

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

In collaboration with

The International Federation of Television Archives (IFTA)
The Eurovision Academy, operated by EBU

and MEDIA, a programme of the European Union

F.R.A.M.E

Future for Restoration of Audiovisual Memory in Europe

Session 2: Organisation, marketing and use of archival digital content

October 7 – October 11, 2013





Higher Education
Training
Research
Consulting



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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 (FIAT/IFTA) and the Eurovision Academy, operated by EBU. The training is organised with the support of MEDIA, a programme of the European Union.

Aim of the seminar

The use of audiovisual content involves new technologies and new way of delivering contents. This use requires having its analogical contents digitized, described, accessible and promoted. The FRAME seminar addresses, in 2 sessions, each step of the management of these contents: implementation of best practices in terms of preservation and digitization of old content, management of a digital archive (storage, media management, security of data...), rights' management, description and accessibility of content for various audiences.

This session will focus on organization, marketing and use of archival digital content.

The main topics of the first session, which took place in Bry-sur-Marne from June 10th to June 14th 2013, were the preservation and digitization of audiovisual media.

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	Profile	Email
AIRLIE	John	UK	The Walt Disney Company Ltd	Executive operations director	john.airlie@disney.com
ALAMANGO	Andrew	Malta	Filfla Records	Founder	info@filflarecords.com
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VAN DER PLAETSE	Karen	Belgium	VIAA	Manager of marketing and interaction	karen.vanderplaetse@viaa.be
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FRAME PROGRAMME

From October 7th to October 11th

The training will be delivered by trainers from Ina & other European institutions. Theory and practical trainings will be provided on the bases of presentations, case studies, workshops, visits.

Monday, October 7th

9 – 9:30 am

Welcoming of the participants

9:30 – 10:45 am

Presentation of each participant's company

Overview of the company: missions, archive holdings, users
"Valorisation" projects

11 – 12:30 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

2 – 5 pm

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

Sandrine Depoix & Emmanuel Pije, Ina

8 pm

Dinner in Paris

Tuesday, October 8th

9 – 10:30 am

Organization of digital content: documentation practices

Case study: TOTEM, the documentation tool of the Ina Archive

Sandrine Depoix & Emmanuel Pije, Ina

10:45 am – 5 pm

The legal framework for the use of archive material

Including audiovisual rights management

Hubert Best, FOCAL

Wednesday, October 9th

9 am – 12 pm

New innovative ways of promoting audiovisual content

Overview of using digital devices to enhance audiovisual collections
Selection of examples and tools to lead this kind of approach
Practical exercise to promote participant's collections by designing a digital device

Marina Wainer, La Fracture numérique

1:30 – 2:30 pm

Participatory practices with archive content

How can heritage institutions interact with their audience?
archives, user-based collaborative indexing, online contributions, experts'
Open comments ... What is achieved by organizations committed in these strategies?

International overview on web-based interactivity practices

Marion Dupeyrat, Ina

3 – 4:30 pm

Examples of Ina's promotion policy

Educative & cultural uses: frescoes

Xavier Lemarchand, Ina

Examples of Ina's promotion policy

Ina.fr

Speaker to be confirmed

Thursday, October 10th

9 am – 12 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

1:30 – 3:15 pm

Enhancing the quality of images and sounds: introduction to digital restoration

Uses, formats & quality issues:

SD and HD

Which uses require the best quality?

Which defects can be corrected?

Which tools are available?

How much does it cost?

Jean Varra, Ina

3:30 – 5 pm

The digital restoration of images and sounds

Visit of the Ina video and sound restoration units

Emmanuel Laroche & Benjamin Lerena, Ina

Friday, October 11th

9 am – 12 pm

European case study: promoting TV archives

Small steps in opening up RTÉ Archives

Liam Wylie, RTÉ

European case study: promoting institutional archives

Online promotion policy for audiovisual archives

Frederic Tadino, European Parliament

12 – 2 pm

Cocktail

2 – 4 pm

An example of TV programme made with audiovisual archives: *Mysteries in the archives*

Serge Viallet

4 – 5 pm

Evaluation and close of the seminar

SPEAKERS

Anne Couteux	Project manager, documentation & engineering - Collections Dpmt, Ina
Sandrine Depoix	Quality Manager – Collections Dpmt, Ina
Emmanuel Pije	Manager of documentation projects – Collections Dpmt, Ina
Hubert Best	Jurist, FOCAL
Marina Wainer	Visual Artist, Digital Designer, La Fracture Numérique
Marion Dupeyrat	Project manager - Studies & Consulting Dpmt, Ina
Xavier Lemarchand	Head of Hypermedia Studio – Media Content Division, Ina
Jean-Luc Vernhet	Operation Manager - Media Content Division, Ina
Jean Varra	Head of technical department – Collections Dpmt, Ina
Emmanuel Laroche	Restoration Operator - Collections Dpmt, Ina
Benjamin Lerena	Sound restorer - Collections Dpmt, Ina
Liam Wylie	Project manager, RTE
Frederic Tadino	Media Library, European Parliament
Serge Viallet	Film maker

