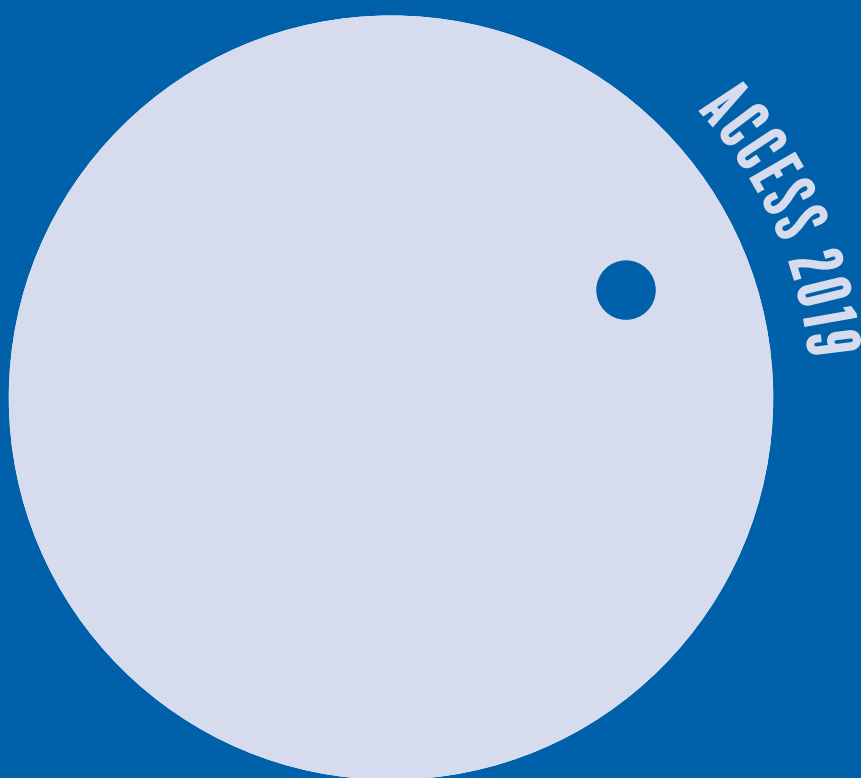


FRAME



PROGRAMME

INA — TVR

1 8 → 2 2 / 1 1 / 1 9

Project Partners



Co-funded by the
Creative Europe Programme
of the European Union



Programme Partners



FRAME

ACCESS 2019

INA — TVR



Participants

06

Programme
of the week

09

Speakers

17

Practical
information

27

Glossary
and contacts

30

Credits

31

PARTICIPANTS

Julia Bachman

Editor, webmaster, specialist in internet projects, National Film Archive - Audiovisual Institute (FINA) - *Poland*

Nemanja Becanovic

Head of Archive, Montenegrin Cinematheque - *Montenegro*

Cornelia Butnariuc-Fiter

Archivist, Romanian Television (TVR) - *Romania*

Marta Zoe Cagliero

Apprentice - Audiovisual archives documentation, Radiotelevisione Italiana (RAI) - *Italia*

Annelies Cordes

Project Coordinator, Netherlands Institute for Sound and Vision - *Netherlands*

Margaret Cameron

Channel Editor, BBC Alba - *Scotland*

Elena Caterina

Apprentice - Audiovisual archives documentation, Radiotelevisione Italiana (RAI) - *Italia*

Marianna Gallerano

Apprentice - Audiovisual archives documentation, Radiotelevisione Italiana (RAI) - *Italia*

Vaida Kazlauskaite

Senior manager, JSC "Lietuvos kinas"- *Lithuania*

Maureen Kenga

Library Assistant, National
Treasury and Planning - *Kenya*

Ewa Korzeniowska

Senior research and development
specialist, National Film Archive -
Audiovisual Institute (FINA) - *Poland*

Andreea Mitranus

Archivist, Romanian
Television (TVR) - *Romania*

Tuomas Nolvi

Planner, Finnish Broadcasting
Company (YLE) - *Finland*

Lev Predan Kowarski

CEO, Project leader, Filmoteka,
zavod za širjenje filmske kulture - *Slovenia*

Roberta Rubino

Apprentice - Audiovisual archives documentation,
Radiotelevisione Italiana (RAI) - *Italia*

