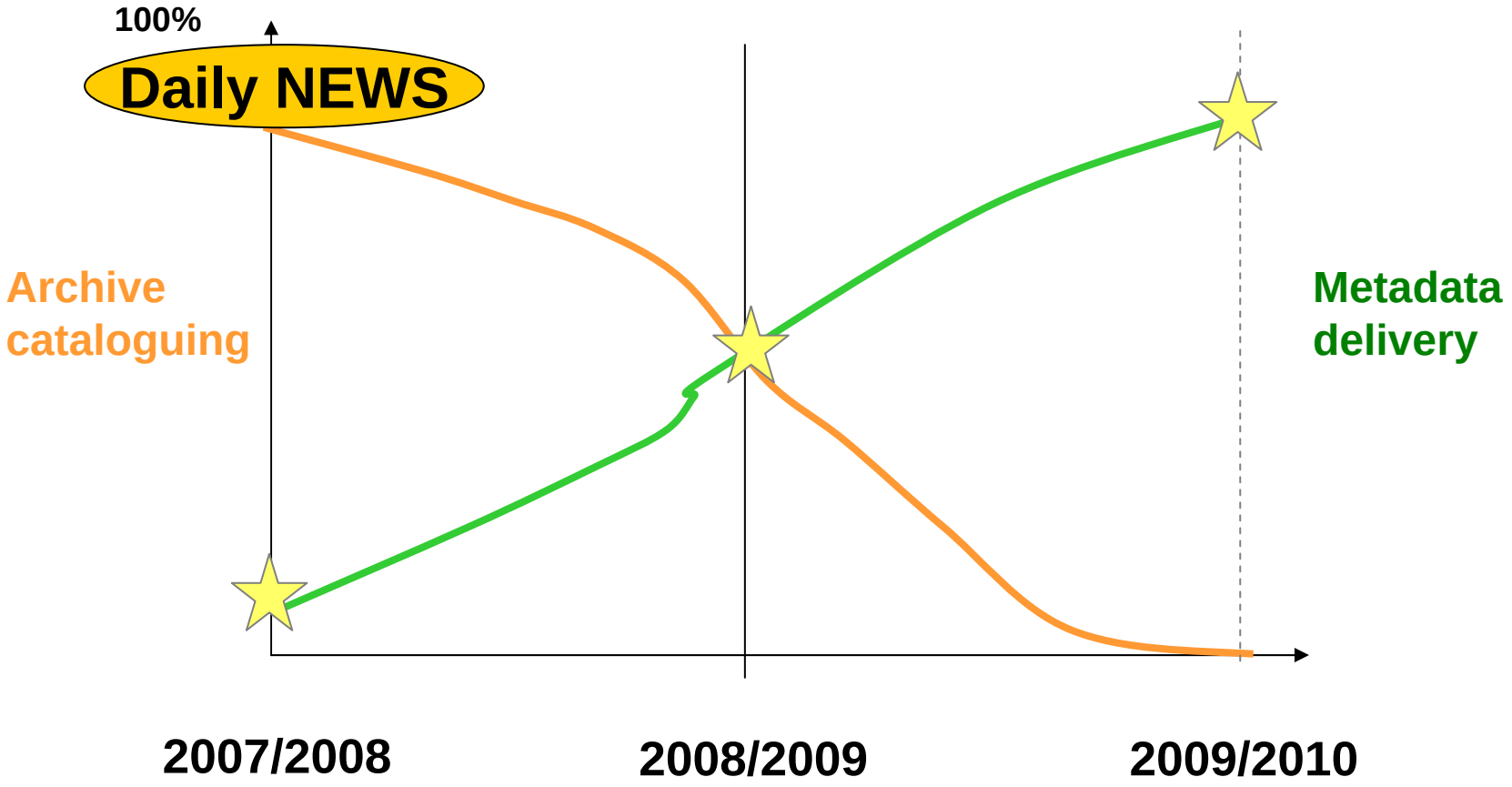
Metadata delivery (SIRI-project)

- Organised in the Rights coordination dept
- Metadata templates (A, B, C)
- 5 Archivist from the Archive organization
- Pilot project in autumn
- Two year project
- Three production unit of eight has started

Strategy words

- Educate
- Support
- Feedback
- Metadata quality criteria
- Program receiver dept.

Metadata input from production



Rights Document delivery

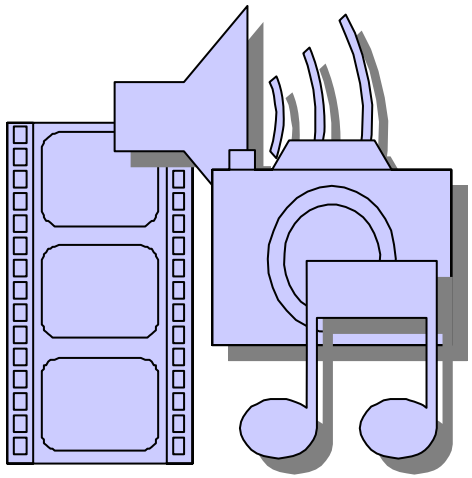
- Organised in the Rights coordination dept
- Pilot project up and running
- One region and our Acquisition dept
- Testing a new database for digital documents
- Testing scanning to PDF

WHERE DOES this take us?

- **Metadata input from production**
- **Customer research the systems themselves**
- **Delivery control – central dept.**
- **Consumer service the program information office**
- **Academic research - the National Archive**
- **Storage Management is IT-department**
- ***Metadata standards and delivery condition comes from the program directors and the Departments for publishing and rights coordination***

What´s Archiving

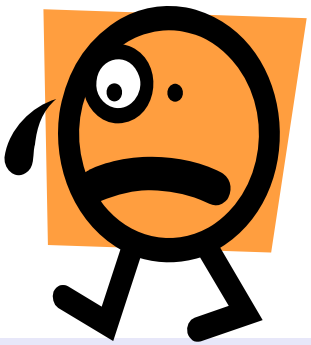
- **Collecting , building the Archive**
- **Select**
- **Make accessible**
- **Maintenance of the Collections**



Archiving in the server based workflow

- **Immediate Access**
- **Archiving has become a process**

- **Archive department identity crisis**



How to secure ??

- Long-term thinking - standards
- Access for the future
- Accuracy
- Culture heritage responsibilities
- Cooperation with other archive institutions
- Old analogue stock – Preservation – and catalogue etc.

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The new department for Rights Coordination

- Rights management coordination
- Media quality control
- Re-transmission delivery
- Administration of payment for re-transmissions
- Planning system management
- Program – Receiver Control

Media quality control

1. Metadata standard
2. Metadata Quality Criteria policy
3. Archive and Selection policy

SUCCESS?

- **The Archive becomes the Company Asset**
- **The Asset is the core of the Company Business model**
- **The Archive can’t be the company**
- **Can you distinguish what are the major Asset and the Archive?**

I said it before – I'm starting to understand what I mean

The Archive is everywhere and nowhere

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