

Conference Programme

Media Asset Management for the 21st Century

"Content is King, Metadata is Queen and Archiving Reigns overall"

(final version October 12)



Saturday October 14

- 13.00-18.30 **Closed Commissions, Work groups and Executive Council meetings**
- 13.00-14.50 **Training Commission (TrainC) meeting (closed)**
Meeting room I
Branko Bubenik (HTV, Croatia), Chair
- 13.00-14.50 **Television Studies Workgroup (TSW) (closed)**
Meeting room II
Steve Bryant (BFI, UK), Chair
- 15.00-16.50 **Joint Documentation (DC) and Technical (TechC) Commissions meeting (closed)**
Meeting room I
Annemieke de Jong (NAA, the Netherlands), Chair; **Alain Goossens** (RTBF, Belgium), co-Chair
- 15.00-16.50 **Programming & Production Commission (P&PC) meeting (closed)**
Meeting room II
Sue Malden (BBC, UK), Chair
- 17.00-18.30 **Executive Council (EC) meeting (closed)**
Meeting room I
Peter Dusek (ORF, Austria), President; **Lasse Nilsson** (SVT, Sweden), Secretary General;
Christine Politsch (ORF, Austria), Assistant Administrative Coordinator
- 20.00- **Opening cocktail at the famous Schönbrunn Palace sponsored by Sony**
Optional before the cocktail is a guided tour starting 18.15 (see Conference Registration form)



Sunday October 15

Opening Session

9.00-10.00 **Official opening of the FIAT/IFTA World Conference in Vienna 2000**

Grand Ballroom

Chaired by **Peter Dusek**, President FIAT/IFTA, Head of Archives (ORF, Austria)

Opening speech by **Peter Dusek**, President FIAT/IFTA, Head of Archives (ORF, Austria)

Welcome speech by Dr. **Alexander Wrabetz**, Director of Finance of the conference host organisation (ORF, Austria)

Greeting addresses by FIAT/IFTA collaborating Audiovisual Archives and Media organizations.

IASA - Sven Allerstrand, Immediate former President IASA, General Director Swedish National Archive for Moving Images and Recorded Sound (ALB, Sweden)

ICA - Hon.-Prof.dr. Lorenz Mikoletzky, General Director of the Austrian State Archive, Vienna (Austria)

AMIA - Linda Tadic, former President AMIA (USA)

FIAF - Steve Bryant, Keeper of Television, BFI Collections (BFI, UK)

Key-note speech: "The future for Archives and Archivists - positive or gloomy" by **Carol Owens**, Head of Media Data Group (BBC, UK)

Presentation of the Conference Programme and a look into the future of FIAT/IFTA

A video high-lighting of topics on the Programme by Peter Dusek, President FIAT/IFTA

10.30-11.00 **Coffee**

Plenary Session 1

11.00-13.30 **Presentations, screenings and voting for the 2000 FIAT/IFTA Television Archive Award**

Grand Ballroom

Chaired by **Sue Malden**, Vice President, Chair P&PC (BBC, UK) and **Karl Maier**, Member EC, Awards Organizer Programming & Production Commission (SWR, Germany)

Three programmes shortlisted by the P&PC pre-jury will be presented and screened for the Conference delegates who are the final jury for the Award and the voting will take place immediately after the last screening:

"Nuestro Siglo - Our Century" by **Maria Elena Woods**, Producer (TVN, Chile); **"Censored**

dreams - The road to happiness" by **Karel Hynie**, Producer (CTV, Czech Republic); **"100**

Deutsche Jahre, Folge 18: Große Brüder - Die Deutschen und die Supermächte" by

Thomas Fischer, Producer (SWR, Germany)

