**Collaborative Notes - AMIA 2016**

AMIA 2016 DAS Stream

Thursday 10 November 2016

Note takers: Erwin, Anonymous Nyan Cat

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Programme abstracts: <http://www.amiaconference.net/preliminary-program-2/>

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| The MTV Vault Project –  Archiving the History of Music Television Thursday 10 November 2016 - 2:00pm | |
| Jamie DiVenere, Sr. Project Manager, Viacom Digital Production Initiative program > Viacom Production Initiative  Encoding select assets from the archive > Metadata > Archive  1.5M assets > 400.000 tapes to digitize by end of 2018, based on library circulation reports  After encoding tapes go in deep storage, dupes selected for purge process (done by library group)  Bloomberg Business Week article Sept 7 - encoding partner Iron Mountain  Reuse - Reduce - Repurpose - Revenue MTV/Vh1 Production Group Project management: Charter > RFP > SOW  International collaboration  Workflow: Editorial Committee > Research > Encoding (~~QC~~:Matching tech specs via XML/batch solution) > Ingest (one file at the time) > Logging > Curation > Reuse/Repurpose  Media Asset Management Challenges  Metadata: Worked with Crawford Media to improve process  David Bowie clip 1983 on exposure for black artists > gave the project a lot of exposure  DIVA storage LTO5 & 7 - ProRes LT files - production files not archive quality? Was uncompressed an option? Was discussed, but decided against it b/c repurpose/reuse was only goal (some files did go to HQ).  Separate rights management system  Looking at metadata improvements, info on clip level, … just not yet.  Qualities of a Project Manager: charm yourself into the places where you need to be in order to make shit happen | |
| Case Study: Creating a Trove of Digital Assets Thursday 10 November 2016 - 4:45pm | |
| Eva Radding, Facing History and Ourselves @FacingHistory = educational & professional development organisation to engage students in studying historical development of the holocaust, genocide. 9 offices throughout US, Toronto, London. Also teaching on bullying, contemporary issues. Mostly middle schools. Using video since 1970s: recording prof devel, classroom situations, events. Want to repurpose and use in other ways. Video more & more important in classroom situations. Where we started 2011: open reel, ¾” umatic. Selected materials had been migrated to beta & dvcam. Shooting on dvcam & minidv in the 1990s available through library catalog. After 2010 switched to files but not much oversight. Images scattered across organisation, flickr, … VHS & DVD access copies in library of popular materials and some online materials on YouTube, Vimeo, Google Video. Grant in 2011 received to bring core curriculum up to date and online => opportunity for digitization, making the collection more usable. Project goals Have a central repository; have materials directly available to staff; direct access for cataloguing; platform for future acquisition; support public use of video (using YouTube in schools can be problematic, often blocked); ability to reuse material; remote backups & storage; make use of opportunities for collaboration. Project team cross-departmental. Consultants Brought in AVPreserve, met at AMIA. Different roles: develop RFP for DAM; support vendor selection; support digitization process; leading taxonomy devel; configure DAM. Kara Van Malsen, AVPreserveVendor selection **Step 1** of discovery to understand organizational and user needs and goals via interviews, document review and system demonstrations.  **Step 2**: document & prioritize (1) business requirements (why are we doing this, what are our goals), (2) use cases (what do users hope to accomplish? In this case: 11 different use cases) (3) functional requirements (4) technical requirements (sometimes question is more about constraints than about requirements (must be on-site, must be in the cloud, must be in *our* cloud, no java, particular database, ...)) (5) format requirements (6) metadata requirements >> all this goes into the RFP.  Example:   * Workflows - fleshed out or general * Functional requirements: formulate according to best practice (don’t use ‘and’), prioritize, link to use case >> allows you to demo that use case to see how the vendor fulfills that requirement   **Step 3**: RFP issue & proposal evaluation - with specific questions to vendor on how to fulfill the requirements.  **Step 4**: Taxonomy!  Selected Orange Logic - product Cortex - powerful and versatile but risk is: it can do everything! Eva Radding, Facing History and OurselvesDAM config  * Coming from no system, so no existing organisation in place * Too many configurisation options bogged down progress at times * Taxonomy for DAM and for Drupal CMS (Brightcove media player) * Taxonomy transformed to be more user-friendly  Rollout, documentation, training  * Whet people’s appetites but don’t over promise   + Use sample footage to get people’s attention * Naming is important: everybody loved the title “trove” * General user guide with step-by-step screenshots * Rollout new features over time e.g. request download * Important to have good governance documentation [audit trail]   Went live 2014. Evolution / Lessons learned  * After coming off a large grant, a lot of workflow has to be modified. People’s job description also changed. * Vendor partnership is on-going - new features come out, needs adapting * Takes time to do it right - b/c there’s so much to do! * Realize you can’t do everything * Buy-in has to happen at the beginning * Need to be clear to users what we could do and when we could do it. Vendors as well * Long term relationship with vendor -> figure out what works and good communication * Very satisfying that people get to see things that haven’t been seen for a very long time.  Where are we now  * (Internal) Asset library and archive * Video creation   + Create documentary   + Rough cuts for approval   + Signed release forms also stored in Trove * License related things in the Trove * Graphic designer manages image repository - with recommendations on what to use   Transformation   * Centralization of intellectual property (One place for everything) * Rapid access to new content * Management of licensed content * Holocaust and Human Behavior project launched this week (6 Nov - 12 Nov)   + This project wouldn’t have been possible without the Trove. Trove wouldn’t be possible without this project. | |