

BAAC RIGA

October 4–6, 2010

Towards integrated model of broadcasting archive

Jonas Korys (LRT), Juozas Markauskas (DIZI Heritage)

- Broadcasting archive – live production archive with active re-use
- Day-to-day tasks: acquisition, preservation, access
- Functions and structure: meaning, advantages and disadvantages
- Types of media: differences and similarities of work processes
- Radio and TV under one roof: separated or merged archives?
- LRT experience
- Conclusions

What is LRT:

Public enterprise “Lithuanian national radio and television” („Lietuvos nacionalinis radijas ir televizija“ LRT) is national broadcaster in Lithuania with:

- 3 TV (LTV, LTV2, „LTV World“),
- 3 radio channels (Lietuvos radijo, „Klasikos“, „Opus 3“)

Operation of institution is regulated by national law on television and radio and funded by governmental budget, income from advertising, publishing and other commercial activities.

LRT sound and audiovisual archives:

- LRT TV archive
- LRT Radio archive
- LRT broadcast archive www.lrt.lt/archyvas (TV+Radio) (since 2007)
- LRT TV “gold collection” www.lrt.lt/fondas (since 2008)
- LRT digital radio archive portal for external access (started in 2009, under development)
- LRT Photo archive

TV archives:

Films: ~4 500 hours.

VHS: ~30 000 hours.

1000 “new” hours deposited to archive yearly, usually in Beta Tape.

Radio archives:

More than 40 000 hours, recorded in various analog formats:

- tape
- vinyl
- mc

Covering period from beginning of 20th century.

New deposits in digital files only

Problems:

6 separated archives with no internal cooperation , supervised by two departments (TV and Radio)

This situation is led by following circumstances:

- LRT consist of two organizations sharing same administrative unit on the top level: general director has two deputy directors for Radio and TV divisions.
- Archives falls in to supervision of both divisions (TV and Radio).
- Because of not being administrated by top level management, archives are not recognized as important part of the company.
- Long time there was no coordination in development and financing of projects among all archives.

Challenges:

- To create united structure of LRT audiovisual archives and incorporate its administration in to the top management level.
- To achieve better balance of human resources and delegated functions with new structure of archives.
- To administrate and foster development of archives after establishment of new structure.

Changes in Companies policy

Mr. Audrius Siaurusevičius is the first director general who recognized the importance of archives and initiated changes in companies policy:

From LRT report to Lithuanian Parliament:

“The reorganization procedures of archive started in four th quarter of 2009 (analysis of structure and recourses, possible functions and other), with the target to establish Archives department in 2010 and replace existing system. It is expected Archives department will also take care of museum artifacts”

Archives department project

Vision of Archives department

LRT Archives department – trusted and innovative audiovisual archive
maintained according to world-wide know-how, standards, best practices

Archives department project tasks (1/2)

- To implement functional merging of sound and audiovisual archives of LRT
- To establish new Archives department
- To create and install single access point for internal users
- To create and install single web-access point for external users

