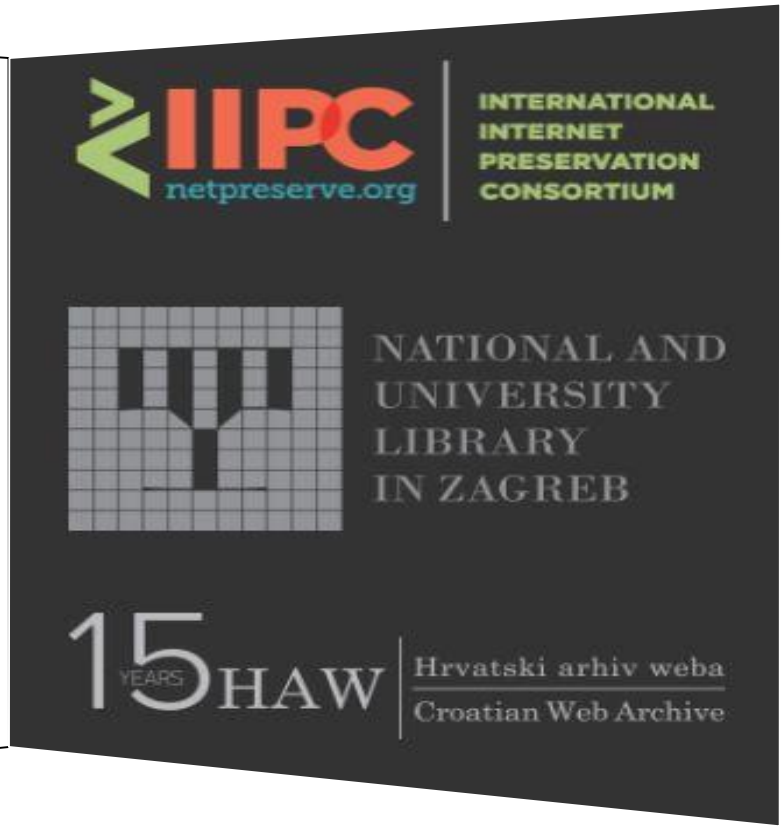
ina
AUGMENTED MEMORY

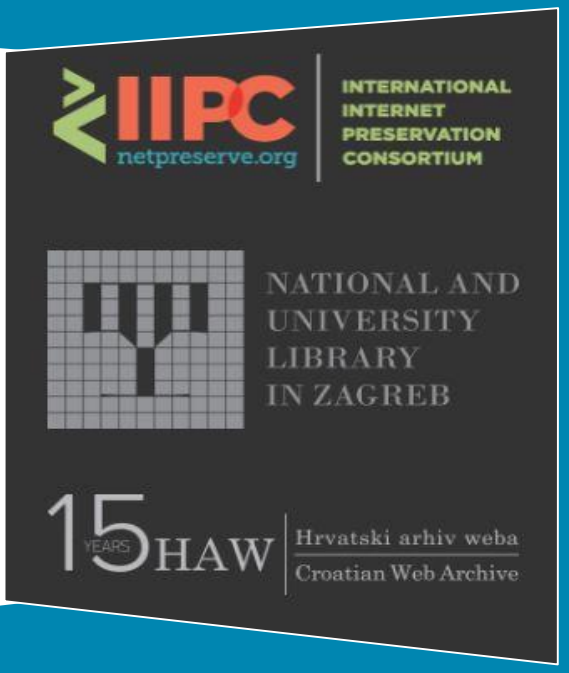
From linear to non-linear broadcast contents: considering an "augmented audiovisual archive"

Eleonore Alquier
Acquisition and preservation department - INA



PART 1

Institutional presentation



A brief history …

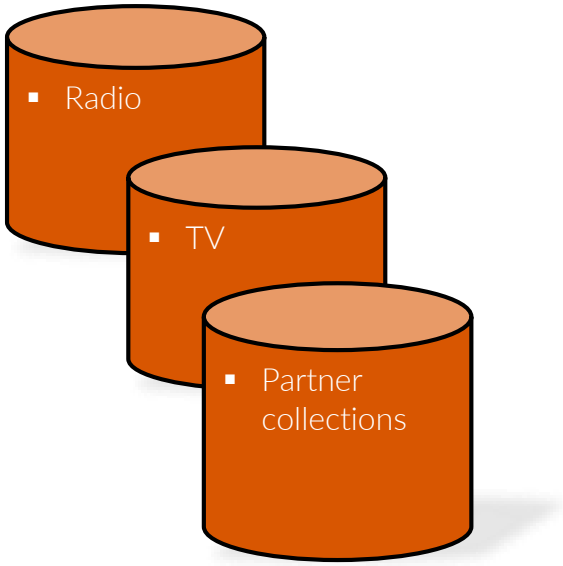
1974: By law the national public broadcast organization (ORTF) splits into 7 independent entities. INA is one of them…

Missions

- National broadcast archive - legacy of all archived recorded documents since the beginning of Radio and TV in France -
- Broadcasters professional Training, R&D
- Audiovisual Production & innovation

