Project Acronym: Presto4U
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Audiovisual Media Preservation

D5.3: Report on Dissemination and Communication year 1 and Plan for year 2

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Executive summary

The aim of Presto4U is to focus research efforts onto useful technological solutions, raise awareness and improve the adoption of audiovisual preservation research results, both by service providers and media owners, with a particular emphasis on meeting the needs of smaller collections, private sector media owners and new stakeholders. Therefore Presto4U will:

- Create a series of Communities of Practice in the principal subsectors of audiovisual media preservation, which will develop a body of knowledge on the status of digital preservation practice, outstanding problems and needs for access to research results;
- Identify results of research into digital audiovisual preservation;
- Promote the take-up of promising research results by users, technology vendors and service providers, based on results of hands-on technology assessment, promotion of standards, analysis of economic and licensing models, and provision of brokering services;
- Raise awareness of the need for audiovisual media preservation and disseminate the information about project results;
- Evaluate the impact of the project and develop plans for long-term sustainability.

This D5.3 Report on Dissemination and Communication year 1 and Plan for year 2, is the second deliverable describing the dissemination and communication strategies and activities for the Presto4U Project. The first deliverable, D5.2, contained the initial planning of the activities and strategies for the Communication and Dissemination for project year 1. D5.3 provides an evaluation report on the communication activities and events of year 1 and the outcomes will feed into a second year plan of communication and dissemination strategies.

Chapter 1 will focus on the evaluation of the dissemination and communication activities year 1 outlining the initial plan, the execution and final evaluation of each activity and events. This identifies what has been successful and why, which strategy needs changing and how lessons learnt can help to build an enhanced plan for 2014.

Chapter 2 provides an overview of the dissemination and communication strategies for the whole of the project during the second project year, based on the evaluation of year 1. It outlines the liaison and close working relationships between WP5 and WP2 Community of Practice on their communication activities and dissemination plans. Also, it includes each of the nine Community of Practice communication plans and planned events list for 2014.

1 Evaluation and Reporting: Dissemination and Communication Plan year 1

This evaluation report is intended to provide an analysis of the strategies and actions, implementations and results of the first year of the dissemination and communication plan. The communications activities in the plan aim to serve and align with the project objectives and to emphasise the importance of all communications, provision of support, adequate resources and provide a guide to both project managers and Communities of Practice leaders to effectively convey key messages to stakeholder groups.

A list of success criteria was identified for each communication objective and an assessment of the overall achievements will be presented here including any reasons for not reaching our goals.

The development of nine Communities of Practice within the project is underpinned with a good and consistent communication strategy and associated tools to connect and convey messages to existing and potential new Core experts. A short description will be given of what has been done so far in the project including processes and workflows using various communication tools to establish the communities.

All of the communication actions and activities over the year will be described in detail to give a comprehensive overview of the work including project identity, project workspace, promotional material and dissemination activities and events.

1.1 Communication Objectives and Success Indicators

The Dissemination and Communication plan 2013 (project year 1) identified four communication objectives including success indicators. At the end of the first project year we can clearly indicate what has been achieved and which goals need some extra attention in the second project year (2014). See also the Dissemination and Communication Plan year 2 (page 23) for the communication objectives for 2014 based on the results described in this evaluation.

> **A. Establish nine Communities of Practice, each based on a shared concern or problem**
> - *The realisation of an expert working group (10-25 members per Community of Practice)*
> - *The number of discussions taking place within the Communities of Practice*
> - *The number and frequency of meetings taking place among the Core experts*

Nine Communities of Practice have been established by forming a Core expert group of interested parties who are key experts with specialist knowledge and expertise within their domain. The Community of Practice leaders (CoP leaders) have identified and invited these experts to join their Core expert group (for more information on the invitation process see page 7). The average of experts within the Core expert groups is approximately 6 persons. The CoP leaders will continue to build the Core expert group over time. Though,

they need to take into account that too many experts might be hard to manage. That is why most CoP leaders are aiming for approximately 10 experts in total.

An online discussion platform has been created to facilitate discussion between the peripheral level (people within the wider community) and the Core experts. Each Community of Practice has a recognisable and dedicated place for discussions on the PrestoCentre website. In project year 1 only few discussions took place due to the fact that the CoP leaders were still in the process of identifying experts and establishing the Community. In year 2 the focus will shift to getting more people involved in the Communities (including people outside the Core expert group), which will result in more active participation in online discussions.

In year 1 most of the CoP leaders have had one or more meetings (either online or face-to-face) and are now establishing regular meetings with their Core expert group.

B. Raise awareness in the wider community of digital media preservation
- *The Number of participants in (online or offline) events organised by Presto4U, or Presto4U contributions in external events*
- *The number of subscriptions to newsletters and other communication media*
- *Frequency and level of external communication to stakeholders*

Presto4U project partners and CoP leaders have been active in organising and contributing to both internal and external activities and events. The "Screening The Future 2013: Crossing Boundaries for AV Preservation" conference (7 and 8 May 2013) was organised by the PrestoCentre Foundation in collaboration with the Presto4U Project and Tate Modern (see page17 for further details). This was a hugely successful conference, attended by a variety of stakeholders – archivists, preservation managers, collection managers, researchers, technology and service providers – with in total more than 100 delegates joining.

On November 5th 2013 PrestoCentre and Presto4U hosted a free Webinar "Digitisation and Digital Preservation Challenges at the BBC". The webinar proved very popular considering it was fully booked within the hour. In total 35 people registered to join the webinar, which resulted in 25 actual participations during the webinar (see page 19 for further details). On December 4th 2013 Presto4U organised the first workshop in Paris, called "Digital Audiovisual Preservation in Communities of Practice, Learn, Collaborate and Share". 85 people registered and in total around 65 people attended (see page 18).

At the end of the first year the CoP leaders started to develop their Community newsletters and built a list of receivers. Approximately 40 people subscribed to these newsletters. This is a good start and will be built on next year when the newsletters will continue to be developed more regularly and will gain more and more awareness in the domains (see page 8 for further details).

C. Promote the take-up of promising research results
- *The number of publications arising from the Communities of Practices*
- *The attention for and use of new services and publications by Presto4U (such as Tech Watch reports, standards registry, software catalogue and market place)*

During this first year of the project, the focus has been on building the Communities of Practice and establishing needs and requirements and preliminary research on current and emerging tools, technologies and standards. Therefore, there have been no publications arising from the Communities of Practice in terms of promoting the take-up of promising research results. Presto4U new services and publications (Technology Watch reports, standards registry, software catalogue and market place) will be delivered in year 2.

> ### D. Collaborate and maintain relationships with cultural heritage organisations, professional associations, academic network organisations, technical consortiums, commercial vendors and service providers.

Presto4U has continued to collaborate and maintain relationships with key cultural heritage organisations and academic network organisations many of whom participate in the nine Communities of Practice. Also, project partners have attended and contributed to many events, conferences, seminars and workshops hosted by professional associations such as FIAT/IFTA, AMIA, IASA, SEAPAAVA, DPC, IBC, FOCAL.

Commercial vendors and service providers have been invited to contribute to the 'Screening The Future Conference' and the Presto4U workshop. In addition, project partners have engaged this group in several discussions regarding approaches to research take up. At IBC 2013 (International Broadcast Convention), scheduled oral interviews took place with 12 commercial solution providers to the AV archive sector. This helped to identify the role of industry stakeholders and provided the opportunity to give an overview of PRESTO4U.

1.2 Dissemination Strategies

To better evaluate the strategies in D5.2 we have extracted the dissemination and communication strategies related to the Communities of Practice and have collated them into a new chapter. This gives a better and structured overview of the different activities described in D5.2, mainly because these are specific activities that also relate to WP2. Based on this, we can identify 5 dissemination strategies in the Dissemination and Communication Plan year 1:

- Communities of Practice (part of WP2)
- Project Identity
- Project Workspace
- Promotional Material
- Other Dissemination Activities

For every strategy a set of activities has been defined. A short description of every activity will be given as defined in D5.2 and compared to the actual execution. This results in an evaluation that will be used as a basis for the Dissemination and Communication Plan year 2.

1.2.1 Communities of Practice

The D5.2 Communication plan can be viewed as a high-level communication plan recognising the many distribution channels available throughout the project. It outlines a comprehensive communication strategy that informs all stakeholders and other relevant wider audiences about the development and outcomes of each Community. As part of this overall communication strategy, each CoP leader designed an individual communication plan around the channels and tools provided by the project to identify the communication needs and structure the communication actions for their community (part of Work Package 2, Task 2.2). These communication plans are developed based on a standard template to help the CoP leaders to develop a communication strategy and structure the communication actions and tools (see annex 1, page 40, for the individual Community of Practice communication plans).

The project has a wide range of communication tools available, which are frequently used by the CoP leaders for diverse purposes:
1. Direct Mail
2. Newsletters
3. Website
4. Internal Communication Platform

Direct Mail

Initial Plan:	Sending out invitations to identified experts from within the various domains to join the Core expert group of their expertise. Invitations to be sent by each CoP leader individually.
Execution:	A template invitation letter has been developed to be used by the CoP leaders and to be personalised to make the letter applicable for their specific Community of Practice. By developing a template invitation letter we could ensure all invited experts received more or less the same information and would be invited under the same conditions and terms. To manage the invitation process and future correspondence and communication, an individual email address for each Community has been created. The invitation letters have been sent by email to the potential Core experts.
Evaluation:	• The invitation letter was attached to email which implies that people first have to open the email and the attachment before being able to read the content of the invitation. It is likely that people didn't see/open the attachment or missed the email completely. This might explain the lack in reply or delayed replies in the first invitation attempt. • It was quite an intensive process to receive a reply from the invited experts. Some stated they didn't receive the email, some others didn't feel the need to respond. A more personal approach was needed from the CoP leaders to get in touch with the invited experts and talk to them in person. This should also be kept in mind when CoP leaders would like to invite new Core experts in project year 2.

Newsletters

Initial Plan:	Develop a newsletter for each Community of Practice to inform subscribers about the Community and other activities within the Presto4U project. Main purpose is to get in touch with a much larger group of organisations and individuals who are less actively engaged but constitute an important target group (including people outside the Core expert group; peripheral level and the wider community)
Execution:	The Community of Practice leaders generate content of the newsletters, while PrestoCentre handles the formatting and distributions. In 2013 three CoPs have distributed one or more newsletters: • Video Production and Post-Production: 2 newsletters sent (October and November). Number of subscribers: 28. Average open rate: 40%. Unsubscriptions: 0 • Research and Scientific Collections: 1 newsletter sent (November). Number of subscribers: 37. Average open rate: 31%. Unsubscriptions: 0 • Learning and Teaching Repositories: 2 newsletters sent (both December). Number of subscribers: 47. Average open rate: 40%. Unsubscriptions: 0 A standard template is provided to the CoP leaders and some guidelines have been written to make it easier to generate content for the newsletter. Of course this template and guidelines are not limited and adjustments/suggestions are always welcome. The CoP leaders have drafted a distribution list with receivers for their newsletter. This is meant as a starting list and should be built on next year. On the PrestoCentre website there is a subscription box to sign up for each individual newsletter. See annex 2, page 103, for an example Newsletter.
Evaluation:	• Initially, the newsletters were planned to be sent quarterly but it turned out to be impractical to put a time stamp to it. Instead we decided – together with the CoP leaders – to change this into a content oriented strategy, meaning it is much more effective to distribute a newsletter when there is actually news instead of based on timing and frequency. The CoP leaders can now better time the newsletter with activities taking place within the project and offer more up-to-date information. • Not all CoP leaders have yet distributed a newsletter, because they have been mainly focussed on establishing their Community of Practice and finding the needed experts. In the beginning of 2014 each CoP leader will need to distribute a newsletter. At the end of project year 1 all CoP leaders have written a communication strategy for

	the Community of Practice in which they have also indicate the frequency of the newsletters. • In 2013 not many people registered for the newsletters by themselves. This could be explained because the subscription box might be hard to find or people don't know about the existence of the newsletters at all. In project year 2 we will pay more attention to the promotion of the different newsletters.

PrestoCentre Website

Initial Plan:	The PrestoCentre website has a number of features available which can easily be used by the CoP leaders for dissemination activities, such as the Library, Events Calendar, Discussion forum, Web forms and Poll functionality. Features are not limited to the CoP leaders but can also be used by other project partners.
Execution:	In project year 1 the PrestoCentre website has partly been redesigned in order to make the nine communities visible online and give them a dedicated place on the website. The most radical change has been the switch at the left side of the website, which allows visitors to select the community of their interest. By doing this, all the below content will be filtered by the selected Community. • Library & Calendar: CoP leaders are responsible for keeping the library and events calendar up-to-date for their Community. They submit interesting resources and events for publication in the library and calendar, to offer an up-to-date platform for vistors. Each CoP leader is submitting interest resources on a regular basis. • Discussion Forums: especially for the Communities of Practice the previous PrestoCentre discussion forum has been redesigned to better serve the different Communities. Each Community has now a dedicated section for discussion, easily recognisable for users. Everyone can post questions to this forum, which will be answered by the Core experts (or others) of the Community of Practice. Currently the discussion forum has barely been used, and more promotion is necessary next year to increase this. • Web forms: as part of WP3 and WP4 an extensive questionnaire has been developed by the CoP leaders. The questionnaire has been published as an online web form on the PrestoCentre website to make it easy, findable and usable. The CoP leaders are now distributing the questionnaire to potential users. • Poll functionality: each Community has created a poll that is visible on the PrestoCentre website. • Blog: platform for CoP leaders (and other project partners) to disseminate information (in the form of a blog) about what is going on in the community. Walter Allasia started blogging on standards in 2013.He also solicited the

	publications of the PrestoCentre blog to the MPEG web site: http://mpeg.chiariglione.org/about/articles
Evaluation:	• The communication plan is not specific in how these website features should be used by the CoP leaders (and/or other project partners). This results in confusion by the CoP leaders and not knowing how to use the tools (library, calendar, blog etc.). The Communication and Dissemination Plan year 2 should be more specific in how the tools should be used and what to expect from the CoP leaders. • Most of the CoP leaders have now covered most of the functionalities (blog, library and calendar) in their communication plan to structure the communication in their community next year.

Internal communication platform – Google Plus (Core expert group)

Initial Plan:	Google Plus features (Community, Hangout and Drive) will be used by the CoP leaders as the internal communication platform with the Core experts. Each Community of Practice will receive a dedicated platform which will be restricted and only accessible for the Core expert group.
Execution:	• For each Community of Practice we created a specific so called 'Google Community'. This Google Community will function as a message board where both the CoP leader and Core experts can post messages, events and other information. • Google Drive is used by the CoP leaders and Core experts to share documents with the group. • Google Hangouts is suggested as the tool for conference calls, which is easy to use in combination with Google Docs (you can work on documents together during the call). By making use of the Google Service we will create a valuable reference point for all communication within the Core expert groups. People who will join the Core expert groups in a later stage of the project will still be able to find all content and discussion that took place within the group.
Evaluation:	• Not all CoP leaders are familiar with Google Plus and need to get to know the tool. In the beginning this resulted in some resistance with some CoP leaders. After developing a manual with the possibilities of the Google Plus features and how to use them, the CoP leaders became more willing to use it. • Before people can join the Google Plus features they need to be connected to Google. This seemed a very intensive process to make sure all Core experts gained access to the Google Community. • Currently not all the CoP leaders are intensively using the Google Community platform for documentation and

	discussion purposes. Although we have stressed the urgency quite often, in 2014 the CoP leaders will have to ensure more regular use of Google Community and make sure it functions as a reference point.

1.2.2 Project Identity

A strong project or 'corporate' identity is key for successful dissemination of Presto4U which will be embodied by the logo, project website and the internal workspace.

As described In D5.2, the Project Identity includes:
1. Logo
2. Project Website

Logo

Initial Plan:	To design a project logo to represent the Presto4U project. The project logo can be used in combination and association with multiple partner brands such as PrestoCentre.
Execution:	The Presto4U logo has been used in all communication both online and offline (flyers, newsletters etc). Also a combined PrestoCentre and Presto4U logo has been created and used in communication when it concerned both PrestoCentre and Presto4U.
Evaluation:	It is important to have one coherent branding to increase the visibility of the project. That is why we have created different templates that people can use (i.e. PowerPoint Template) to ensure the correct use of the logo.

Project Website

Initial Plan:	Launch of a project website (www.presto4u.eu) in January 2013 that will be updated throughout the project. The Presto4U website will be hosted on the PrestoCentre website, which already supports multiple functionalities for dialogue, relationship building and knowledge exchange.
Execution:	The project website was launched in March 2013 and is the front door to the project and often the first point of contact for all types of users. The website has been consistently updated throughout the project and includes publicly accessible publications, promotes upcoming Presto4U events and highlights resources relevant to the different communities of practice (created within or outside the project).
	The website currently provides mainly basic information, including a short description of the project, work packages, partners, nine Communities of Practice and a 'highlights' page which describes future services and tools (e.g. Technology Watch, Standards Register, Software Tools Catalogue, Market Place).
	The status updates are coordinated by the WP5 leader and published online by PrestoCentre. In total we have written 9 status

	updates. To distinguish the project website from the PrestoCentre website, some significant changes in the design have been made: • All project pages feature the Presto4U logo • All project pages feature a background image • All project pages contain a specific sub navigation menu Google Analytics is used to measure the visits to the website. The project website has approximately 130 visits every month.
Evaluation:	• It is important to better structure the Presto4U updates. Initially the plan was to have an update once or twice every month, but this turns out to be very time consuming and impossible. The focus should be on news within the project and not on timing and frequency. The plan for 2014 is to aim for an update every month, but this depends on the information and results available from the project. • The process of writing those updates should be much more structured and should include other people from the project as well. Since we're heading into the second project year it will be much easier to identify certain moments to write a status update, based on activities and results from the project. In 2014 we need to identify a group of people who can regularly provide us with updates (preferably once every month). • Currently there are not many visits to the website. In project year 2 we should promote the project website more often and include it on all promotional material, in order to increase the number of visits.

1.2.3 Project Workspace

The Presto4U project workspace will be the online place where project partners will communicate and collaborate together. It will function as a dashboard and reference point regarding all internal communication within the project.

Initial Plan:	The development of an open source online platform (Open Atrium – Drupal) to enable online collaboration, communication and sharing, hosted through the PrestoCentre website. Access to this internal workspace is via login.
Execution:	After discussion within the project it has been decided to switch to Basecamp as the internal project workspace, a platform that most of the project people know and is easy to use. Within Basecamp different 'projects' have been created that represent the different Work Packages. Each project partner has access to all Work Packages (to create an open space where everyone can see what happens) but will only receive notifications when they are included in the posts. The most used features are 'posting a message' and sharing documents with other project partners. Also, for collaborating together on the same documents, the text document

	functionality from Basecamp is frequently used.
Evaluation:	• Halfway through the project the project workspace Open Atrium turned out not to be effective. Project partners didn't know the platform and didn't know how to use it, which resulted in poor online communication and collaboration. After some consideration and discussion we decided to proceed with Basecamp; a platform well-known by most of the project leaders. • The initial project workspace has been converted into a Document Library were all important documents (deliverables, communication tools) are stored for reference. Basecamp is a good platform for online communication and collaboration but not efficient for storing documents. By using the 'Document Library' we have created one place for all final documents to prevent confusion with respect to latest versions. • Although Basecamp is a very good platform to use for internal communication, there is some management necessary to keep the platform clean and structured.

1.2.4   Promotional Material

The Dissemination and Communication Plan year 1 included the following list of promotional material:

1. Flyers
2. Newsletters
3. Direct Mail
4. Magazine

Flyers

Initial Plan:	Design a promotional flyer to distribute at workshops, conferences, trade shows and events. The flyer will give general information about the project and the nine different Communities of Practice.
Execution:	The flyer was designed as a communication tool to promote the Presto4U project and the Communities of Practice. Project partners were able to distribute the flyers at events, conferences, seminars workshops and other meetings. The flyer gives information about the project, the nine different Communities of Practice and how to join one of the communities. It also includes a small form for people to fill in and indicate the Community of their interest to stay up-to-date (sign-up for the newsletter). See annex 3, page 107, for the flyer. The flyer has a print run of 2400. Each CoP leader received 150 copies to distribute to their network (also other partners received some copies) and around 1000 flyers have been distributed at

	events (AMIA, FIATIFTA, IBC, iPRES, Presto4U Workshop).
Evaluation:	The general flyer gives a good impression about the work of Presto4U but doesn't go into much detail about the Communities itself. That's why some CoP leaders requested a flyer that was more specific to their Community, to be able to better target and inform the people in their domain. This will be possible in project year 2.

Newsletters

Initial Plan:	The PrestoCentre newsletter will be used for Presto4U news and updates. The newsletter will be distributed twice a month.
Execution:	The PrestoCentre Newsletter contains a dedicated section, called Presto4U Update, that is highlighted in a grey box and informs people about what is going on in the Presto4U project. Also Presto4U events (webinars, workshop) are included within the PrestoCentre Newsletter. In 2013 five newsletters have been send (April, June, July, October and December). The average open rate is 40% and in December 2013 the subscription lists hosts 327 subscribers.
Evaluation:	Initially the plan was to send out a newsletter every two weeks, but it turned out this was too often, to be able to include Presto4U news. We decided to send out the Newsletter less frequently but only when there was something to tell, for example to announce events. Although we have now structured the newsletter around the available content, in project year 2 we should also concentrate on the frequency of the newsletter and try to send at least 1 newsletter each month (this is in line with the proposed strategy to upload at least one new Presto4U status update each month).

Direct Mail

Initial Plan:	Direct mail (online) will be used to invite people for specific conferences, trainings, webinars or other Presto4U events.
Execution:	We have sent multiple direct mails to invite people to join Presto4U events. Good examples are the Webinar (November 5, 2013) and the Presto4U workshop (December 4, 2013).
	With use of PrestoCentre's CRM we're able to target specific organisations/individuals and invite them to an event. For the webinar we have invited around 500 people from different domains (archives, research organisations, commercial providers etc.). For the Presto4U Workshop we have widely distributed the invitation to approximately 3275 people from various domains.
	The PrestoCentre CRM has been developed three years ago and frequently updated throughout the years. This list has initially been built on contact information we received on for example events we attended (delegates lists) and people we met during these events (business cards). Later on the database has been expanded with contact details submitted by project partners (e.g.

