

FIAT/IFTA World Conference

and General Assembly

Venice, 9 - 12 October 2018

*The Archive's Renaissance:
Navigating the Future, Channelling the Past*

CALL FOR PRESENTATIONS

The 2018 FIAT/IFTA World Conference will take place in Venice, Italy, and will be hosted by Rai – Radiotelevisione italiana, from October 9th - 12th.

The history of Venice demonstrates that having an open window on the world and the courage to tell your story in a global forum can foster the growth of a flourishing and widely admired heritage as well as helping to safeguard a city that is itself in peril. This is not only true in the world of music schools, tapestries, paintings and palazzi, but equally so in the world of audiovisual archives where a new creative renaissance is emergent.

We are living through a golden age of content and story telling where archive is not only a rich source for cultural expression, but a powerful creative advocate and protective force within the industry and society. It is also a time when classic archival values of reliability and authenticity once again feature prominently as trust in published content becomes a major challenge for providers and public alike. These attributes have not been blown away by the digital storm, but are valued higher than ever before by archivists, researchers, media producers, industry and more recently by the new providers who no longer navigate under the flag of broadcasters but under those of large technology and media companies.

If the history of archives tells us anything however it is that its value is rarely appreciated at the time of creation beyond its immediate reuse, particularly when the cost of archiving is seen as prohibitive. With the explosion in content creation, it is essential that the international archive community engages with new and existing publishers, industry, technology and cultural heritage bodies in developing and exchanging new professional knowledge, standards and business models to avoid the mistakes of the past. Social media, cloud services, mobile media consumption, big data and IP based media production are the drivers for change. New technologies can help archives in their discovery and management of traditionally harvested content, but as we enter this era of internet distributed, data driven 'content' in the new un-chartered online environment, how can we guarantee our sails catch the right wind to channel and protect this archive for the future?

IN THE FOLLOWING DOMAINS

Presentations should be based on user experiences, new initiatives or perspectives, striking conclusions, successes but also failures. The main objective is to share knowledge and results with

FIAT/IFTA members in order to understand the lessons learned and new challenges or solutions arising. Most sessions will consist of three 25 minutes presentations plus time for discussion and questions.

The following list of topics reflects current interests and evolutions. Suggestions for subjects not mentioned in the call are also welcome, but should be contextualised thoroughly.

A. Leveraging the powers hidden within your treasure:

Content is ubiquitous and not just on a television screen. Archives who would like to win over the media consumers have to convince them with a well-tailored offering. Who are the most interesting user groups, what exactly do they want and how do we make a good fit? We welcome presentations around:

- Audience research on archival platforms: what works, what doesn't?
- Serving new target groups: reminiscence, media literacy, ...
- Unmasking fake news, re-establishing trust: authenticity and archival re-use in news, current affairs and programme production
- Collaboration with external partners in the opening up of broadcast archives
- Show and tell with archival gems: archival content as a part of your advocacy strategy

B. In the archive's control tower: current trends and topics in media management:

The way in which media is produced and consumed has changed radically. Inflows and outflows have grown dramatically and they are characterized by great diversity. Media managers have to channel it all, making use of new instruments. So: how do we organise the content in the back end of our OTT and VOD platforms? Which skillsets are required to keep up with the pace of change? Do we have the vision and strategies in place to keep up with the trends? This section aims at presentations focusing on:

- Multiplatform News Media Management and Metadata: skillsets, workflows, systems
- The back-end of the back-catalogue: media management for OTT and VOD platforms
- Artificial intelligence and automatic metadata creation applications
- Your metadata creation strategy: diversification, quality control, efficiency measurement
- Impact of social media on media management: authenticity, integrity and reliability.

C. Analog and digital preservation:

To beat the two-headed monster called 'degralescence' (M. Casey, Indiana University), digitisation efforts definitely need to speed up. But while taking care of that, we also realize that digitisation makes migration a way of life. This new challenge requires new skills, new workflows and new instruments. Therefore we're looking for presentations about:

- Large scale digital intake projects, including transcoding and rewrapping
- Updates from the standards field: AXF, MKV, FFv1 and the others
- Innovative approaches and instruments in audiovisual digitisation
- Access and / or preservation? The archive as a servant of two masters
- Archiving websites and their media content: conclusions of the first ten years

D. Copyright: technology as an opportunity between producers and re-users

Using the term 'rights' is a frequently used technique to nip access and reuse initiatives in the bud. But it is an excuse that cannot last forever, especially now that new technologies are opening new ways. How to turn old obstacles into new opportunities? We welcome presentations that deal with:

- Blockchain as a rights control and protection technology
- Rights management in the digital supply chain: implementation of DRM systems
- Privacy and data security (including GDPR) for audiovisual archives
- Copyright risk assessment in the audiovisual archive: strategies around the use of content

E. New trends and techniques in archives research:

For media producers the challenge of delivering content on time is quickly turning into the challenge of making content discoverable. Reliability and authenticity remain core values however, and the same counts for scientists who leverage media archives as a scientific source. These require new ways of analysing the archive, new ways of storytelling, new ways of getting the most out of the archive. We'd love to get proposals on:

- Allowing the past to speak for itself: innovation in footage research and documentary making
- New methods and techniques in media history research
- Audiovisual archives as a source for scientific research beyond the humanities
- Enhanced collaborations between archives and universities on stories hidden in the archive

SEND US YOUR PROPOSAL

If you would like to present during the 2018 FIAT/IFTA World Conference please send us :

- 1) a **working title** of your presentation (1 line)
- 2) an **abstract** of your presentation (15 to 20 lines)
- 3) the **domain** in which you would propose to include your presentation (see above)
- 4) a **short bio** of the proposed speaker(s) (5 to 10 lines)

The selection of presentations will be made in May by the programme committee. The presenters will receive an email after this selection.

**Contributions should be sent to: office@fiatifta.org
The deadline for presenting propositions is **April 6th 2018**.**

Please note:

- speakers are required to cater for their own costs related to travel, stay and conference registration (a reduced speaker's registration fee will apply).
- commercial companies are welcome to the stage, but are strongly encouraged to propose a dual presentation with a client.