New Deal for Media Archives at NRK

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Norwegian Broadcasting Corp. Ltd

- State owned
- Founded 1933 (radio)
- Television since 1960
- Public Service
- 98% license fee, no advertising
- 4 TV ch
- 7 Radio ch
- #2 internet content site in Norway
- Used by 87% every day
Digitalization of content

- Radio: New production: last 10 years
  Historic archive almost 100%
  DRA integrated with DigAS
- Music: All CDs. Vinyl on demand
  DMA integrated with production tools
- Stills: Just started
- Documents: Harvest far to low
- TV New production: last 3 years
  Historic archive 25%
Current situation

- Insufficient archiving capacity
- Decreased quality
- System diversity
- Bad support of multimedia production
- Increased demand for archival footage
- Archive as knowledge database
- Cost savings
Non linear publishing

• Less linear consumption
• Live and simultaneous on demand access on web
• Searchability
• ”Archives to the people”

• **Simultaneous publishing of rich metadata**
  • Metadata must be created by journalists and publishers
  • Basic level defined
  • Tags substitute content descriptions
New archivist’s role

• System management
• Integrated workflow
• Support
• Quality control
• Research specialists, internal and external databases

• New competencies
For better or for worse?

• Everything will be archived at basic level. No selection. Very little will get more than basics.

• Picture description will suffer.

• New technologies: Searchable attached material. Automatic tagging and indexing. Speech – to – text. etc.

• Confidence in future.
So, what do we do?

- Medatada workshops
- New metadata system, media and format independent
- Enhance competence on system architecture and editorial research
- Rebuild the organisation:
  - System and support
  - Research
  - Publishing the archives
- Everything archived when published, no new ”leftovers”
- Prioritized plan for coping with old ”leftovers”