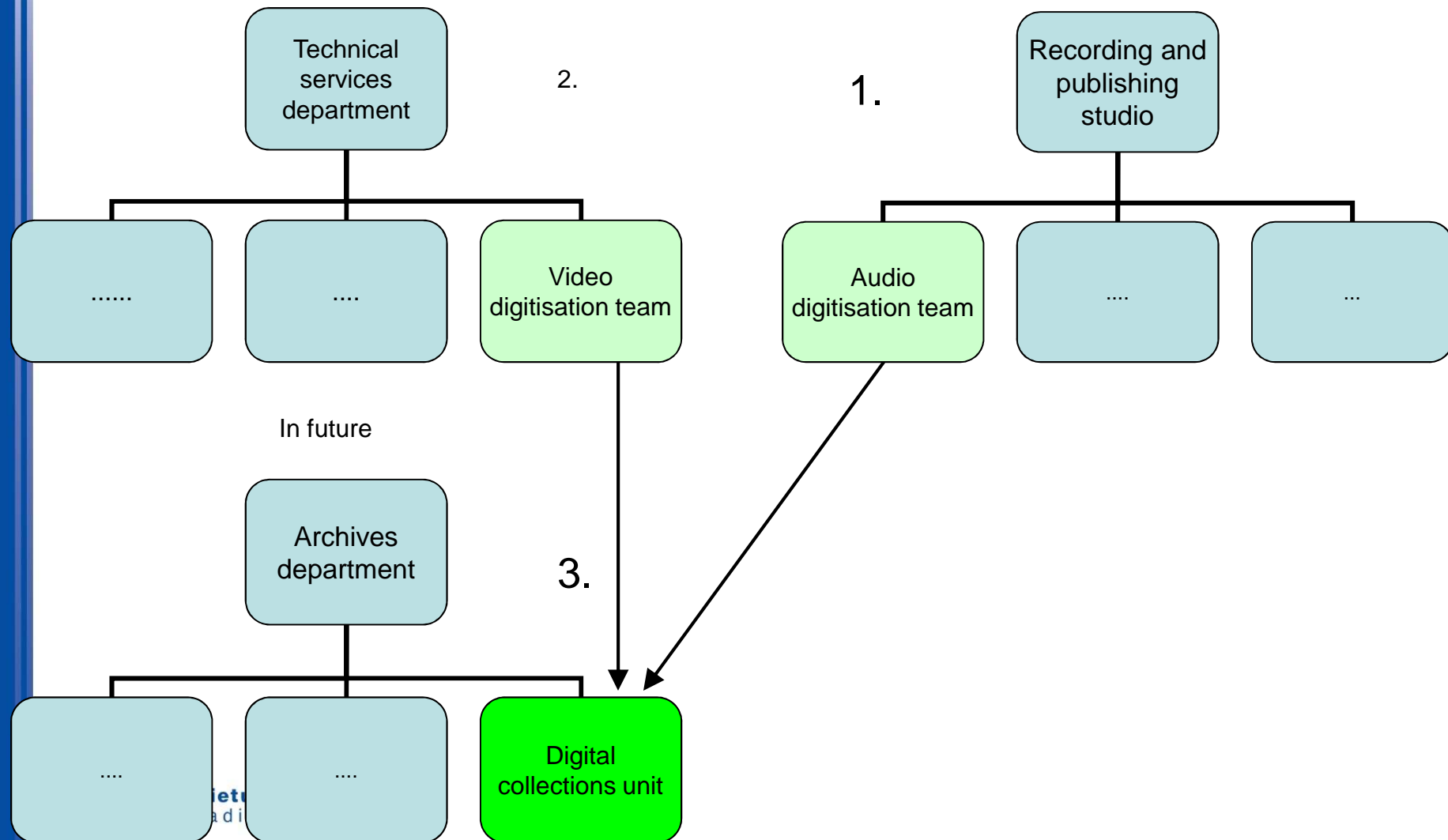
Archives department project tasks (2/2)

- To create integral digital audiovisual archive
- To increase work efficiency of producers and other creativity staff
- To cut expenses of creation of new production
- To achieve conformance of LRT audiovisual archive to international standards and best practices