	CoP leaders who identified Core experts). The database is designed in such a way that we can indicate to which Community of Practice a specific person belongs. This makes it possible to identify and target specific individuals and organisations. In project year 1 we haven't used this segmentation yet in our direct mail campaigns, because we haven't organised any events specific to one (or perhaps more) communities. Most of the time the direct mails have been sent from external services (e.g. Eventbrite – event hosting system) or by email.
Evaluation:	• It turned out that direct mail is a very effective way to approach people. For example the webinar was fully booked within one hour! Nowadays we experience a lot of email traffic but we're still managing an average of 20% openings rate (for example the Presto4U workshop direct mail). So also for project Year 2 we'll continue and expand the use of Direct Mail. • In the beginning of project year 2 we should make sure to go through the contact database and try to identify the individuals belonging to a certain CoP. This makes it possible to (for example) invite people for dedicated Community of Practice webinars. • Cop leaders already suggested individuals for the newsletters. This contact information should also be included into the CRM. Until now this hasn't been done yet because there is too little information available. In project year 2 we'll work with the CoP leaders to extend this information and add them to the CRM.

Magazines

Initial Plan:	The PrestoCentre Magazine (AV Insider) will be used to announce and highlight Presto4U activities.
Execution:	The January 2013 issue of AV Insider was dedicated to AV Preservation research transfer, with contributions from project partners (print run 1500). The magazine has been distributed at many events (FIATIFTA, AMIA, Presto4U Workshop, Screening the Future, Media Management Seminar). See annex 4, page 110.
Evaluation:	• By including Presto4U in one of the editions of AV Insider we actually created some extra promotional material for Presto4U. Besides the flyer – which only contained basic information – we now also have an article in the magazine that gives much more in-depth information. The magazine is used throughout the whole year and by distributing it at events and sending it to PrestoCentre Members we gained a very wide reach and thereby a lot of promotion. • A magazine calendar is necessary to identify the upcoming magazine themes and project outcomes. This will be useful to find the best publication dates in 2014 and see what

	information and to what extend Presto4U can be included.

Social Media

Initial Plan:	Presto4U will make use of the PrestoCentre social media platforms, such as Twitter.
Execution:	Twitter and Linkedin are used to announce upcoming Presto4U events and share other information and news about the Presto4U project. For Twitter we made use of the existing PrestoCentre Twitter account, to build upon their list of followers and have a wide reach from the beginning on. Currently, PrestoCentre has around 320 followers on Twitter. For LinkedIn we decided on a different, more personal approach and didn't use a dedicated Presto4U (or PrestoCentre) account/group. Though, project partners could announce events and other project activities through their personal account on Linkedin. In practice this has only be done by one person.
Evaluation:	Up until now social media platforms have barely been used, and if used only to promote Presto4U activities and events. This has mainly to do with the fact that the responsibility lays with one person and there hasn't been a real strategy on how to use these platforms. Currently PrestoCentre is in charge of the account and in project year 2 we should appoint a few more project people who can manage the social media accounts (Twitter) and/or forward updates to PrestoCentre. For LinkedIn we should make project partners aware that they can use their personal accounts to announce Presto4U. They are known in the field and they know the places where they should be on LinkedIn.

1.2.5 Other dissemination activities

The dissemination and Communication Plan year 1 provides an overview of the following 'other' dissemination means

1. Listserv
2. CRM
3. Conferences
4. Workshops
5. Webinars
6. External Conferences and Events
7. National and Local Events
8. Standards Bodies
9. Collaboration with EU projects and Government funded collaborative projects

To be able to evaluate the activities, point 6 and 7 are combined into the category "External Conferences and Events". The CRM will not be evaluated as this is a communication tool and not an activity.

Listservs

Initial Plan:	External listservs of other organisations will be used to communicate news, events and other Presto4U activities.
Execution:	External listservs have been used to promote Presto4U information and activities. In project year 1 we have used several listservs to announce the Presto4U workshop. PrestoCentre has a list available with around 20 interesting listservs that are used for promotion.
Evaluation:	Since Presto4U makes use of the available listservs PrestoCentre is subscribed to, it is quite easy to post message and thereby reach hundreds of people. Because this list with interesting listservs has been created by PrestoCentre a while ago we will be checking whether we have covered everything and/or need to extend the list with some new listservs.

Conferences

Initial Plan:	Conference partner for the "Screening the Future 2013: Crossing Boundaries for AV Preservation" Conference.
Execution:	Conferences provide a platform to report directly to the wider group around each Community of Practice, to present findings, to raise awareness and demonstrate the European added value of the transnational co-operation.

For this year's Conference "Screening The Future 2013: Crossing Boundaries for AV Preservation" 7-8th May 2013, Presto4U was a conference partner, and involved in a large part of the programme planning. The conference was hosted by the Tate at the splendid building of the Tate Modern, London. The two days comprised keynotes, case studies and focus sessions, sharing the latest thinking on standards, preservation planning, cost based strategies for multimedia digital preservation, business cases for development of in-house technology solutions and outsourcing, changing business models with open source solutions and new services from preservation vendors.

Screening the Future also hosted a Vendors Spotlight: a room dedicated to vendors to showcase their products and services. As part of this Vendors Spotlight, vendors provided a 15 minutes presentation with practitioners on case study installations. In total seven vendors were present in the Spotlight room and three of them hosted this presentation.

In total more than 100 delegates joined the Screening the Future Conference. Delegates were a good reflection of the domain Presto4U is operating in (Archives, Researchers and Commercial |

	Providers).
Evaluation:	It was a successful conference which attracted a variety of delegates from different Communities of Practice. In addition, it provided an opportunity to explain the objectives of the Presto4U project to potential new members for the Core expert groups and raise awareness amongst a wider community.

Workshops

Initial Plan:	Three Preservathon workshops through the life cycle of the project. One will take place towards the end of year one and two during the second project year.
Execution:	The original plan was to organise a Preservathon workshop at the end of year 1. However, as the Communities of Practice groups were still in the process of gathering their requirements and the research project partners acquiring research data and testing, it was agreed that it would more beneficial to delay this dissemination event. Instead, a general workshop was planned on 4th December for preservation practitioners within the Communities of Practice to include research academia and technology service providers. The title of this workshop was "Digital Audiovisual Preservation in Communities of Practice: Learn, Collaborate and Share" and was hosted by the Institute National de l'Audiovisuel (INA) in France. The objective of the day was to showcase all nine communities of practice and present the scopes, identified problems and their emerging needs for digital audiovisual preservation. Also, it served as a platform to present the actions developed by the project in order to identify specific tools, technologies and standards related to the domain. To promote the event we have sent invitations (direct mail) to around 3275 people, announced the event on listservs, LinkedIn and Twitter and through personal approach by the Community of Practice leaders. It proved to be a popular event with around 65 delegates who engaged in the interactive conversations throughout the day and participated in the three discussion groups divided into Music, Sound & Art; Professional Actors; Research and Education.
Evaluation:	The workshop seemed quite popular because within a few days it was almost fully booked and we decided to extend the maximum number of participants to 80. In the end we had 85 registrations and around 65 people actually showed up at the event. We had a number of very positive replies and by using feedback forms we got some interesting ideas and suggestions for the Preservathons next year. Based on user experiences we are able to develop workshops next year that are in line with what people are looking for.

	Some results from the feedback forms: • It was mentioned to have more case studies to hear and learn from people within the field; • People mentioned they found the workshop informative and very interesting; • There seemed to be a good balance between formal presentations and interactive sessions; • The nine Community of Practice sessions, the discussion in three groups and the presentation about standards have been indicated as the session they liked most (some people mentioned the Technical session was a little too technical); • People rated the workshop overall as Good (categories where: excellent, good, average, poor, very poor)

Webinars

Initial Plan:	To hold webinars to coincide with key activities within the Communities of Practice and the Presto4U project.
Execution:	The first Presto4U webinar was delivered on November 5th 2013 entitled – "Digitisation and Digital Preservation at the BBC" presented by Richard Wright (PrestoCentre) and Tom Heritage (BBC R&D). It gave an overview of the key challenges and processes involved in digitisation and digital preservation through a real world case study from the BBC Broadcast Archive. There were 25 participants from a variety of sectors who joined the webinar and took the opportunity to listen and ask some probing questions. The webinar's duration was 45 minutes. PrestoCentre hosted the webinar session and BBC provided the moderation. After the webinar the recording has been made available to the public for playback.
Evaluation:	The first webinar was sold out within an hour, which proves that the webinars are very popular. This can be explained because it is very easy for people to participate in such an event. It is free of charge and also doesn't include any travelling costs. The plan for 2014 is to deliver more webinars for the nine Communities of Practice and on research results and preservation standards. It is intended to hold webinars to coincide with key activities within the Communities of Practice, e.g. user group workshops, meetings and local events. Also it is important to plan well in advance the webinars for next year, so a webinar calendar is needed. CoP leaders have already worked on a webinar proposal for 2014, see annex 5, page 118.

External Conferences and events

Initial Plan:	Presto4U will participate in third-party conferences (not organised by the Presto4U project) through the course of the project.

Execution:	All Presto4U partners have been encouraged to participate in external events. This will ensure a better reach to a much wider audience in a variety of subsectors within the audiovisual domain. Activities of Presto4U at these events are: • Submission of papers, presentations and talks at appropriate events. • Dissemination of promotional material (flyers and information material) Presto4U also participated in the UNESCO World Day for Audiovisual Heritage. Initially, there were no plans for celebrating UNESCO World Day for Audio-visual Heritage on October 27th 2013. However, we decided to celebrate the day with a series of short video clips highlighting the key issues and challenges of audiovisual preservation within different audiovisual sub sectors. The CoP leaders produced 6 unique short videos with key messages which were informative, educational and entertaining, covering their Communities of Practice in Video Art, Art Museums and Galleries, Music and Sound Archives, Personal Audiovisual Collections, TV Radio and New Media Broadcast, Footage Sales Libraries, Learning and Teaching Repositories and Video Production and Post-Production. The videos are uploaded onto the PrestoCentre website: https://www.prestocentre.org/world-day-2013 and can be used as a communication and dissemination visual tool for each Community of Practice
Evaluation	The project partners were well represented on external events. A total of 35 events. See annex 6, page 128, for a list of attended events and activities.

Standards Bodies

Initial Plan:	The research project partners will attend standards bodies meetings and events to promote Presto4U activities, disseminate project research results and feedback recommendations.
Execution:	Notably, JRS, RAI and Eurix have actively participated and contributed at meetings during the past year. • **ISO/IEC MPEG Multimedia Preservation Application Format (MP-AF)** The aim of MPEG Multimedia Preservation Application Format (MP-AF) is to establish interoperable preservation metadata for audiovisual content. Eurix is co-chairing this activity, and JRS and RAI are actively contributing to the standardisation activity. Several input documents about the representation of technical, quality and process metadata were submitted to the MPEG meetings in the reporting period, and members of the partners were present at the

| | meetings and contributed to the MP-AF adhoc group (AhG). The work resulted in a preliminary working draft at the 104th MPEG meeting in April 2013, which has evolved into a complete draft of the data model at the 106th meeting in October 2013. A Committee Draft (the next formal stage in ISO is expected for early 2014. The drafts are public and thus open for review by members of the CoPs.

 • **EBU SP/QC (Quality Control)**
   The QC programme was formed as collaboration between the EBU members and vendors of automatic quality control/quality analysis systems. EBU QC is defining a set of QC checks, a first set of these test definitions (draft of 53 tests) has been published at http://tech.ebu.ch/docs/tech/tech3363.zip. Preservation workflows will often need a range of different quality checks, and standard definition of QC checks are important to support users of QC tools to compare and select products on the market. The group is co-chaired by BBC, and RAI and JRS are contributing to the work.

 • **EBU/AMWA FIMS**
   FIMS (Framework for Interoperable Media Services) is an international consortium of more than 90 companies. The goal of FIMS is to define web service interfaces (SOAP or REST). Interfaces for content capture, transform and transfer have already been specified and are being published by SMPTE. In 2013, FIMS has started a project called QA, which aims at defining interoperable services for quality analysis. This project is particularly relevant in a preservation context. The work in FIMS will focus on defining the service interface and report format, and is thus complementary to EBU QC. The two groups have thus a close liaison. The Presto4U partners RAI, BBC and JRS are active in FIMS QA. |
|---|---|
| Evaluation: | These Standards Bodies meetings have presented an opportunity for Presto4U partners to contribute with their partner expertise and work from previous Presto projects and Presto4. Also, this activity has helped to promote Presto4U within these professional forums and reach a much wider group of experts in specialised domains. |

Collaboration with EU projects and Government funded collaborative projects

Initial Plan:	Identify any other EU projects which would be beneficial to collaborate with in terms of ideas and knowledge exchange.
Execution:	**The EU APARSEN project** (see http://www.alliancepermanentaccess.org/index.php/current-projects/aparsen/) seeks the establishment of a 'network of

	excellence' based loosely on the existing Alliance for Permanent Access to bring together a diverse set of practitioner organisations and researchers in the field of scientific research. The core concept of APARSEN is to provide a check against potential fragmentation of digital preservation research and development and understand barriers to long term accessibility and usability of digital information and data. Presto4U is seeking to establish an understanding of the work between the two related projects and ongoing collaboration focussing on standards, software tools and catalogues. Several teleconference calls have been held with APARSEN and Presto4U WP4 and WP5 partners to consider collaboration and knowledge exchange on the similarities and differences with the respective standards registers and on dissemination events. Recent dialogues addressed commonality of terms in each of the respective Standards Registers so as not to confuse the end user. A long term aim would be to provide the functionality to redirect users to each other's registers where appropriate. A co-operation agreement is being drawn up to facilitate collaboration between Presto4U and APARSEN to share non-confidential results and participate in joint dissemination and promotional activities. A joint webinar on Standards is being planned for early Spring 2014. This collaboration is beneficial to both projects as Presto4U is focussing on digital audiovisual media preservation only and APARSEN on scientific research. **DAVID** The EU DAVID project (Digital AV Media Damage Prevention and Repair) http://david-preservation.eu/ is promoted on the Presto4U website as a related project addressing the challenge of how to keep audiovisual content usable over time. Both projects have agreed to promote and disseminate each other's project information on stands at external events, for example IBC and NAB. **Digital Preservation Coalition** http://www.dpconline.org/about Presto4U has established a good working relationship with the Digital Preservation Coalition attending the Digital Preservation Practitioners Training Week in Glasgow this summer. The DPC are keen to include Presto4U in the 2014 DPC Training week, which will help to target a wider reaching audience.
Evaluation:	Positive, enthusiastic discussions and a desire to collaborate more within an informal collaborative agreement signed by both projects.

2 Dissemination and Communication Plan Year 2

The dissemination and communication strategies and actions for year 2 will continue and build upon the plan year 1 with the intention of expanding the dissemination activities, further supporting the Communities of Practice with communication tools and providing the mechanisms to promote the project's results and outcomes throughout the duration of the project. The strategies described are the result of the evaluation of the Dissemination and Communication Plan year 1 (see page 4). Following this evaluation, it is possible to sharpen the initially identified strategies, tools and activities and to improve and adapt when necessary. What has worked in year 1 and will be continued in year 2? What needs some extra attention and consideration? And – last but not least – what new strategies are necessary to reach the goals in 2014?

This Dissemination and Communication Plan also provides a guide for the project managers and Community of Practice Leaders to assist in effectively relaying key messages to stakeholder groups.

Where in year 1 communication was structured around building the Communities of Practice and establishing needs and requirements, the focus in 2014 will switch more towards a more overall approach that will focus on the take-up of promising research results and the development and releases of new services (e.g. Standards Registry, Software Catalogue and Market Place).

Dissemination and communication activities will comprise various events including two or three preservathon workshops, online seminars (webinars), Community of Practice special user group meetings and events, publication of research results, public deliverables and technology watch reports.

2.1 Communication Objectives and Success Indicators

1. Provide support for the established Communities of Practice

The responsibility for the establishment, growth and development of the Communities of Practice is with the Community of Practice leaders within Work Package 2. Each Community of Practice leader has produced a Communication and Events Plan for Year 2 using a template produced by WP5. There will be a close liaison and working relationship between WP5 and WP2 to provide support in the form of communication tools according to the needs of the Communities of Practice and leading the organisation of dissemination activities such as Preservathon workshops and user community events.

Indicators
- Provision of available communication tools for the CoP leaders
- Development of other/new communication tools when requested by CoP leaders (e.g. specific flyers);

2. Raise awareness in the wider community of digital media preservation

It is important for the project to engage with as many interested parties in the digital audiovisual domain across organisations, archives, academic researchers, technology and service providers,standards bodies to individuals concerned with the long term preservation of audiovisual assets.

The aim is to organise Preservathon workshops and special community of practice user group meetings and events in order to raise awareness and disseminate project results and outcomes.

An on-going activity will be monitoring external events and encouraging submission of papers, presentations and talks at appropriate events. In addition, other forms of communication media such as newsletters and blogs will be produced and posted on the PrestoCentre website to align with key activities of the project.

Indicators:
- Organisation of (online and offline) events by Presto4U;
  - 2 or 3 Preservathons
  - 10 webinars
- Participants in (online and offline) events organised by Presto4U;
  - Around 50 people to offline events
  - Around 20 people to online events (webinars)
- Presto4U contributions at events organised by third parties;
- Distribution of promotional material (e.g. newsletters, flyer and other).

3. Promote the uptake of promising research results

During the second year of the project, significant research results and outcomes will be promoted in the form of publications and new services through the PrestoCentre website. This will be the main focus for the second project year.

Indicators:

- The publication and dissemination of reports produced within the project;
- The attention for and use of new services and publications by Presto4U (e.g. Tech Watch reports, Standards Registry, Software Catalogue and Market Place produced by WP3 and WP4).
  - Number of 'hits' on the PrestoCentre website for each online service, measured as unique visitors

4. Collaborate and maintain relationships with cultural heritage organisations, professional associations, academic network organisations, technical consortiums, commercial vendors and service providers.

There are a large number of international and national professional associations involved in developing, evaluating, and sharing knowledge and expertise about audiovisual archiving, digitisation and digital media preservation in the creative and cultural sectors. All share a willingness for collaboration and coordination on standards and practices, best

practices, guidelines and advice and consultancy. It is important to collaborate, partner and/or contribute with Presto4U dissemination activities at future events. This will ensure a larger reach to a much wider audience in a variety of subsectors within the audiovisual domain. For each Community of Practice, there is usually one or more relevant professional associations. All are pro-active in organising conferences, workshops, seminars and training activities.

Indicators
- Organisation of Presto4U events/activities in collaboration with third party organisations (e.g. Focal).

5. **Presentation of Presto4U project impact beyond Europe**

Although this is not a priority within the Presto4U project and no budget is available for this, we'll also present the Presto4U project impact outside Europe with a strong focus on the USA. A large part of the PrestoCentre Members are located in the USA, which gives Presto4U a very good entry point to easily draw attention to the results of the Presto4U project in the USA and establish the relationship without any extra efforts. Project partners are also attending international conferences (e.g. AMIA, FIAT/IFTA) that provides Presto4U access to a large international network.

2.2 Target Groups

In the Dissemination and Communication Plan year 1 the target groups have been identified and explained. In year 2 we'll maintain this focus so the target groups will more or less be the same. Year 2 aims to consolidate the established connections and working relationships and build and develop both target groups through a series of dissemination and communication activities highlighted in this plan.

1. **Internal Target Group**
   o Presto4U Consortium (all project partners);
   o Community of Practice leaders;
   o Specialist technology providers from within the consortium;

2. **External Target Group**
   o Archivists/content creators – who need to preserve their content for the long-term future.
   o Researchers – with specialist research skills in the fields of technology research in digital media preservation
   o Technology developers and service providers – who provide technology and services to the AV archival community. Some of these companies focus on hardware/software in one or several areas of Capture/Encoding, Quality Analysis, Metadata, Management and Storage.

The various groups within the external target group will have a different level of activity and needs; some will be more pro-active than others, some will require consistent communication via for example the website, newsletters and social media whereas others have a need for face-to-face conversations and sharing of expertise and experience. That's why there is a division in the level of participation within the various groups:

- The highest level of participation is the so-called Core expert group: a selected group of experts (selected by the CoP leader) with specific expertise and experience and who will be actively engaged in the Presto4U project and will therefore be the main focus for all communication related to the management and activities of a specific Community of Practice.
- The second level is the peripheral level and includes a broader group of experts related to one of more Communities of Practice whose involvement will be fragmented but constitute and important target group for larger scale dissemination activities including online and offline events, newsletters etc.
- The third level is the wider audience, who will be the indirect target of all broader communication activities. These people are not identified or known but will be reached through external project communication.

2.3 Communication Messages

Archivists/Content Creators
- Stress the importance and relevance of collaboration for gathering practical knowledge about shared concerns and problems in digital AV preservation.
- Reaching out to all archive networks to contribute to requirements surveys, questionnaires and assessment of research outcomes.
- Provide information on Communities of Practice activities, meetings, and events relevant to their specific archival domain and needs.

Researchers
- Promote Presto4U as a forum to meet supply and demand, for the furthering of research results.
- Promote the identification of needs and requirements for new R&D.
- Stress the importance to collate and publish promising research results for both internal and external groups.
- Invitations to proactively contribute to preservathon workshops – invited talks and demonstrations

Technology Developers and Service Providers
- Promote Presto4U as opportunity to understand different Communities of Practices' needs for services and tools
- To identify emerging technologies which may have the potential to serve those needs and use Presto4U as a forum to collaborate and disseminate.
- Invitations to proactively contribute to preservathon workshops – invited talks and demonstrations

2.4 Dissemination and Communication Strategies

The Dissemination and Communication Plan can be viewed as a high-level communication plan recognising the many distribution channels available throughout the project. It outlines a comprehensive communication strategy that informs all stakeholders and other relevant wider audiences about the development and outcomes of the Presto4U project including the Communities of Practice.

Based on plan year 1, some of the dissemination and communication strategies have been modified to reflect completion in year 1 and further development in year 2.

There are 5 dissemination and communication strategies defined:
1. Internal (project) communication
2. Community of Practice Communication
3. External Communication
4. Other Dissemination activities

2.4.1   Internal communication

Internal (project) communication is the communication within the project between all partners.

Project Workspace
We will continue to use the Basecamp interface for all internal communication between the project partners. Basecamp offers the possibility to post messages, make announcements and upload documents in a very structured way. The Presto4U Basecamp platform has been divided into six 'projects' which represent the different Work Packages and makes it easy for partners to find and post material.

