

FRAME training course - Session 2

November 6 to 10, 2017 - Netherland Institute for Sound & Vision, Hilversum

PROGRAMME















Make the best out of your archives!







INNOVATIVE USES OF DIGITAL CONTENTS, METADATA AND RIGHTS MANAGEMENT

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LIST OF PARTICIPANTS

Mrs Anna ABENIUS

MAM system and metadata coordinator, Sveriges Television AB - Sweden

Mr Marko AHOKAS

Development manager, Yle Finnish Broadcasting Company - Finland

Mrs Cristina-Denisa BADEA

Archivist and Social Media Specialist, Romanian Television (TVR) - Romania

Mr Martin BOUDA

Archivist, Czech Television - Czech Republic

Mrs Zuzanna CIESIELSKA

Film Archive Expert, Audiovisual Institute - Poland

Mr Ricardo Alexandre GOMES OLIVEIRA

Media Manager, Radio Television of Portugal - Portugal

Mrs Sabine HALLER-NEUMANN

Senior project manager, Heritage, Olympic Foundation for Culture and Heritage - Switzerland

Mrs Joanna KALISZEWSKA

Digital metadata chief specialist at the National Film Archive, Audiovisual Institute (FINA) - Poland

Mrs Tomonori KAWAI

Senior Manager, Archives Division, Japan Broadcasting Corporation (NHK) -Japan

Mrs Jovana KESIC

Head of Archive, Filmske novosti -Serbia

Mrs Ruxandra LUPU

PhD student, University of Leeds - United-Kingdom

Mrs Lara MARZIALI

Digital librarian, Horizons Unlimited - Italia

Mr Hafedh TOBJI

Archives manager, Arab States Broadcasting Union - Tunisia

Mrs Chalida UABUMRUNGJIT

Deputy Director, Film Archive - Thailand

Mr Lorenzo VASSALO

Archive System Manager, RSI- Switzerland

Monday, November 6





9-10 am

Opening of the Training

Axel ROCHE-DIORE, Delphine WIBAUX - Ina Erwin VERBRUGGEN - Sound & Vision

10 am - 12 pm

Elodie LELEU - Ina

Module 1 part 1: Access Models

Archive, storytelling & engagement - Address general audience with Archive content

- Facing reality: Video rule the world
- Video also rule... a French Archive Institute
- Benchmark: pure players, online media, video & archive content
- Is there a business model?

- LUNCH BREAK -

1-2.50 pm

Lizzy KOMEN, Maarten BRINKERINK - Sound & Vision

Module 1 part 2: Access Models

Make Sound and Vision Available for All to (Re)use

- Sound & Vision target group and proposition
- Sound & Vision (open) access policy
- Sound & Vision impact with making our collections (openly) available

Innovative access models for audiovisual archives

- Who, what, where, why?
- Case study
- Examples of innovative access models

- COFFEE BREAK -

3-5 pm

Johan OOMEN - Sound & Vision

Module 1 part 3

Strategizing for outreach and long-term engagement

- Mission
- Model for online engagement
- Maintaining interest

Tuesday, November 7





9-10 am

Participants Track

10 am - 12 pm

Anne COUTEUX - Ina

Module 2 part 1

Documentary prerequisites for archive promotion

- Descriptive metadata
- Innovation in documentation
- Curation promotion

- LUNCH BREAK -

1 - 2.50 pm

Eleonore ALQUIER - Ina

Module 2 part 2

Building and improving a metadata model: chosing and implementing adapted standards

- How are collections and metadata related? Evolution of metadata's uses
- The standards and their evolution
- For each collection its model?

- COFFEE BREAK -

3-5 pm

Tim MANDERS - Sound & Vision

Module 3

Proactive and automatic annotation & the use of thesauri to pinpoint and link access points

- A proactive approach to annotation: lobbying the production environment for enhancing metadata quality early on in the production broadcast archiving chain
- The use of thesauri to normalise and structure metadata for pinpointing relevant and link-able access points
- Automatic annotation (thesaurus label extraction, speaker labeling, facial recognition) to fill metadata gaps and create finegrained, time-based entries into collection items

Wednesday, November 8





9-10 am

10 am - 12 pm

Victor DE BOER - Vrije Universiteit

Linked Open Data for Archives: Principles, Practices and Prototypes

- Principles and Practices of Linked Open Data
- Linked Open Data for Audiovisual Archives
- Case studies on connecting archives

- LUNCH BREAK -

1-2 pm

Karen DROST - Sound & Vision

2-2.50 pm

Gerda JANSEN HENDRIKS - Netherlands National TV (NTR)

Storytelling with footage from the past: problems and solutions

- The example of Andere Tijden [Changing Times], a weekly history program of **Dutch Public Television (Netherlands National Television)**

- COFFEE BREAK -

3-5 pm

Hay KRANEN - Volkskrant

Creating human stories in a digital age

- A short introduction to the history of digital storytelling Challenges and responsibilities in creating digital stories
- How video will save journalism (but not the way you think)