Archiving/cataloguing

Present time: in LRT structure

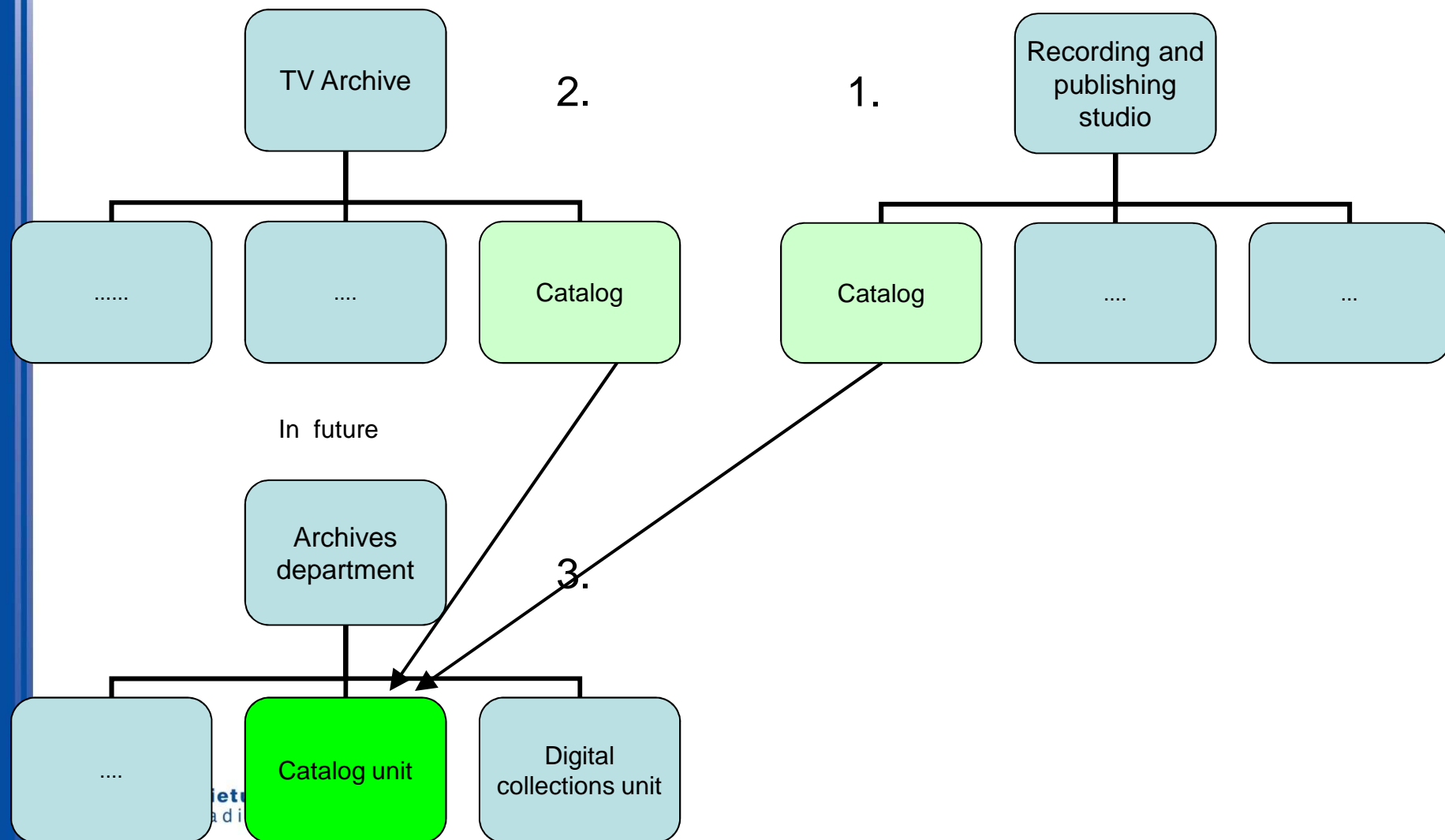
Present time: in Radio structure



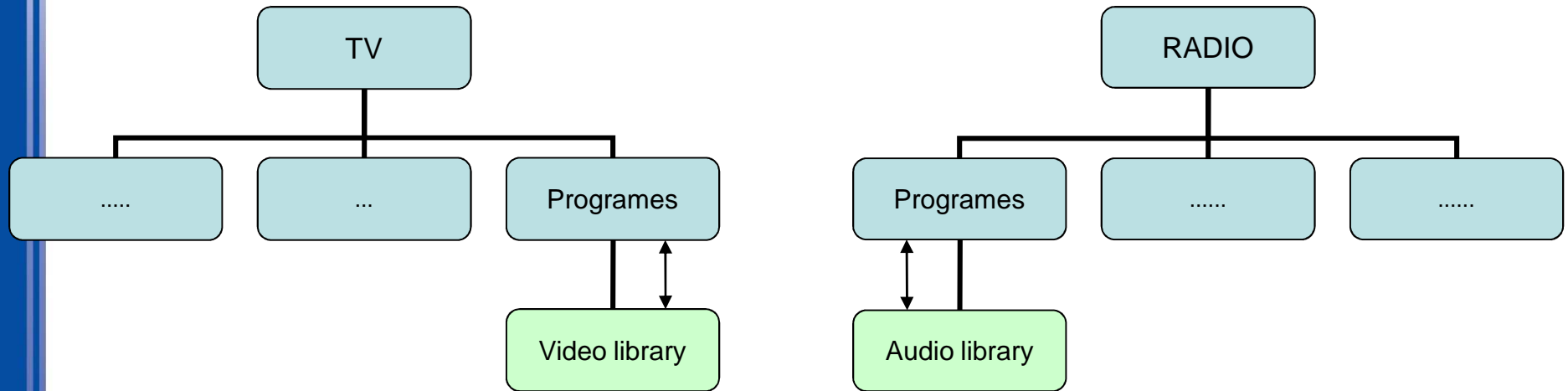