FRAME speakers' data

Name: Anne COUTEUX

Position: Project manager, documentation & engineering

Company: Ina

Department or Service: Projects, Methods, Quality – Collections Department

Professional profile

- Trained to audiovisual documentation in 1992 at INTD (National Institute for Documentation Techniques)
 - Professional experience at Radio France first and then at Ina, from 1995, as a media librarian in the Legal Deposit department. Moved to the Thèque Media department in 2005 to widen her experience from patrimonial to commercial audiovisual archives
 - In 2010, joined the Methods department as a project manager in documentation. This department is in charge of the management of the standards of description of the content and also of the reference tables and languages used to describe and index the Ina archives
 - Since 1997, trainer in documentation techniques in France (Diploma of Multimedia Media Librarian at Ina and Rennes university) and abroad (Vietnam Film institute, National public Television of Algeria EPTV)
 - Since 2012, in charge of the coordination of the unit "Strategies in audiovisual content engineering", Master of Management of Audiovisual Patrimony (Ina). Teaching more specifically metadata production.
-

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FRAME speakers' data

Name: Sandrine DEPOIX

Position: Quality Manager

Company: Ina

Department or Service: Collections

Professional profile

In the « Valorization » 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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FRAME speakers' data

Name: Emmanuel PIJE

Position: In charge of the cataloguing activity – Thèque Média

Company: Ina

Department or Service: Collections Department

Professional profile:

I majored in English and American literature and began my career as a language teacher in Northern England and France. I then went to a library college and eventually worked as a cataloguer at INA. Among the “Valorisation” department of the National Audiovisual Institute, I now run a team of cataloguers whose job is to catalogue the subject content of French national TV and Radio programmes mainly broadcast before 1990.

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FRAME speakers' data

Name: Hubert BEST

Position: Legal Advisor

Company: FOCAL – Federation of Commercial Audiovisual Libraries

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 practices 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 digitization 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: Marina WAINER

Position: Visual artist, digital designer, teacher

Company: La Fracture Numérique

Department or Service:

Professional profile

After studying video art at the University of Paris VIII and audiovisual documentation at INTD, Marina Wainer joined the New Media Department at the Georges Pompidou Centre. She contributes to the development of the database of the video collection of the Museum of Modern Art in the Videomuseum network. She then worked as a media librarian and iconographer at France 3 (IV3), CNRS images / media and Ina (Legal Deposit of the Radio and Television; Department of Archives).

In 2005, she received the Specialized Master New Media Creation of Ensci/Les Ateliers. She then went on to create digital and interactive devices, in collaboration with the architect Valérie La Chapelle.

These projects have been featured in various cultural institutions and festivals in France (Théâtre National de Chaillot, Gaite Lyrique, ...) and international (Taipei World Design Expo, Espacio Fundacion Telefonica in Buenos Aires,...).

MW is also artistic director - alongside Benoît Drouillat - of *di*/zaïn, a monthly event dedicated to digital creation organized by *designers interactifs*.

MW also leads a teaching activity: she directs the teaching unit of Promotion of audiovisual archives through digital devices at Ina's Master of Management of Audiovisual Patrimony; she is also involved in the Diploma of Multimedia Documentalist at Ina.

MW organizes workshops around the digital city with La Fracture Numérique.

This allows multiple paths to intervene on all digital processes and builds bridges between the worlds of art, design, research and information technology and communication.

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FRAME speakers' data

Name: Marion DUPEYRAT

Position: Project manager

Company: Ina

Department or Service: Studies & Consulting Department

Professional profile:

Marion is responsible for running surveys on audiovisual and multimedia contents at Ina. She has graduated in political sciences and worked in consultancies, specialized in editorial and marketing strategies for players in web and media industries.

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FRAME speakers' data

Name: Xavier LEMARCHAND

Position: Head of Hypermedia studio

Company: Ina

Department or service: Online, offline editions – Media Content Division

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: Jean-Luc VERNHET

Position: Operations Manager

Company: Ina

Department or Service: Media Content Division

Professional profile

Jean-Luc VERNHET joined Ina (Institut National de l'Audiovisuel) in 2000 to become a member of the Board of Directors. In charge of Marketing and Sales, he was responsible for developing the licensing of footage or programmes worldwide to producers, broadcasters, home video publishers and communication agencies.

