



DAS 2008

Digital Asset Symposium

April 25, 2008

Museum of Modern Art
New York, NY

Hosted by the Association of Moving Image Archivists

Welcome to the 2008 Digital Asset Symposium ...

There is a lot more than meets the eye when working with digital assets than just the management of files. There is an entire lifecycle that is often overlooked, with only individual parts of the cycle understood.

As part of AMIA's commitment to education, this symposium is meant to help fill the void of workshops that do not specifically address the needs of the audiovisual and media professional. We have assembled a diverse program of case studies to reflect the realities faced by organizations that are creating, managing, and archiving digital assets everyday. While there is no one set solution for everyone, we can learn the most by canvassing as many institutions as possible and assembling the pieces of the puzzle that work best for our own challenges.

We hope you find the following program informative and worthwhile, and that it will help you in your own profession and career.

*Tom Regal
DAS 2008 Co-Chair*

*Linda Tadic
DAS 2008 Co-Chair*

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Digital Asset Symposium

- 9:30 am Welcome
- 9:35 am "Your Technocracy and Mine"
Courtesy of Universal Studios
- 9:45 am Introduction
Peter Kaufman, Intelligent Television

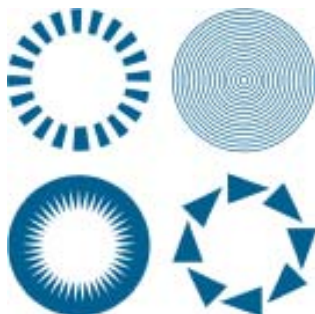
Metadata

- 10:05 am Introduction
- 10:10 am Case Study: NBC Universal
- 11:10am Case Study: Sveriges Television
SVT (Swedish Television)
- 12:00 pm **Lunch on your own**

Nuts and Bolts

- 1:30pm Introduction
- 1:35pm Case Study: Democracy Now!
- 2:20pm Case Study: Preserving Digital
Public Television: WNET and
New York University
- 3:20pm Case Study: BBC Scotland
- 4:05pm Q&A

*Cover Photo - Your Technocracy and Mine
(1933). Photo courtesy of Universal Studios.*





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Welcome

Laura Rooney
Managing Director, AMIA

"Your Technocracy and Mine" (1932)

Courtesy of Universal Studios

Introduction

Peter Kaufman
Intelligent Television

Part I: Metadata

Introduction

Linda Tadic
*New York University, Moving Image Archiving
and Preservation Program*

Case Study 1: NBC Universal

Chris Gianutsos
VP Digital Growth Initiatives

David Pugh
VP Asset Management Technology

NBC Universal is a diverse corporation that creates and distributes content for all facets of entertainment - TV, Film, Web, DVD. Chris and David are in the process of building an enterprise metadata specification and will speak to the challenges that they are dealing with in this monumental task.

[15 Minute Break]

**Case Study II:
Sveriges Television SVT (Swedish Television)**

Eva-Lis Green

Head of Media Asset Management Strategy

This case study will describe SVT's digital workflow in a tapeless environment from a metadata perspective. Included will be a discussion of the information systems, infrastructure, and system integration facilities. Eva-Lis will give examples from an ongoing project called "Put in the correct information." What's the vision? Where are we now?

Part II: Nuts and Bolts

Introduction

Tom Regal
NBC Universal

Case Study 1: Democracy Now!

David Rice
Archivist

Mike Castleman
Staff Hacker

Democracy Now! is a daily news program distributed over a large, grassroots network of radio, television, and internet stations. David Rice and Mike Castleman will explain how and why they use free and open tools to record, encode, disseminate, catalog, manage, preserve, and provide access to Democracy Now's broadcasts and archives.

Case Study II: *Preserving Digital Public Television: WNET and New York University*

Kara Van Malsen
Research Fellow, New York University

Jonathan Marmor
*Manager, IT and Broadband Operations,
Thirteen/WNET New York*

This presentation will report on the Preserving Digital Public Television project, funded by the National Digital Information Infrastructure Preservation Program (NDIIPP) of

the Library of Congress. Representatives from project partners Thirteen/WNET and New York University will describe the design of the model collaborative repository for “born digital” broadcasting. They will discuss workflows between multiple partners that include culling metadata and implementing standards, and will describe the broader impact of this project on public television stations and the public television system.

[15 Minute Break]

**Case Study III:
BBC Scotland**

Noreen Adams
Head of Media Management

Lynne Hunt
*Digital Library Applications Manager, BBC
Scotland*

Vicky Plaine
Archive Manager, BBC Scotland

The digital delivery puzzle - piecing together the systems and workflows. BBC Scotland shares their experience of building and working in a fully integrated tapeless environment. Describing the delivery of an integrated Avid -to- library workflow, and streamlined radio archiving process.

Questions & Answers

AMIA

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*The Association of Moving Image Archivists
is a professional association dedicated to advancing
advance the field of moving image archiving by fostering
cooperation among individuals and organizations
concerned with the acquisition, description, preservation,
exhibition and use of moving image materials.*