Archiving/cataloguing

Present time: in TV structure

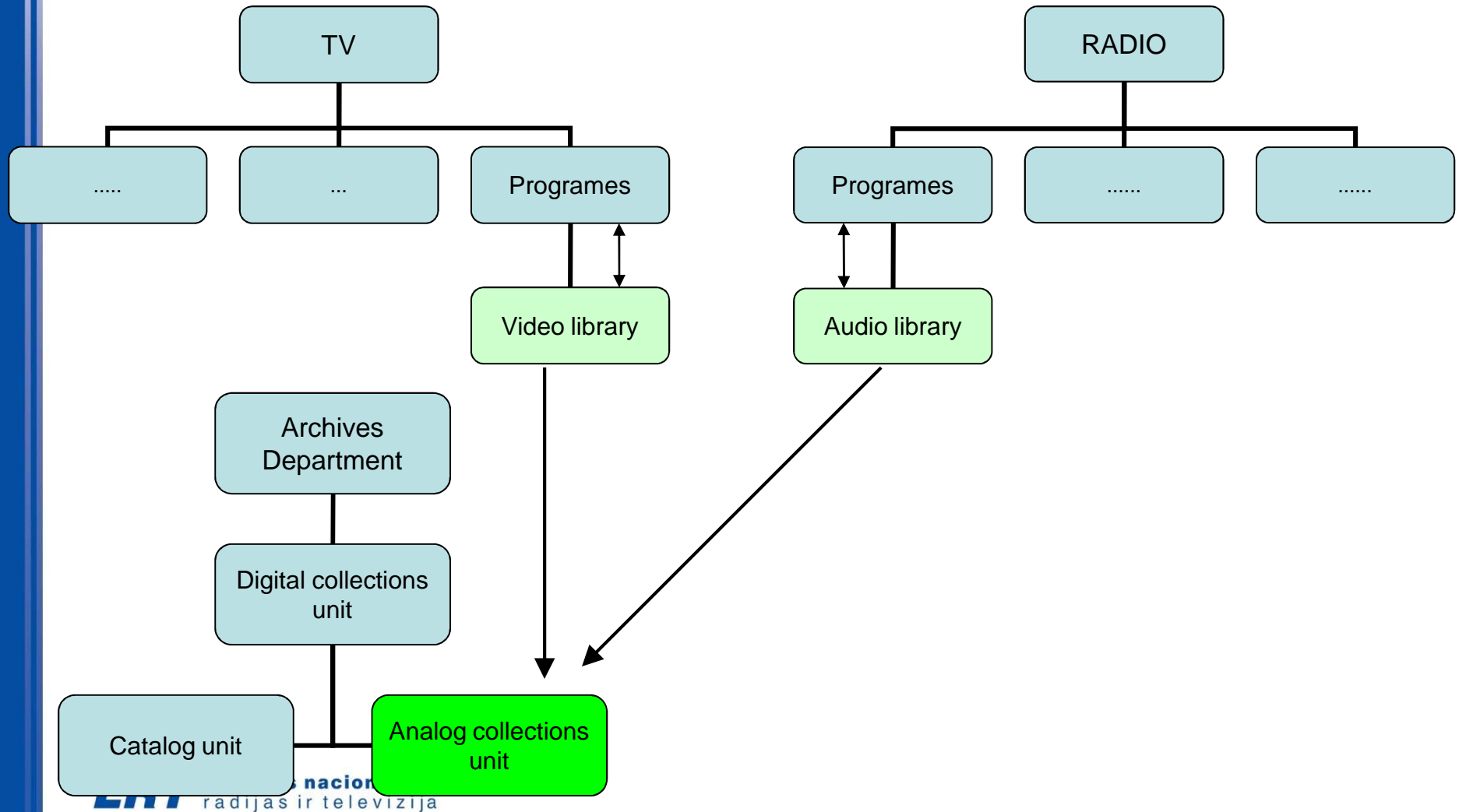
Present time: in Radio structure