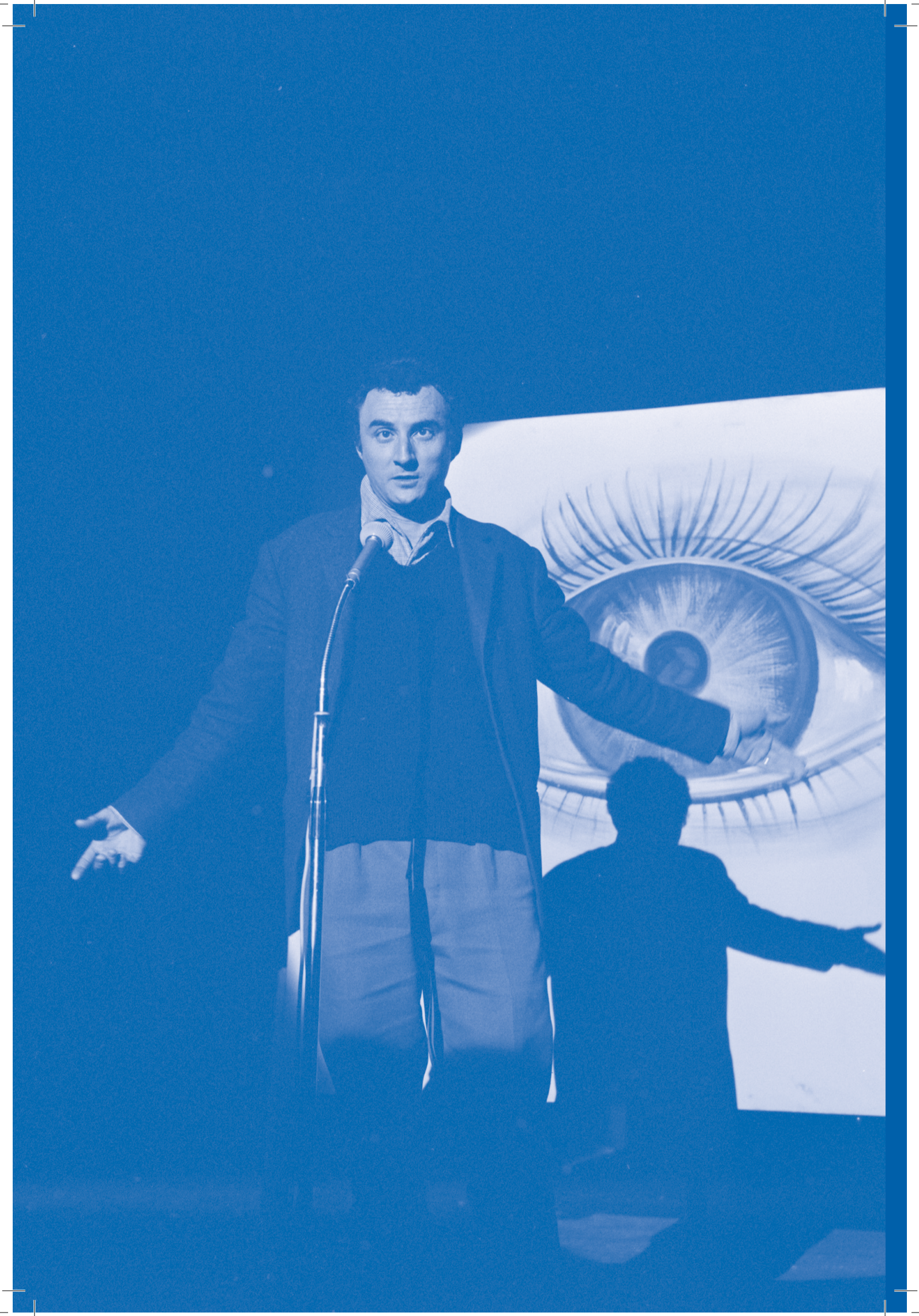
Maja Tillmann

President,
Cuyay Wasi - *Peru*

Andrea Walker

Digital Archivist, University
of Cape Town - *South-Africa*





PRO GRAMME OF THE WEEK

1 8 → 2 2 / 1 1 / 1 9

9
FRAME



9.15 am

OPENING OF THE TRAINING

— Clément Malherbe, Marie Tanché / INA
— Irina Negraru, Denisa Badea / TVR

Presentation of the training and participants
Presentation of TVR

10.15 am

ACCESS MODELS

— Maria Drabczyk / FINA

How can we valorize archives by exploiting and opening up their collections to the end users? The presentation will give an overview of different access and use strategies of AV archives addressing a general audience.

Archives and their access & exploitation strategies towards the general public

#access #generalpublic #exploitation strategy

COFFEE BREAK

11.45 am

ACCESS MODELS

— Denisa Badea / TVR

What are the benefits of social media tools for the archives? Which are the techniques for using and re-using archival content in an online environment? Why social media are good for the archives and how to build a strong relationship with the online community?

Valorization of the audiovisual content in social media - Key studies

#access #socialmedia #onlinestrategy

1.00 pm LUNCH BREAK

2.00 pm

ACCESS MODELS

— Claudia Duca / TVR

This presentation will deal with the screenings, questions and answers about film coproductions with archive materials. We will explore the most common archival elements that go into a film and the working problems with archive footages. How can you benefit from making money from archival materials? What are the parts of a coproduction agreement?

