

Research and Archiving

The BBC Regional Experience

*Jacqueline Gupta,
BBC Bristol*

The BBC Regions in Context

- BBC Regions account for 50+% of BBC programming
- And comprise the British Nations
 - England, which in turn comprises
 - 11 TV stations
 - 39 Local Radio Stations
 - Scotland
 - Wales
 - Northern Ireland
 - and each have TV and Radio stations like England

The Bristol Centre

- There are two Business (Profit) centres in Bristol:
 - News Services
 - Research and Archiving Services
- Turnover approaching \$1,000,000 per annum
- Expected to be Profitable

Bristol Programmes

- News
 - TV on air 13 times a day
 - Radio on air 14 hours a day
- Television Features
 - Major Network Documentaries and Features
 - eg 999, Antiques, Travel etc
- Network Radio
 - Major Network strands for Radios 4, 2 and 5
- Natural History Unit
 - Major National and International Series
 - Life in the Freezer, Private Life of Plants

Philosophy behind the Service

- Integral part of the Programme making process
 - From conception of ideas and their Development
 - To Offers (the sales pitch) and Programme Commission
 - To implementing the making of the Programme
 - And its Post Production
 - Then Transmission and
 - Archiving
- Covers all aspects of research and exploiting archives
 - Fully multimedia - audio-visual, textual, electronic

Skills - The People

- Team comprises eight professionally qualified staff
- Each person multiskilled across disciplines
 - Image - Film and Video
 - Sound and Music
 - Reference and Information
 - News
- Each workstation has full access to all Databases
 - Both internal - *Infax, Star, Strix, Cairns, Elvis, Neon, ENPS*
 - External - *Internet (www and FTP), CDROM, Mars*
 - and Local Sources - *University, Public Libraries, Specialist*
- Each person also has their own Specialism

Acquiring the Skills - recruitment

- Recruitment looks for
 - Professional Qualifications in Information Science etc
 - Basic understanding of principles of cataloguing/indexing
 - Aptitude to use these skills for Research
 - Creative, lateral thinking
 - Interest in Radio and Television
 - Appreciation of and sympathy for the New Technologies
 - Open and forward looking personalities
 - Business awareness
 - AND Client awareness

Acquiring the Skills - training

- Budget of 2.5% of salary costs set aside for training
 - This is a minimal figure
- Most training is “on the job”
 - Use of disparate and distributed Databases
 - Appreciation of production processes and real deadlines
 - Attachments, visits, in-house workshops
- Formal courses also key
 - For Professional Development
 - And to broaden horizons

