



The Riga Seminar 2004

Managing a
Photo Archive
- the Traditional
Way and
the Digital Route.
The SVT
experience.

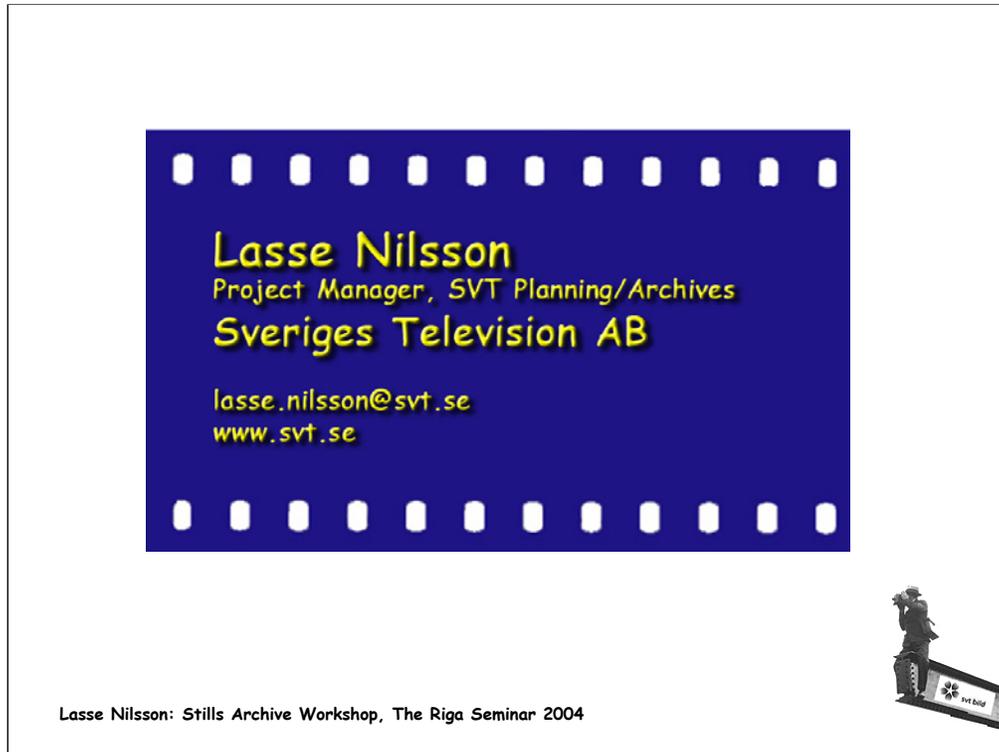
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1. Intro

**The Riga Seminar 2004: Managing a Photo Archive
– the Traditional Way and the Digital Route.
The SVT experience.**

A presentation to the Riga Seminar 2004, October 1
– Annotated oral presentation, version for conference
documentation



2. About myself...

My academic background is in literature and sociology. Later I added a degree in librarianship.

I have a confession to make here: Since I know many of you here are librarians – I have never worked as a “Book Librarian”, because I happened to pass by the SVT TV-Archives shortly after Library School. Since then I’m “hooked on” images, primarily moving one’s. That means 28 years sofar with the SVT.

I started out as an archivist, worked many years as manager of collections, research and documentation.

It was easy from there to slip into the international field of audiovisual archiving via FIAT/IFTA. I’ve been chairing the FIAT Programming & Production Commission for a number of years, I was elected member of the FIAT Executive Council and later Secretary General.

For several years now I have been working as Project Manager Archives, specializing in the fields of marketing, archive programming and EU projects – with a couple of years intermission as Environment Controller for the SVT.



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3. "Run-down for this presentation..."

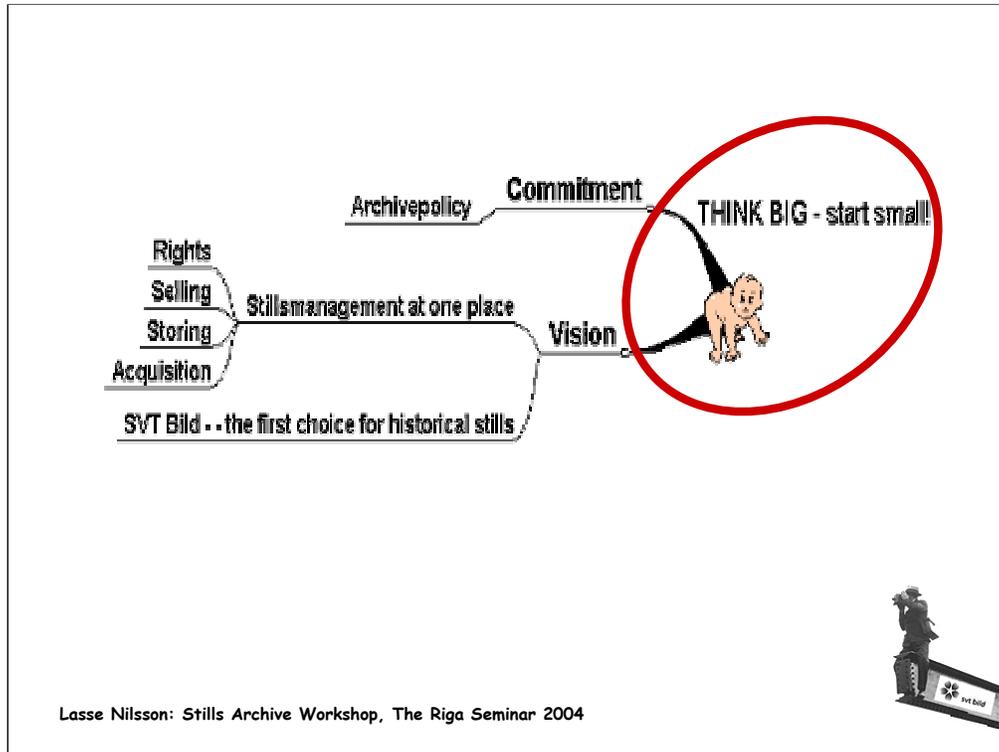
Since I my colleague Nadja Klich is absent due to illness in family I had to take over this workshop introduction at rather short notice.

And since it isn't my "daily field of activity" I had to sit down with my my colleagues in the stills archive to check on a number of details.

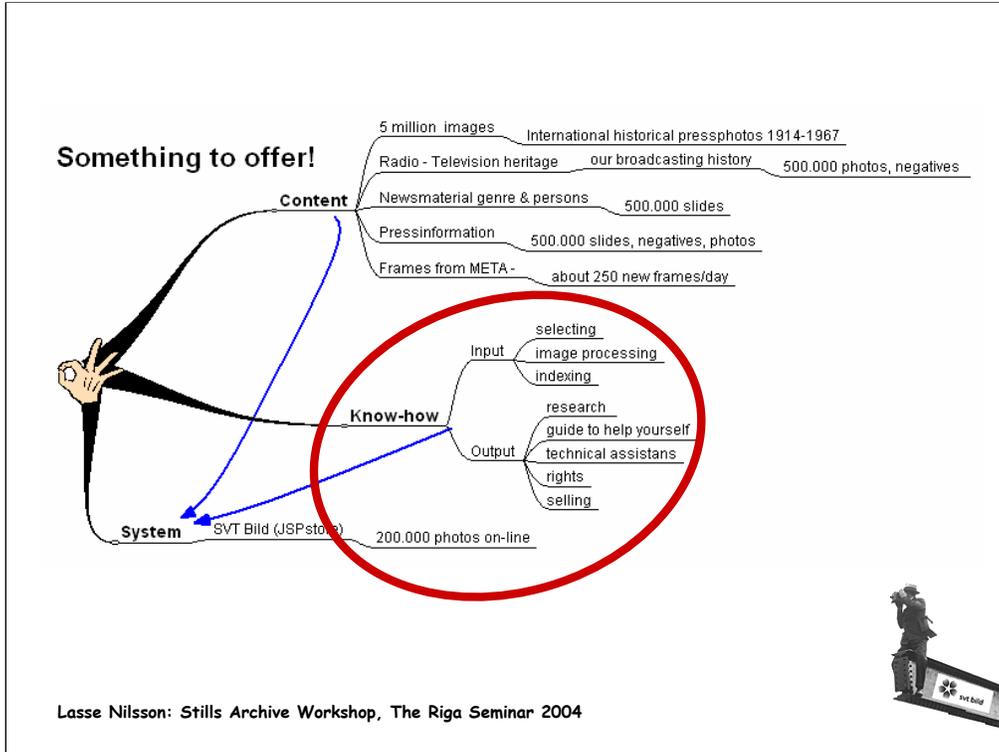
We choosed to make a mindmap on what this workshop should discuss, on what could be included...

Strategies for stills archive management...

These could be the main themes...



4. Visions, strategic decisions, practical choices of way to go...



5. Know-how

Try to sort out what you actually can offer your customers. Focus on what you really are good at!



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6. The SVT Stills Archives experience

The SVT Archives are both the conventional archive with prints, slides and negatives in steel cabinets...



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7. The SVT Stills Archives experience II

... and photos in paper folders, albeit acid free ...

