

# Preservation and archiving of post-production - Needs for Industrialisation

Video- and Post-Production (VPP)  
Community of Practice

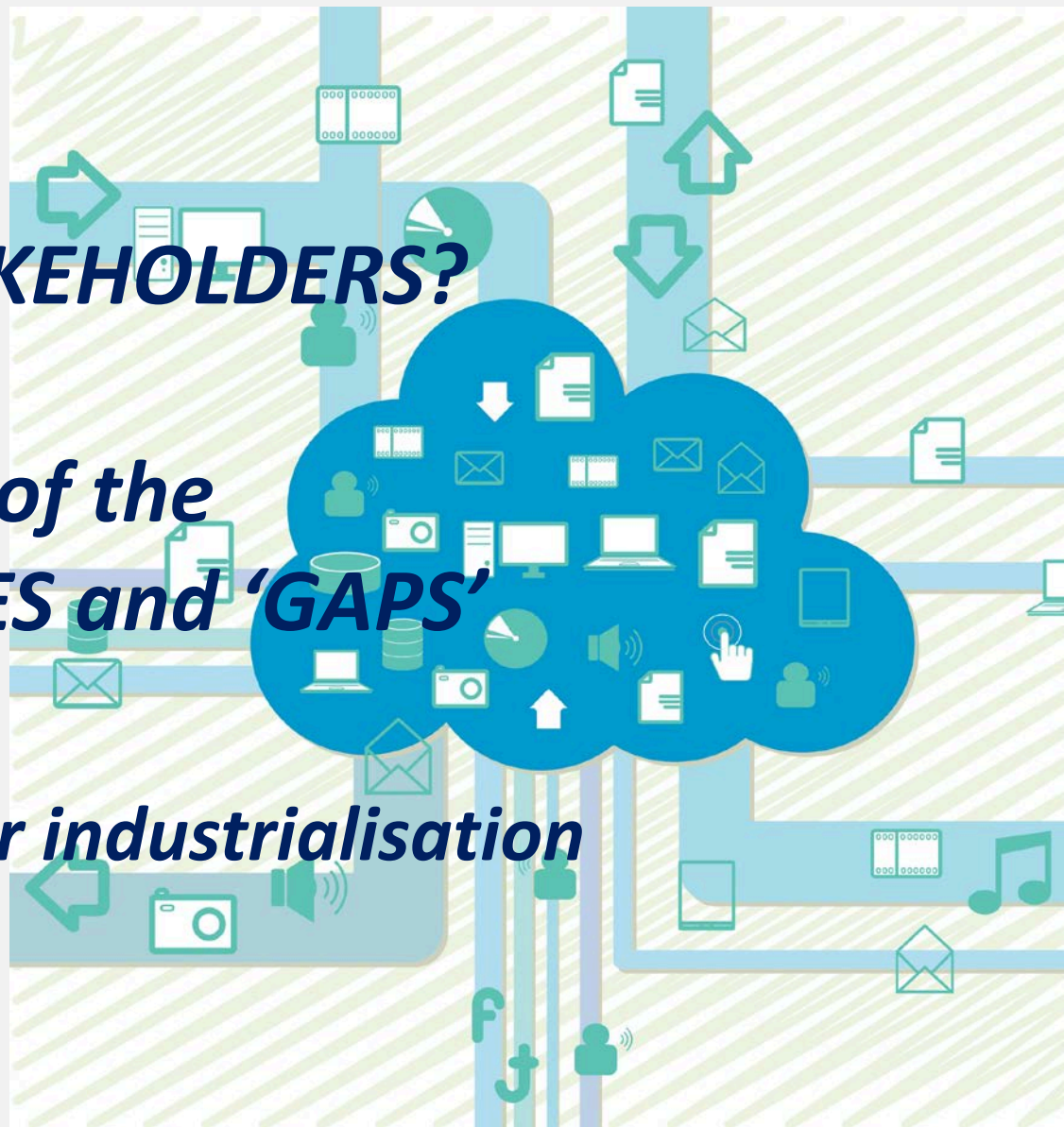
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***Who are the **STAKEHOLDERS?*****

***A brief overview of the  
**IDENTIFIED ISSUES** and '**GAPS**'***

***CORE ELEMENTS for industrialisation***



## WHO ARE THE STAKEHOLDERS?

- **Media houses and broadcasters** – i.e. private companies or public institutions working with a broad range of media services – for example electronic publishing, advertising and communication, entertainment etc.
- **Private post-production houses companies and production** working with post-production and video material aimed at publications for education or infotainment / entertainment (all sizes – freelancers, permanent staff, consultants)
- **Advertisers and marketing bureaus** – i.e. commercial and public communication and advertising companies.
- **Audiovisual archives** - both individual archives and archives placed in media companies, cultural or research institutions.

