



The « Institut National de l'Audiovisuel » (INA)

In collaboration with

**the International Federation of Television Archives (IFTA)
the European Broadcasting Union Training (EBU Training)**

with the support of MEDIA, a programme of the European Union

will hold the following training programme :

F.R.A.M.E Future for Restoration of Audiovisual Memory in Europe

**A training programme on restoration, conservation, digitisation and use of
television and film archives**

From 21st June to 2nd July 2010

Deadline for registration : 30th April 2010





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FRAME, Future for Restoration of Audiovisual Memory in Europe, is a seminar organised by the “Institut National de l’Audiovisuel” with the collaboration of the International Federation of Television Archives and the European Broadcasting Union Training. It is organised with the support of MEDIA, a programme of the European Union.

Aim of the seminar

The aim of this training session is to implement and address the issue of new technologies applied to the restoration, digitisation, preservation and use of television and film archives.

In the digital world, the exploitation of audiovisual content includes new outlets such as the internet and mobile phones. Examples that will illustrate new uses of archival content in all media platforms through new IT tools will be presented and assessed.

The session will focus on issues and tools available for film and TV archive management, so as to enable participants to choose the technologies best fitted to their needs and to the strategy defined for their archives.

Who is it targeted for?

The FRAME training session addresses all European professionals¹ of the media industry who are involved in the management and use of archives whatever their knowledge and the state of progress of their company in the field of archive management. It will bring together 15 participants for a 2-week training session.

Practical information

The working language of the seminar is English.

The seminar will take place in Ina’s headquarter in Bry-sur-Marne (near Paris) from 21st June to 2nd July. The deadline for registration is 30th April 2010.

The registration will be subject to availability and to a selection process.

The fees for the seminar are 800 Euros including lunch meals during the seminar. Travel and accommodation scholarships for Eastern European participants² are available but limited.

¹ - The seminar is open to participants from all EU members (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK) and Croatia, Iceland, Liechtenstein, Norway, Switzerland.

² - Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia. Professionals from Croatia are eligible for scholarships.



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Programme of FRAME seminar

The training session will be organised in **five parts** :

Module 1 Strategic approach to technical issues

This introductory part will review and detail the specificity of each participating organisation : type of organisation, legal framework, mission, economic model, marketing strategy. It will also look into the ways the new digital platforms have influenced archival strategies, generating a *new deal* among the media industry players - publishers, producers, distributors and copyright owners. This institutional and economic context should be considered as one of the key parameters when technical solutions have to be chosen.

Module 2 From film and video material to digital files : tools for restoration and digitisation.

The archival concepts associated with restoration will be defined : restoration of the physical carrier, restoration of signal, safeguarding of content, digitisation, high definition upscaling. The corresponding processes will be presented, and the tools will be demonstrated. Ethical and technical aspects will be discussed to evaluate the solutions. Two workshops will be held: one for images and one for sound (film, television).

Module 3 What is a digital medium ?

This part will address all questions associated with the digital media : what is a digital medium ? Which file formats are available ? On which carriers should files be stored ? According to which criteria should an archive manager choose a specific format (case studies) ? This part will also look into the metadata requirements and standards

Module 4 Engineering of digital archive management systems.

How to organise the acquisition, preservation, documentation, storage and distribution of digital archival contents ? How to guarantee the long term preservation of digital archives ? How to guarantee the accessibility to these archives ? It can be achieved through a sophisticated combination of IT components and workflow processes. Special attention will be given to Media Asset Management and HSM systems. Discussion will focus on the pros and cons of various technical solutions on offer, and on strategic issues, such as security of storage, integrity and fragility of digital files, evolution of formats. During this part, professionals will share their experience and practices, explaining the options taken when digitising the archive, the issues faced and the solutions implemented.

Module 5 Valorisation of audiovisual content : case studies.

This last part will highlight some of the best examples that demonstrate the use of new IT tools to valorise archival content ; their respective marketing policies and underlying economic models will then be discussed.



Pedagogical partnership

In this project, pedagogical partnership with the **European Broadcasting Union training** and the **International Federation of TV Archives** will give an international background, and help to understand different approaches, and enable an exchange of knowledge and best practices in the field of media management.

Trainers from all over Europe, working in the fields of archives, will contribute their knowledge and experience.

Application form

The application form attached to this programme, as well as a Curriculum Vitae and a covering letter, have to be sent before **30th April 2010** by one of the following means:

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