

“Public television has been responsible for the production, broadcast and dissemination of programs which form the richest audiovisual source of cultural history in the United States.”

**Television and Video Preservation 1997:
A Study of the Current State of American Television
and Video Preservation
Report of the Librarian of Congress**

NOVA

American
MASTERS

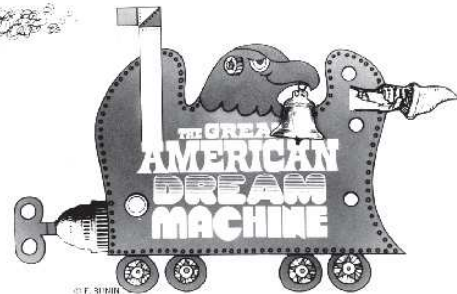
The Rise and Fall of
Jim Crow



THE JEWISH AMERICANS

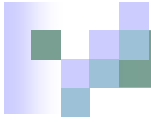
A SERIES BY DAVID GRUBIN

FRONTLINE®

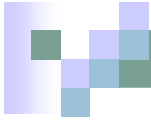


ANTIQUES ROADSHOW®





*Best Practices for
preserving analog tapes
are well established*



But it's ALL DIGITAL now!

Digital Recording

Digital Editing

Digital Distribution

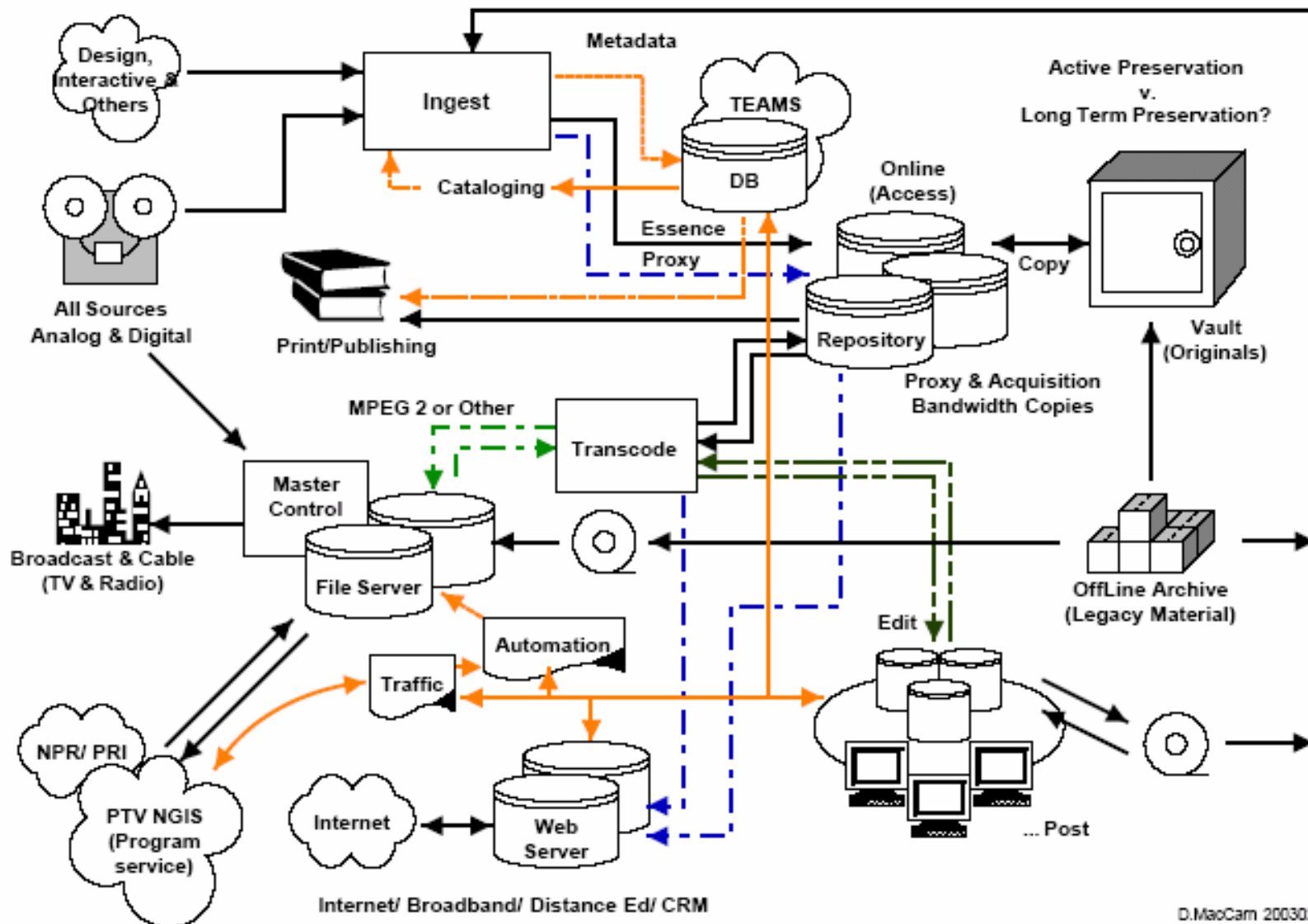
Digital Broadcasting