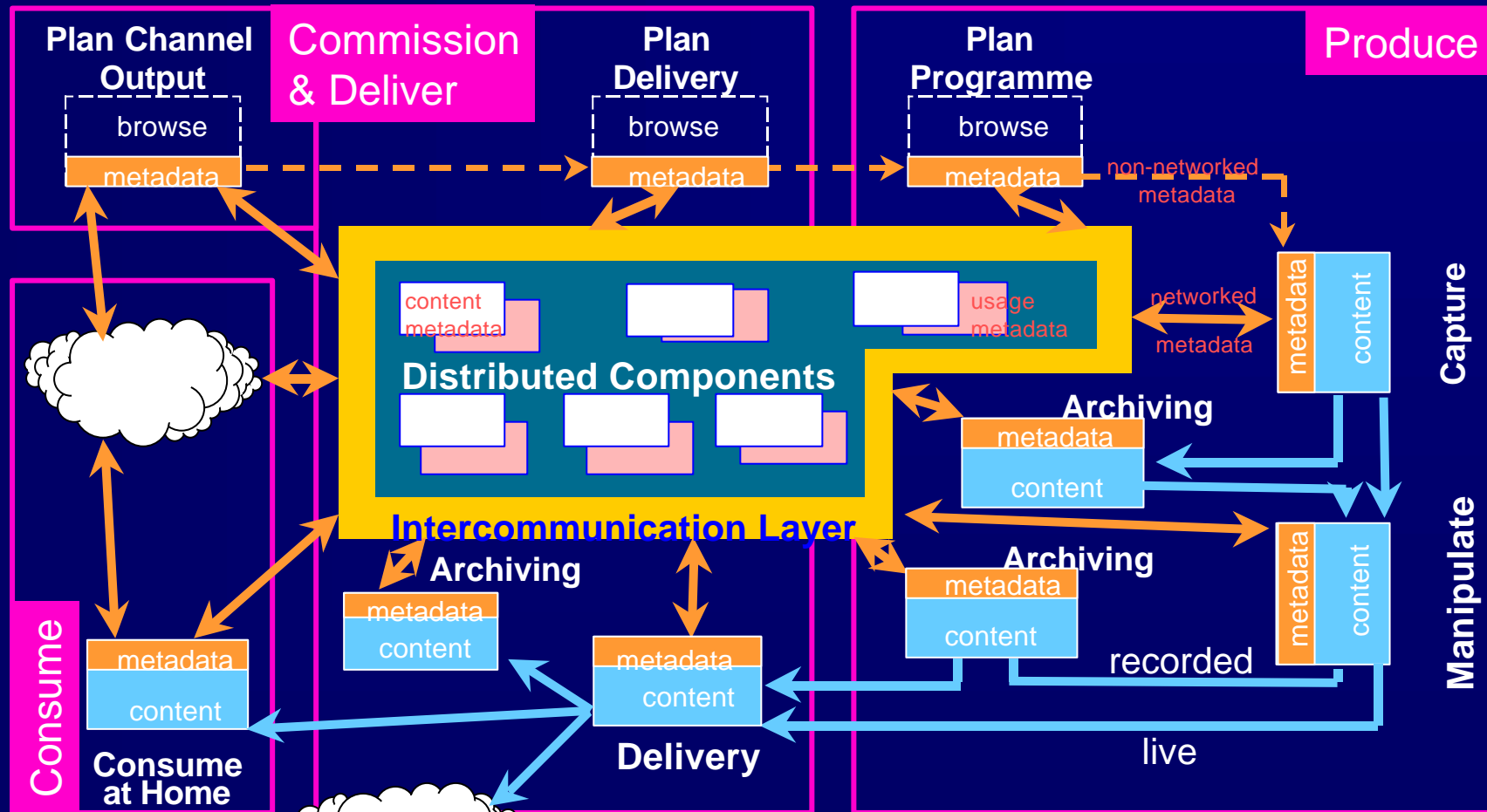
Acquiring the Skills - the Future

- The Future is DIGITAL
 - Server technology
- The Future is INVISIBLE
 - Digital objects cannot be touched, seen or smelt
 - Once lost, they are almost impossible to find
- Hence the importance of METADATA
 - The data about the digital essence
- And huge OPPORTUNITY for information exploiters
 - as long as we involve ourselves from the beginning
- So we have some challenges

