

The « Institut national de l'audiovisuel » (Ina)

In collaboration with

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

and MEDIA, a program of the European Union

F.R.A.M.E

Future for Restoration of Audiovisual Memory in Europe

2nd session: October 17 – October 21, 2011

Organization, marketing and use of archival digital content





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PRESENTATION OF THE SEMINAR

FRAME, Future for Restoration of Audiovisual Memory in Europe, is a seminar organised by the “Institut national de l’audiovisuel” (Ina) with the collaboration of the International Federation of Television Archives and the European Broadcasting Union Training. The training is organised with the support of MEDIA, a program 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.

The second session “Organisation, marketing and use of archival digital content» will take place in Bry-sur-Marne from October 17th to October 21st 2011.

This first session “Preservation and digitisation of audiovisual media” – that took place from June 20 to 24 - focused 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.

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.

LIST OF PARTICIPANTS

Name	Firstname	Country	Company	Profil	Email
CHYTILOVA	Vladka	Czech Republic	MEDIA Desk Czech Republic	Coordinator of Czech MEDIA Desk	chytilova@mediadeskcz.eu
CSILLAG	Mano	Hungary	MTVA Broadcast Support and Asset Management Fund	Deputy Director	mano.csillag@mtv.hu
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FRAME PROGRAMME 2nd SESSION

Organization, marketing and use of archival digital content From October 17th to October 21st

The training will be delivered by trainers from Ina & Ourouk (France), FOCAL & BBC (United Kingdom) and RTS (Switzerland). Theory and practical trainings will be provided on the bases of presentations, case studies, workshops, visits.

The training session will take place in the room 2419 – Bry 1 building, 2nd floor / Bry-sur-Marne.

Monday, October 17th

9 – 9:30 am

Welcoming of the participants

9:30 – 10:45 am

What do we mean by “valorisation” of archival digital content?

- Definitions
- Range of “Valorisation” projects and types
- Requirements – technical, legal, documentation - for valorisation

Anne Couteux, Ina

Dominique Saintville, Ina

11 – 12:30 am

Presentation of each participant’s company

- Overview of the company: missions, archive holdings, users
- “Valorisation” projects

2 – 5 pm

Professional and commercial uses

- How digital technologies have affected the valorisation of archive material?
- Overview of professional uses, markets, new platforms
- Portals for the marketing of clips and programmes
- Representation partnerships
- Related business models
- Production based on archives

Jean-Luc Vernhet, Ina

Tuesday, October 18th

9:30 – 12:30 am

Non commercial uses

- General public uses
- Teaching and cultural uses
- Academic research uses

Xavier Lemarchand & Claude Mussou, Ina

2 – 5 pm

Presentation of a series of documentaries: “Mysteries of archives” (1897, President Felix Faure takes a trip; 1945. The capitulation of Japan)

Example of archives’ use for documentary films

Serge Viallet, film maker

8 pm

Diner in Paris with participants and trainers

Wednesday, October 19th

9 – 12 am

The legal framework for the use of archive material

- Including audiovisual rights management

Hubert Best, FOCAL

1:30 – 4:30

Organization of digital content: documentation practices

- Documentation practices should be adapted to the target uses:
example of a programme differently described (and segmented) for specific uses or platforms
- Organisation of content by theme
- “Editorialisation” (contextualisation) of archival content
- Case study: TOTEM, the documentation tool of the Ina Archive

Sandrine Depoix Lambert, Ina

Thursday, October 20th

9 – 10 am

Enhancing the quality of images and sounds

Uses, formats & quality issues:

- SD (Standard Definition) and HD (High Definition)
- Which uses require the best quality?

Jean Varra, Ina

10 am – 1 pm

The digital restoration of images and sounds at Ina

- Which defects can be corrected?
- Which tools are available?
- How much does it cost?