13.30-15.00 **Buffet lunch**



Plenary Session 2

- 15.00-18.30 **Overview on standardization and projects dealing with Media Asset Management**
Grand Ballroom
Moderator: **Herbert Hayduck**, Member DC, Head of Documentation & Producer (ORF, Austria)
- Projects of EBU and SMPTE towards standardization:**
- 15.00-16.00 **EBU-project P/META - Metadata**
Speakers: **Carol Owens**, Head of Media Data Group (BBC, UK); **Andreas Ebner** (IRT, Germany) and several others.
- 16.00-16.30 **Coffee**
- 16.30-17.50 **Excerpts From Current Proceedings of the EBU-FTA Project - Future Television Archives**
Moderator: **Horst Schachlbauer** (IRT, Germany)
Reinhard Knör (IRT, Germany) - **"From dedicated Archival to Production based Content Management"**
Ed Zwaneveld (NFB, Canada) - **"Maximize Content Life, Minimize Content Failure and Optimize the Value for the Preservation Investments made"**
Giorgio Dimino, (RAI, Italy) - **"Cost Implications for Automatic Transformation of Legacy Content"**
Jürgen Heitmann, (AV-Media Technology, Germany) - **"Migration Management - Managing Progress"**
- 17.50-18.10 **Examples of Integration Archives-Production - The Dutch Digital Platform project**
Speaker: **Arjo Van Loo**, Teamleader Information and Digitization (NAA, Netherlands)
The "Digital Platform" is a cooperate pilotproject of ten Dutch public broadcasting companies, the Netherlands Broadcasting Production Company and the NOS. The project aims at developing a complete, integrated digital environment that facilitates the production, distribution and archiving of broadcast quality multimedia programme and provides access to the distributed audiovisual archives of the broadcasting companies.
- 18.10-18.30 **The SMPTE Dictionary**
Speaker: **Mike Cox**, Consultant for the BBC Digital Data Group (Mirador Techniques, UK)
This is a thorough update and expansion on the topic Mike Cox introduced at the World Conference in Santiago last year.
- 20.00- **Heuriger in the Neustift Vineyards sponsored by EMC2, UK**
Bus transfer leaving the hotel at 19.30 h and bus transfer leaving Heuriger between 22.00 and 22.30.

Monday October 16

Plenary Session 3

- 9.30-10.30 **Producers' needs in a digital environment**
Grand Ballroom
Moderator: **Philippe Van Meerbeeck**, Member P&PC, Editor (VRT, Belgium)
Speakers: Producers of programmes shortlisted for The Television Archive Award - **Karel Hynie**



(CTV, Czech), **Thomas Fischer** (SWR, Germany) and **Maria Elena Wood** (TVN, Chile) and **Einar Gjaervold**, winning producer of Innovation Award 2000 (NRK, Norway) and the ORF producer **Walter Erdelitsch**.

As the digital environment develops, archivists need to understand the requirements of producers. The panel of producers will share their experience of using archive footage in a programme and explain their needs to the audience of archive and information workers.

10.30-11.00 **A glimpse of the digital future: producing "Matamata et Pilipili"**

Speakers: **Tristan Boulard**, Producer (RTBF, Belgium) and **Rainer A. Kellerhals**, Member of the Executive Board Tecmath (Tecmath AG, Germany)

Last year's winner of "The Television Archive Award", Tristan Boulard and representatives of Tecmath will give an example on how digitization could assist the programme production process using a digital archive system.

11.00-11.30 **Coffee**

11.30-13.00 **EU-projects:**

Moderators: **Annemieke de Jong**, Chair DC, Senior Information Analyst (NAA, Netherlands) and **Sue Malden**, Vice President, Chair P&PC (BBC, UK)

Presto

Speaker: **Adam Lee**, Member DC, Projects Manager (BBC, UK)

AMICITIA and PRIMAVERA - following EUROMEDIA's Footsteps

Speaker: **Rainer A. Kellerhals**, Member of the Executive Board Tecmath (Tecmath AG, Germany)

ECHO - European Chronicles On-Line

Speaker: **Pasquale Savino**, Project Manager (CNR, Italy).

13.00-14.30 **Buffet lunch**

Workshops series 1

14.30-15.25 **W1:1. African Archives Project**

Grand Ballroom

Moderator: **Peter Dusek**, President FIAT/IFTA, Head of Archive (ORF, Austria)

Paul Fannoy (INNA, Belgium) - **"African Newsreels in Belgium - Status of Preservation, Documentation, Copyright Problems"**

Joachim Senekovic, former director of the Austrian Wochenschau - **"Kenya - Newsreels produced in Vienna"**

In the fifties and sixties many African newsreels had been produced in European countries.

