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Audiovisual Media Preservation**

D5.4: Report on Dissemination and Communication 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 has:

- Created a series of Communities of Practice in the principal subsectors of audiovisual media preservation to develop a body of knowledge on the status of digital preservation practice, outstanding problems and needs for access to research results;
- Identified results of research into digital audiovisual preservation;
- Promoted 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;
- Raised awareness of the need for audiovisual media preservation and disseminated the information about project results;
Evaluated the impact of the project and developed plans for long-term sustainability

This D5.4 Report on Dissemination and Communication Year 2, is the final deliverable describing the dissemination and communication strategies and activities for the Presto4U Project. The previous report, D5.3, provided an evaluation of the communication activities and events of year 1 with the outcomes feeding into a second year plan of communication and dissemination strategies.

Chapter 1 will focus on the dissemination and communication activities that took place in year 2 - the initial plan, execution and final evaluation of each activity and event. This identifies what has been successful and why and how lessons learnt helped to develop and improve the strategies for 2014.

Chapter 2 provides a summary and evaluation of the three preservation workshops organised and produced during the year. In addition, it provides some conclusions on the success of these events, including the Community of Practice workshops and webinars, with a view on continuation in 2015 through PrestoCentre.

1 Evaluation and Reporting: Dissemination and Communication Plan year 2

The communication and dissemination actions in the second project year have been based on the experiences and results from the previous year. As a result of the first project year evaluation, we were able to refine the strategies and actions to improve the communication for the second project year. This second evaluation report is intended to provide another analysis of the strategies, actions, implementations and results regarding the communication and dissemination in the second project year.

In D5.3 a list of objectives and success indicators have been identified in order to measure the communication activities and see whether the goals would be reached. An assessment of the overall achievements will be presented below including an explanation why the goals have or have not been reached.

During this evaluation we will also touch upon the relationship with the Communities of Practice. Communication has played a major role in establishing each of the Communities of Practice and the main focus of year 2 has been maintaining and developing these different communities.

All of the communication actions and results of year 2 will be described in detail to give a comprehensive overview of the work including internal communication, community of practice communication and external communication

1.1 *Communication Objectives and Success Indicators*

The Dissemination and Communication plan 2014 (project year 2) identified four communication objectives including success indicators. At the end of the second project year, we can clearly indicate what has been achieved and what significant results or potential future activities we can address for continued knowledge building and information exchange after the project.

A. *Provide support for the established Communities of Practice*

- *Provision of available communication tools for the CoP leaders*
- *Development of other/new communication tools when requested by CoP leaders.*

During the second project year the nine Communities of Practice focused on growing and establishing their Community. WP5 contributed to this by providing communication tools and managing the implementation, such as newsletters, webinars, additional workshops, publications in external journals etc. All Communities have sent out newsletters, hosted one (or more) webinars and worked on publications to reach out to an even larger community.

Over the second year, the originally developed tools seemed sufficient. New tools where the Communities have had new opportunities to present their activities and gather new input included various workshops, several webinars, as well as the three Preservations (see below).

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

- Organisation of (online and offline) events
- Participation in events organised by Presto4U
- Presto4U contributions at events organised by third parties
- Distribution of promotional material

During the second project year we continued to organise events and developed a very intensive events calendar. In total we organised:

- 11 Webinars: which were presented by project partners (and other experts) on diverse topics within digital AV preservation. All the webinars were fully booked within a few days of registration opening, and a waiting list was created in case people were unable to join on the day. All the webinars have been recorded and have been published online on the PrestoCentre website;
- 3 Preservathons have been produced and hosted in different locations in Europe, Turin (RAI), Brussels(VRT) and Paris (INA). The preservathon workshops were organised as smaller learning events with a maximum registration of 50 people. The average attendance across all preservathons was approximately 30 delegates.
- 4 Community of Practice workshops were organised by the Community of Practice leaders with the support of WP5. All the workshops attracted approx. 25-30 members from the Communities of Practice.
 - Tate Modern hosted a 2-day training workshop in July on digital video conservation tools including QC tools and FFMPEG to a group of stakeholders from a variety of domains including Art & Media and Libraries and Memory Institutes.
 - In September, a joint workshop was hosted by the Danish Film Institute <http://www.dfi.dk/FaktaOmFilm/European-Film-Gateway/Presto4U.aspx> for 4 Communities of Practice: TV, Radio and New Media, Video Production and Post-Production, Film Collections and Filmmakers and Footage Sales Libraries.¹
 - At the FIAT/IFTA World Conference in Amsterdam, Presto4U presented an afternoon workshop entitled “Pressing Matters: Addressing Long Term Preservation Challenges in the Broadcast Domain” to broadcast archive delegates and technology service providers.
 - In November, the Learning and Teaching Repositories and Research and Scientific Collections COPs organised a joint workshop in Venice “Future-Proof AV Content for Education and Research” hosted by the University of Venice and the Veneto RAI television station. RAI local television broadcast an item on the evening news on the day of the workshop and interviewed Laurent Boch (RAI and Presto4U partner) about Presto4U and the importance of AV preservation in the education and research sectors.² Each

¹ <http://www.dfi.dk/FaktaOmFilm/European-Film-Gateway/Presto4U.aspx>

² VV RAI / RAI3 TGR-Veneto, Venezia 7th November 2014, Palazzo Labia, on Future-proof AV content for education and research. Boch, L. (Interviewed), Mohorovich, M.(Author), Fiorenzano, S. (Editor) [overleaf]

workshop attracted approx 25-30 members from the wider Communities of Practice.

There was a general consensus amongst all the project partners that these specific focussed workshops for the Communities of Practice have helped greatly to share knowledge, expertise and learning within their domains.

- There have been numerous contributions from all project partners in the form of presentations/ papers and dissemination of project literature at external events including conferences, seminars, workshops and meetings. Total number: 49. See *Annex 1 events list*
- A new Presto4U flyer was again distributed at key internal and external events throughout the year (see Annex).

C. Promote the update of promising research results

- The publication and dissemination of reports produced within the project
- The attention for and use of new services and publications by Presto4U (*such as Tech Watch reports, standards registry, software catalogue and market place*)

In the second year, we worked very hard to announce and disseminate the results emerging from the project work. All public reports are published on the Presto4U website. Project partners were encouraged to produce and submit articles and papers on the Presto4U project work for major publications relevant to their domain. In 2014 we created articles for 7 major publications.

- Marius Snyders (2014). "Keeping AV Content Alive" In: PEN Science & Technology #10, <http://www.paneuropeannetworkspublications.com/ST10/index.html#85>
- Marius Snyders (2014). "Europe's Cultural Heritage" Special feature on the EU Digital Agenda. In: PEN Government #11, <http://www.paneuropeannetworkspublications.com/GOV11/index.html#36>
- Daniel Teruggi and Luca Bagnoli, "The Music and Sound Communities of Practice in the Presto4U project", Institut national de l'audiovisuel, Paris. IASA Journal N°43. <https://www.prestocentre.org/library/resources/music-and-sound-archives-community-practice-0>
- Ligios, L., Colbron, K. (2014) "The Standard of Digital Preservation", in: ViewFinder No 95, June 2014, <http://bufvc.ac.uk/publications/viewfinder-archive/viewfinder-95>
- Laurenson, P. (2014): 'Mind the gap: acknowledging context and building new areas of collaboration in AV preservation', AV Insider Issue 5 <https://www.prestocentre.org/library/resources/av-insider-5-new-challenges-audiovisual-archivist>
- Ligios, L., (2014) "The future of audiovisual learning resources", in: InfoNet, 29 July 2014. <http://www.infonet-ae.eu/articles-projects-49/2187-the-future-of-audiovisual-learning-resources>

<http://www.rai.tv/dl/RaiTV/programmi/media/ContentItem-408dc5c5-6bf5-4e3d-a683-7b31e701f995-tgr.html>
at time 17:32

- Europeana Blog on Presto4U project – “Keeping Audiovisual Content Alive”, Marius Snyders , Institute of Sound & Vision, May 2014 <http://pro.europeana.eu/pro-blog/-/blogs/keeping-audiovisual-content-alive>

In addition, there were submitted papers in published conference proceedings:

- Marco Rendina, Istituto Luce, presented a poster and submitted an abstract on the Presto4U project at the CIDOC international conference in Dresden 8-10 September 2014 in the strand “Digital Long Term Preservation”. In conference proceedings. <http://www.cidoc2014.de/index.php/en/>
- Marco Rendina, Istituto Luce, gave a presentation on the Presto4U project at the BAAC (Baltic Audiovisual Archival Council) annual conference in Riga 18 September 2014. In conference proceedings. <http://www.baacouncil.org/conference-2014>
- Gupta, J. “Presto4U- European Technology for Digital Audiovisual Media Preservation”, iPRES Conference Proceedings, Melbourne, AU, 6-10 October 2014. <http://ipres2014.org/>
- Walter Allasia, Werner Bailer, Sergiu Gordea and Wo Chang, “A Novel Metadata Standard for Multimedia Preservation,” iPRES Conference Proceedings , Melbourne, AU, Oct. 2014
- Víctor Rodríguez-Doncel , Jaime Delgado, Silvia Llorente, Eva Rodríguez, Laurent Boch, “Overview of the MPEG-21 Media Contract Ontology”, submitted to “Semantic Web Journal” for the special issue on “Law and the Semantic Web”, October 2014

This year, WP3 produced three Technology Watch reports highlighting existing and emerging research technologies, tools and services with an evaluation of products from vendors and technology service providers showcased at NAB and IBC. The reports were promoted on the PrestoCentre website and in Community of Practice newsletters. A copy is available for download on the PrestoCentre website.

