Your Media Archive Partner
Solutions and Services
BEST PRACTICES
DIFFUSION AND ACCESS

BAAC Conference 2011 – Tallinn

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Area Manager
Overview of Memnon Archiving Services

- A European leader in the digitization, migration, and semi-automated indexation and documentation of audiovisual archives, with facilities in:
  - Outsourcing digitization
  - Also providing “in house” services (set-up, media architecture, training, project-management, metadata issues ... on site)
- Involved in the digitization of more than 700,000 hours of audiovisual archives of most analog and digital formats.
- Large scale audiovisual digitization and migration at a very competitive price through strong project management and optimized workflows
- Expertise in database and metadata management
- Memnon has participated into many projects around audiovisual archives and education
- Memnon has developed tools for automated content enrichment - IPI manager
Large scale audiovisual digitization

**Sound:**
- All types of carriers (tape, records, cassette, DAT, …)

**Video:**
- All types of carriers (1inch, U-matic, Digit Beta, Beta SP, DVcam …)
### Strategic Projects - 1

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<td>Danish Radio</td>
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<td>British Library</td>
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<td>Sveriges Radio Förvaltnings</td>
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<td>Bournemouth University</td>
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<td>Centre National de l’audiovisuel</td>
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<td>European Parliament</td>
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<td>Ville de Paris</td>
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Best practices for a successful digitization / educational project

• Need for strong project management from the start
• Detailed project preparation is key to success
• Get all the stakeholders involved
  • Upper Management
  • Content owners
  • Copyright experts
  • Users groups
  • Subcontractors
  • Documentalists
  • IT / metadata experts
  • …

• Standardisation of project documentation and operational procedures for all participants
Best practices for a successful digitization / educational project

• Use as much as possible international standard formats - refer to organisations guidelines (Prestoprime Competence Center, IASA TC04, ...)

• In depth understanding of the long term preservation issues (OAIS model)

• Concepts as interoperability, wrappers and metadata must be mastered

• Clarify copyright issues before starting the digitization!

• Think about automated enrichment tools to improve the attractiveness/valorization of your content

• Do not forget total cost of ownership (maintenance, storage ...)

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Baltic Audiovisual Archival Council
Case Studies

- Two types of projects: **archives for all and restricted access**
  - **Archives for all:**
    - Danish Radio (Denmark) / Maison du jazz (Belgium)
  - **Restricted access:**
    - Cité de la Musique (France) / British Library (UK)

- In both types of projects:
  - Standardised metadata and interoperability are key elements for all projects
  - Strong IT, project management, and audiovisual expertise are needed
  - Long discussions / start-up phase (several months) between the institutions and Memnon before starting the project
Archives for all

- Target: Make the archives available to everybody / everywhere
- Very large diffusion - educational sector is only one of the targets
- In most cases, important copyright issues
- Archives are « trendy » and « fresh »
- (Partial – up to 30%) monetisation can come from many different sources (licensing, advertisement, database search, ...)
- Watermarking technology used to identify/protect content (INA / Fraunhofer)
- Large IT investments (storage, data centers, bandwidth, network, security ...)

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Baltic Audiovisual Archival Council
The Bonanza project (Denmark)

- Part of the national project ‘Digitization of the cultural heritage’ in Denmark
- Budget for digitization comes from the 'Licenses for 3G mobile telephony' auction
- In 2007, the Danish Broadcasting Corporation (DR) began digitalizing the audiovisual cultural Danish Heritage - 550,000 hours of archived TV and radio
- DR’s Cultural Heritage Project was funded by a grant of 10 Million EUR
- The aim is to preserve archived material, make it available to all Danes, and to facilitate access of archived materials (web, education, smartphones and TV).
- Creating copyright consensus (with 26 different organizations)
- In the frame of this project, Memnon has digitized 350,000 hours of sound recordings (broadcasting programs) on DAT in 3 years time (600 hours per day)
- [www.dr.dk/bonanza](http://www.dr.dk/bonanza)
Maison du jazz (Belgium)

- Project around Jacques Pelzer, famous Belgian jazzman
- Audio, video and paper digitization project
- To give access to Pelzer’s world and jazz creation in Belgium (1940-60)
- METS has been selected as metadata schema to facilitate interoperability
- Interoperability with Belgian cultural portal (OAI-PMH) – culture.be
- Metadata have been created and enriched by a jazz expert
- Memnon has developed METS schema
- Still in negotiation on copyright issues
- Website under construction
Restricted access

- Content available to an identified group of users for education / diffusion
- (Very) Restricted diffusion
- Archives are « academic » and « institutionals »
- Quality and rarity of the information open the door to monetisation (licence fee, subscriptions...)
- Manageable copyright issues due to limited diffusion
- Large investment in metadata, indexation and quality of the content
- IT developments to identify users, login and giving access to the content from everywhere and without failure.
Cité de la Musique (France)

- Portail des musiques du monde (world music)
- Archives coming from various French institutions (Quai Branly, Théâtre de la ville, Fondation Royaumont ...)
- Diffusion and education are the main objectives
- Digitization, interoperability wickets and metadata schema by Memnon
- Metadata and wrapper (METS) are a key element of the project
- Portal is fully compliant with OAI-PMH and linked to various database
- Institutions used Memnon’s IPI Manager to segment and enrich the files
- Very popular among teachers and schools (registration required)
- [www.spectaclesdumonde.fr](http://www.spectaclesdumonde.fr) (partial open version)
FRANCE
T+2

PARIS T+1

CITE DE LA MUSIQUE T0

Rodolphe Bailly: rbailly@cite-musique.fr
British Library (UK)

- Archival sound recording project (2004-2009)
- 45 000 sound recordings available
- Dedicated to UK higher or further education institutions
- Memnon has digitized all type of sound carriers (>5000 hours)
- Some difficult carriers – tapes used by ethnographers in Africa in 1930
- British Library used Memnon’s IPI manager to segment and enrich the files
- METS has been selected to encode and delivered metadata
- Standard descriptive data encoded in Dublin Core
- Fully compliant with OAI-PMH
- Copyright issues were strategic

http://sounds.bl.uk/
ARCHIVAL SOUND RECORDINGS

Explore 46,600 selected recordings of music, spoken word, and human and natural environments

If you are in a licensed UK higher or further education institution you can
- Search all recordings on the site
- Listen to the recordings and download them
- Add notes and tags and create a favourites list

Most of the facilities are also available in our Reading Rooms

Everyone can
- Search all recordings on the site
- Listen to recordings where copyright permits - currently over 24,200 items
- View notes and tags added by other users

SEARCH
Restrict search to recordings everyone can play

Limit to: All categories

HIGHLIGHTS

A dawn chorus from coniferous woodland in Loch Garten

Holocaust survivor Edith Birkin describes arriving in Auschwitz

POPULAR TAGS

artist
Conclusions

- If you need to hold some **key points**:
  - Need for strong project management and support
  - Copyright issues are essential
  - Smart indexation and structured metadata
  - In depth understanding of the long term preservation issues (OAIS model)
  - Semantic approach
  - Be European(a) minded
Links and contact

- www.prestocentre.eu
- www.europeanaconnect.eu
- www.iasa-web.org
- www.dr.dk/bonanza
- www.spectaclesdumonde.fr
- http://sounds.bl.uk

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