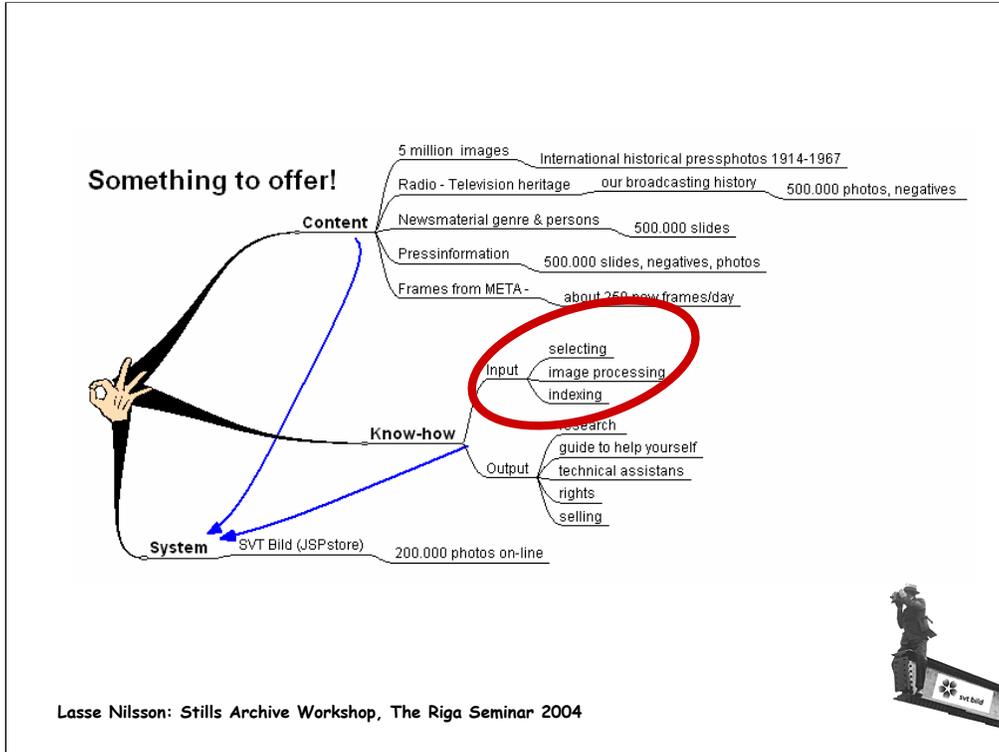


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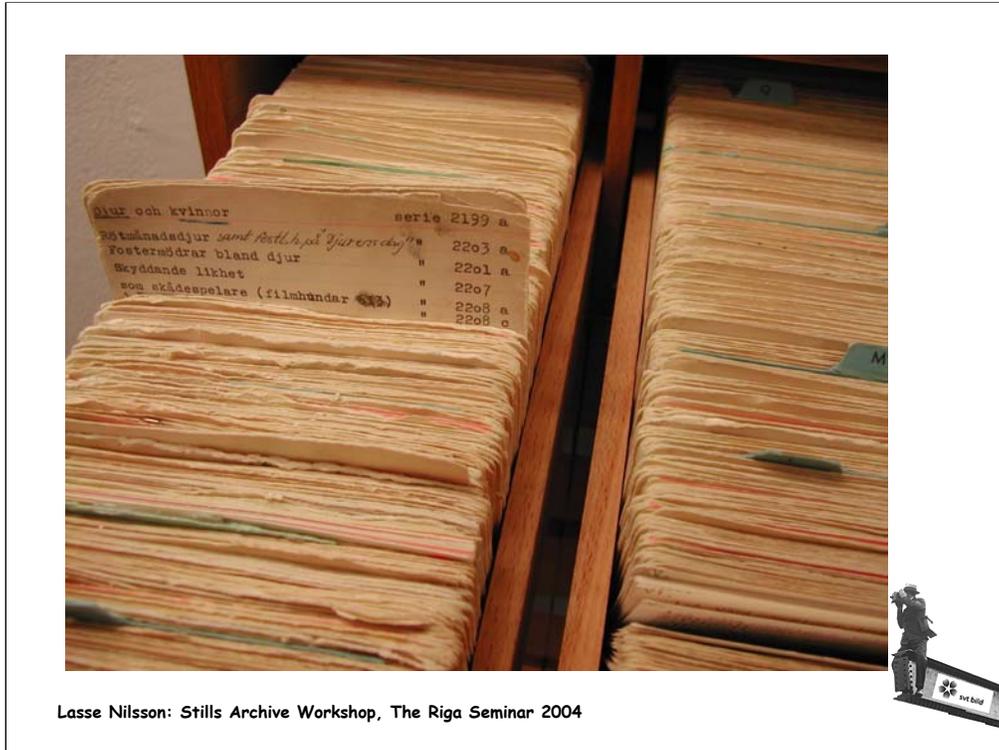


8. The SVT Stills Archives experience III

... and slides in plastic files. I don't know anything about the content plastic softeners – ftalates – and how it affect the slides... But you can say that in general plastics are harmful to photographic materials



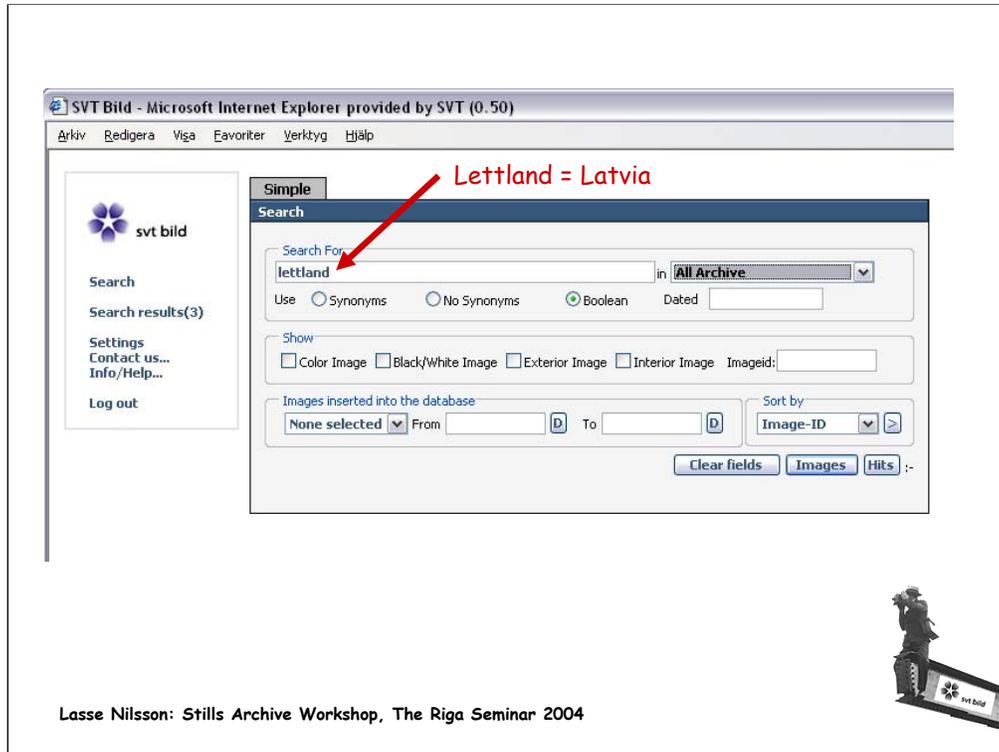
9. Documentation of the collection you offer...



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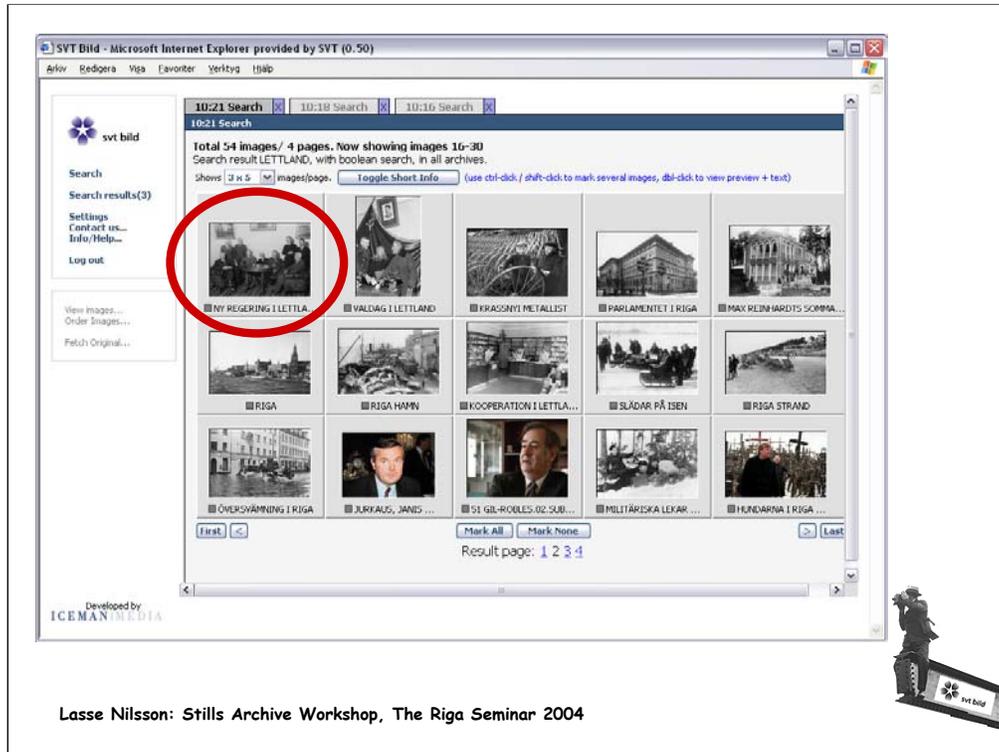
10. Documentation... II

The original conventional card catalogue are still in use along with...



11. Documentation... III

... the new database "SVT Bild", that of course offers far more opportunities in detailed indexing and description for a swift research.



12. Documentation... IV

...like for example this simple search using the keyword "Lettland" (Latvia in English).

What you get as result you see represented as "thumbnails" on your screen. Click on the desired picture!