- CULTURAL EXCURSION -

Wednesday, November 9





9-10 am

Participants Track

10 am - 12 pm

Simone TER TOOLEN - HU Rotterdam

Module 6

Analyse and Engage Your Audience Using UX Methods

- LUNCH BREAK -

1-2.50 pm

Hubert BEST - Independant Consultant

Module 5 part 1

Legal Framework

- Intellectual property rights
- Copyright
- International protection
- Film and audiovisual archives
- Exceptions to copyright
- Hollywood movies
- Moral rights
- Digital issues

- COFFEE BREAK -

3-5pm

Hubert BEST - Independant Consultant

Module 5 part 2

Legal Framework

- Music
- Broadcasting
- Protecting formats
- Sport rights
- Collective licensing
- Orphan works
- Creative commons
- Social Media

Friday, November 10





9-10 am

Anne GANT, Leenke RIPMEESTER - EYE

Module 8

Presentation of EYE

- Short introduction
- Tour of the Collection Center
- Archival sales and access

11 am - 11:45 pm

Jeroen DE MOL-EYE

Module 8

Demo of EYE-D, our internal portal for digital content and discussion with the participants about working for Digital Access

- LUNCH BREAK -

1-4:30 pm

Brigitte JANSEN - Sound & Vision

Module 9: Creative Archive Reuse - Hands-on Session

GIF-A-THON

- COFFEE BREAK -

3-3:30 pm

Axel ROCHE-DIORE, Marion BAZILE - Ina Erwin VERBRUGGEN - Sound & Vision

Close of the Training

3:45 – 5 pm Irene HAAN – EYE

EYE Filmmuseum: Panorama, exhibition and installations

Elodie LELEU Marketing Manager - Content Division - Online Dpt, Ina

Lizzy KOMEN Project manager, R & D - Sound & Vision

Maarten BRINKERINK Expert in Public Participation and Innovative Access, R & D - Sound & Vision

Johan OOMENManager Knowledge and Innovation - Sound & Vision

Anne COUTEUX

Project manager, Projects, Methods, Quality Collections Division, Ina

Eleonore ALQUIERProject and Development manager - Collections Division, Ina

Tim MANDERS
Sr. Media Manager Optimisation - Information
Management - Sound & Vision

Victor DE BOER

Assistant Professor - User-Centric Data Science group,
Computer Science department, VU Amsterdam

Karen DROST
Specialist Museum Presentations and Interaction,
Curator of Exhibitions - Sound & Vision

Gerda JANSEN HENDRIKS Director - NTR

Hay KRANEN Newsroom Developer - de Volkskrant

Simone TER TOOLEN Lecturer - HU Rotterdam

Hubert BEST

Lawyer, specialist in international copyright and media law - Independent consultant

Anne GANT

Head of the film conservation and digital access department - EYE Filmmuseum

Leenke RIPMEESTER

Sales Manager of the film collection -

EYE Filmmuseum

Jeroen DE MOL Product owner of EYE-D platform -

EYE Filmmuseum

Brigitte JANSENProjectleader and specialist interactive presentation forms - Sound & Vision

presentation forms - Sound & Vision

Irene HAAN

Head of Digital Presentations - EYE Filmmuseum

Elodie LELEU

Marketing Manager - Content Division - Online Department, Ina

Elodie Leleu is Marketing manager, in charge of developing audience & business on Ina's different platforms: website (www.ina.fr), apps, social media and video platforms. She graduated from ESCP Europe (business school) in 2002. She began working in Marketing and Media Planning in companies such as Henkel & PSA Peugeot Citroen. Driven by her interest in media industries, she worked for 7 years at Espaces TV Communication (2003-2010), as Media Analyst, focusing on French TV channels and industries' audience and business models. She then joined INA (French Audiovisual Institute), as Marketing Manager in the BtoB department, in charge of developing sales and editorial propositions to Professionals (producers, broadcasters, brands...). In 2014, she moved to the BtoC department. She participated in the launch of Ina Premium, a streaming service (www.ina.fr/premium).

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Lizzy KOMEN

Project manager - Research & Development Department, Sound and Vision

Lizzy Komen works as a project manager at the Netherlands Institute for Sound and Vision R&D Department. Digital AV culture, users and research are at the heart of the activities she is involved in. She is mainly working on externally (ICT-PSP, H2020, DSI) funded research projects that focus on providing access to digital heritage and the creative re-use of these materials through projects like Europeana Creative and Europeana Space. Besides EU projects she's also involved in several nationally funded projects, such as De Digitale Stad Herleeft (the Digital City Revives), NDE (Canon of the Netherlands) and Music in Movement. Komen holds an MA in Cultural Studies from the University of Amsterdam.

Maarten BRINKERINK

Expert in Public Participation and Innovative Access, R & D - Sound & Vision

As a Public Participation and Innovative Access Expert in the Knowledge and Innovation department, Maarten Brinkerink coordinates the institute's input in (inter)national research projects. He contributes to the strategic policy of Sound and Vision and strengthens the broader heritage sector from Sound and Vision in initiatives such as Open Cultuur Data and the Netwerk Digitaal Erfgoed.