The benefits of coproducing with archives

#tvproduction #coproduction

COFFEE BREAK

3.45 pm

ACCESS MODELS

— Irina Negraru / TVR

Who are the consumers in the field of audiovisual archives? Where and how the archivists and the consumers come together? The "Business Model" in terms of archival audiovisual content isn't about selling a product, but about making the customer look for and want the product you are selling, because it is unique - and sometimes quite expensive.

Business models and archives sales

#archivessales #businessmodels #valorization

5.00 pm END OF THE COURSES

7.00 pm NETWORKING COCKTAIL



9.15 am

PARTICIPANTS TRACK

Participants present their projects and what they learned from it

10.15 am

ACCESS MODELS

— Dana Mustata / University of Groningen

This session deals with the different strategies and models for making archival material accessible for secondary and higher education, as well as for academic research purposes. What are the specific needs in the educational and research sector, for the users access? By the end of the session, we will be drafting different use case scenarios applicable for education and research purposes.

Access models: Educational, pedagogical and research uses

#access #education #research #academic

COFFEE BREAK

11.45 am

PROJECT DESIGN

— Rachel Donnat / École des Gobelins

Managing digital projects can be stressful to plan and monitor. So, what happens when you embark on a new project, and you decide to design it around the user's needs, goals, satisfaction? Does adding this new element increase the complexity of the project? Or does it help focus the team around a common goal? We will explore the specifics of UCD Project Management, by studying examples of content-rich digital products and services.

UX design - User Centered Digital Project Management

#uxdesign #usercentereddesign #userexperience #projectmanagement

1.00 pm LUNCH BREAK

2.00 pm

PROJECT DESIGN

— Maria Drabczyk / FINA

How to define and analyze the impact of our daily work in the archive, discuss long-term strategies, ambitions, identify challenges? How to define our target audiences and other relevant stakeholders and meet their needs and expectations? With the help of the Europeana Impact Playbook, we will discover and assess the impact of our activities. The workshop foresees teamwork activities based on case studies coming from the GLAM sector.

The Value of Archives – how to better understand the impact of our work?

#projectevaluation #impact #casestudies

COFFEE BREAK

3.45 pm

TOUR OF TVR — TVR

5.00 pm END OF THE COURSES



9.15 am

PARTICIPANTS TRACK

10.15 am

DOCUMENTATION

— Axel Roche-Dioré & Anne Couteux / INA

This two-voice presentation will explore the specificities of audiovisual documentation, and analyze its evolution from the record to the data. What do new data models allow in terms of management and use of information? What are the characteristics of this new uses?

Participants present their projects and what they learned from it

New models, new uses

#audiovisualdocumentation #datamodels
#datamanagement #newuses

1.00 pm LUNCH BREAK

2.00 pm

DOCUMENTATION

— Jean Carrive / INA

This presentation will give a general overview of artificial intelligence technologies applied to the analysis of audiovisual corpora. It will focus on presenting some theoretical and methodological elements based on the research projects carried out at INA's Research and Innovation Department.

Artificial Intelligence technologies applied to audiovisual content

#artificialintelligence #AI #innovation #indexing

COFFEE BREAK

3.30 pm

DOCUMENTATION

— Tim Manders / NISV

Implementing automatic annotation techniques at Netherlands Institute for Sound and Vision (NISV).
The goal of automatic documentation techniques is to reduce time spent on manual annotation and to increase the amount of structured and fine grained access points for our end users. In this presentation, we will showcase how these innovations were operationalized at NISV and what are our experiences with the accuracy and usefulness of the automatic, time-coded labels for searching and browsing.

Two examples of implementation of AI in TV archives: NISV and RTVE

#artificialintelligence #feedbacks
#automaticannotationtechniques

— Virginia Bazán-Gil / RTVE Archives

Artificial Intelligence: an object of desire.

Artificial Intelligence has become a desired tool for television archives. But, is AI good enough? Are television archives ready to put these technologies at work? What are the right questions we should ask before embracing AI? This presentation is about the RTVE Archive experience in testing AI tools.

5.00 pm END OF THE COURSES

8.00 pm NETWORKING DINNER @ Caru'cu Bere Restaurant



9.15 am

PARTICIPANTS TRACK

Participants present their projects and what they learned from it

10.15 am

DOCUMENTATION

— Axel Roche-Dioré & Anne Couteux / INA

In recent years, the French National Audiovisual Institute (INA) has undertaken a big transformation of its documentary information system. What are the reasons for this change? In this lecture, Axel Roche-Dioré and Anne Couteux will present the new data model of INA, the work on migrating the data to the new model and the new interfaces for accessing the data.