The film originals can be found in the cellars of some European film archives and often there are forgotten "audiovisual treasures" about the African history - unknown in the respective countries where they were shot. Mr. Fannoy is the head of the newsreels organisation INNA.

15.30-16.30 **W1:2. Latin American Regional Group (LARG) I** *(This workshop will be in Spanish language only)*

Grand Ballroom

Moderators: **Tedd Johansen**, Vice President, Chair LARG - Latin American Regional Group



(NRK, Norway) and **Maria del Pilar Soto Baeza**, Archivist, (TVN, Chile)

This work will cover several areas of interest to audiovisual archivists with an emphasis on developing the FIAT/IFTA Latin American network

En el orden del día: Problemas de conservación de soportes; Digitalización de imágenes archivos digitalizados; Cooperación e intercambio de información entre Archivos Latinoamericanos; El tratamiento de los soportes antiguos; Problemas de control de los fondos; El Derecho de Autor; Acceso de los investigadores académicos a los archivos de televisión en todo el mundo; Como hacer el archivo lucrativo: Archive programming; Política de preservación de cintas de video.

Speaker: **Rodrigo Irrazábal Ramírez**, Executive Chief (NN Multimedia Ltda., Chile) - **"Global Plan of Restoration, Commercialization and Preservation of Chilevisión Network News Films Archive"**.

16.30-17.00 **Coffee**

17.00-18.30 **W1:3. Latin American Regional Group (LARG) II** (*This workshop will be in Spanish language only*)

Grand Ballroom

Moderators: **Tedd Johansen**, Vice President, Chair LARG - Latin American Regional Group (NRK, Norway) and **Maria del Pilar Soto Baeza**, Archivist, (TVN, Chile)

See workshop 2 above for details.

Workshops series 2

14.30-15.25 **W2:1. UMIDS - Unique Media ID`s**

Meeting room 1

Introduction: **Annemieke de Jong**, Chair DC, Senior Information Analyst (NAA, Netherlands); General overview of "Unique Identifiers": **Mike Cox**, Consultant for the BBC Digital Data Group Managing Director (Mirador Techniques, UK);

Two BBC case studies: **Adam Lee**, Member DC, Projects Manager, Information & Archives (BBC, UK)

In the digital environment the accurate and adequate identification of audiovisual items and programmes will be more important than ever. What are the specific problems we encounter here? What is the state of the art of the standards-in-progress for unique identifiers for digital material?

15.30-16.30 **W2:2. Crossmedia - Radio/TV/Stills/Text/On-line services/Internet**

Meeting room 1

Introduction: **Sue Malden**, Vice President, Chair P&PC (BBC, UK)

Moderators: **Roberto Rosetto** (RAI, Italy), Member TechC and P&PC and **Sven Allerstrand**, Member TSW, General Director, former President IASA (ALB, Sweden)

Speaker: **Adam Lee**, Projects Manager (BBC, UK), Member DC, on BBC Information & Archives Research Central

16.30-17.00 **Coffee**

17.00-17.45 **W2:3. Conferences and Seminars evaluation from an archivist training viewpoint**

Meeting room 1

Moderator: **Branko Bubenik**, Chair TrainC, Head of Archives (HRT, Croatia)



17.45-18.30 **W2:4. Ways and ideas to use archives in 24-hour news production projects**

Meeting room 1

Introduction: **Sue Malden**, Vice President, Chair P& PC (BBC, UK)

Moderators: **Vit Charous**, Member P&PC, Head of Archives (CTV, Czech) and Tina Gregorova, Head of Archives (Slovak TV, Slovakia) on the 24 hour news project with Czech and Slovak TV; **Alicia Conesa**, Member P&PC, Head of TV-Archives (TVC, Catalunya) on archive usage in CD-rom production; **Birgitte Rathsach**, Member P&PC (DR, Denmark) on Danish TV use of their archives.

One of the aims of FIAT/IFTA is to encourage the reuse of our archive holdings. We need to exchange ideas that have worked well in our different organizations. Here are some examples.

20.00 **Reception at the Vienna City Hall by the Lordmayor for the FIAT/IFTA World Conference & General Assembly**

Vienna Town Hall

Bus transfer leaving the hotel at 19.30 and return bus transfer leaving City Hall between 22.00 and 22.30.