Maarten Brinkerink graduated in 2007 from the master New Media and Digital Culture at the University of Utrecht. Six months later he started as the project lead of the Open Images project at the R&D department of Sound and Vision. In the beginning, his focus was on open access as a distribution model for digital heritage. Over the years, the area of expertise of Maarten has expanded with knowledge on copyright, crowdsourcing and reuse of digital heritage. He gained extensive experience in access projects for the mass digitization project Images for the Future and in international research projects.

Johan OOMEN

Manager Knowledge and Innovation - Sound & Vision

Johan Oomen is head of the Netherlands Institute for Sound and Vision R&D Department (20 FTE) and researcher at the Web and Media group of the VU University Amsterdam. He is elected board member of the Europeana Association, of the EUscreen Foundation and of CLICKNL, the innovation catalyst for the Dutch Creative Industries. He is the director of the PrestoCentre Foundation. Oomen and his group are working on research projects (Horizon 2020, ICT-PSP, national) that focus on providing durable access to digital heritage on the Web. Oomen holds an BA in Information Science and an MA in Media Studies. His PhD research focusses on the relation between participatory culture and institutional policy. He has worked for the British Universities Film and Video Council and commercial broadcaster RTL Nederlands and has talked at high profile events in six continents.

Anne COUTEUX

Project manager, Projects, Methods, Quality - Collections Division, Ina

Anne Couteux is a project manager in the unit in charge of the management of the standards of description of the audiovisual archive content. This unit also manages the vocabularies, among which the thesaurus, used to describe, index and retrieve the Ina multimedia archives. She is currently involved in the team elaborating the new IT sytem and data model for Ina's collections. She joined Ina in 1994 as a documentalist and became a project manager in 2010. Since 1997, she has been a trainer in documentation techniques in France (Ina, Rennes University) and abroad (Vietnam Film institute, National public Television of Algeria EPTV). From 2012 to 2016, she was in charge of the unit "Strategies in audiovisual content engineering", Master of Management of Audiovisual Heritage (Ina). She is a member of the Media management commission at the International Federation of Television Archives (FIAT/IFTA). She is been involved in FRAME program (Future for restoration of audiovisual memory in Europe) since 2011.

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Eleonore ALQUIER

Project and Development manager - Collections Division, Ina

Eleonore Alquier is in charge of the refoundation of the collections management IT system and of the collections development strategy, coordinating transversal projects connected to audiovisual description and conservation.

She graduated from the French School of Paleography and Archival Studies (Ecole nationale des chartes, 2005-2009) and Heritage management Institute (Institut national du patrimoine, 2009-2010). She began working within the French National Archives (2010-2013), first as Archives Department manager, and then as Coordinator of the relocation and redeployment of the Archives between three cities.

She was then Head of the Records and Archives Office at the French Social Ministries (Labor, Health, Youth and Sports (2013-2015)), where she was responsible for the collecting policy applied to political records and archives produced by the ministers and their advisers. She's also an active member of the International Council on Archives, representing France in front of the editorial committee publishing Comma. In this frame, she has been involved in training sessions at the international level around records and archives management.

Tim MANDERS

Senior Media Manager Optimisation, Information Management

Tim Manders works at the new department of information Management of the Netherlands Institute for Sound and Vision.

He is part of the Optimisation team and is specialised in innovating metadata processes within the archive.

He oversees Media Management projects concerning a pro-active approach to annotation, optimising the use of thesauri and the implementation of automatic annotation techniques.

Tim currently works on implementing these processes and techniques in NISV's upcoming second generation MAM-system.

Victor DE BOER

Senior Research Fellow - Sound & Vision; Assistant Professor - User-Centric Data Science group, Computer Science department, VU Amsterdam

Victor de Boer is an Assistant Professor in the User-Centric Data Science group of the Computer Science department of Vrije Universiteit Amsterdam and he is Senior Research Fellow at the Netherlands Institute for Sound and Vision.

His research focuses on data integration, semantic data enrichment and knowledge sharing using Linked Data technologies in various domains. These domains include Cultural Heritage, Digital Humanities and ICT for Development where he collaborates with domain experts in interdisciplinary teams.

He is currently involved in the CLARIAH and ArchiMediaL projects, focusing on integrating human computation, machine learning and semantic technologies for the enrichment of cultural heritage datasets.

He has been involved in a number of European and Dutch projects in this field including BiographyNet, CLARIN (in the 'Dutch Ships and Sailors' and 'Verrijkt Koninkrijk' pilot projects), EuropeanaConnect and MultimediaN E-Culture, focusing on data integration and semantic enrichment.

