Opening the Yle Archives for reuse

Creative Commons licenses and hackathons

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Yle and Yle Archives

Yle

- Finland's national public-broadcasting company, founded in 1926
- 1926 radio, 1957 first television broadcast test, 1994 first website

Yle Archives

- Archives and catalogues Yle produced and co-produced radio and TV programmes
- Offers information services and training for Yle staff
- Publishes archive material online

Collections

- TV and radio materials, photographs, sound effects and music
- Represents an important part of Finnish cultural heritage

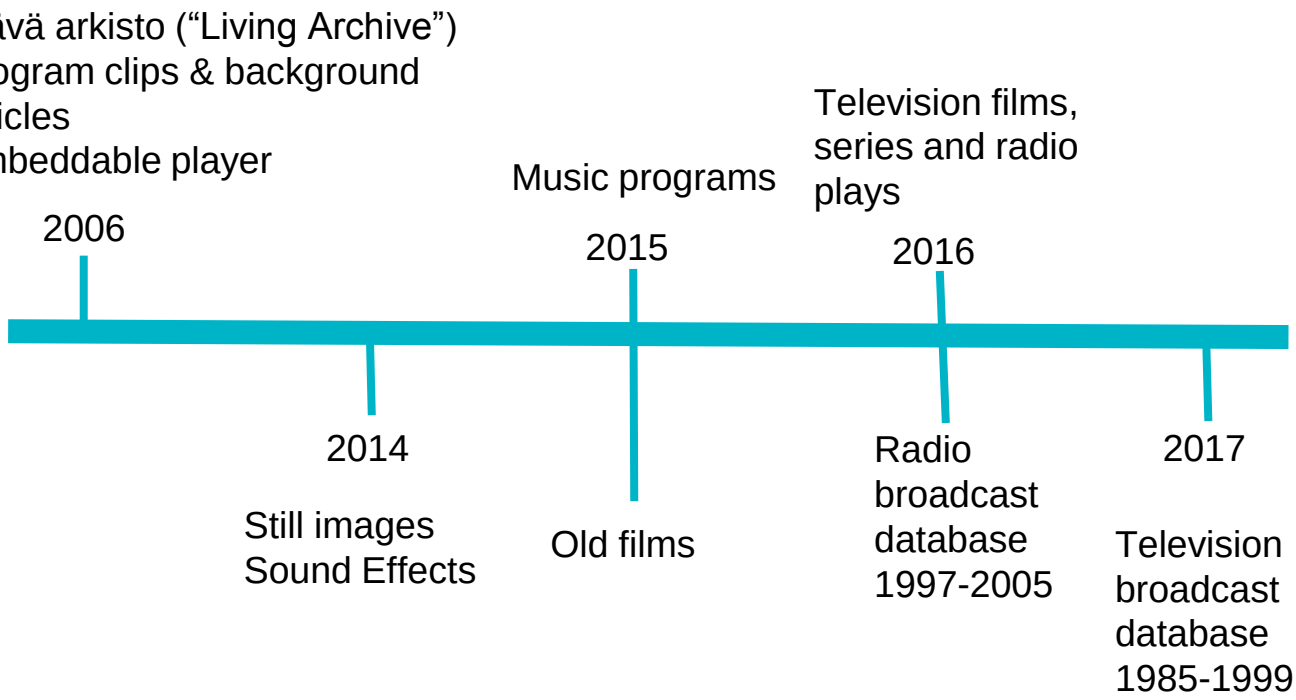
Online and open publishing

Online publishing

Traditional:

using archive footage in new programs

reruns in radio and tv



Open publishing

yle 2020

AMONG FINNS

Yle creates space for different ideas and ways of thinking. We make Finland an even better place to live.

RELIABILITY, INDEPENDENCE AND RESPECT FOR EVERYONE

Going open

- Yle's strategy for 2016–2020
  - We open our archives so that everybody can use them
  - We will gravitate to people to develop content and services

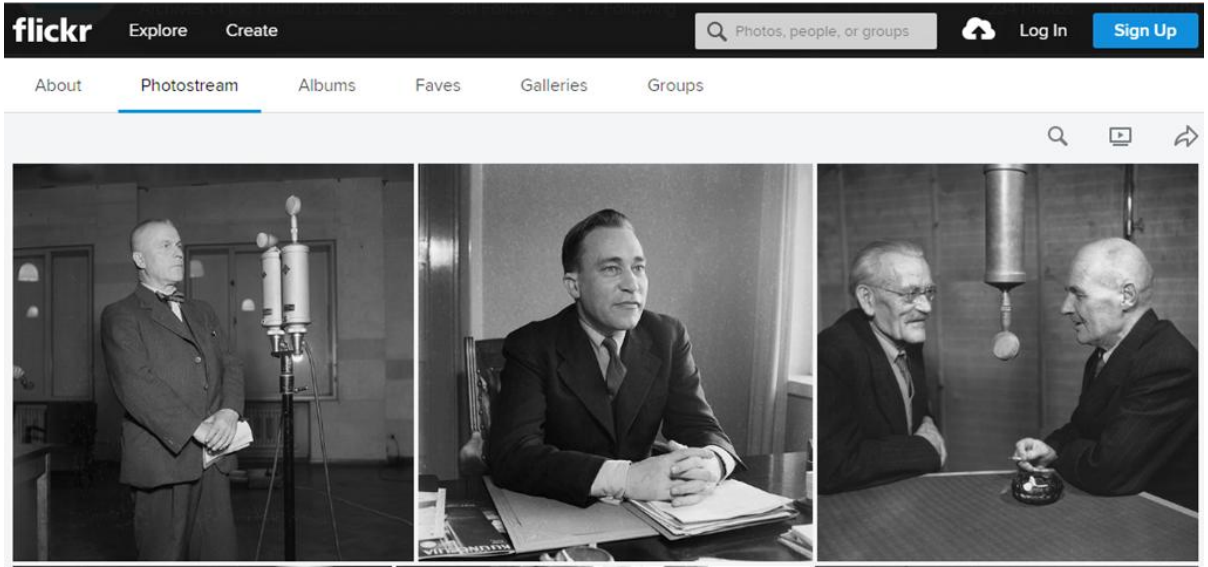
- Inspiration from international open GLAM (glam for galleries, libraries, archives, museums) movement:
  - For example Dutch Rijksmuseum have now over 600 000 hires photos in their website which everyone can download and reuse