(<https://www.prestocentre.org/library/resources/av-digitisation-and-digital-preservation-techwatch-report-01>, <https://www.prestocentre.org/library/resources/av-digitisation-and-digital-preservation-techwatch-report-02>). Also, a request has been submitted to the editorial team at the broadcast technology magazine TVBEurope to feature a review of Technology Watch 3.

GreatBear analogue and digital media online magazine gave a good review of the Tech Watch 2 report on Digitisation Technologies and Solutions:

“Reports from the ‘bleeding edge’ – The Presto Centre’s AV Digitisation TechWatch Report #2. The Presto Centre’s AV Digitisation and Digital Preservation TechWatch Report, published July 2014, introduces readers to what they describe as the ‘bleeding edge’ of AV Digitisation and Archive technology. Written in an engaging style, the report is well worth a read.”

-- <http://www.thegreatbear.net/audio-transfer/reports-bleeding-edge-presto-centres-av-digitisation-techwatch-report-2/>

On the PrestoCentre website, there were 42 downloads for TechWatch Report 1 and 40 downloads for TechWatch Report 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 which 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, BUFVC. Representatives from some of these organisations have attended the Presto4U workshops and preservathons and helped to promote the events on their websites and through newsletters to their members.

This year, we attended and promoted the project at some different and diverse conference events and seminars in order to reach out to a wider community of archives with small AV collections. The Chair of the Preservation and Conservation section of IFLA (International Federation of Library Associations) invited Presto4U to attend their conference satellite meeting at the IHED, Maison de la Paix in Geneva 13-14 August. This gave an opportunity to publicise the project to a wide variety of national libraries, museums, abbeys and universities with very small AV collections. Member delegates expressed an interest in potential membership of some of the Communities of Practice. The Council of Museums International Committee for Documentation CIDOC conference provided another opportunity to present a poster on Presto4U. A presentation on the work of Presto4U was also given at the Baltic Audiovisual Archive Council (BAAC) conference with delegates from the Baltic, film, sound, music, national and broadcast archives. The iPRES series of conferences embraces a variety of topics on digital preservation with a variety of delegates from international and regional initiatives to small organisations. The Presto4U poster presentation was very well received and attracted interest from national libraries and universities in Australia, New Zealand, South East Asia, Pacific and Europe. Presto4U’s Communities of Practice were further presented at the special invitation of the DPC annual conference at the Wellcome Library in London in November, and the European Commission’s Cinema Heritage Expert Group where the findings of the project with regards the adoption of EU research were discussed.

Commercial vendors and technology service providers were invited to contribute and participate in the Preservations. This was an opportunity for them to meet archive experts with experience and/or engaged in the process of procurement of storage technologies, digitisation solutions and media asset management systems. The event was designed to be a learning experience for both archive experts and commercial vendors. The following vendors actively participated; Sony, Frontporch Digital, Cambridge Imaging, Memnon, EVS, Vectracomm, Picturae, Sonuma, Vizrt and Dalet. For these vendors, the Preservations also meant a very good introduction in the PrestoCentre's member community, their challenges and the ways to collaborate in future initiatives by the Centre.

In addition, project partners have engaged commercial vendors and technology service providers in several discussions regarding approaches to current research take up and future technology research for AV archives. At NAB 2014 (National Association of Broadcasters) 2014 and IBC 2013 (International Broadcast Convention), scheduled oral interviews took place with commercial technology solution providers to the audiovisual archive sector. This helped to identify the role of industry stakeholders and provided the opportunity to give an overview of PRESTO4U. WP3 has worked with Front Porch Digital and Sony on the assessment of their products.

1.2 Dissemination Strategies

To evaluate the communication strategies for project year 2, we have used the same format as the previous evaluation. We will first outline the initial plan for each activity or event with an evaluation for the year and then express our thoughts on how we might continue after the project. We will evaluate the communication strategy based on three chapters: internal communication, community of practice and external communication.

1.2.1 Internal Communication

Internal (project) communication is the communication within the project between all partners. We used different tools for this: project workspace, document library and Google Plus features.

Project Workspace

Initial Plan Year 2:	Halfway the first project year we decided to use basecamp for internal project communication: a well-known tool for internal communication.
Execution:	All project partners used Basecamp for internal communication. Advantage is that everyone can follow the discussion and it is easy to look back in the archive to see previous messages.
Evaluation:	<ul style="list-style-type: none"> • People were very happy to use basecamp since they are very familiar with this tool • Basecamp has been used intensively by most project partners for conversations and discussions involving multiple partners. Email has also been used for particular messages.
Future perspectives	As the project ends there is no need to continue this internal communication platform in the future

Document Library

Initial Plan Year 2:	The previous Presto4U Workspace (the online platform Open Atrium used in year 1 before we switched to Basecamp) will continue to be used as the reference place to store all relevant and final documents, like official documents, reports, templates, deliverables and logos.
Execution:	All documents have been stored in the Document Library including final and official documents.
Evaluation:	While Basecamp offered a good working environment, it was very good to have a separate Workspace as a document library for all reference material, official documents and approved deliverables.
Future perspectives	When the project ends there is no need to continue a shared environment for storage and sharing of documents.

Google Plus Features

Initial Plan Year 2:	Google Plus will be used by the CoP leaders and the Core expert group to communicate and collaborate together (not to be confused with Basecamp which is for project communication). The various Google Plus platforms would function as a reference point also after the project.
Execution:	CoP leaders continued to use the Google Plus feature as they did in year 1. WP5 also continued to motivate CoP leaders to use the platform in a consistent way for communication with their CoP experts.
Evaluation:	Google Plus has been used mostly just for announcements to the expert groups. CoP leaders have held more intense communication with their expert groups through direct email, Skype and other services.
Future perspectives	The original idea was that these platforms could continue to be used by CoP core experts and other people involved in developing the communities in the future, resulting in a track record of the work done. Unfortunately, not much of the communication has been reported in this way and it was difficult to steer the CoP leaders through the rather unstructured services of Google Plus. For the future COP environment we will therefore consider using the PrestoCentre platform altogether.

1.2.2 Community of Practice Communication

Community of Practice Communication is the communication that has the purpose of building and growing Communities of Practice. These communication actions are covered in WP2. All CoP leaders wrote a communication plan dedicated to communication for their community of Practice. They identified the tools they were going to use (such as newsletters), how often and whom they wanted to target. The results of these communication activities will be included in the evaluation of the external communication tools below.

1.2.3 External Communication

Project Website

Initial Plan Year 2:	In project year two we will continue to update the Presto4U and PrestoCentre website and make sure to develop an editorial team to help with these updates. Also communication around these updates will take place more frequently.
Execution:	<p>Even though the Presto4U project website has stayed the main entry point for information about the project, we have tried to integrate as much of the project output directly on the PrestoCentre website and its services. When new updates occurred (such as new publications, webinar recordings etc.) this has also been announced to ‘the outside world’ via newsletters and external mailing lists.</p> <p>To be able to give more frequent updates we have selected one person in each WorkPackage to provide WP5 with a monthly short update about the WP activities. These updates were put together into the status update and published on the ‘Publications and Services’ page of the Presto4U website.</p>
Evaluation:	<ul style="list-style-type: none"> • The majority of the external project communication on the project services has been done through PrestoCentre. Since most of the results into the project were only finished in the last quarters, the majority of communication has taken place towards the end of the project. Services such as the Tools catalogue were developed earlier in the year, but only filled with limited and testing information and updated in August. • A team of different WP Leaders who could provide information to WP5 worked well. This didn’t cost the project partners a lot of time and we ensured a regular and accurate update. • The Presto4U website was regularly updated where necessary.
Future perspectives	The Presto4U webpages will remain for some time after the project, and Presto4U will stay as a strong brand for activities and information related to the transfer of AV preservation research.

PrestoCentre Website

Initial Plan Year 2:	The Presto4U project will 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.
Execution:	<p>There are a number of tools that have frequently been used by the project partners, such as</p> <ul style="list-style-type: none"> • Blog: as mentioned in the individual CoP communication

	<p>plans, all CoP Leaders committed to writing regular blogs for publication on PrestoCentre. Through this platform the various community could reach an even larger group of stakeholders. The way the blog has been used by the CoP Leaders differs quite a lot, and based on personal skills and preferences. Some CoP leaders very actively submitted blogs (such as the Music and Sound Community and Personal Collections), whereas other communities had more difficulties to perform this task.</p> <ul style="list-style-type: none"> • On an ad hoc basis project partners submitted library resources and events that were uploaded on the PrestoCentre website.
Evaluation:	<ul style="list-style-type: none"> • We already noticed in year one that communication tasks were not the easiest priority for project partners. This meant that WP5 had to organise this work in such a way that it became easier for everyone. We organised monthly meeting with each CoP leaders so we could help them with the communication activities as written down in their CoP communication plan. Although this helped the CoP leaders in setting priorities it still was a fact that not everyone had time (or priority) for the communication activities. • Overall conclusion is that the PrestoCentre website has been used very intensively and that all project partners contributed to this.
Future perspectives	<p>The PrestoCentre website has grown stronger than ever with content and new service from the project, and will very likely continue to receive contributions from project partners and from the many new members interested in a specific CoP. This will ensure frequent updates and the continued involvement of various communities.</p>

Flyers

Initial Plan Year 2:	<p>The general Presto4U flyers (developed in year 1) will also be used in the second project year. To promote other Presto4U services other flyers might be developed.</p>
Execution:	<p>Project partners have attended various events over the second project year and disseminated a renewed and updated Presto4U flyer, highlighting the new services and options for collaboration with vendors. These new flyers have been distributed again at all the internal and external events attended by project partners. Flyers were requested by the European Commission for the ICT Proposers' Day (see Annex).</p> <p>AV Insider has been exploited several times to present the progress and results of Presto4U. The changes in the</p>

	PrestoCentre membership categories as part of the Marketplace were included in a new membership flyer. AV Insider, with information on the Communities of Practice, has been widely distributed at all events and amongst all the EC Film Heritage Expert Group members.
Evaluation:	Based on feedback received, solicitations, the growth in number of questions, traffic to the website and interest in the newsletters, we feel that the project flyers have been a simple but extremely efficient way of introducing people to the project.
Future perspectives	The Presto4U project flyer will not be distributed after the project, as the information will become out of date.