Karen DROST

Specialist Museum Presentations and Interaction, Curator of Exhibitions - Sound & Vision

As an Interactive Museum Presentations Expert, Karen Drost (1977) is responsible for concept development and has the creative lead in interactive presentations aimed at the Sound and Vision audience. The total concept is leading in this, from there the on site, on line and narrative style are developed. Starting in 2006, Karen has worked on large exhibitions like Van Kooten en De Bie, Your Serious Radio and Let's YouTube and on multimedial exhibits in the Experience.

With a background in museums as well as advertising, Karen always looks for a combination of appealing presentations and cutting edge technologies. In telling catching stories she is inspired by new three-dimensional forms and technological developments.

Gerda JANSEN HENDRIKS

Director - NTR

Gerda Jansen Hendriks studied Modern and Theoretical History at the University of Amsterdam. Her PhD is about fifty years of government produced films in the Dutch East Indies, from the early start in 1912 until the end in 1962.

She has been working for Dutch Public Television as a foreign-affairs reporter and as a director since 1985.

In 2000, she co-founded the weekly history program Andere Tijden and she has made many episodes on a wide variety of topics for this program, including stories about the Dutch East Indies.

Hay KRANEN

Newsroom Developer - de Volkskrant

Hay Kranen creates digital things. Combining in-depth technical knowledge with a pragmatic approach and a creative angle. Designing, developing, tinkering and hacking on the thin line between art, technology and narrative.

Hay works as a newsroom developer at de Volkskrant, the leading quality newspaper in the Netherlands.

He is one of the founders of Hackastory, a network of developers, designers and storytellers that stimulates innovation in digital storytelling by organising hackathons and creating tools.

Simone TER TOOLEN

Lecturer - Hogeschool Rotterdam

In the 12 years of designing interactions between people and computer, Simone has seen the field evolving rapidly. She had the privilege to be closely involved in the revolution of digital devices in our lives: touch screens, smartphones, wearables and car navigation. In the role of concepter, manager, but, above all, designer, Simone has even taken a modest part in the development of these products.

With an MSc in Industrial Design Engineering from Delft University of Technology and a minor 'Création Industrielle" from Ecole Nationale Supérieure in Paris, Simone combines solid technical knowledge with a keen

eye for elegant designs.

Her first working experience at Siemens VDO Automotive and TNO Automotive triggered her passion for automotive interaction design. She then started working at TomTom which she combined with studying Artificial Intelligence from the VU University in Amsterdam. At TomTom Simone gained a thorough understanding of designing, developing and delivering complex software solutions. Simone currently combines her own entrepreneurial adventure with the role of Interaction design lecturer at the University of Applied Science in Rotterdam.

Hubert BEST

Lawyer, specialist in international copyright and media law - Independent consultant

Hubert Best is a lawyer, specialist in international copyright and media law. After having been International Head of Media in a leading London City firm he founded his own media specialist firm in London - and until recently practised in London and Stockholm, advising media clients in Europe, North America, Asia and Australasia, including broadcasters, producers, publishers, collective rights organisations and all manner of Internet-related interests.

Hubert was also a member of FOCAL International's Executive and recently retired after serving more than 20 years as FOCAL's legal advisor, advising footage archives on legal aspects of digitization projects and international exploitation of old and unusual footage, as well as contributing to wider issues such as proposals for amendments to copyright law for preservation of historic audiovisual footage and exploitation of orphan and out-of-commerce works.

He lectures on copyright and design law at Stockholm University, and teaches extensively on copyright. He has taught courses on international film copyright in the Czech Republic, France, Germany, Ireland, Japan, Montenegro, Portugal, the UK and the USA.

Anne GANT

Head of the film conservation and digital access department - EYE Filmmuseum

Anne Gant is head of the film conservation and digital access department at EYE, which handles digitization, born-digital films, archival sales, digital access and film restoration.

She is a graduate of the Preservation and Presentation program at the University of Amsterdam, and worked in film distribution and museum management in New York before coming to Amsterdam.

Leenke RIPMEESTER

Sales Manager of the film collection - EYE Filmmuseum

Leenke Ripmeester is the sales manager of the film collection of EYE since 2013. She delivers archival footage to television channels, museums, and other companies from all over the world. She is also curator animation and advertising film of EYE since 2007.

In 2006 she completed her PhD thesis on music videos and youth cultures at the University of Amsterdam.

Jeroen DE MOL

Product owner of EYE-D platform - EYE Filmmuseum

Jeroen De Mol started working at the EYE Filmmuseum in 2013 as an archivist of digital born material. Having a background in editing and camera work, combined with a healthy obsession for computers, movies and digital film, he transitioned into an access role, providing post-production services to the EYE employees and customers.

In 2016 he became the product owner of EYE-D, a digital platform automating the archival and delivery process of digital and digitised film.

Brigitte JANSEN

Projectleader and specialist interactive presentation forms - Sound & Vision

Brigitte works on projects about new presentation forms of digital audiovisual heritage. These project are in the context of the physical museum as well as other multimedia forms outside Sound & Vision building (mobile apps, websites, onside installations). Most of her projects have a relationship with interaction design or art.

