



## **PrestoPRIME Seminar**

**Tuesday, March 24 - 14:00 - 18:00**  
**Radio and Television Museum**  
**Turin, via Verdi, 16**

***1 - The PrestoPRIME project; objectives and positioning within European audiovisual research***

Daniel Teruggi – Ina (F), Research and Experimentation Director, coordinator of the PrestoPRIME project:

***2 - What is there to be lost, and how to prevent it***

Richard Wright - Senior Research Engineer, Bbc Research & Development (UK)

***3 - Which models and strategies for long-term preservation***

Matthew Addis – IT-Innovation (UK), Project Manager in collaborative R&D

***4 - How to access audiovisual contents in changing contexts***

Walter Allasia - Eurix (I), Responsabile Ricerca

***5 - The maze of European Audiovisual Rights***

Laurent Boch – Rai, Centro Ricerche e Innovazione Tecnologica (I)

***6 - Europeana & PrestoPRIME***

Karin Heijink - EDL Foundation (NL), Business Development Director

***7 - A Networked Audiovisual Competence Centre in Europe***

Marius Snyders – Beel en Geluid (NL), Manager of European Projects

***8 - Training and dissemination of knowledge***

Richard Wright – Bbc (UK), Technical Manager Archive Department

***9 - Questions, next steps and conclusions***

## Abstracts:

### **1 - Daniel Teruggi - Ina (F), Research and Experimentation Director, coordinator of the PrestoPRIME project**

**The PrestoPRIME project; objectives and positioning within European audiovisual research:** In the last 15 years, global awareness has developed concerning the importance of European Cultural Heritage and its implications for technology, research and access. PrestoPRIME is one of the strong projects launched with the participation of the European Commission, concerning Audiovisual contents and their future as digital contents as well their access for all. This Seminar aims to inform about the project and to clearly present the stakes involved in order to achieve long-term preservation for our heritage.

**Brief Bio:** Composer and researcher born in Argentina in 1952 and living in France since 1977. He is Director of the Research and Experimentation Department and Director of the GRM (Musical Research Group) at the National Audiovisual Institute (Ina). PhD in Art and Technology at the Paris VIII University, he teaches Visual Arts and sound at the Paris I University and is responsible of a Seminar on New Technology for Musicology at the Paris IV University.

### **2 - Richard Wright - Senior Research Engineer, Bbc Research & Development (UK)**

**What is there to be lost, and how to prevent it:** The significance of the audiovisual holdings - the audiovisual record of the 20th Century - in Europe will be reviewed, including the preservation status and the effects of projects Presto and PrestoSpace on cost-effective digitisation. We can estimate the size of the digital holdings, and estimate their growth. Harder to estimate is the security of digital archives. The special problems (size, time-based media, professional formats, rights) of digital audiovisual collections will also be reviewed.

**Brief Bio:** Technology manager, BBC Archives 1994-2007. Has lead European work in audiovisual archiving, metadata and preservation (EBU Future Radio Archives: EC projects PRESTO, PrestoSpace and others). His wiki on 'audiovisual preservation' is a Google Number One <http://wiki.prestospace.org/>, and he writes an annual report on the preservation status of European audiovisual material <http://www.prestospace.org/project/public.en.html>.

### **3 - Matthew Addis - Manager, IT Innovation Centre (UK)**

**Which models and strategies for long-term preservation:** There are many challenges facing those responsible for the preservation of digital audiovisual content, including what technologies to use - especially storage and formats, how to balance cost with safety and accessibility, how to ensure integrity and authenticity, and what processes and tools to use for identification, verification, quality checking and preservation of both metadata and essence. The use of migration and multivalent strategies will be reviewed in the context of the challenges specific to audiovisual material.

**Brief Bio:** Matthew manages a portfolio of collaborative R&D projects at IT Innovation and has spent 10 years working with broadcast and film archives across Europe to develop strategies, models, tools and systems for audiovisual restoration, preservation and digital archiving. Matthew currently works on preservation models and service-oriented approaches to distributed digital archiving.