A new information system at INA

#informationdocumentarysystem #IS
#datamanagement

COFFEE BREAK

11.45 am

LEGAL FRAMEWORK

— Daniel Savin / TVR

The European regulation concerning personal data protection (GDPR) came into effect in 2018. This talk will define what is GDPR, before analyzing the data protection impact on journalism and archive. It will also consider Security of personal data and measures for transparency and promoting compliance.

How does GDPR (European regulation concerning personal data protection) apply to archives?

#GDPR #dataprotection #personaldata
#legalframework

12.45 am LUNCH BREAK

1.45 pm

LEGAL FRAMEWORK

— Maartje Hülsenbeck / NISV

The rights management is a major issue of audiovisual content management and communication. The presentation will contain a theoretical and a practical part on copyright, illustrated with examples and legal cases.

The legal framework of AV contents management and communication - Theoretical and practical approaches

#legalframework #rightsmanagement #copyright
#casestudies

COFFEE BREAK

2.45 pm

COFFEE BREAK

3.45 pm

5.00 pm END OF THE COURSES

5.15 pm CULTURAL OUTING @ Ceausescu mansion



9.15 am

PARTICIPANTS TRACK

Participants present their projects
and what they learned from it

10.15 am

WELCOMING AND INTRODUCTION OF UNIVERSITY POLITEHNICA OF BUCAREST AND RESEARCH CENTER CAMPUS

— Bodgan Ionescu / General manager CAMPUS

10.30 am

UNIVERSITY POLITEHNICA

— Bodgan Ionescu / General manager CAMPUS

Multimedia Lab
Human-Computer Dialogue Systems and Speech Lab

Visit of research labs

COFFEE BREAK

3.30 pm

UNIVERSITY POLITEHNICA

— Bodgan Ionescu / General manager CAMPUS

Flight Testing and Experimental Models Lab
Robots - Autonomous and Adaptive Systems Lab & Complex
Information Systems Lab

Visit of research labs

12.45 pm COCKTAIL LUNCH

2.00 pm

UNIVERSITY POLITEHNICA

— Bodgan Ionescu / General manager CAMPUS

This module aims to provide a brief introduction to the concept of machine learning, starting with the problem formulation, the applications and then explaining the different concepts of learning: clustering and classification. Target audience are the beginners in this field.

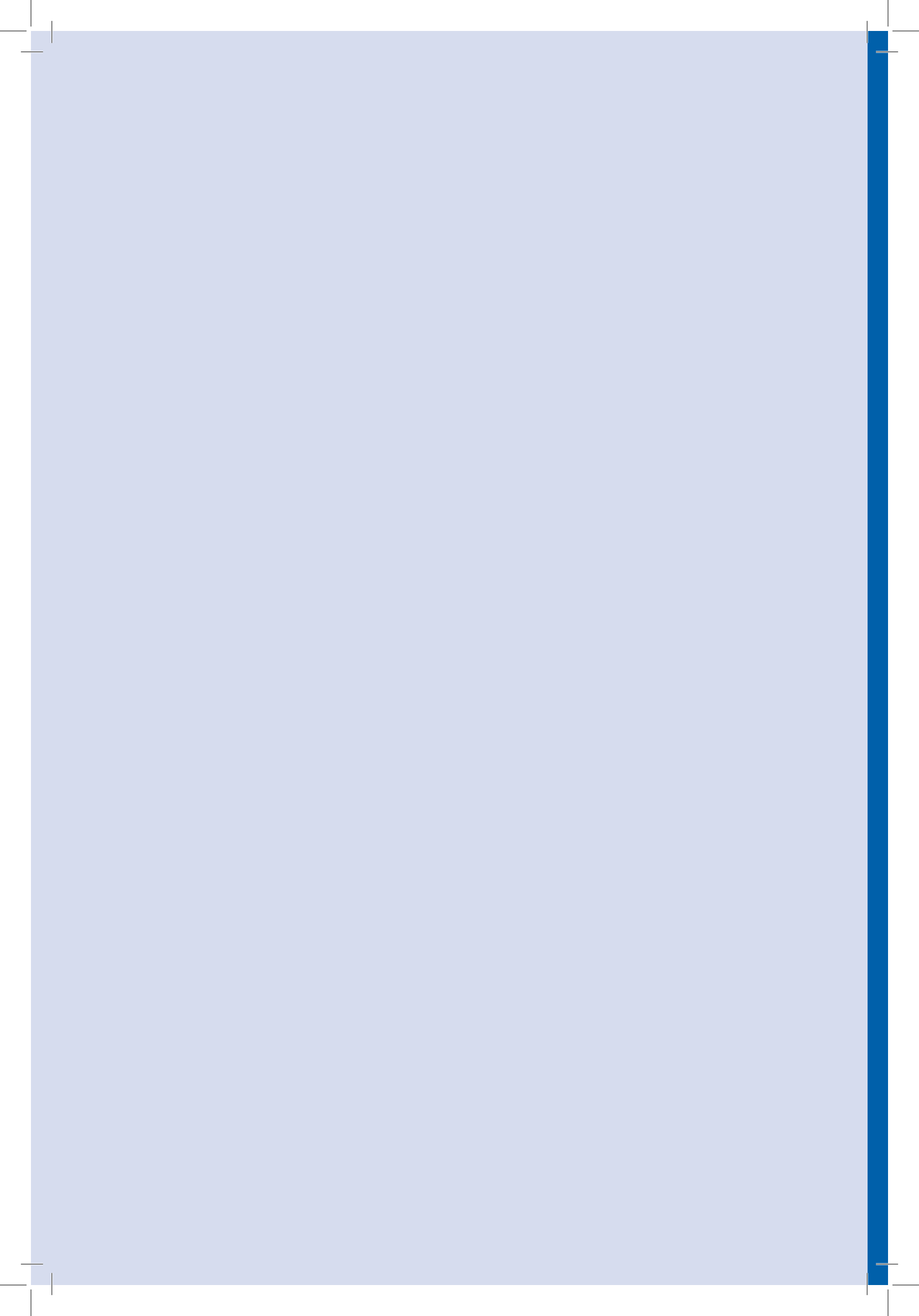
Machine learning fundamentals:
an equation free crash course