Visit to the Ina video and sound restoration units

Benjamin Lerena & Emmanuel Laroche, Ina

2:30 – 5 pm

Restoration of movie film archive material

Nicolas Ricordel, CNC

Friday, October 21st

9:00 – 12 am

European case studies

- RTS (Switzerland)

Françoise Clément, RTS

- BBC Public Service (UK) / editorial strategy

Helen Wallenda, BBC

12 am – 2 pm

Cocktail with trainers and participants

2 – 5 pm

Project management

- Basic principles for managing a “valorization” project (Centre Images)

Sophie Philippet, Cabinet Ourouk

5 – 5:30 pm

Evaluation and close of the seminar



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SPEAKERS

Anne Couteux	Project manager, documentary & engineering, Ina
Dominique Saintville	Project manager, Ina
Jean-Luc Vernhet	Head of marketing and sales, Ina
Xavier Lemarchand	Head of hypermedia studio, Ina
Claude Mussou	Head of web archiving, Ina
Serge Viallet	Film maker
Hubert Best	Jurist, FOCAL
Sandrine Depoix-Lambert	Quality Manager, Ina
Jean Varra	Deputy manager of the archive department, Ina
Benjamin Lerena	Sound restorer, Ina
Emmanuel Laroche	Restoration Operator, Ina
Nicolas Ricordel	Head of digital department, CNC
Françoise Clément	Head of documentary and archives service, RTS
Helen Wallenda	Multimedia archivist, BBC
Sophie Philippet	Consultant, Cabinet Ourouk

Name: Dominique SAINTVILLE

Position: Project Manager

Company: Ina

Department or Service: Archives

Professional profile

I'm presently in charge of managing international cooperation projects regarding media archives, and I coordinate the Ina Sup course « Assessing archive holdings and implementing a preservation and digitization plan » (Management of digital archives).

I have been working in media archives since 1977: information systems and metadata methodology, marketing, preservation and digitisation programme, history of TV programmes and archives.

I have been involved in FIAT/IFTA activities since its creation. I am presently senior vice-president, and a member of the Programme and Production Commission.

Academic background: Political Science (IEP, Paris, 1966) ; Ph. D in Information & Communication Science (EHESS, 1979)

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FRAME speakers' data

Name: Anne COUTEUX

Position: Project manager

Company: Ina

Department or Service: Collections

Professional profile

10 years of experience at the Legal deposit department and 5 years at the Commercial archives department as an archivist. Since 2010, working at the Organisation and methods department, essentially maintaining the different languages used to describe and index the archives of both departments.

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FRAME speakers' data

Name: Jean-Luc VERNHET

Position: Director of Marketing and Sales

Company: Ina

Department or Service: Contents

Professional profile

Jean-Luc Vernhet is head of Marketing and sales at Ina. He is in charge of the Ina MEDIAPRO, the leading source of audiovisual content, a service that provides professionals in the audiovisual sector with remote access to Ina's sounds and images.

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FRAME speakers' data

Name: Claude MUSSOU

Position: Head of web archiving

Company: Ina

Department or Service: Collections

Professional profile

Claude Mussou has a Master degree in American literature and has graduated in bilingual journalism. She has been trained as a media librarian and working at Ina since 1987, coordinating web archiving activity since 2008.

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Name: Xavier LEMARCHAND

Position: Head of hypermedia studio (Production and Publishing Department)

Company: Ina

Department or service: Online, offline editions

Professional profile

Head of Ina hypermedia studio since 2000, he graduated as an engineer and has a PhD in information sciences (Compiègne Technical University). He has been managing, conceiving and developing DVD-Roms and on line educational services based on video archives: several interactive frescoes, interactive video interviews collections, media literacy oriented DVD-rom. He has for several years been in charge of hypermedia and audiovisual courses in Compiègne Technical University, Inasup and Telecom Paris.

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FRAME speakers' data

Name: Serge VIALLET

Position: Film maker

Company:

Department or Service:

Professional profile

After studying at the Ecole Nationale Louis Lumière, Serge Viallet became a director of fictional short films and documentary films. Since 2007, he is the director of the collection “Mystères d’archives”, documentary films based on investigation and decoding of famous archive footages.

