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

In collaboration with

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

and Creative Europe, a programme of the European Union

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

**Session 2: Organization, marketing and use of archival digital content**  
October 19 - October 23, 2015



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



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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 Eurovision Academy, operated by EBU (European Broadcasting Union). The training is organised with the support of Creative Europe, a programme of the European Union.

### **Aim of the seminar**

FRAME is designed to stimulate innovation and creativity of audiovisual archives professionals. It also aims at creating an international network of digital media and audiovisual archive experts. FRAME is an opportunity for professionals to share their projects and outcomes with their peers. In other words, FRAME intends to initiate a community of good practices, shared knowledge and common projects.

The FRAME seminar addresses, in 2 sessions, each step of the management of audiovisual contents: implementation of best practices in terms of preservation and digitization of old content, management of a life-based archive (storage, media management, security of data...), rights' management, description and accessibility of content for various audiences.

### **Who is it targeted for?**

FRAME is a training program designed for professionals dealing with audiovisual archives. The FRAME training session addresses European and non-European professionals 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.

### LIST OF PARTICIPANTS

Name	First name	Country	Company	Profile	Email
<b>HAIKARAINEN</b>	<b>Eila</b>	Finland	YLE	Journalist	<a href="mailto:eila.haikarainen@yle.fi">eila.haikarainen@yle.fi</a>
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<b>MARQUES</b>	<b>Rita</b>	Brazil	TV Globo	Archive manager	<a href="mailto:rita.marques@tvglobo.com.br">rita.marques@tvglobo.com.br</a>
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## FRAME PROGRAMME

**From October 19<sup>th</sup> to October 23<sup>rd</sup>**

The training will be delivered by trainers from Ina (France), UNESCO, Beeld en Geluid (Netherlands), RTE (Ireland). Theory and practical courses will be delivered on the basis of presentations, case studies, workshops, visits.

The training session will take place in the room 2421 - Bry 1 building, 2nd floor / Bry-sur-Marne.

### Monday, October 19

- 9 - 10:45 am**                      **Welcoming and presentation of participants**  
Presentation of the seminar  
Benjamin LERENA & Delphine WIBAUX, project managers, Ina
- 11 - 11:30 am**                      **Presentation of Ina**  
Brice AMOUROUX, Collection department, Ina
- 11:30 am - 12:30 pm**              **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, Collection department, Ina
- 2 - 5 pm**                                **Organization of digital content: documentation practices**  
Documentation practices adapted to the targeted uses  
Different levels for describing content  
Identification and cataloguing  
Indexing  
Organisation of content by theme  
“Editorialisation” (contextualisation) of archival content  
Anne COUTEUX, Collection department, Ina
- 8 pm**                                      **Dinner in Paris**

### Tuesday, October 20

- 9 - 11 am**                                **Case study: TOTEM, the documentation tool of Ina archive**  
Sandrine DEPOIX, Collection department, Ina
- 11 am - 5 pm**                            **The legal framework for the use of archive material**  
Including audiovisual rights management  
Hubert BEST, FOCAL

### Wednesday, October 21

9 am - 12 pm

**Innovative ways of promoting audiovisual content**

Benjamin HOGUET, Raconters

1:30 - 2:45 pm

**Participatory practices with archive content**

How can heritage institutions interact with their audience?  
Open archives, user-based collaborative indexing, online contributions, experts' comments ... What is achieved by organizations committed in these strategies?  
International overview on web-based interactivity practices  
Clément MALHERBE, Consulting department, Ina

3 - 5 pm

**Non-commercial uses: case studies**

Promotion of contents towards students and researchers  
Lizzy KOMEN, Netherlands Institute for Sound and Vision (B&G)

### Thursday, October 22

9 am - 12:30 pm

**Professional and commercial uses**

How digital technologies have affected the valorization 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, Media Content Division, Ina

2 - 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, Collection department, Ina

3:30 - 5:30 pm

**Digital restoration of images and sounds**

Visit of Ina video and sound restoration units  
Laurent CLERICK, Digital restorer, Collection department, Ina  
Miguel MANRIQUE, Digital restorer, Collection department, Ina