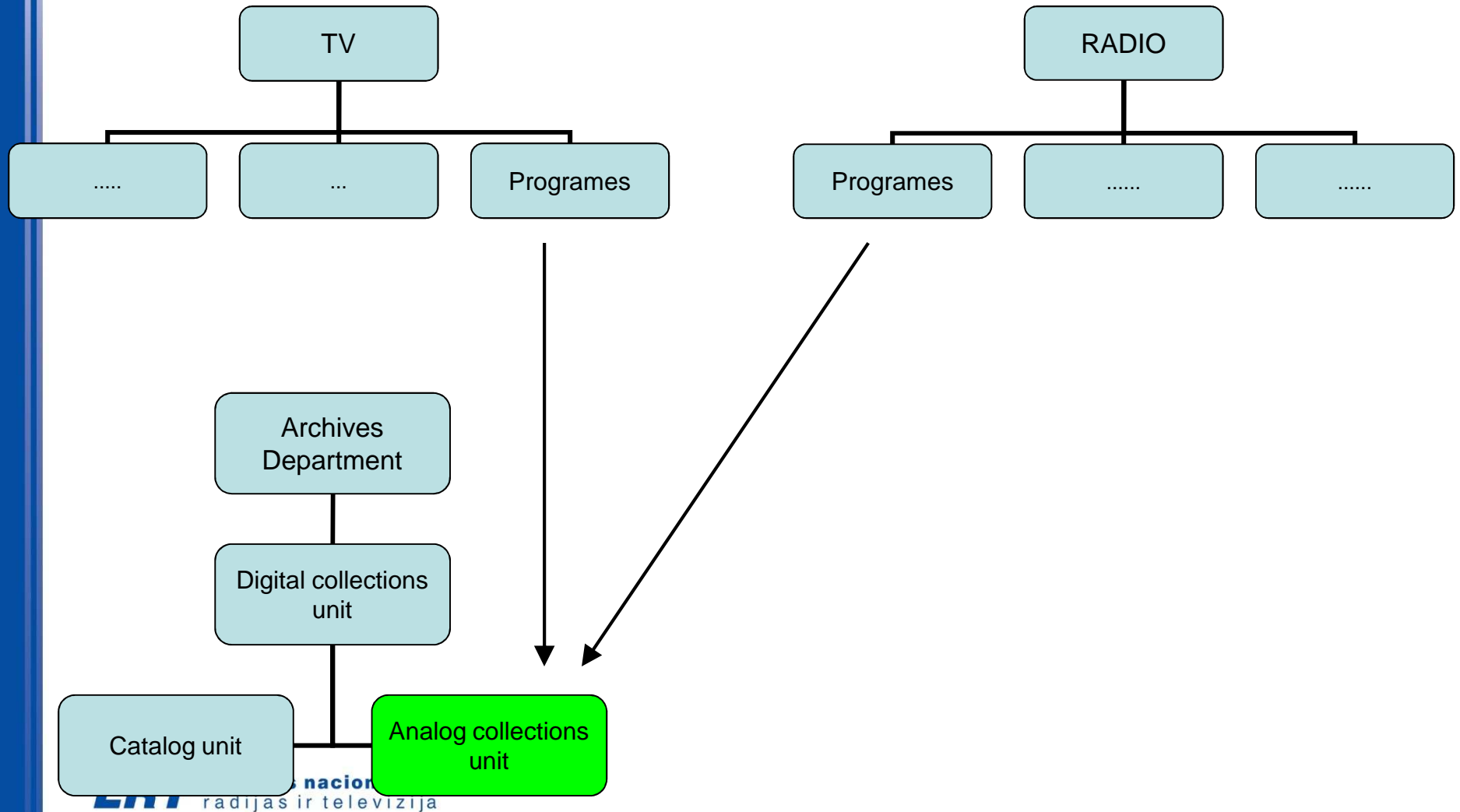
Content delivery for broadcast (digitisation on demand) (1/6)



Content delivery for broadcast (digitisation on demand) (2/6)