Document Library
The previous Presto4U Workspace (the online platform Open Atrium) will continued to be used as the reference place to store all relevant and final documents, like official documents, reports, templates, deliverables and logos.

Google Plus Features
Google Plus will be used by the CoP leaders and the Core expert group to communicate and collaborate. This should not be confused with Basecamp which is the official platform for internal communication, where the Google Plus tools are meant for communication with the Core expert groups. The tools available are:
- Google Community: the platform to post messages, announce events, ask questions and interact with other people within the Core expert group.
- Google Hangout: conference call service where you can freely call up to ten people
- Google Drive: platform to store document and share with others.

The CoP leader will probably need to do a little run-through with the Core experts to make sure everyone knows how it works and receives the necessary notifications. In 2013 not all CoP leaders started using the platform. Though in order to function as a reference point from 2014 on all CoP leaders will use the Google Community Platform. A little encouragement and help might be needed from WP5.

2.4.2   Community of Practice Communication

Community of Practice Communication is the communication that has the purpose of building and growing the Communities of Practice. These communication actions are covered within Work Package 2. Communication is aimed at all three levels of participation (see chapter target group).

Individual Communication Plans

The Community of Practice leaders designed an individual communication plan to identify the communication tools and activities taking place within their Community of Practice. Each Community of Practice communication plan is designed around the communication tools and channels available in the Presto4U project and serves as an aid to help the CoP leaders to move their community (peripheral level and wider audience) through a cycle of awareness, to interest, to decision making and proactive participation.

This plan will act as a guideline for the CoP leaders to organise and structure the Communication in year 2. The actions will fall within WP2 Task 2.2: Building the Communities of Practice:

- Informing the relevant audiences of a Community of Practice;
- Encouraging individuals to participate in the Core expert group of a Community of Practice
- Creating interest among the peripheral group and wider audience to participate in fact checking, surveys and further communication and awareness raising activities;
- Linking the Community of Practice communication to the Presto4U activities.

Each CoP leader is responsible for following-up on the Communication actions as described in the individual communication plan. The tools available will be described in this Dissemination and Communication Plan.

2.4.3 External Communication

External communication is communication to the outside world (see the three levels of participation in the chapter target group). The external communication can again be divided into some subchapters, such as branding, promotional material and social media.

2.4.3.1 Branding

Project Website

The project website www.presto4u.eu is the main entry and reference point for information about the project. The project website currently includes general information about the project and the partners and offers status updates. In project year 1 the website has been developed and updated, in 2014 we'll work on expanding and improving the website by:
- Developing a small editorial team with representatives for each Work Package who will be able to provide status updates on a regular basis (once a month). The status updates are the heart of the project website since they explain the actual work being done within Presto4U.
- Updating the individual project pages such as the 'Project Highlights' and the 'Publications and Services' as the project evolves and more information becomes available.
- More communication around the project website: promoting the status updates and other relevant pages and including the URL on all promotional material to increase the number of visitors and thereby the awareness of Presto4U and its activities.

PrestoCentre Website

Besides the project website Presto4U will also make use of the existing PrestoCentre website. This website already hosts a number of communication tools that can easily be used by the project partners to disseminate project information and results:

-   The Blog is a great opportunity to share thoughts with the wider community. As a professional platform, PrestoCentre ensures the blog post will attract a large and interested audience. Currently there are some project partners blogging on Presto4U relevant items and some CoP leaders have delivered a first blog or are planning their first blog update. For 2014 we're aiming on an average of 2 Presto4U related blogs each month – though it is not a matter of quantity but quality. The CoP leaders have identified in their Communication plan how often they will deliver a blog. In 2014 we will also continue to look for other project partners who can occasionally blog.
-   The Calendar hosts all relevant events related to AV digitisation and digital preservation. Events can be marked as related to a specific Community of Practice. For 2014 we've already investigated the plans of project partners to attend events. A representative of WP5 will regularly be in touch with project partners to see whether there are upcoming event which are not in the Calendar yet. The CoP leaders on the other hand are responsible for keeping the calendar for their Community up-to-date.
-   Within the Library PrestoCentre hosts all kind of relevant resources related to AV digitisation and digital preservation. Besides the CoP leaders – who are responsible for keeping the Library up-to-date for their Community – project partners have the possibility to upload resources into the Library. Together with the blog and calendar the PrestoCentre website provides a good platform and entry point for everything related to the Communities of Practice.
-   PrestoCentre Anwers can be seen as something like 'ask the experts'. People can ask question which will be answered by the Core expert group people (or by other people). Each Community has a dedicated discussion group that should also be maintained by the CoP leader and the Core experts.
-   The poll offers a quick opportunity to ask short questions to visitors to the PrestoCentre website. Each Community has its own poll.

2.4.3.2   Promotional Material

Flyers

The general Presto4U flyer – developed in project year 1 – will also in year 2 be used to distribute at selected events and to be disseminated by project partners to other key-players and interesting parties and individuals. This flyer has a general focus and doesn't go much into detail with respect to the nine Communities of Practice, that's why the CoP Leaders have the possibility to generate an online flyer dedicated to their Community of Practice to better target their audience.

To promote services that will be developed in project Year 2 – such as the Standards Registry, Software Tools Catalogue and Market Place – it is possible to develop one or more flyers. This can either be printed flyers or flyers for online use (or both).

Newsletters

The PrestoCentre newsletter will be used to disseminate Presto4U news and results. Also in 2014 we won't develop a dedicated Presto4U newsletter because it takes time and resources to build a mailing list and make it grow over time. It is much more effective to use the PrestoCentre newsletter and build upon this mailing list. Each PrestoCentre newsletter has a dedicated chapter related to Presto4U.

Besides the PrestoCentre newsletter each Community of Practice has a newsletter at its disposal. This newsletter highlights relevant information, events and resources for the specific community. The CoP Leaders have described in their communication plan the frequency of the newsletter, which is most of the time monthly or two-monthly. Most important for the newsletter is the creation of a distribution list. From the beginning, the CoPlLeaders have drafted a small list of potential receivers, but this should increase overtime. People can subscribe to the various newsletters on the PrestoCentre Website. Promotion via social media, website and other tools is necessary to build upon the mailing lists and to ensure a better reach and increase the number of subscribers. For 2014 we're aiming of an average of 75 subscribers per newsletter.

Direct Mail, External Listserv and CRM

Direct mail will be used to approach a (large) group of people in the same time for the same event. The difference with the newsletter is that direct mail expects people to take action, for example sign up to an event or complete a questionnaire. Most of the time direct mail will be used to invite people for workshops, webinars or other events. PrestoCentre has an impressive contact database available that can target specific groups (commercials, archives, researchers etc.) and will provide the input (email addresses) for these mailings.

We'll continue to expand the CRM by adding new contacts and organisations over the year. We'll ask project partners to forward interesting parties to be added to the CRM so they will be included in future direct mail campaigns. We'll also continue with targeting existing contacts to be able to have targeted direct mail campaigns in project year one (e.g. direct mail to Music and Sound Archives). Though, this is a very intense process and cannot be done by one person. We should take into account that this takes a lot of time and effort and we need the find the right strategy and approach to do this.

For the listserv we should investigate whether we have covered all interesting listservs in the various domains. We will ask the project partners to add to the existing list.

Videos

As part of the 2013 UNESCO World Day for Audiovisual Heritage most of the CoP leaders developed a video that promotes the Prest4U Project and their Community of Practice. We'll expand the use of this video from a one-time event for World Day for AV Heritage to a more structural use on the PrestoCentre website. Each Community of Practice will receive a dedicated page with more information about the Community and will also host the video. The CoP leaders that haven't developed the video yet can still do that in project year 2.

AV Insider
AV Insider is the magazine from PrestoCentre, first published in 2012 and dedicated to the audiovisual digital preservation community. In project year 1 it turned out that this magazine can very easily be used as a promotion tool for Presto4U in a form of an article. In January/February 2014 PrestoCentre will develop the magazine calendar for 2014 and identify the possibilities to include Presto4U. Presto4U information will certainly be included in each edition of AV Insider in 2014 – since it has proven to be a very effective way to distribute project output – but to what extend needs to be determined (e.g. dedicated Presto4U edition versus Presto4U article). In 2014 there are 2 or 3 magazines on the agenda.

2.4.3.3 Social Media

For social media the same strategy applies as the newsletters – Presto4 will also make use of the existing PrestoCentre social media platforms, such as Twitter, Linkedin and Youtube. Though in project year 1 these platforms have hardly been used, in order to increase this in Year 2, we will do the following:
- Appoint one or more people within the project who will be responsible for the visibility of Presto4U on social media. They will have access to the Twitter account and make sure all relevant news,updates and results also appear on Twitter and other social media platforms (linkedin).
- We'll continue to post upcoming Presto4U events (and other relevant information) on Linkedin. We've initially chosen to do this via personal accounts of project partners instead of via a Presto4U account. This makes it more personal and some project partners are well-known within the domain. In order to extend the reach we should work on expanding the list of relevant Linkedin discussion groups.
- Youtube will be used to host videos generated within the project (such as the World Day for Audiovisual Heritage Day videos). The videos are publicly available and findable via Youtube.

2.4.4 Dissemination Activities

The Dissemination and Communication plan year 1 provides an overview of the dissemination means and activities. This year 2 plan will set out the initial plans and proposed execution for each of the following dissemination activities and events.

Workshops
The "Preservathon" workshop will be one of the key dissemination activities highlighting the outcomes of the requirements gatherings of each Community of Practice, sharing the research results of research projects, the status of standardisation activities relating to digital preservation, the latest technological trends and product and service offerings from vendors and technology providers. Communities of Practice and the Core expert group will use this forum to raise awareness and share with colleagues their collective and specific issues, challenges, opportunities and potential solutions. It will provide an opportunity to network and share knowledge amongst key experts and stakeholders in the digital media preservation space. The name "Preservathon" was inspired by the word "Hackathon" (where computer programmers and designers join up to learn and develop together).

There will be 2-3 Preservathon workshops during the second year of the project. The Paris workshop on December 4th 2013 proved to be a popular and successful format with the focus on interactivity and discussion groups. The intention is to provide a more granular approach for each workshop focusing on maybe 1-3 Community of Practices who share common concerns and similar needs. Current thinking and ideas are evolving around the "Preservathon" ethos whereby technology providers and researchers would demonstrate current and emerging technologies or prototypes which could provide solutions to specific audiovisual digital preservation problems. Experts working within the Community of Practice would be given "hands on" experience of technologies and systems and generate ideas on use and implementations.

Also, a Community of Practice can host a specific workshop for a smaller group of people focused on a particular problem or issue. For example, the Video Art, Museums and Galleries Community of Practice is considering an event to bring together artists and their representatives to discuss how to manage digital assets and archives, understand tools and workflows and how to provide support for the community.

We will explore opportunities to co-host a Preservathon workshop at external events in the audiovisual archive domain, for example the FOCAL training week in June for broadcast, post-production and video communities or the FIAT/IFTA World Conference in Amsterdam.

Potential venues: Pisa, London and Amsterdam or Hilversum

The Target Audience will be digital media preservation specialists, collection owners and practitioners from within each of the Communities of Practice, strategic decision-makers, leaders in the field of technology and research; technology and service providers.

Webinars

Web based seminars will be an integral part of the overall dissemination activities for 2014. Webinars can take the form of a presentation, lecture or workshop and can either be one way from the speaker to the audience with limited audience interaction or more collaborative with questions and answers allowing full collaboration. We'll make use of an external service to prepare, host and record the webinars. After the webinars, the recording will be published on the PrestoCentre website.

The plan for 2014 is to deliver more webinars for the nine Communities of Practice and on research results and preservation standards. It is intended to hold webinars to coincide with key activities within the Communities of Practice, e.g. user group workshops, meetings and local events.

At the end of project year 1, Community of Practice leaders have already identified some ideas for relevant topics for their Community of Practice. In 2014 we will continue to expand the calendar with more webinars also including other project partners. At the moment, the calendar looks as follows (all webinars and speakers are proposals and subject to change):

Month	Subject/Title	Presenter
January	Preservation Standards	Walter Allasia (EURIX)
March	Cost-efficient preservation solutions for small	By Dan Resinger (ENEX),

	post-production companies	Helle Bjernemose, Peter Lindgaard (TV2 Denmark)
March	Preservation needs of Audiovisuals objects and their representation	Carlo Meghini and Fabrizio Falchi (CNR-ISTI)
April	Webinar by the Learning and Teaching Repositories Communty (Title to be confirmed)	Linda Ligios (King's College London)
April	Preserving contemporary music productions	Daniel Teruggi, Luca Bagnoli and Yann Geslin (INA)
May	How to help content owners to bring their collections to institutions?	Daniel Teruggi and Luca Bagnoli (INA)
May	Creation of Master Archive Package (MAP)	Lars Karlsson (Swedish Film institute), Thomas Christensen (Danish Film Institute)
To be confirmed	Formats for video preservation: Is FFV1 the answer?	To be confirmed (Video Art, Art Museums and Galleries Community)
To be confirmed	Making MXF files future proof (MAP) or Preservation metadata: Trusting your files to be future-proof (MAP)	To be confirmed (TV, Radio and New Media Broadcasting Community)

More information on each webinar can be found in the annex 5, page 118)

External Conferences and events

There are a large number of international and national professional associations involved in developing, evaluating, and sharing knowledge and expertise about audiovisual archiving, digitisation and digital media preservation in the creative and cultural sectors. These include FIAT/IFTA, AMIA, IASA, SEAPAAVA, DPC,PASIG, and iPRES amongst other professional organisations. All share a enthusiasm for collaboration and coordination on standards and practices, best practices, guidelines and advice and consultancy. All are pro-active in organising conferences, workshops, seminars and training activities per year. Therefore, it is important to collaborate, partner and/or contribute with Presto4U dissemination activities at these future 2014 events.

It has not been decided yet whether another Screening the Future Conference will be organised by PrestoCentre in 2014. If this is the case, the Conference will be hosted in the USA, Los Angeles, and Presto4U will take the opportunity as a conference partner to report directly to the wider group around each Community of Practice, raise awareness, present issues and challenges, share research results and show the synergies between Europe and USA archive practitioners in audiovisual digital preservation and present the Presto4U project impact in the USA.

Presto4U will participate in third-party conferences (not organised by the Presto4U project) throughout the course of the project. Activities will include:

- monitoring of external events.
- submission of papers, presentations and talks at appropriate events. This will ensure a larger reach to a much wider audience in a variety of subsectors within the audio-visual domain.
- Dissemination of promotional material – flyers and information
- Explore co-hosting opportunities

We have already identified some planned events for 2014:

Date	Event	Partner	Dissemination Activtiy	Description
March-2014	Mpeg 108th, Valencia	Laurent Boch	MPEG21 and MP-AF	
Jan 2014	WMPA'14 (Multimedia Processing and Applications), http://mmm2014.org	Simon Factor	Identification of research	Gather information on research projects and participants active in EU that are relevant to the preservation challenges faced by Archive Communities of Practise
April 2014	NAB 2014 Exhibition Las Vegas	Peter Schallauer	Distribution of information on Presto4U at stand of DAVID project	
May 2014	American Institute of Conservation – Electronic Media Group session San Francisco		TBC	
May 2014	SEAPAAVA Conference		TBC	
May	PASIG 13th Meeting		TBC	
June 2014	EBU	Laurent Boch	Release EBU Rights Report	
June 2014	FOCAL Events	Marco Rendina Jacqui Gupta	TBC	
	IEEE Multimedia	E.Rodriguez, J.Delgado, L.Boch, V.Rodriguez	Submitted paper, acceptance pending "Media contracts formalization	

			and management"	
	Applied Ontologies Journal	S. Llorente, E.Rodriguez, J.Delgado, L.Boch, V.Rodriguez,	Submitted paper, acceptance pending "An ontology for the representation of media contracts"	
July 2014	DPC Training Event	Jacqui Gupta	TBC	
Sept 2014	ICOM-CC Melbourne, Australia	Pip Laurenson	TBC	
Sept 2014	International Institute for Conservation of Historic and Artistic Works (ICC) Hong Kong	Pip Laurenson	TBC	
Sept 2014	International Broadcasting Convention Amsterdam		TBC	
October 2014	iPRES 2014 - International conference on Preservation of digital objects Melbourne, Australia		TBC	
October	FIAT/IFTA World Conference Amsterdam		TBC	
October	IASA Conference		TBC	
7 November 2014	ACM Multimedia 2014	Fabrizio Falchi	Organising a Workshop about Audiovisual Digital Preservation	A workshop about Audiovisual Digital Preservation will be proposed and, eventually, organized for the ACM Multimedia Internatioal Conference
Nov 2014	AMIA Conference		TBC	

Standards Bodies

The research project partners will attend the following standards bodies meetings and events to promote Presto4U activities, disseminate project research results and feedback recommendations.

- **ISO/IEC MPEG Multimedia Preservation Application Format (MP-AF)** – A Committee Draft (the next formal stage in ISO is expected for early 2014). The drafts are public and thus open for review by the Core expert groups.
- **EBU SP/QC (Quality Control)** - The group is co-chaired by BBC, and RAI and JRS are contributing to the work.
- **EBU/AMWA FIMS -** (Framework for Interoperable Media Services) RAI, BBC and JRS are active in FIMS QA and will continue to contribute to meetings.

Collaboration with external projects

A Collaborative Agreement with the APARSEN project to share knowledge and expertise on Standards Registers. Presto4U will explore opportunities to co-present webinars with representatives from the APARSEN project and contribute to dissemination events.

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Annexes

- Communication Plan for each Community of Practice
- Presto4U General Flyer
- Community of Practice Newsletter
- Presto4U Article in AV Insider Magazine
- Webinar Proposals
- Events participation list

Annex 1

- Communication plan Music and Sound Archives & Personal Audiovisual Collections
- Communication plan TV, Radio and New Media Broadcasting
- Communication plan Video Production and Post-Production
- Communication plan Film Collections and Filmmakers
- Communication plan Video Art, Art Museums and Galleries
- Communication plan Footage Sales Libraries
- Communication plan Research and Scientific Collections
- Communication plan Learning and Teaching Repositories

Communication plan
Music and Sound Archives Community of Practice
Personal Audiovisual Collections Community of Practice

Audio recordings are unstable media due either to their physical deterioration or to the playback equipment that becomes technologically obsolete, out-dated and consequently, difficult to locate and maintain. It is almost impossible to use audio recordings in their original format. In addition, these recordings, and the equipment required to successfully read them, are also susceptible to deterioration. The more these types of recordings are replayed, the greater the risk for their long-term viability. Without the application of archival preservation techniques to these recordings, their lifespans are limited.

Music and sound archives & personal collections are responsible, with different approaches and methodologies, for preserving and providing wide access to the materials in its holdings, no matter what format they are on. Archives contain audio recordings in a wide variety of formats ranging from 78 rpm discs, to tapes, audiocassette, audio reel, and many others. In order to ensure the long-term usability of these recordings, the vast majority of these archives have initiated a digitization program of migrating audio carriers to more stable media for preservation purposes. They have also migrated audio materials to more commonly used and accessible media for access purposes.

In the project presto4U, INA is responsible of the requests and the representation of two CoP: Music and Sound Archives Community and Personal collections Community.

Music and Sound Archives

The Community of Practice (CoP) related to Music and Sound Archives is concerned with two main issues; on one side the conservation and preservation of the oldest existing media; on the other hand the preservation of complex production environments which are generated by the musical commercial and artistic production today.

Audio recordings are the oldest existing media; they exist since the end of the XIX century. Music and sound stakeholders involved in this community are mainly Institutions or foundations, where Sound or Music are the main vectors of their activity and form the main objective of their collections, and collections within large institutions (like National Archives or Universities), where sound is an object of particular interest, but that does not necessarily represent the core mission of the institution.

The Audio community is quite advanced in some domains; in fact, we are talking about a community that, on average, is aware, consolidated and technologically updated. There are procedures for preservation that are, at least for small to medium sized archives, proved, efficient and affordable. The large digital collections pose a technical management problem and the solution lies in digital libraries. The files are in need of maintenance: to be migrated (frequently) to new media, duplicated for use requests, coded for different access requirements, submitted to validation checks, etc. They need interventions on their metadata, in a spectrum ranging from mere cataloguing to automatic harvesting (for a standardized global access). The technology employed in digital libraries provides automated tools for the creation, maintenance and access to large collections of documents.

Contemporary musical productions are done with dedicated tools, often proprietary tools belonging to commercial companies and these productions involve managing dozens to hundreds of audio files to build up, through editing, mixing and sound-processing, the final musical product for commercial or artistic use, be it popular music, classical music or electroacoustic music.

This activity is very active in Repurposing musical contents, this is, talking recordings previously done and making new versions of it in different formats, lengths and even changing the instruments or performers. This is a very strong activity within recording companies, which have constituted large repositories of production environments and their components for preservation and new uses or purposes. There is a very strong preservation issue regarding these recordings, since they contain very little information and most of the information is kept by the operator or sound engineer doing the recording, and rarely transferred or structured within a metadata context.

Personal Audiovisual Collections

On the other side, Personal Audiovisual Collections community stakeholders are not really structured and consolidated into a specific community as those of Music and Sound Archives are; nevertheless they share the same problems and the context which they belong, which makes it possible to consider them from a common point of view and to identify specific preservation and access issues regarding their contents.

Due to the fact that INA is responsible of managing two distinct communities, our goals are going to overlap to a certain extent, but of course will be separated according to the reference CoP. The objective of the *Music and Sound Archives CoP* is to establish the common problems regarding preservation for the different profile of music and sound archive holders. This implies:

- Understanding the origin of collections and how they increase through time
- Analysing the diversity of analogue and digital formats contained in collections
- Establish quality criteria for recordings

- Understand the repurposing of Music content in diverse contexts
- Understand the legal environment of audio collections (common issues)
- Analyse needs for specific analysis and for content extraction tools
- Analyse situation in which music archives contain complex file systems
- Development of description tools for complex environments

The objective of the *Personal Audiovisual Collections CoP* is to analyse the increasing demand for personal audio-visual contents produced by individuals for their personal use. The analyse will permit to understand:

- The nature of the demand, who is asking for what
- The general profile of donated material
- The nature of the transaction, free donation, commercial exploitation
- The legal environment behind any donation and contribution
- The description status and methods to obtain related information (metadata)
- The minimum set of descriptors necessary to make the content usable
- The contractual engagement among both parties
- The preservation context and responsibility of the receiver
- The integration of the new contents within the receiver's information and management system

We have therefore made a thorough search defining the largest possible community in the European, setting up a catalogue of 330 Music and Sound Archives and establishing a list of almost 50 institutions, which are working in the reception of personal audio-visual contents.

