



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

F.R.A.M.E

Future for Restoration of Audiovisual Memory in Europe

Session 2: Organization, marketing and use of archival digital content
October 17 - October 21, 2016



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

DESCRIPTION

The FRAME training has been launched in 2010, with the support of the MEDIA programme of the European Commission, to answer the needs of European professionals dealing with the digitization and management of audiovisual archives/media content. More than a hundred professionals - from Radio-television, National archive, Film archive, private company, museums from all over Europe - has participated to the training. FRAME is organized by INA within its headquarters, in partnership with FIAT/IFTA and Eurovision Academy, operated by EBU, and with the support of the Creative Europe programme.

WHO IS IT TARGETING?

FRAME is targeting European and non-European professionals who are involved in the management and use of media content: archivists, engineers, technicians, librarians, project managers, producers, etc, working within public or private companies.

OBJECTIVES

FRAME training addresses 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.

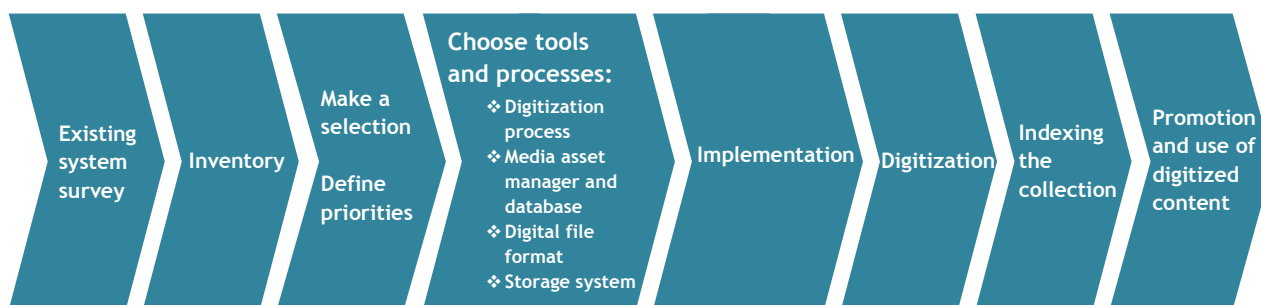
The training is divided in 2 sessions:

- **1st session: Preservation & digitization of audiovisual media, September 19 - September 23, 2016**

Methodological and technical issues for the implementation of digitization systems for film, video and sound archives, and the choice of formats, storage and digital content infrastructures.

- **2nd session: Organization, marketing and use of archival digital content, October 17 - October 21, 2016**

New uses of archives, which use for which users? (Professionals, researchers, and general public), documentation, rights' management and physical and digital restoration of images.



PROGRAMME SESSION 2 - ORGANISATION, MARKETING AND USE OF ARCHIVAL CONTENT

Monday, October 17

- 9 - 10:45 am** **Welcoming and presentation of participants**
Presentation of the seminar
- 11 - 11:30 am** **Presentation of 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
- 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
- 8 pm** **Dinner in Paris**

Tuesday, October 18

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

Wednesday, October 19

- 9 am - 12 pm** **Innovative ways of promoting audiovisual content**
- 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
- 3 - 5 pm** **Non-commercial uses: case studies**
Promotion of contents towards students and researchers

Thursday, October 20

- 9 am - 12:30 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

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?

3:30 - 5:30 pm

Digital restoration of images and sounds

Visit of Ina video and sound restoration units

Friday, October 21

9 am - 12:30 pm

Case studies: Promotion of archive content

12:30 - 2:30 pm

Lunch cocktail with all participants and speakers

2:30 - 4:30 pm

TV programme made out of archive content

4:30 - 5 pm

Evaluation and close of the seminar