Fetch original

Image title: NY REGERING I LETTLAND

ArchiveNr: BBE488

Photographer:

Text: Orig. bildtext...DIE NEUE REGIERUNG DER REPUBLIK LETTLANDS. I.d. Mitte - Praemier Prof. Dr. A. Kirchenstein, links v. ihm - Wohlfahrtsminister J. Lacis, Direktor der Staatskanzlei R. Bulsons, Minister fuer oeffentliche Angelegenheiten P. Blaus und der Justizminister J. Paberzs. Rechts - Kriegsminister Gen. R. Dambitis, Innenminister V. Lacis, Verkehrsminister Ing. J. Jagars und der Innenviceminister V. Latkovskis. Orig. bildtext... LETTLANDS NYA REGERING. Fr.v. justitieminister Paberzs, utrikesminister Blaus, chefen för statskansliet Bulsons, socialminister Lacis, premiärminister Kirchenstein, krigsminister Dambitis, inrikesminister Jagars och vice inrikesminister Latkovskis. Anm. I juni 1940 invaderade Sovjet Lettland och en kommunistisk marionettregering tillsattes CD260

People:

Site: [SOVJETUNIONEN](#), [LETTLAND](#), [BALTIKUM](#) (Search with all sites)

Keywords: [ANDRA VÄRLDSKRIGET](#), [STATSKUNSKAP OCH POLITIK](#), [MÄN](#), [REGERINGEN](#) (Search with all keywords)

Size: 3163*2309 mm (2685 KB)

Added: 2004-08-26 13:21

Date: 1940-06-??

Archive(s): SVT BILD , SVT BILDbyrå 08 784 5600

Image-ID: 692034



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13. Documentation... V

...and you get the full catalogue entry along with a preview of the picture.

From the SVT stills database SVT Bild catalogue entry:

Image title: NY REGERING I LETTLAND

ArchiveNr: BBE488

Photographer:

Text: Orig. bildtext...DIE NEUE REGIERUNG DER REPUBLIK LETTLANDS. I.d. Mitte - Praemier Prof. Dr. A. Kirchenstein, links v. ihm - Wohlfahrtsminister J. Lacis, Direktor der Staatskanzlei R. Bulsons, Minister fuer oeffentliche Angelegenheiten P. Blaus und der Justizminister J. Paberzs. Rechts - Kriegsminister Gen. R. Dambitis, Innenminister V. Lacis, Verkehrsminister Ing. J. Jagars und der Innenviceminister V. Latkovskis. Orig. bildtext... LETTLANDS NYA REGERING. Fr.v. justitieminister Paberzs, utrikesminister Blaus, chefen för statskansliet Bulsons, socialminister Lacis, premiärminister Kirchenstein, krigsminister Dambitis, inrikesminister Jagars och vice inrikesminister Latkovskis. Anm. I juni 1940 invaderade Sovjet Lettland och en kommunistisk marionettregering tillsattes CD260

People:

Site: [SOVJETUNIONEN](#), [LETTLAND](#), [BALTIKUM](#) (Search with all sites)

Keywords: [ANDRA VÄRLDSKRIGET](#), [STATSKUNSKAP OCH POLITIK](#), [MÄN](#), [REGERINGEN](#) (Search with all keywords)

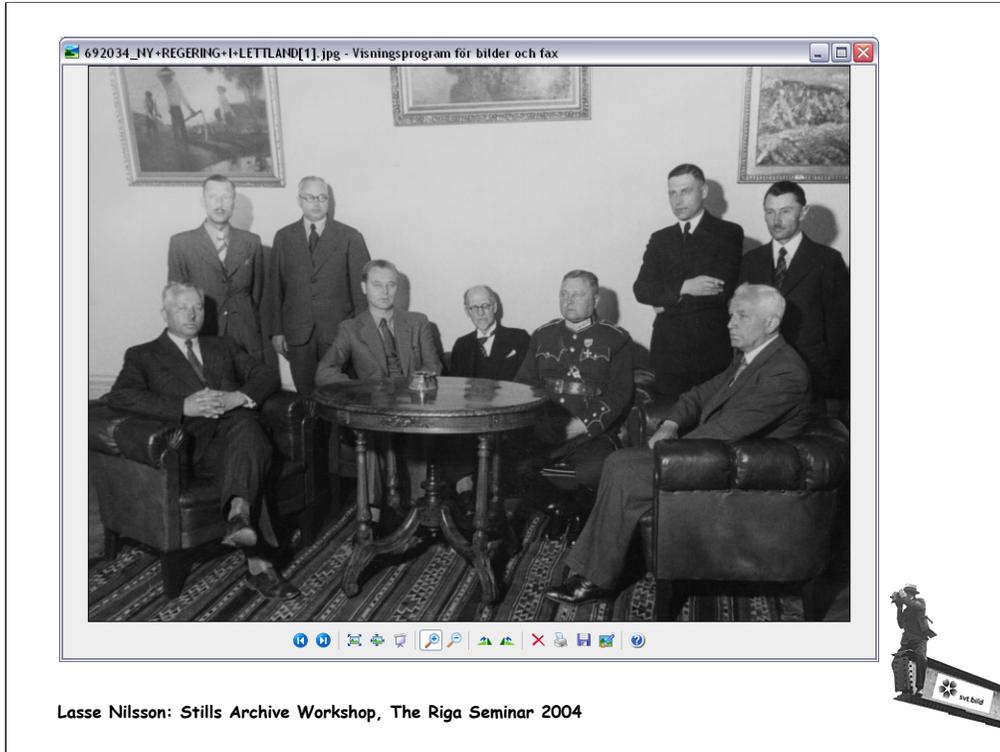
Size: 3163*2309 mm (2685 KB)

Added: 2004-08-26 13:21

Date: 1940-06-??

Archive(s): SVT BILD , SVT BILDbyrå 08 784 5600

Image-ID: 692034



14. Documentation... VI

View the picture of Soviet puppet regime of 1940 in the resolution of your choice.



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15. Managing a stills archive

Managing a stills archive also requires a skilled staff to serve the customers, even though the ideal situation may appear to be a building in of the archivist's know-how in the database in order to provide as much of customer's self service as possible.

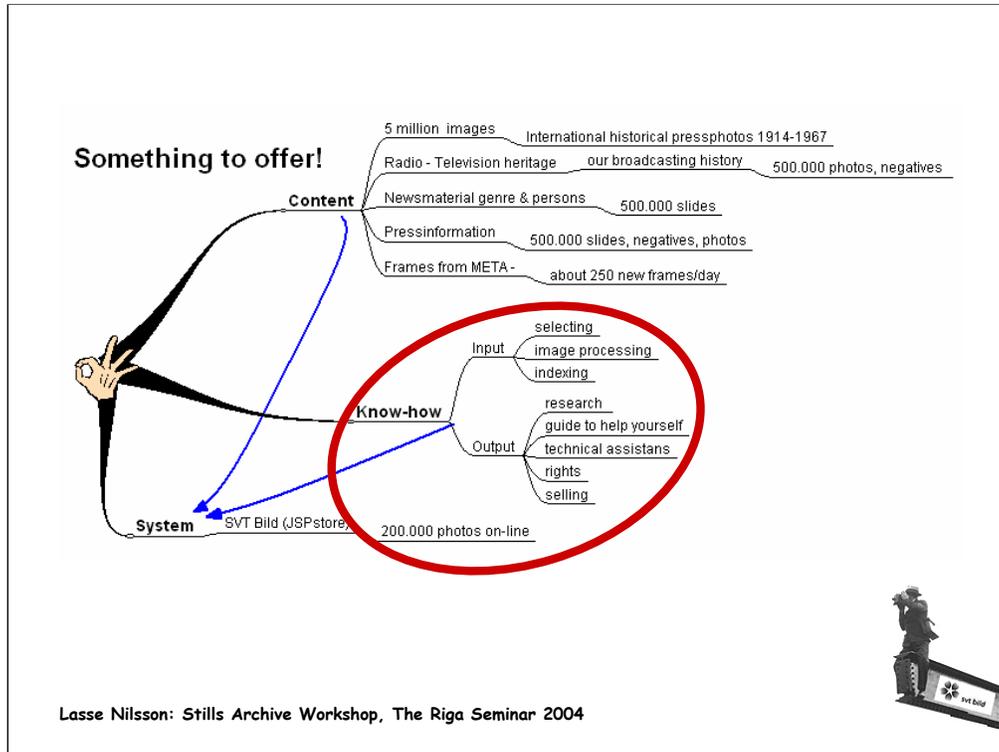


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16. Managing a stills archive II

... Albeit the real quality of personal communication archivist-customer is difficult to build into a database ...



17. Preservation

Preservation in the new SVT experience doesn't mean any kind of repro photographing or other kinds of conventional chemical laboratory work...



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18. Preservation II / Scanning

...but instead scanning of the different kind of media to the database.



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19. Preservation III / Scanning

In this case slides...



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20. Preservation IV / Retouch

The retouch of the scanned picture is made by a conventional image processing software tool like Adobe Photoshop.