Double Legal Framework 1/2

1986 : Law on media & communication



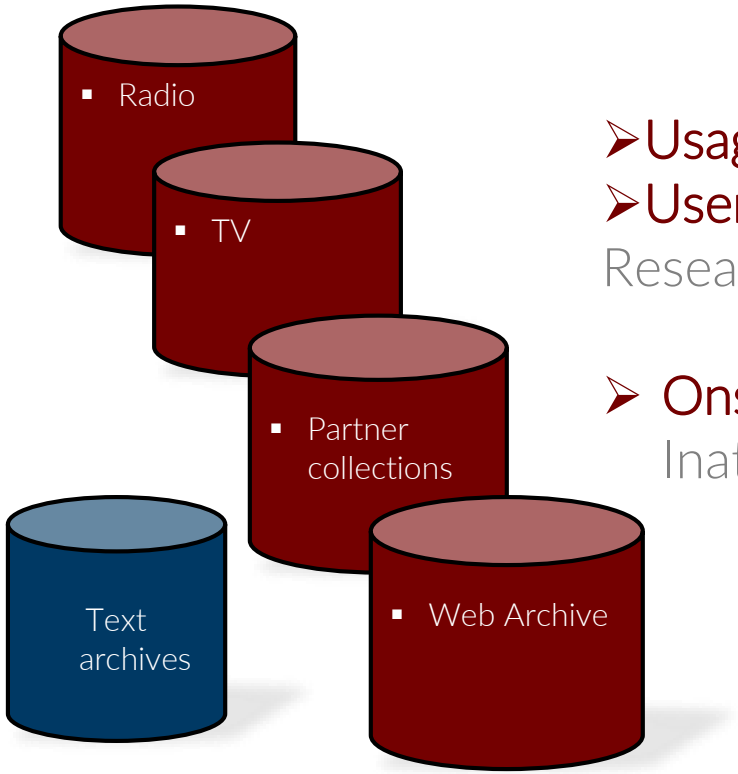
- **Usage** : B2B, B2B2C, B2C
- **Users** : Producers, journalists, institutions, general public since 2006 …

- **Access**: Inamediapro, ina.fr, social media
  - https://www.inamediapro.com/
  - http://www.ina.fr
  - https://www.facebook.com/Ina.fr/
  - https://twitter.com/inafr_officielyoutube
  - https://www.youtube.com/user/inamedia

INA is given mandate for commercial or institutional reuse
Third party copyrignt payment is organized

Double Legal Framework 2/2

1995/2006 : Legal Deposit- heritage collections



- **Usage** : Research
- **Users** : Academics, Students, Researchers

- **Onsite access** : Inathèque http://www.inatheque.fr/index.html

Channels	1995	2018
TV	7	103
Radio	6	66

2018 : + 40 Million records
+ 17 Million hours

PARIS PREMIERE
EUROPE 2
M6
rfi
TV5MONDE
mezzo
euronews
...

Focus on Web legal deposit legal context

2006: law

Transposition of European Directive 2001/29/EC on the harmonization of certain aspects of authors' and neighbouring rights in the Information Society

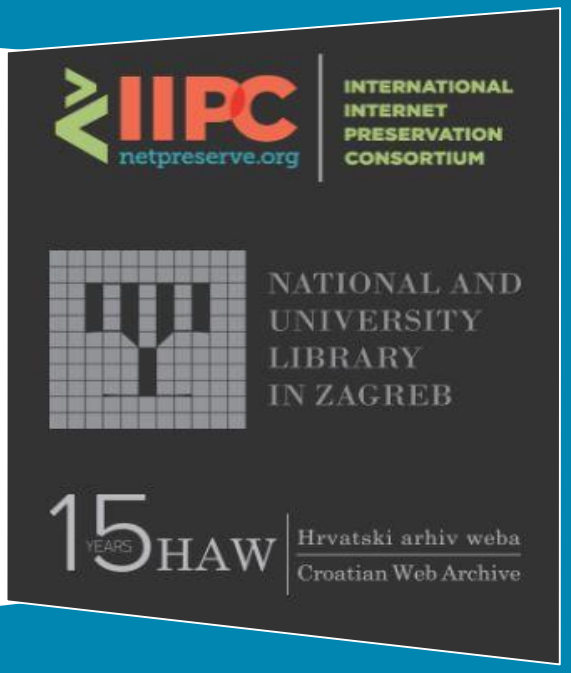
« Signs, signals, texts, images, sounds or messages of any kind made available to the public by electronic means are submitted to Legal Deposit »

