

Audiovisual archives in the digital era: a new deal

The seminar is jointly organised by the Bibliotheca Alexandrina and the Institut national de l'audiovisuel, with the support of the French Embassy in Egypt, the International Federation of Television Archives, CoPeAM, CMCA and the Arab States Broadcasting Union.

Objectives of the seminar

- Promoting the audiovisual heritage of the Middle East and Mediterranean area
- Federating regional initiatives in the field of digital technologies applied to audiovisual content
- Presenting the state of the art of audiovisual archival material preservation and digitization
- Evaluating the impact of the changes introduced by digital technologies in the area of media archives preservation, access and management.

Target audience

- Managers and professionals of the Bibliotheca Alexandrina and the Egyptian TV (ERTU)
- Managers and professionals of media archives in the region (Albania, Algeria, Cyprus, Arabic Emirates, Croatia, Egypt, Greece, Israel, Italy, Jordan, Kuwait, Lebanon, Morocco, Palestine, Qatar, Rumania, Spain, Tunisia)

Venue

- Bibliotheca Alexandrina, Conference Centre, Small Theatre
Chatby, Alexandria

Monday 18 June 2007

15 :00 – 18 :00

Registration of participants

Conference Center of the Bibliotheca Alexandrina, Reception Desk

16 :00

Guided tour of the Bibliotheca Alexandrina

Conference Center of the Bibliotheca Alexandrina, Reception Desk

20 :00

Dinner offered by Ina at the restaurant "The Fish Market"

Al Cournisch Road, Bahary, Alexandria

Tuesday 19 June 2007

Opening Session

9 :00 – 10 :30

Greetings

His Excellency Ambassador **Aly** Maher, Director of the Institute for Peace Studies, will open the seminar on behalf of Mr Ismail Serageldin, Director of Bibliotheca Alexandrina

Emmanuel Hoog, CEO of the Institut national de l'audiovisuel

Greetings from partner organisations

Presentation of the Bibliotheca Alexandrina, by Bernard Salomé, Bibliotheca Alexandrina

Keynote speech : « Audiovisual archives in the digital era, a new deal »

A huge endeavour (migration of legacy material), new opportunities (access to content), new uses of media content, new requirements (adaptation of practices for rights management and content description), reallocation of tasks and roles within broadcast archives, rethinking the scope and content of archivists' training.

Daniel Teruggi, Ina

10 :30 – 11 :00

Tea break

Part I

From analogue to digital formats : the migration of legacy archives

Session moderated by Dominique Saintville, Ina and FIAT/IFTA

11 :00 – 12 :30

Preservation and safeguarding of analogue materials

Most of the audiovisual heritage is endangered or poorly accessible. Main issues include the deterioration of archival carriers and recordings, the lack of replay equipment, bad climatic and storage conditions. What are the recommended preventive and active preservation solutions ?

Jean Varra, Ina

12 :30 – 14 :00

Lunch

14 :00 – 16 :00

Migration strategies

What are the key issues to be addressed when planning the preservation and digitisation of a legacy archive ? Exhaustivity vs selectivity ? Technical and content priorities ? What first : radio archives ? Technical options ? Cost and funding ? Main objectives of the programme ? There is no one model. Each organisation has to build its own migration strategy, according to its own background, resources and objectives.

Session introduced by Jean Varra, Ina. With the participation of Billy Segal, IBA, Leila Haoues, ENTV, ERTU (tbc), Herbert Hayduck, ORF, Margherita Scanavino, RAI, and **Dr Magdy Nagi, ISIS (Bibliotheca Alexandrina)**

16 :00 – 16 :30

The PrestoSpace project

The PrestoSpace project has designed standard tools and methods which can be used in most organisations. In which way can these tools benefit to the development of migration programmes in the region ? What is the impact of the project on archives, today? and tomorrow ?

Daniel Teruggi, Ina

16 :30 – 16 :45

Ina'sup, School of television and digital media

The digital technologies create new needs for companies in the field of media archive management. New skills become essential and training programmes should be adapted. Ina has created two MA courses which cater for the new challenges in the media industry. One of these is dedicated to television and digital archive management.

Jean Emmanuel Casalta, Ina

17 :00 – 18 :30

CoPeAM meeting

Meeting restricted to CoPeAM members
In the VIP room

19 :00

Cocktail offered by the Consulate of France
2 Midan Ahmed Orabi, Manshieh, Alexandria

Wednesday 20 June 2007

Part II

Managing the digital holdings

Session moderated by Daniel Teruggi, Ina

9 :00 – 10 :30

New archiving issues

Managing newly digitised materials

Preserving the integrity of archival content for future generations is a never ending process. The archivist is periodically faced with such issues as choosing the adequate archiving format and programming the next migration.

Jean Varra, Ina

Managing born digital content

Each year, radio and TV studios are acquiring digital equipment and producing « born digital content ». What should be the place of the Archive in the process of news digital production (newsroom) ? How the digital content is documented, selected, archived and stored ? What are the recommended practices in the area ?

Herbert Hayduck, ORF
Margherita Scanavino, RAI

10 :30 – 11 :00

13/06/07

Tea break

Part III

Access to digital contents

11 :00 – 12 :30

Documentation and legal requirements

Session introduced and moderated by Dominique Saintville, Ina and FIAT/IFTA

The identification and description of archival material are more essential than ever to enable easy access to digital content. How far has digitisation led us to modify our practices ? Including a presentation of Inamediapro.
What is the impact on archive crafts ?

Sue Malden, FIAT IFTA
Catherine Teillou, Ina

How do librarians and their users perceive the merging of traditional materials – written and audiovisual - into digital objects ?

Marwa El Sahn, Bibliotheca Alexandrina

How can we get over the legal obstacles (intellectual property rights) that limit the access to archival material for new uses ? The collective agreement option.

Stéphanie Rabourdin Godbert, Ina

12 :30 – 14 :00

Lunch

14 :00 – 15 :15

More diverse use and audiences

Session moderated by Sue Malden, FIAT IFTA

Access to the audiovisual heritage for academic research

- Report of an international survey : Mireille Maurice, Ina

On line access to archival content for professionals

- CapMed : Leila Haoues, ENTV
- The RAI Multimedia Catalogue : Margherita Scanavino, RAI

On line access to selected contents for the general public

- Ina.fr : Stéphanie Rabourdin Godbert, Ina

Part IV

What will come of the archival material which has not been digitised ?

Session moderated by **Herbert Hayduck**, ORF & FIAT/IFTA

15 :15 – 15 :45

Archives at risk

The Interorganisational Group for Archives at Risk
The « Save our audiovisual memory » project

Sue Malden, FIAT/IFTA

15 :45 – 16 :30

The importance of international cooperation for the preservation and promotion of archives

French Ministry of Foreign Affairs, the « Plan Images Archives » : Anne Louyot

ASBU, the MENOS project : Ridha Habaieb

CMCA, the training of journalists project : Martine Viglione & Mireille Maurice

COPEAM, the CapMed 2 project : Angelo Sferrazza

Closing Session

16 :30 – 16 :45

Conclusions of the seminar

Bernard Salomé, Bibliotheca Alexandrina

Farewell cocktail, offered by the Bibliotheca Alexandrina