FRAME, Future for Restoration of Audiovisual Memory in Europe, is a training course organised by Ina in partnership with FIAT/IFTA and EBU Training and with the support of MEDIA, a programme of the European Commission.

FRAME 2011 draft programme (February 2011)

2nd session
Organisation, marketing and use of archival digital content
October 17 to 21, 2011

Monday, 17th October

Morning session

Welcoming of participants and presentation of the seminar

What do we mean at Ina by "Valorisation" of archival digital content?

- Definitions,
- Range of "Valorisation" projects and types,
- Requirements – technical, legal, documentation - for "valorisation".

Presentation of each participant's company

- Overview of the company : missions, archive holdings, users,
- "Valorisation" projects.

Afternoon session

Professional and commercial uses

- How digital technologies have affected the "valorisation" of archive material?
- Overview of professional uses, markets, new platforms,
- Portals for the marketing of clips and programmes,
- Representation partnerships,
- Related business models,
- Production based on archives.

Tuesday, 18th October

Morning session

Non commercial uses

- General public uses,
- Teaching and cultural uses,
- Academic research uses.

Afternoon session

Visits of an exhibition (using archives) or an Archive (implementing a "valorisation" project: various options will be on offer.

Wednesday, 19th October

Morning session

The legal framework for the use of archive material

- Including audiovisual rights management

Afternoon session

Organisation of digital content: documentation processes

- Documentation practices should be adapted to the target uses : example of a programme differently described (and segmented) for specific uses or platforms,
- Organisation of content by theme,
- "Editorialisation" (contextualisation) of archival content,
- Case study: TOTEM, the documentation tool of the Ina Archive.

Thursday, 20th October

Morning and Afternoon sessions

Enhancing the quality of images and sounds

Uses, formats & quality issues:

- SD (Standart Definition) and HD (High Definition),
- Which uses require the best quality?

Restoration of movie film archive material

The digital restoration of images and sounds at Ina

- Which defects can be corrected?
- Which tools are available?
- How much does it cost?

Visit to the Ina video and sound restoration units
Questions & Answers

Friday, 21st October

Morning + Afternoon sessions

European case studies

Project management

- Basic principles for managing a "valorization" project

Evaluation and close of the seminar

EBU TRAINING
EBU·UER   A KNOWLEDGE MARKETPLACE

fiat
ifta

MEDIA
EUROPE LOVES CINEMA