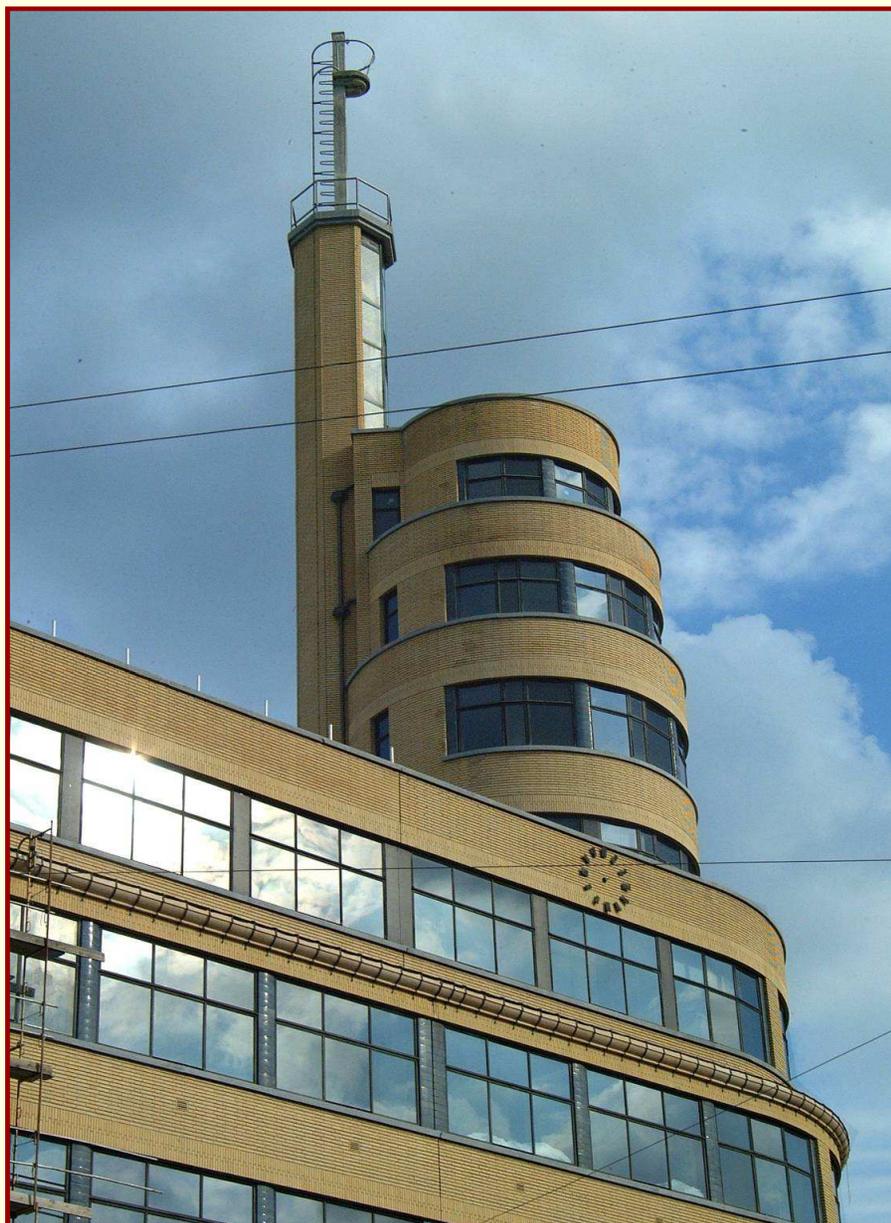




# **Your Media Archive Partner Solutions and Services**



memnon  
ARCHIVING SERVICES

# **BEST PRACTICES DIFFUSION AND ACCESS**

**BAAC Conference 2011 – Tallinn**

**Gregory Verdonck  
Area Manager**

# Overview of Memnon Archiving Services

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- 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

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## 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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**Bibliothèque nationale de France**

**Paris**



**Danish Radio**

**Copenhagen**



**British Library**

**London**



**Sveriges Radio Förvaltnings**

**Stockholm**



**Bournemouth University**

**Bournemouth**



**Centre National de l'audiovisuel**

**Luxembourg**

# Strategic Projects - 2

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**European Parliament**

**Luxembourg**



**Ville de Paris**

**Paris**



**Radio Télévision Suisse**

**Lausanne**



**Biblioteca de Catalunya**

**Barcelona**



**National Library of Israël**

**Jerusalem**

# Best practices for a successful digitization / educational project

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- 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

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- 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 ...)

# Case Studies

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- 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

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- 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 ...)

# The Bonanza project (Denmark)

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- 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)

# Bonanza

Antal visninger:

1580355

BONANZA FORSIDE

Børn

Redaktionens favoritter

Klip

## TV

Begivenheder

Børn

Danmarkshistorier

Dokumentar

DR Øjeblikke

Drama

Musik

Portrætter

Underholdning

Unge og Satire

## Radio

Begivenheder

Børn

Hverdagshistorier



**Ane og Anders har en bro**  
Dukkespil i 6 dele.



**Bamses Billedbog**  
Se bl.a. Bamse på planeten Joachim.



**Bamses jul**  
Bamses fortolkning af "Barn Jesus i en krybbe lå".



**Bamses Julerejse**



**Bullerfnis**



**Busters verden**

# Maison du jazz (Belgium)

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- 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

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- 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)