Irene HAAN

Head of Digital Presentations at EYE Filmmuseum

Irene Haan works at EYE Filmmuseum in Amsterdam as Manager Digital Presentations. She is active in showcasing EYE's digital film collections, both onsite and online.

She is project manager of the permanent interactive exhibition in EYE, presenting the film collection and various installations centered around film technique and film history.

Schedule

From Monday November 6th to Friday November 9th, the seminar will take place at Sound & Vision's headquarters in Hilversum. On Thursday 9th evening, we will move to Amsterdam. Friday's training will take place at Eye Film Institute in Amsterdam.

Lunches will be provided by the Sound and Vision and Eye Film Institute restaurants. Lunches are included in the registration fee. A dinner is offered on Monday evening.

A cultural activity is planned for Wednesday evening.

Please note that the training starts at 9:00 and ends at 17:00.

Hotel

You will stay at the Tulip Inn Media Park, Koninginneweg 30, Hilversum, from Sunday 5 to Thursday 9 (4 nights).

From Thursday 9 to Saturday 11 (2 nights), your hotel will be the Clinknoord, Badhuiskade 3, 1031 KV Amsterdam.

Breakfasts are included.

Both hotels are in the city centers where you will find many shops, restaurants and monuments.

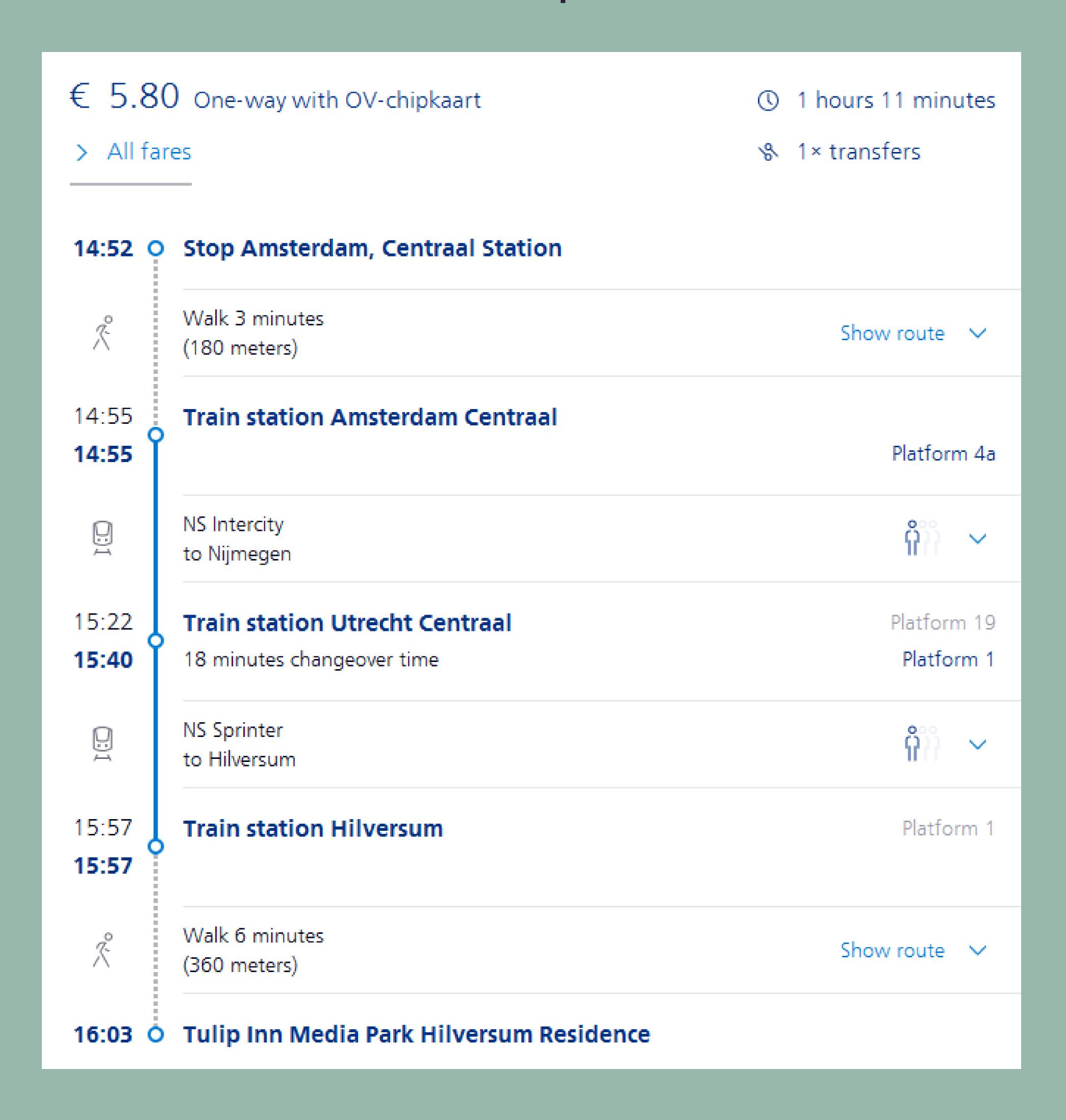
Transportation

All journey information are mentionned in the next pages of this document.