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21. Preservation V

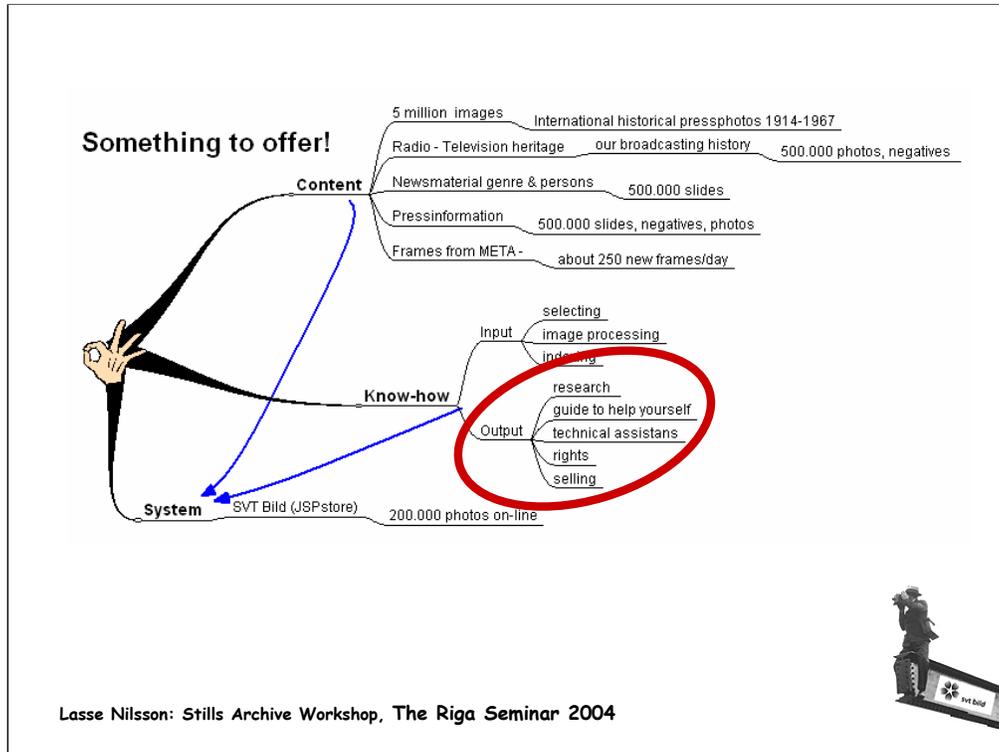
The original photo – in most cases a paper print – then gets a proper folder, indexing and descriptions and does not have to be manually handled again - with all the wearing and tearing that it otherwise often means of an often brittle original.



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22. Indexing is preservation!



23. The "output" of your collection

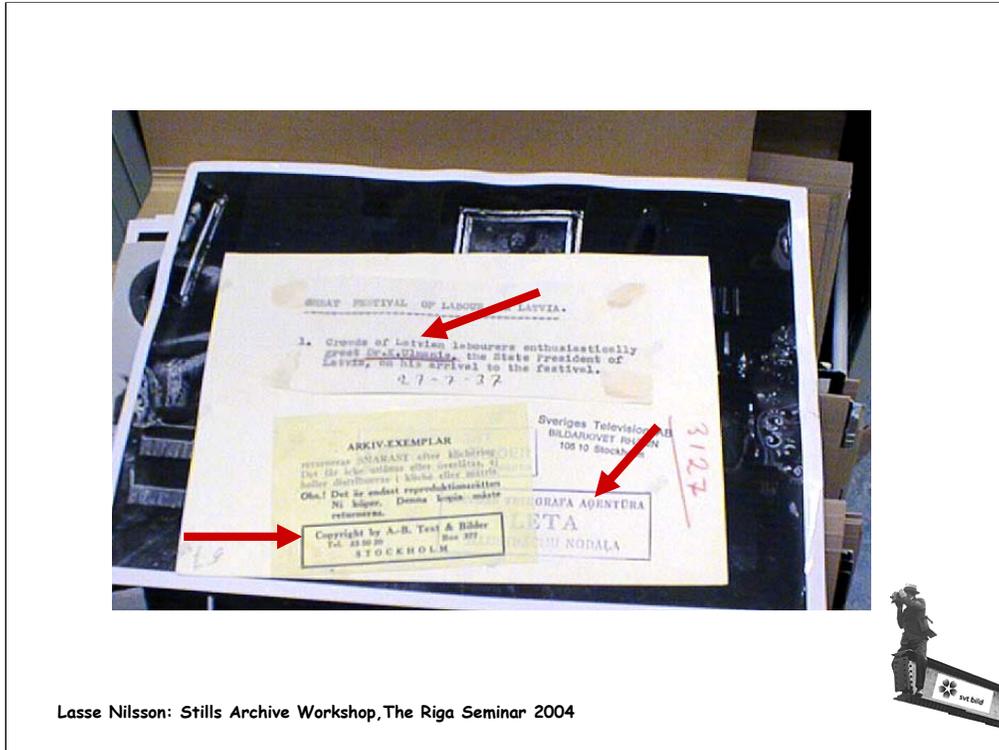
You are the expert on your collection – then **you** know where to find the "goldnuggets" – provided you have already done your necessary "footwork" of indexing and preserving your material properly.



24. Output – Research I

Let's pretend we have a Latvian customer looking for material on famous men of the nation... like the pre-World War II fascist dictator Karlis Ulmanis in the late 30ies...

There is a folder containing a considerable number of prints...

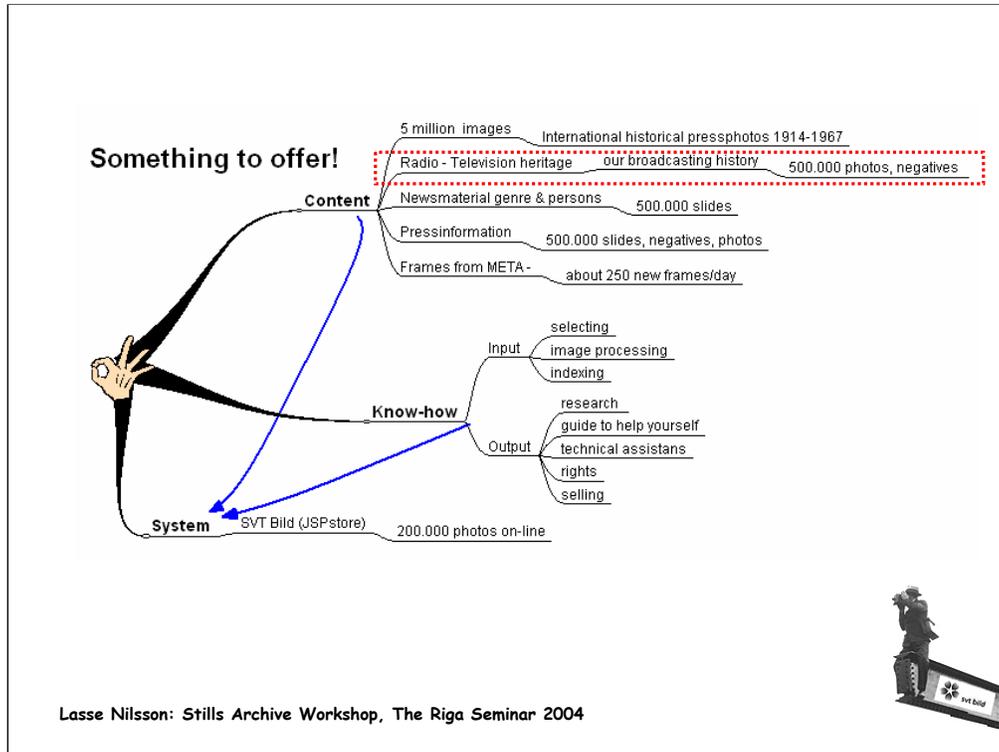


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25. Output – Research II

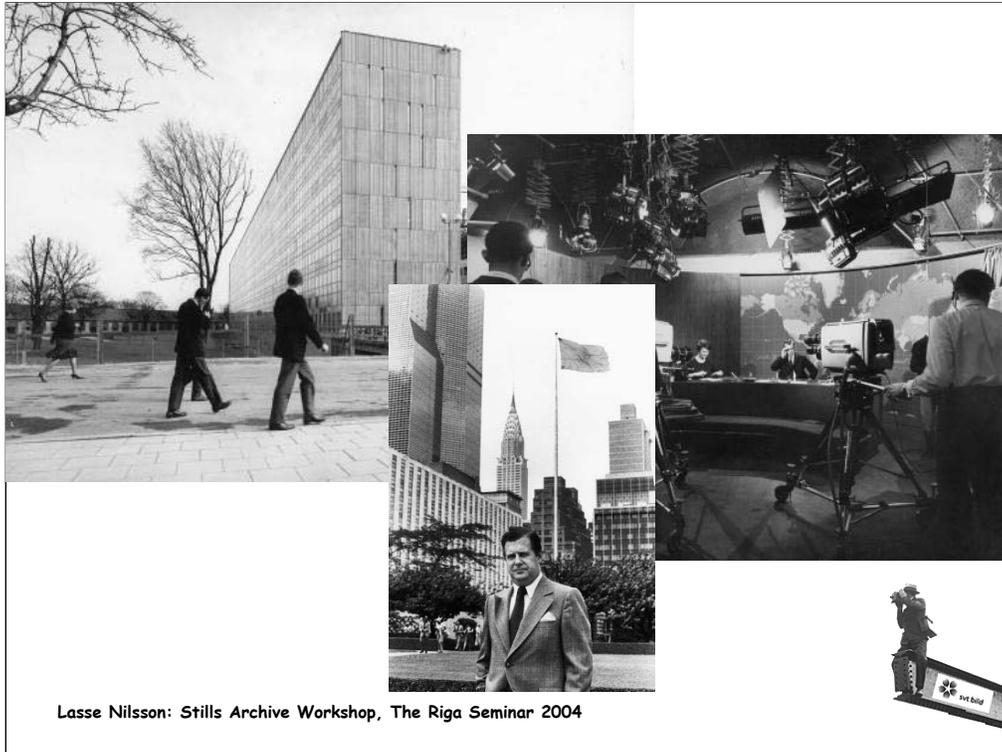
A print in our collection is often a historical document in itself. And the print often has the attached text it was originally distributed with. It is stamped by the different distributing organizations. All this information could be valuable and should be documented in the catalogue entry.

In this case we see the stamp of the original agency in Latvia and the receiving one in Sweden.