Newsletters

Initial Plan Year 2:	The Presto4U newsletter will be used for Presto4U news and updates. The newsletter will be distributed every month. Also, each CoP will distribute its own newsletter
Execution:	<p>The newsletter contains a dedicated section called Presto4U Update and is included in every newsletter. This is the same update as published on the website. By including it in the newsletter we gain a wider reach and in the same time promote the Presto4U website. Also Presto4U events (Webinars, Preservations and other workshops) have been included in each newsletter. In 2014 13 PrestoCentre newsletters have been uploaded onto the website. By the end of 2014 there were 595 subscriptions and the open rate was 33%.</p> <p>In total 31 newsletters for the nine Communities of Practices have been distributed to members. As mentioned in the individual communication plans the CoP leaders developed their own strategy for distributing these newsletters. For detailed statistics see Annex 2.</p>
Evaluation:	<p>In the first half of 2014 we started many of the Presto4U events, which received a large and growing audience through the newsletter. We managed to send out at least one newsletter per month, and very often we sent two newsletters.</p> <p>During the last quarter of the project, we realised that continuing nine separate COP newsletters required too much time and wasn't sustainable in terms of available qualitative information. Therefore, we decided to integrate updates from the different communities into the standard PrestoCentre newsletter which will be continued after the project.</p>
Future perspectives	The PrestoCentre newsletter will continue after the project with information and updates on the various CoPs. Since the project will end, general Presto4U updates will no longer be included in the newsletter or only when new updates require clear reference to the Presto4U branding.

Direct Mail, External Listserv and CRM

Initial Plan Year 2:	Direct mail and external mailing lists will be used to inform
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	subscribers about Presto4U activities. The CRM will be updated based on new contacts after such mailings.
Execution:	<ul style="list-style-type: none"> • Direct mail has frequently been used to inform people for upcoming events organised by Presto4U. For example, the webinars, COP workshops and Preservations • External mailing lists (list serves) have been used very often to inform people about external events and other Presto4U activities. • In order to extend our reach we have asked project partners to suggest external mailing lists that we can use for Presto4U updates. • The CRM has been updated after each mailing and/or activity. For example opt-outs have been processed in the system to make sure people don't receive any other information anymore.
Evaluation:	<ul style="list-style-type: none"> • As we already noticed in project year 1, direct mail is a very effective way to approach people, especially when they do not arrive unsolicited. For example the various webinars have all been fully booked within a few hours after sending a direct mail. • It has been very efficient to manage new contacts from within our CRM (for example people who joined one of the webinars) so they could be included in our next communication and be informed about future webinars.
Future perspectives	Direct mail, CRM en Listservs have all been professionally developed and added to over the duration of the project and will continue to be used by PrestoCentre after the Presto4U project ends. It ensures an efficient base for the future AV preservation community building and keeping activity.

Videos

Initial Plan Year 2:	The possibility to develop videos about the Community of Practice
Execution:	In year one, most project leaders developed a video about their Community of Practice for UNESCO World Day for Audiovisual Heritage October 27th. In Year 2, we have produced many video recordings of Presto4U events, especially the webinars some of which were dedicated to a Community of Practice. All the webinars have been recorded and those videos have been published online so people who were unable to join the event could watch the recording afterwards.
Evaluation:	Webinar recordings have become an added value for Presto4U and the PrestoCentre because even after the project this video content will stay available for everyone to watch.

	The face-to-face character of the Preservathons rendered a good and useful video registration impossible.
Future perspectives	Presto4U webinar registrations will remain accessible via the PrestoCentre library and future webinars will continue to be recorded against a small price.

Magazines

Initial Plan Year 2:	PrestoCentre publishes the AV Insider magazine, which will be used for publications about Presto4U. Besides this we will actively work on publications in external journals and magazine to wider our reach and approach new communities.
Execution:	<ul style="list-style-type: none"> In July 2014 the fifth edition of AV Insider was launched, including an article about the Video Art Communities (written by Pip Laurenson). We asked all project partners to identify major journals, magazines and other publications in their domain so we could approach those resources for a Presto4U publication. In 2014 we managed to get published in: IASA Journal 43 (June 2014, Music and Sound CoP), Infonet (July 2014, Learning and Teaching CoP), Viewfinder (June 2014, Learning and Teaching CoP), Europeana Blog (May 2014, general Presto4U), Pan European Networks Science & Technology (May 2014), Pan European Networks Government: EU Digital Agenda Special Feature (August 2014). The next AV Insider in 2015 following the final review meeting will report on the results of the project and highlight the Year 2 deliverables.
Evaluation:	We are of the opinion that Presto4U articles in external magazines will extend our reach to new stakeholders and interested parties in AV digital preservation and communities of practice. We succeeded in publishing a number of very good articles in important resources. For future projects, we advise developing an editorial calendar in advance where all the major resources will be indicated with submission deadlines. This makes it easier to plan publications and also create a strategy for external publications.
Future perspectives	PrestoCentre will remain the platform for the development of the Communities of Practice, tools and services and will continue to reach out to external publishers.

Social Media

Initial Plan Year 2:	Presto4U will make use of existing PrestoCentre social media platforms, such as Twitter, LinkedIn and Youtube.
Execution:	PrestoCentre's Twitter has been used to announce Presto4U

	<p>activities and events. At LinkedIn we targeted different groups that were of interest to Presto4U in AV archives and were active in those groups.</p> <p>Besides PrestoCentre's own staff, we appointed someone at the Netherlands Institute for Sound and Vision to become involved in Twitter and to manage the Twitter account specifically for Presto4U communications.</p>
Evaluation:	During the project social media was mostly used as a one-way communication tool to announce activities.
Future perspectives	The same social media channels will remain active and PrestoCentre may use Presto4U for specific branding purposes when reference to the project is useful.

Workshops

Initial Plan Year 2:	The Preservation workshops will be one of the key dissemination activities. There will be 2-3 Preservation workshops in 2014.
Execution:	<ul style="list-style-type: none"> • The first Preservation was hosted by Rai in Turin July 2014 and attracted 30 delegates. The concept of the Storage Preservation was developed early 2014 together with project partners (RAI, BBC and B&G). • The second Preservation on Digitisation solutions was hosted by VRT in Brussels 13-14 November with 28 delegates. • The third Preservation on Media Asset Management systems was hosted by INA, Paris, 3-4 December with 25 delegates. • Also, project partners organised and produced extra workshops dedicated to their Community of Practice with specific topics. This resulted in four extra workshops: <ul style="list-style-type: none"> ○ Workshop for the Video Art Community (July 2014) ○ Workshop for the Film and Footage Community (September 2014) ○ Workshop for the Learning and Teaching Community (November 2014) ○ General Workshop about Presto4U during FIATIFTA world conference (October 2014)
Evaluation:	Given the challenge and intense working element of Preservations, we needed to aim for small groups where the attendees were divided into even smaller teams. This worked very well especially with the interactive exercises, discussions and interactions with vendors. Everyone was engaged fully and the feedback was very positive from each Preservation event. All expressed that they had learnt much from the event, enjoyed the networking with peer archivists, information technologists and

	<p>archive experts. The highlight was the opportunity to have an open dialogue with the commercial vendors to understand both their expectations and requirements from archives. Equally, the technology service providers and commercial vendors expressed that the event was an eye opener for them, as they never really get to discuss requirements with archivists. So, the Preservation concept with the competitive element of a game for a procurement process was successful. The second day was a mini-conference with presentations and case studies from archive experts and commercial vendors.</p> <p>See Chapter 2 for a detailed summary.</p>
Future perspectives	As the Preservations proved to be a great success it is expected that PrestoCentre will continue to organise at least 2 Preservations in 2015, both in the EU and the USA.

