



DAS 2011

The Lifecycle of a Digital Asset™

AMIA's Digital Asset Symposium

September 23, 2011

Linwood Dunn Theatre – Hollywood, CA

DAS 2011

AMIA's Digital Asset Symposium

9:00 am Welcome

Tom Regal, DAS 2011 Chair

DAS 2011 Keynote Address

*Steven Anastasi, Vice President Technical Operations
and Media Archives at Warner Bros.*

9:30 am Case Study: Paramount Pictures and Thought Equity Motion

*Andrea Kalas, VP of Archives, Paramount Pictures
Mark Lemmons, CTO, Thought Equity Motion*

This presentation will examine how Paramount is working Thought Equity Motion's enterprise-scale video platform to implement a Linear Tape File System (LTFS) to better manage and access its digital archive of preservation-level and distribution-level assets. The presentation will provide an overview of LTFS technology, its unique read/write functionality, and explain how it works in conjunction with Linear Tape-Open generation 5 (LTO-5) tape cartridges to eliminate the complexities of tape management software to access data. It will also address common questions and misconceptions about LTFS and go through the various scenarios where LTFS makes sense. Additionally, the session will address the pros and cons of utilizing LTFS with LTO-5 tapes and will provide examples of the benefits and challenges in the Paramount archive use case.

10:15am Break

10:45am Case Study:

Wrestling with Solutions: WWE and Crawford Media Services

Steve Davis, VP/COO, Crawford Media Management

It's February of 2010. You have one year to migrate 26,000 hours of legacy video tapes to be archived for the launch of a new television network. The tapes are in Connecticut. The migration facility is in Georgia. The content owners are technically demanding and super sensitive to security. You will be generating 3 Terabytes of data per day that must make its way back to Connecticut where a small army of loggers anxiously awaits to create rich descriptive metadata. Oh yeah, the tapes must all be up-converted to HD. This was the scenario for a recently completed project for WWE (World Wrestling Entertainment). In addition to their own original content, WWE had acquired vintage local wrestling collections from around the country. The goal was to preserve these collections and make them ready to be repurposed. This case study will show that, with commitment and proper planning, ambitious projects can be tackled successfully.

11:30am Case Study: WNYC and Audiovisual Preservation Solutions

John Passmore - WNYC

Kara Van Malssen - AudioVisual Preservation Solutions

WNYC has been developing and integrating an archive database with their production and broadcast system and their web content management system. The challenge was to build exchange mechanisms between these systems in order to allow for centralized search and retrieval, and more effective deposit and retrieval of assets to and from the archive.

12:30pm Lunch Break

2:15pm Case Study: Internet Archive

Brewster Kahle, Digital Librarian and Founder

3:00pm Break

3:30pm Case Study: USC Digital Repository

Sam Gustman - Executive Director, USC Digital Repository; Associate Dean, USC Libraries; Chief Technology Officer, USC Shoah Foundation Institute

The USC Digital Repository has created a cloud-computing service for digitizing, hosting, and perpetually preserving archived material. Created to help individuals and organizations manage and preserve valuable digital materials, the USC Digital Repository (USCDR) unites the expertise and resources of its three founding partners: the USC Libraries, the USC Shoah Foundation Institute (SFI), and USC's Information Technology Services (ITS). The center builds on USC's strengths in technology and research to capture and preserve collections of significant educational, cultural, and research value.

4:30pm Reception





Thank you

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