For more information about public transportation and fares, you can see the interactive map: http://www.ns.nl/en/journeyplanner/#/

If you arrive by train

From Amsterdam Centraal Station to Tulip Inn Media Park Hilversum

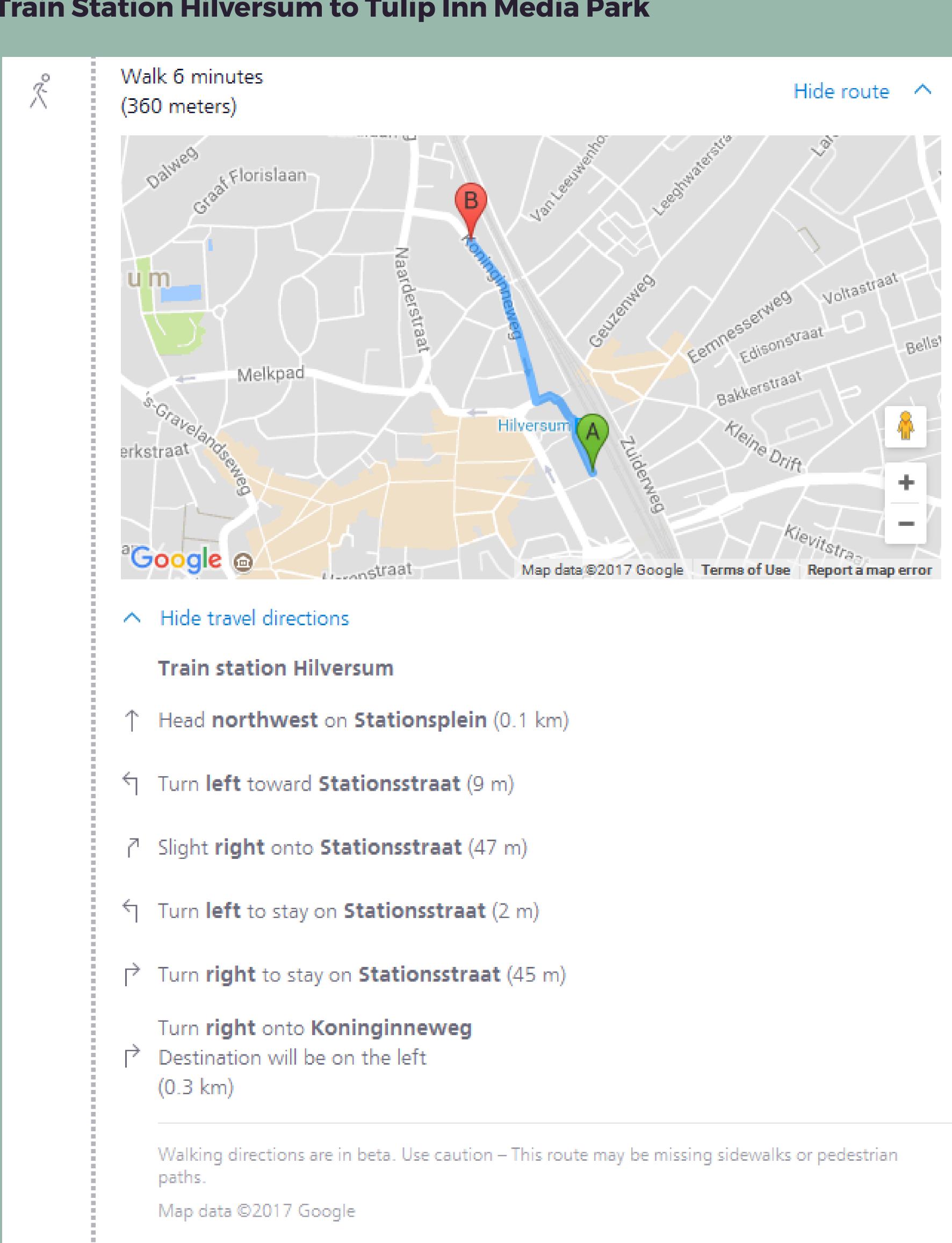


If you arrive by plane

From Amsterdam airport to Tulip Inn Media Park Hilversum

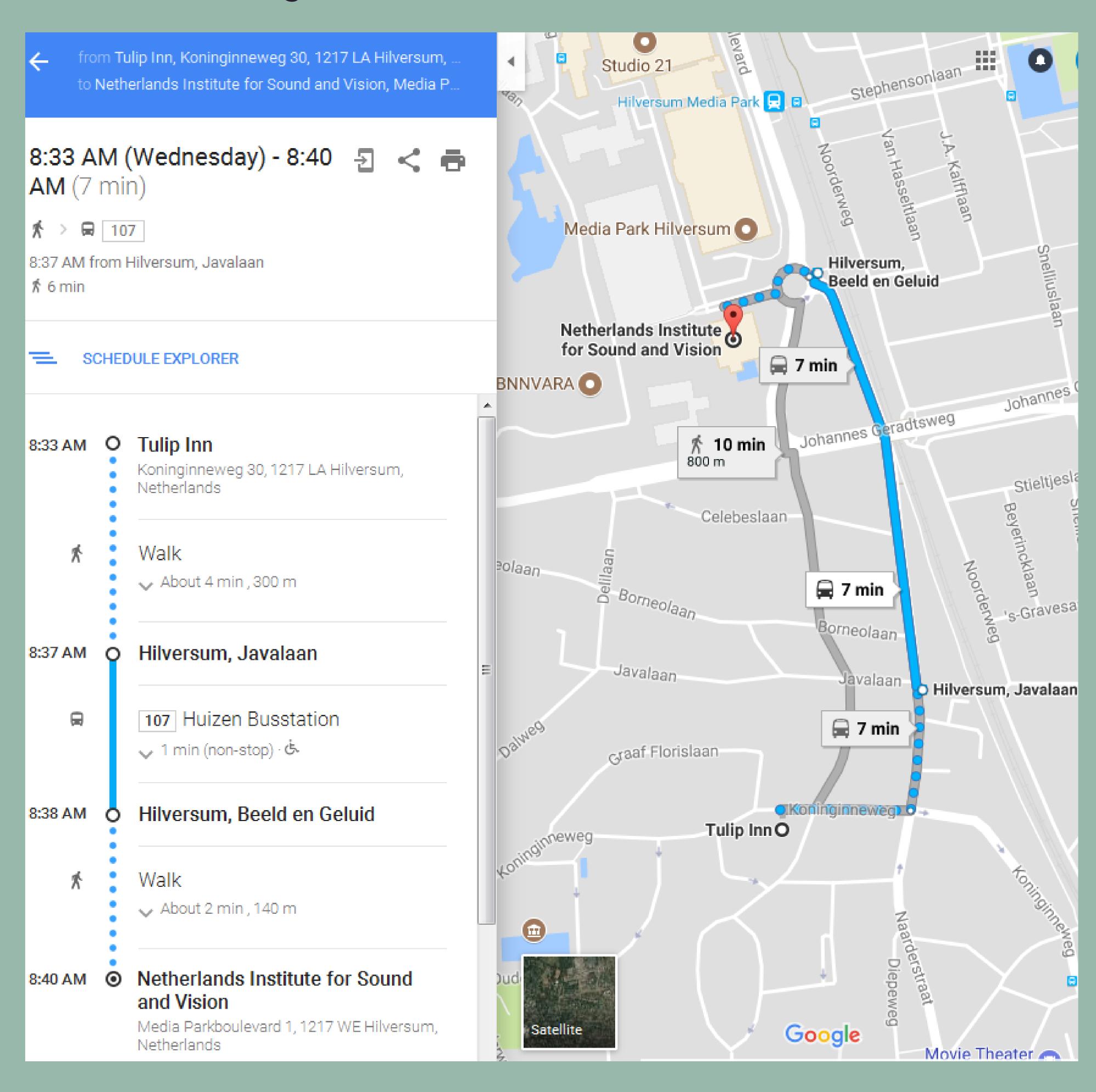
€ 7.5	One-way with OV-chipkaart	① 1 hours 3 minutes
> All fa		% 1× transfers
15:00	Train station Schiphol Airport	Platform 3
Ö	NS Intercity to Nijmegen	
	ဂိုႏို Quiet 🕕 Punctuality 89%	
	Trip number: 3155	
15:07 15:09	- Amsterdam Zuid	Platform 2
15:14 15:17	- Amsterdam Bijlmer ArenA	Platform 7
15:34	Train station Utrecht Centraal	Platform 19
15:40	б minutes changeover time	Platform 1
	NS Sprinter to Hilversum	^
	ဂိုႏို Quiet 🕟 Punctuality 100%	
	Trip number: 5752	
15:44 15:44	- Utrecht Overvecht	Platform 1
15:51 15:51	- Hollandsche Rading	Platform 2
15:55 15:55	- Hilversum Sportpark	Platform 2
15:57 15:57	Train station Hilversum	Platform 1
Ž.	Walk 6 minutes (360 meters)	Hide route ^