Webinars

Initial Plan Year 2:	The plan for 2014 is to deliver more webinars for the nine Communities of Practice and on research results and preservation standards.
Execution:	<p>In total, 11 webinars took place during 2014 organised by both COP leaders and project partners.</p> <ul style="list-style-type: none"> • The role of Standards for the Preservation of Audiovisual Material (32 attendees) • A new and effective way to teach archive management (28 attendees) • Expressing Preservation Requirements on Audiovisual Collections (35 attendees) • Exchange of Video Assets – Best Practices and Standards in Different Organisations (29 attendees) • Why Preserving Contemporary music productions is so difficult (30 attendees) • Cloud storage and digital preservation • Creation of Master Archive Package (MAP) (33 attendees) • How to Help Content Owners to Bring Their Collection to Institutions (27 attendees) • To Standardise or not: is normalisation a video thing of the past? (32 attendees) • Essence quality control for AV digitisation, migration and exploitation (21 attendees) • Choosing file formats – On 27th October to celebrate UNESCO World Day for AV Heritage. (24 attendees) <p>To promote the events we sent out invitations (direct mail) for each webinar, announced the events on listserv, LinkedIn and Twitter and included it in the PrestoCentre Newsletters.</p>

Evaluation:	All webinars were sold out within a few hours after communication efforts, which proves that the webinars are very popular. We even had a long waiting list for each webinar, which proves the popularity. Looking at the evaluation forms completed by attendees – it seems that people are very happy with the format and would continue to join future webinars. We also noticed that there was a group of people who joined almost all the webinars. It is to be noted that the webinars were free events. The registrations were from a diverse range of national and international archives/organisations. For detailed statistics see Annex 3.
Future perspectives	The Presto4U webinars were produced within the Presto4U project and hosted by PrestoCentre. It is expected that PrestoCentre will continue with the hosting of webinars. We will investigate the interest among project partners to keep involved in the development of webinars and their availability to present presentations or liaise with PrestoCentre on topics and speakers.

External Conferences and events

Initial Plan Year 2:	Presto4U will participate in third-party conferences (not organised by the Presto4U project) throughout the course of the project.
Execution:	<p>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:</p> <ul style="list-style-type: none"> • Submission of papers, presentations and talks at appropriate events. • Dissemination of promotional material (flyers and information material) <p>Project partners have attended and contributed to many events, conferences, seminars and workshops hosted by professional associations such as FIAT/IFTA, AMIA, IASA, DPC, IBC, FOCAL, BUFVC, FIAF. This year, we attended and promoted the project at some different and diverse conference events and seminars in order to reach out to a wider community of archives with small AV collections; IFLA Preservation and Conservation section satellite conference meeting, CIDOC, BAAC, iPRES.</p>
Evaluation:	The project partners were well represented at external events. A total of 49 events: conferences, seminars and workshops. See annex 1 events list.
Future perspectives	Hopefully, the project partners of Presto4U will continue to attend future conferences and workshops and advocate the project outcomes Standards Registry, Tools Catalogue and Market Place within PrestoCentre. Equally, PrestoCentre should continue to be represented at these events and build up the communities of Practice and raise awareness for digital AV preservation.

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:	<p>Notably, JRS, RAI and Eurix have actively participated and contributed at meetings during the past year.</p> <p>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. Eleven 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 the publication of two iterations of Committee Drafts (CD), and the Draft International Standard (DIS) is currently being prepared. The drafts are public and thus open for review by members of the CoPs. The standard is expected to be completed in 2015. Work on an implementation guidelines document, including examples from use cases of different types of a/v archives is also under preparation.</p> <p>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. The group is co-chaired by BBC, and RAI and JRS are contributing to the work. EBU QC is defining a set of QC checks, a set of these definitions (currently 229) has been published at http://ebu.io/qc/tests/. 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. A subgroup of EBU QC has been established, which defines a data model for representing the metadata related to the checks. This subgroup is co-chaired by RAI, and works in close collaboration with FIMS QA and MPEG MP-AF.</p> <p>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 focuses on defining the service interface and report format, and is</p>

	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. A draft interfaces specification is available, and is expected to be released in early 2015.
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 that would be beneficial to collaborate with in terms of ideas and knowledge exchange.
Execution:	<p>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.</p> <p>Presto4U endeavoured to establish an understanding of the work between the two related projects and on-going 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.</p> <p>A co-operation agreement has been drawn up and signed by both parties to facilitate collaboration between Presto4U and APARSEN to share non-confidential results and participate in joint dissemination and promotional activities.</p> <p>This collaboration is beneficial to both projects as Presto4U is focussing on digital audiovisual media preservation only and APARSEN on scientific research.</p> <p>EU DAVID project The EU DAVID project (Digital AV Media Damage Prevention and Repair) http://david-preservation.eu/ is promoted on the Presto4U</p>

	<p>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. Recent meetings have discussed possibilities of future involvement of DAVID partners in the Presto4U standards and tools registers.</p> <p>EU PERICLES http://pericles-project.eu/ The Video Artists, Art Museums and Galleries COP facilitated collaborative discussions between some of it's expert members, Dave Rice (NYU), and technical partners within the Pericles project on QC tools and the Pericles Extraction tool.</p> <p>EU 4C Project (http://www.4cproject.eu/ - promotion of the Curation Costs Exchange (CCEX) beta version for testing. Identified an opportunity to link to the CCEX on Market Place (www.prestocentre.org)</p> <p>FORGETIT Collaboration with ForgetIT EU funded project (www.forgetit-project.eu) on assessment of digital preservation platforms (see deliverable ForgetIT D8.1)</p>
Evaluation:	Positive, enthusiastic discussions with several EU projects working on similar issues and challenges. Knowledge sharing within these groups is of the utmost importance to foster collaboration in research.

2 Summary and Evaluation of 2014 Preservathons

Each preservathon was a two-day hands on event. The interactive workshop took place on the first day with activities including group discussions, roleplaying, presentations, writing an RFI (Request for Information) or RFP (Request for Proposal) and negotiation exercises (e.g. call for a tender or a service level agreement). A mini-conference followed on the second day including presentations and a post review of the first day, presentations from both archive experts and commercial vendors, and an interactive panel discussion. The format of the Preservathon has worked extremely well with small groups who were able to share their experiences or lack of experience with experts from within digital audiovisual preservation.

Prestocentre Preservathons are about learning the “smart way” from friends that learned it the “hard way”. The presto community has travelled a long journey in building competences and practice for the digital era in the Audio Visual space. To share the lessons learned PrestoCentre has developed the concept of preservathons. These highly interactive events are intended to share pitfalls and lessons learned from early adapters and strengthen the community with best practice.

EU funded Presto Projects brought together a community with mixed digital maturity. The major AV and broadcasting archives being early adopters learned about becoming a digital AV archive the hard way and often by trial and error. Initially these early adapters spent lots of energy in developing their own solutions, partly because there were limited vendor solutions in the market and also often because they insisted on doing it their own way. Nowadays vendor solutions for digitisation, storage and Asset Management Systems are available and most major AV archives are in the middle of the process of putting their home made solution to legacy. The bespoke legacy solutions prove to be less stable and far more expensive to maintain.

The above is one of the biggest lessons learned from the past decade.

Prestocentre preservathons are instrumental for sharing these lessons learned. The early adapters share their pitfalls and learning “the hard way” with the wider community so the rest of the community can become digital AV archive “the smart way”.

Involving vendors is key to the ability of an AV archive in becoming digital. Vendors have the scale and expertise crucial for successful deployment of systems and processes.

Buying vendor solutions almost automatically results in tendering procedures due to the major investment and capital expenditure.

The challenge for each preservathon was about a specific theme and teams had to compete on a Digital Preservation use case (storage, digitisation and MAM). At the end of the day participants were judged on by an expert and vendor panel regarding their understanding of their requirement and how they managed to convey this understanding to vendor solutions.

The Preservathons provided context, meaningful discussions and insights into opportunities and challenges within the force-field where AV archives need to decide on. During these two days events participants learned from subject matter and experience experts from major AV archives and software/services vendors about procuring digital AV archiving solutions and technologies. It was a unique opportunity to discover existing

markets solutions and learn about pitfalls when doing it yourself. The Preservathon catered for this approach and provided a challenge to all attendees to learn to understand their own requirements and how these relate to existing vendor services and solutions. The challenge set the scene for understanding the institutional requirement and needs and how to scale these to the initial thinking about RFI and RFP processes. During the Preservathon, participants were supported by experts from major AV archives that went through this process over the last decade and they could consult a panel of experts from vendors and learn to understand how their services link to their specific challenge. The concept of the Preservathon was derived from the "Hackathon" concept to include a competitive challenge developed around main themes and challenges in audiovisual digitisation, preservation and long term access. The idea was to bring together archive experts, commercial vendors and technology service providers and representatives from a diverse range of archives to work on the challenge. On the first day, the delegates were divided into small groups and given a scenario to work on together in order to select the best technology solution for the archive. Archive experts with expertise in tendering and procurement gave advice and guidance to each group. The vendors were available to join the groups and participate in the scenario and facilitate a dialogue with teams on their technology requirements. At the end of the day, both archive experts and commercial vendors became a panel of judges to analyse the team's understanding of their archive requirements and the steps and processes towards selecting the best solution. The winning team won a prize at the award ceremony.

2.1 Preservathon 1 – RAI, Turin, Italy

On 25th and 26th June, the Preservathon on Audiovisual Preservation Storage Solutions took place at the "Museo della Radio" of RAI (Turin - IT). Organised by PrestoCentre and the Presto4U project - together with the help of Rai and other project partners - the event provided an insight in storage solutions for preservation. It was a friendly atmosphere, everyone open to dialogue and exchanging ideas and points of view.

During the first day of the Preservathon, the "Archive's Storage Challenge" was proposed by Bram van der Werf (Senior Project Leader, PrestoCentre Foundation) in order to investigate how to analyse, identify, evaluate and select the most appropriated storage solution for your organisation.

