FIAT IFTA

Fédération Internationale des Archives de Télévision
International Federation of Television Archives

World Conference - Online 2021

In association with SACIA, The Southern African Communications Industries Association
Tuesday 19 - Thursday 21 October 2021

Advancing the digital dividend

Call for Proposals
(new deadline: 27 April 2021)

On a global scale the efforts to protect audiovisual heritage from the dangers of decay and technological obsolescence are accelerating. At the same time audiovisual archives profile themselves as well-placed processors of the endless, expanding stream of digitally born content.

But as media archives professionals, we need to look beyond this and prepare for the challenges that will follow. The past year has shown that we need to be agile, able to rapidly adapt to change. We must continue to ensure our remit in acquisition, preservation, access and use is to the fore so that these archives can deliver on the promise of the social, cultural and economic leverage that they comprise. In other words, we must ensure that *the digital dividend*, the return to society of our efforts, becomes as large, as visible and as viable as possible.

In today's circumstances, we are taking the opportunity to increase the digital dividend of FIAT/IFTA as a network and the World Conference as a forum as well. We recognize that a digital conference does not create the same experience as a live meeting, but it also lowers the threshold significantly for greater participation. Together with our host SACIA and all partners involved in the organisation we'd like to make this conference a great opportunity for archivists, technicians, media managers, strategists, developers, researchers, policy makers, consultants, and service and materials providers from all over the globe. We'll meet, present, showcase, listen, discuss and enjoy online. But above all we'll enlarge the digital dividend together.

We welcome proposals on the following topics:

A. Digital preservation: an era of new challenges

This is the era in which the challenges of digital preservation become concrete. We can evaluate the choices we have made for our digital future for the first time: are we ready for large-scale migration, transcoding, rewrapping? Are our teams and infrastructures ready? In the meantime, we will not leave behind those who are still digitizing ... is the scarcity of playback devices and the obsolescence of file formats striking as hard as predicted? How do we deal with this? We'd love to hear your say on ...

- Permanent monitoring and acceptance criteria in large digitisation projects

- From diversity to normalisation? Shaping digital intake processes
- Your cloud or mine? Evaluating alternative storage facilities
- Capturing social media streams and their associated metadata
- Interpreters needed! Collaborations between IT services and archivists in a broadcasting context

B. New actors, new models, new processes in MAM and metadata creation

If broadcasters grow ever more into content factories, how will the archive departments adapt to this? How do the new metadata creation strategies unfold throughout broadcasters or archives as a whole? And what is it like to manage media files by the millions? Our audience will be interested in a presentation tackling:

- Corporate metadata strategies and content recommendation through taxonomies
- A pincette, a forklift and everything in between. Training archivists in the use of AI tools
- Third party metadata: do's and don'ts in outsourcing cataloging and documentation
- From monolith to Lego set: build-your-own, modular and open source MAM systems
- Fishing on the data lake: metadata modelling and its influence on search and retrieval
- AI here, there, everywhere? Social and ethical questions about the use of algorithms in the archive.

C. Relevance, engagement and distinctiveness: the archive as a public actor

As archives professionals we are convinced that the content we keep has great relevance. But if that is really the case, then media content should also be able to contribute to the major debates of our time, about identity, inclusivity, environmental and climate issues and more. How can media archives distinguish themselves when it comes to demonstrating that relevance? Which role could big data analysis play, for example? How do we make our collections engaging for a super diverse audience? How to make sure that audiovisual content is valued, but not abused in the public debate? We welcome presentations focusing on:

- Ever the seismograph. Big archival data as logs of social change
- From citizen journalism to fake news: capturing content from unusual sources
- The audiovisual archive as a host for and an actor in political discussion
- What's new? Using archival material for comparisons between past and present
- The difficult legacy. Dealing with outdated views when publishing or re-using archive material

D. Archival value: between return on society and return on investment

Public stakeholders expect a return after the investments in digitisation. But should that be a return for society as a whole, or are commercial models still possible? Media archives form part of global enterprises today, with demand for content on new platforms and services continuing to grow and be re-invented. Where do the archives fit into this model? Can public archives take advantage of commercial opportunities? Do the archives of commercial players also have a broad social role? And which role did the pandemic play in this? We welcome insights from traditional and new business perspectives through case studies and research reports focusing on the value of archives.