#machinelearning #clustering #classification
#targetaudience

3.00 pm

CLOSING OF THE TRAINING SESSION





SPEAKERS

DENISA BADEA

VIRGINIA BAZÁN-GIL

JEAN CARRIVE

ANNE COUTEUX

RACHEL DONNAT

MARIA DRABCZYK

CLAUDIA DUCA

MAARTJE HÜLSENBECK

BOGDAN IONESCU

TIM MANDERS

DANA MUSTATA

IRINA NEGRARU

AXEL ROCHE-DIORÉ

DANIEL SAVIN

SPEAKERS

DENISA BADEA

Social Media Specialist – TVR



Denisa Badea

Denisa Badea is a social media specialist in the field of media archives. Her main focus is on valorizing and promoting audiovisual content in online environment, designing and implementing social media strategies and also selling audiovisual archive content. She works as an archivist also at Media Archive and Documentation Department (TVR) since 2011. She holds a BA in Advertising at Journalism and Communication Science Faculty from University of Bucharest and a Master Degree in Management and Business Communication from National University of Political Studies and Public Administration (SNSPA). Denisa was involved in European projects such as Euscreen, Euscreen XL and VisualMedia and she also was an archive contributing editor for many TV programs produced by TVR.



VIRGINIA BAZÁN-GIL

Project Manager – RTVE Archive

Virginia Bazán-Gil works as a project manager at the RTVE Archive. She is in charge of innovation projects connected with automatic metadata generating and image recognition tools. As a member of the Cátedra RTVE Universidad de Zaragoza she is also involved with Speech Technologies. She has been an assistant professor at Universidad Carlos III (Madrid). She is an elected member of the FIAT/IFTA Executive Council as well as a member of the FIAT/IFTA Media Studies Commission.



Virginia Bazán-Gil

SPEAKERS

JEAN CARRIVE

*Deputy Head of Research
and Innovation Department – INA*



Jean Carrive

Jean Carrive holds a Master Degree in Artificial Intelligence, Pattern Recognition and Application, and a PhD in Computer Sciences from University Pierre and Marie Curie, Paris 6 (now Sorbonne University). He is now Deputy Head of Research and Innovation Department of INA. He participated in or conducted several French or European projects in the area of automatic analysis of audiovisual contents: DiVAN, QUAERO, K-Space, InfoM@gic. He also supervised several PhD theses in this domain, in collaboration with academic institutions.

He now participates in the MeMAD H2020 Project (Methods for Managing Audiovisual Data), which aims to develop automatic tools to facilitate access to audiovisual content, for example for people with disabilities. In the field of digital humanities, he is particularly interested in the application of audiovisual content analysis technologies for historical and heritage uses.



ANNE COUTEUX

*Project manager, Projects, Methods,
Quality at Collections Division – INA*

Anne Couteux is a project manager at INA 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 implementation of a new information system for the management of INA's collections.



Anne Couteux

SPEAKERS

RACHEL DONNAT

*User-Centered Design teacher,
Coordinator – Gobelins school*



Rachel Donnat

Rachel Donnat is currently a permanent teacher at Gobelins school. She manages two master's degree classes in interactive design, and teaches UCD (User Centered Design). She has learned as much from being a teacher in the last 3 years, as from her previous 15 years of experience as an interactive designer and project manager.