2011: decree

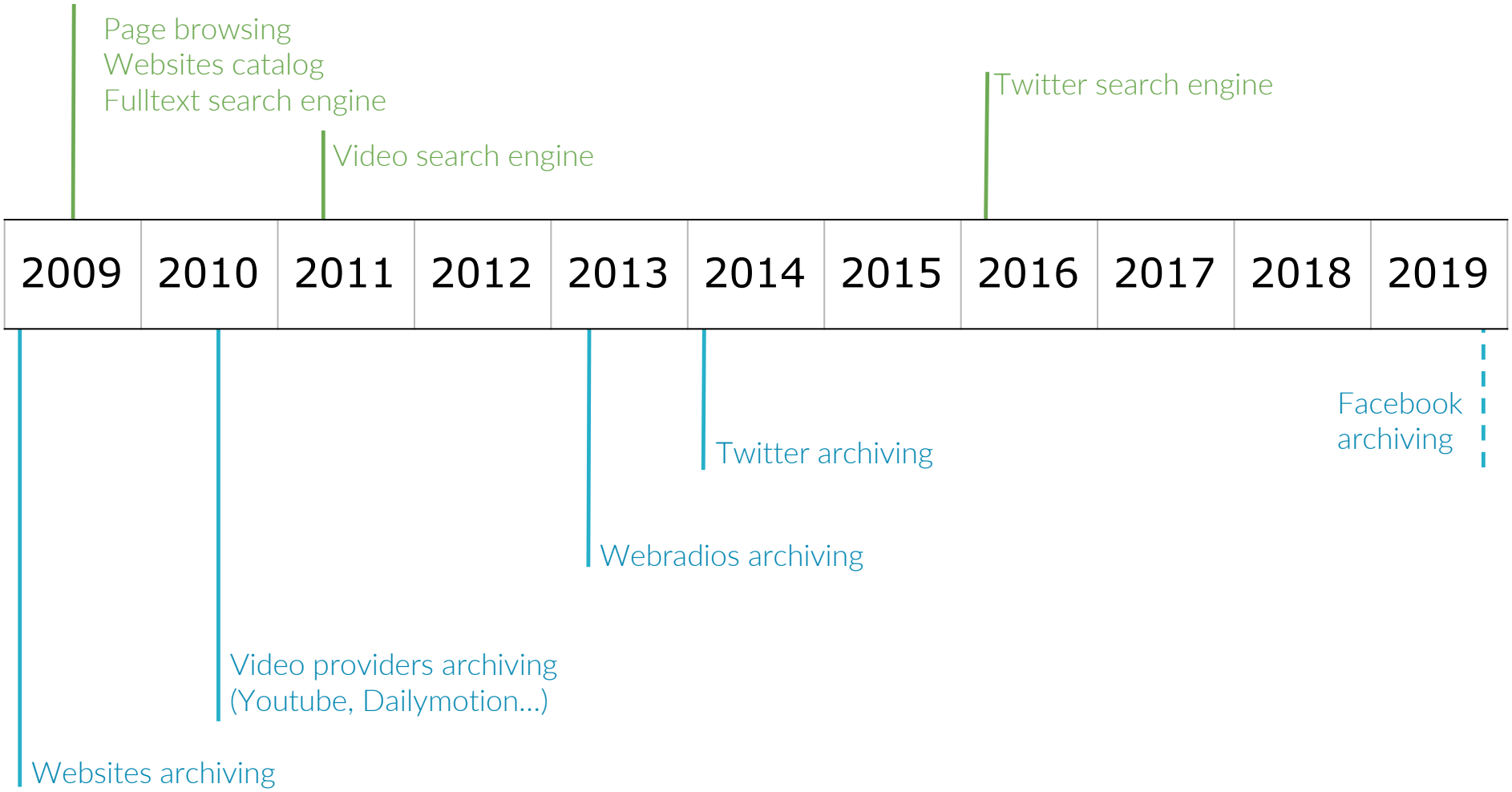
- Broadcasters' online communication services
- Online communication services focusing on Radio and TV
- On demand audiovisual Media Services with broadcast content
- Archive access restricted to Ina facilities

PART 2

Web legal deposit at lna: evolution and collections



Web legal deposit: history

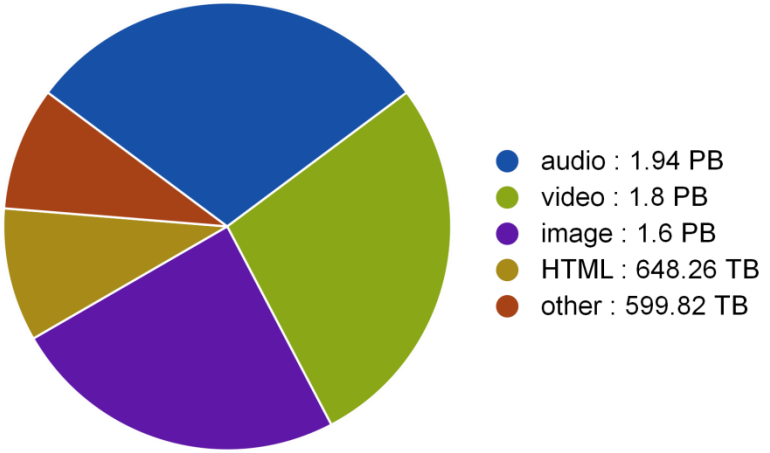


Web legal deposit collections

Objects:

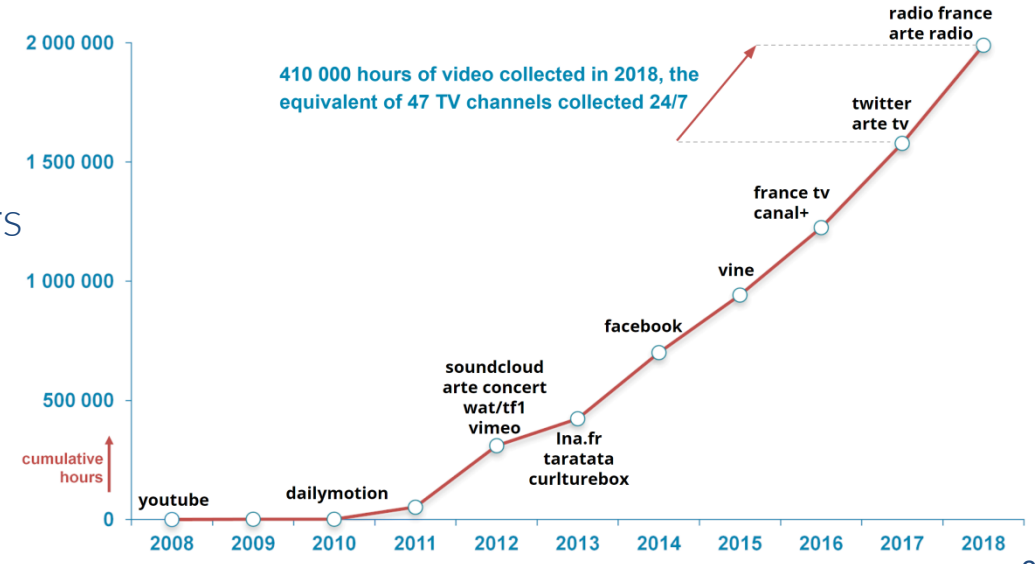
Every web content related to TV & Radio

- Websites (15 000)
- Social Networks: twitter accounts (13 000)
  hashtags (800)
- UGC channels : Youtube, Dailymotion, Vimeo,… (7500)