- Library sales from public collections: A demand-led mission with dubious commercial returns or an opportunity not to be missed?

- Archive access and use as part of the deal in contracts with external production companies
- TikTok, Clubhouse and all the others: new opportunities for archival exploitation and valorisation?
- Users and user practices during and after the covid19 pandemic. Creating value for academic, educational and the public from public archives. Learnings from the commercial sector.

E. Local issues, global perspectives

The evolution of audiovisual archives does not proceed at the same pace and along the same trajectory everywhere. Regional differences require adapted solutions. But what do these look like? What are feasible models for large-scale digitization, storage and access in audiovisual heritage landscapes with different archives, different funders, different circumstances? We welcome proposals about:

- Region-specific approaches to technological obsolescence issues
- Inventory research and digitization programmes in Latin America and Africa
- Advocating audiovisual preservation in specific national contexts
- Exceptional opportunities and sources of inspiration in less favorable conditions

Send us your proposal

We welcome presentations based on user experiences, new initiatives or perspectives, striking conclusions, successes but also failures. Your story is welcome, also if you're sure that it is not amongst the world's most advanced ones. The main objective is to share knowledge and results with audiovisual archives professionals in order to understand the lessons learned and new challenges or solutions arising. The topics mentioned above reflect current interests and evolutions. Suggestions for subjects not mentioned are equally welcome but should be contextualised thoroughly.

The conference will feature different formats:

FORMAT TYPE	DURATION	FORMAT INFORMATION
Keynote	45 minutes	Keynote speakers will be invited by the Programme Committee
Parallel Session (Presentation)	25 minutes	A presentation with 5 minutes for Q&A, selected by the Programme Committee from the proposals submitted
Workshop	3 hours	An in-depth, interactive session, with a strong hands-on component, selected by the Programme Committee from the proposals submitted
Regional workshop (tbc)	1 or 3 hours	An in-depth, interactive session, focusing on topics relevant for specific geographic regions of the FIAT/IFTA community, selected by the Programme Committee from the proposals

		submitted
Expert led Discussion Panel	1 hour	An in-depth discussion in groups of 10 to 15 participants, introduced briefly and led by a moderator expert in the subject discussed, involving audience members. Selected by the Programme Committee from the proposals submitted
Poster	Permanent	A poster option may be offered to present a summary of a project or key insights through texts, schemes and images, on a poster in a central location of the conference venue at an appointed time slot. Selected by the Programme Committee from the proposals submitted

If you would like to present your work during the 2021 FIAT/IFTA World Conference, we ask you to submit:

1. a **working title** of your proposal, the chapter (A, B, C, D E) and **five keywords**
2. an **abstract** of your proposal (300 words max.)
3. the **name**(s), **job title**(s), **employer**(s), a **picture** and a **short bio** (150 words max) and of the proposed speaker(s)
4. the **format** in which your proposal fits (see above)

Please submit your proposal via this link

by Tuesday 27 April 2021 (extended deadline!)

The selection of presentations will be made at the end of April - early May by the programme committee. The presenters will receive their notification via email after this selection, in the second week of May 2021 (date under caution). The Program Committee reserves the right to propose to the candidates to present their proposal under a different format.

Please note:

- Speakers are required to cater for their own costs related conference registration. In order to avoid late speaker withdrawals as much as possible, speakers will be required to register before the early bird deadline passes.
- FIAT/IFTA intends to award a number of grants allowing professionals in the 5 first years of their professional careers to attend the online conference. More details will be announced in the following months. To stay informed please keep an eye on the FIAT/IFTA websites and social media channels.
- Commercial companies are welcome to the stage, but they're **only eligible as dual client case studies submitted by the client.** They have to present technological breakthroughs or academically generalized topics. Presentations with an overly commercial tone of voice are generally not appreciated by our audience and will not be accepted by the Programme Committee.
- All presentations at the conference may be recorded via audiovisual media and photos, in accordance with section 8 of the FIAT/IFTA Privacy and Data Processing Statement. If you explicitly would like to avoid this, please let us know via **office@fiatifta.org**.