Starting from this research conducted in the early months of 2013, we contacted the relevant stakeholders and selected the so-called C*ore expert group*, a network of experts who has an extensive experience in the field of audio-visual materials archiving.

As follows, the established list of C*ore expert* for each Community:

Music and Sound Archives Community of Practice

- Marie-Hélène Serra – *Citè de la musique – Médiathèque (including IT responsible Rodolphe Bailly from the same institution)*
- Kees Tazelaar – *Royal Conservatory – Institute of Sonology*
- Marc Danger – *EMI Music France*
- Arngelo Orcalli – *University of Udine – Mirage Laboratory (including Luca Cossettini, researcher and responsible of sound restoration at the laboratory)*
- Ludger Brummer – *ZKM – Institute for Music and Acoustic*

Personal Audiovisual Collectionc Community of Practice

- Matthew Addis – *Arkivum*
- Julia Welter – *Film Archives online*
- Manual Kleidman – *Nos Archives*
- Jonathan Purday - *Europeana*

This group, formed by a small number of experts, represents the core of the requested expertise in the project and are the privileged interlocutors from which to gather information and feedbacks on the needs of the CoP. Their mission is to communicate any practical problems they incur in carrying out the daily basis archival tasks, participate in information exchange with other members of the community and in general to actively participate in any action that may increase the collective experience of the community.

CoP leaders have determined common methods and technologies for stakeholder communication requirements, available technologies, and organisational policies and standards. As internal workspace communication, each CoP maintains a Google Community platform where all core experts use to provide updates, archive various reports, and conduct project communications. This platform enables to access project data and communications at any point in time and provides the ability for core experts and project team members to collaborate on project work and communication.

However, the main tool for gathering the specific needs of each institution/archive is the survey tool on the Presto website. For this reason, it has been proposed a questionnaire to be submitted to each core members, in order to collect information that will be analysed, matched and compared in the next steps of the project presto4U.

What INA is expecting by both communities is to identify overlapping issues, to acquire common digital preservation best practices, and to identify problems regarding the evolution of the preservation community and the implication regarding the adoption of new technologies.

At a more peripheral level, it also exists a whole world of users and stakeholders who do not participate directly in the development of the project, but that, just because being part of the working community, may be involved on several occasions in expertise spreading. It will be up to the CoP project manager and his team to keep alive the interest of this community through all the necessary dissemination tools.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group	*Core expert audio calls*	Google Hangouts	Monthly meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	*Monthly*	
Core expert group	*Sharing tool*	Google Drive	Tool for the rapid exchange of documents	*Weekly*	
Core expert group	*Survey Tool*	PrestoCentre Site	Specific questionnaire for gathering information.	*Once for each core member*	
Core expert group	*"Preservathons", Workshops and conference*	Meeting	Physical places where you can directly exchange information and stay up to date	*Half-yearly*	
Peripheral level	*Blog*	PrestoCentre Site	Updates on ideas and events that are taking place in the community	*Monthly*	
Peripheral level	*Online Newsletter*	PrestoCentre Site	Updates, developments, and announcements of relevance to the relevant community	*Monthly*	
Peripheral level	*Library Resources & Events*	PrestoCentre Site	Occasional contributions of interesting publications and events related to the world of audio archives	*Monthly*	
Peripheral level	*Forum Discussions*	PrestoCentre Site	Virtual meeting place for interested customers	*Monthly*	
Wider Community	*Webinar*	PrestoCentre Site	Online meeting around a specific topic	*Half-yearly*	

Communication Phase	Date	Targets	Success Criteria
Both CoP Establishment	*Sep – Oct 2013*	- Making and exhaustive list of European Archives potentially interested in the project - Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - First PrestoCentre newsletter for the CoP	- Identification and recruitment of the Core Expert group - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group - Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)
Consolidation of the **Sound and music** *Cop community*	*Sep – Dec 2013*	- Defining the problems encountered by Music and Sound problems, identifying overlapping issues - Music files may contain many associated documents (scores, schemes, explanation texts, images), analyse of documentation and archival issues - Repurposing is a strong issue in many domains, mainly popular music, establish the repurposing models and associated preservation and obsolescence issues - Analysis of the usage of recommended archival formats in audio and music collections	- Obtain approval from the community for procedure recommendations regarding production documentation and preservation guidelines - Number of archives participating to the survey - Formalisation of complex preservation scenarios - Acquisition of the status quo and the needs of each core members through the survey tool

Consolidation of the **Personal Collections** *Cop community*	*Sep – Dec 2013*	- Presentation of the Community, major issues and implications - Analysis of existing initiatives, heritage and commercially oriented - Analysis of the legal environment - Analysis of the minimal description set based on existing metadata schemes (Dublin Core, EDM) - List of identified initiatives structured in type of offer	- Define a set of examples showing efficient results for personal archives being part of other collections - Identifying original interaction approaches between users and receivers - Identifying community based initiatives to develop a heritage - Acquisition of the status quo and the needs of each core members through the survey tool

Communication plan

TV, Radio and New Media Broadcasting Community of Practice

1. Key message for communication

The TV, Radio and New Media Community of Practice (CoP) is a community with a high level of variation. Different broadcasting stations have wildly different back stories of how they came into existence. The different technologies have differing ways and time periods of coming into being (1900s, 1940s, 1990s, respectively). The different collections find themselves in many different layers of the digitisation scale.[1] But most importantly, the different organisations behind them have wildly differing ideas about the importance of archiving materials for the long haul. Some countries have deposit laws and are well organised in preserving this fleeting heritage. Others have no governmental demands or national archive that takes care of longevity, and in these cases collections are squarely rooted in a production life cycle.

Digitisation itself is a vast challenge, still. Many European countries have not made available the funds for a true digital switchover. Broadcast organisations have a vast amount of technical expertise in house, and the ones where archiving as at the bottom of the list of priorities, are less connected to archival organisations and community-funded research. While organisations such as AMIA have a strong drive towards open source tools and standards (fringe collections?), many broadcast institutions go for market-trusted, off the shelf solutions. Cost-effectiveness is key and in some organisations, archive managers have to battle to show the value of the cultural assets in their holdings. A third topic that is of high interest, is standardisation. However the message of becoming a trusted repository will only ring true for a limited number of audiovisual archives that have a clear mandate to provide long-term access through preservation, researching the viability of the implementation of PREMIS metadata and workflows brings a necessary step forward in gaining control over the challenges that digital preservation bring.

These topics are discussed in the TV, Radio and New Media Broadcasting CoP, which operates in a field varying in size, scope and organisation. The CoP, wherever possible, intends to engage with related organisations and focus networks. Most important herein are FIAT/IFTA, the EUscreen foundation, EBN, IASA and CIRCOM. Secondarily, the CoP actively watches the outcomes of related projects and activities, such as FOCAL and DPP. The terrain is broad, but the demands are focalised by 1) a shared history and evolution timeline 2) shared technologies and 3) a demand to take care of large throughput of materials: broadcast archives truly constitute big audiovisual data, and storage. The coordination of this group lies with the Netherlands Institute for Sound and Vision, who is an active player in the organisational domain of audiovisual cultural heritage and broadcasting history.

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1   Harvey, 2012

2. Target Groups

The core experts in the TV, Radio and New Media community are centered in Europe.

COUNTRY	ORGANISATION	ORG	FULL NAME
Austria	Österreichischer Rundfunk	ORF	Christoph Bauer
Belgium	Vlaams Instituut voor Audiovisuele Archivering	VIAA	Brecht Declercq
Netherlands	Netherlands Institute for Sound and Vision	Beeld en Geluid	Annemieke de Jong
Spain	Radiotelevisión Española	RTVE	Carlos Hernández Estéban
USA	Individual consultant	-	Dave Rice

The people in the peripheral target group have in the past indicated a personal interest in the progress and activities of the CoP, or have specialist knowledge that will contribute tremendously to the knowledge built up in the community.

COUNTRY	ORGANISATION	ORG	FULL NAME
Germany	Deutsche Welle	DW	Michael Hafner
Slovenia	RTV Slovenia	RTVSLO	Martin Žvelc
Slovenia	RTV Slovenia	RTVSLO	Franci Strehovec
Czech Republic	Czech TV	ČT	Josef Pozníček
Ireland	TV3	TV3	Deirdre McNamara
USA	THIRTEEN	WNET	Winter Shanck
Netherlands	Individual consultant	-	Beth Delaney
Serbia	Serbian Broadcasting Corporation	PTC	Srdjan Jankovic

The wide range of broadcast archives in the European Union alone is overwhelming. The Mavise database, which attempts to give an all-encompassing overview of the media landscape in 40 European nations, lists 6379 companies that can be labeled as broadcaster. In order to target a specific number of archivists and broadcast archive employees that have already in some form indicated that they have an interest, problems or requests with regards to digital preservation, we focus our

efforts on those channels - size not being an issue - that already participate in international efforts. An Excel spreadsheet has been developed to indicate all those organisations and individuals.

The challenge for the CoP will be to engage as many of these peripheral members as possible to become more active and progress into the peripheral activities group. Participation in polls and surveys, webinars or other activities can be enough to establish this. The CoP will send monthly newsletters, starting in January 2014, to the list and monitor its progress and engagement.

3. Tools and Distribution Channels

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group Peripheral level Wider community	Newsletter	PrestoCentre (via Mailchimp)	Newsletter for colleagues involved in the field of TV, Radio and New Media Broadcast. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions and information focussing on standards, methodologies and best practices.	Monthly	First newsletter January 2014
Core expert group	Core expert group online meetings	Google Hangouts	Regular meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	Four individual meetings took place in 2013 with core experts to discuss their needs and interests
Core Expert Group	Core expert group online meetings	Google Hangouts	Regular meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	Monthly meetings with the Core Experts group are installed for 2014 to discuss focus and interests
Wider community	Survey	PrestoCentre (via survey tool)	A narrow version of the existing survey, investigating	February 2014	

			archives' needs for digital preservation will be sent out, the results of which will be used to further contact archive managers about their situation		
Peripheral level	Interviews	Google Hangouts / Skype	Outcomes of the survey will lead to a list of people indicating their needs, which can be expanded upon and taken into account for the Expert Group's direction	Ad-hoc	
Wider community	Blog post	PrestoCentre blog	Regular blog posts inform the community about events and activities in the domain	Monthly	First blog post published in December 2013
Wider community	Twitter	PrestoCentre Twitter account	Regular updates about news in the field of digital preservation and liaising with neighbouring organisations will happen through conversations on Twitter	2 - 3 times / week	
Peripheral level	Invitations to Presto4U events	PrestoCentre (via MailChimp)	Direct mailings to invite experts and peripheral group to preserve-a-thons and webinars	Ad hoc	
Wider community	Events calendar	Basecamp		Published weekly	Added 21 events to the PrestoCentre

					events calendar
Wider community	Library resources	Basecamp		Published weekly	Added 15 Library resources to the PrestoCentre library
Core expert group Peripheral Level Wider Community	Webinar	Via PrestoCentre (clickwebinar)	Online seminar for people within the community	Once or twice in 2014. Topics and speakers to be confirmed	
Core expert group Peripheral Level Wider Community	Presto4U Workshop	Via PrestoCentre	Workshop with the Presto4U project or a related professional domain org	Once or twice in 2014. Topics and speakers to be confirmed	

4. Communication Phases

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	Sep – Oct 2013	- Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - Distribute promotional flyers at events and conferences	- Identification and recruitment of the Core Expert group (by Sept 2013) - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group
CoP Expert knowledge Exchange	Oct - Dec 2013	- One to one consultations with the core experts to engage with their organisation's interests - Preparation of first newsletter and blog posts - First PrestoCentre newsletter for the CoP - Growth of the knowledge library	- Overview of core expert's needs and activities
CoP Expansion	Jan - Mar 2014	- Bringing the CoP experts together in a regular exchange - Regular publications of blog posts and outcomes - Needs review with the wider community	- Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)
CoP Engagement	Ap - Jun	- First Webinar to be	- CoP Expert knowledge

	2014	- held - Meeting at preserve-a-thon to discuss group needs	Exchange
CoP Outreach	Jul - Oct 2014	- Physical meetings at IBC and EUscreenXL conferences	- Engaged community that shows and shares in a busy period - Increased awareness of preservation issues
CoP Sustainability	Nov - Jan 2014	- Decide on future CoP activities beyond project's end	

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Communication plan
Video- and Post-Production Community of Practice

1. Key message for communication

The coordinator of the group is the Community of Practice (CoP) leader from TV 2 Denmark. The Community of Practice Video Production and Post-Production is defined as a community of users who share a passion for refining and standardising preservation facilities in order to exchange and reuse audiovisual or sound- and video assets for the use in new productions, products, and deliverables.

The Core expert group consists of a number of committed members which are representing different qualifications as well as geographical fields.

Institutionally, members of the group represent the following fields:

- Media houses – i.e. private companies or public institutions working with a broad range of media services – for example electronic publishing, printed media to advertising and communication, entertainment etc.
- Advertisers and marketing – i.e. commercial and public communication and advertising companies.
- Private and public companies working with post-production and video material aimed at publications for education or infotainment / entertainment
- Audiovisual archives - both individual archives and archives placed in media companies, cultural or research institutions.

The purpose of the group is across different audiovisual business fields, and though strong engagement in preservations issues, through discussions and experiences to stimulate the knowledge about standards, technologies and constraints regarding exchange of assets in order to establish sustainable production facilities and efficient as well as resource attractive cost benefit conditions.

2. Target Groups

2.1 Core expert group:

Key members are:

Peter Holm Lindgaard, CoP-leader/TV 2 Denmark: Responsible for all co-ordination activities, Core Experts meetings, Newsletters, Webinars, and promotion of results. Expertise: project management, audiovisual archives, post-production, metadata management, rights management, administrative management, technical specifications and standards.

Charlotte Yong Pedersen, Project engineer/TV 2 Denmark: Technical duties related to the development of questionnaire, arrangement of webinars, analysis, research, and conclusions.

Expertise: audiovisual archives, metadata management, project management, post-production.

Dan Resslinger, Exchange Manager, ENEX (Luxembourg)
Expertise: Exchange of media-files, networking, compression-techniques, rights management.

Joan Leese, Managing Director, VET (UK)
Expertise: Post-production management, delivery and distributions models, rights management, administrative management.

Niall Duffy, CEO, MediaSmiths.com (UK)
Expertise: Digital Production Partnership (DPP) research, reports, and results and research in the field of post-production.

Alicia Conesa Santamaria, Head of Archives, TV3 Catalonia (Spain)
Expertise: Broadcast archives. Preservation- and Archive management. Metadata-management Post-Production management.

Xavier Jacques-Jourion, Head of Archives, RTBF (Belgium)
Expertise: Broadcast archives. Preservation- and Archive management. Metadata-management Post-Production management.

Karen Kamperman, Head of Documentation, RTL (Netherlands)
Expertise: Broadcast archives. Preservation- and Archive management. Metadata-management Post-Production management.

Johanna Lange, Sales Coordinator, TV4 (Sweden)
Expertise: Post-production management, sales and rights management, commercial activities.

Anna Odzeniak, Sales manager, TVN (Poland)
Expertise: Post-production management, sales and rights management, commercial activities.

Tools/activities available:

- Providing input about state-of-the-art and progress within relevant fields to community through meetings and face-to-face interviews (in-depth interviews).
- Participation in the research for the CoP – i.e. giving feedback into the questionnaire and they are stimulating other relevant actors within their network to take answer the questionnaire.
- Participation in Core expert group meetings each month.
- Google+ platform
- Newsletter
- PrestoCentre website (Community pages, blogs etc.)
- Direct presentation of CoP objectives at seminars and workshops

- Presto4U flyers
- Blog
- Promoting research links and events

2.3 *Peripheral level*

In the D5.3 there are three levels of participation described, though for the Video Production and Post-Production, it is not possible to specify a framework for a specific peripheral level. The diversity among users and representatives dealing with tasks and business cases around post-production is huge and there are no international or institutional networks which take particular care of their topics and interests. That is why the peripheral level is part of the wider community target group.

2.2 Wider Community:

At a wider level the CoP is going to make arrangements for coordination and dissemination with a number of users from some existing networks which have been involved in inputs to the questionnaire. The group spreads over a large number for different users and categories - from single freelancers in production companies to sales professionals in video-archives.

The groups addressed are mainly represented by:

- TBI (Television Business International) which represents a large scale of Production companies from all over Europe of different sizes.
- DPP – Digital Production Partnership (UK)

It is intended to invite the players in this group to join webinars and to be part of the dissemination of results through coming actions in 2014.

Tools/activities available:

- Newsletters
- Blog
- Direct presentation of CoP objectives on seminars and workshops
- Presto4U Flyers
- PrestoCentre website
- Webinars
- Video-presentation of results
- Promoting research links and events

4. Tools and Distribution Channels

Meetings and face-to-face interviews:
During the first year CoP-responsible actors have met face-to-face with almost every Core expert. The meetings have served two purposes, to discuss their point of views regarding the most urgent issues to go on with, and to use the questionnaire as an interview where the responders are given the opportunity to contribute with in-depth comments of what is state-of-the-art and what they asses will be the most important needs to elaborate in future.

Participation in the research for the CoP:
The questionnaire has been working as a sort of communication tool. The responders have been given the opportunity to make their evaluations and assessments to the CoP and at the same time leaving more specific and personal comments for the further assessment and priorities of development of tools and preservation standards.

Participation in Core Expert group meetings each month:
From second year 2013 the Core Experts have been invited to online meetings where the progress of the work in the CoP has been discussed – i.e. priorities, discussion of state-of-the-art, best practices, needs and more practical issues as for example the diffusion of the questionnaire, content for the coming webinars and similar. It is intended to continue the meetings in 2014. The arrangement of a CoP-workshop (physical and online) during 2014 where it will be possible to meet face-to-face is considered.

Google+ platform
A Google+ platform has been organised in order to have a tool for occasional communication, diffusion of information and questions within the Core expert group. Invitations for the participation is send out by the CoP leader.

It is intended to invite more actors from the general community to join the CoP specific Google+ platform during the dissemination phase of the project. The CoP management want to attract further attention to the issues discussed and to get a more dynamical discussion of relevant matters.

Newsletter:
A newsletter is produced and distributed to all core experts every month. The newsletter highlights the most actual activities within the project and the CoP. It also highlights the most relevant discussions and information from other fields and similar researches (e.g. DPP researches in UK).

It is intended to diffuse the Newsletter to a wider community during the next phase of the project in order to create more attention and dissemination of the results from the project.

PrestoCentre Website
Core experts have been given free PrestoCentre membership which allows them to access all information on the PrestoCentre website and actively participate in the

discussion platform 'PrestoCentre Answers'. They also have had access to seminars and workshops where relevant topics are discussed end elaborated.

Core experts have also had access to the CoP specific community pages in PrestoCentre, where they will find blogs, news, library resources and a dedicated discussion platform.

Direct presentation of CoP objectives on seminars and workshops:
The CoP management has made presentation of the project, the objectives and CoP-specific activities during a Nordic / International seminar for video-archives.

Presto4U flyers:
A CoP specific Presto4U flyer has been produced and has been spread around on workshops and seminars.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core Expert Group Wider Community	Newsletter	PrestoCentre (via mailchimp)	Newsletter for colleagues and key-persons involved in the field of Video Production and Post-Production. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions and information focussing on standards, methodologies and best practices.	Monthly	Newsletter sent in October and November 2013 CONTINUE IN 2014
Core expert group	Core expert group online meetings	Google Hangouts	Monthly meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	Three meetings took place in 2013: September, November, December CONTINUE IN 2014
Core expert group	Google+ CoP website	Google+	Currently access to communication, information and discussions on occasional issues and developments	Currently	The Google+ community site has been available to core experts since September 2013 CONTINUE IN 2014
Wider Community	CoP flyer	Printed information	Printed flyer with more specific information about CoP-objectives	One time	Available from July 2013
					2014
Wider Community	Video-presentation of results	Google+	Promote video-presentation of the results for all interested	One time each half-year in 2014	

Core Expert Group Wider Community	Blog	PrestoCentre website	Create discussion and awareness of the most significant topics and issues within this area	TBC	
Core Expert Group Wider Community	Promoting research links and events	Google+	Diffusion of links and information about actual and relevant publications and web-sites	Monthly (part of the Newsletter)	
Wider Community	Webinar	Special installations	Promote the most important information about cores issues and object of action within the community	March and June 2014	
Wider Community	Physical presentation	Seminars and workshops	Disseminate and diffuse the most important results and action-points	TBC	
Wider Community	CoP-workshop	Physical and virtual	Arrange a workshop where Core experts and actors from other CoP's, vendors, other PP-companies can participate	Autumn 2014	

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	Sep – Oct 2013	- Making and exhaustive list of European Archives potentially interested in the project - Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - Launch of Google+ workspace for CoP - First two PrestoCentre newsletter for the CoP	- Attracting and engaging Cores Experts and wider community to take part in the work - Identification and recruitment of the Core Expert group (by July-September 2013) - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group - Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)
Consolidation of the Cop community	November-December 2013	- Defining community / sub-communities encountered by Video- and Post-production problems, identifying overlapping issues - Addressing the most important issues of to be solved through information, communication and meetings face-to-face with core experts - Extracting and integrating the most essential issues and making plans for how to organise the progress of solutions - Preparation of workshop in Paris (December 2014)	- Conclude the most important issues and priorities regarding the CoP-specific challenges, preservation-issues, and identified gaps in technology - Obtain approval from the community for priorities regarding issues and solutions to be elaborated further in the project - Addressing peripheral level-users and invite them to participate in research - Acquisition of the status quo and the needs of each core members through the questionnaire

Communication Plan
Film Collections & Film Makers Community of Practice

1. Key message for communication

The Film Collections & Film Makers Community of Practice (CoP) is led by Thomas Christensen, who is curator at the Danish Film Institute, as well as Deputy Head of the FIAF Technical Commission and ACE Secretary General.

