



DIGITAL MEDIA ARCHIVE

Project Workflow for mass digitisation/migration

What is (in large measure) agreed...
And what is not..

Stephen Weil



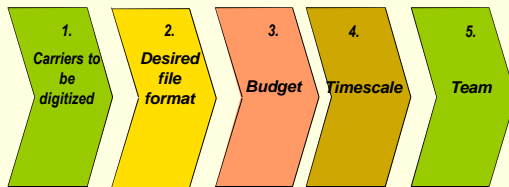
Overview of Memnon

- One of European leader in the digitalization and indexation of audiovisual archiving with facilities in:
 - Brussels (Belgium)
 - Ånge (Sweden)
- Involved in the digitization of more than 500,000 hours of audiovisual archives
- Large scale audiovisual digitization at a very competitive price
- Outstanding client portfolio
- An innovative approach to indexing and documenting audiovisual content (IPI Manager)



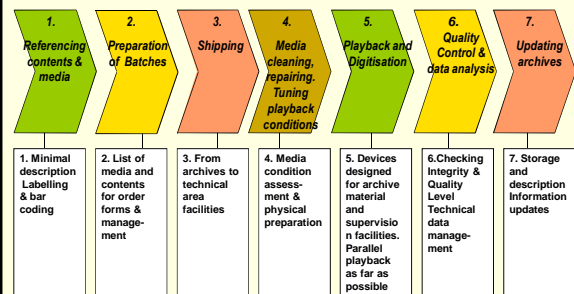
Generally accepted project workflows – Stage 1 - Planning

- First phase: planning



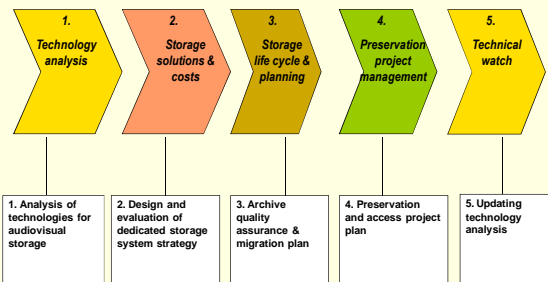
Generally accepted project workflows – Stage 2 - Production

(Based on EU Project PrestoSpace)



Generally accepted project workflows – Stage 3 - Storage and Archive Management

(Based on EU Project PrestoSpace)



However.....what is not so widely accepted:

- Importance of standardisation in all work processes
 - collection documentation data (file-naming)
 - technical data
 - information systems used to store such data and essence carriers/formats
- Use of Open Standards (OAIS model) to facilitate transfers of data between various systems
- Use of XML as standard for metadata import and export
- Maximum use of parallel playback, wherever practicable to optimize throughput
- Importance of experience with automated and semi-automated systems (reliance exclusively on suppliers as main source of information is insufficient)



However.....what is not so generally accepted:

- Careful analysis of real benefit of robotic solutions
- Testing before, during and after production
- Metadata enrichment and segmentation
- Exception rules
- Flow management systems (tracking all events), Management of post processing, Production reporting...

Solution A: Outsourcing

A very practical solution is outsourcing to an experienced service provider with a strong track record:

- Project example: DR
 - 350,000 hours of radio programmes
 - DAT format
- Memnon migrates more than 400 hours each day
- Massive parallel playback (up to 40 machines running in parallel)
- 1 operator for 1 shift / 2 shifts a day
- We deliver the material in broadcast quality, and broadcast format (BWF) and MP3

Solution A: Outsourcing

- Key points to deliver best economic value
 - LOOK FOR: service providers with proven experience, tight definition of project, evidence of strong project management skills, a clear detailed delivery programme, quality control;
 - See earlier check list of "what is not widely accepted"

Solution B: In House

"Classical In House " : see presentaion of Marc Schulman

One Alternative solution for those archives preferring in-house solution

- Create separate unit, combined with in-sourcing of experienced team
- Project example: SVT, UR and KB
 - 93 000 hours of television programmes
 - Wide range of formats
 - Different stage of degradation
 - Digitization generates different formats at the same time

Solution B: In House

One alternative solution for those archives preferring in-house solution

- The Ånge operation
 - Migrates between 250 and 300 tapes each day.
 - 13 operators, working in two shifts.
 - Large scale parallel digitalization, 24 production lines.
 - Quality control in three steps.
 - Use of XML as standard for metadata import and export.
 - Material delivered in broadcast quality and broadcast format.

Solution B:

- Key lessons learnt from Ånge Operation:
 - A separate unit outside is oftenly needed, mass digitization close to ordinary business do not always work for Broadcaster.
 - Indeed it is difficult to have technical and process development at site and at the same time as production.
 - Warning: Development is much more time consuming than imagined.
- What to do?
 - Challenge for the broadcaster: What to do with the operation when the programme is complete?

Current state of debate

- Some common Archive objections to outsourcing:
 - Employment
 - Loss of skills
 - Carriers remain in-house
 - Loss of control
- Benefits to archives of outsourcing to an experienced Service Provider:
 - Saves time
 - Reduces risk
 - Carriers off-site can be managed
 - ALWAYS REMEMBER: Process of mass digitization and migration is NOT core business for a Broadcaster. Metadata, Access and Dissemination are core.