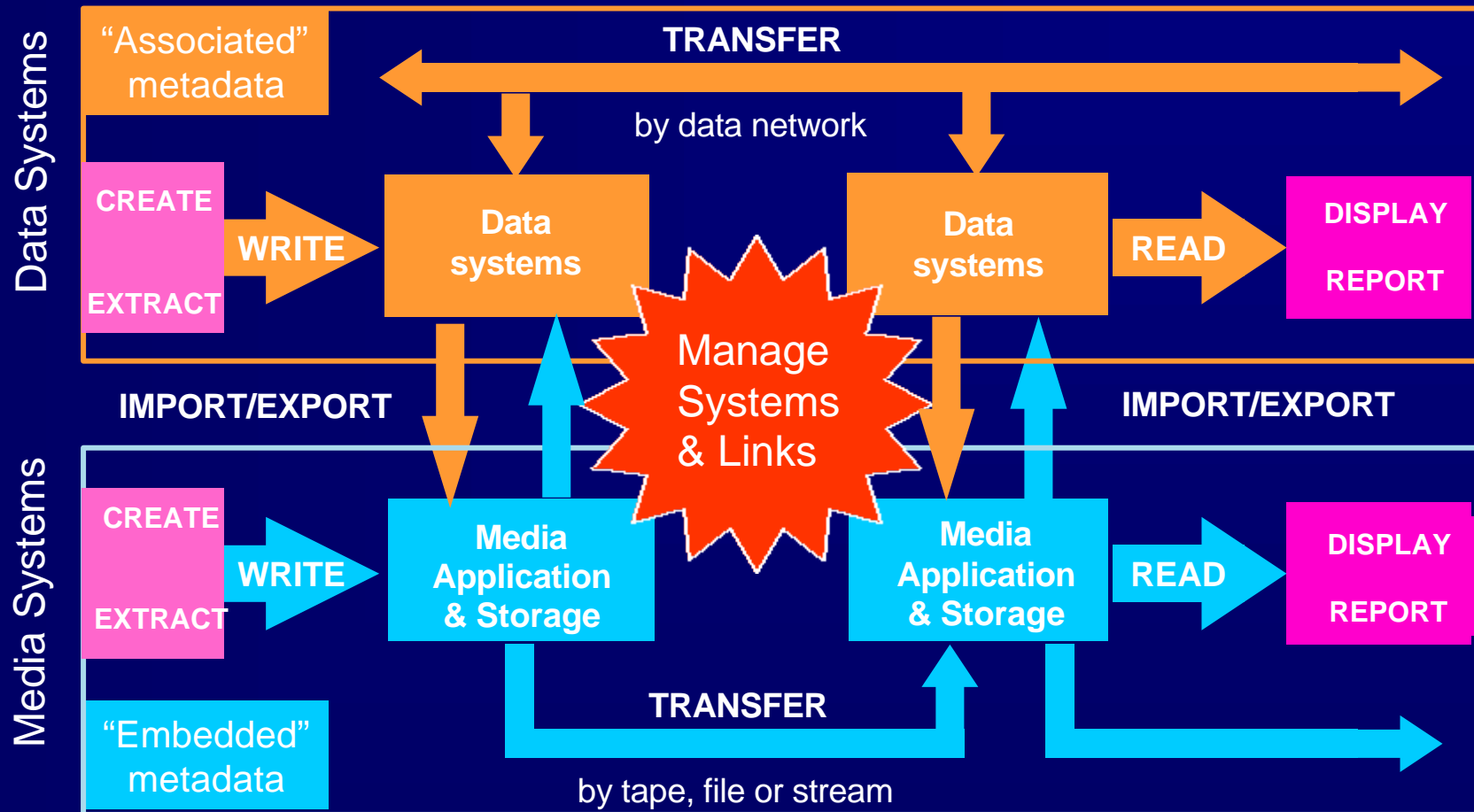
The Challenges

- Electronic Production Systems
 - End to end electronic systems are with us now!
 - Information flow and control is being designed
 - But mostly by engineers and physicists
- Media Asset Management Systems
 - Electronic, Digital systems can be bought off the shelf now
 - But there is a danger of them being managed by non - information scientists
- Search engines are getting better
 - But can only handle the routine, unintelligent material
 - Leaving the interesting and demanding for human intellect
 - It's not a threat but an opportunity

Process view



Metadata Processes



New methods and working practices

- Archiving/Indexing at the capture stage
 - Cataloguers on location indexing rushes
 - Captured metadata embedded directly into essence
- Media managers at production/manipulation stage
 - Expertise in browsing, searching and retrieval
- And at Publication (Transmission/Playout)
- Archiving - online, near-line, tape storage
 - Tele-working
- New end consumer services including interactive
 - Online, EPG, DAB

Developing Tools

- Currently being developed
 - Keyframe extraction
 - Sound and voice recognition
 - Intelligent search agents
- Descriptors also being developed by MPEG-7
- **ALL ARE ENABLERS**

TRAINING ROLES

- Hand-Holding - in production and post-production
 - Desktop access to databases
 - Indexing, search and retrieval techniques
 - New media awareness
- Computer Aided Research
 - Interactive Training Web sites
- Training the Trainer
- Knowledge Management
 - Sharing tacit knowledge, expertise, skills
- Rights Management - new skills in exploitation

NEW MILLENIUM

- Get Our Act Together
- Collaboration - International, National, Regional
- Behavioural/Attitudinal Change
- Create Learning Environment
- Sharing Knowledge, Skills, Expertise
- Ideas and Suggestions

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jacqui.gupta@bbc.co.uk*