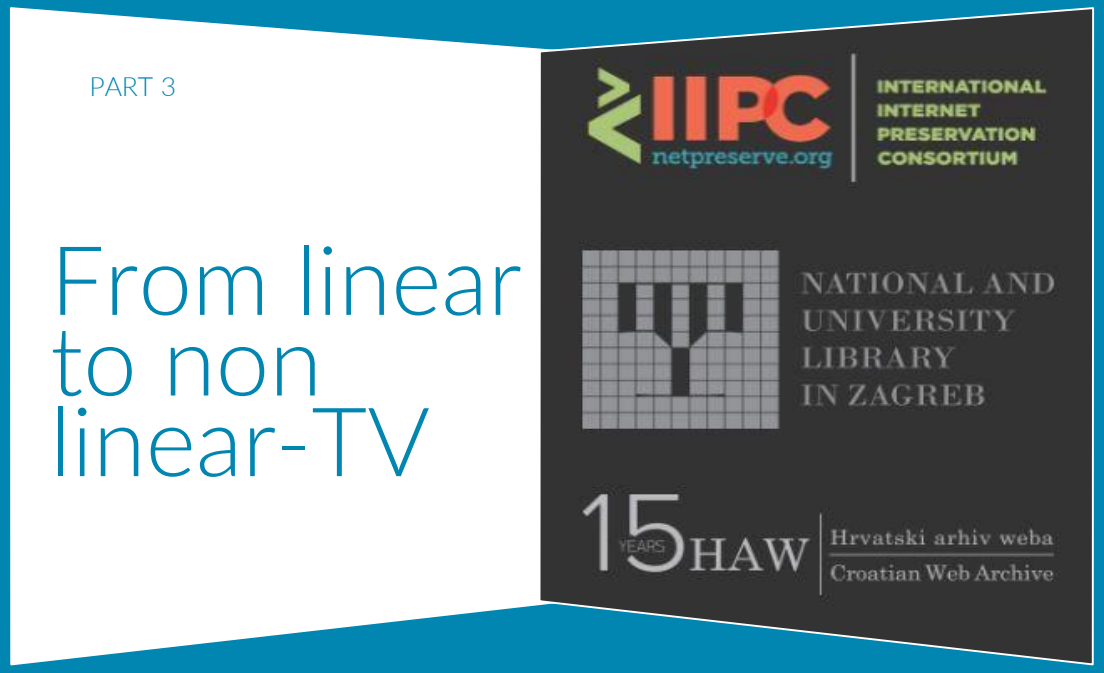
Size and numbers:

- Archive: 6,6 Petabytes
- 22 million videos = 2,3 million hours
- 1 billion tweets

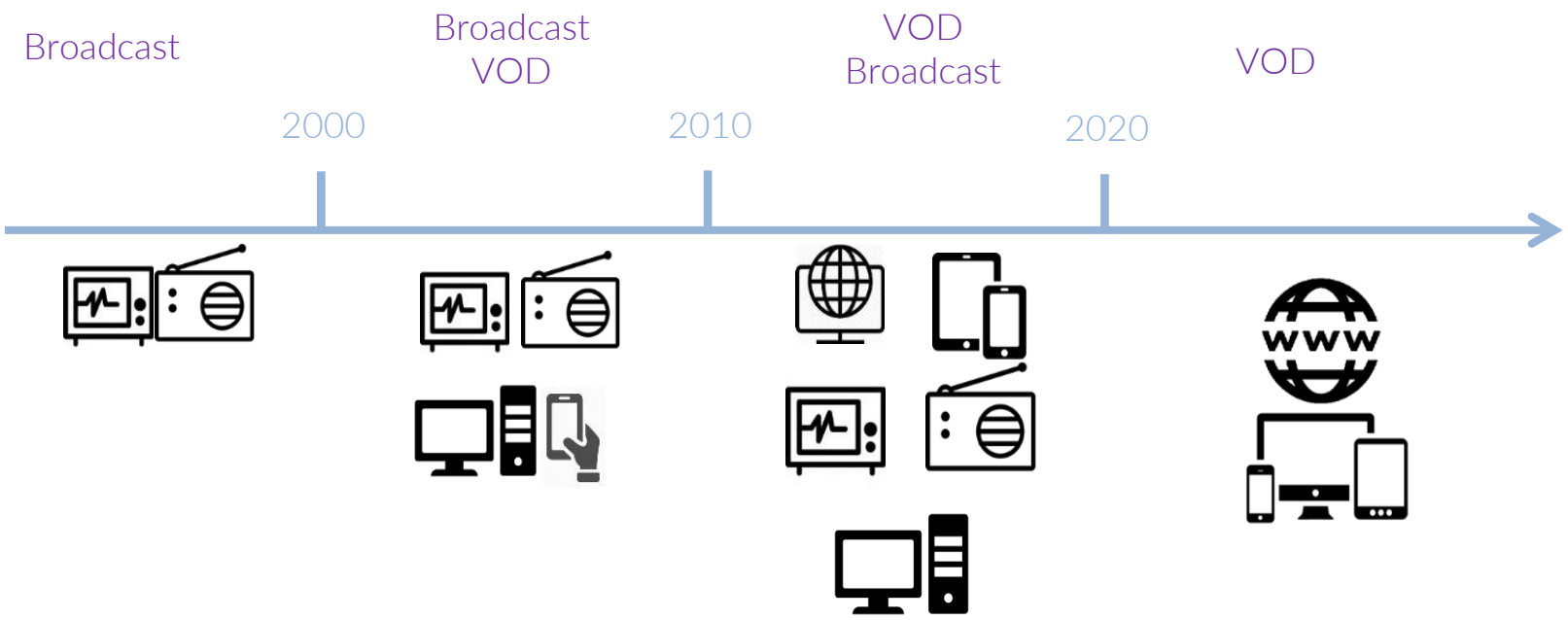


PART 3

From linear to non linear-TV



Evolution of content distribution and devices



In France (Médiamétrie Report – 2017) :

→ 5.7 million viewers daily practice replay, regardless of the screen (x 2.5 in 3 years).