Joining Ina at the beginning of the digital turnaround, he contributed in developing and launching in 2004 " www.inamediapro.com ", the world's largest online B to B Content Library to date, the first "webtool" designed for film researchers and TV producers, allowing to access more than 450 000 hours of digitized TV content to date.

Jean-Luc Vernhet has been recently appointed Operations Manager of the Media Content Division covering B to B, B to C, on-line and off-line Production.

Graduated in Marketing and Communication from Paris University (CELSA – Paris IV), and in Retail Management studies from Oxford - Templeton College, Jean-Luc Vernhet developed most of his previous career with positions in marketing, marketing research and marketing information Systems for various consumers' goods companies.

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FRAME speakers' data

Name: Jean VARRA

Position: Head of technical department

Company: Ina

Department or Service: Collections Department

Professional profile

Jean VARRA is Chief Engineer and Head of the technical department in charge of Ina's archives. 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 various 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 Center.

He also performs training on technology and archive management for « Ina sup » and participates frequently, as a speaker, to international seminars and conferences.

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FRAME speakers' data

Name: Emmanuel LAROCHE

Position: Restoration Operator

Company: Ina

Department or Service: Collections Department

Professional profile

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

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FRAME speakers' data

Name: Benjamin LERENA

Position: Sound restorer

Company: Ina

Department or Service: Collections Department

Professional profile

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

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FRAME speakers' data

Name: Liam WYLIE

Position: Content Producer

Company: RTÉ

Department or Service: RTÉ Archives

Professional profile

Liam Wylie works at the RTÉ Archives where he is responsible for the website <http://www.rte.ie/archives>. He has worked as a film and television archivist and is a former head of collections at the Irish Film Archive. Through his own production company Red Lemonade Productions he has independently produced and directed archive based documentaries for RTÉ television.

Liam Wylie has a BA in Communication Studies from Dublin City University and an MSc in Multimedia Systems from Trinity College Dublin.

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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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FRAME 2013 – 2nd session

October 7 – October 11

PRACTICAL INFORMATION

- **Schedule**

From Monday October 7th to Friday October 11th, the seminar will take place at Ina headquarters in Bry-sur-Marne – Building BRY 1, room 2441.

Lunches will be provided by the company restaurant. Lunches are included in the registration fee. The first day, lunch tickets will be given to you. The restaurant is located 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 Noisy le Grand**

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 Roissy 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)

From Gare du Nord station:

Take RER B towards Robinson or Saint-Rémy les Chevreuses and stop at “Chatelet-les-Halles” (1 stop) and, in “Chatelet-les-Halles” the RER A direction “Torcy” or “Marne-la-Vallée” and stop at “Noisy-le-Grand Mont d’Est”. (Around 4 EUR – 50 minutes)

- **Access to Ina training location**

Please remember that FRAME training starts on **Monday October 7th at 9 am** at Ina.

Ina is at a walking distance from Novotel : 15 minutes’ walk. (Map 1)

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

Step down at the “Moliere” stop (about 5 minutes by bus).

Ina is just there.