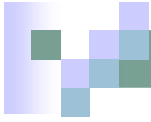
Digital Storage



Digital Asset Management Unified Field Theory

Multi-Media





**Broadcast servers, production, on-air control rooms --
*all digital, all the time!***



Archiving Today

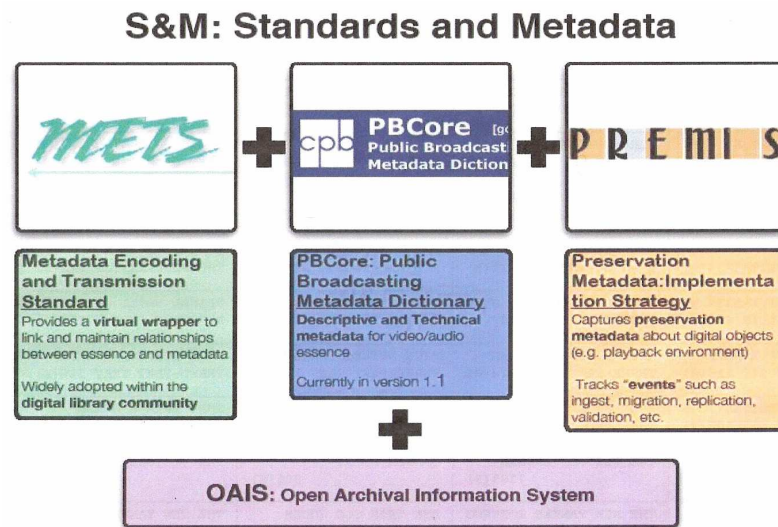
- Radical changes from analog to Digital workflows – archiving now has to be an *ongoing process*, not just left to the end
- *Planning* has to be incorporated into the preservation process
- Lots of new tools, DAM systems, etc.

S & M - Standards & Metadata

- Adopting *standards* – especially with new technologies every year, rapid changes in file formats, etc.

- Critical role of *metadata* to streamline cataloging and support long-term file retrieval

- Goal is to *automate metadata creation* as much as possible, and *facilitate file interoperability*