→ Mobile viewers: x 3 in 3 years

→ PC viewers: x 1,5 in 3 years

→ Smartphone: first device used to connect to Internet

New editorial practices: Arte channel example

Where ?

- Presence on as many platforms as possible
- Dedicated accounts on multiple social networks (Youtube, Twitter, Facebook)
- Dedicated website

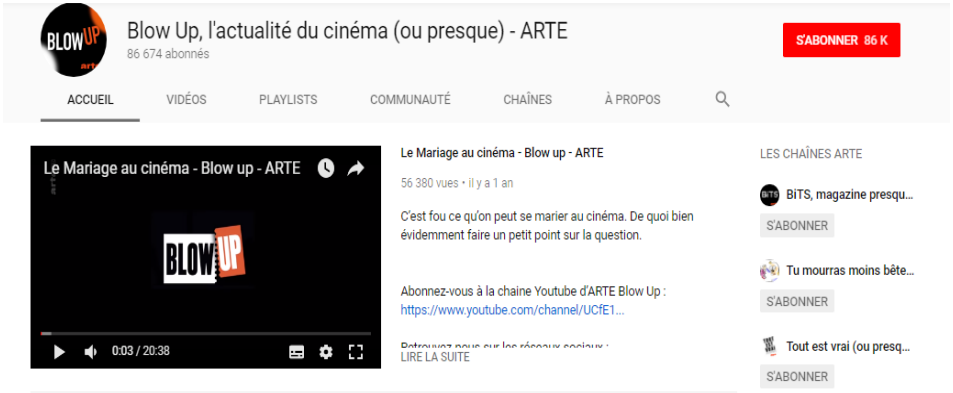
What ?

- Short format programs
- Vertical video (9/16e)
- Web exclusive contents
- VR programs

How ?

- Adapting the editorialisation to platforms
- Creating and federating communities of fans
- Asking to internet users for creating characters

New editorial practices: Arte channel example



https://www.arte.tv/fr/videos/RC-014095/blow-up/

https://fr-fr.facebook.com/blowuparte/

https://www.youtube.com/watch?v=i10GYw53oOI

https://twitter.com/blowup_arte?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

@inadlweb

New editorial practices: France TV example

Where & What ?

Dedidcated websites to a specified public:

→ Slash.tv : 15-25 (millenials)

→ Studio 4 : 25-45 (family)

How ?

By adopting the same codes used by pure players (Netflix, Youtube)

→ Clear interfaces

→ Suggestions

→ Bookmarking

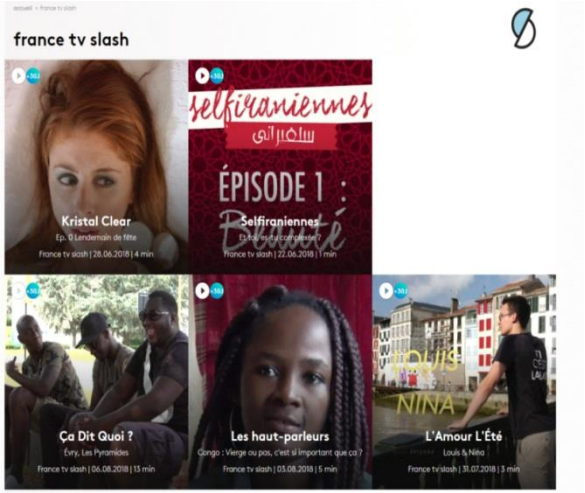
→ Playlists

→ Rating, sharing and commenting functionnalities

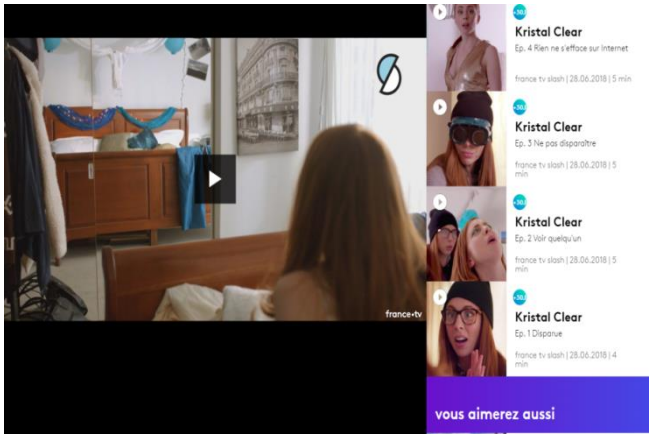
New strategies: from production practices to consumption practices