MARIA DRABCZYK

*Chief international
projects expert – FINA*

Maria Drabczyk is chief international projects expert at FINA in charge of initiating and coordinating initiatives with special focus on research and innovative use of digital cultural heritage (mostly by creative industries and for educational purposes). She is an elected board member of the EUscreen Foundation, member of Europeana Association Members Council and chair of the FIAT/IFTA Value, Use and Copyright Commission. Maria holds an MA in Sociology and has finished post-graduate studies in Cultural Diplomacy.



Maria Drabczyk

SPEAKERS

CLAUDIA DUCA

Film producer – TVR

Claudia Duca is currently working for TVR film productions and coproductions. She has been working in TV coproduction for over 15 years with more than 60 documentaries in portfolio. Her aim is to generate new opportunities for new projects with independent producers from all over the world. Claudia is deeply engaged with her professional activities, as she thinks that working with the archive is an endless story, and that a documentary and a good feature films can be the best medium to convey messages.



Claudia Duca



MAARTJE HÜLSENBECK

*Copyright Lawyer – Netherlands Institute
for Sound & Vision*



Maartje Hülsenbeck

Maartje Hülsenbeck is a lawyer, specialized in copyright. She advises the Netherlands Institute for Sound and Vision on copyright issues that arise in managing the collection and making it accessible. She also conducts contract negotiations with various media- and copyright-related parties and gives (internal) copyright workshops.

Maartje has worked for the institute since 2013; before that she was a lawyer in intellectual property rights in Amsterdam. She is co-chair of the Werkgroep Auteursrecht (Dutch Copyright Workgroup), co-chair of the Value, Use and Copyright Commission of FIAT/IFTA (VUC) and is a member of the Vereniging voor Auteursrecht (Dutch Copyright Association).

SPEAKERS

BOGDAN IONESCU

Coordinator of the Research Center CAMPUS and the Multimedia Lab – Politehnica University of Bucharest

Bogdan Ionescu coordinates the Research Center CAMPUS and the Multimedia Lab. He holds a double PhD in image/video processing from UPB and University of Savoie, France. He authored over 170 scientific publications, e.g., with Springer UMUAI, ACM CSUR, Elsevier CVIU, Elsevier IMAVIS, IEEE TCSVT. He served as lead editor for a Springer ACVPR book and guest editor for special issues with Springer IJCV, Elsevier IMAVIS, Springer MTAP.

He organized several benchmarking campaigns, e.g., MediaEval Retrieving Diverse Social Images, Violent Scenes Detection, Predicting Media Interestingness/Memorability, ImageCLEF 2017-2020. He contributed to over 23 Romanian/EU funded research and strategic programmes and industry projects.

He is a senior member of IEEE and a member of SPIE, ACM, EURASIP and technical program expert for the Horizon 2020 Programme.



Bogdan Ionescu



TIM MANDERS

Senior Media Manager Optimization – Netherlands Institute for Sound & Vision



Tim Manders

Tim Manders works at the Exploration department of the Netherlands Institute for Sound and Vision. He contributed to operationalizing automatic annotation techniques such as speaker labeling, thesaurus label extraction and face recognition, applied on daily ingest into the archive with the purpose of pinpointing fine grained access points into our collection items.

SPEAKERS

DANA MUSTATA

Assistant professor in Media and Audiovisual Culture – University of Groningen



Dana Mustata

Dr. Dana Mustata is assistant professor in Media and Audiovisual Culture at the University of Groningen in the Netherlands. She is co-founder of the European (Post)Socialist Television History Network and led the collaborative project “Television Histories in (Post-Socialist) Europe”. She was principal investigator of the project “Everyday matters. Material Historiographies of Television in Cold War Europe”. She was a researcher on projects such as Video Active and EUscreen focusing on making audiovisual archives accessible online.

Dana is editor-in-chief of VIEW Journal of European Television History and Culture and co-chair of the Media Studies Commission of the International Federation of Television Archives FIAT/IFTA.



IRINA NEGRARU

Head of Archives – TVR

Irina Negraru is the Head of the Romanian Television Media Archives and Documentation Department (TVR) since 2013. She studied World Modern History at the University of Bucharest, Faculty of History and is currently a PhD candidate in the history of Romanian Television, working on a dissertation entitled “Golden Stag. Media Event in Romania 1968-1971”. Irina was involved in European projects such as Euscreen, EuscreenXL , VisualMedia and “S.O.S. The Live Romanian Revolution Collection” in the program “Save Your Archive” of FIAT/IFTA. She also has a long experience as an archive producer and researcher.



Irina Negraru

SPEAKERS

AXEL ROCHE-DIORÉ

Data Engineer – INA



Axel Roche-Dioré

Axel Roche-Dioré joined INA in 2016 as a Project Lead in the consulting department where he led projects for French and international clients. Recently appointed Data Engineer, he now works in the team building INA's new information system.