BUILDING A TRUSTED DIGITAL REPOSITORY

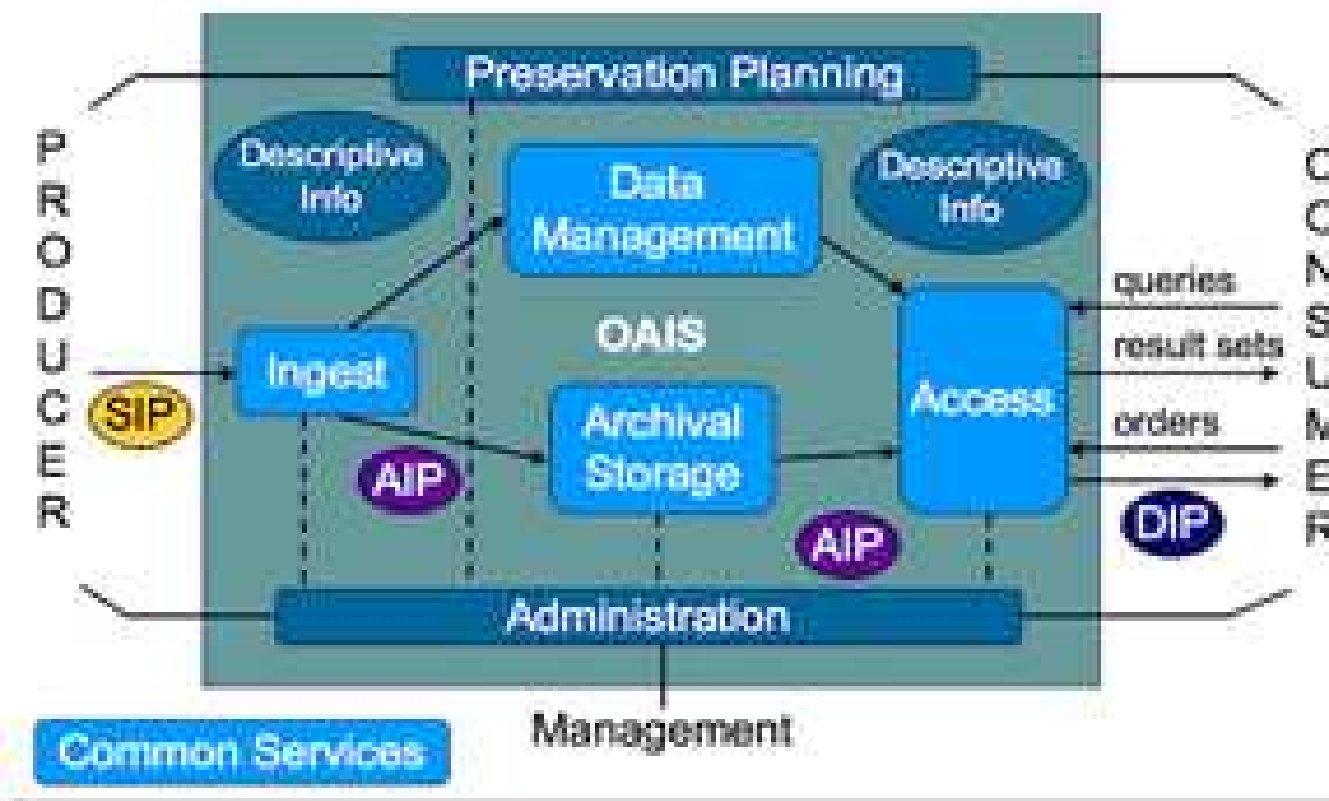
**TECHNICAL, PROCEDURAL, AND
ORGANIZATIONAL
REQUIREMENTS
OF A
SUSTAINABLE PRESERVATION
REPOSITORY
(OAIS1 + TRAC2)**