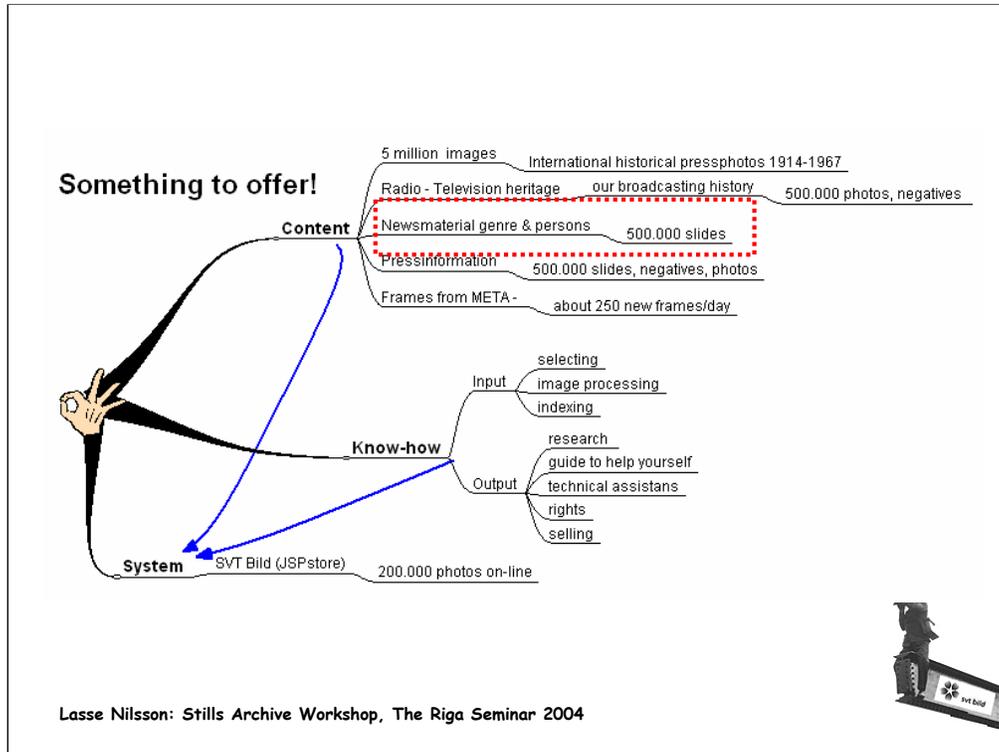
26. What you have to offer...

Internal corporate history and programme promotion are important parts of our collection, but over time it is gaining more and more interest to other users than the original internal one's.



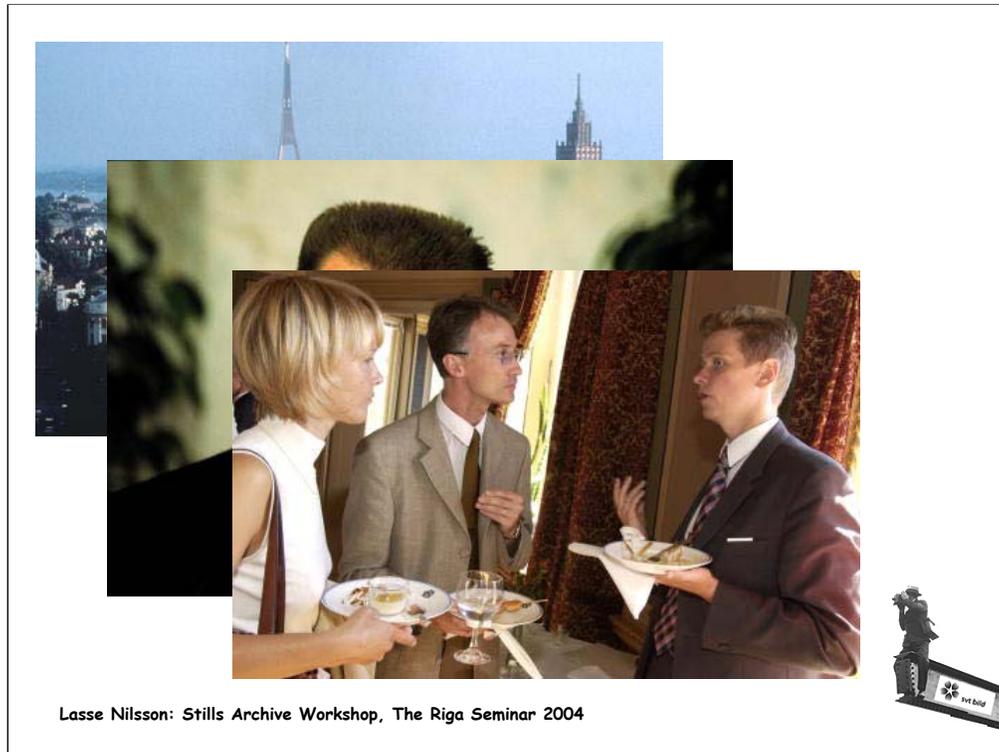
27. What you have to offer... II

This is (from left to right) the Radio Building in Stockholm 1961, Arne Thorén, our correspondent to UN and US during the 60'ies and interiors from a TV studio at SVT in Stockholm during the same period.



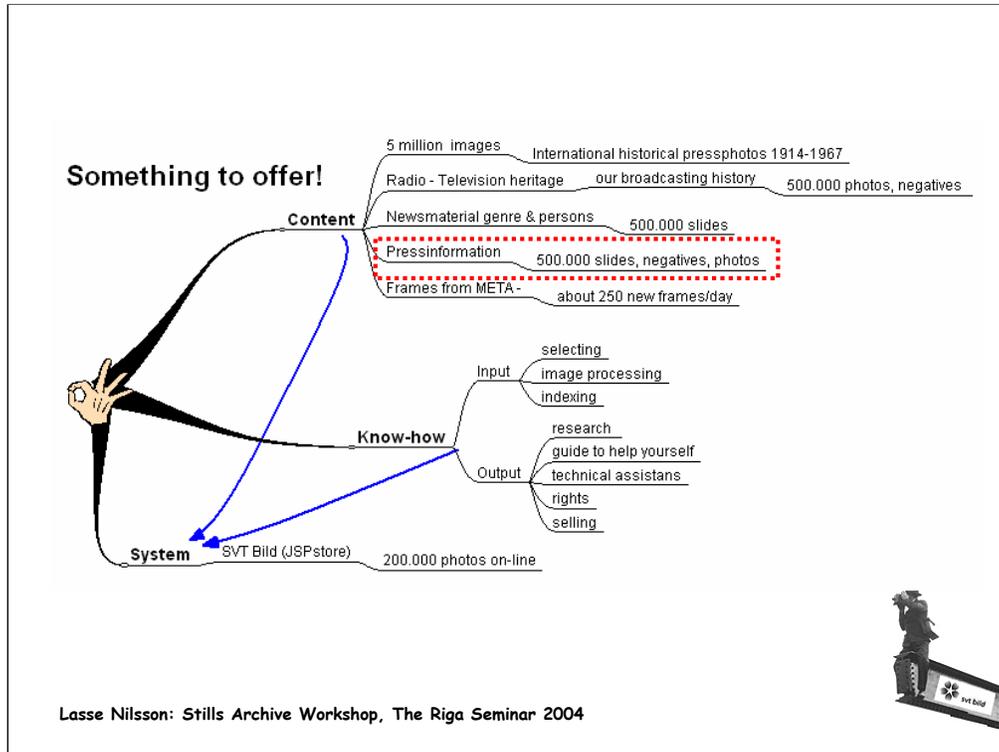
28. What you have to offer... III / Newsmaterial & Genre

If possible - include newsmaterial & genre in your collection.



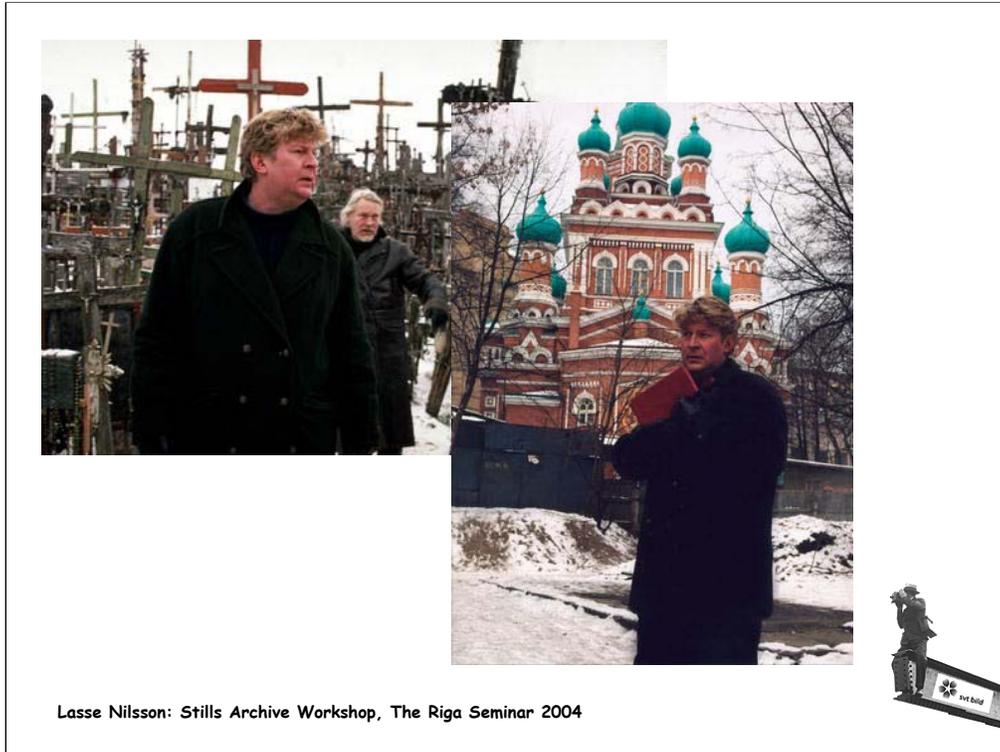
29. What you have to offer... III / Newsmaterial & Genre II

