

Public television archives: towards open content

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The revolution in public service broadcasting

- from analogue to digital
- from scheduled to unscheduled
- from over the air to over the internet
- from one to many broadcast to one to one conversation
- from traditional production to user conversation
- from ephemeral to permanent

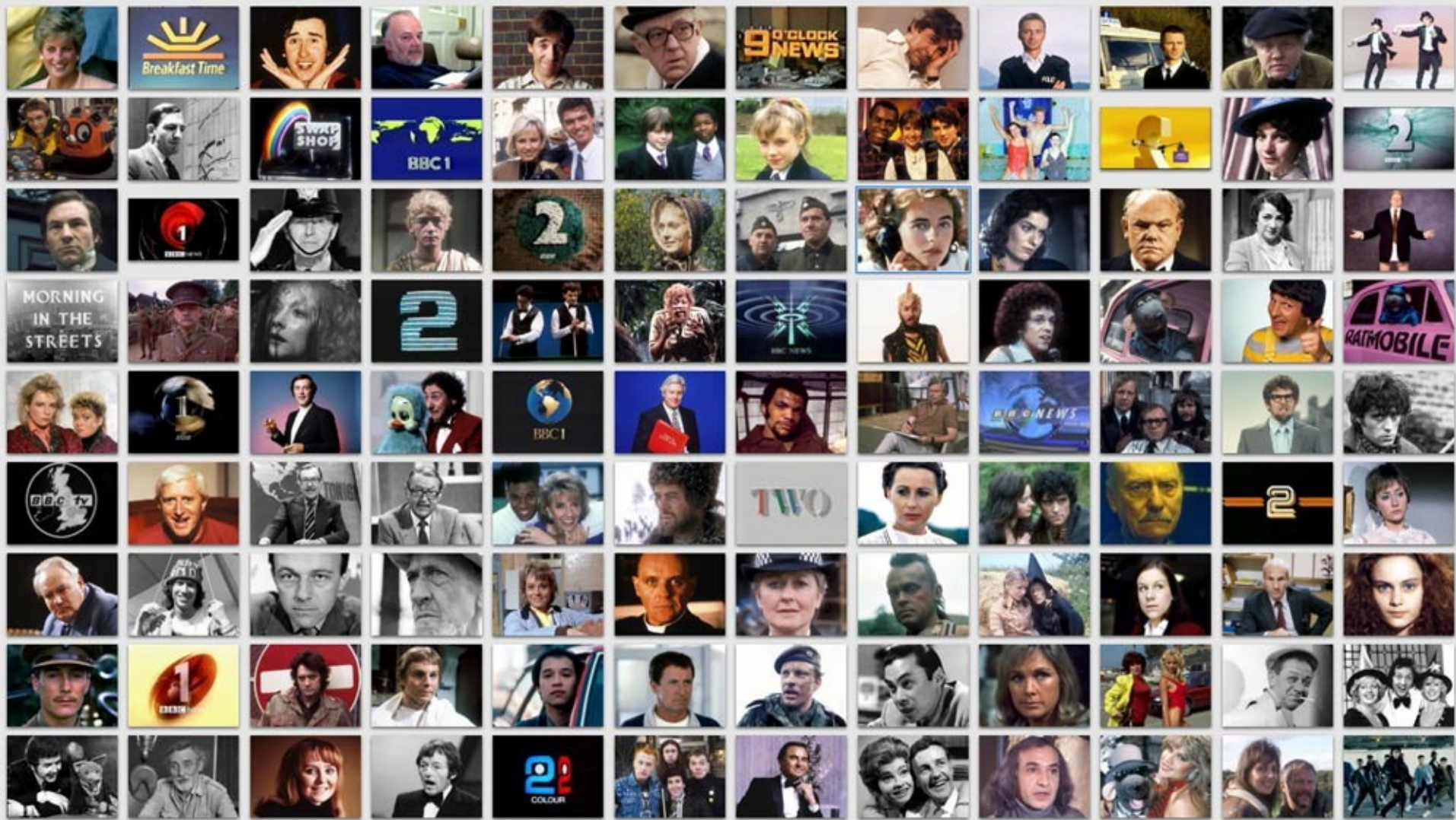
A new landscape where archive content can generate new public value.