Tuesday October 17

Plenary Session 4

9.00-13.00 **Systems, analyses and running implementations**

Grand Ballroom

Moderators: **Alain Goossens**, Member TechC, Head of Radio & TV Archives, (RTBF, Belgium); **Gerhard Stanz**, Documentalist, Member TechC (ORF, Austria)

Speaker: **Santiago Martinez Nuñez**, Digital Archive Project Manager (Telecinco, Spain) - **"Telecinco , the real convergence of technologies"**

Speaker: **Ana Franqueira**, Head Audiovisual Archives (SIC, Portugal) - **"From production to 'paperless' and 'tapeless' audiovisual archiving: system's compatibility"**

The SIC Television Archives project deals with the introduction of a paperless system for news archives, in what concerns standardisation and integration of descriptions with the newsroom production system and international news agencies. The presentation also deals with issues relating to data management for the "digital era", the preparation and organization of information and tapes for inclusion in a new digital system.

Speakers: **Brian Lynch**, Written Archives (RTE, Ireland) & **Bríd Dooley**, Project leader (RTE, Ireland) - **"RTE Archive Project 1996-2002. Stages in Transforming a Legacy Archive"**.

To preserve and enhance the value of its 40 years of Archive material, RTE has initiated a project which re-integrates its diverse and nationally important collections into a common digital format. The presentation traces how separate strands - engineering and IT, knowledge and rights management and physical conservation have been brought together into a unified project.

10.30-11.00 **Coffee**



Digital News (contributions from news broadcasters and system providers)

Speakers: **Robert Fischer**, Head of Dept. Research & Development Documentation and Archives & **Ulla Kreuder**, Documentalist (SWR, Germany) - **"TV-Newsroom concept at SWR"**;

Robert Fischer, Head of Dept. Research & Development Documentation and Archives & **Clemens Winter**, Documentalist (SWR, Germany) - **"Radio- and print archives in the digital world"**;

Dieter Haas, I/T Architect, ISU Communications (Media Industry Market Development, Media Industries IBM Europe) and **Luis E. Estrada**, Global Solutions Manager (IBM, USA) - **"IBM Media Production Suite MPS and integrated digital archiving solution"**;

Johan Swärd, Head of Archive Customer Services Dept. (SVT, Sweden) - **"Integration of AVID Newsroom with ADSM based IBM archiving solution at SVT. A case study"**.

IBM and SVT will jointly present an implemented solution that has been in production for some time already. The presentations will cover elements as workflow oriented Media Asset Management, storage management and storage area network, integrated workflow, media transaction management and management of production quality media. It will also cover aspects on how the journalistic work is influenced by these new techniques.

Adam Lee, Member DC, Projects Manager (BBC, UK) - **"The BBC 24 hour news project"**

This presentation gives an insight into how the BBC is planning to identify, measure and quantify the benefits of introducing media asset management technology into archive, news and production areas. The technology which is now available in the market place promises the ability to transform the way we work. Before this happens, we have to be confident that the major capital investment required will deliver the expected benefits. The primary aim of the pilot project in BBC News 24 is to measure these benefits rather than to test the technology. The presentation will discuss the key areas such as improved quality, reduced cost, increased efficiency and improved speed to user.

Automated indexing - new theory and new tools in speech recognition

Speaker: **Howard Wactlar**, Professor, President Mediasite Company (Carnegie Mellon University, Pittsburgh, USA)

This presentation of speech and image recognition for automatic indexing starts from a sophisticated technology called "Informedia" developed for the product "Mediasite".

13.00-14.30 **Buffet lunch**

Plenary Session 5

14.30-15.25 **Open Forum**

Moderator: **Peter Dusek**, President FIAT/IFTA (ORF, Austria)

Presentation of New Members.

Franz Patay, Dr. (IMZ, Austria) - **"IMZ Homepage project"**

T. K. Ombati, Deputy Director of the Kenya Broadcasting Corp. (KBC, Kenya) - **"Endangered Archives"**.

Josef Veith, (Gürtler GmbH, Germany) - **"Digital Image and Sound Restoration - New Projects"**

Katalin Gardoros (Soros Foundation) - **"Film Restoration Project of the Soros Foundation."**



15.30-18.30 **FIAT/IFTA General Assembly**
Chair: To be appointed by the General Assembly
Introduction by **Lasse Nilsson**,
Secretary General (SVT, Sweden) See separate agenda.