- View of Riga
- Guntis Ulmanis, Latvian president, 1995
- Baltic Sea Festival mingling 2003, Latvian Ambassador to Sweden with wife (left)



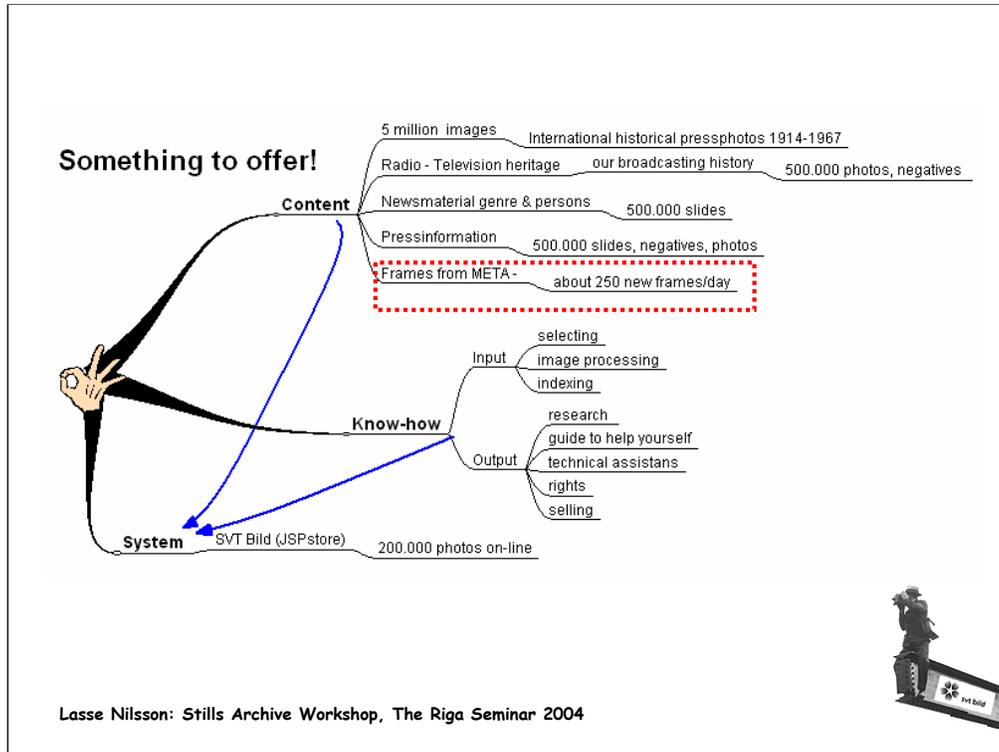
30. What you have to offer... IV / Pressinformation

In a broadcasting organization the marketing of the programmes is an extremely important part of the business and the stills supporting these activities often up in the archive as an important part of the collection.



31. What you have to offer... IV / Pressinformation II

Well known Swedish media personalities like actor Rolf Lassgård as Superintendent Wallander in "The dogs in Riga", a screen version of Henning Mankell's novell...



32. What you have to offer... V / META...

Since the SVT production is heading towards a fully digitized process - "from grain to loaf", it is natural to also find and create stills out of this process.

meta Snybsök

Sökresultat 1

95 dokument matchade sökningen. Matchande inslag (1..10):

Videofil	Se	Datum	Längd	Samt
A-2002-1010-KLEIN21NY 		2002-10-11	03:49	 2002-10-10 21:06:55
Georg Klein, cancerforskare igår fick ju ungraren Imre Kertes årets nobelpris i litteratur. Och en som är väl bekant med Kertes är den svenske cancerforskaren och författaren Georg... liksom Kertes också överent förntelsen. Aktuellt Jarl Alfredus träffade Klein i går när han försökte rin...				
R-2002-1010-NOBELPRIS1930 		2002-10-11	03:19	 2002-10-10 19:38:21
Horace Engdahl, Svenska Akademiens ständige sekreterare Karin Dahlblom, bokförläggare Lars Roth, kund Göran Åhngren, reporter Lasse Söderberg, fotograf Sigge Oradeson, redig... Dahlblom, bokförläggare Eva Rapp, Norstedts förlag Imre Kerteszs namn har nämnts under flera år som en tänkbar nobelp.				
A-2002-1010-UPPSALA21 		2002-10-11	03:10	 2002-10-10 21:11:00
Johan Juhlin, A Eva Nezelius, litteraturskare Don Tselman, Stefan Tynning, B ur "Fiasco" av Imre Kertes, K/LIVE JALLE/ Offentliggörandet av nobelpristagaren i litteratur är en händ... bokskickare över hela världen ser fram emot. Aktuellt har varit i Uppsala och träffat en av de mest hängiv.				
A-2002-1010-KERTESZ21 		2002-10-11	03:06	 2002-10-10 21:01:31
Enka älskorn, reporter Imre Kertes, nobelpristagare litteratur Pöl Reygaerts, fotograf och redigerare Ungern har fått sin första nobelpristagare i litteratur - 72-årige Imre Kertes - er				

One Example...

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33. What you have to offer... V / META II

How to make stills from freeze frames in our META system and download it into the stills database using the metadata there already is...

In this example we pretend there is a need for a still of the Nobel Prize laureate Imre Kertes.

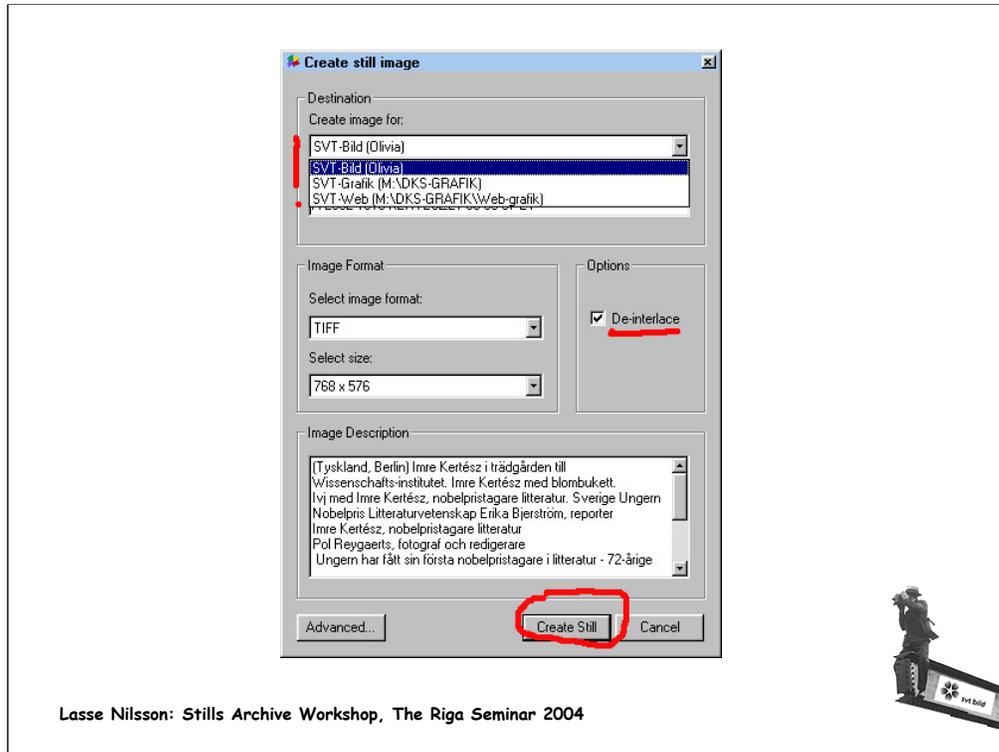
We search the META catalogue online, study the key frames of the sequence of moving images (one of every 25th second created by the system automatically).

Play the sequence in low resolution on your own desktop...



34. What you have to offer... V / META IV

Use the photo tool for a frame of your choice...



35. What you have to offer... V / META V

Create the still...

And in a few seconds...

- * export from Meta with the metadata in xml-format!
- * automatically de-interlaced
- * ... and stored in SVT Bild

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36. What you have to offer... V / META VI

svt.se

svt bild

HJÄLP TILBÄCKA

HJÄLPA BOKSTÄLLA MODIFIKERA

SÖK

COLLAGE

ADMIN

LOGG

Bildtitel

Arkivnr

Bildtext

Datering

Personer

Plats

Sökord

Fotograf

Format

Medv

A-2002-1010-KERTESZ21-00-00-07-20.TIF

Arkivkod

META-ID=U0002-20021010-66F7E

PROGRAM-TITLE=A-2002-1010-KERTESZ21

KEYWORD=Sverige Ungern Nobelpris Literaturvetenskap (Tyskland, Berlin) Imre Kertész i bådgården bil

Wissenschafts-institut, Imre Kertész med blombudet, Ni med Imre Kertész, nobelpristagare litteratur, Sverige Ungern Nobelpris Literaturvetenskap Erika Bjernström, reporter Imre Kertész, nobelpristagare litteratur Pol Rieggen, fotograf och redigerare Ungern har fått sin första nobelpristagare i litteratur - 72-åriga Imre Kertész - en författare av judisk börd som överlevt de nazistiska koncentrationslägren Svenska akademins motivering lyder: "För ett författarskap som hävdar den enskildes bräckliga erfarenhet mot historiens barbariska godtycker. Åskulle bräckliga författaren idag i Berlin. Video: A-2002-1010-KERTESZ21

