



National values into internet

Latvian Television

Vjačeslavs Emburs 25.09.2008.



WHAT IS www.ltvvarhivs.lv?

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

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

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

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

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

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

- LTV serials (“Likteņa Līdumnieki”)
 - Documentary
 - Old movies
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LATVIJAS TELEVĪZIJA

Thank You!

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