The core expert members are:
David Walsh, Imperial War Museums, Head of FIAF Technical Commission
Reto Kromer, reto.ch laboratory, AMIA Preservation Committee.
Mikko Kuutti, National Audiovisual Archive of Finland, ACE Exec. Comm.
Barbara Flueckiger, University of Zurich
Lars Karlsson, Swedish Film Institute
Oliver Hanley, Austrian Film Museum
Ulrich Ruedel, British Film Institute
Celine Ruivo, Cinematheque francaise
Martin Koerber, Deutsche Kinemathek, Berlin
Giovanna Fossati, EYE – Film Institute Netherlands

The CoP for Film Collections and Filmmakers brings together primarily non-profit Film Heritage Institutions (FIHs), which hold the greatest number of theatrical moving image collections in Europe. These institutions are obliged to collect, preserve and provide access to their collections. EU and national copyright legislation typically give exceptions to these institutions to allow for duplication and access for preservation, research and sometimes educational purposes. Collection building and enrichment takes place through voluntary and compulsory deposit, such as legal deposit of nationally subsidized and produced films. Preservation target is very long (100+ years) and is based on the highest possible master quality (equivalent of analogue film negative, currently uncompressed DSM or DCDM) and the best distribution element (currently DCP or HDSR). Even though film production companies and creators have a vested interest in their films being preserved, it is foreseen that they will typically be more interested in the distribution/exploitation chain than the high end preservation. The most likely external stakeholders are the laboratories and facility houses, which produce the masters and create the deliverables for preservation and distribution.

The Core experts have strong ties with the relevant organisations, such as FIAF, ACE and AMIA, which will be very useful, both in soliciting input from the members of these associations, as well as allowing for dissemination of project findings through conferences and seminars with participation of the relevant members of the peripheral level of the CoP.

The larger community looks for innovative turn-key solutions, based on technology which to a large extent already exists. Whether these solutions can be developed will depend on enough community members accepting and adopting the concrete solutions to make them viable. Another approach is the description of standards and workflows to match, to ensure a broader adoption of best practices in the community. The CoP will foster information sharing and attempt to match both the users and creators of preservation technology in the film domain.

The CoP will use the Google+ community created by the Presto4U project to communicate between the expert group members, while wider communication will use newsletters, webinars and presentations at seminars and conferences to present the project and its findings, as well as gather input from both the specific and broader community circles.

2. Target Groups

Describe the different target group in your community and the tools/activities available to them

- **Core expert group:** The Core expert group mainly consists of film archive staff. Both digital preservation staff, as well as curators and users of digital content for access purposes, have been selected. Also, core experts come from a wide range of film heritage institutions, both geographically and in relation to size and primary access purpose.
- **Peripheral Level:** Consists of the film archive community specifically, and secondly the technological and service providers, such as laboratories and scanner manufacturers. This group will be interested in best practice descriptions and guidance as to leading standards. Manufacturers and service providers will look for standards to benchmark their services and equipment to, while also having and eye to the possible development and research needs of the community.
- **Wider community:** This group is by definition more diverse and difficult to describe, but includes users in general, and could for instance be app-developers, university and educational sectors.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group Peripheral level	Newsletter	PrestoCentre	Newsletter for colleagues involved in the field of film archiving. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions and information focussing on standards, methodologies and best practices.	Monthly	
Core expert group	Core expert group meeting	Physical Meeting	Meetings with Core experts to discuss progress, milestones, priorities, dissemination etc. Meetings are foreseen at: Berlinale, February 2014 FIAF Congress, Skopje, May 2014 Bologna Film Festival, June 2014 Pordenone Film Festival, October 2014	Quarterly	First meeting took place in 2013 at the Pordenone Silent Film Festival, October 11.
Wider community	Seminar presentations	Presentation/ events	Presentation and discussion papers in professional settings, such as the annual FIAF Congress, Restoration and Preservation seminars at Bologna Film Festival, Nordic Archive Meeting, etc.	Quarterly	

Core expert group	Webinar	Via PrestoCentre	Online seminar for the Film Collections and Filmmakers Commubity	Once or twice a year	Starting in 2014
Peripheral level					
Wider Community					

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	June – Oct 2013	- Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - Distribute promotional flyers at events and conferences	- Identification and recruitment of the Core Expert group (by Sept 2013) - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group - Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)
Collection and verification of central issues and needs of the community	Jan – June 2014	- To establish the community as a routine brokering place for questions and answers relating to the relevant technology	- Frequency of communication taking place in the relevant community platforms
Establishment of relevant overlap with related CoPs	Jan- June 2014	- Creating the relevant overlap/communication links with the other CoPs, to take advantage of the relevant synergies and technology information across the project	- That information anywhere in the project is transparently available across all CoPs without the need for users to be CoP specific
Creation of sustainability and independently running the CoP beyond the scope of Presto4U	July – December 2014	- To have enough unifying information power that the CoP will become an indispensable information and research brokering hub for the film community	- Increased use of the information sources created within the CoP - Increased CoP presence at events and seminars - Technology and research needs pick-up in the research and technology sector

Communication Plan
Video Art, Art Museums and Galleries Community of Practice

1. Key message for communication

This community of practice (CoP) Core expert group is led by Tate and is focused on the preservation of the media component of video artworks and in particular the challenge of moving from tape-based video formats to the acquisition, storage and distribution of the media component of video artworks as data.

Although most collections of video artworks are small each work has a high value and the standards for preservation must be as exacting as those for our important contemporary paintings or sculptures. However those responsible for the care and management of video artworks often have many other duties to attend to and may not have specialist skills in video preservation. Also, even within the larger video preservation community there is little consensus on formats for preservation and few readily available tools which support the preservation of video. The museum community is small, with limited funds and hence rather than develop bespoke solutions, this working group will aim to provide a platform through which we can work together to establish the development of tools and practices which support preservation for our specific context.

This community aims to reach out to those working for the preservation of video art within museums and commercial galleries, as well as distributors of video artworks, artists and those who provide technical support to artists. The Core expert group will include those who are currently leading activity within the video art sector and who have significant experience and influence within their own respective communities.

Key areas which will be explored include identifying how video management within an art context differs from other sectors and evaluating available systems, tools and formats for high value video asset preservation and re-use.

2. Target Groups

The *Core expert group* for this 'community of practice' is listed below and includes those who work to support artists, as well as museums and distributers engaged in the preservation of video art. In addition the C*ore expert group* has compiled a broader list of influential and experienced people who may be contacted collectively by the core expert group members to engage with and discuss relevant subject matter. The *wider community group* represents those working within the sector as a whole that may take interest in or have opinions on the work in progress and outputs of the Presto4U project.

- *Core expert group:* The Video Art CoP experts have been selected from a range of museums, galleries and individuals within Europe and the United States all of whom are recognised as being at the top of their field of expertise and from prestigious, dynamic, innovative and active organizations and institutes. The Core expert members are listed in the following table.

Core expert group member	Position	Body	Country
Pip Laurenson	Head of Collection Care Research	Tate	England
Gaby Wijers	Director	LIMA (Living Media Art Foundation)	the Netherlands
Joan Leese	Managing Director	VET	England
Rony Vissers	Director	Packed (Centre of Expertise in Digital Heritage)	Belgium
Alice Moscoso	Chargée de numérisation des collections	Centre Pompidou	France
Isabel Meyer	DAMS Project Manager	Smithsonian	USA
Martina Haidvogl	Advanced Fellow in the Conservation of Contemporary Art	SFMOMA	USA
Agathe Jarczyk	Conservator and Lecturer	Atelier fur Videokonservierung GmbH and Bern University	Switzerland
Joanna Phillips	Associate Conservator of Contemporary Art	Guggenheim	USA
Kate Jennings	Media Conservator	MoMA	USA

- *Peripheral Level*: This group has been discussed with the core expert group and a list is currently being compiled. It will include a variety of stakeholders from institutions such as the Centre for Conservation of New Media and Digital Information at the Stuttgart State Academy of Art, and the Centre for Research and Restoration of the Museums of France as well individuals who have exceptional expertise or experience of working within this area, this may include artists or their representatives. This group once fully formed will act as both a sounding board and an information source for activity and output from the CoP Core expert group. The peripheral group members will also act as conduits for communication events such as workshops, seminars and perhaps even conferences. They may also act as peer reviewers from outputs of the Core CoP expert group.

- *Wider community:* The wider community group, identified as the more broadly interested parties will be communicated with through newsletters and blogs whereby opinions and ideas can be provided to the Core expert group through feedback forms or email contact. We plan to contact this wider community (either to communicate with or acquire contacts) through sources such as INCCA, AMIA and the Smithsonian TiBM website. This wider community includes artists, commercial galleries and their technicians who may have limited access to information related to digital preservation.

3. Tools and Distribution Channels

The following mechanisms have been utilised to communicate with the Video Art CoP. Also listed are the tools and distribution channels that will likely act as the main information exchange interfaces between not only Tate and the core expert CoP group but also the broader and widest community group members as well as the public.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group	Core expert group online meetings	Google Hangout	Monthly meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	Two meetings took place in 2013: October, November
Core expert group	Booking 'virtual' meetings	Doodle poll	Creation of table with multiple options for dates and times to schedule and reach consensus on meeting calendar. Participants have been invited to vote clicking the link generated by Doodle.	Monthly	Two polls were created to facilitate selection of most suitable dates for group calls
Core expert group	Google Community space	Google+	Regular updates including links to events, software press releases, shared documents, other news, and resources for the core experts	Fortnightly	4 posts to start discussion prior to group calls as well as 1 update on a software press release together with notifications to documents on Google Drive
Core expert group	E-mail message	Microsoft Outlook	First group welcome and regular reminders on upcoming meetings, request for information and deadlines. Also update on discussion reports, workshops and other group activities.	Ad hoc	
Core expert group and Peripheral level	Video	**https://www.prestocentre.org/world-day-2013**	Contributed to the celebration of the UNESCO World Day for Audiovisual Heritage with video 'Impressions: Video Art Community of Practice'. This video gives a quick	Ad hoc	27/10/2013

			introduction to Video Art as an emerging group in audiovisual preservation.		
Core expert group and Peripheral level	Workshop/ Preservathon	Physical meeting	In the DoW there are 3 Preservathons identified. In 2013 we have had the first project workshop but it hasn't been decided yet how these will be set-up for 2014. At least one workshop/Preservathon organised in 2014 will be of interest for the Video Art, Art Museums and Galleries Community.	Yearly	First workshop took place on 04/12/2013. Preparation of PowerPoint presentation to introduce the Video Art CoP and update on progress (identified barriers, issues and expected actions).
Wider Community	Meeting	Tate meeting rooms	Courtney Mumma from Artefactual Systems (http://www.artefactual.com) the company who support the open source tool Archivematica (https://www.archivematica.org/wiki/Main_Page) is coming to Tate to talk to us about the first non beta release. This is the tool we are exploring for the preservation of digital video. A borad spectrum of potentially interested delegates have been invited	Ad Hoc	11th December 2013
Core expert group	Blog	PrestoCentre.org and Google+ CoP site	Blog updating the community on interesting news and updates	Every 2 months	To be launched in January 2014

Peripheral level Wider Community					
Core expert group Peripheral level Wider Community	Newsletter	PrestoCentre (via mailchimp)	Newsletter for colleagues involved in the field of Video Art and associated digital preservation. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions and information focussing on standards, methodologies and best practices. The first will introduce the Core expert group and invite recipients to join the Community of Practice as well as contribute in forum discussions.	Every 2 months	To be launched in February 2014
Core expert group Peripheral level	Workshop	At a conference or invite event	Bring together artists and their representatives to discuss how to manage digital assets and archives. Focus on tools, workflow. Provide support for the community.	TBC	2014
Core expert group	Focus meeting	At AIC 2014 in San Francisco (TBC) –	MoMA are hosting a workshop looking at Archivematica. We should try to run a meeting	May	2014

Peripheral level		Electronic Media Group.	around this one addressing the broader needs of the community.		
Core expert group Peripheral level	Webinars	Relevant hosting website	Ideas are currently being considered on topics including: 1) The use of FFV1 as a possible preservation format for video 2) Metadata schemas 3) Workflows and ingest of born digital video - different systems and possibilities	TBC	2014

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	Sep – Oct 2013	- Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - Distribute promotional flyers at events and conferences	- Identification and recruitment of the Core Expert group (by Sept 2013) - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group - Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)

CoP core group consolidation	Oct – Dec 2013	– Address key questions:
		  o How is the management of video within an art context different from other context?
		  o What are the available systems, tools and formats for the preservation of high value video assets?
		  o Are these tools fit for purpose or do they need to be adapted to the needs of this specific community?
		  o How scalable and accessible are current solutions for our community?
		  o How do we best represent the current challenges and needs within our community?
		– Consider ideas for events and
			- Begin to identify 'state of the art' (significant undertaking)
			- Firm scheduling of meetings and agenda
			- Capacity to set up effective communication activities to engage the core group
			- Road map for communication of research data gathering and output
			- Understand workflow scenarios with associated obstacles within each institute

		webinars through 2014	
Broader CoP Development	Oct 2013 - May 2014	- Identify and engage with those people in a position of experience as well as willingness to participate - Begin to coordinate communication and dissemination activity	- Engaging , active and self-propagating community of practice - Feedback loops in place and active
Wider CoP engagement	Throughout 2014	- Engage with wider audience through blog, newsletter and webinar events	- Feedback loops in place and active

Communication plan
Footage Sales Libraries Community of Practice

1. Key message for communication

The Footage Sales Libraries Community of Practice (CoP) is coordinated by Cinecittà Luce, a memory institution and a public company that holds and exploits commercially its footage archive.

This CoP gathers professionals coming from the commercial audiovisual archives and footage libraries, ranging from the big broadcasters divisions to small stock footage companies, that share commons concerns and face common problems related to the digitisation, storage and preservation of their audiovisual holdings, often still kept in analogue format (both on film or tape).

The main objective of this Community of Practice would be to establish a core group of experts coming from the footage sales domain in order to:

- clearly identify shared major concerns and issues related to the digitisation, storage and preservation of audiovisual holdings;
- raise awareness and improve the adoption of audiovisual preservation research results, with a particular emphasis on meeting the needs of smaller footage libraries;
- encourage the adoption of best practices and standards related to digitisation, description and long-term preservation of audiovisual assets;
- help all the Community members in extending their knowledge of the methods, tools and services they need to preserve their digital collections.

This core expert group is composed of professionals coming from institutions that are all members of the International Federation of Commercial Audiovisual Libraries (FOCAL International). FOCAL will remain the natural reference for involving in the Community relevant stakeholders, both at a pro-active level and at a dissemination level.

2. Target Groups

The Footage Libraries Community of Practice is coordinated by a Community Leader (Cinecittà Luce) and organised in three different layers or target groups: a Core expert group, a peripheral level and a wider community.

Core expert group

The Core expert group, composed by a selected group of professionals, will gather regularly, physically or online to discuss, assess and propose to the rest of the Community useful and promising research outputs in the field of audiovisual

preservation coming from WP3 and WP4. The Core group will also provide to the relevant Work Packages inputs in relation to emerging preservation and digitisation needs and outstanding issues inside the Community, providing also test cases, and in a later stage it will provide also feedback for the evaluation of the impact of the proposed research outcomes and solutions.

The Core expert group will work closely with the other Presto4U relevant Work Packages and with the other CoPs, and it will disseminate its main outcomes to the Peripheral Group and the broader community, using the communication tools set-up by WP5/WP2 leaders (newsletter, website, dissemination material), and by organising dedicated dissemination sessions during major community events.

Here is the list of the actual members of the Core expert group:

Core expert group member	Position	Institution	Country
Marco Rendina	IT specialist and Project Manager	Cinecittà Luce	Italy
Heather Powell	Metadata and Archive Consultant	ITV	England
Rita Constantinou	Manager of ITV Sport Archive	ITV	England
Ben Jones	Head of Motion	SciencePhotoLibrary	England
Jean-Luc Vernhet	Deputy Director of sales and publishing department	INA	France

Peripheral level

The Peripheral Group will be made of a larger number of professionals and institutions, which will not play a pro-active role in the CoP, but nevertheless it will play an important role in the broader dissemination of the best practices and the research outcomes selected and adopted by the Core Group.

The peripheral level will hopefully participate in the dissemination events organised by the Core group and it will follow the projects outcomes through the Presto4U communication channels. It will also be involved in surveys issued by the Core expert group about AV preservation needs and technologies assessment.

Wider community

Outside the Peripheral Group, there will be a larger group of people and institutions that have a possible interest in the themes and solutions proposed by the CoP, but are not actively involved with its activities. This outer level of the Community will

have no specific responsibilities, but it will be the main audience that the Core expert group and the peripheral level should try to reach and "persuade" in adopting the suggested research outcomes and solutions in the AV preservation domain.

3. Tools and Distribution Channels

The following table summarise the different communication tools used in the Community of Practice to address, inform and engage the different target groups mentioned above.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group	Email messages	Gmail	First presentation message with project information and Community project plan sent to 10 potential core group members	Ad hoc	Message sent in June 2013 to 8 contacts (selected in collaboration with the FOCAL chair); Messages sent in September 2013 to 2 new contacts.
Core expert group	Physical meeting	FOCAL workshop	First physical meeting during the FOCAL workshop with 6 potential members previously contacted via email. One-to-one talks about the objectives of the project and about the Core group role and activities.	Yearly	11/07/2013
Core expert group and Peripheral level	Brochures	http://www.focalint.org/events-calendar/event/210/metadata-and-why-it-is-important-conference	Distribution of project brochures to the participants the two technical workshops organised by FOCAL.	Ad hoc	10-11/07/2013
Core expert group	Email message	Gmail	Reminders for the confirmation to join the core group and invitation letters follow-up	Ad hoc	One-on-one messages sent at the end of July 2013 to all the contacted expert group potential members
Core expert group Peripheral level	Video	https://www.prestocentre.org/world-day-2013	Realisation of a video for the celebration of the UNESCO World Day for Audiovisual Heritage.	Ad hoc	27/10/2013

Wider community			The video gave an introduction of the project objectives and of the Communtiy of Practice of the Footage Sales Libraries.		
Core expert group and Peripheral level	Workshop	https://www.prestocentre.org/presto4u-workshop-2013	Preparation of a presentation to introduce the Footage Sales Libraries CoP and its activities.	Yearly	04/12/2013
Core expert group	Core expert group online meetings	Google Hangout	Monthly online meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	Starting from January 2014
Core expert group	Google Community space	Google+	Regular updates, including shared documents, other news and resources for the core experts	When needed	Starting from January 2014
Core expert group **Peripheral Level** **Wider Community**	Submitting Library resources and events	PrestoCentre Websinte	Occasional contributions of interesting publications and events related to Footage Sales Libraries	Ad hoc	Started in 2013, continue in 2014
Core expert group Peripheral level	Newsletter	Mailchimp	Newsletter for Updates, developments, and announcements of relevance to the Footage Sales Library Community in the digital preservation domain	Every 2 months	To be launched in February 2014
Core expert group	Blog	PrestoCentre.org	Blog updating the community on interesting news and updates	Every 2 months	To be launched in February 2014

Peripheral level Wider Community					
Core expert group Peripheral level Wider Community	Workshop/Presentation	At a FOCAL event	Organise a workshop or a presentation of the project aims and outcomes to a wider audience of the Community stakeholders	Yearly or twice a Year	TBC in 2014 (eventually in June 2014 during the Footage training week)
Core expert group	Physical meeting	FOCAL Footage Training Week	Possible good chance to meet in person all the Core Expert Group members and discuss further developments for the group activities face-to-face	Yearly	June 2014
Core expert group Peripheral level	Webinars	PrestoCentre. org	Online workshops around a topic of interest for the Communtiy chosen by the Expert Group	Twice a year	To be launched in mid 2014

Communication Phase	Date	Targets	Success Criteria
Establishing the CoP Core Group	Jul – Oct 2013	- Contact of potential expert group members and give an introduction to the project (explain objectives and expected contributions) - Share learning resources and events for the community	- Identification and recruitment of the Core Expert group (by Oct 2013) - Capacity to set up effective communication activities to engage the core group
CoP consolidation	Jan-Mar 2014	- Start of the Newsletter of the CoP - Start of the Blog of the CoP - Regular virtual meeting with the Core Expert Group	- Frequency of discussion on the online platforms (Google+ and Hangout) - Feedback gathered (e.g. number of questionnaire filled in)
CoP development and growth	Mar-Dec 2014	- Regular production of CoP's Newsletter and Blog - Presentation of the project and its objectives at relevant Community events (FOCAL events) - Organisation of webinars for the Community - Distribution of promotional flyers at events and conferences	- Number of subscribers to the Newsletter - Number of project presentations at relevant events - Number of attendees at webinars of the CoP

Communication plan
Research and Scientific Collections Community of Practice

The Research and Scientific Collections community of practice (CoP) aims at involving different research groups that produce and use video material for conducting their research activities. With this broad focus, it aims at including research groups active in many different research fields (such as Cultural Heritage, Medicine, Biology, Geology, Computer Science, etc.) in order to gather their specific requirements and to promote the adoption of good preservation practices in all diverse areas of the research community.

Although we focus on research groups that are producing and storing the video material, we are also considering research groups that use video material produced by other groups but whose reservation is important in order to preserve the integrity of their research results.

It must be taken into account that the community of practice on research and scientific collections is composed of research groups or individuals that are conducting their research activities in different areas and in most of the cases do not know each other. Furthermore, since video production is not the main focus of their research work, these groups are usually not aware of the problems related to the long-term preservation of the video material.

Thus, one of the major results we aim at is the creation of the community, i.e. to attract the interest of these different groups and to convince them of the need to consider the preservation of video material as an important issue for the success of their research work. The aim is to use the expertise of the research groups that will be involved in the CoP Research to:

- define a precise profile of the community
- attract other groups
- create the awareness of the need of preserving video material within their own specific communities
- identify the main preservation challenges which are specific of the research community
- identify the preservation needs which are specific of each research community
- identify the good practices that can be adopted
- analyse the existing tools and services that could be used to address the needs of the community
- create a forum that the members of the community can use for sharing experiences, knowledge and results.

The CoP has been lead up to July 2013 by Pasquale Savino who was replaced by Fabrizio Falchi from ISTI-CNR in Pisa.

As internal workspace communication, the CoP maintains a Google Community platform that all core experts use to provide updates, archive various reports, and conduct project communications. This platform enables to access project data and communications at any point in time and provides the ability for core experts and project team members to collaborate on project work and communication.

One of the main goal of the community are identifying overlapping issues, acquiring common digital preservation best practices, and identifying issues regarding the evolution of the preservation community and the implication regarding the adoption of new technologies.

At a more peripheral level, it also exists a whole world of researchers and audiovisual holders who do not participate directly in the development of the project, but that, just because being part of the working community, may be involved on several occasions in expertise spreading.

