

P R O G R A M M E

Seminar series Media Management Commission `Changing Sceneries, Changing Roles` part VI

`METADATA as the Cornerstone of Digital Archiving`

16 - 17th of May 2013, Beeld en Geluid, Hilversum, The Netherlands

Moderators: Elena Brodie Kusa and Thomas Prehn

Thursday May 16th 2013

9.00 Registration/Coffee

10.30 Opening

*Jan Müller, President of FIAT/IFTA and CEO of Beeld en Geluid
Eva-Lis Green, Head of the Media Management Commission*

Theme: Linked Metadata

10.45 Keynote: Seth van Hooland

Seth van Hooland holds the chair in Digital Information at the Information and Communication Science department of the Université Libre de Bruxelles. His research focuses on metadata quality and document & records management. Van Hooland's personal goal is to bridge the gap between domains (open and linked data), practices (manual and automated metadata creation) and communities (academia. industry and practionairs) "in order to make resources as accessible as possible in a sustainable manner".

11.15 Case study 1 : "Semantic Linking for Second Screen"

Maarten de Rijke (University of Amsterdam), Rutger Verhoeven (VARA)

The University of Amsterdam and the Dutch public broadcasting company VARA have together developed a search engine that searches in real time various sources on the network. With the help of language technology, interesting background information on the programme is automatically traced and presented on the second screen, while the programme is being broadcast.

11.45 Case study 2 : " Semantic Multimedia Browser"

Xavier Jacques-Jourion (RTBF)

RTBF (Radio-Télévision Belge de la Communauté Française), together with its development partners Perfect Memory from Compiègne and Memnon from Brussels, is developing a prototype for a semantics-based multimedia browser. Taking advantage of state of the art in semantic web technology, the solution aggregates contents from multiple media databases, combines it with Linked Open Data and delivers the results to the user via a highly interactive graphical user interface.

12.15 Panel discussion

Seth van Hooland, Jennifer Wilson (BBC Scotland), Therese Nilsson (SVT), Florian Delabie (RTBF).

12.45 – 14.00 Lunch

Theme: Preservation Metadata

14.00 Keynote: Rebecca Guenther

Rebecca Guenther is currently the worlds leading authority on PREMIS (Preservation Metadata: Implementation Strategies), the specific metadata that is needed for digital preservation of collections. She heads the international PREMIS working group that in 2005 published the first version of the PREMIS Metadata Dictionary, that is now accepted as a standard and is implemented n archives and libraries worldwide. Some countries , like Spain, actually mandate its use in cultural heritage institutions. Guenthers next challenge is to raise awareness of the need for the use of standardized preservation metadata in institutions outside of the traditional libraries, like the media industries, to help them "doing it in a standard way, so that it will be sustainable and useful to others".

14.30 Case study 1 : “Requirements for OAIS compliant preservation workflows in AV-production archives”

Daniel Steinmeier (Beeld en Geluid)

One of Beeld and Geluid's ambitions is to become a central, trusted digital repository for materials produced by public broadcasters and for Dutch heritage collections. A new information architecture is currently set up, based on OAIS processes, combined with PREMIS preservation metadata. How to apply OAIS concepts to an audiovisual archive that functions in a production setting? How to define preservation metadata, specifically for AVf-iles? The casestudy will present a set of requirements for OAIS compliant life cycle management in the dynamic media archive environment.

15.00 Coffee

15.30 Casestudy 2: “Help, the legal deposit for electronic documents is here!”

Kaisa Unander (National Library of Sweden) Eva-Lis Green (SVT)

From the 1st of April media companies like broadcasters and newspapers shall deliver all web unique content that is electronically published on the web to the National Library due to a new legislation in Sweden. SVT has to deliver different types of files (media objects) with additional metadata and an overview how this can be executed will be presented. The National Library has to take into account everything that will be delivered from different suppliers and the need for a structured way of taking care of this information so it can be for preserved for the future. When the legislation is fully implemented in 2015, deliveries will also be mandatory for all official websites in Sweden. The principles from the OAIS-model will be used in this process. The challenges and possibilities will be discussed.

16.00 Panel discussion

Rebecca Guenther, Beth Delaney (AV collection management consultant), Lian Wintermans (KB - National Library of the Netherlands), Eva-Lis Green (SVT).

16.30 FIAT/IFTA Archive Achievements Awards : presentation and screening

Tom De Smet (FIAT/IFTA Programme & Production Commission)

17.30 Drinks

Friday, May 17th 2013

10.00 Coffee

Theme: Automatically Generated Metadata

10.30 Keynote: Cees Snoek

Cees Snoek is currently assistant professor in the Intelligent Systems Lab at the University of Amsterdam and head of R&D at Euvitions Technologies, a lab's spinoff. His research interest is video and image search. He also holds positions at the VideOlympics and IEEE Multimedia and IEEE Transactions on Multimedia. Snoek is lead researcher of the MediaMill Semantic Video Search Engine, which is a top performing search engine at international evaluations. Cees Snoek's work won national and international awards, among them the Netherlands Prize for ICT research 2012.

11.00 Case study 1: “Automatic Mood Classification of TV programmes”

Sam Davies (BBC R&D)

In this presentation BBC R&D's work on identifying the mood of a television programme is described. This uses vision and audio processing techniques to look for and extract the emotional content in programme. Used in conjunction with traditional metadata recording what the programmes subject matter is, this provides a unique way for the classification and retrieval of programmes from an archive.

11.30 Case Study 2 : “Our Experience working with Speech to Text and Semantic Analysis”

(Sarah-Haye Aziz & Lorenzo Vassallo (Radiotelevisione Svizzera – RSI Archive)

Goal is to present the Speech to Text project focusing on the human point of view and on the integration with our archiving workflow, describing our case study with a few technical details.

12.00 **Panel Discussion**
Cees Snoek, Alberto Messina (RAI), Brecht DeClercq (VRT).

12.30 – 14.00 **Lunch**

Theme: User Generated Metadata

14.00 **Keynote: Lora Aroyo**

Lora Aroyo is associate professor Intelligent Information Systems Web and Media Department of Computer Science, at the Free University Amsterdam, in the Netherlands. Her specialities are all explicitly 'user centered' : crowdsourcing, user and context modelling, recommender systems, user centered design for semantic systems en elearning. In the recent past Aroyo was scientific coordinator of the EU Integrated Project: NoTube: integration of Web and TV data with the help of semantics. Aroyo also coordinated the NWO project: CHIP: Cultural Heritage Information Personalization. This project was awarded a Semantic Web Challenge prize.

14.30 **Case study 1 : “BBC World Service Archive project”**
Yves Raimond (BBC)

A new prototype to explore and listen to around 70,000 radio programmes covering 60 years of the World Service, which aims to test a novel approach to publishing large archives online using automated processes with sparse or incorrect metadata and crowdsourcing techniques.

15.00 **Coffee**

15.30 **Case Study 2: RTE Twitterproject**
Liam Wylie (RTE)

Through the website www.rte.ie/archives the archives of the Irish national broadcaster RTÉ look to engage with their audience in a number of different ways. RTÉ Archives have been combining their own website and Twitter to ask the public for help in identifying people and places from their photographic collections. This presentation looks at the thinking and the results behind this approach to user engagement.

16.00 **Panel discussion**
Lora Aroyo, Camilla Roesen (Danish Radio), Julia Vytopil (Beeld en Geluid) , Svein Prestvik (NRK).

16.30 **Conclusions**

17.00 **End of seminar**

Saturday May 18th 2013

Morning: Guided Tour Experience Beeld en Geluid

10.00 - 13.00