Challenges

- Copyright
  - Yle´s collections are mostly under copyright protection and usually we have just rights to broadcast and/or publish online
- Privacy
  - Should there be recognizable faces of living persons in the material that everyone can reuse?
- Publishing platforms
  - Our own web platforms were designed for watching and listening programs, but not for downloading them

Photographs on Flickr Commons

- We started with our copyright free photographs on Flickr at 2014
- Easy to start with because other Finnish cultural institutions had done the same
- Now over 200 photographs
- No known copyright restrictions: over 50 years old non-artistic photographs
- Descriptions in Finnish and English



Sound effects on Freesound

- Over 1000 sound effects on Freesound under Creative Commons Attribution Licence
  - free use, but you have to give credit to Yle
- Descriptions in Finnish and English

Old film material on Vimeo

- Film material from production companies that Yle have bought with all the rights
- 62 clips under Creative Commons Attribution Licence on Vimeo
- Descriptions in Finnish and English

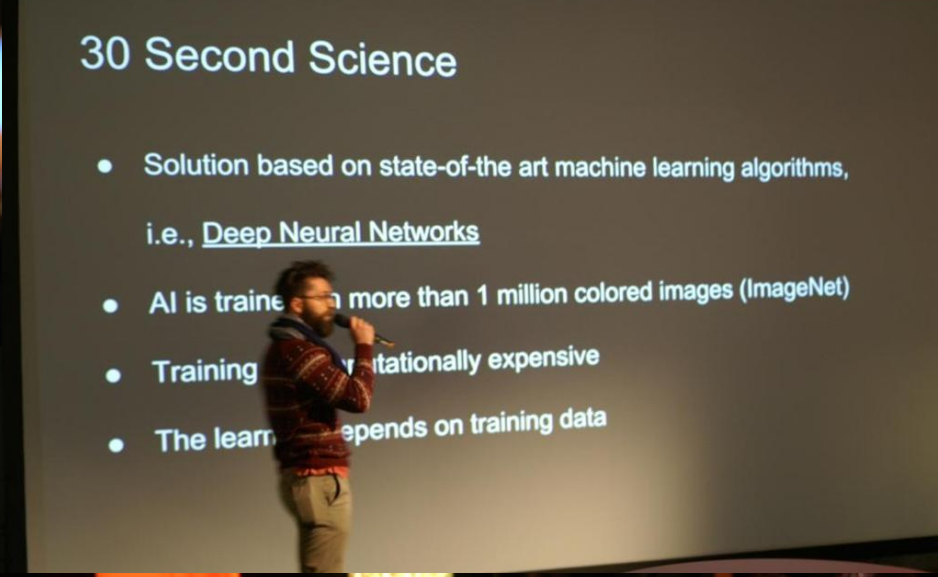
Autumn storm, 1970s

Yle Archives - Elävä arkisto | 2965 plays

Awaiting for spring, 1961

Yle Archives - Elävä arkisto | 1139 plays

Ilmatar
Kari Juva
Read more


30 Second Science
Solution based on state-of-the art machine learning algorithms,
i.e., Deep Neural Networks
AI is traine more than 1 million colored images (ImageNet)
Training tationally expensive
The learn epends on training data

Hack4FI & Finnish OpenGLAM network

- Hack4fi - Hack your heritage! an annual three-day hackathon (hack + marathon) organized by Finnish OpenGLAM community. The community is formed by Finnish galleries, libraries, archives, museums.
    - including institutions like Finnish National Library, Helsinki City Museum and Aalto University's Archive, Yle is an active member in this network
    - aim is to support new collaborations between culture institutions, help institutions open cultural content and data and promote the creative reuse of these materials.

Hack4FI 2017

- This year's Hack4FI was third of is kind and was hosted by Yle last May
- Hack4fi brings together people from different fields interested in digital cultural heritage and multi-professional collaboration
- The idea is to encourage participants to use archive material that Yle and other archives have published for free use. Participants can create different applications like games, maps and virtual or augmented reality environments.
- 8 tracks that participants could choose were provided by cultural heritage institutions:
  - For example: Make "Time Machine 2.0" to Helsinki City Museum (Time Machine 1.0 is VR application about old Helsinki)
- Over 50 cultural hackers made almost 20 projects. Some examples:
  - AI program which colored black and white images and videos
  - AR program which give you Wikipedia information about public statues

Conclusions

Publishing archive material with Creative Common licenses has been a success story.

Even with a relatively small selection of free-use materials you can gain visibility and positive feedback for your archive. Archive material is being used in new and innovative ways when the material is available for free.

For example Yle's in-house sound effects collection has gained a whole new life in Freesound service. It has ended up being used even in Hollywood productions.

Hackathon’s are great way to foster archive materials’ reuse and great learning experience also for archive professionals.

Thank you!

Further reading:

The Problem of the Yellow Milkmaid: A Business Model Perspective on Open Metadata

Sanderhoff: This belongs to you - On openness and sharing at Staten Musuem for Kunst

Photo credits:

Historical background photos: Yle Archives on Flickr Commons

Hack4FI photos: Sini Peura

Your Story