New editorial practices: France TV example

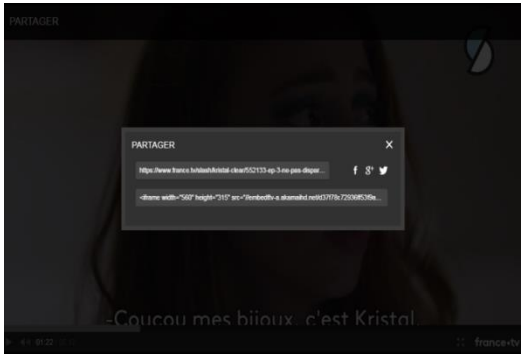
CLEAR INTERFACES



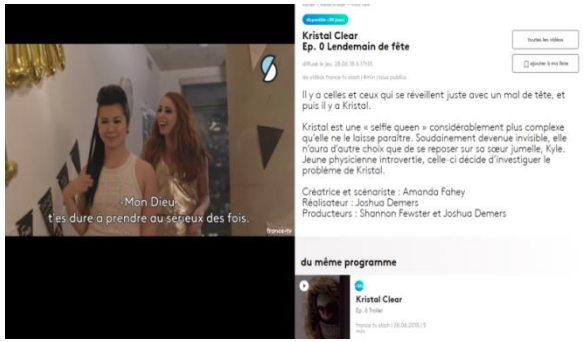
SUGGESTIONS



SHARING

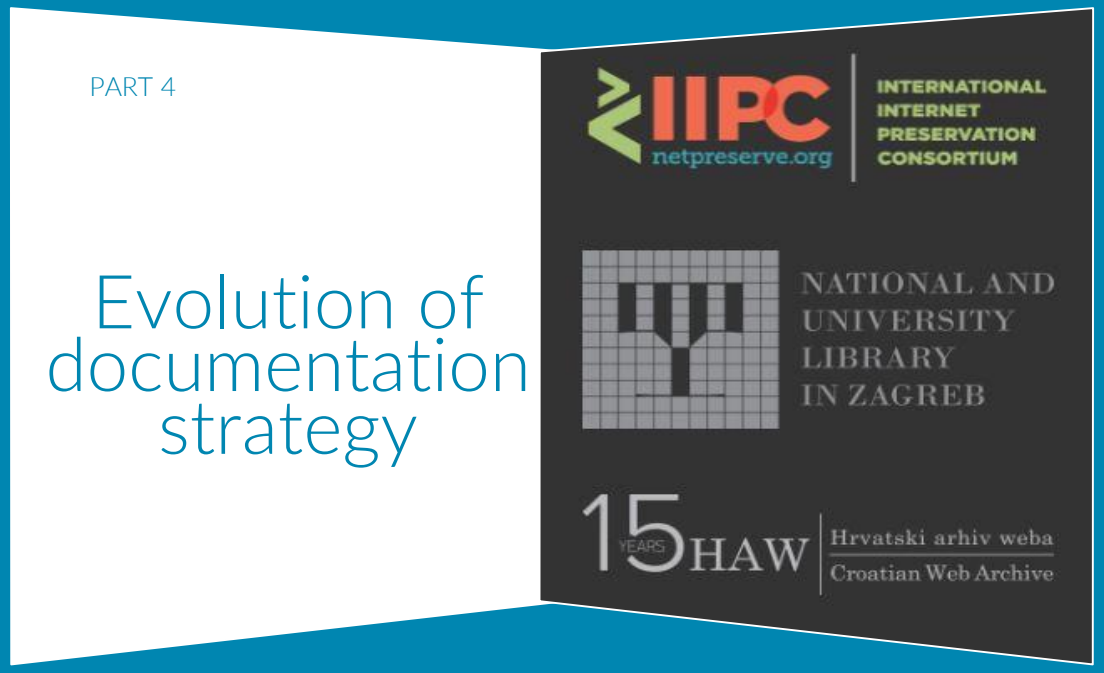


USER PLAYLISTS



PART 4

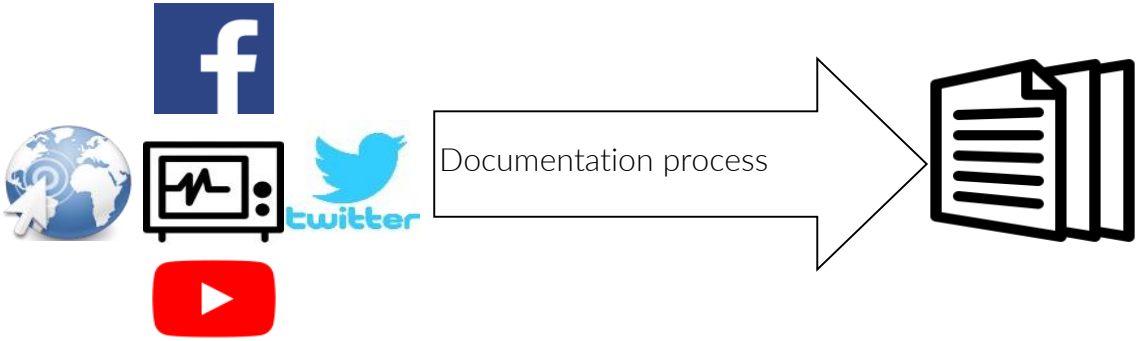
Evolution of documentation strategy



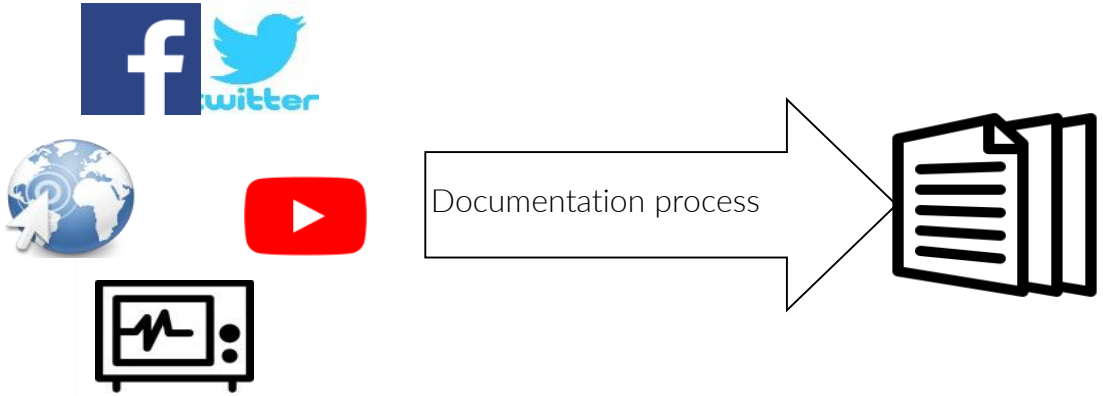
From broadcasted to non-linear contents

Till 2006: program only
The program was documented by itself.
Data and metadata are included in it
+
Documentations from broadcaster

2006 till recently: program centered with adds
The program is documented by itself and completed by web contents.