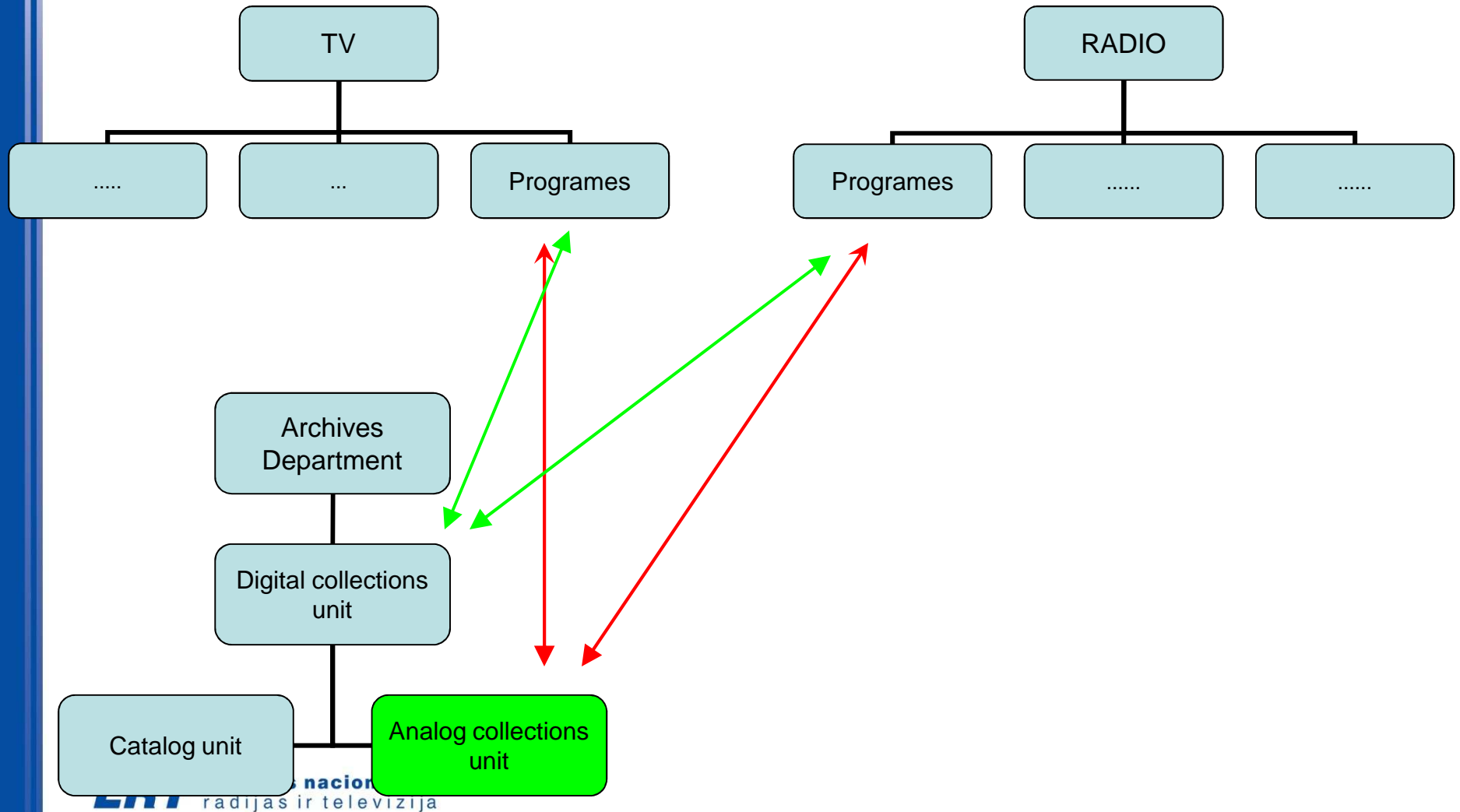


Content delivery for broadcast (digitisation on demand) (3/6)