Friday, October 23

9 am - 12:30 pm

**Case studies: Promotion of archive content**

Broadcast: Colm TALBOT, RTE

Institution: Angelo CASTILLO, UNESCO

12:30 - 2:30 pm

**Lunch cocktail with all participants and speakers**

2:30 - 4:30 pm

**TV programme made out of archive content**

Anne THEVENIN, Mysteries in the Archives

4:30 - 5 pm

**Evaluation and close of the seminar**



## **SPEAKERS**

<b>Anne COUTEUX</b>	Project manager, documentation & engineering - Collections Department, Ina
<b>Brice AMOUROUX</b>	Head of technical technical project management unit - Collections Department, Ina
<b>Sandrine DEPOIX</b>	Quality Manager - Collections Department, Ina
<b>Hubert BEST</b>	Jurist - FOCAL
<b>Benjamin HOGUET</b>	Founder of Racontr
<b>Clément MALHERBE</b>	Project manager - Consulting department, Ina
<b>Lizzy KOMEN</b>	Project manager - Research & Development, B&G
<b>Jean-Luc VERNHET</b>	Operation Manager - Media Content Division, Ina
<b>Jean VARRA</b>	Head of technical department - Collections Department, Ina
<b>Laurent CLERICK</b>	Digital restorer - Collection department, Ina
<b>Miguel MANRIQUE</b>	Digital restorer - Collection department, Ina
<b>Colm TALBOT</b>	Digital Content Team - RTE archive, RTE digital
<b>Angelo CASTILLO</b>	Multimedia Specialist - UNESCO
<b>Anne THEVENIN</b>	Historical researcher - Mysteries in the Archives



**Name:** Anne COUTEUX

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**Position:** Project manager, documentation & engineering

**Company:** Ina

**Department or Service:** Projects, Methods, Quality - Collections Department

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### 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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**Name:** Brice AMOUROUX

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**Position:** Head of technical project management unit

**Company:** Ina

**Department or Service:** Collections

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### Professional profile

Agronomic engineer, Brice joined Ina after running the audiovisual archive of the French agriculture Department.

He's in charge of optimizing technical processes and workflows. He also makes sure both technical and human resources are available to satisfy a large variety of clients' demands (documentary productions, preservation and digitization plans...)

He specifically works on digitization and digital restoration innovations regarding new image and sound standards.

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**Name:** Sandrine DEPOIX

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**Position:** Quality Manager

**Company:** Ina

**Department or Service:** Collections

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### 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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**Name:** Hubert BEST

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**Position:** Legal Advisor

**Company:** FOCAL - Federation of Commercial Audiovisual Libraries

**Department or Service:**

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### 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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**Name:** Benjamin HOGUET

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**Position:** Cofounder

**Company:** Racontr

**Department or Service:**

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### Professional profile

Benjamin Hoguet is the cofounder of Racontr, a global platform for interactive storytellers, and of Storycode Paris, a series of monthly conferences and hackathons dedicated to transmedia and new forms of storytelling. Entrepreneur and writer, he experiments in the ever-expanding world of interactive and transmedia creation, helping content producers embrace the narratives of the future.

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**Name:** Clément MALHERBE

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**Position:** Project Manager

**Company:** Ina

**Department or Service:** Consulting Department, Ina EXPERT

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### Professional profile

Clément has joined the Consulting Department of Ina EXPERT in the beginning of 2012. He is in charge of developing surveys related to the use of audiovisual archives and digital contents. He is also monitoring international missions of consulting and training in the area of audiovisual heritage. Previously, he worked as a consultant for the CNC (France's National Center of Cinema), conducting surveys on new media and international topics. He has a Master degree in marketing and sales, from Jean Moulin University Lyon 3, France.

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**Name:** Lizzy Komen

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**Position:** Project manager

**Company:** Netherlands Institute for Sound and Vision

**Department or Service:** Research & Development

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### Professional profile

Lizzy Komen is working as a project manager at the [Netherlands Institute for Sound and Vision](#) R&D Department. She is mainly working on externally (FP7, ICT-PSP, H2020) 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](#).

She overlooks the development of the [Pilots](#) developed in Europeana Creative, which demonstrate creative re-use of Europeana in games, education, tourism and social networks.

Besides EU projects she's also involved in the Dutch Digital Humanities research infrastructure project [CLARIAH](#), the recently launched [Sound and Vision Labs](#) platform and innovative projects using new technologies such as 3D/VR.

Komen holds an MA in Cultural Studies from the University of Amsterdam and has previously worked at Europeana Foundation managing projects, including Europeana Awareness and Europeana v2.0.

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**Name:** Jean-Luc VERNHET

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**Position:** Operations Manager

**Company:** Ina

**Department or Service:** Media Content Division

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### 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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**Name:** Jean VARRA

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**Position:** Head of technical department

**Company:** Ina

**Department or Service:** Collections

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### 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 audiovisual holdings, advice 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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**Name:** Colm TALBOT

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**Position:** Digital Content Team

**Company:** RTÉ (Raidió Teilifís Éireann)

**Department or Service:** RTÉ Archives, RTÉ Digital

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### Professional profile

Colm Talbot works in online content production at RTÉ Archives. Colm's work involves providing public access to archive material through online publication to the RTÉ Archives website. Since joining RTÉ 3 years ago Colm has worked in digital archives, curating online exhibitions, and publishing video, audio, documents and photographs from the RTÉ collections.