Owner of a MA in Cinema and a Master's degree in audiovisual and digital preservation, he contributed, as part of its job at INA, to multiple archiving and preservation projects involving: assessment of collections of carriers or digital assets, databases auditing, management of digitisation projects, and working on technical specifications of MAM systems. He is also involved as a lecturer in the graduate programme on audiovisual heritage management at INA sup.



DANIEL SAVIN

Data Protection Officer – TVR

Daniel Savin is the DPO (Data Protection Officer) of the Romanian Television, since May 2019. He worked almost 22 years as police officer and in that period he implemented information security policies and standards. He holds a degree in Law and Ph.D in information management.



Daniel Savin



PRACTICAL INFORMATION

LOCATIONS

TVR — Romanian Public Television

From Monday to Thursday, the training courses will occur at TVR Archives, near TVR headquarters.

**Strada Ernil Pangratti 22
Bucharest**

Politehnica University of Bucharest

On the last day of the training, we will go to Politehnica University of Bucharest, to visit the CAMPUS Center for Advanced Research on New Materials, Products and Innovative Processes. The departure will be made from TVR.

**CAMPUS Center
Bulevardul Iuliu Maniu 6
Bucharest 061344**

Ramada Majestic Hotel

*You will stay at the Ramada Majestic Hotel.
You have a booked room from November 17th to 22nd (5 nights).*

**Calea Victoriei 38-40,
Sector 1, 010082 Bucharest**

HOTEL

Breakfasts are included. The Ramada Majestic is at the heart of Bucharest city-center, where you can find many shops, restaurants and monuments.

TRANSPORT

On Monday morning, at your hotel, you will be provided with a public transport card allowing you to freely take the subway and all other public transports.

CURRENCY

The Romanian currency is the “Leu”.
Lei for the plural form.
— There are some exchange offices at the Bucharest airport, if you want to change some Euros in *Lei*.

**1 Leu = 0,2174 EUR
1 Leu = 0,2553 USD**

FROM HENRI COANDĂ AIRPORT TO RAMADA MAJESTIC HOTEL

FROM AIRPORT

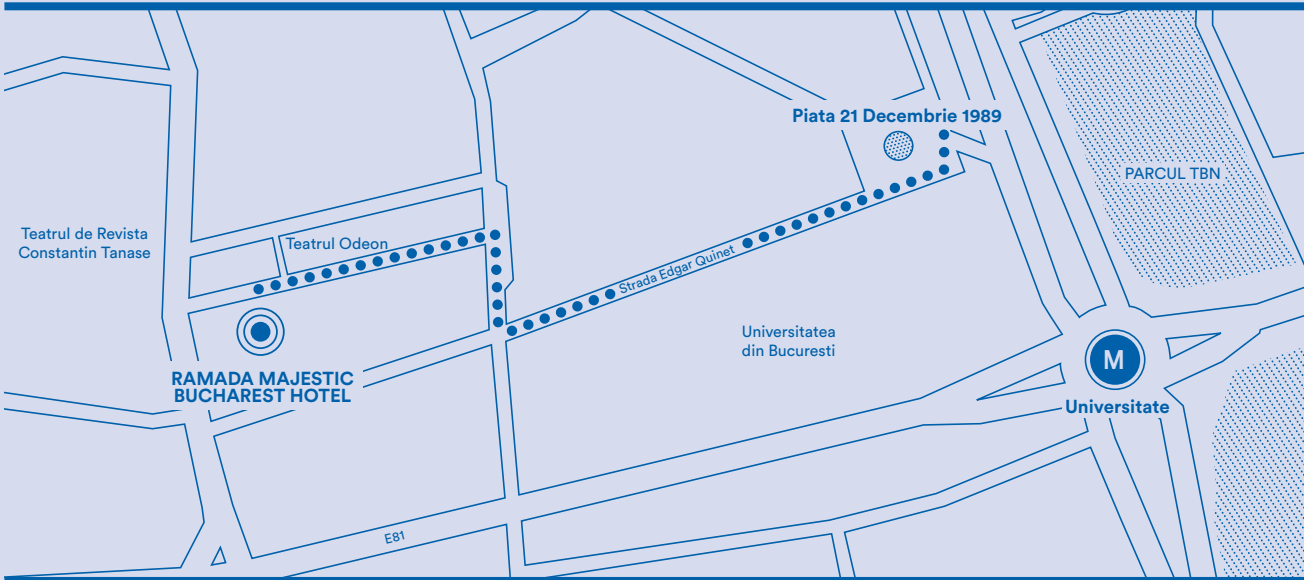
- 1 Bus 783 → *Piata Unirii*
- 2 Step down at the stop *Piata 21 Decembrie 1989* (14 stops)



ON FOOT TO THE HOTEL

- 3 Take the *Edgar Quinet Street*
- 4 Turn right on *Strada Academiei*
- 5 Turn left on *Pasajul Majestic*
- 6 The hotel is in the square, just nearby the Odeon theatre

— Around 1 hour and a half



LUNCHES

Lunches will be provided by TVR's catering service for the entire duration of the training. Lunches are included in the registration fee.