Bram introduced the agenda of the preservathon, presenting the idea of working together trying to come up with good practices and guidelines for the appraisal of storage solutions. Either in a public or private environment, when companies face the problem of long-term storage for a huge amount of data, they have to go for a call for tender. The trickiest part is to clearly and efficiently define the requirements. The aim of the assignment was to come up with an agreement of common procurement processes to adopt for selecting the best storage solution. We need to avoid large mistakes that even skilled and large size institutions made in the past when they purchased storage facilities.

The attendees were divided into three groups with the mandate of defining an imaginary organisation/archive owning 6 Petabytes of heterogeneous audiovisual material, with a growth of up of 1 Petabyte per year and with network traffic of about 1.5 Terabyte per month. The organisation/archive must guarantee 15 years ideally of access and preservation. Group 1 selected an organization that holds media contents recorded at courts, having several complexities related to the authenticity, reliability and confidentiality

of stored material. Group 2 decided to focus on a public research institution, whilst Group 3 embodied the imaginary "European Dance Archive".

The three groups worked on this challenge the full first Preservation day and presented their results at the end of the day in the plenary meeting. During the group working the groups received assistance by experts, among others Colin Thompson (Sony), Ernst van Velzen (Netherlands Institute of Sound and Vision), Charles Fairall (British Film Institute), Ian Mottashed (Cambridge Imaging Systems) and Laurent Boch (RAI), were facilitated by Presto4U delegates, among others Linda Ligios (KCL), Walter Allasia (EURIX), Roberto Borgotallo (RAI) and Thomas Heritage (BBC).



Group 2 Discussions

Almost every group identified the need for integration of the selected storage solution in the current environment of the organization, the need for continuous migration of the format and the technology, the need for defining carefully the Service Level Agreement with the software vendor, especially for what regards the maintenance, what to do in case of data loss, how to manage technology updates and how to manage the renewal of the contract. At the end of the day Bram van der Werf wrapped up the work done, the good quality of the presentations provided by all the groups and the difficulty to identify a winner. Nevertheless, according to the evaluation of the experts, the clarity of their presentations, the great precision of details, the third group (that analysed the European Dance Archive) was the winner. Congratulations!



The award ceremony for the Preservathon challenge on the 25th June: Group 3 was the winner!

2.2 Preservathon 2 – VRT, Brussels, Belgium

On 13-14 November, a preservathon organised by PrestoCentre/Presto4U “Select the best services and tools for your audiovisual digitisation project” was hosted by VRT (Flemish public service broadcaster) in the historic Marconi Radio Theatre. During the first day, delegates from a diverse range of AV archives worked together in small groups with AV experts and vendors learning what is involved in the selecting the best long term audiovisual digitisation solution and how to engage in a tender process including an RFI and RFP.

The second day comprised a mini-conference of presentations and panel discussions with AV experts from RTBF (Belgian French public service broadcaster), VIAA (Flemish National AV Archive) in Belgium and the Netherlands Institute of Sound & Vision. The digitisation services vendors Memnon, Picturae, EVS and Vectracomm presented and discussed their views and insights on the future of digitisation, the AV digitisation marketplace and on partnerships with the AV and broadcasting community. Also, Joanneum Research gave a session on digitisation quality assurance tools and workflows in the AV preservation process with use cases and new QC functionalities.

The scenario presented here was proposed by the archivists from the Rotterdam Audiovisual Archives with a small collection of AV material in need of digitisation. The attendees were divided into 2 teams with one member from Rotterdam Archives in each team so that they could start to define their requirements for a digitisation solution. The interactive group sessions were really intensive and even continued over coffee breaks. The Head of Archives from RTBF, Xavier Jacques Jourion, was able to give clear guidance to the process of procuring a digitisation solution for audio archives. Brecht Declercq, Digitisation and Acquisition Manager at VIAA (Flemish Audiovisual Archive) was in the process of a tender for digitisation and was able to highlight what the pitfalls can be

and how to negotiate in a competitive dialogue process with commercial vendors. Michel Merten (Memnon), Jean-Pierre Sens (Picturae), Jan De Smedt (EVS) and Jean Seigneur (Vectracomm) joined the teams in the afternoon to explain some of their frustrations in a tendering process and the need for in depth understanding of each archive's requirements when submitting an RFI or RFP. The dialogues were really open and honest about expectations and requirements from both sides.

Group discussions continued in earnest over lunch!



Group discussions with Michel Merten, Memnon and Jan De Smedt, EVS

The following day the mini-conference and Panel discussion with vendors and archive experts took place. The award ceremony kicked off the day with a set of prizes for the winning team – 128GB USB sticks. The theme of the morning session was AV and broadcast archives looking back on what has happened over the last decade during major digitisation projects, what went well and what went wrong and more importantly: what we have learnt. Archive experts gave presentations on their experiences of digitisation projects. Ernst van Velzen, CTO of the Netherlands Institute of Sound and Vision, talked about the large-scale digitisation project “Images of the Future”. Xavier Jacques Jourion, Head of Archives RTBF, presented on the procurement process for digitising collections,

the operational strategy, from an AV broadcasting archive perspective and their decision to outsource production to Sonuma.

Brecht Declercq, Acquisition and Digitisation Manager, VIAA, explained the pre-information phase of an RFI, the procedure of one or multiple phases and a staged tendering process. Peter Schallauer, Joanneum Research and Presto4U project partner, gave a presentation on digitisation quality assurance tools and workflows.

The rest of the afternoon was scheduled for the commercial vendors and their view for of the future for digitisation products and services, a vendor's perspective on the AV digitisation marketplace and how vendors plan to partner with the AV and broadcasting community. The highly interactive panel discussion centred on their products and services to sustain partnerships. The key outcome of this preservathon was the developing relationships between the delegates and the commercial vendors with a new understanding of where archives are in the process and a better perception of requirements. One comment was that vendors and technology service providers never talk to the archivists during a tendering process, as it is always a negotiation team of IT technologists.

From left to right: Jean Seigneur, Vectracomm; Jean-Pierre Sens, Picturæ; Michel Merten, Memnon; Jan De Smedt, EVS.



2.3 Preservathon 3 – INA, Paris, France

The third and final Preservation of the Presto4U project was hosted by INA in Paris on 3-4 December on Media Asset Management “Select the best technology partners and service providers for your future MAM system”. There were 25 delegates including guest speakers and vendors.

The challenge for the groups centred on the Polish National Audiovisual Archive (NINA), a public cultural organisation established in 2009 to record, digitise, archive and facilitate the dissemination of Polish culture including film, music, theatre and art.

Filip Kwiatek, Archivist from NINA, explained the organisation's requirements for a media asset management system 2 years ago. He was hoping to use his experience as an expert to guide the group discussions and also to see if he could learn anything new from other archivists who were going through the same process. So, the format was the same and the delegates were split into two teams for the day to define the institutional and functional requirements for a MAM system.

Guillaume Neveux, Frontporch Digital, gave a presentation entitled "MAM and the ecosystem of products, services and partnerships". He stressed the importance of working with other commercial vendors and highlighted the fact that Frontporch very often worked alongside both Memnon and EVS when implementing systems.

Thomas Ledoux, National Library of France, BnF, introduced the digital assets at BnF, AV rescue plan, partnerships for digitisation and third-party archiving. Thomas is the project manager of the SPAR (Scalable Preservation Archiving Repository) project at BnF and briefly described the architecture of digital archiving at BnF. He provided an overview of the SPAR project from ingest to access, highlighting some of the features of search interface and web access to the current archive. Concluding, he pointed out the need for help from outside such as content providers and suppliers and the need for internal expertise.

Kirsty Crawford, Head of Media Management BBC Scotland and Oscar Tengwall of Vizrt, gave a joint presentation on the BBC Scotland MAM implementation of Ardendo and the subsequent product changes when Vizrt took over Ardendo. This session took the form of a question and answer session highlighting some of the issues and challenges. It was clear that BBC Scotland and Vizrt had developed a really good working relationship with a Vizrt team spending many months at the BBC site.

After the coffee break, Richard Wright, Preservation Guide, presented "Managing assets into the future" about storage, asset management, backups and preservation technologies. Richard pointed out that just few years ago, in 2006, many broadcasters had no strategy for the preservation of digital archives. He presented the point of view of "Archives" with needs for digital preservation but there are no universal solutions. As an example, some current preservation strategies include cloud storage that still have no guarantees of data persistence. The end of the presentation focussed on MAM for personal use: the PAM, Personal Asset Management where many laptops, devices and social services are interconnected already in a critical and complex network, exposed to preservation fragility. There are still many missing services such fixity checks, backups, recovery, etc.

Paul Walland, IT Innovation and presto4U project partner, introduced a technology update on MAM systems provision with the observation from the NAB and IBC conferences in 2014. Cloud service provision and changing business models seem to be the hot topics of the day. The future of the market is going to have: more open interface; more mixed services; more integration of archives with production systems; more pay-per-use off-site facility, including cloud provision, simplification of standards, more outsourcing.



*Paul Walland, ITInnovation, Oscar Tengwall, Vizrt, Kirsty Crawford, BBC Scotland
Richard Wright, Preservation Guide, Thomas Ledoux, BnF.*

Kevin Savina, Director of Product Strategy (Dalet) presented a session on how MAM-driven workflows can help address the challenges of media preservation and archives using open, integrated systems based on business and IT best practices. He presented 3 Case Studies - United Nations New York, ABS-CBN Manila and HBO. This was followed by a presentation from Oscar Tengwall (Vizrt), with their experiences of case studies including FC Barcelona Football Archive and GloboSat.