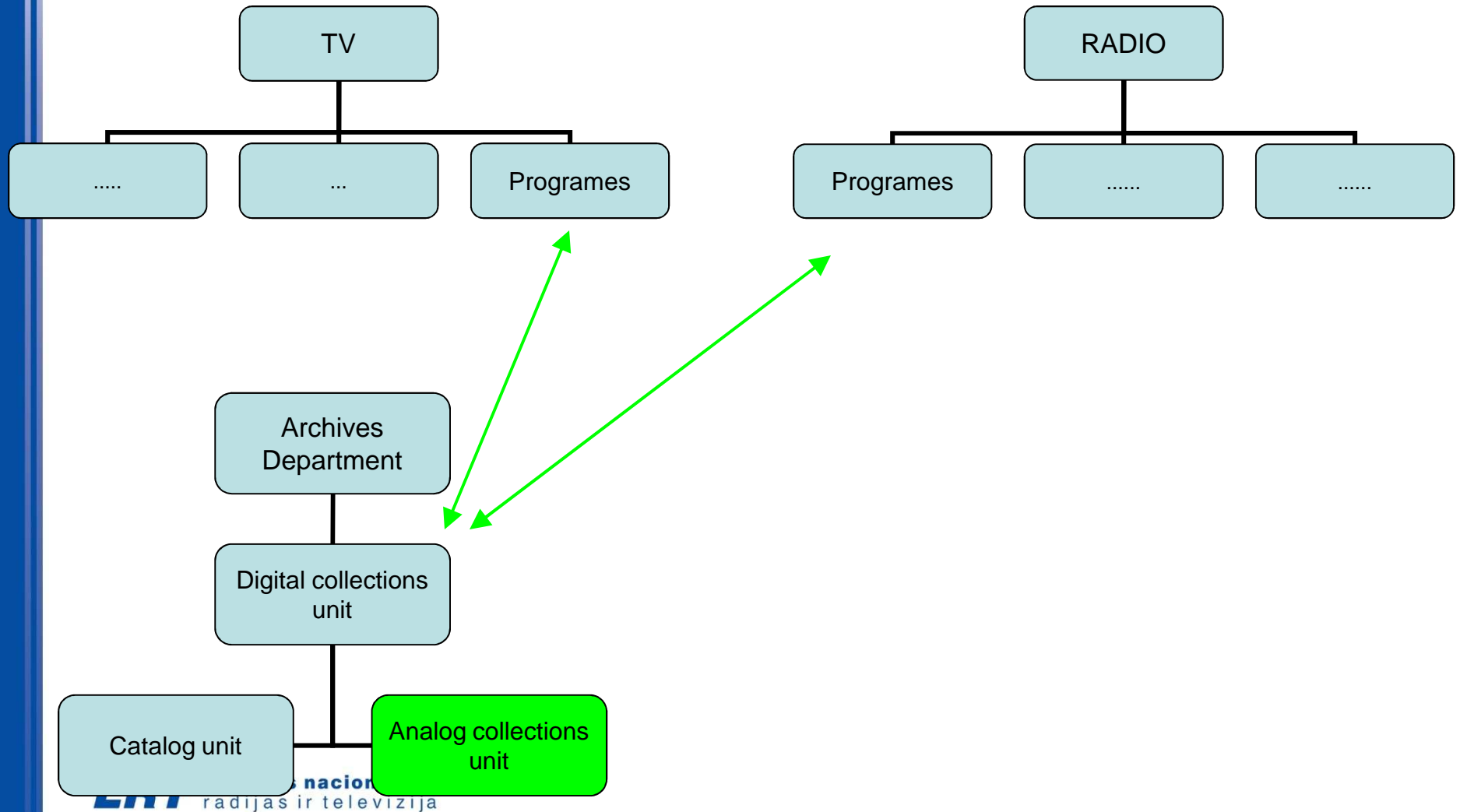


Content delivery for broadcast (digitisation on demand)

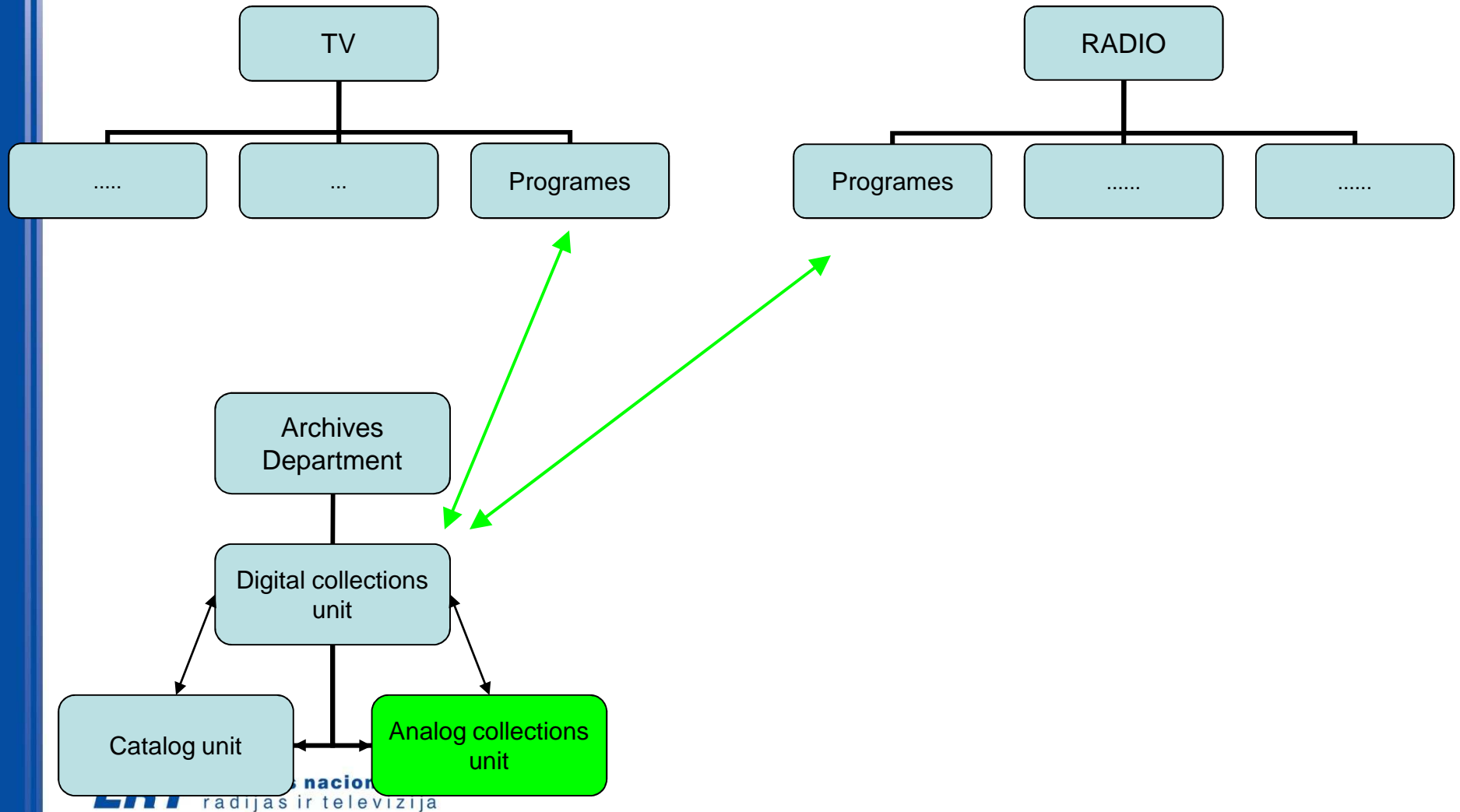
(4/6)