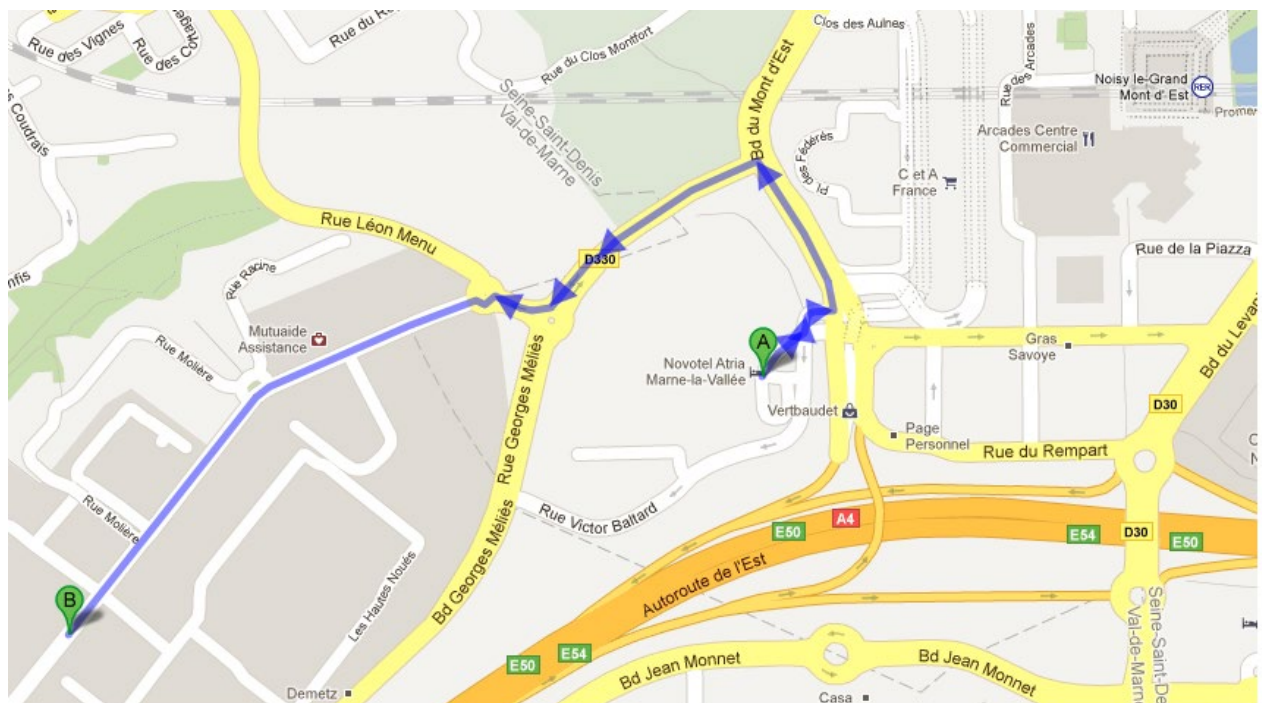
You will be asked to give your name and to show your “laissez-passer” at the security check.
(Map 2)

INFO ABOUT RER TICKET PRICE

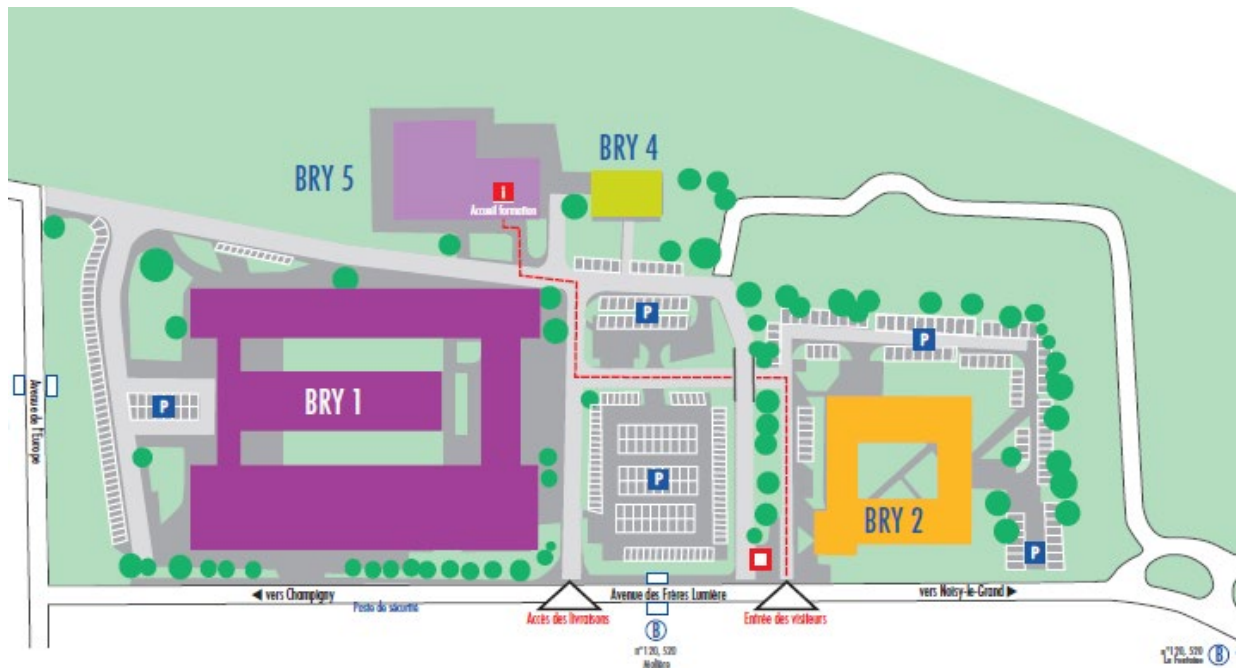
You can buy a **one-week pass** which costs 31.05 EUR (zone 1 to 4) in metro and RER stations. It will allow you to use **Metro, RER and bus** easily from Monday to Sunday.

If you don't have the pass, the bus ticket is 2 EUR. 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 to 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 RER station. (Around 3.5 EUR – 15 minutes ride)

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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