#### ***4 - Walter Allasia - Eurix, Manager of Research and Development Department (I)***

**How to access audiovisual contents in changing contexts:** Nowadays we are dealing with several devices able to consume and produce digital items that are exponentially growing. Our cultural heritage is no longer made up only of videos, images and text documents provided by “institutional” public or private bodies but also of the digital contents provided by every connected digital device as well. Unfortunately most of the user generated contents have no metadata but the title. When metadata are missing it is not possible to query any system and the user experiences a loss of information. PrestoSpace had introduced novel approaches for extracting metadata automatically from broadcasting videos and for indexing and cataloging digital contents without the need of the user supervision. Unfortunately digital contents are forced to change continuously due to new available digital formats. PrestoPRIME aims to address this issue providing a solution for searching and retrieving digital contents in a long term perspective.

**Brief Bio:** Walter Allasia, PhD since 1997 he is working in EURIX as Designer and Manager of Enterprise Object Oriented Applications. Currently he is leading the Research and Development Department and has been involved in several research projects as PmetaTools, PrestoSpace/PRIME, MAGIC5, SAPIR, Galileo-PMI, DMP, DMIN.it.

#### ***5 - Laurent Boch - Rai, Centro Ricerche e Innovazione Tecnologica (I)***

##### **The maze of European Audiovisual Rights:**

Rights clearance and management operations represent the major bottleneck in the exploitation of archived audiovisual contents. This is because the analysis and interpretation of the content of original contracts often requires the work of specialists, and even then it is very difficult to organise the rights information in such a way that it can then be reused reliably within an IT based system.

Rights are normally granted for given type of usages, e.g. reuse or publication, and limited to defined sets of delivery mechanisms, and constrained by plenty of clauses by rights holders. Producers and publication managers searching items suitable for their work into broadcast archives need to find trustworthy rights information description mapped on the editorial entity timeline. The achievement of common rights model would greatly simplify the rights management work, however this will also depend on which minimum level of homogeneity among national laws on copyright would be required.

**Brief Bio:** Laurent Boch graduated in 1990 at the Politecnico of Torino in Electronic Engineering after a thesis on video coding carried out in CRIT. He joined CRIT in 1992. Member of the research unit on digital audiovisual production and archiving technologies, he has been heavily involved in projects on automated digitisation of TV

archive, and has international experience, participating in various EBU projects in media and metadata areas (current co-chairman of P/MAG) and contributing significantly to the EU PrestoSpace project. Laurent Boch is the technical coordinator for the project.

#### **6 - Karin Heijink - EDL Foundation (NL), Business Development Director**

**Europeana & PrestoPRIME:** Europeana rolls multimedia libraries, museums and archives into one digital website, where it gives access to digitised books, audio and film material, photos, paintings, maps, manuscripts, newspapers and archival documents that are Europe's cultural heritage.

Audiovisual materials play an important role, depicting Europe's more recent history and culture. What is the relationship between Europeana and PrestoPRIME. How do both projects work not only on the preservation but also on the access of audiovisual material?

**Brief Bio:** Karin Heijink is the Business Development Director for Europeana responsible for the strategy and development of Europeana into a operational and sustainable service. Karin directs the marketing, communications and PR strategies. For nine years prior to joining Europeana in November 2008, Karin worked for the Discovery Networks EMEA where she was Channel Director for the Emerging Markets.

#### **7 - Marius Snyders - Beel en Geluid (NL), Manager of European Projects**

**A Networked Audiovisual Competence Centre in Europe:** A principal objective of the PrestoPRIME project is to establish a Networked Audiovisual Competence Centre. The Centre's two main functions are: (1) gathering, organising and distributing PrestoPRIME's output, and (2) becoming an important networking and information resource to actors in the (European) audiovisual content domain for PrestoPRIME's main areas of action. Creating an impact on the relevant communities will be realised through three essential channels: (1) a Communication Platform, (2) a legal entity to ensure the Centre's sustainability and (3) close collaboration with European digital libraries.

**Brief Bio:** Marius Snyders (1973) is project manager at Sound and Vision in The Netherlands. He has many years of experience, both at national and pan-European levels, in government policy issues related to the use of new technologies in cultural heritage, and in particular the role they play in creating and maintaining digital libraries.

#### **8 - Richard Wright - Senior Research Engineer, Bbc Research & Development (UK)**

**Training and dissemination of knowledge:** There was a well-documented shortage of the knowledge needed for preservation of analogue audiovisual media. For digital media, is the shortage much worse, or do we just hand over all our files (and all our hopes, and all our content) to Information Technology experts? We briefly cover the needed expertise needed for digital audiovisual preservation, and present the plans within PrestoPRIME for meeting that need.