Simon Factor, Managing Director (Moving Media) and Presto4U partner gave a session on What happens when a commercial solution only delivers some of what you need? He gave a number of case studies exploring where AV Archives have collaborated with vendors to develop new solutions that have become new products – Museum of Modern Art and Archivematica (open source standards based preservation access system); Netherlands Institute of Sound and Vision and XMI (Cross Media Interaction on automatic annotation of spoken word recordings); ORF and Cube-Tec on an MXF Legalizer.

In conclusion, all the preservathons proved to be successful events covering a variety of topics with a range of guest archive experts and commercial vendors and technology service providers on storage, digitisation and media asset management. The hands on workshops of interactive group discussions and practical outcomes helped to make the event a success with the delegates.

Feedback comments:

Malachy Moran, RTE

The format is a very good use of the limited time available, giving as it does lots of useful, practical advice. Keep it up! The tight focus on imparting practical knowledge is ideal for AV archives. The papers presented at the mini-conference were all excellent but the mentoring by experts was probably the best aspect.

Florian Delabie, RTBF

Yes, the mini-conference was interesting and it was great to meet people from Belgium working in the AV Archive. Our country and the AV archive are small world, but we don't have many events to meet.

Brecht Declercq, VIAA

The preservathon was an interesting experience in the sense that it really made me aware of how different circumstances influence the choices when it comes to planning a digitization project. Hearing the testimonials and experiences from parties from different sides of the table certainly was provoking new thoughts. Next to that it was a nice networking event. The preservathon is a nice new approach in combination with other kinds of conferences, because it really makes you think about a concrete situation. In this case however, the combination of theme and location was a little problematic: in Flanders especially tendering for audiovisual digitization is taken care of by VIAA as a regional policy, which decreased the interest for local cultural heritage institutions in general.

Anon: The mix of some vendors and some archives that have actually dealt with what the vendors are selling, telling their story is an interesting one.

2.4 Conclusion

During 2014, the second and final year of the project, three successful Preservathons were produced and well received by all the delegates who attended these events. There is certainly a desire for more preservathon workshops to be organised in 2015. The chosen archive experts and representatives from commercial suppliers and technology worked very well and all expressed a willingness to participate in future events. The preservathons were perceived as a training and learning experience which is much needed in the digital AV media archive domain.

The four Community of Practice workshops were focused on specific topics relevant to their core expert members. Again, CoP members participating in these workshops appreciated the opportunity to meet and network with their peers and learn from knowledge sharing in the form of presentations and discussions. The workshops could be continued in 2015 if the developing Communities of Practice are able to organise it as a self-sustaining event. One suggestion would be to combine a preservathon with a community of practice workshop.

The eleven webinars were very successful and fully booked with registrations. It is a very popular training event and easy for people to join within their daily work schedule. The topics were diverse and driven by both requests of the Communities of Practice leaders and project partners. PrestoCentre should continue with hosting future webinars if possible as there are many archive experts in digital AV media preservation who would be willing to share their knowledge and expertise.

Annex 1: Presto4U Dissemination Events 2014

Date	Event	Person	Dissemination Activity	Description
January 2014	<i>Semaine du Son, Paris, France</i> http://www.lasemaineduson.org/garder-la-musique?lang=fr	INA Daniel Teruggi Luca Bagnoli	<i>Presentation on Presto4U</i>	<i>Specific problems of Sound & Music community</i>
22 January	<i>BETT show</i> http://www.bettshow.com/ <i>London, UK</i>	KCL Linda Ligios	<i>Promotion & engagement with suppliers</i>	<i>Meeting with technology suppliers, promotion of Presto4U with a focus on Software Tools catalogue and Marketplace.</i>
3 February	<i>University of Paris Est Conference – Marne la Vallée, France</i>	INA Daniel Teruggi	<i>Presentation on Presto4U and it's role in Music community</i>	<i>Issues of Music Preservation</i>
12 February	<i>EBU QC Meeting, Vienna, AT</i>	JRS Peter Schallauer, Werner Bailer	<i>Specification of quality checks for a/v media, definition of QC data model</i>	
20 February	<i>UML / Scenario design workshop, London UK</i>	TATE Pip Laurenson & Patricia Falcao	<i>Discussion / Promotion</i>	<i>Discussion and workshop on the use of UML to model workflow and define requirements/relationships and relation to digital video with the project context presented to Time Based Media conservators in attendance.</i>
12 March	Jisc Digital Festival http://www.jisc.ac.uk/digifest Birmingham, UK	KCL Linda Ligios	<i>Promotion and widening participation to Learning & Teaching CoP</i>	<i>Face-to-face meeting with core expert Helen Guerin (UCD), promotion of Presto4U and networking with other representatives from national institutions: British Universities Film & Video Council, DPC, Jisc.</i>
12-13 March	<i>Transnational Radio Encounters Workshop, Geneva</i>	NISV Erwin Verbruggen	<i>Leaflets</i>	<i>Spread leaflets of the project among workshop attendees</i>
28 March	<i>108th MPEG Meeting, Valencia, ES</i>	JRS Werner Bailer EURIX Walter Allasia	<i>Attended Multimedia Preservation (MP-AF) meeting,</i>	

			<i>completed committee draft</i>	
31 March	108 th MPEG Meeting http://mpeg.chiariglione.org/meetings/108	RAI Laurent Boch	<i>Promotion Work on MPEG-21 and MP-AF</i>	
1 April	Mediamixer http://www.mediamixer.eu/innovate/ University of Greenwich, London	KCL Karen Colbron	<i>Promotion</i>	<i>Presto4U project, with particular reference to WP4 and the marketplace</i>
7-10 April	NAB – National Association of Broadcasters 2014, http://en.wikipedia.org/wiki/NAB_Show	Simon Factor, Paul Walland, Ajay Chakravarthy Peter Schallauer	<i>Promotion & Interviews with Industry</i>	<i>Promotion of Presto4U Project to attendees, undertook scheduled meetings with technology vendors to develop content for Presto4U Tech Watch Report #2 Promotion of Presto4U on EU DAVID project stand</i>
10 April	Sound and Moving Images Collections: digitisation, access, preservation - Malta	INA Daniel Teruggi	<i>Presentation of Presto4U</i>	
4 May	FIAF Congress, Skopje, Macedonia http://www.fiafcongress.org/2014/	DFI Thomas Christensen	<i>Promotion Flyers distributed</i>	Meetings with experts
13 May	4C project focus group http://4cproject.eu/community-resources/focus-groups/focus-group-3-archiving-2014	KCL Karen Colbron Linda Ligios	<i>EU Cross-collaboration</i>	<i>4C project focus group meeting on the Curation Cost model to highlight the P4U project outcomes and explore collaboration between the projects.</i>
6 May	EBU QC Meeting, Geneva, CH	JRS Peter Schallauer	<i>Contributions to QC item definition and data model</i>	<i>Promotion of project</i>
3 June	EBU MDN 2014 https://tech.ebu.ch/events/mdn2014	RAI Laurent Boch	<i>Presentation</i>	
12 June	Electroacoustic Music Conference Berlin – Berlin http://www.ems-network.org/	INA Daniel Teruggi Luca Bagnoli	<i>Promotion Presentation</i>	<i>The problems of music environments preservation</i>
12 June	EIGER meeting (Educational Interest Group for e-Learning and Research) KCL Strand Campus, London	KCL Linda Ligios	<i>Promotion, raising digital preservation awareness</i>	<i>Presentation of KCL's role in Presto4U to promote digital preservation of AV learning resources.</i>

17 June	Virtual Meeting on the 4C Project Roadmap WebEx	KCL Karen Colbron Linda Ligios	Cross-collaboration	Contributed to the discussion on the 4C Project Roadmap and potential paths towards widely accepted solutions.
24 June	Sexto Seminario de archivos sonoros y audiovisuales – Mexico http://www.fonotecanacional.gob.mx/index.php/agenda/calendario-de-eventos/especiales/sextoseminario-internacional-de-archivos-sonoros-y-audiovisuales	INA Daniel Teruggi	Presentation of PRESTO 4U	
25-26 June	Presto4U Preservation on storage, RAI, Turin, Italy https://www.prestocentre.org/events/preservation/storage-2014	Jacqui Gupta Linda Ligios Karen Colbron Laurent Boch Paul Walland Ajay Chakravarthy Tom Heritage Roberto Bogatello	2 day workshop and mini-conference with guest speakers, project partners and technology vendors with demonstrations of products	
30 June	FIAF Summer School, Bologna, Italy http://www.immagineritrovata.it/summer-school	Thomas Christensen	Presentation	
6 -11 July	110th MPEG Meeting, Sapporo, Japan	Werner Bailer	Attended Multimedia Preservation (MP-AF) meeting, completed committee draft v2 Promotion	
24-25 July	EBU QC Meeting, Geneva, CH	Werner Bailer	Contributions to QC item definition and data model Promotion	
28-29 July	Workshop / training event in QC tools and FFmpeg, Tate London UK	Pip Laurenson	Workshop / promotion / cross collaboration	This event was organized within the framework of the CoP on Video Art led by TATE. This training was led by Dave Rice. Stakeholders from a variety of domains including Art & Media, and Libraries and Memory Institutes
13-14 August	IFLA –Conference - Section preservation et Conservation (P&C), Geneva, CH	BBC Jacqui Gupta	Promotion Distribution of flyers Discussions with AV archives and potential new	