The Core Experts of the CoP are so far:

Core Expert	Institution	Nat.	Main Research topics
Pier Marco Bertinetto	Scuola Normale	IT	Linguistics
Silvia Calamai	Univ. Siena	IT	Linguistics
Sepideh Chakaveh	Univ. Hertfordshire	UK	Smart media
Dominique Hazael-Massieux	W3C, ERCIM	FR	Mobile Web
Isabelle Herlin	INRIA Paris	FR	Environmental forecasting
Martha Larson	Techn. Univ. of Delft	NL	Multimedia Evaluation
Stéphane Marchand-Maillet	ERCIM	CH	Multimedia Infor. Retrieval
Marc Thiriet	INRIA Lions, ERCIM	FR	Math and Medicine

The Peripheral Level include, so far, other experts and projects contacted during the CoP building:

- Antoine Loraillère, UNIFE
- Torsten Braun, ERCIM - Working group - E-Mobility
- Daw-Ming Lee, Taipei National University of the Arts
- Dominique Hazael-Massieux, W3C
- Donatella Castelli, ISTI-CNR
- Dimitris Plexousakis, ERCIM - Science Task Group
- Wolfgang Effelsberg, Univ Mannheim
- Emanuele Salerno, ISTI-CNR
- Fadi El-Dabaghi, INRIA

- Antoine Loraillère, ERCIM
- Gregory O'Hare, ERCIM
- Catherine Houstis, FORTH and ERCIM
- Jessica Michel Assoumou ERCIM office
- Nozha Boujemaa, ERCIM
- Peter Coveney, ERCIM - Projects - VPH - Virtual Physiological Human
- Dietrich Schüller, TAPE (Training for Audiovisual Preservation in Europe),
- Pierangela Samarati, ERCIM - Working group - Security and Trust Management
- Pierangela Samarati, TVI - Televisão Indipendente
- Shadi Abou-Zahra, W3C
- Chen, Chu-song, Accedemia Sinica - Taipei
- Steffen Unger, Fraunhofer-FIRST
- Torsten Braun, University of Bern
- Howard Wactlar, CMU

The overall community of producers and maintainers of audiovisual collections for scientific research is very small. Thus, a wider community with respect to the core experts and peripheral members does not strictly exist out of our current knowledge. However, we think that all the researcher involved in the topic of open scientific data can be interested in the outcomes of our CoP. Thus, we consider the wider community the much larger community of scientific open data.

Tools and Distribution Channels

Virutal Meetings and interviews:
The virtual meetings is the most important tool to let the Core experts know each other given that, as mentioned before, the community is composed of researchers that did not know each other before. Virtual meetings are used to increase awareness about digital preservation issues and to discuss most specific needs and issue of the community related to audiovisual digital preservation.

Participation in the research for the CoP:
The questionnaire are working as a sort of communication tool. The responders are given the opportunity to make their evaluations and assessments to the CoP and at the same time leaving more specific and personal comments for the further assessment and priorities of development of tools and preservation standards.

Google Community:
A Google Community has been created in order to have a common repository and sharing platform for discussions, information and resources.

Newsletter:
The newsletter highlights the most actual activities within the project and the CoP. It also highlights the most relevant discussions and information from other fields and similar researches .

PrestoCentre Website
Core experts have been given a free PrestoCentre membership which allows them to access all information on the PrestoCentre website and actively participate in the discussion platform 'PrestoCentre Answers'. They also have had access to seminars and workshops where relevant topics are discussed end elaborated.
Core experts and the other people (peripheral level and wider community) have also had access to the CoP specific community pages in PrestoCentre, where they will find blogs, news, library resources and a dedicated discussion platform.

Presto4U flyers:
A CoP specific Presto4U flyer has been produced and has been spread around on workshops and seminars.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Wider Community	eMail	eMail	To build the community in terms of both core experts and peripheral level, each potentially interested expert has to be contacted individually to present the whole project and the specific community of practice.	Once per expert	About 50 experts were contacted
Core expert group	Core expert group online meetings	Skype	Monthly meetings with Core experts to discuss progress, milestones, priorities, dissemination etc.	Monthly	The first meeting took place in 28th November.
Core expert group	Booking 'virtual' meetings	Doodle poll	Creation of table with multiple options for dates and times to schedule and reach consensus on meeting calendar. Participants have been invited to vote clicking the link generated by Doodle.	Monthly	Four polls were created to facilitate selection of most suitable dates for group calls
Core expert group	Google Community space	Google+	Monthly update of group call minutes	Monthly	First call minutes were added
Core expert group	Google Community space	Google+	Weekly update of report, shared documents, news, messages, events and resources for the core experts	Weekly	
Core expert group and Peripheral level	Workshop	Presto4U Paris workshop	Preparation of PowerPoint presentation to introduce the Research and Scientific Collections CoP and update on	Quarterly	04/12/2013

			progress (identified barriers, issues and expected actions).		
Core expert group Peripheral level Wider Community	Newsletter	PrestoCentre (via mailchimp)	Newsletter for colleagues involved in the field. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions, standards, methodologies and best practices.	Monthly	Newsletter was sent on 22th November 20123
Core expert group Peripheral level Wider Community	Blog	PrestoCentre.org	Blog updating the community on interesting news and updates	Monthly	First blog news appeared on 22th November.
Peripheral level Wider Community	Library Resources & Events	PrestoCentre Site	Occasional contributions of interesting publications and events relevant for the community	Monthly	4 resources and 3 events have been uploaded
Core expert group Peripheral level Wider Community	Webinar	Via PrestoCentre	Online seminar for the Research and Scientific Collections Community	Once or twice a year	Starting in 2014

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	Sep – Oct 2013	- Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) - Share learning resources and events for the community - First PrestoCentre newsletter for the CoP - Distribute promotional flyers at events and conferences	- Identification and recruitment of the Core Expert group (by Sept 2013) - Scheduling of meetings and agenda - Capacity to set up effective communication activities to engage the core group - Frequency of discussions on both private and public online workspaces (e.g. number of meetings taking place via Google Hangout)
CoP Consolidation	Sep – Dec 2013	- Helping the core experts interacting with each other - Increasing awareness about audiovisual digital preservation topics - Presentation of the Community, major issues and implications - Analysis of existing initiatives, heritage and commercially oriented - Reporting core experts digital preservation needs and related issues	- Number and quality of the Google Community posts by the members - Identifying CoP specific digital preservation needs and issues. - Acquisition of the status quo and the needs of each core members through the survey tool

Learning and Teaching Repositories CoP Communication plan

1 Key message for communication

Presto4U is a two-year project supported by a core network of 14 PrestoCentre members. The project aims to identify useful results of research into digital audiovisual preservation and to raise awareness and improve the adoption of these both by technology and service providers as well as media owners.

The Presto4U project receives funding from the European Commission's Seventh Framework Programme (FP7). The project will run from 1 January 2013 till 31 December 2014.

Video, podcasts and virtual learning technologies are transforming the education landscape; radically changing the way classes are taught and allowing students to study across the globe. Many universities and higher education institutions are creating an unprecedented amount of audio visual content in their mission to grow their distance-learning provision however there are currently limited resources and skills to preserve this content.

Audiovisual content specifically supporting education is an area of growth and with the obsolescence of analogue formats and the increase of born digital content the need for digital preservation is reaching the top of the agenda. Although good practices are emerging within the academic field, there is still a lack of skilled practitioners and a limited amount of resources.

At these challenging times a Community of Practice (CoP) proves particularly important for increasing digital preservation awareness and promoting the exchange of professional and technical expertise. As a vehicle for learning and knowledge sharing, the establishment of a Community of Practice functions as a strategic resource for understanding the digital preservation needs of further and higher education institutions involved in the collection and production of audiovisual content to support education.

The Community of Practice (CoP) for Learning and Teaching Repositories will be coordinated by King's College London who will develop a core expert working group within their specific field of expertise. The members of this working group will actively participate in user group meeting discussions and contribute by taking on leadership roles and engaging within the community through knowledge transfer activities. The Community of Practice (CoP) will be initially established as a steering group for the purpose of identifying the needs of the community and to perform collaborative solution development with relevant research groups and technology vendors in the field of digital audiovisual preservation for Learning and Teaching Repositories.

2 Target groups

The main target groups for the Presto4U communication activities will be:

1) Core Expert Group, consisting of 10 -15 members from further (FE) and higher education (HE) institutions from across Europe, who have been actively engaged with digital preservation of audiovisual resources and have agreed to act as a 'steering group' for Learning and Teaching Repositories CoP. This group will play a crucial role in exchanging expertise and gathering information on the digital preservation needs of the community within the Presto4U project and will therefore be the main focus for all the internal and external communications related to the management and activities of the CoP. Members participate in online discussion, user surveys, public reports and newsletters. The work involved will mostly occur online using Google Communities to participate in virtual meetings, to share documents and exchange feedback. They will also engage with institutions within the peripheral level and encourage new participation.

2) Peripheral level, including a broader group of academic institutions whose involvement will be fragmented, but constitute an important target group for larger scale dissemination activities, including workshops and conferences.

3) Wider community, consisting of academic institutions surrounding the CoP who will be the indirect target of all broader communication activities such as newsletters and blog posts distributed or published by the PrestoCentre.

All target groups will include a diverse spectrum of audiovisual archives and collections in the education sector including:

- FE/HE institutions;
- Private colleges;
- Institutions for distance-learning;
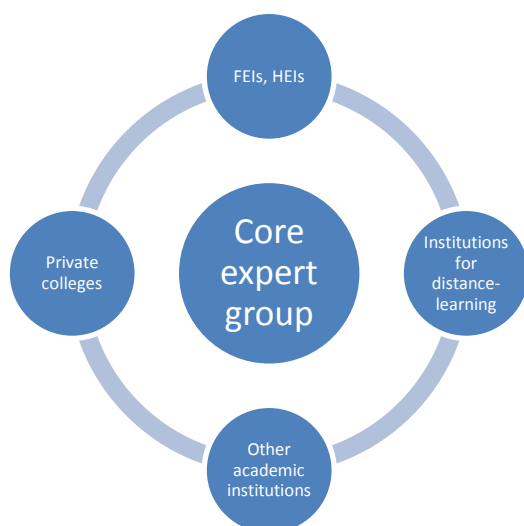- Other academic institutions

Figure 1 – Target groups

Surrounding the group are institutions with specialist research skills in the fields of technology research in digital media preservation, as well as technology developers and providers. Both groups are keen to understand the needs of the archive communities in terms of audiovisual digital preservation tools and services, so they will benefit from the dissemination material made public on the PrestoCentre website. In addition, technology developers and providers wish to acquire knowledge and information on research results and prototypes in the field, which could be productised and brought to market.
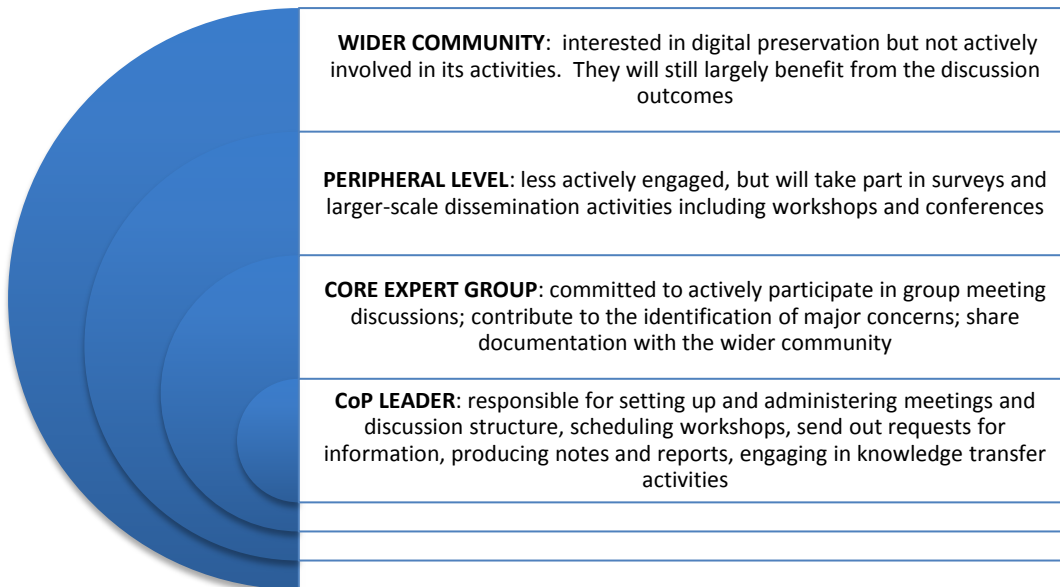
Figure 2 – Roles and responsibilities

Although the above roles will define the general structure of the community it is important to specify that the community won't be static and we expect members to take on a more active role as the community develops.

2.1 Invitation process

Core expert group - Members will be invited to join this group by the PrestoCentre Foundation under recommendation from King's College London. Participation in this group is opened to individuals working in the academic field, who have a certain knowledge and expertise in the field of digital audiovisual preservation. A formal invitation letter will be sent to the selected members by the Presto Centre. The letter will include details on the contributions and benefits to the participants.

Peripheral level - Any other practitioners involved in the digital preservation of audiovisual material to support education will be able to join the CoP for Learning and Teaching Repositories by participating in the online forum group set up by the PrestoCentre. They could also automatically enroll in the CoP and participate more actively in the Presto4U activities by becoming a PrestoCentre member (www.prestocentre.org/membership).

2.2 Key benefits for CoP members

By joining the CoP, all members will be able to:

1. Get acquainted with practitioners from other academic institutions who share interest in the preservation challenges specific to their area of practice;
2. Increase their knowledge of tools and systems available for preservation in their domain;

The Core expert group will receive the additional benefits:

- Gain prestige by contributing to the creation of knowledge and resources that meet the needs of academic institutions preserving audiovisual content;
- Free 2-year Presto Centre membership with access

Core expert group

Name	Institution	Department	Country
Antonella Scarpa	University of Venice IUAV	Videoteca	Italy
Eva Binder	University of Innsbruck	Slavonic Studies	Austria

Helen Guerin	University College Dublin	Media Services	Ireland
Ine Van Dooren & Nick Clark	University of Brighton	Screen Archive South East	UK
Mariella Guercio	University of Rome 'La Sapienza'	Digilab	Italy
Ruth Cammies	Open University	Open University Library	UK
Sandra Collins	Royal Irish Academy	DRI	Ireland

Peripheral Level

The following list includes archivists or AV professionals who have expressed interest in joining the CoP and would like to receive newsletters or might participate in some of the activities defined for the Core Expert Group (surveys, interviews).

Name	Institution	Country
Bente Larsen	LARM Audio Research Archive Royal School of Library and Information Science	Denmark
Kasper Skårhøj	Technical University of Denmark	Denmark
Östen Jonsson	Luleå University of Technology	Sweden
Sarah Grossert	Humboldt University (The Berlin Sound Archive)	Germany
Pietro Zappala	University of Pavia	Italy
Luca Cossettini	University of Udine	Italy
Alberto Ciaffaglione	University of Udine	Italy
Julia Noordegraaf	University of Amsterdam	Netherlands
Vito Hazler	University of Ljubljana	Slovenia
Ingrid Wijk	Maastricht University	Netherlands
Stefano Mazzoni	University of Florence	Italy
Børre Ludvigsen	Østfold University College	Norway
Niamh Brennan	Trinity College Archives	Ireland
Anna Bale	University College Dublin	Ireland
Dagfinn Bergsager	University of Oslo	Norway
Elena Gonzalez-Blanco	National Distance Education University (UNED)	Spain
Angel Mancebo	National Distance Education University (UNED)	Spain
Gemma Middleton	National University Maynooth	Ireland
Álvaro Baraibar	University of Navarra	Spain
Sagrario López Poza	University of Navarra	Spain
Emilio La Parra Lopez	Alicante University	Spain
Jane Holt	London College of Fashion	UK
Nuria Rodriguez Ortega	University of Malaga	Spain
Carmen Isasi Martinez	University of Deusto	Spain
Sally Chambers	University of Goettingen	Germany

| Jane Harvell | University Of Sussex | UK |
| Roberta Caccialupi | Università degli Studi di Milano-Bicocca | Italy |

3 Tools and distribution channels

Core expert group - A Google Community workspace has been set up to allow discussions, documents exchange and notifications between members of this group. Participants will be asked to connect their work email to a Google account as instructed by the PrestoCentre. Any follow up training will be provided by King's College. In October 2013 a first group call will be held with the Core expert group to present the project and introduce participants (week 1). A second group call will cover roles and responsibilities. Subsequent meetings will be set up at the beginning of each month to discuss relevant topics and collect information on the community (via surveys, structured interviews etc.).

Core expert group and Peripheral level - The PrestoCentre online platform will offer a public workspace for multiple discussion forums, facilitating dialogue and relationship building, and leading to knowledge exchange with the wider community. It will also provide:

- Newsletters;
- Blog posts;
- Survey tools;
- Calendar functionality for events;
- Links to online resources;
- Polling functionality.

A first selection of resources and events has been submitted to the PrestoCentre and is now publically available online within the Learning and Teaching Repositories section.
The summary of communication activities has been summarized in the table below.

Target Group	Communication Tools	Channel	Description	Frequency	2013
Core expert group	Core expert group online meetings	Skype	Bi-weekly meeting with Core experts to discuss progress, milestones, priorities, dissemination etc.	Bi-Weekly	Four meetings took place in 2013: October, November, December
Core expert group	Booking 'virtual' meetings	Doodle poll	Creation of table with multiple options for dates and times to schedule and reach consensus on meeting calendar. Participants have been invited to vote clicking the link generated by Doodle.	Bi-Weekly	Five polls were created to facilitate selection of most suitable dates for group calls
Core expert group	Google Community space	Google+	Weekly update of group call minutes report, shared documents, news, messages, events and resources for the core experts	Weekly	8 news updates and resources were posted together with 5 events and 14 documents on Google Drive
Core expert group	E-mail message	Microsoft Outlook	First group welcome and weekly reminders on upcoming meetings, request for information and deadlines. Also update on discussion reports, workshops and other group activities.	Weekly	July-December 2013
Core expert group and Peripheral level	Video	**https://www.prestocentre.org/world-day-2013**	Contributed to the celebration of the UNESCO World Day for Audiovisual Heritage with video 'Impressions: Learning and Teaching Repositories Community of Practice'. This video gives a quick introduction to Learning and Teaching Repositories as an emerging group in audiovisual preservation.	Ad hoc	27/10/2013
Peripheral level and wider community	Video	**http://www.kcl.ac.uk/artshums/depts/ddh/newsrecords/2013/access-to-educational-**	Video presentation to introduce the Learning and Teaching CoP and promote the Presto4U project on KCL's Digital Humanities website.	Ad hoc	12/11/2013

		content.aspx			
Peripheral level and wider community	Twitter	DDH Twitter account	Promotion of video and Presto4U Project via the Twitter account of Digital Humanities at King's College London	Ad hoc	
Core expert group	Survey	Presto survey tool	Preparation, personalisation (with CoP bespoke questions) and distribution of online questionnaire to gather information on the organisations, their digital preservation workflow, needs, barriers and suppliers.	Ad hoc	14/11/2013
Core expert group and Peripheral level	Workshop	Physical meeting	The DoW identifies 3 Preservathon workshops. In 2013 we have organised a first workshop. In 2014 2 or 3 Preservathons will be organised, the topics of these Preservathons haven't been decided yet. In 2014 at least one of the organised workshops/Preservathons will be for the Learning and Teaching Repositories Community.	Yearly	On 04/12/2013 the first Presto4U workshop took place in Paris, where delegates from the Learning and Teaching Repository community where present. Preparation of PowerPoint presentation to introduce the Learning and Teaching Repositories CoP and update on progress (identified barriers, issues and expected actions). Also moderating Research and Education group discussions.
Core expert group Peripheral level Wider Community	Newsletter	PrestoCentre (via mailchimp)	Newsletter for colleagues involved in the field of Learning and Teaching Repositories. The newsletter will regularly update subscribers on what's going on in digital preservation, including discussions and information focussing on standards, methodologies and best practices. The first newsletter introduced the Core	Monthly	First newsletter delivered on the 6th December 2013 Second newsletter on the 20th December 2013

|			expert group and invited recipients to join the Community of Practice as well as contribute in forum discussions.		
Core expert group Peripheral level Wider Community	Library resources and events	Prestocentre community space	Update on useful papers, online publications and events related to digital preservation in the education domain	Monthly	9 resources and 4 events shared with the CoP
Core expert group Peripheral level Wider Community	Blog	PrestoCentre.org	Blog updating the community on interesting news and updates	Monthly	To be launched in Jan 2014
Core expert group Peripheral level Wider Community	Webinar	Via PrestoCentre	Online seminar for the Learning and Teaching Repositories Community. Draft proposal has been written, but subjects and speakers are subject to change.	Once or twice in 2014.	2014

4 Communication phases

The communication activities related to the CoP for Learning and Teaching Repositories will start with the selection and invitation of the Core expert group followed by the official launch of the community in September 2013. The launch phase will be characterized by an exchange of messages and discussions with the Core expert group using emails and Google Hangouts. Two group calls will be held in October to inform partners on the project objectives, roles and responsibilities. The launch phase will also include other publicity activities in connection with the activities planned in WP5. From October 2013 till December 2014 the discovery phase will include various discussions online and offline with the Core expert group and other CoP members to acquire information about current practices and technology used to preserve audiovisual material within the academic field. The information gathered through questionnaires will be shared with partners working on WP3 and WP4. The CoP leader will also gather feedback from members on the community progress. The external communication activities within this phase will aim at encouraging new participants and providing update on the Presto4U project. From December 2013 until the end of 2014, larger-scale dissemination activities including workshops and conferences will also be conducted in connection to newsletters and blog posts written by King's College and distributed by the PrestoCentre. A more detailed summary of the communication phases is outlined in the tables below.