16.30-17.00 **Coffee**

Evening **Optional - Opera**
Reservations has to be made on beforehand



Wednesday October 18

Workshop series 3

9.00-9.45 **W3:1. Television Studies Workgroup**

Grand Ballroom

Moderator: **Steve Bryant**, Member EC, Chair TSW, Keeper of Television, BFI Collections (BFI, UK)

Andris Kesteris, Senior Projects Manager (National Archives of Canada, Canada) - **"Multicultural Context"**

The acquisition, preservation of and access to multicultural programming through the example of joint project between The National Archives of Canada and CFMT International, Canada's first multilingual television system. This presentation describes the activities of a state as opposed to production archive. It relates the advantages as well as limitations of such an operation, while referring to current technology and procedures.

Mike Mashon, Library of Congress, Member TSW (USA)- **"Whose Broadcasting History?"**

A brief examination of the ways in which the writing of broadcasting history is heavily influenced by access to primary materials, be they programmes or manuscripts. The presentation will also relate the ways in which the Library of Congress, through legislation creating the American Television and Radio Archive, is attempting to make more television available to qualified researchers.

9.50-10.30 **W3:2. The Digitization of Sound Archives and Television Archives**

Grand Ballroom

Moderator: **Angelo Sferrazza**, EC Member, Vice President RAI Teche (Rai, Italy)

Speakers: **Dietrich Schüller** (AGAVA/Phonogram-Archive, Austria): **Report about joint IASA/ FIAT Workgroup in radio archives**

Klaus Leitner (ORF, Austria): **The digitization project of ORF radio.**

In contrast to the television archives, the digital revolution is fully under way in radio archives. There is hardly a broadcaster who is not at least planning something in this direction. Because sounds are also used in television production, the change of working conditions for television journalists will be even greater through these innovations.

10.30-11.00 **Coffee**



- 11.00-12.00 **W3:3. Analogue Techniques: Preservation-Migration, IT-shift**
Grand Ballroom
Moderators: **Jim Lindner**, FIAT/IFTA North American Coordinator and Member TechC (Vidipax, USA) and **Alain Goossens**, Member TechC (RTBF, Belgium)
A Round Table discussion on the situation of Analogue Tapes in the archives.
- 12.05-13.00 **W3:4. Browsing Access to Video Archives. Practical Implications of preview video formats in broadcast production**
Grand Ballroom
Moderators: **Robert Fischer**, Head of Dept. Research & Development Documentation and Archives (SWR, Germany) and **Gerhard Stanz**, Documentalist, Member TechC, (ORF, Austria)
In depth discussion and debate on: Data Rates and Formats, Extent of Timecode Accuracy, Soundtracks, Workflow- and Content-Management and other related aspects.
Participants in the panel will be experienced broadcast users and industry representatives.
- 13.00-14.30 **Buffet lunch**
- 14.30-15.30 **W3:5. Latest information on the NHK-Archives. "Finding the Future in the Past - Life with a Three-Story Pagoda"**
Grand Ballroom
Moderator: **Yasusuke Ohi**, EC East Asia Coordinator, Deputy Director General (NHK Multimedia Development Dept., Japan)
What is the latest development on the NHK audiovisual area. Here we get a fresh overview including strategies for exploitation of archive holdings.
There will also be a screening of a brand new production on the NHK archives called "Finding the Future in the Past - Life with a Three-Story Pagoda".