			members	
8 September	CIDOC International Conference, Dresden, Germany http://www.cidoc2014.de	LUCE Marco Rendina	Presentation of the project and distribution of dissemination material	Presentation of the Presto4U project in the poster session of the conference, publication of the project abstract in the conference proceedings, distribution of dissemination material
11-16 September	IBC International Broadcasting Convention www.ibc.org	Jacqui Gupta Simon Factor Paul Walland Ajay Chakravarthy Erwin Verbruggen	Promotion Distribution Flyers Interviews with industry and research groups	Undertook scheduled oral interviews with commercial solution providers and research organisations on projects that demonstrate transfer of research outcomes to industry/application within the AV Archive sector. undertook scheduled meetings with technology vendors to develop content for Presto4U Tech Watch Report #3
17-18 September	Baltic Audiovisual Archival Council (BAAC) Annual Conference, Riga http://www.baacouncil.org/conference-2014	LUCE Marco Rendina	Presentation of the project and distribution of flyers	Presentation, publication of the project paper in the conference proceedings, distribution of flyers
22-23 September	Presto4U COP workshop at DFI, Copenhagen, Denmark http://www.dfi.dk/faktaomfilm/european-film-gateway/presto4u.aspx	Thomas Christensen Peter Holm Lindgaard Marco Rendina Erwin Verbruggen	Presentation of the project and of the specific issues of the joint COPS, TV, Radio & New Media Broadcasting; Video Production and Post-Production, Film Collections and Filmmakers; Footage Sales Libraries	
6-10 October	iPres Conference, Melbourne, AU	BBC Jacqui Gupta JRS Werner Bailer	Poster presentation on Presto4U Dissemination of flyers; promotional networking Presentation of paper on MPEG M Presentation paper (EU Pericles)	Published in iPres conference proceedings Published in iPres proceedings

		TATE Patricia Falcao	project) on software-based art virtualization but to an audience of CoP stakeholders relevant to video art P-AF	Published in iPres conference proceedings
8-11 October	AMIA Conference, Savannah, Georgia, US http://www.amiaconference.com/	Marius Snyders	Project Dissemination	
9 October	IASA 2014 Conference, Cape Town, South Africa http://2014.iasa-web.org/	NISV Lizzy Komen	Awareness raising	Sharing information about the project and PrestoCentre
9 October	Digital preservation course at the Netherlands Institute for Sound and Vision	NISV Erwin Verbruggen	Presentation	Presented the project to students from the MA Preservation & Presentation of the Moving Image
12-13 October	Girona 2014 Conference: Archives & Creative Industries	NISV Erwin Verbruggen	Dissemination Flyers	Dissemination among conference attendees
20 October	MPEG110 Convention and Conference Centre (Strasbourg, FR) http://mpeg.chiariglione.org/meetings/110	RAI Laurent Boch	Work for 2 nd edition of MPEG-21 CEL and MCO; Work on MP-AF	
22 October	Presto4U Workshop at the FIAT/IFTA Conference in Amsterdam: Pressing Matters: Addressing Long Term Preservation Challenges In the Broadcast Domain http://fiatifta.org/world-conference-2014-amsterdam/	Daniel Teruggi Marius Snyders Erwin Verbruggen Paul Walland Jacqui Gupta	Workshop Presentations Dissemination Flyers	TV, Radio and New Media Broadcasting Community of Practice
25 October	FIAT/IFTA Conference in Amsterdam http://fiatifta.org/world-conference-2014-amsterdam/	Erwin Verbruggen	Presentation	"Of communities and Practices: #DP Innovation & Research"
28-29 October	EBU QC Archive Workshop/Seminar, Geneva, CH	Peter Schallauer	Presentation Efficient Essence QC for AV Archives Digitisation, Migration and Exploitation	
29 October	maa-Jahrestagung, Vienna, AT	Georg Thallinger	Presentation on automated QC Dissemination	Annual meeting of the Austrian association of media archives
30 October	EUscreenXL Conference: From audience to user, Rome, Italy	Erwin Verbruggen	Dissemination Flyers	
6-7	Presto4U COP	Linda Ligios	Promotion, training	2 half-day workshop

November	Workshop:Future-proof AV content for education and research, IUAV and RAI, Venice, Italy https://www.prestocentre.org/calendar/future-proof-av-content-education-and-research	Simon Tanner Linda Ligios Jacqui Gupta Laurent Boch Carlo Meghini	and widening participation	offering AV practitioners in higher education and research an opportunity to learn more about best practices, case studies, project outcomes, as well as discuss issues and network
13-14 November	Presto4U Preservation on Digitisation Solutions, VRT, Brussels, Belgium https://www.prestocentre.org/calendar/preservation-select-best-services-and-tools-your-audiovisual-digitisation-project	Jacqui Gupta Ajay Chakravarthy Peter Schallauer	2 day workshop and mini-conference with guest speakers, project partners and technology vendors with demonstrations of products	
13 November	Workshop Tools to Maximise Impact in Digital Cultural Heritage, Brussels, BE	Werner Bailer	Networking with representatives from the museum community	Workshop presenting the research output assessment by the MaxiCulture CSA.
18 November	dwerft Konferenz, Babelsberg, DE	Werner Bailer	Discussions on quality analysis and preservation metadata	dwerft is a German project for networked production workflows, including digitization of legacy content
17-18 November	'Investing in Opportunity: Policy Practice and Planning for a Sustainable Digital Future' – DPC, London, UK http://www.dpconline.org/events/details/78-enduring-data-enduring-value-policy-practice-and-planning-for-a-sustainable-digital-future?xref=91	Linda Ligios Jacqui Gupta Marius Snyders Anna Henry, Louise Lawson	Presentation. Promotion, widening participation to Learning and Teaching CoP	Promoted the CoP, Presto4U project outcomes and invited participants from HE institutions to join Presto Centre community space Exploring the long term value and sustainability of digital objects
20 November	Balkans' Memory Closing conference	Erwin Verbruggen	Dissemination of flyers	Spread flyers of the project among conference attendees
27 November	EU Cinema Heritage Expert Group	Marius Snyders	Discussion of future research needs in AV preservation, Presentation of CoPs work, dissemination of flyers	Present Presto4U to European Commission DG EAC and members of the film industry
1 December	Authenticity in Transition Conference, Glasgow	Pip Laurenson	Networking / promotion / cross	Discussions with CoP expert members from

			<i>collaboration</i>	<i>SFMOMA as well as interaction with the Network for Conservation of Contemporary Art Research.</i>
<i>3-4 December</i>	<i>Presto4U Preservation on Media Asset Management Solutions, INA, Paris</i> https://www.prestocentre.org/calendar/preservation-select-best-technology-partners-and-service-providers-your-future-mam-system-0	<i>All project partners</i>	<i>2 day workshop and mini-conference with guest speakers, project partners and technology vendors with demonstrations of products</i>	<i>Presentation of a number of case studies that demonstrate the transfer of EU funded research outcomes to product or application stage by technology vendors or archive practitioners.</i>

Annex 2: Presto4U Newsletters Statistics 2014

Audience	Newsletter issue	Subscribers	Opens (%)	Total number of newsletters 2014 (per audience)
PrestoCentre general	6	365	34.7	
	7	376	41.5	
	8	358	40.1	
	9	358	39.2	
	10*	1103	28.2	
	11	369	38.4	
	12	367	34.4	
	13	370	34.6	
	14	374	37.0	
	15	457	30.0	
	16	454	26.4	
	17	550	25.1	
	18	595	33.0	
				13
CoP Video production and postproduction	7	85	31.3	
	6	87	34.5	
	5	89	39.5	
	4	36	40.0	
	3	36	51.4	
				5
CoP Film and filmmakers	3	42	41.5	
	2	42	48.8	
	1	42	34.1	
				3
CoP Research and scientific collections	4	46	23.9	
	3	46	26.1	
	2	46	17.4	
				3
CoP Music and Sound Newsletter	5	245	29.1	
	4	245	30.5	
	3	246	27.4	
	2	248	31.8	
	1	260	36.5	
				5
CoP Personal Collections	5	27	36.0	
	4	27	44.4	
	3	27	19.2	
	2	28	35.7	
	1	27	25.9	

				5
CoP Learning and teaching repositories	7	52	35.3	
	6	52	37.3	
	5	50	30.0	
	4	50	28.0	
	3	50	54.0	
				5
CoP Broadcast	2	159	36.6	
	1	175	33.6	
				2
CoP Art & museums objects, artists and their representatives	1	21	60.0	
				1
CoP Footage Libraries	2	61	48.3	
	1	63	50.0	
				2

*Note: this newsletter was sent to another list of subscribers than usual (“Regular”). Usual list: “PrestoCentre Newsletter List”, this is a list of member that have given us permission to place them on the PrestoCentre Newsletter list.