But there is a paradox:

- The web is capturing all new content
- Past content generally remains in a dark archive

Key issue for psb's is how to release the public value in archive content.

What happened to the BBC Creative Archive?



The Creative Archive proposition

Free access to selected content for learning, for creativity and for pleasure.

From home, members of the public will be able to:

- *search for legally cleared TV and radio content – from extracts to whole programmes*
- *preview and download*
- *modify and create their own versions*
- *share with others – and with the BBC – on a non-commercial basis*



Headline results of the BBC pilot

- 500,000 downloads by the end of the 15 month pilot
- 100,000 registered users
- BAFTA for interactive innovation
- Commercial sector endorsement
- International support
- Only two minor breaches of the licence



BBC Archive

Archive programmes available now!



BBC Archive remembers the Titanic

Marking the anniversary of the night when 1,500 people lost their lives on the Titanic, we explore the BBC sound archives to hear the survivors in their own words. From Second Officer Lightoller, the most senior officer to escape the sinking ship, to Eva Hart, who was just seven years old when she last saw her father, their stories span 70 years of broadcasting.

Meet the people who saw it happen and share their terrifying experiences.

Join scientists as they use new technology to explore the wreck.

Discover why the White Star company and the government tried to block a BBC play about the disaster.

[Enter the archive](#)

About the BBC archive

The Television Archives

The Sound Archives

The Written Archives

Contributor Rights

We haven't got copies of everything we've broadcast in the archive. Find out why we've got the items we've got and how the BBC tries to keep them safe in this interview with Adam Lee, BBC Television Archive expert.



- ▶ What's in the BBC Archive?
- ▶ Why aren't there many recordings from the early days of television?
- ▶ Once the technology was available, why weren't all programmes recorded?
- ▶ When did the BBC start to record...

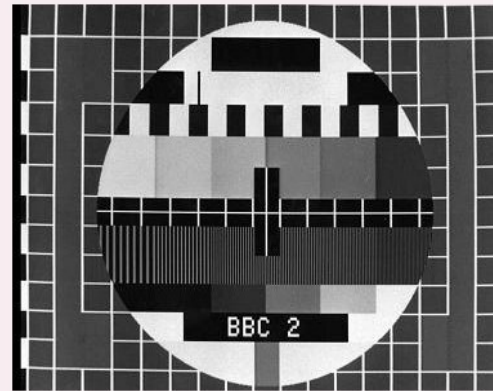
BBC
PROGRAMME
CATALOGUE

beta

Sorry but we're off air at the moment

We're currently experiencing some technical difficulties with the BBC Programme Catalogue.

In the meantime here's test card G from 1975...



If you would like to watch videos explaining more about the BBC archives please visit our [archive page](#).

All information set out in the programme catalogue represents what was considered fact at the time its associated programme was first broadcast. This information may have changed over time and so information in the catalogue may not necessarily be relied upon as accurate many years later. The BBC is not responsible for the content of external internet sites.

BBC © BBC 2005 - 2007

Done

Internet

100%

<http://www.bbc.co.uk/archive/index.shtml>

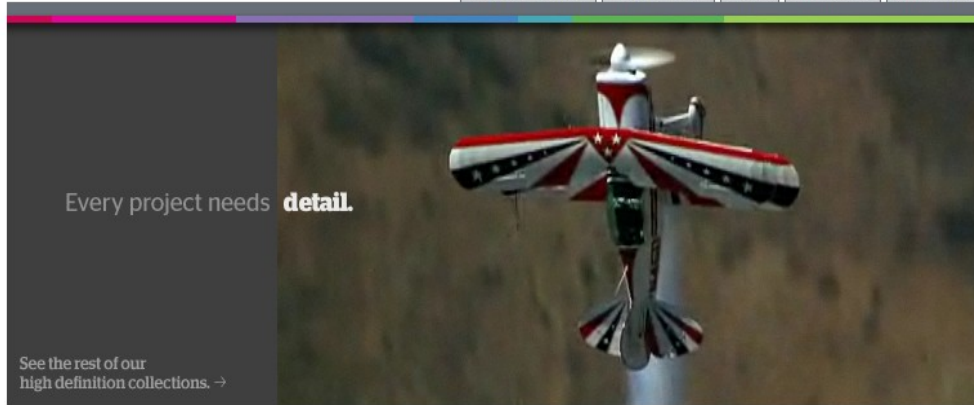
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When your project needs something special

BBC Motion Gallery offers easy access to a wide range of high-quality video clips, including rights managed and production ready royalty-free footage. All available to preview, purchase and download immediately.