From Train Station Hilversum to Tulip Inn Media Park



→ Open route in Maps

Access to the training location: The Netherland Institute for Sound & Vision

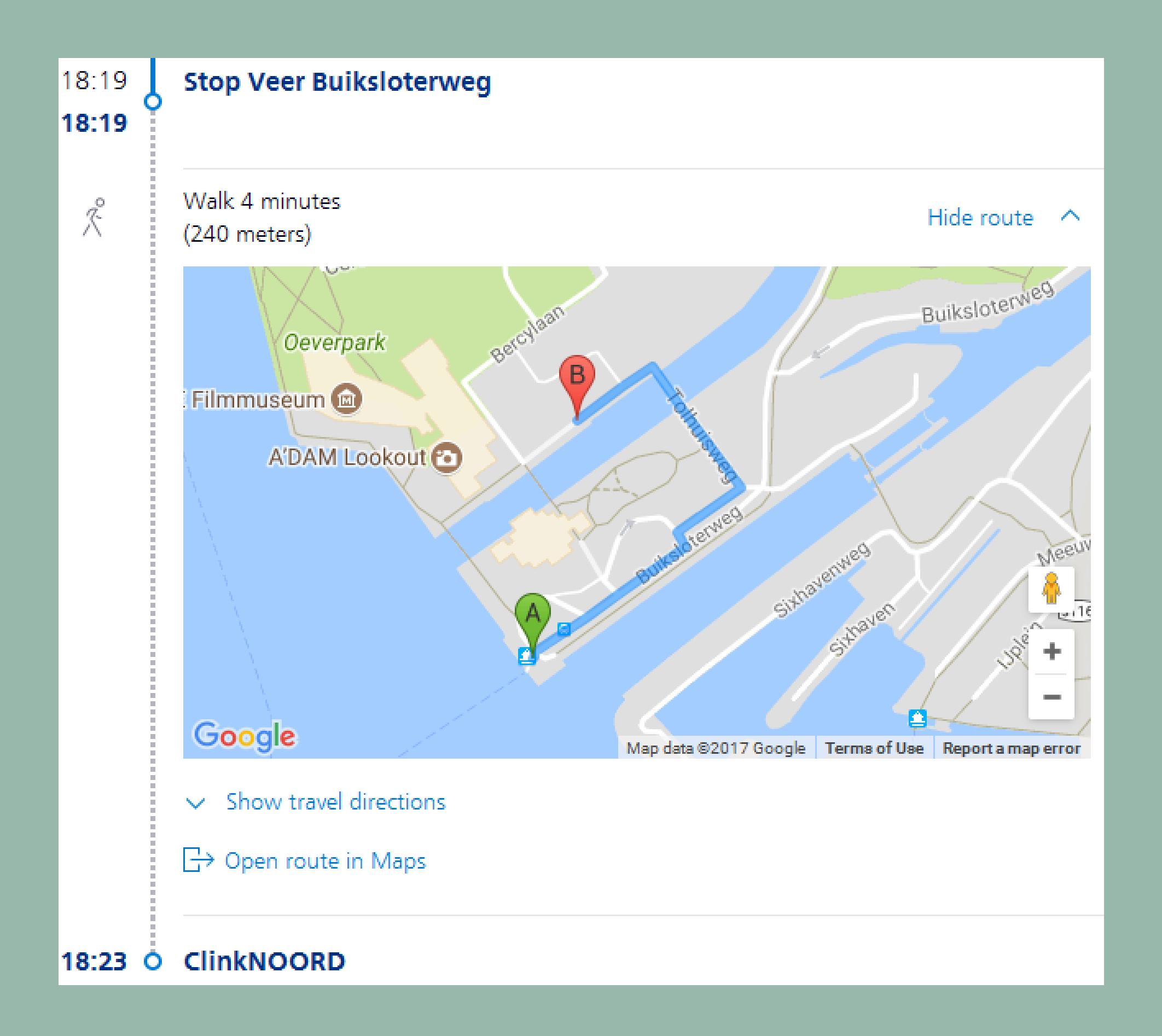


Access to Clinknoord Hostel Amsterdam from Sound & Vision

On Thursday 9th, we will move to Amsterdam after the training course to join the Clinknoord hostel.

17:28 0	Nederlands Instituut voor Beeld en Geluid	
z°	Walk 5 minutes (300 meters)	Show route 🗸
17:33 17:33	Train station Hilversum Media Park	Platform 2
ĕ	NS Sprinter to Hoofddorp	ဂိုဂို
17:47	Train station Weesp	Platform 5
17:51	Transfer on same platform	Platform 6
Ö	NS Sprinter to Amsterdam Centraal	ກໍາຳ ທຳາ
18:07 18:07	Train station Amsterdam Centraal	Platform 13a
7°	Walk 6 minutes (360 meters)	Show route 🗸
18:13 18:14	Stop Veer Centraal Station	
ħ	GVB Veerdienst 901 to Buiksloterweg	
18:19 18:19	Stop Veer Buiksloterweg	
Z°	Walk 4 minutes (240 meters)	Show route 🗸
18:23 0	ClinkNOORD	

Access to Clinknoord Hostel Amsterdam from the boat station



The training course will take place in The Collection Center - Eye Film Institute.

Appointment on Friday 10th in front of the Eye Filmmuseum building, which is in the immediate vicinity of the Clinknoord hostel, as you can see on the map above, at 8:30 am, to go to the EYE Collection Center, Asterweg 26, 1031 HP Amsterdam.

CONTACTS

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Mrs Véronique MENDES

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Make the best out of your archives!