Communication Phase	Date	Targets	Success Criteria
CoP Establishment	Sep – Oct 2013	-Introduction of initial stakeholders to the project (explain objectives and connections to other work packages) -Share learning resources and events for the community -Distribute promotional flyers at events and conferences	-Identification and recruitment of the Core Expert group (by Sept 2013) -Scheduling of meetings and agenda -Capacity to set up effective communication activities to engage the core group
Discovery - Knowledge Transfer Phase 1	Oct - Dec 2013	-Identify themes for group discussions -Share templates and acquire documentation for transfer to WP4/WP3 -Collect first level of information on organisation, tools, needs, barriers - Update Core expert group on events, discussion summary Prepare first Prestocentre newsletter	-Identification of 4-5 themes for discussion -Delivery of at least 1 case study, 1 test dataset and 1 example of File formats - Completion of online questionnaire and download of excel reports - Number of events and documents shared on Google Community space Distribution of first newsletter by Dec 2013
CoP Implementation	Jan - Mar 2014	-Invitation of new	-Recruitment of 2-3

and growth		participants to join core expert group -Regular publications of newsletters and blogposts Moderate regular discussions with Core expert group and engage with peripheral level	additional members First blog by Jan 2014 and regular monthly newsletters Frequency of discussions on both private and public online workspaces (e.g. number of discussions on Prestocentre forum)
Discovery - Knowledge Transfer Phase 2	Jan - Oct 2014	-Identify technological needs of the Core Expert group -Identify key players on the supply side -Continue regular calls with core expert group -Deliver data to WP3/WP4 Acquire feedback from Core expert group	-No. of interviews and level of documentation (including functional-non/functional requirements) List of technology and service providers relevant to the CoP Frequency of calls on Google hangouts or Skype No. of reports or templates uploaded on basecamp Completion of survey or no. of responses via email
CoP outreach	Mar - Oct 2014	Prepare and promote first webinar Publish newsletters and blogposts Invite members to join Preservathons	-Delivery of first webinar and no. of participants Frequency of publication and no. of subscriptions No. of attendants
CoP Sustainability	Oct - Nov 2014	Identify how the project has helped solving outstanding issues Make recommendation for continuation of CoP beyond the project	Feedback from Core experts List of suggestions for long-term sustainability

Annex 2

- Example Community of Practice Newsletter (Video Production and Post-Production)
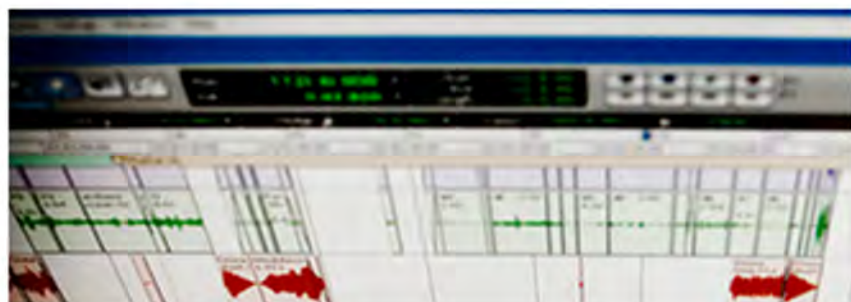
Video Production and Post-Production Community- Issue 1, October 2013

About the Video Production and Post-Production Community

Welcome aboard!

Especially for you and your colleagues involved in the field of Video Production and Post-Production, this newsletter will regularly update your on what's going on in digital preservation within your community. You'll find discussions and information focussing on standards, methodologies and best practices, to make life in video archives – and especially among actors working with post-production, exchange and commercial reuse of assets – much easier.

What is this Community of Practice doing?

PrestoCentre has identified nine different Communities of Practice, each based on a shared concern, a shared set of problems and a common pursuit of technological solutions related to the particular custodial practices and digital preservation challenges in a principal sub-sector of audiovisual media.

The main objective of the Video Production and Post-Production Community of Practice is to identify standards, best practices and needs (both functional and non-functional) regarding digital preservation and exchange of media. It is our goal to identify to what extent actors within this community (media-houses, production-companies, sales-departments etc.) are preserving, archiving or exchanging their assets in order to create a more dynamical reuse of media for all sorts of outputs (e.g. new programs, marketing, infotainment, internet-based content etc.).

Who are involved?

PrestoCentre has already received many applications from practitioners in video-archives and post-production. This community will provide peer support, knowledge creation and transfer through dialogue, feedback and the sharing of examples of problems and challenges that video-archives and post-production players face when dealing with digital preservation and exchange of assets.

The following experts have agreed to take on a representative role in the core group of experts to the Community of Video Production and Post-Production:

- Alicia Conesa Santamara, Head of Archives, TV3 Catalunia, Spain
- Anna Odzeniak, Sales Coordinator, TVN, Poland
- Dan Reslinger, Exchange Manager, ENEX, Luxembourg
- Joan Leese, Managing director, VET, UK
- Johanna Lange, Sales Coordinator, TV4, Sweden
- Karen Kamperman, Head of Documentation, RTL, The Netherlands
- Kathey Battrick, Head of Operations, ITNS, UK
- Nial Duffy, CEO, MediaSmiths.com, UK
- Xavier Jacques-Jourion, Head of Archives, RTBF, Belgium

Your Participation

How do you Contribute?

This Community of Practice is a great opportunity to get to know and learn from peers, share what you know and increase your contact network. We've created an exclusive discussion platform related to digital preservation in Video Production and Post-Production and where you can share your knowledge and opinion. We value your participation and are very much interested in your expertise, experience and points of view. Bring your examples from your day-to-day practice to the community and engage with colleagues in the field.

Read More

What's Coming up?

This month PrestoCentre will complete a questionnaire about the state-of-the-art and state-of-the-future in the digital preservation of video production and post-production. The questionnaire will be distributed along a selected group of players around Europe. The results from the questionnaire will be aggregated and compared with other communities, and will feed into further research and supporting services by PrestoCentre. We'll update you on the outcomes regularly through this newsletter.

PrestoCentre Events

Free Workshop: Digital Audiovisual Preservation in Communities of Practice: Learn, Collaborate and Share

Collaborate and network with archivists, content managers, researchers, technology and service providers. Understand how research and industry cooperate today and what are the challenges encountered to optimise research results for digital audiovisual preservation. On December 4, 2013 PrestoCentre is hosting a unique event for you to share your specific problems with other practitioners and learn about new perspectives and potential solutions to digital preservation.

This free one day workshop will offer the opportunity to participate in interactive group discussions and debates on key topics with your peers. Please join us at this forthcoming event on December 4 in Cenral Paris hosted by the Institut National de l'Audiovisuel (INA).

Read More

Library Highlight

The Creative Revolution

In the UK, there has recently been released a new research study about state-of-the-art workflows and exchange standards among British video-archives and productions companies (done by DPP, Digital Production Partnership and Mediasmiths).

The results were published in a report 'The Creative Revolution'. The report addresses the question whether end to end file based workflows have delivered the "digital dividend" that was promised by vendors and technologists.

The report explains how broadcasters, with their file based architectures and systems have imposed a uniformity and conformity on the creative industry. It presents the reasons and impact on the industry.

Read More

Upcoming Events

October 21-24: SMPTE – This is an annual conference and exhibition for motion imaging and media technology, production and operation. It is organised by SMPTE, an accredited industry standards-setting body, also providing technology education and information to the motion imaging industry.

Read more

October 25-28: FIAT/IFTA World Conference – This is the annual conference of the International Federation of Television Archives, to be held in Dubai.

Read more

Annex 3

- Presto4U General Flyer

PRESTO CENTRE

Communities of Practice

Stay on top of what's happening now and find ways to give back to the profession!

- Music and Sound Archives
- TV, Radio and New Media Broadcasting
- Video Production and Post-Production
- Film Collections and Filmmakers
- Video Art, Art Museums and Galleries
- Footage Sales Libraries
- Research and Scientific Collections
- Learning and Teaching Repositories
- Personal Audiovisual Collections

Photo: Babbage's engine is considered the first digital computer but never made it into production for reasons of unclear views of its use, production conflicts and inadequate funding.

Presto4U Project: Technology for Digital Audiovisual Media Preservation

Cultural and media organisations struggle to find technologies and tools for digital audiovisual preservation, and to evaluate their suitability. Presto4U identifies and evaluates such technologies and tools and promotes their adoption by archives and technology and service providers.
The project directs special attention towards meeting the needs of smaller collections, private sector media owners and new stakeholders. Presto4U is an initiative of 14 PrestoCentre Members.

The Presto4U logo represents a triple helix, better known as the triple-stranded DNA, addressing the three stakeholder groups for digital audiovisual preservation:

- AV media archives
- Researchers
- Industrial players

It stresses the interrelationship of these three actors involved in digital audiovisual preservation and the level playing field between them.

Communities of Practice – A Great Part of PrestoCentre Membership

Join PrestoCentre and connect with others in your profession. Our Communities of Practice are a terrific opportunity to learn from peers, share what you know and increase your contact network. Communities of Practice occur online and face-to-face. You'll engage with colleagues from different archives and get together for educational and networking events.

You'll get acquainted with practitioners from across the globe who share your interest in the preservation challenges of a specific audiovisual subsector or area of practice. You can collaborate to create new knowledge and resources that meet the needs of your institution and advance the tools and systems available for preservation in your domain. Services such as an extensive online library, specialist registries, and discussion lists are at your disposal. It's a most enjoyable and rewarding part of being a Member.

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- -

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Yes, please subscribe me to the following free newsletter:
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- ☐ TV, Radio and New Media Broadcasting
- ☐ Video Production and Post-Production
- ☐ Film Collections and Filmmakers
- ☐ Video Art, Art Museums and Galleries
- ☐ Footage Sales Libraries
- ☐ Research and Scientific Collections
- ☐ Learning and Teaching Repositories
- ☐ Personal Audiovisual Collections

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PrestoCentre Foundation
PO Box 1060
1200 BB Hilversum
The Netherlands

Annex 4

- Presto4U Article in AV Insider Magazine

AV INSIDER

Preservation Technology: Making the Connection
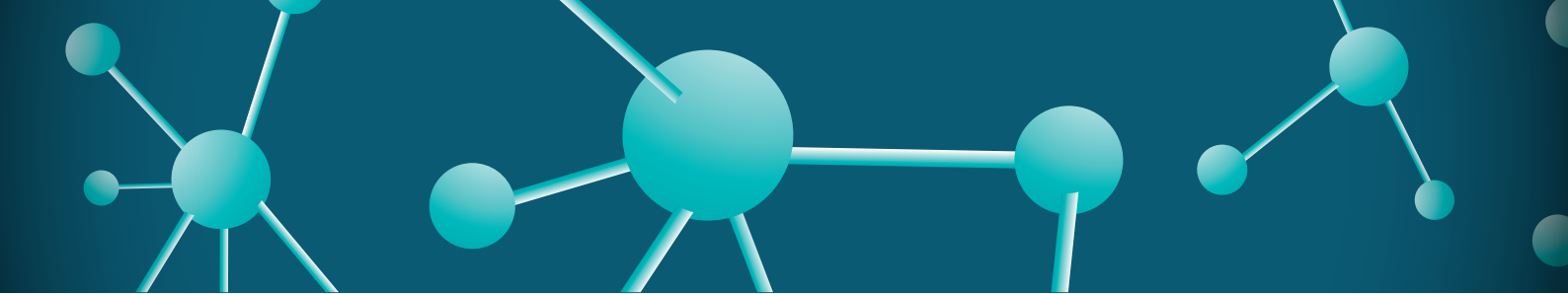
Crossing the Chasm
From Research to Tools

Presto4U
**New Program
Supporting Adoption of
AV Preservation Research Results**

Simon Factor
AV Technology Transfer

Presto4U:
New Program Supporting the Adoption of AV Preservation Research Results

The long-term preservation of digital AV objects presents a range of complex technological, organizational, economic and rights-related issues, which have been the subject of intensive research over the past fifteen years at national and international levels. Although good solutions are emerging, and there is a large body of expertise at a few specialist centers, it is very difficult for the great majority of AV media owners to gain access to advanced preservation technologies. An increasing number of small AV collections have much less understanding of the problem and face particularly difficult problems of training, staff, equipment and funding when it comes to applying solutions. Many libraries have growing collections of digital AV and rich media (as well as legacy video that needs to be digitized and preserved). Museums are now faced with the need to conserve artists' film and video creations. And there are many commercial organizations with substantial collections, which may be essential to their economic survival. Every video production company has a library not only of completed productions but also a much larger volume of outtakes and unused scenes that may form the basis of a stock footage business. Every postproduction company and visual effects facility has to maintain an archive of past production work for clients, as well as a library of AV data that it owns outright. In the larger companies, these libraries run to Petabytes. Advertising agencies, industrial companies, scientific research centers and businesses also have a need for long-term media preservation.

Connections between the preservation community and AV media collections in most of these institutions are not well developed. There is a need for AV archives at every level to learn about the specific technologies available, evaluate tools and services evolving in widely separated institutions, and exchange the experience and knowledge spread across a wide range of commercial and non-commercial domains to develop suitable approaches for different applications.

Another challenge has emerged with the rise of consumer digital media technologies, broadband networks and inexpensive data storage. Individuals — most of them amateurs — are producing an increasingly important volume of media, much of which is shared over social networks, which have been in existence for only a few years. User generated content is at particular risk since most of its creators are neither particularly concerned nor knowledgeable about preservation and cataloguing. Few, if any, memory institutions have the resources to take on the digital preservation of personal archives. Instead, most of the work of preservation will have to be pushed back to the public.

Overcoming Fragmentation
Digital AV media preservation in general has been widely addressed in R&D projects and programs, but many of the solutions have still to reach more than a small fraction of the relevant >

market players. On the one hand, the long-term preservation of complex and AV media objects is still the subject of many open questions. On the other, the diversity of stakeholders makes it difficult to put research results into practice. Each community has rather different boundary conditions and distinct requirement sets. As a result, digital AV media preservation initiatives have often been narrowly based and driven more by differences than by commonalities. The consequent fragmentation has made it extremely difficult for the supply side to reach the critical mass of customers that is needed for sustainable business — making it harder again for users to find affordable solutions. An effort of mobilization and advocacy is needed, which emphasizes collaboration between AV media communities, helping them to evaluate their needs, and to produce compelling business cases showing how digital preservation solutions can be embedded and sustained. Even if one-size-fits-all solutions do not seem realistic, collaboration between users is essential to leverage resources, promote standards, share best practice and sustain partnerships once they are established.

Presto4U

This month, with support from the European Commission and a core network of 14 organizations, PrestoCentre has started a new program connecting the different constituencies involved in AV media preservation: expert users, who understand the problems and require technological solutions; researchers who can develop the fundamental knowledge; and technology providers who can commercialize research results as sustainable tools and services. The aim of the program is to focus research efforts onto useful technological solutions, to raise awareness and improve the adoption of AV preservation research results, both by technology and service providers as well as media owners, and with a particular emphasis on meeting the needs of smaller collections, private sector media owners and new stakeholders.

PrestoCentre will establish, guide and run nine communities of practice, each based on a shared concern, a shared set of problems and a common pursuit of technological solutions related to the particular custodial practices and preservation challenges in a principal sub-sector of AV media. These communities of practice, collectively and individually, provide a crucial reference point and exchange environment, pooling the available expertise between the academic research, media, culture and industry sectors. Whereas today, users find it very hard to find technologies and tools for preservation — and even harder to evaluate their suitability — PrestoCentre will support the communities of practice through:

• A program of technology watch, which takes into account both the industrial and research landscape, tracking and mapping research projects, emerging commercial technologies and new technical approaches;

• Creating a standard set of metrics and test datasets against which the performance of prototypes, tools and methods can be analyzed and compared;

• Monitoring and contributing to the development of relevant standards, licensing and certification models;

• Establishing a brokerage and tailoring mechanism so that third parties can adapt prototype technologies and services to meet user needs.

Understanding Communities of Practice

The scale, scope, and diversity of institutions with some sort of AV archival function is vast. Identifying these institutions on the basis of their varying preservation needs is challenging; for any generalization, there may be exceptions and edge cases that do not fit a general model. PrestoCentre has identified nine communities of

practice based on their particular focus and the particular media, custodial practices and preservation problems that go with it:

- Museums, artists and their representatives. They keep material for permanent access as originally experienced, so need to go beyond 'just transfer the content' approaches (see box on next page);

- Music and sound archives. These range from research (ethnomusicology, endangered languages, etc.) to jazz, opera, electronic music and commercial collections, with issues of artistic media preservation, sound quality and complex environments;

- Video production and postproduction. Cinema, broadcasting, advertising and the web are supported by an array of (mainly) small production companies and providers of technical services. Their production on files has a preservation gap: who keeps the output, and how?

- Footage sales libraries. This is a USD 400 million global business, needing to convert nearly all their assets to files to remain in business, and needing to preserve these files;

- Film collections and filmmakers. Thousands of filmmakers are now making millions of files. As with video production, who will keep them, and how?

- Research and scientific collections. AV content as research data, generated as a means to an end, is often kept unmanaged and undigitized, much less preserved, in small research departments within large institutions with no specific interest in AV technology;

- Learning & teaching repositories. AV content specifically supporting education,

is an area of growth as universities move to recording all lectures and engaging in distance learning. Many preservation issues are specific to educational settings, where documentation (as learning objects), re-use, and capture of associated content and context are needed;

- Broadcast. Broadcasters, public and private, have the world's largest AV collections, with a tradition of high internal re-use and commercial sales;

- Personal collections. Individuals cannot be treated as a professional community of practice, but they do have preservation problems. Archives that accept and try to keep non-professional media are therefore a proxy community of practice, which can identify requirements for publicly usable, self-preservation technologies, and co-ordinate the necessary research.

Promoting Technology Transfer

There is hardly a lack of technology vendors in areas relevant to AV preservation. There are many vendors of storage in the AV space covering production, post, playout, distribution and archiving. These include disk based solutions as well as data tape solutions. We are also beginning to see cloud storage specifically for long-term preservation.

Beyond storage, more and more companies are providing cloud services for AV creation, editing, asset management and delivery. Cloud-centric companies providing content delivery networks, online video platforms and applications are moving down the value chain toward the storage and management of master digital video assets. Content processing is also available as a service, for example render farms as services, which is relevant to service based approaches to format migration, content quality analysis, fingerprinting and other processing technologies.

Preservation Panorama

Box: Community of Practice illustration: 'Museums, Artists and their Representatives'

Case studies from this community of practice show the intersection of general problems with specific needs. This community has to preserve artworks using film, video or audio; it also covers other types of small high value collections held within museums. Preserving artists' film (such as the Derek Jarman Archive) is expensive, but the problems are not specific and the high value of the originals justifies the cost. Video art is a different case. Since the 1960s, the term has been used to describe a broad range of outputs, techniques and media, ranging from complex multi-channel installations to simple single channel works designed for display on an iPad. Video artworks are an increasingly important part of the visual heritage: Tate (the United Kingdom's national collection of modern art) currently acquires more video-based works than it does paintings. Video art demands a pro-active approach and special preservation methods, but most works are held in museums that do not have the specialist skills or infrastructure to manage the preservation of video-based collections. The majority of those working with artists' video have engaged in the migration of works, using proprietary formats such as Digital Betacam and uncompressed formats such as D5. Because of the small number of works and their high value, museums have often worked with facility houses to make transfers from analogue tapes to digital formats and from obsolete digital formats to newer ones. However with the shift to storing digital video as files, custodians lack tools that conform to archival standards. Systems such as SAMMA and INGEX are not offered by facility houses and are difficult to access, either because they are too expensive or because they are difficult to set up and they do not deal with the range of formats and standards required. Systems have not been assessed for their suitability for the preservation of high value collections that are already digitized, and they do not interface well with museum collection management systems. Bespoke solutions are expensive and not sustainable for the volume of material being managed; there is little consensus about what is essential for a system.

Some research has been carried out in the contemporary art conservation community relating to the conservation of complex digital video installations but these projects mainly address conceptual issues and have not focused on the technical questions related to video that is acquired as digital files or the long-term preservation of digital video transferred from tape to file. As a result, there are problems both of access to research results and the creation of appropriate tools for this community, which would like tools (or service providers) that provide non-proprietary, low or no loss, low risk, robust preservation solutions, that are simple to use, transparent, easy to integrate into the preservation workflow and other systems within the museum and efficient with low set up/ access costs. Those responsible for the preservation of video artworks will want to understand the implications of the use of any tools or systems: they will not want to relinquish control. Complete automation may not be as important as with high volume collections, but quality control is likely to be critical.

The problem of preservation is not confined to museums. Video artworks are sold as either unique works or as editions. Often the gallery or dealer retains a responsibility for the preservation of the artist's master and collectors return to the gallery for new formats etc. The gallery has taken on an archiving responsibility but often without access to the preservation community. Many artists are very concerned with the preservation of their works but also lack access to information, especially when they are creating works as digital files independent of any of the formal workflows that govern commercial production. Technological obsolescence, the loss of Cathode Ray Tube monitors and 4:3 aspect ratio screens has an impact on the look and feel of installations but little has been done address the specific aesthetic impact of technologies used by artists at particular times for either production, preservation or display; little research has been carried out on the impact of digitisation or migration on the look of video. Artist Bruce Nauman's Mapping the studio II with color shift, flip, flop & flip/flop (Fat Chance John Cage) makes use of digital noise, which has to be preserved.

Emulation systems are theoretically important for media preservation but not yet provided by industry to the AV sector. Digital library systems are extending to include the management and preservation of multimedia assets and digital content in many formats.

AV preservation systems are few in number and highly specialized, with few commercial products on the market and some of them still in the research stage. Digital Restoration tools have been extensively researched and developed with functions to clean dust, dirt, scratches, chemical stains, flicker, instability, film shrinkage, warping and many other defects. As a result, there is a clutch of expert providers. Video restoration has been extensively researched but there are comparatively few specific tools on the market.

The issues around technology transfer are therefore less to do with the presence of potential technology providers and more to do with matching highly specialized sub-sector demands with the right technologies at the right price. Long-term preservation demands very high quality but is not a cash-rich field, and fragmentation of the sector makes it difficult for vendors to achieve economies of scale, and for suppliers to find tailored solutions. PrestoCentre will explore ways out of this impasse, examining in more detail the barriers to adoption and looking at means to stimulate manufacturers to provide the right kinds of preservation tools. We will look at ways of aggregating user requirements — to make it more economic for suppliers to provide solutions — and at alternative business models. These include the use of SaaS, and the application of open-source solutions, with either commercial or community support. We will also develop model guidelines and templates for the process of taking research-derived prototypes through to use.

It is all very well identifying potential markets for new preservation tools or services and a set of vendors who could address that market, but it is another matter to convince vendors (or their investors) that they should address the market by investing time and money in new products and services. Making the transition from late stage applied research to a commercially viable product is often the hardest part. Vendors need to know whether there is a market and who in that market might buy a new product or service, how many customers there may be, and what would they pay? This leads to the investment need: what would it take to get the technology in a state where it could be offered to the market, what sales and marketing is needed, what's the likely timescale for the sales cycle? But none of that counts if the IPR and licensing position is defensible: Is the IP be protected? Are the terms reasonable? Is there exclusivity, or a way to add commercial services to an open-source community? PrestoCentre will, therefore, also set up a brokerage and information service that eases the process, with model examples of the process, an on-line catalogue of software tools and a marketplace for matching needs to product vendors, service providers and those making research outputs available. Each community of practice will identify the leading vendors and suppliers in its community which will be used to target awareness and use of the PrestoCentre brokerage services.