Today: decentralised program
The program is a package including the program itself and related web objects/contents, which have to be documented too.



Documentation process: new methods…

…using the Web

Two methods :

- Push: information comes through customised tools
  - Pros :
    - automated (time-saving)
    - existing tools (free/freemium): Hootsuite, Talkwalker Alert
    - low rely on humans
  - Cons :
    - Noise / irrelevant results
    - Tools settings
    - Low serendipity
    - low control of the searching process

- Pull : looking for the information using search engine (mostly).
  - Pros :
    - high serendipity
    - high control of the searching process
  - Cons :
    - time-consuming
    - highly rely on humans

…and new expertises

- Social network knowledge
- Web curation tools : RSS, Mail alerts
- Web Search engine, SEO
- Ability to process a lot of information and noise (*Wool Ball effect)*

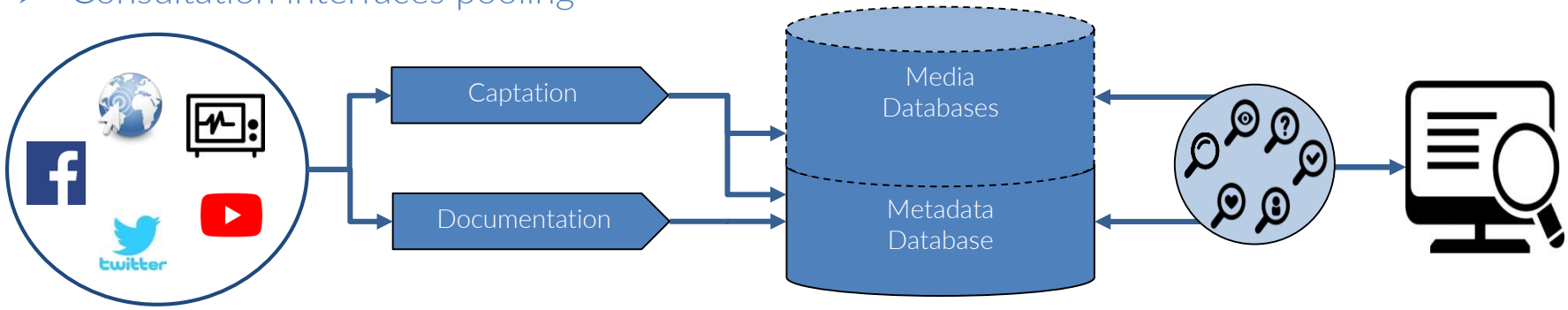
TV/Radio documentation professionnals have to get web oriented

PART 5

Augmented archive

How to structure an « augmented archive »

- Database rationalizing
- Adaptative and flexible database
- Optimised search engine(s)
- Consultation interfaces pooling



At Ina :

- One metadata database A.K.A « Le Lac »
- Full-text faceted refinement search engine
- One consultation interface A.K.A « Notilus »
- One consultation device A.K.A « Le Poste »

} Development in progress (2020)

Better structuration allows better valorization

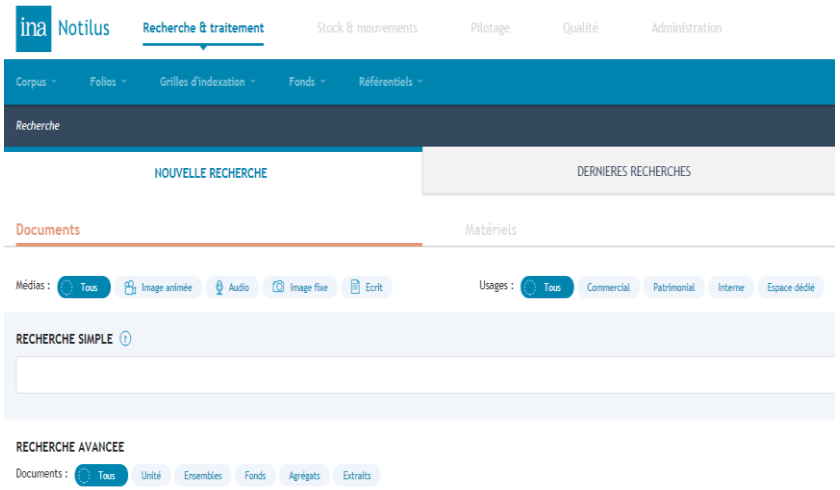
How to offer the augmented archive

→By allowing users/customers to create corpuses containing objects from heteroclites collections

Example :

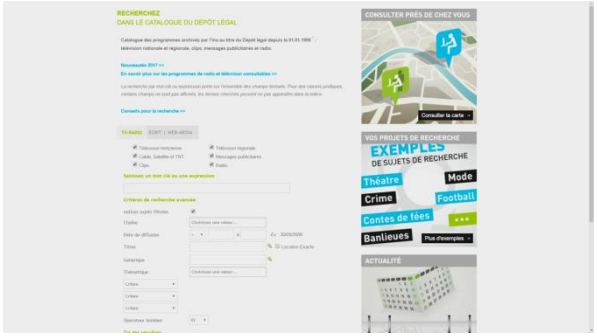
One search for the TV show *Cash investigation* to get:

