Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

JOLĖ STIMBIRYTĖ
The Head of the Documents Technical Control Division, Lithuanian Central State Archive
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- More and more of audiovisual documents are digitised and can be accessed by user now and here
- The Archive participates in different projects and popularize audiovisual documents
- Audiovisual documents are quite attractive
- Audiovisual documents reflect new history
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Who is the user of audiovisual documents?
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Used audiovisual documents in 2012-2013 (percent)

- Persons: 64%
- Organizations: 36%

Pie chart showing the distribution of audiovisual document use between persons and organizations.
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- The changes in user’s profile
- Organizations perform some kind of hidden advertisement of audiovisual documents
- Educational excursions for students
- People from organizations return as private persons
- People want to see, remember and think about history
- Students and museums
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Used audiovisual documents in 2012-2013 (percent)

- Scientists: 17%
- Students: 6%
- Museum workers: 11%
- Other culture and education workers: 16%
- Journalists: 5%
- Film makers: 33%
- Retirees: 5%
- Other persons: 7%
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Used audiovisual documents in 2012-2013 (percent)

- Museums: 32
- Publishing companies: 12
- Newspapers and journals: 8
- Other culture and education organizations: 18
- TV and film studios: 11
- Private organizations: 12
- Other organizations: 7
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- Students dominate among private persons – we can forecast that they will use audiovisual documents in the future for their professional activity.
- Museums intensively use photos for different exhibitions.
- Museums begin to use “moving images” - the use of films overstep traditional margins.
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Aims of use of audiovisual documents in 2012-2013 (percent)
People use audiovisual documents for personal reasons

The percent of personal use was much more some time ago

Personal reasons – self-education, learning, leisure, etc...
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- Maybe user not always get what he wants?
- Maybe not any audiovisual material is accessible for user now or a little bit later?
- Maybe the reason is very simple – nowadays user wants to see audiovisual material in the Internet and to access it sitting at home or at office or get copies by e-mail?
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- The user writes by e-mail and get low resolution copies of photos by e-mail.
- Some films can be accessed in the website www.e-kinas.lt.
- 1400 titles of Lithuanian documentaries from 1919-1963 and continually filled with new.
- Plan to give access also to old Lithuanian feature films.
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- Almost 300,000 users since the end of the project in May 2013
- 136 registered users
- About 90 percent of users rank the website positively
- The reward “Sails of Europe 2013”
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- We receive one question – why I can’t watch more new or even nowaday films in the website?
- Copyright laws protection – 50 years from production
- Newer films can be watched free in the Archive – some users don’t want to come
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- If more films are public domain – the Archive still doesn’t have so many resources to publish them in a short period of time
- You can’t apply the principle “Here and now” for archival documents
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- One more aspect of users’ disappointment
- Why we preserve and publish the Soviet time documentaries which are full of propaganda and lie?
- This is a part our history
- Even a negative critics help in the website advertising
Even having the possibility to use audiovisual material through Internet user can dislike it’s quality, format or even the design of Internet website.

Why the resolution of films is so low, why they can’t download films, why the design of the website is not so nice?
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- Avoid the piracy
- Want users to come to the website for films viewing
- Design – we are open for changes
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- New project – EU structural fund’s 2014-2020 program
- New content – video recordings about 1988-1990 events
- Applications for mobile phones and Ipads
- Virtual thematic exhibitions
- More opportunities for people with hearing and vision disabilities
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

- Sound recordings are used quite rarely
- Users don’t know about this kind of material
- The sphere of use of sound recordings is more narrow than that of films or photos
- EUscreenXL project – 600 titles of sound recordings of USA Lithuanian radio station “Margutis”
If somebody would ask me how much the archivist can and want to popularize audiovisual documents, I answer – of course can and want
Access to audiovisual material in Lithuanian Central State Archive: user versus archivist

Thank You for the attention!

Jolė Stimbirytė
j.stimbiryte@archyvai.lt