On Wednesday 20th at 8 pm, INA will organize a "networking dinner" at the CARU' CU BERE, a typical restaurant situated in the Lipscani district, in the old town of Bucharest.

CARU' CU BERE
Strada Stavropoleos 5
Bucharest 030081

Recommendations for restaurants — Romanian traditional food:

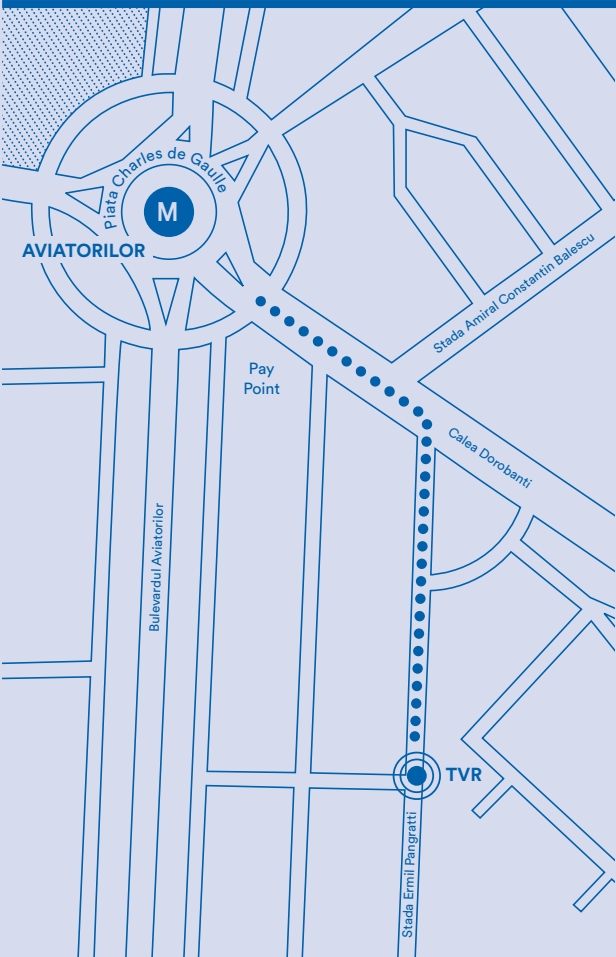
PESCARUS
Aleea Pescărua, Parcul Regele Mihai I (Herăstrău)
Tel. +40731.330.034 • www.restaurantpescarus.ro

HANU' LUI MANUC
Strada Franceză 62-64
Tel. +40730.188.653 • www.hanumanucrestaurant.ro

HANU' BERARILOR
Calea Rahovei, nr 157A
Tel. + 40736 007 005 • www.hanuberarilor.ro

FROM HOTEL TO TVR

- 1 METRO 2**
Station **UNIVERSITATE** → *Aviatorilor*
(3 stops - Direction *Pipera*)



ON FOOT FROM THE METRO STATION

- 2** Take the subway exit on the left
- 3** Take the avenue *Calea Dorobanti*
- 4** Turn right after the KFC restaurant on the street *Strada Ermil Pangratti*
- TVR's entrance is on the left, at the 22, *Strada Ermil Pangratti*

— Around 25 min

— Please, remember that FRAME training starts on Monday November 18th at 9.15 am at TVR.

TRAVEL BACK FROM HOTEL TO AIRPORT

- 1 Bus 783**
Station **UNIVERSITATE** → *Airport Henri Coandă*
Station *Universitate* is located on the right side of the *Bulevardul Ion C. Brătianu*

— Around 1 hour and a half

SHORT GLOSSARY OF ROMANIAN

Good morning	• <i>Bună dimineata</i>
Hello / Good afternoon	• <i>Bună ziua</i>
Good evening	• <i>Bună seara</i>
Good bye	• <i>La revedere</i>
Yes / No	• <i>Da / Nu</i>
Sorry	• <i>Pardon</i>
Thank you	• <i>Multumesc</i>
Audiovisual archive	• <i>Arhivă audiovizuală</i>
Television	• <i>Televiziune</i>
Radio	• <i>Radio</i>

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CREDITS

Page 04 — *Technician verifying the development of a movie in laboratory.* **Daniel Fallot** © Ina ● Page 08 — *Melodious and contorted Daniel Prévost in a representing decoration one eye in close-up during the shooting of the entertainment program “music hall of France”.* **Jean Claude Pierdet** © Ina ● Page 15 — *The director Cécile Aubry on the shooting of the serial “Beautiful and Sébastien”.* **Jean Claude Pierdet** © Ina

Graphic Design © **Perrine Serre**

Project Partners



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FRAME ACCESS 2019