The video clips have been selected from the archives of some of the world's leading broadcasters - BBC, CBS News, NHK Japan, CCTV China and ABC Australia.

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BBC

We're your gateway to the best of BBC programming over the last 70 years—over a million hours of motion content.



CBS News

The legendary news archive covering every major event and personality of the last 50 years. Exclusively here.



China Central Television

One of the world's great visual chronicles of a land and its peoples, in stunning HD from China Central Television.

BBC Trust

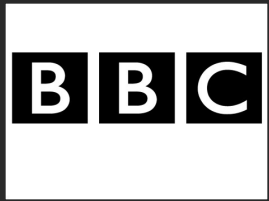


**Management control through the
public value test**

Vision: Creative Archive UK

a Creative Archive for the nation, drawing on moving images, stills and sound content from a range of public and commercial sources

Members:



Commercial Value:
Wider publicity/profile
“Upgrade path”/commercial
licensing/investment opportunities

Public Value:
home use/learning/creative
applications



New creative archive project

National Learning Archive

- tv, film and sound for remixing by teachers and students

Digital literacy – transformational or evolutionary?



SCRIPTORIUM MONK AT WORK. (From *Lacroix*.)

Is digital literacy....

simply a new, additional set of skills for
the internet age?

Or....

a “clash of cultures” between the
“old” (modern, rationalistic, linear,
conceptual, book based) and the “new”
(post modern, branching, multimedia
based, reproduction oriented)?

“The truth is that the book as invented in the 15th century has not been bettered as a compact, transportable and "sustainable" receptacle for almost all the human imagination can devise.”

Simon Jenkins, The Guardian 16/05/08

“The explosion in audiovisual
creativity is
sowing the seeds for a
more participative,
expressive democracy...”

VIDEO REPUBLIC
Demos 2008

“The cinema is a much more momentous invention than printing. Before printing could affect you, you had to learn to read.....now, the cinema tells its story to the illiterate as well as to the literate.

That is why the cinema is going to produce effects that all the cheap books in the world could never produce.”

George Bernard Shaw 1914

5 types of digital literacy

- Photo-Visual Literacy – Learning to Read from Visuals
- Reproduction Literacy: The Art of Creative Duplication
- Branching Literacy: Hypermedia and thinking or multiple-domain thinking
- Information Literacy: The Art of Always Questioning Information
- Socio-Emotional Literacy

Towards a Theory of Digital Literacy: Three Scenarios for the Next Steps

Aharon Aviram and Yoram Eshet-Alkalai

http://www.eurodl.org/materials/contrib/2006/Aharon_Aviram.htm

TV Archives:

Read?

or

Read/Write?

Legitimising creativity: Trying Things Out





is this you?

Do you recognize these faces? In the winter of 1966-7 the BBC took a group of children from Lauriston Primary School to Calais in France for the day for a programme called "Children Talking". The BBC are releasing a DVD of this and would like to contact the participants to record any recollections you may have of this event.
If you may be able to help please call 07980 699980

BBC



CHILDREN TALKING

Day Trip to Calais

1967

Harold Williamson joins a party of boys and girls from Lauriston School, Hackney for their first visit to France



MAN ALIVE

Vince, Paul, Lawrence and Richard

1971

Denis Tuohy looks at the past and present lives of four young teenagers and their families



BBC IN THE EAST END 1958-1973

The project included
“BBC in the East End *updated*”
A film by Chris Dorley-Brown



“It’s about us!”
- Comment at the exhibition

An American Archive?



The concept

- PBS and NPR station archives: rich but dark for the public
- Funding strategy for public broadcasting
- Reaching out to other museums and archives
- Uniquely American narratives
- Waiting for the appropriate political discourse

Thank you

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