This collection won the FOCAL award “Best use of archive footage” and the FIAT/IFTA award “Best use of archive footage” in 2009. In 2011, Serge Viallet and Rithy Pan received a FIAT/IFTA award for their work on the Khmer footages.

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Name: Hubert BEST

Position: Legal Advisor

Company: FOCAL International

Department or Service:

Professional profile

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 now practises 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 is a member of FOCAL International's Executive and is FOCAL's legal advisor, advising footage archives on legal aspects of digitisation projects and international exploitation of old and unusual footage, as well as contributing to wider issues such as proposals for amendments to current 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 recently having taught courses on international film copyright in the Czech Republic, France, Germany, Ireland, the UK and the USA.

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FRAME speakers' data

Name: Sandrine DEPOIX LAMBERT

Position: Quality Manager

Company: Ina

Department or Service: Archives

Professional profile

In the « Valorisation » sector of the Archives, Sandrine Depoix is in charge of checking the accurateness of cataloguing data in the Archive data bases which give access to all TV and radio programmes. Archive cataloguing data are further exported to the Inamediapro.fr and Ina.fr platforms.

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Name: Jean VARRA

Position: Deputy Manager of the Archive Department

Company: Ina

Department or Service: Archives

Professional profile:

Jean VARRA is Chief Engineer and Deputy Manager of the Ina Archive Department. He is in charge of the technical evolution of the archives and particularly, he manages the preservation and digitisation plan of Ina audio-visual archives since 2003.

He also participates in the international activities of Ina. He has led several missions whose objectives are to assess audio-visual holdings, advise and evaluate the solutions for televisions in various countries e.g.: TSR in Switzerland, RTS in Serbia, EPTV in Algeria, MOCI in Saudi Arabia. He has participated in European projects like Presto, PrestoSpace and now Presto Prime.

He also performs training on technology and archive management for « Ina sup » and is associate professor at the University Senghor in Alexandria.

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FRAME speakers' data

Name: Benjamin LERENA

Position: Sounds restorer

Company: Ina

Department or Service: Technical exploitation service - Archives

Professional profile

Restoring with passion and enthusiasm the sound of INA audiovisual archives since 2001.

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FRAME speakers' data

Name: Emmanuel LAROCHE

Position: Restoration Operator

Company: Ina

Department or Service: Archives

Professional profile

Restoration operator, on multiple systems - AURORA, Valhall, Diamond, ... - for 13 years.

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FRAME speakers' data



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Name: Nicolas RICORDEL

Position: Head of digital department

Company: Centre national du cinéma et de l'image animée

Department or Service: Laboratory of the French film archives

Professional profile

With the former Head of the laboratory of the French film archives, Nicolas Ricordel has created the Digital Department in 2002.

This department is in charge of the restoration of films and their digitisation in order to enable easy access to the content.

Today, he is the project manager of the collection of legal deposit of digital films. He is also setting up the restructuring of the laboratory.

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FRAME speakers' data

Name: Helen WALLEDA

Position: Multimedia Archivist

Company: BBC

Department or Service: Information

Professional profile

Helen Wallenda joined the BBC in 2002. She has worked across projects to improve media management processes, metadata standards and records management practices in both production and the BBC's professional services departments. Specifically with in Children's production, she has worked on technology including tapeless camera pilots and the implementation of logging solutions into the post production process. Helen has also spent over a year on the BBC's Digital Media Initiative (DMI) which plans to enable tapeless working across the BBC. Helen's current role is to develop archive policy; initiate projects and processes and oversee the archive processes already in place to ensure policy is met.