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- 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)

spectacles du monde fr archives audiovisuelles

← →

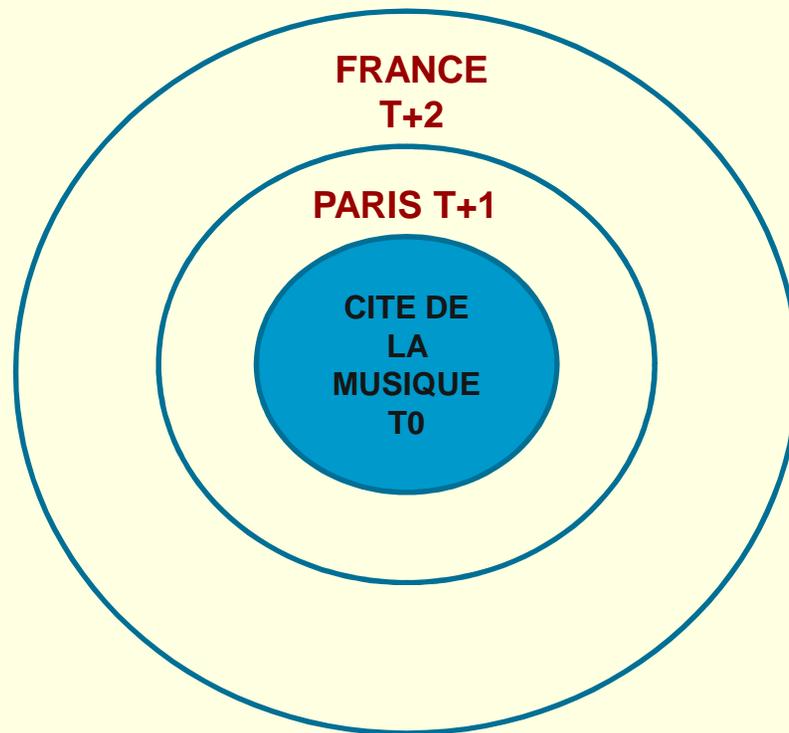
Instrument peuple géographie Institution

audio video



705 spectacles

Pakistan. Qawwālī, cultures du monde



**Rodolphe Bailly : [rbailly@cite-musique.fr](mailto:rbailly@cite-musique.fr)**

# British Library (UK)

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- 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



Your location: Belgium

BROWSE all collections

- Accents and dialects
- Arts, literature and performance
- Classical music
- Environment and nature
- Jazz and popular music
- Oral history
- Sound recording history
- World and traditional music

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

In association with **JISC**

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:

[Search tips](#) [Sound Archive catalogue](#)

## HIGHLIGHTS



**A dawn chorus from coniferous woodland in Loch Garten**



**Holocaust survivor Edith Birkin describes arriving in Auschwitz**

FIND SELECTED RECORDINGS ON OUR INTERACTIVE MAPS

POPULAR TAGS [What is this?](#)  
**artist**

```
- <mets:agent ROLE="CREATOR">
  <mets:name>Memnon</mets:name>
</mets:agent>
- <mets:agent ROLE="CUSTODIAN">
  <mets:name>British Library</mets:name>
</mets:agent>
</mets:metsHdr>
<!-- This is the DESCRIPTIVE area -->
<!-- It contains the blaps information" -->
- <mets:dmdSec ID="DC_Work">
- <mets:mdWrap MIMETYPE="text/xml" MDTYPE="DC" LABEL="Dublin Core Metadata of the Work">
  - <mets:xmlData>
    <!-- Start of IPI data - Core Metadata -->
    <dc:title>Earth-bow music. Klaus Wachsmann Uganda Field Recordings</dc:title>
    <dc:description>Item notes : Wachsmann's original recording no.: 54.611.</dc:description>
    <dc:identifier>sounds.bl.uk/C0004X0051XX-07</dc:identifier>
    <dc:source>C4/51</dc:source>
    <dcterms:created>1954-10-19</dcterms:created>
    <dc:rights>http://sounds.bl.uk/JISC ASR IPR STATUS LIST.xls</dc:rights>
  - <dcterms:contributor>
    <marcrel:PRF>Kigenyi, Nasani (singer, male)</marcrel:PRF>
    <marcrel:PRF>Waiswa (earth-bow)</marcrel:PRF>
    <marcrel:PRF>Budalla (earth-bow)</marcrel:PRF>
    <marcrel:PRF>Kambaizibiri (earth-bow)</marcrel:PRF>
    <marcrel:PRF>unidentified (nsege metal rattle)</marcrel:PRF>
    <marcrel:RCE>Wachsmann, Klaus, 1907-1984</marcrel:RCE>
  </dcterms:contributor>
    <!-- End of IPI data - Core Metadata -->
    <!-- Start of IPI data - Complementary Metadata -->
    <dcterms:spatial>Busede, Uganda</dcterms:spatial>
    <dcterms:temporal />
    <dc:language />
    <dc:subject />
```

# Conclusions

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- 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

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- [www.prestocentre.eu](http://www.prestocentre.eu)
- [www.europeanaconnect.eu](http://www.europeanaconnect.eu)
- [www.iasa-web.org](http://www.iasa-web.org)
- [www.dr.dk/bonanza](http://www.dr.dk/bonanza)
- [www.spectaclesdumonde.fr](http://www.spectaclesdumonde.fr)
- <http://sounds.bl.uk>

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[www.memnon.eu](http://www.memnon.eu)



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**Baltic Audiovisual Archival Council**

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