PrestoCentre does not favor any particular technology and cannot represent all vendors or service providers. Instead, we will develop models for brokerage that show the process of matching representative communities of practice requirements to technology service providers. The program will identify and review the barriers preventing the adoption of research results and analyze routes to uptake, including licensing to vendors for productization and means of bringing new suppliers into the marketplace. We will analyze the economics and business models for product or service based approaches, including SaaS, traditional product models, development by the user community itself, and different varieties of open-source. The program will include the >
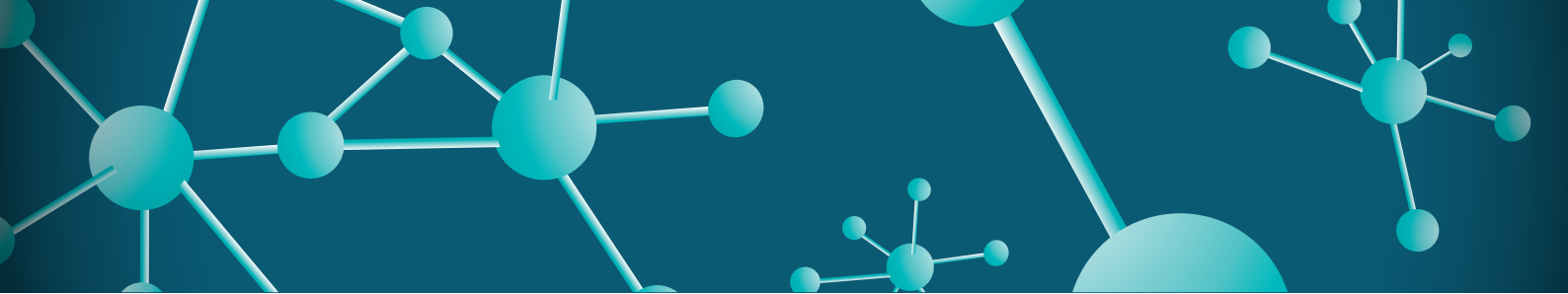
analysis of IP licensing models and support the application of standards-based tools and services by analyzing AV and preservation standards relevant to each community of practice, including upcoming specifications and the processes for adoption. ■ **MS**

Join Now! Communities of Practice – A Great Part of Membership

If you are already a PrestoCentre member and you would like to connect more actively with others in your profession and contribute to preservation knowledge transfer, then our communities of practice program is a terrific opportunity for you.

Join one of the nine communities to learn from peers, share what you know and increase your contact network. It's a most enjoyable and rewarding part of being a member.

Communities of practice occur online and face-to-face. You'll engage with project practitioners from varied industries and get together for educational and networking events. You'll get acquainted with digital preservationists from across the globe who share your interest in the challenges of a specific audiovisual subsector or area of practice. You'll collaborate to create new knowledge and resources that meet the needs of the community and advance the tools and systems available for preservation. Our program is designed as a machine for spreading excellence, whereby the community leaders and core group partners will work with you to define the problems and refine the solutions. Tools such as online workspaces, webinars, wikis and blogs are at your disposal.

The PrestoCentre communities of practice are newly forming, so it's a great time to join. You can help shape new activities and discussions. Check out the list of communities available to you and apply for membership at

http://prestocentre.org/4u/communities/application

(PrestoCentre organizational membership runs on a 12-month cycle, with fees paid annually. New members receive an introductory discount of 50% for their first subscription year.)

Annex 5

Please note that all webinar proposals need to be confirmed in 2014 and are subject to change.

- Webinar Proposal Music and Sound Archives
- Webinar Proposal TV, Radio and New Media Broadcasting
- Webinar Proposal Video Production and Post-Production
- Webinar Proposal Film Collections and Filmmakers
- Webinar Proposal Video Art, Art Museums and Galleries
- Webinar Proposal Research and Scientific Collections
- Webinar Proposal Learning and Teaching Repositories
- Webinar Proposal Personal Audiovisual Collections

Webinar Proposal
Music and Sound Archives Community of Practice

1. Preferred date: 1 April 2014

2. Title of the webinar: Preserving contemporary music productions

3. Description of the webinar: Music productions, ranging from commercial recordings to contemporary electroacoustic music, use technical devices to combine, adapt and mix the sound components that will produce the final version of a music. The result of the work is kept in complex environments which are often readressed for new mixes or versions, and need to be preserved and kept accessible through time. No efficient tool exists today to take care of these environments.

4. Presenters: The Webinar will be done by Daniel Teruggi, Luca Bagnoli and Yann Geslin from Ina, with the participation of other interviewed guests.

5. Target Audience: It is intended to any musical producer or composer, concerned by the preservation and reuse of musical productions. It is also open to musical amateurs willing to understand the way music is produced and archived.

6. Learning Objectives: The webinar will present the state of art, the different perspectives and methodologies and will make an in depth analysis of a production to explain the components, their organization and structuring.

Webinar Proposal
TV, Radio and New Media Broadcasting Community of Practice

1. **Preferred date:** TBC

2. **Title:**

   - Idea 1: Making MXF files future proof (MAP)
   - Idea 2: Preservation metadata: Trusting your files to be future-proof (MAP)

3. **Description of the webinar:**

   - Idea 1: The presenters will give an overview of MXF standardization efforts and outstanding issues for broadcast archivists.
   - Idea 2: The presenters will give an overview of preservation data instruments and methods to safeguard a digital repository

4. **Presenters:**

   - Idea 1: Carl Fleishhauer (Library of Congress) and Jörg Houpert (Cube-Tec)
   - Idea 2: Beth Delaney & Annemieke de Jong (Sound and Vision) and Dave Rice (Independent consultant)

5. **Target Audience:** Broadcast archive technical personnel, decision-makers, engineers.

6. **Learning Objectives**

   - Idea 1: An overview of the 'known unkowns' in MXF file formatting and preservation metadata
   - Idea 2:
     - An overview of the issues involved in becoming a trusted digital repository
     - How metadata are a necessary tool for trusted file preservation

Webinar Proposal
Video Production and Post-Production Community of Practice

1. **Preferred date**

   - **Marchs 2014**
     Exchange of video assets: Best practices and standards in different
     organisations. How are assets and media files exposed, exchanged,
     compressed, adopted? How are metadata used in order to ensure information
     flow and reuse of data? How are media files captured and adopted?
   - **June 2014**
     Using the Cloud: High scale and low scale use of cloud-technologies for
     preservation and as a technology framework for exposing and exchanging
     video. Demonstration of best practices.

   Alternative Webinars in case it will be necessary to change the chosen.

   - Cost-efficient preservation solutions for small post-production companies: How
     can even small and freelance-based companies manage to offer and retrieve
     media files and sequences in cooperation with others? Is remote editing an
     option? How can they expose their assets in order to make new business
     models?
   - Shopping windows and rights management? Best practices regarding shopping
     windows and ways of promoting and exposing video-assets to other
     communities and customers. What is the best B2B-way of doing things? Who
     are the stakeholders – where are the obstacles?

2. **Description of the webinar**

   - Exchange of video assets:
     What: Best practices and standards in different organisations. How are assets
     and media files exposed, exchanged, compressed, adopted? How are metadata
     used in order to ensure information flow and reuse of data? How are media files
     captured and adopted?
     Who: VET, Infostrada, TV 2
     Where: BBC, London

   - Using the Cloud:
     What: High scale and low scale use of cloud-technologies for preservation and
     as a technology framework for exposing and exchanging video. Demonstration
     of best practices.
     Who: BCE, Broadcasting Center Europe / ENEX, Infostrada,
     Where: Beld & Geluid, Amsterdam

3. **Presenters**
   - Exchange of video assets:
     Joan Leese, VET
     Dimitri Traas, Infostrada,
     Charlotte Yong or Helle Bjernemose, TV 2 Denmark,

- Using the Cloud:
  Dan Reslinger or Sascha Quillet BCE, Broadcasting Center Europe / ENEX
  Dimitri Traas , Infostrada
  BBC?

4. Target Audience
- Exchange of video assets:
  is targeted all sort of post-production companies and productions companies with preserved collections and an explicit need of exchanging assets with other companies in B2B solutions.
- Using the Cloud:
  is targeted video-archives al all kinds for who CLOUD solutions may be a solution for preserving and exchanging assets in cost-effective workflows.

5. Learning Objectives
- Exchange of video assets:
  After the webinar people who will attend, will be more aware of techniques and state-of-the-art work cases for exchange of video-assets between broadcasters, archives and productions companies.
- Using the Cloud:
  After the webinar people who will attend, will be updated with information about strengths, weaknesses, opportunities and threats regarding the use of CLOUD technologies. The webinar should dress people to make more qualified decision how to configure a CLOUD solution and how to benefit from different results from the use of CLOUD.

Webinar Proposal
Film Collections and Filmmakers Community of Practice

1. **Preferred date:** May 2014

2. **Title of the webinar:** Creation of Master Archive Package (MAP)

3. **Description of the webinar:** The webinar will describe the process of creating a JPEG2000 archival element in the Fraunhofer JPEG2000 software suite and discuss the benefits and drawback of this process and element

4. **Presenters:** Lars Karlsson (Swedish Film Institute) and Thomas Christensen (Danish Film Institute)

5. **Target Audience:** Film archive digital preservation technicians and curators.

6. **Learning Objectives:**

   - A step by step guide to the MAP creation software
   - Understanding the specific role of a MAP in the digital film preservation workflow
   - Discussing and assessing pros and cons compared with alternative flows, e.g. DPX and TIFF

Webinar Proposal
Video Art, Art Museums and Galleries Community of Practice

1. **Preferred date:** TBC Dependent on availability of presenters

2. **Title:** Formats for video preservation: Is FFV1 the answer?

3. **Description of the webinar:** This webinar will explain FFV1 as a format and discuss its use within a preservation workflow. It will also explore the use of Matroska as a wrapper.

4. **Presenters:** TBC – we would like to invite David Rice

5. **Target Audience:** The webinar is designed to be fairly technical and specific. However it should be accessible to anyone engaged with the preservation of digital video. It will be of particular interest to those using Archivematica as it is an option being offered within Archivematica for normalisation.

    Digital preservation managers, digital assets managers, archivists, time-based media conservators, artists, technical services to artists, collection managers at museums, galleries or of private collections.

6. **Learning Objectives**
    By attending the seminar participants will have learnt about FFV1 and Matroska as a format and wrapper for use within a video preservation workflow.

Webinar Proposal
Research and Scientific Collections Community of Practice

1. **Preferred date:** February or March 2014

2. **Title:** Preservation needs of Audiovisuals objects and their representation

3. **Description of the webinar:** The webinar will elaborate on the formal expression of needs in the context of Presto4U and on the use of such expression in the process defined by the project

4. **Presenters:** Carlo Meghini (ISTI-CNR), Fabrizio Falchi (ISTI-CNR, Research and Scientific Collections CoP leader)

5. **Target Audience:** Digital preservation technicians, managers; digital preservation researchers.

6. **Learning Objectives**
   - Learning to express preservation needs
   - Understanding the role of formal knowledge in the matching process

Webinar Proposal
Learning and Teaching Repositories Community of Practice

1. **Preferred date:** April or May 2014

2. **Title of the webinar:**
   - Option 1: The state of digital preservation in education: University (tbc) case study
   - Option 2: Emerging preservation issues from MOOCS

3. **Description of the webinar:**
   - Option 1: Presentation of digital preservation issues in the academic field and overview of best practices followed by a major expert in the field (tbc)
   - Option 2: Emerging preservation issues from MOOCS (Massive Open online courses) in Learning & Teaching repositories

4. **Presenters**
   KCL + expert from the community (possibly Open University for the MOOCs webinar)

5. **Target Audience**
   - Option 1: Digital preservation managers in further and higher education institutions; library managers; preservation archivists; Distance-learning development managers
   - Option 2: Digital preservation managers in further and higher education institutions; library managers; preservation archivists; Distance-learning development managers

6. **Learning Objectives**
   - Option 1:
     - Hear about the digital preservation experiences in the educational environment, problems and solutions at ……… University
     - Learn about the importance of preservation actions and best practices identified by… University
     - Option 2
   - Option 2:
     - Hear about the main challenges faced by universities as they take part in MOOCS initiatives
     - Learn about the action points and possible issues to consider when taking part in collaboration projects with external partners

Webinar Proposal
Personal Audiovisual Collections Community of Practice

1. Preferred date : 2 May 2014

2. Title of the webinar: How to help content owners to bring their collections to institutions?

3. Description of the webinar: Heritage institutions are increasingly interested in receiving contributions from users and content collectors. On the other hand, content holders are willing to give or to make accessible contents they have produced or inherited to institutions which can assure a long-term access and preservation of their values. This is why many initiatives have started in the last years to bring both actors together in a mutual trusted relation. What are the implications and actions of such contributions? How should institutions and users think this collaboration?

4. Presenters: The webinar will be done by Daniel Teruggi and Luca Bagnoli with interviews and examples provided by experts within the community.

5. Target Audience: It is intended to institutions willing to receive external donations, as well as to content holders searching to understand the ways and methods to contribute.

6. Learning Objectives: The webinar will present several use-cases and explain the legal, documentation and technical issues related to these actions.

Annex 6

- Event list of all project partners

Date	Event	Partner	Dissemination Activity	Description
9 April 2013	Archiving Interactives (Hilversum, the Netherlands)	Erwin Verbruggen	Panel	Participation in panel discussion about web archiving at the Netherlands Institute for Sound and Vision
10 April 2013	Workshop "Effiziente Erschließung digitaler Bildinhalte" at Fraunhofer HHI (Berlin, Germany)	Werner Bailer	Presentation	Presented Presto4U and PrestoCentre activities in a talk on metadata for audiovisual archives
16-17 April 2013	Workshop for the National Archives of Malaysia	Daniel Teruggi	Presentation of the Presto4U project	
21 April 2013	104th MPEG Meeting (Incheon, Korea) *EXTRA - PROJECT*	Werner Bailer	Input to standardisation on preservation metadata	Work on MPEG Multimedia Preservation Application Format (MP-AF)
23 April 2013	MMedia 2013 (Venice, Italy)	Fabrizio Falchi	Presenting both the project and the CoP during the Panel section	International Conference about MultiMedia
7-8 May 2013	PrestoCentre Screening The FutureConference Tate Modern London (London, UK)	All project partners	Presentations Distribution P4U flyers & info in registration packs	
16 -17 May	FIAT/IFTA Media Management Seminar 2013	Jacqui Gupta Mirella Bulsink	Distribution of P4U flyers	
27 May 2013	EBU QC Meeting (Munich, Germany)	Werner Bailer Peter Schallauer	Input to standardisation on quality analysis for AV archives	
27-30 May 2013	SEAPAVAA annual conference (Bangkok, Thailand) *EXTRA – PROJECT*	Daniel Teruggi	Presentation of the Presto4U project	
May	American Institute of	Pip Laurenson	Presentation	Describing

Date	Event	Presenter	Activity	Description
	Conservation (San Francisco, USA) *EXTRA - PROJECT*			Presto4U project and other digital preservation projects in which Tate is involved
5-6 June 2013	MDN2013, EBU, (Geneva, Switzerland)	Laurent Boch	Presentation Demonstration Discussion	Boch, L. "Representing and managing rights with MPEG-21 Media Contract Ontology
21 June	EUROPEANA Funding Digitisation (Dublin, Ireland)	Simon Factor	Promotion	Promotion of Presto4U Project to attendees, follow up mailing of AV Insider to attendee selection
25 June 2013	IBC Technology Booster Conference (London, UK)	John Zubrzycki Jacqui Gupta	Presentation Distribution flyers Promotion of project	"New Methods & Best Practice: Managing Your Digital assets"
10 July 2013	FOCAL: "Metadata and Why it is important" (London, UK)	Jacqui Gupta Marco Rendina	Distribution P4U flyers Promotion of project to potential Core experts	Conversations with potential Core experts in Archives (Footage Sales Libraries) concerned with Metadata Preservation
11 July 2013	FOCAL:Copyright and Underlying 3rd Party Rights" (London, UK)	Jacqui Gupta Marco Rendina	Distribution P4U flyers Promotion of project to potential Core experts	Conversations with potential Core experts in Rights and Archives
11 July 2013	FIAT/IFTA P&M Commission meeting (Skype)	Erwin Verbruggen	Presentation	Outline of the Presto4U Broadcast CoP activities to FIAT/IFTA's Preservation & Migration Commission
15 -19 July 2013	DPC Seminar (Glasgow, Scotland)	Jacqui Gupta Walter Allasia	Distribution P4Uflyers Promotion of	Networking

		Francesco Gallo	project	
28 July-2 August 2013	105th MPEG Meeting, (Vienna, Austria)	Werner Bailer Georg Thallinger	Input to standardisation on preservation metadata	Work on MPEG Multimedia Preservation Application Format (MP-AF)
21-24 August 2013	Semana del sonido (La Plata, Argentina)	Daniel Teruggi	Presentation of the Presto4U project	
2-6 Sept 2013	iPRES Conference Lisbon (Lisbon, Portugal)	Thomas Heritage Walter Allasia Jacqui Gupta	Presentations Distribution P4U flyers Promotion	
3 Sept 2013	OpenGLAM Meetup (Graz, Austria)	Werner Bailer Georg Thallinger	Presentation of Presto4U/Presto Centre	Preparatory meeting of the Austrian Chapter of the Open Knowledge Foundation for a working group on open data for Galleries, Libraries and Museums (GLAM)
12-16 Sept 2013	International Broadcasting Convention (Amsterdam, The Netherlands)	Jacqui Gupta Werner Bailer Paul Walland Ajay Chakravarthy Erwin Verbruggen Simon Factor	Distribution P4U flyers Interviews with Industry Collected information for tech watch report Attended EBU/AMWA FIMS meeting	Undertook scheduled oral interviews with 12 commercial solution providers to the AV Archive sector, provided each with an overview of PRESTO4U and the role of industry stakeholders.
19-20 Sept 2013	Nordisk Arkiv- & Researchkonferens (Stockholm, Sweden)	Peter Holm Lindgaard	Presentation	Presentation about the general Presto4U project
21-26 June 2013	Prix Italia 2013 (Turin, Italy)	Laurent Boch	Demonstration	Presentation of Rightsdraw and Media Contract Ontology
25–26 Sept 2013	Europeana Projects Group Assembly	Daniel Teruggi	Presentation of the Presto4U	

			project	
	(The Hague, The Netherlands)			
30 Sept 2013	EBU QC Meeting (Geneva, Switzerland)	Peter Schallauer	Specification of quality checks for a/v media	
5-12 October 2013	Pordenone Film Festival (Pordeone, Italy)	Thomas Christensen	Core expert group meeting Distribution of flyers	First expert group meeting. Establishing the group and planning future meeting opportunities.
6-10 October 2013	IASA Conference Vilnius (Vilnius, Lithuania)	Laurent Boch Erwin Verbruggen	Presentation Discussion	L.Boch, A. Di Carlo, R. Rossetto, "Standards and tools supporting audiovisual rights management" Presentation about Presto4U activities and digitisation activities at Sound and Vision to the IASA Broadcast Archives section
23 October 2013	Archiving the Arts (London, UK)	Pip Laurenson	Presentation	Describing Presto4U project and other digital preservation projects in which Tate is involved
25-28 October 2013	FIAT/IFTA World Conference (Dubai) *EXTRA - PROJECT*	Daniel Teruggi Marius Snyders Thomas Heritage Andy O'Dwyer Jacqui Gupta Peter Schallauer	Presentations Distribution AV Insider magazine Promotion of project	"The importance of future research for the audiovisual community" including an explanation of the P4U WP4 A/V Preservation Standards work. P4U Presentation by Marius Snyders
29-31 October 2013	Mpeg106th (Geneva, Switzerland)	Laurent Boch	Presentation Discussion	Presentation of input documents, discussions, definition of output documents related

				to Mpeg21 and MP-AF
28 Oct - 1 November 2013	Digital Heritage 2013 conference (Marseille, France)	Erwin Verbruggen	Panel	Panel to discuss user needs from broadcast and audiovisual archives
5 Nov 2013	Presto4U Webinar on the PrestoCentre Site (Online)	Thomas Heritage Richard Wright Jacqui Gupta Andy O'Dwyer Mirella Bulsink	Webinar	"Digitisation and Digital Preservation Challenges at the BBC" presents an overview of the key challenges and processes involved in digitisation and digital preservation through a real world case study from the BBC Broadcast Archive" including the P4U WP4 A/V Preservation Standards work.he BBC"
	AMIA Conference (Richmond, USA) *EXTRA - PROJECT*	Karen Colbron Marius Snyders	Distribution of Community of Practice flyers and networking.	Distributed Presto4U flyers to promote project follow-up conversations on Presto4U project expectations. P4U Presentation by Marius Snyders together with Chris Lacinak (AVPreserve) "Digitize Now"
7 Nov 2013	SMPTE Webinar (Online)	John Zubrzycki	Webinar	Keeping Digital Safe – promotion of P4U project and work on standards
7 Nov 2013	La conservazione dei materiali fotografici e audiovisivi	Fabrizio Falchi	Flyers and face-to-face talks	Conference about photos and audiovisual

	(Lucca, Italy)			preservation in Italian archives.
18-20 Nov 2013	ANADP II (Aligning National Approaches to Digital Preservation)	Karen Colbron	Distribution of Community of Practice flyers and networking.	Conversations with key personnel in Digital Preservation on the Presto4U project, including the Digital preservation Network, Digital Preservation Coalition and COPTR preservation tools registry
28-29 Nov 2013	Forum Medientechnik (St. Pölten, Austria)	Werner Bailer	Talk about MPEG Multimedia Preservation Activities	
20 Nov - 1 December 2013	International Documentary Festival Amsterdam (Amsterdam, The Netherlands)	Erwin Verbruggen	Participation in Talent Summit	Discussed archival issues for new media and web archiving with community of online producers
4-5 Dec 2013	Presto4U Workshop Digital Audiovisual Preservation in Communities of Practice: Learn,Work and Share (Paris, France)	All project partners	Presentations Distribution flyers & info on project Networking	