→ TV captations
→ Web videos (Youtube, Dailymotion,…)
→ Related tweets (#cash_investigation, @cashinvestigation, @eliselucet…)
→ Related web pages



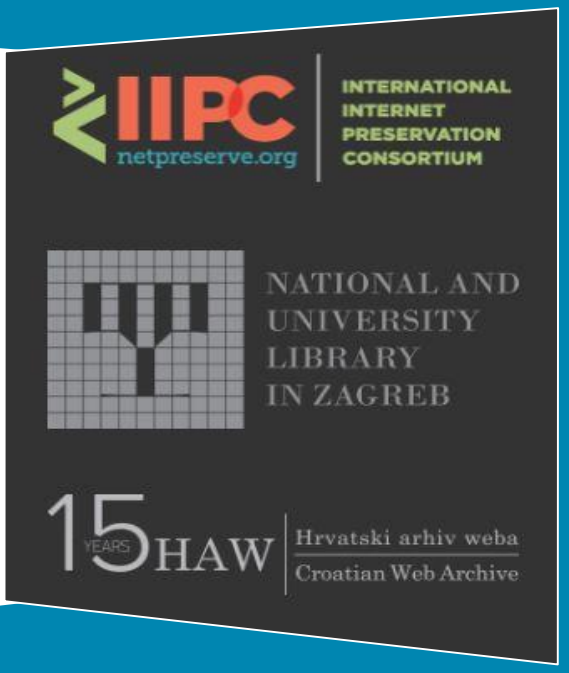
→ By creating dynamic links between different media within visualisation tools

Example: « Second Screen » project
Object : parallelizing tv captations and twitter streamings



click on the capture to access the prototype demonstration

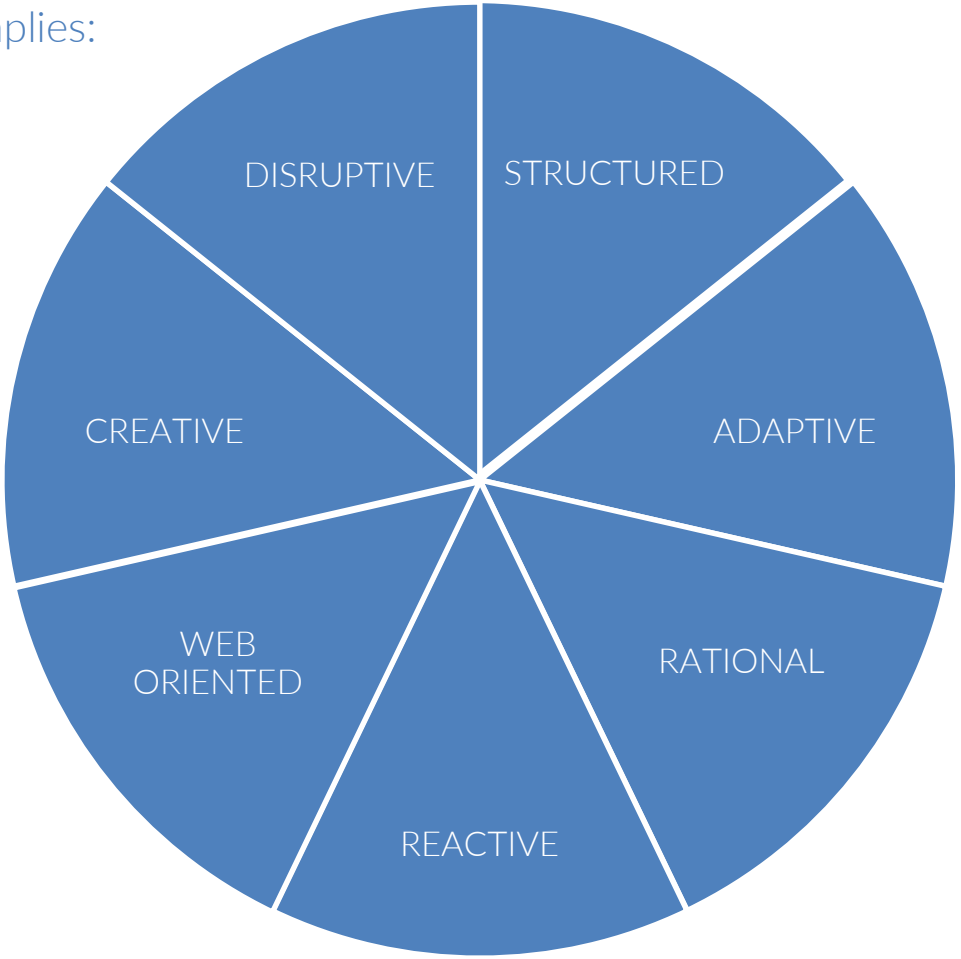
Conclusion


IIPC
netpreserve.org
INTERNATIONAL
INTERNET
PRESERVATION
CONSORTIUM
NATIONAL AND
UNIVERSITY
LIBRARY
IN ZAGREB
15 YEARS
HAW
Hrvatski arhiv weba
Croatian Web Archive

Conclusion

New ways of programs consumption implies:

- new ways of producing and broadcasting
- new ways of archiving
- new ways of curating
- new ways of documenting
- New ways of valorizing



The 7 pillars of the augmented archive

AUGMENTED MEMORY

For any more information:

- *Eléonore Alquier*
  ealquier@ina.fr
- *Boris Blanckemane*
  bblanckemane@ina.fr

INA's webarchive on Twiitter : **@inadlweb**