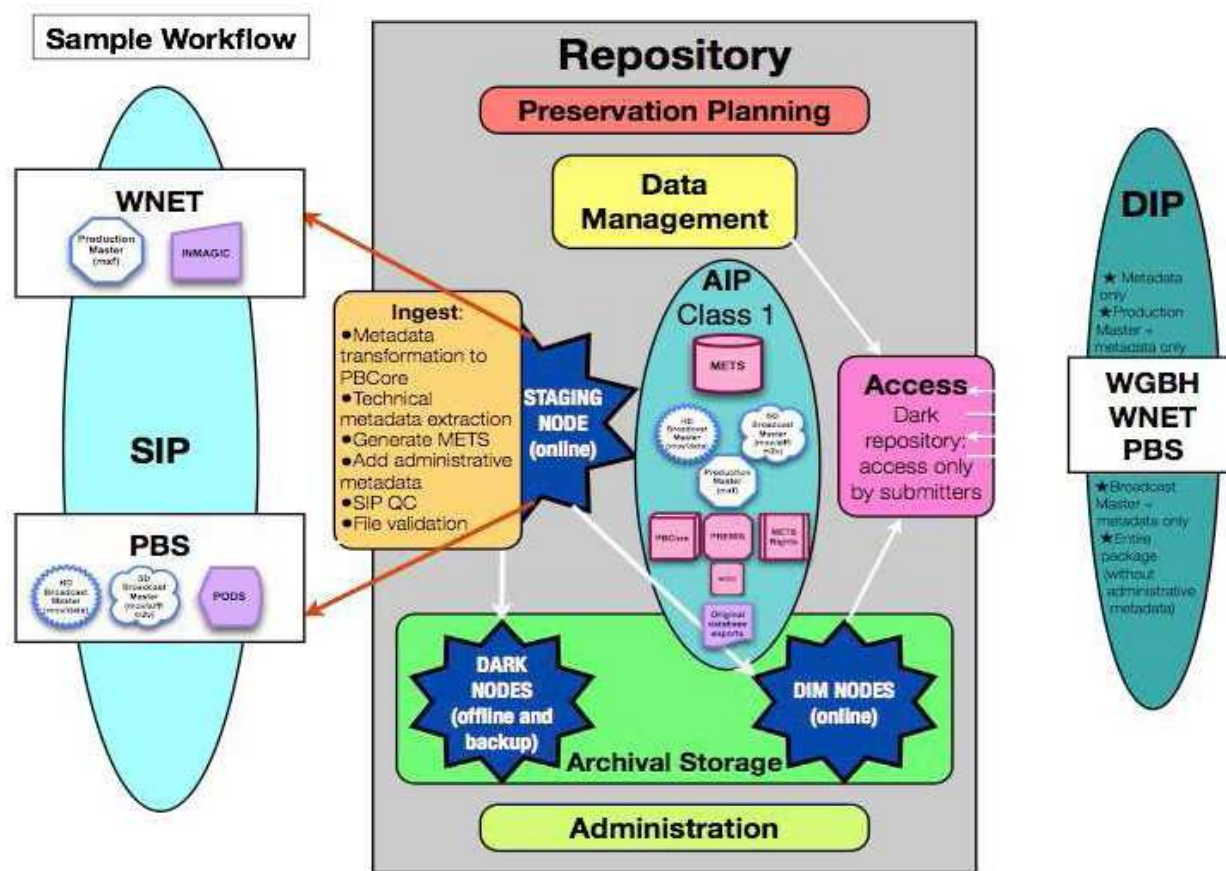
1 BIT PRESERVATION

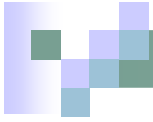
requires a repository with...

- System Infrastructure**
- Appropriate Technologies**
- Security**



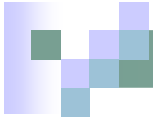
OAIS Functional Entities in the Model Repository





2 ONGOING ACCESS TO DIGITAL CONTENT requires new production practices...

- Selection**
- Creating Video Content**
- Metadata**
- Technical & Use Policies**



Because we are the producers of our content as well as the archivists, we have some level of influence over these issues



3

ORGANIZATIONAL INFRASTRUCTURE

Will have appropriate ...

- **Governance**
- **Staffing**
- **Policies & Procedures**
- **Licenses & Liabilities**
- **Financial Sustainability**



MAJOR FINDINGS

- 1. Sustainable preservation requires a sound technological infrastructure plus distribution practices that support long-term access.**
- 2. Sustainable preservation requires ongoing, reliable, & sufficient financial support.**
- 3. Proper preservation will add value to assets over time.**
- 4. The benefits of preservation will outweigh the costs if properly managed.**

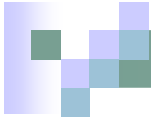


MORE MAJOR FINDINGS

- 5. The costs of long term preservation can be feasible and manageable if seen as a long-term investment**
- 6. There are a variety of repository operating models that can maximize efficiency and allow costs to be shared**
- 7. The needs for preservation are not in competition with program production, but are complimentary in an all-digital workflow.**



- Rights issues have to be reformed and reorganized
- Preservation is much more than storage --
“Once you turn on the lights, you can’t turn them off”
- Storage costs keep dropping, BUT they are only one factor
- Over time, staffing is most expensive item



Preserving Digital Public Television

Nan Rubin - NanRubin@gmail.com

www.thirteen.org/ptvdigitalarchive.org