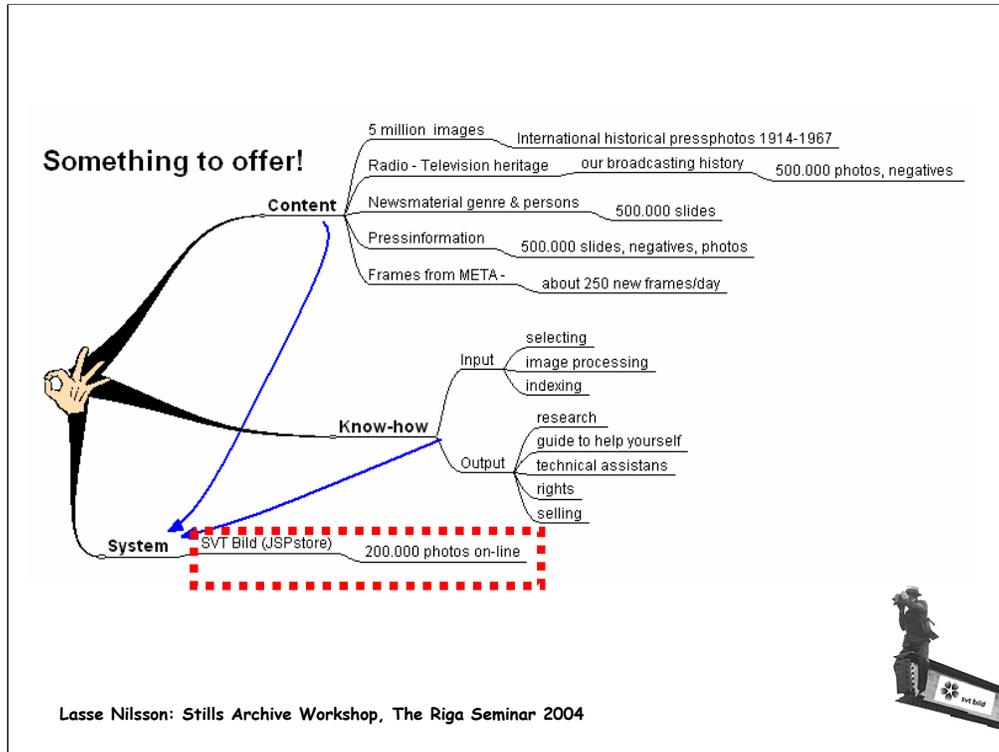
2002-10-11

TIFF huffman, 768 x 576 pixel, 1296 kB

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37. What you have to offer... V / META VII

This is the result of the operation as it now is represented in the stills database SVT Bild if you search for Imre Kertesz.



38. What you have to offer... VI / International Historical Pressphotos

Our International Historical Press Photos Collection (IHPPC) is the main part of the SVT stills collection and covers the period 1920-1960.

It was acquired in the late 60'ies and consists of approximately 5 million stills, mainly as paper prints. Then you easily realize that preservation through conventional methods as reproduction photography is not possible – neither financially nor practically.



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39. What you have to offer... VI / International Historical Pressphotos II

We had to find effective means for managing and marketing our collections. That's why we found digitizing as the only feasible method.

From the SVT stills database SVT Bild catalogue entry (exile Latvian Sports Club Riga, winning the Swedish Basket Championships):

Image title:	SM I BASKET 1958
ArchiveNr:	BBF170
Photographer:	
Text:	Orig. bildtext... SM I BASKETBOLL 1958 Finaler för herrar i Gubbängshallen mellan SK RIGA + KFUM SÖDER. Riga blev segrare och på bilden har vi det segrande laget fr. v. Juris Reneslacis 11, Janis Zalamans 8, Gunars Kraulis 7, Janis Terins 4, Maris Jurmala 3, Videvuds Freivalds 12. Nedre raden fr. v. Evalds Muzikants 9, Jekabs Torins 10, Leons Brands 5, Juris Robeznieks 6. Anm. SE även BBF169 Lagbilder Siffror Lettland Baltikum
People:	LEONS BRANDS , JURIS ROBEZNIKES , JEKABS TORINS , EVALDS MUZIKANTS , VIDEVUDS FREIVALDS , MARIS JURMALA , JANIS TERINS , GUNARS KRAULIS , JANIS ZALAMANS , JURIS RENESLACIS (Search with all keywords)
Site:	SVERIGE , STOCKHOLM (Search with all sites)
Keywords:	UNGDOMAR , KLÄDER , MÄN , IDROTT OCH SPORT (Search with all keywords)
Size:	2834*3731 mm (5181 KB)
Added:	2004-09-27 10:48
Date:	1958-03-30



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40. What you have to offer... VI / International Historical Pressphotos III

The collection covers every area of social life and the stills agency, "Text & Bilder", was representing main agencies from the Soviet Union, US, UK, France, Germany etc on the Swedish market.

That's why this collection mainly consists of international material – and also includes material from Latvia.

In Sweden this agency had a number of contracted photographers, making pictures like this:

Photo:

Children in Stockholm learn to skate in a park (ca. 1930).



41. A cross-section of Latvian history in the SVT Bild Collection:



Midsummer celebrations (ca. 1920)



Max Reinhard summerhouse in Riga (ca. 1930)

Flood in Riga (ca. 1930)



42. What you have to offer... VI / International Historical Pressphotos V



Presidential family Kviesis (before the fascist coup d'état)



Fascist troupes in the streets of Riga during the coup d'état (1934)

Latvian Germans leaving Latvia on Hitler's demand order (Riga harbour 1939)



43. What you have to offer... VI / International Historical Pressphotos V



- Pro-Soviet demonstrations in Riga (1940)
- Rigans greeting the German "liberators" (1940)
- Latvian SS volunteers (ca. 1940)
- Young soviet-latvian pioneers training with weapons 1941

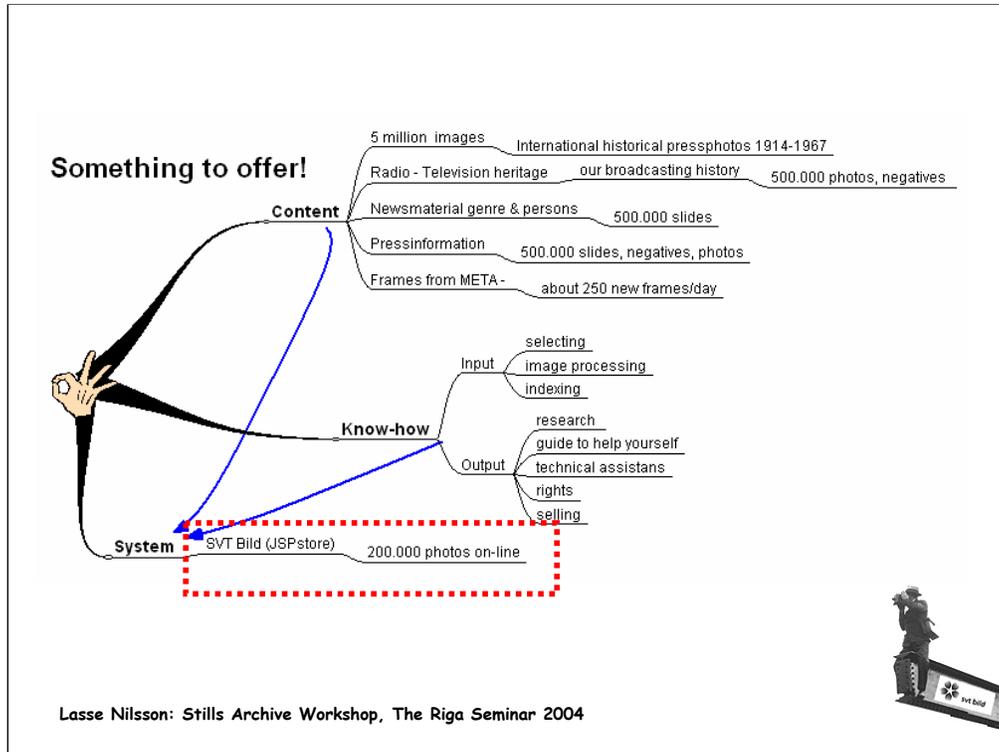


44. What you have to offer... VI / International Historical Pressphotos V



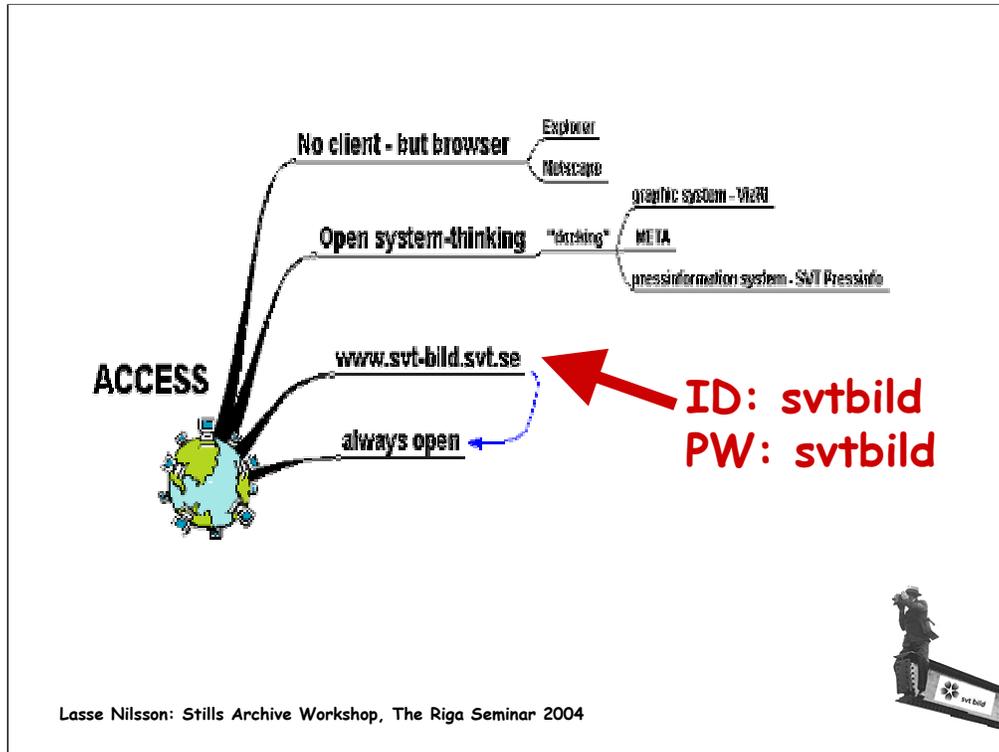
German troupes retreating 1944 (Liepaja)

Rebuliding Soviet-Latvia. Story-telling at a textile factory day care center (1945)



45. System...

Our stills database – SVT Bild – today consists of appr. 200.000 digitized stills from our historical collections and the daily input of freeze frames from the digitized broadcasting process.