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FRAME speakers' data

Name: Françoise CLEMENT

Position: Head of Archives and Sales**Company:** Radio Television Suisse (RTS)**Department or Service:** Archives and sales

Professional profile

After having completed studies in Latin, Greek and Ancient History at the University of Fribourg, in Switzerland, Françoise Clément moved to Geneva and began her career in the archives of the local radio station (RSR) from 1987 to 1989. In 1993, she joined the Red Cross as a delegate and committed herself to missions abroad. Upon returning to Switzerland in 1998, she spent a year and a half working at Memoriav, an association devoted to the safeguard of the audio visual heritage of Switzerland. At long last and very happily, Françoise Clement moved on to the Swiss tv (TSR) and became Director of the archives in 2002. Since 2010, Françoise Clément is responsible for both the swiss french tv and radio archives.

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Name: Sophie PHILIPPET

Position: Consultant

Company: OUROUK

Department or Service:

Professional profile:

Sophie Philippet is consultant for Ourouk since 2007. Her areas of expertise are mainly:

- Consulting in information technologies (indexing, website analysis,...)
- Training on information management (information valorization, tools,...)

for public organizations or private sectors.

She formerly was information officer in a law firm, consultant in an environmental studies office and instructor for a French University's Master.

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FRAME 2011 1st session

Preservation and digitization of audiovisual media

June 20 to 24, 2011

PROGRAMME & SPEAKERS 1st session

FRAME PROGRAMME: 1st session

The training was delivered by trainers from the Ina (France), B&G (Netherlands), DR (Denmark) and EBU Training (Switzerland).

From June 20th to June 24th

Monday, June 20th

9 – 9:30 am

Welcoming of the participants

Presentation of the seminar

Delphine Wibaux, Ina

Michel Dauzats, Ina

9:30 – 10:45 am

Introduction to strategic and economic issues of media archives management:

Why should we preserve and digitise archives? For which purposes?

In what different ways can archive holdings be used?

The Ina preservation and digitisation plan (PDP): historical approach and issues

Max Benoit, Ina

11 – 12:30 am

Presentation of each participant's company

Overview of the company: missions, archive holding, users

Preservation and digitisation projects

2 – 2:30 pm

Presentation of the “layer” model of a Digital Media Asset Management system, adapted to Digital Archives

Jean-Noël Gouyet, EBU Training

2:30 – 5 pm

Implementing a preservation and digitisation plan: the first actions

Setting priorities: planning urgent action, organising selection (criteria, methods)

Establishing a preventive preservation policy

Organizing the inventory of holdings

Jean Varra, Ina

Tuesday, June 21st

9:30 am – 12:30 am

The prerequisite of any migration project is the appraisal of archive material and existing resources

Quantitative assessment of archive material

State of archive material
Storage conditions
Assessment of content
Level of description of materials, contents, associated rights
Existing technical equipment
Available staff

Jean Varra, Ina

2 – 5 pm

What are the basic techniques to be applied?

Definitions: preservation, digitisation, preventive conservation, restoration, etc
Film and video formats: technical characteristics; ageing; deterioration; life expectancy
Technical operations before transfer, enabling the playback of old formats: mechanical restoration; vinegar tests; restoration of film and sound media affected by vinegar syndrome; cleaning; baking; etc

Jean Varra, Ina

Wednesday, June 22nd

9:30 am – 12:30 am

Choosing the appropriate digital media formats: the use is the main driver

Workflow and DMAM
Digital media formats (refresher session): Media essence native formats and compression formats. Container-formats
Managing media formats: Selecting a preservation master format and delivery formats. Converting formats
Metadata: models

Jean-Noël Gouyet, EBU Training

2 – 5 pm

Organising the preservation and digitisation processes: relevant issues

Technical issues: key functions of a transfer line; processes; equipment
Organisational issues: in-house processing or outsourcing; staff management
Logistics issues: workflow organisation; setup a workflow tool for monitoring the tasks
Examples of transfer lines

Further issues: quality control; optimization of costs; what to do with the original material once it has been transferred?

