National values into internet

Latvian Television
WHAT IS www.ltvarhivs.lv?

- Founded in September, 2006
- Based on Latvian TV video archive
- Use DRM (Digital Right Management)
- Page design change 2008
- Most video for money
WHAT KIND OF MATERIAL?

- All rights are LTV property
- Material is very interest for potential interests groups: Theatre, Cinema, Culture, Children
FROM WHERE?

- LTV video archive (national values)
- Broadcast (daily content)
- Other public archives (national values)
LTV PARTNERS?

- National Cinema Canter (NKC)
- Latvian National Cinema Archive (LVKFFDA)
HOW TO GET USERS INTEREST?

- Activities planning
- Many different activities: newspapers; internet; TV advertisement
NATIONAL VALUES

- Theatres
- Old Movies
- Documentary
- Amateur movies
- Musical shows
- Song celebration
WHAT ARE MOST VIEWED?

- LTV serials ("Likteņa Līdumnieki")
- Documentary
- Old movies
Thank You!

www.ltvarhivs.lv