In the past Colm has worked in teaching and training, libraries, research, and online content management.

Colm holds a Masters Degree in Sociology and a Masters Degree in Library and Information Studies, both from University College Dublin (U.C.D.).

---

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**Name:** Angelo CASTILLO

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**Position:** Multimedia Specialist

**Company:** UNESCO

**Department or Service:** Archives

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**Professional profile:**

Angelo has been working in UNESCO for many years, holding different positions throughout his career. He went from editing, in Spanish, one of the organization's most popular publication to the IT department, where he set up a technology watch, and finally arrived in the archives department in 2007. He then took the position of leader of the "Multimedia Archives" project.

This project aims at designing and setting up guidelines for the preservation of the organization's audiovisual collections, but also aims at providing a structure to reuse these archives.

This project has become an online platform called "UNESCO Multimedia Archives" and now offers more than 7 000 watchable documents. Thanks to the guidelines it provided, the project also helped to gather and preserve 4 000 audiovisual documents.

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**Name:** Anne THEVENIN

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**Position:** Historical researcher

**Company:** Mysteries in the Archives

**Department or Service:** Production

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**Professional profile:**

Anne Thevenin has worked as a camerawoman on news, documentaries and feature films. She has written historical books and also novels for children. She has written studies for the French Ministry of Education, and has worked for the French Senate and the UN agency UNESCO.

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**FRAME 2015 - 2<sup>nd</sup> session**

**October 19 - October 23**

## **PRACTICAL INFORMATION**

### Schedule

From Monday October 19<sup>nd</sup> to Friday October 23<sup>rd</sup>, the seminar will take place at Ina headquarters in Bry-sur-Marne - Building BRY 1, room 2421.

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 3)

### 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 and train stations 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”, take the RER A direction “Torcy” or “Marne-la-Vallée” and stop at “Noisy-le-Grand Mont d’Est” and take **exit 4 Noisy-Le-Grand (Mont d’Est) sortie Bus - Gare routière**. (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”, stop at “Noisy-le-Grand Mont d’Est” and take **exit 4 Noisy-Le-Grand (Mont d’Est) sortie Bus - Gare routière**. (Around 15 EUR - 1 hour and a half)

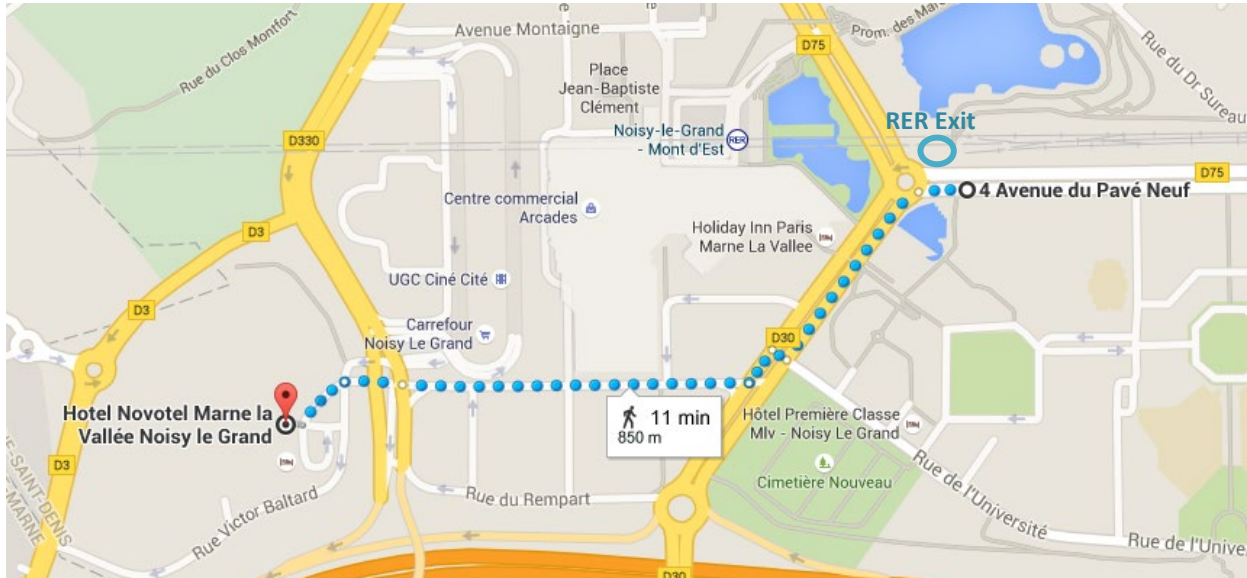
You can also take a cab from both airports (around 50 EUR - 35 minutes)

