The Riga Seminar 15 October 2005

The EU MediaPlus Project



Rüdiger Dawideit, M.A. Südwestrundfunk (SWR)



The Presentation

- Access to Heritage
- 2. The BIRTH Project
- 3. Building the BIRTH Retrieval Network
- 4. Architecture
- 5. Contribution
- 6. BIRTH Multilingual Thesaurus
- 7. Use and Exploitation Plans
- http://birth-of-tv.org





1. Access to Heritage

Background

- 50. Anniversary of European television
- Television archives are a major heritage resource for building a European identity

Access Restrictions

- Inhouse focus to serve production needs
 - genuine metadata model and cataloging standards
- Rights clearing extremely complex and time consuming
- Remote access to DB systems barely exists:
 - not established or
 - only for professionals, not for research or public
- No cross-archive-retrieval
 - genuine DB systems
 - language
- Package shipping vs. on line delivery





2. The BIRTH Project

- Media Plus Pilot Project (2003-2005)
- The project BIRTH aims at building up a multimedia-based, multilingual pool of archive material.



















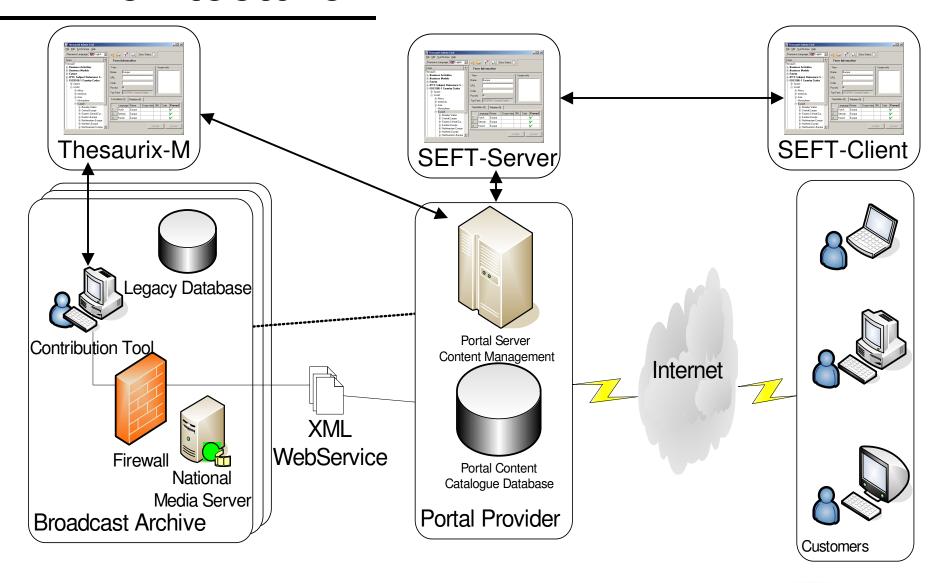


3. Building the BIRTH Retrieval Network

- Focus on first two decades of regular European television and three target user groups:
 - General Public
 - Academics
 - Professionals
- Re-tracing and preservation of content
- Rights clearing for web use and delivery
- Metadata enrichment for multilingual retrieval
- Conversion to digital working and access formats
- Harmonized metadata structure for cross archive retrieval
- User survey 2003
- Co-operation with television history researchers
 - European Television History Network (Utrecht April '05)
- Networking with other R&D projects (PRESTOSTPACE) and archives



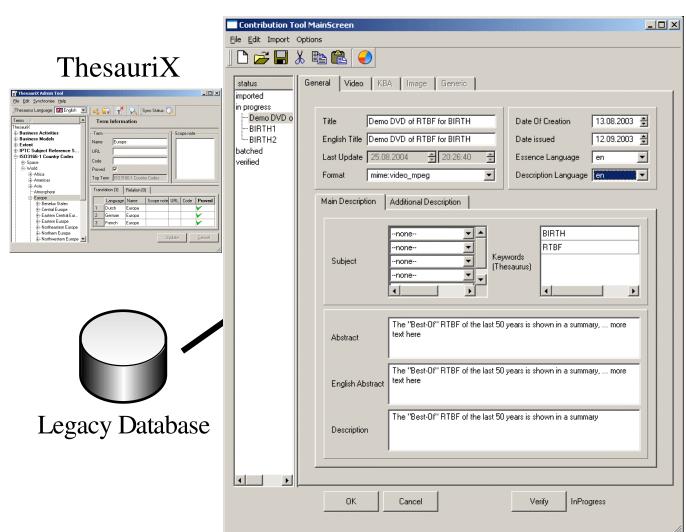
4. Architecture







5. Contribution







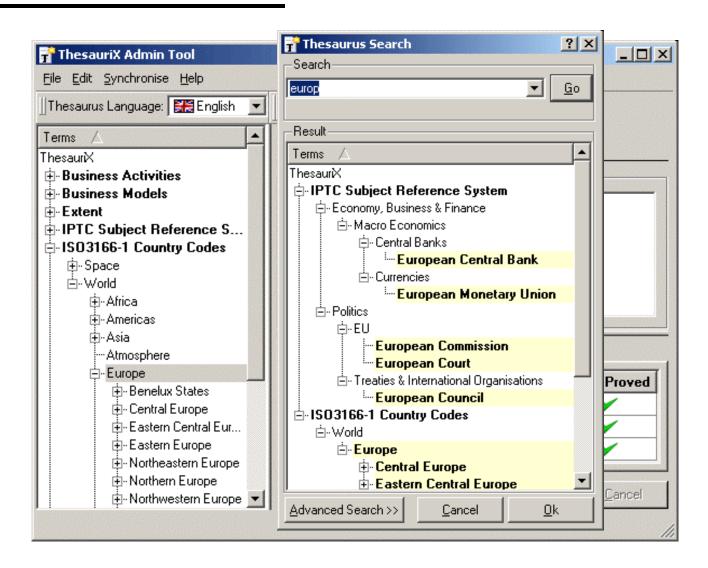


Server





6. BIRTH Multilingual Thesaurus







7. Use and Exploitation Plans

Expansion

- content
- suppliers
- scope (time & space)

VideoActive

- Stimulating cultural/scholarly content enrichment across European archive borders
- All members of the EC included
- Coordinated by Utrecht University





8. http://www.birth-of-tv.org









materials. In the next few months we will upload more material and add more functionality to meet the needs of our users.

We appreciate your comments, ideas and feedback to the BIRTH of Television Archive. Therefore please use the feedback form or drop us a mail.

Audiovisual material from the early days of television is barely accessible. This is true for the television professional, the scientific community and for the general public. On the one hand this is because the metadata of the material is stored in legacy databases or paper-based catalogues; on the other hand the television programs have been recorded on formats that are no longer in general use.

News) programme and production of

1. Football: Belgium - Holland 2. News - Marilyn Monroe Arrives In

Popular assets