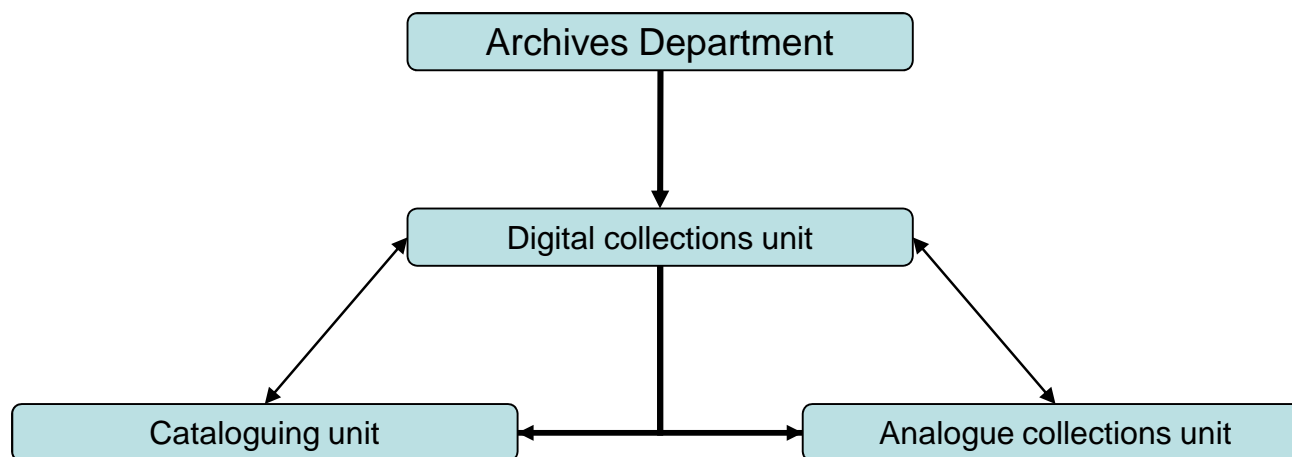
Content delivery for broadcast (digitisation on demand) (5/6)



Content delivery for broadcast (digitisation on demand) (6/6)



Structure of Archives Department (Main tasks)



Analogue collections unit

- Maintenance of Analogue collections
- Delivery of items to the Digitisation unit

Cataloguing unit

- Cataloguing and description

Digital collections unit

- Maintenance of Digital collections
- Administration of internal access and re-use
- Administration of external access and re-use
- Digitisation and restoration of Analog collections
- Supervision of digitisation processes
- Monitoring of formats and standards

Conclusions:

Optimization of human and financial recourses should benefit from restructurisation of archival system. In new organizational Structure the Analogue archival material should be preserved in less complicated way.

Thank you for your Attention!

for further questions: rstudija@lrt.lt; juozas@dizi.lt

Towards integrated model of broadcasting archive

Jonas Korys (LRT), Juozas Markauskas (DIZI Heritage)