Jean Varra, Ina

8 pm

Diner in Paris with participants and trainers

Thursday, June 23rd

9:30 am – 3:45 pm

How to design the technical platform for digital archive

Specifying functions

Storage and servers. Architecture. Physical storage media and performances. Hierarchical Storage Management (HSM). From back-up to Disaster Recovery Plan (DRP). Migration strategies.

Specifying a storage system

Metadata management and Databases

Rights management and media protection

Calculating the Total Cost of Ownership (TCO): Ina-SNC case study

Case study: Ina Archives Web platform and workflow

Jean-Noël Gouyet, EBU Training

4 – 5:30 pm

Visit if the SNC unit (Preservation, Digitisation, Communication)

Migration strategies

Philippe Gerrier, Ina

Friday, June 24th

9:30 – 12:30 am

European case studies

A national archive

A broadcast archive

Jan Müller, B&G (Netherlands)

Tobias Golodnoff, DR (Denmark)

12:30 am – 2 pm

Cocktail with participants and trainers

2 – 3 pm

European co-operation: Presto Prime

Jean-Hugues Chenot (Ina)

3 – 5 pm

“Pitching” session

Ongoing projects presented by individual participants to all participants and speakers for comments and advice

5 – 5:30 pm

Evaluation and close of the seminar



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SPEAKERS

Max Benoit

Head of Audit, Ina

Philippe Gerrier

Head of SNC (Preservation, digitisation,
communication), Archives, Ina

Tobias Golodnoff

Head of Cultural Heritage Project, DR

Jean-Noël Gouyet

Freelance trainer, EBU Training

Jan Müller

Director, B&G

Jean-Hugues Chenot

Head of Research Project, Ina

Jean Varra

Deputy Director, Archives, Ina

FRAME 2011 2nd session

Organization, marketing and use of archival digital content

October 17 to 21, 2011

PRACTICAL INFORMATION

- **Schedule**

From Monday October 17th to Friday October 21st, the seminar will take place at Ina headquarter in Bry-sur-Marne – Building BRY 1, room 2419.

For lunches, a company restaurant and a cafeteria are at your disposal (lunches are included in the registration fee). The first day, lunch tickets will be given to you. The restaurant is in Building BRY 5. (Map 2)

- **Hotel**

You will stay at the **Novotel**, 2 allée Bienvenue in Noisy le Grand. Breakfasts are included. The Novotel is very close to a mall “Les Arcades”, where you can find many shops and restaurants.

- **From Paris airports to Novotel**

From Orly airport:

Take the OrlyVal until “Antony”. Then, take the RER B until “Chatelet-les-Halles” and, in “Chatelet-les-Halles” the RER A direction “Torcy” or “Marne-la-Vallée” and stop at “Noisy-le-Grand Mont d’Est”. (Around 15 EUR – 1 hour and a half)

From Charles de Gaulle airport:

Take RER B to Paris city center and stop at “Chatelet-les-Halles” and, in “Chatelet-les-Halles” the RER A direction “Torcy” or “Marne-la-Vallée” and stop at “Noisy-le-Grand Mont d’Est”. (Around 15 EUR – 1 hour and a half)

You can also take a cab from both airports (around 50 EUR – 35 minutes)

- **Access to the training**

Please remember that FRAME training starts on **Monday October 17th at 9 am** at Ina.

What you need to do to go to Ina:

From the Novotel to Ina, this is a 15 minutes’ walk. (Map 1)

You can also take the **bus 120** (pink) towards “Nogent-sur-Marne RER”.

Descend at “Moliere” stop. (about 7 minutes by bus)

Ina is just across the street.

You will be asked to give your name at the security check.