#### **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” and take **exit 4 Noisy-Le-Grand (Mont d’Est) sortie Bus - Gare routière**. (Around 4 EUR - 50 minutes)

From Noisy le Grand station to Novotel:

Map 1 - Coming from RER station (Noisy-Le-Grand) to Novotel



- ❖ Take exit 4 “Avenue du Pavé Neuf - Gare routière”
- ❖ Take west on Avenue du Pavé Neuf
- ❖ At the traffic circle, take first exit on Boulevard du Levant
- ❖ Take right on Boulevard du Levant
- ❖ Take left on Boulevard du Levant
- ❖ Take right on Rue du Centre
- ❖ Continue straight on Rue Victor Baltard
- ❖ Rue Victor Baltard make a smooth turn on the left and becomes Rue Bienvenue

**Access to Ina training location**

Please remember that FRAME training starts on **Monday October 19<sup>th</sup> 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 across the street.

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

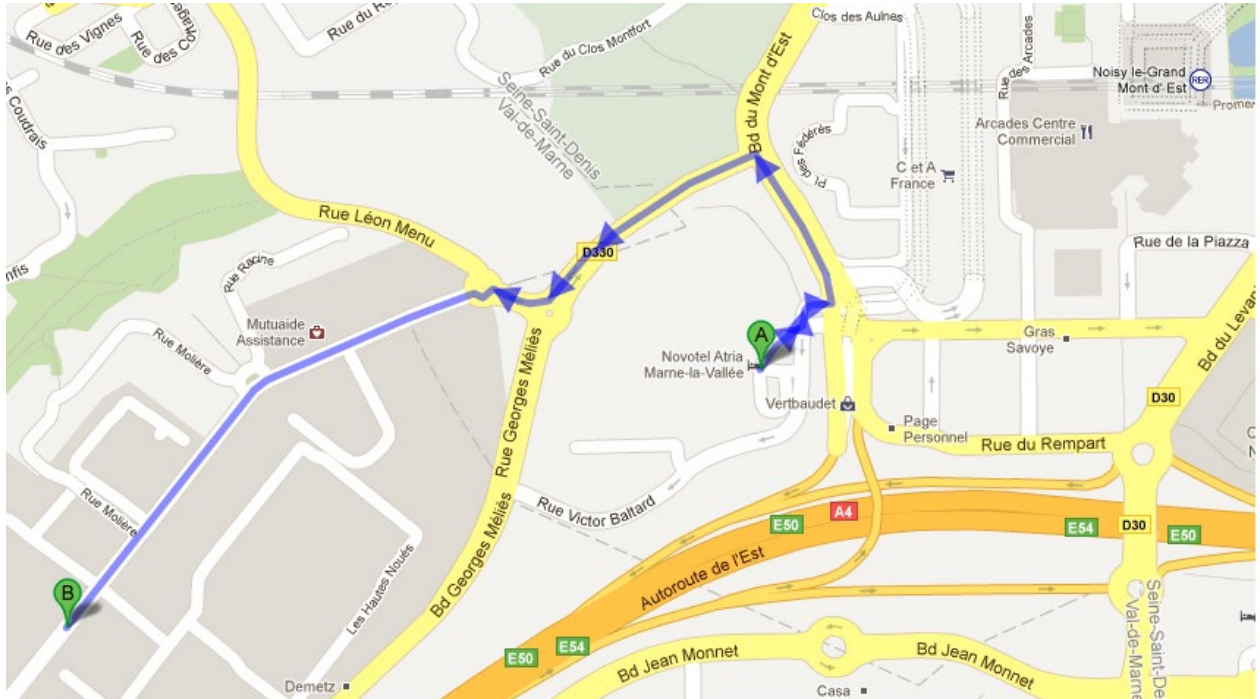
(Map 2)

**INFO ABOUT RER TICKET PRICE**

You can buy an unlimited **one-week “Navigo” pass** which costs 21.25 EUR (multi zones) 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. It is best to have exact change.

**Map 2 - Coming to Ina from the hotel (A is the hotel and B is Ina):**



**Map 3 - 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.

Then to return from Paris to your hotel, you need to take the **RER A** towards “Marne-la-Vallée Chessy” or “Torcy” and stop at “Noisy-le-Grand Mont d’Est”. (Map 4)

If you don’t have the one-week pass, you will need to buy specific tickets at the RER station. (Around 3.7EUR for one-way ticket - 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 4 - The A-line between “Noisy-le-Grand Mont d’Est” and Paris:**





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