- Generally, **very big diversity between multiple stakeholders, their livelihood, and their raison d'être**. Many objectives on stake which confuses ends and means.
- **Large diversity between the sizes and professional background of employers:**
  - Private companies (freelancers, professionals, ROE, B2B and bottom lines are the main drivers)
  - Public institutions (academics, policy makers, public service and publishing are main drivers)
- **Many different business and work models on stake** – long term / short term goals – rights management – exchange of assets – in-house post-production – external post-production.



- High level of homogeneity
  - Standards – preservation-tools – metadata-standards - technology tools
  - Methodologies for exchange and standardized roadmaps for handling of rights and payment
  - Medium degree of flexibility
  - Business drivers are almost not existing
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- Medium level of homogeneity
  - Mix of use of standards – preservation-tools – metadata standards - technology tools
  - Proprietary use of methodologies for exchange and roadmaps for handling of rights and payment
  - Low degree of flexibility
  - Business drivers exist within narrow communities
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- Low level of homogeneity
  - Multiple tools available but no consistency
  - Low level of metadata tools and standards
  - Methodologies for exchange and roadmaps for use of rights and payment are almost not existing
  - High degree of flexibility and dynamical thinking and behavior
  - Business drivers RULE!

## IDENTIFIED ISSUES - WHAT IS MISSING?

- Lack of access-facilities. Making it easy to access archive material for a wide variety of uses, including the monetisation of content, faster access for clip search and a better ability to see what was there and the rights associated with content.
- Lack of standardisation. A desire for consistent management of metadata + for as few codecs as possible, but more generally a demand for common standards for audio, video and graphics.
- Lack of Automation. Solution based on de-humanising the workflow around archive, i.e. automated metadata generation and intelligent search – the prospect of intelligent software tools searching on content with metadata generated by intelligent software tools.
- Lack of strong B2B models which contains multiple sorts of end-users
- Lack of knowledge about solutions and opportunities
- Lack of confidence – CLOUD technologies

## NEEDS FOR TOOLS AND INDUSTRIALISED ACTIONS

The general needs are:

- Centralisation and standardisation. All of the above mentioned - but accessed through more centralised and system – using compilers, wrappers and converters
- Users are requesting centralised services / centralised tooling to relieve them from some of the tedious jobs which have arrived from the file based world.
- Users want to be part of community based networks / collaborations where they can share tools.

The more specific technologies requested are:

- Preservation systems with defined content processing methods. Need for making the tedious stuff automatic, and remove the need to input elementary / common preservation data. Identifiers or a classifications system for searching / requesting, tracking and retrieving assets.
- Identifiers for tracking of digital media on the flight (while they are in transit). Generic search, tracking and management-tools. Tracking of content. More visibility of content as it moves through the workflow – e.g. by using QR-codes (like a DHL-order)
- Identifiers for versioning and identifying versions and file types
- Strong demand for tools or methods that would make it easy, simple and flexible to create versions for different destinations. Intelligent management of versions, compiling, wrappers etc. Multi-standard compilers and wrappers for handling and conversion of different versions of media deliveries
- Need for intelligent software tools searching on content with metadata generated by intelligent software tools.
- Simple ways for delivery of content to other through e.g. CLOUD-based infrastructures for storage, processing, and metadata enrichment. Sharing of storage solutions in flexible frameworks. Ability to manage workflows through centralised tooling, such as Cloud-based ones, for preservation, storage, and processing.
- **Training:**  
Equally there is a need for training facilities, which will be able to create more transparency and holistic understanding of the production chain. The improvement of knowledge, skills and competencies should be able to create more LEAN-based efforts in the productions chain end enable staff to be more aware of simple but relevant preservation standards.

## NEEDS FOR TOOLS AND INDUSTRIALISED ACTIONS

More specifically the needs are:

- Sharing of preservation systems with defined content processing methods. Need for making the tedious stuff automatic, and remove the need to input elementary / common preservation data.
- Strong demand for tools or methods that would make it easy, simple and flexible to create versions for different destinations. Intelligent management of versions, compiling, wrappers etc.
- De-humanising the workflow around archive. The prospect of intelligent software tools searching on content with metadata generated by intelligent software tools
- Generic search, tracking and management-tools. Tracking of content. More visibility of content as it moves through the workflow – e.g. by using QR-codes (like a DHL-order)
- Outsourcing of distribution and delivery methods (external as well as internal / in-house)
- Sharing of storage solutions in flexible frameworks (CLOUD). Ability to manage workflows through centralised tooling, such as Cloud-based ones, for preservation, storage, and processing.
- Flexible shopping and distribution facilities



**The file based world has added a lot of complexity, and several tedium jobs.**

**Users want to focus more on making content, and let machines take care of the rest – not unlike the industrialised processes in other areas**