New Deal for Media Archives at NRK

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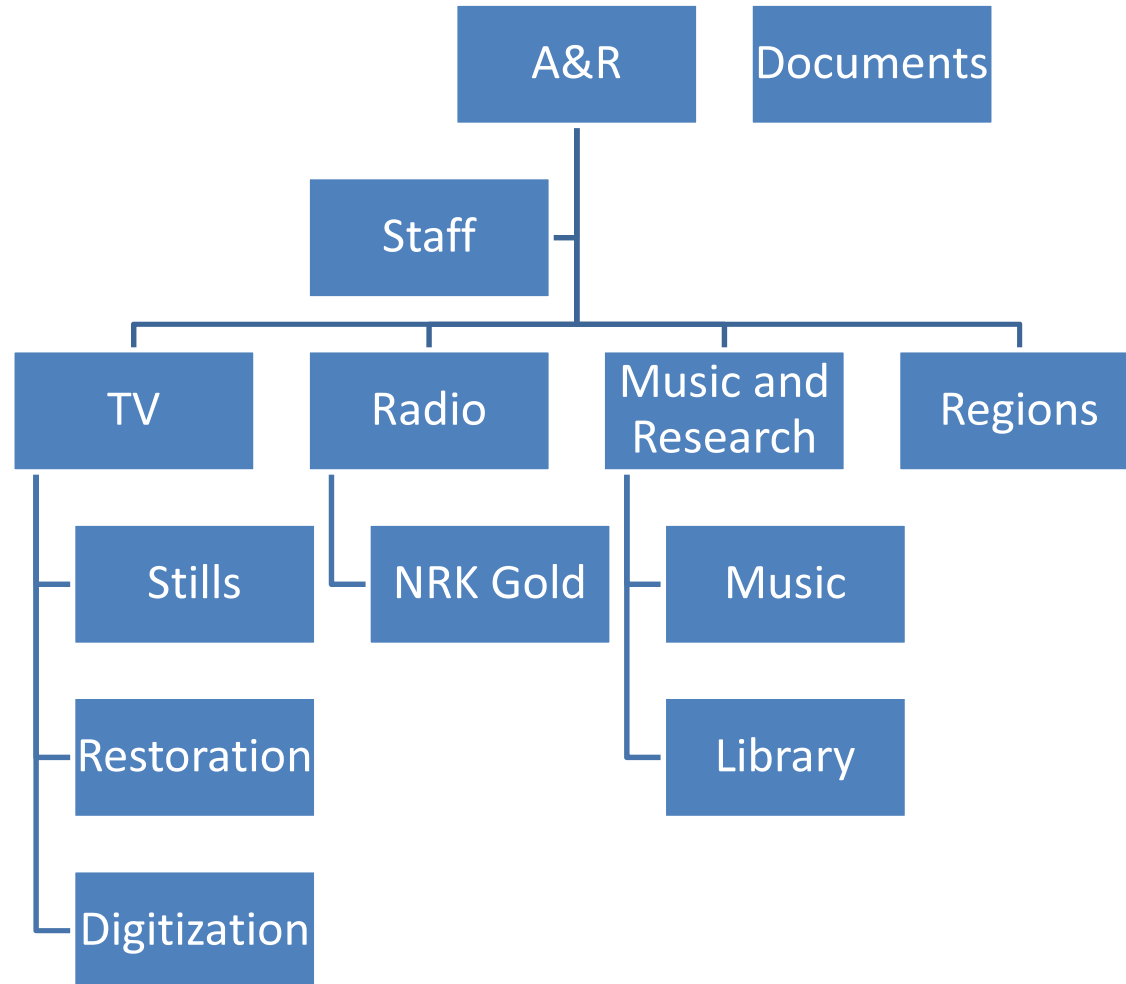Head of Archive and Research Dept.

Norwegian Broadcasting Corp. Ltd.

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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

NRK Archives

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 capasity
- Decreased quality
- System diversity
- Bad support of multimedial production
- Increased demand for archival footage
- Archive as knowledge database
- Cost savings

Non linear publishing

- Less linear consumption
- Live and simultanious on demand access on web
- Searchability
- "Archives to the people"

- **Simultanious 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
  - ➢ Reseach
  - ➢ Publishing the archives
- Everything archived when published, no new ”leftovers”
- Prioritized plan for coping with old ”leftovers”