Workshops series 4

- 9.30-10.45 **W4:1. Innovation Award Winner screening and discussion with producer of "In Praise of Weather - Aere Vaere Vaeret", Einar Gjaerevold (NRK, Norway)**
Meeting room 1
Moderators: **Sue Malden**, Vice President, Chair P&PC & **Karl Maier**, Member EC, Awards organizer P&PC (SWR, Germany)
The innovation Award jury wrote: "... this programme will encourage to develop ideas for creating programmes using archive footage of many other such simple aspects of life that could be used in the same innovative way..." and they also wondered if "... archives bother to keep this sort of material? We thought that not so many do. This programme should encourage people to ensure that footage reflecting the everyday things of life is retained in our archives..."
- 10.45-11.15 **Coffee**
- 11.15-12.15 **W4:2. Stills...!**
Meeting room 1
Moderator: **Franz Fuchs**, Archivist (ORF, Austria)
Contributions: **Tove Kleiven**, Archive Editor (SVT, Sweden), **Uta Tschernuth**, Archivist (ORF, Austria), **Camillo Foramitti**, Archivist (ORF, Austria), **Hans Petschar** (ÖNB - Austrian National Library)
Stills are an important part of the audiovisual heritage. Many television archives are looking for



*ways to earn more money with them. But no profit without investment: How to conserve them?
How to organise a quick access? How to digitize millions of stills?*

12.15-13.00 **W4:3. Audiovisual Archiving Situation in Transitional Countries**

Meeting room 1

Moderator: Branko Bubenik, Head of Archives (HRT, Croatia), Member TrainC

Speaker: Dr. **Anatoly Vystorobets**, Director of GOSTELRADIOFOND, Moscow (Gosteleradiofond, Russia), Member TrainC - **"GOSTELRADIOFOND between the Past and the Future"**

Speaker: **Petar Kardjilov**, Head of Archives (BNT, Bulgaria), Member TrainC - **"The problems of BNT TV Archives in context of Balkan situation"**

13.00-14.30 **Buffet lunch**

14.30-15.30 **W4:4. Are Rights a Problem?**

Meeting room 1

Moderator: **Sue Malden**, Vice President, Chair P&PC (BBC, UK)

Catherine Lacken, Senior Archivist (SWR, Germany)

Steffen Johanssen, Rights expert (NRK, Norway),

Petya Tochharova, Rights Expert (Permanent Secretariat of Audiovisual Eureka)

Lack of clarity about Rights will limit the value of our archives. The group address the problems of Rights - looking at the legal landscape, how can Rights information be managed and what is the European dimensions to this.

Plenary Session 6

15.30-18.00 Moderator: **Sten Frykholm**, former Secretary General FIAT/IFTA (SVT, Sweden)

15.30-16.00 **Television Studies Workgroup -**

Grand Ballroom

Speaker: **Steve Bryant**, Member EC, Chair TSW, Keeper of Television, BFI Collections (BFI, UK)

Vittorio Sette, Media Archive Consultant, former President and Secretary General of FIAT/IFTA (KVS/Mediainside, Italy) - **"Multimedia and New Educational Projects"**.

The future of Media Archivists and audiovisual archiving will certainly be increasingly manifold. Already today we see a lot of examples on the use of audiovisual archives outside the broadcast area. This project gives an overview on the use, involving different kinds of audiovisual archives for educational purposes on a broad European level.

16.00-16.30 **Coffee**

16.30-17.30 **What is the future of Archivists?**

Grand Ballroom

Speakers: **Paul Fiander**, Head of Information & Archives (BBC, UK) - **"BBC Information & Archives Digital Future, a demonstration of the I&A DVD."**

Philippe Aigrain (EU Commission) - **"The best of both Worlds: Can Media Quality be combined with Open Content?"**

The future of archivists is in continuous movement. Technical innovations and new challenges are rapidly approaching our guild, which only a few years ago was lifted to a really professional level. Technical learn eagerness, knowledge of copyrights and performance protection rights, more and



more knowledge about the new journalistic workflow and the documentalistic ethics - the demand profile of the future archivist is really enormous!

17.30-18.00 **Summing up the Conference**

Grand Ballroom

Co-Moderator: **Peter Dusek**, President FIAT/IFTA (ORF, Austria)

20.00- **FIAT/IFTA Awards Ceremony and Closing Dinner sponsored by Informix Software**

Vienna Technical Museum

Transportation to the Vienna Technical Museum approx. 19.30.

Welcome speech by **Dr. Hannes Leopoldseder**, Information Director ORF

Thursday October 19

10.00-18.00 **Inaugural meeting of the new FIAT/IFTA Executive Council** (closed)

Meeting room 1

Chair: New elected President of FIAT/IFTA

**FIAT/IFTA, ORF and Vienna
are waiting for You!**