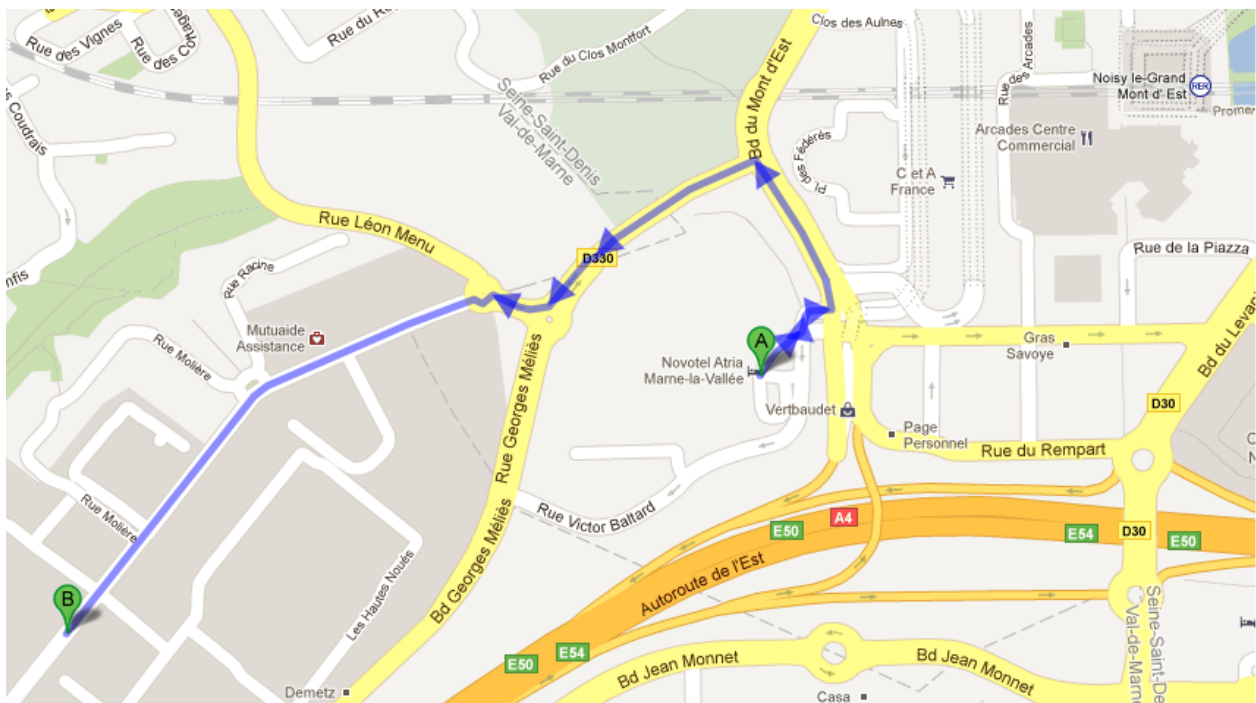
(Map 2)

INFO ABOUT RER TICKET PRICE

You can buy a **one-week pass** which cost is 29.8 EUR (zone 1 to 4) at the "Noisy-le-Grand Mont d'Est" RER station. It will allow you to use **Metro, RER and bus** easily from Monday to Sunday.

If you don't have the pass, the bus ticket is 1.80€. You pay inside the bus. Best to have exact change.

Map 1 - Coming to Ina from the hotel (A is the hotel and B is Ina):



Map 2 - Ina in Bry-sur-Marne



To go to Paris

If you want to go in Paris by yourself, you need to take the RER A (Red line) at “Noisy-le-Grand Mont d’Est” towards “Cergy” or “Poissy”. These trains will stop in Paris.

To return from Paris, you need to take the **RER A towards “Marne-la-Vallée Chessy” or “Torcy”** and stop at “Noisy-le-Grand Mont d’Est”. (Map 3)

If you don’t have the one-week pass, you will need to buy specific tickets at the station. (Around 3 EUR – 15 minutes)

For more information about public transportation in Paris, you can see the interactive map:

<http://www.ratp.fr/plan-interactif/> or <http://www.ratp.fr/en/>

Map 3 - The A-line between “Noisy-le-Grand Mont d’Est” and Paris:



CONTACTS

For further information, please refer to:

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