46. System... II

... And we can conveniently offer it to our customers via our website

Ej registrerade användare/Unregistered users	Registrerade användare/ Registered users
Jag vill testa! I want to test!	Namn/Name <input type="text" value="svtbild"/>
	Lösen/Password <input type="password" value="....."/>
	Språk/Language <input type="text" value="English"/> <input type="button" value="Log in"/>

[Kontakt och leveransinformation](#)

[Interna användare \(pressinfo, arkivarier etc. ni hittar webstore här\)](#)

Five million Swedish and international press photos. History in black and white from 1914 to 1967.
Records of international politics to pictures of everyday life and curious moments.
.... and naturally, Swedish Radio and Television history.



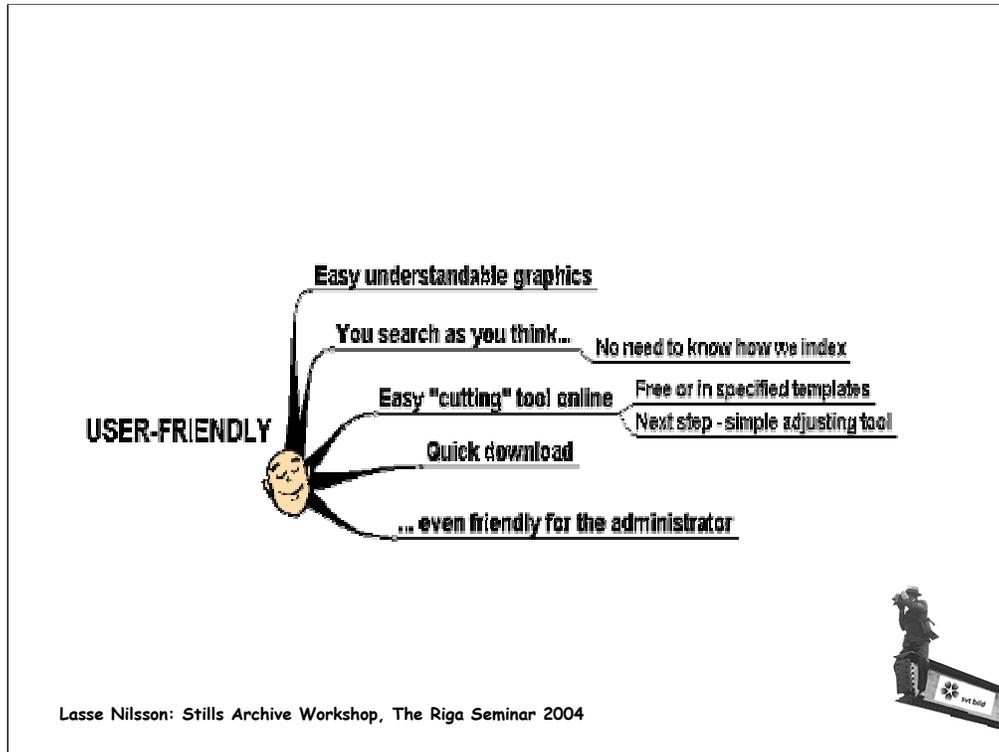
Kräver/require Internet Explorer 5+ eller Netscape 6+



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47. System... III

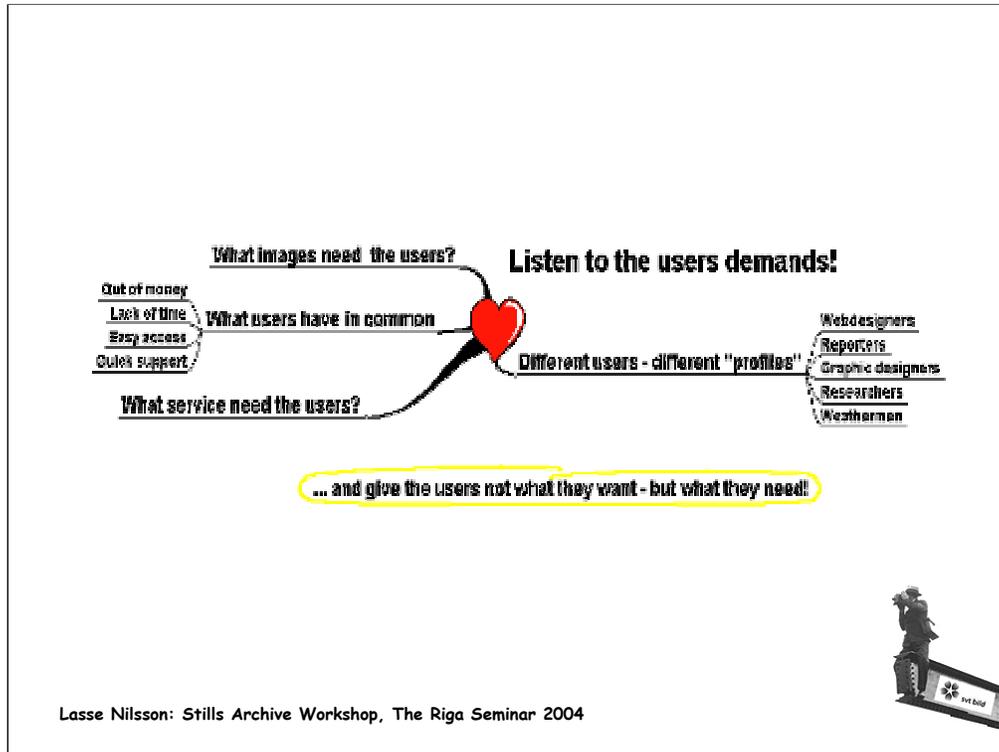
Log in here!



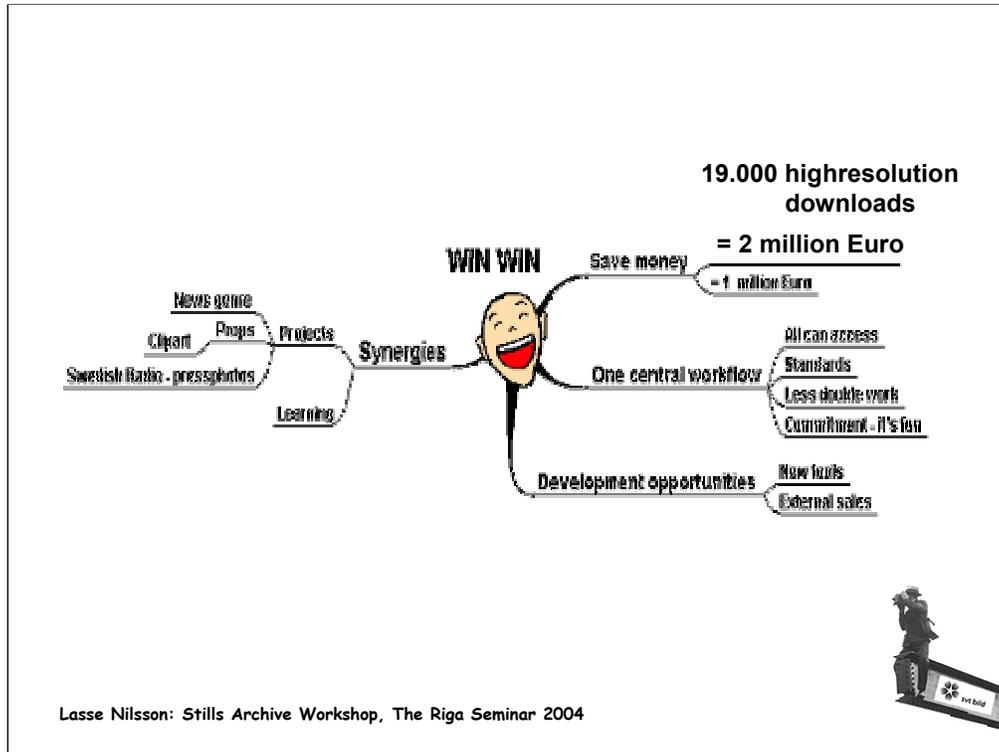
48. User-friendly

This means that you don't have to be an archivist or librarian to handle the searching and the rest of the operation.

What you see on the screen should be intuitive for the rest of the process up to the desired picture in high resolution on your own computer!

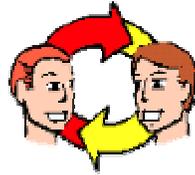


49. Listen to the demands of the user!



50. Create a win-win situation customer-archive!

NETWORKING



Making good friends

Keypersons
Superusers

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51. Make good friends!

Thank you for your attention!

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52. The end /disclaimer

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