Annex 3: Presto4U Webinar Statistics 2014

Webinar	Date	Attendees	Country (%)	Organisation	Ratings	Device
The Role of Standards for the Preservation of Audiovisual Material	Feb 25, 2014	32	GBR 16%	eurixgroup, BBC, Cambridge Imaging	29% excellent, 71 % good (7 ratings)	web: 100%
			NLD 15%	eyefilm, UN, PrestoCentre		
			USA 15%	wgbh, nypl, nara		
			BEL 12%	packed, viaa		
			CAN 9%	cbc, Radio Canada, snclavalin		
			CHE 9%	olympic, av-volunteers, memoriav		
			AUT 6%	filmmuseum, joanneum		
			ITA 6%	eurix, cinecittaluce, uniud		
			IRL 3%	ucd		
			HUN 3%	ceu		
			GRC 3%			
			HRV 3%	hrt		
			GBR 16%	eurixgroup, BBC, Cambridge Imaging		
			NLD 15%	eyefilm, UN, PrestoCentre		
			USA 15%	wgbh, nypl, nara		
BEL 12%	packed, viaa					
CAN 9%	cbc, Radio Canada, snclavalin					
A New and Effective Way to Teach Archive Management and Preservation	Feb 27, 2014	26	USA 25%	Arts MIA, Media Matters, Wende Museum, OU, GNB, MIT	50% good, 50% normal (2 ratings)	web: 96%, IOS 4%
			NLD 11%	UN, PrestoCentre		
			AUS 7%	SLQ.QLD, NSFA		
			GBR 7%	Kingston		
			ESP 7%	RTVE		
			CAN 7%	CBC		
			ITA 4%	UNIUD		
			FRA 4%			
			PRT 4%	RTP		
			BEL 4%	PACKED		
			NAM 4%	Poly Technic		
			NGA 4%	Unilag.edu		
			DEU 4%	Helfert		
			N/A 4%			
HRV 4%	HRT					
Expressing Preservation Requirements on Audiovisual Collections	Mar 10, 2014	35	USA 42%	Western University, GCPL, Indiana.edu, NPR, LOC.gov, AZ library, Luna Imaging, SI.edu, Pitt.edu, Carnegie Hall, NARA, HBS, KU.edu, Cohen Brothers	56% excellent, 44% good	web: 97%, IOS 2%
			ITA 14%	ISTI.CNR, CNR, dei.unipd, uniud		
			GBR 8%	GSK, open.ac		
			FRA 6%	UNESCO		
			CAN 6%	snclavalin		
			NLD 3%	PrestoCentre		

			IRL 3%			
			DEU 3%	Staatsgalerie		
			HRV 3%			
			PRT 3%	RTP		
			EST 3%	NLIB		
			HUN 3%	HRT, CEU		
			N/A 3%			
Exchange of Video Assets - Best Practices and Standards in Different Organisations	Mar 25, 2014	29	GBR: 33	bl, bfi, vet (2), Cambridge Imaging, BBC (2), Arkivum	50% excellent; 50% good (8 ratings)	Web 100%
			USA: 24	wgbh, Paley Center, Stanford, Guggenheim, Nara.gov, UNC, Witness		
			NLD: 17	UN, Infostrada (2), li-ma, PrestoCentre		
			DNK: 7	TV2 (2)		
			BEL:7	PACKED (2)		
			IRL: 3	UCD		
			PRT: 3	RTP		
			AUT: 3	Modul.ac.at		
			CAN: 3	Radio Canada		
Why preserving contemporary music productions is so difficult	Apr 08, 2014	30	USA 20%	earthlink, stanford, npr, hagle, nara	40% excellent, 40% good, 20% normal (5 ratings)	web: 100%
			FRA 13%	INA, bibliomus		
			GBR 13%	BL, bfi, BBC, port		
			BEL 10%	viaa, resonant, PACKED		
			CAN 10%	cbc, Radio Canada		
			ITA 10%	dei.unipd, uniud		
			LUX 3%	cvce		
			DEU 3%	zkm		
			NLD 3%	PrestoCentre		
			CZE 3%	artsinstitute		
			HRV 3%	hrt		
			MLT 3%			
MEX 3%						
			MYS 3%			
Creation of Master Archive Package (MAP)	May 27, 2014	33	USA: 34	GEH, westernu, Nara (2), Anthology Film Archives, NYU, The Media Preserve, BJU, SI (2)	33% excellent, 67% good (9 ratings)	Web 97%, IOS 3%
			IRL: 9	Irish Film (3)		
			GBR: 9	bfi, iwm.org, BBC		
			SWE: 6	SFI, Arkivet		
			CAN: 6	Nipissingu.ca, BAC-LAC		
			NLD: 6	PrestoCentre		
			BEL:6	Cinematek, VIAA		
			DOM: 3			
			DEU: 3	Muenchen		
			COL: 3			
			DNK:3	DFI		
			AUT: 3	Film Museum		
			ARG: 3	INCAA		
How to help content owners to bring their collections to institutions?	Jun 04, 2014	27	USA 27%	paleycenter, stanford, ucdenver, bju, historyassociates, earthlink	86% excellent, 14% good (7 ratings)	web: 100%

			GBR 26%	ulster.ac, ed.ac.uk, jisc, btopenworld, BL		
			FRA 11%	ina		
			LUX 4%	cvce		
			PRI 4%	suagm		
			ESP 4%	tv3		
			MLT 4%			
			PRT 4%			
			CAN 4%	snclavalin		
			NLD 4%	PrestoCentre		
			IRL 4%	ucd		
			ITA 4%			
To standardise or not: is normalisation of video a thing of the past?	Jul 30, 2014	32	USA: 42	GEH, MOMA (4), CMOA, LOC, NARA, SI.edu (3)	67% excellent, 33% good (6 ratings)	Web 100%
			GBR: 31	BFH, TATE (4), bfi, Dericed, IWM		
			NLD: 9	Eye Film (2), PrestoCentre		
			FRA: 3			
			CAN: 3	Front.bc		
			ITA: 3	IUAV		
			BEL: 3	PACKED, VIAA		
			SGP: 3	NLB		
			DEU: 3	Deutsche Kinemathek		
Essence quality control for AV archive digitisation, migration and exploitation	Oct 20, 2014	21	BEL 23%	viaa, packed	N/A	web: 100%
			NLD 21%	UN, Sound and Vision, PrestoCentre		
			USA 21%	cuny.tv, indiana.edu		
			DEU 14%	cube-tec, unfccc		
			CHE 7%	epfl		
			IRL 7%	Irish Film		
			AUT 7%	joanneum		
Choosing your File Format	Oct 27, 2014	24	USA 32%	Oregon State University, LOC, BC.edu, smith.edu	33% excellent, 67 % good (3 ratings)	web: 93%, IOS: 6%
			NLD 13%	Sound and Vision, PrestoCentre		
			BEL 13%	VIAA, PACKED		
			GBR 7%	LLGC		
			AUS 7%	SLQ.QLD		
			DEU 7%	CUBE-Tec		
			N/A 7%			
			CAN 7%			
			MEX 7%	IIBI.UNAM		

Annex 4: Presto4U Flyer

Presto4U

European Technology for Digital Audiovisual Media Technology

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.



Our Mission

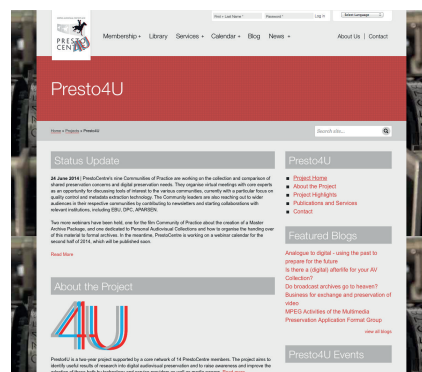
Presto4U aims to identify useful results of research into digital audiovisual preservation and to raise awareness and improve the adoption of these by both technology and service providers as well as media owners. The project will deliver new tools and services to connect the different constituencies 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 commercialise research results as sustainable tools and services.

Communities of Practice

Nine Communities of Practice have been identified and established in the field of AV preservation, each based on a shared concern, a shared set of problems and a common pursuit of technological solutions. By collaboratively sharing examples of the problems and challenges that their audiovisual collections face, they are raising awareness and contributing to knowledge creation and transfer of the issues and concerns specific to audiovisual preservation. A key exchange environment with online and face to face meetings, networking events, pooling the available expertise between the academic research, media, culture and industry sectors.

Each Community of Practice is steered by a Core Expert Group.

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



www.prestocentre.org/4u

Presto4U services

Whilst nurturing the Communities of Practice, the Presto4U project is also creating tools and resources to help the communities achieve their long-term digital preservation mission.

PrestoCentre Library

A wide range of free downloadable resources have been collated within the PrestoCentre Library to fulfil the various needs of users. Different resources for various levels of learning.
www.prestocentre.org/library

Webinars

Presto4U offers an on-going free webinar series on diverse topics related to audiovisual digitisation and digital preservation. Each webinar is focussed on a specific topic and hosted by experts within the field.
www.prestocentre.org/4u/publication-services

Standards Register

The Standards Register incorporates information on standards for content and metadata used across all communities involved in audiovisual digital preservation, with further input from experts in audiovisual preservation.
www.prestocentre.org/standards

Preservations

PrestoCentre Preservations are two-day hands-on events developed around main themes and challenges in audiovisual digitisation, preservation and long-term access.

Tools Catalogue

As well as open source and commercial tools, the catalogue incorporates tools and other emerging research results used at different stages of the lifecycle in long-term preservation of digital audiovisual media.
www.prestocentre.org/library/toolscatalogue

PrestoPlaza

This will be the place where users can express their audiovisual preservation needs and be presented with tailored solutions. Presto4U is currently scoping functional requirements and technical build of the brokerage environment for launch later this year.

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



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