

FIAF 2019 LAUSANNE

Jan Müller – CEO National Film and Sound Archive of Australia



8 April, 2019

DIGITAL TRANSFORMATION AT THE NFSA

10 steps to become Digital by Design



A person with long blonde hair, wearing a dark red sweater, is holding a white tablet. Overlaid on the image are various white circular icons connected by lines, representing digital transformation concepts: a shopping cart, a group of people, a share symbol, an envelope, a laptop, a smartphone, a camera, a microphone, a gear, a Wi-Fi symbol, a globe, a signal tower, a circular arrow, a hierarchical chart, a clock, and speech bubbles. In the background, a laptop screen displays a grid of small photos.

FOCUS ON DIGITAL TRANSFORMATION



KEY AREAS DIGITAL TRANSFORMATION



Collections



Exhibitions/
Presentations



Processes



People and culture

To become Digital by Design

#1

Align your digital
vision, mission,
strategy

OUR VISION

The future of audiovisual archives is digital.
We envision the NFSA to be smart, connected
and open in order to have maximum impact
and relevance in society



OUR MISSION

To collect, preserve and share
our national audiovisual collection

- past, present and future -

in order for others to learn, experience and create with it



STRATEGIC PRIORITIES



Digitise the
national
audiovisual
collection



Establish the
National Centre
for Excellence in
Audiovisual
Heritage



Build our
national profile

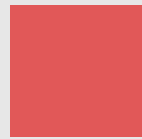


Collect, preserve
and share
multimedia and
new media



Redefine our
physical
presence

UNDERPINNING THEMES



Indigenous
connections



Knowledge and
innovation

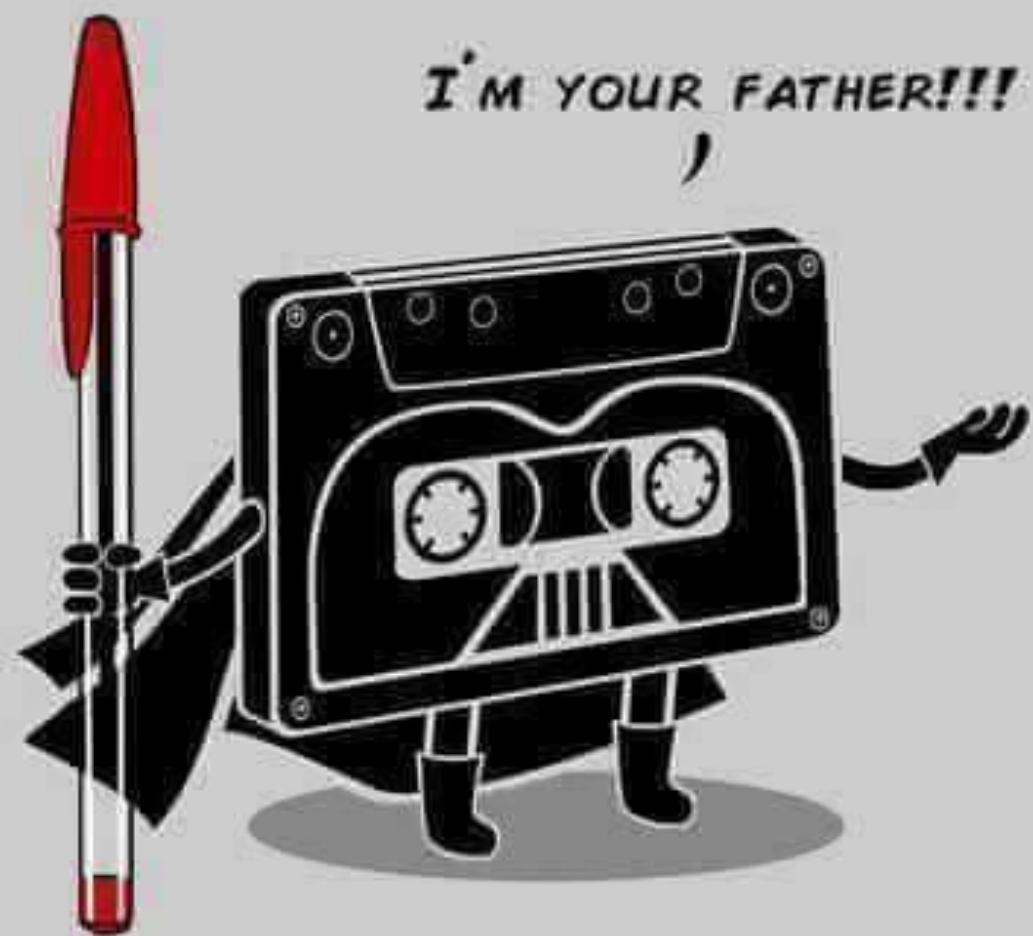


Collective
genius

To become Digital by Design

#2

Define your digital
collection policy





COLLECTIONS

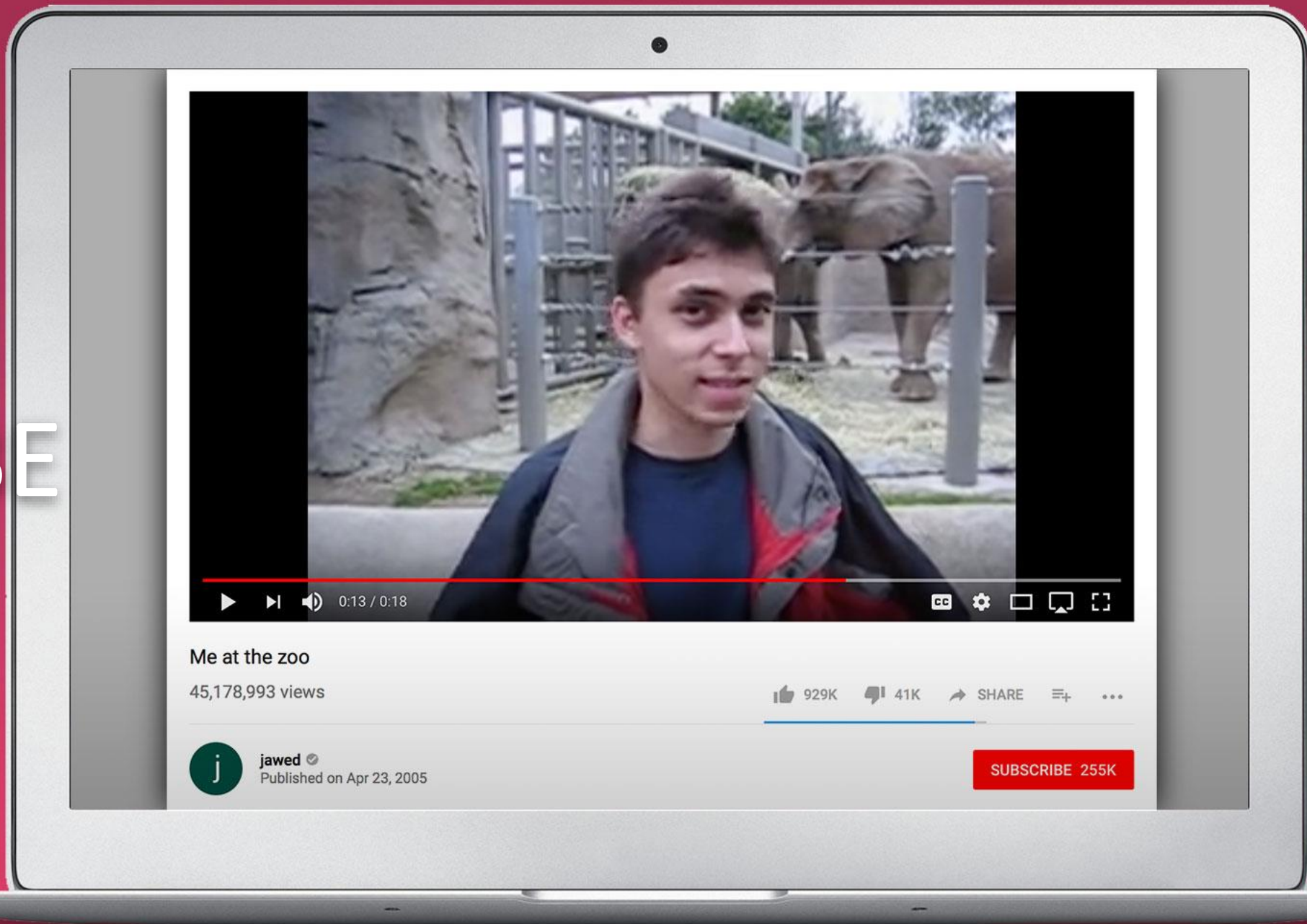
New media
collection
strategy

Workflows
for digital
born

Plans for
large scale
digitisation

Collaboration
with digital
partners like
QUT / ACMI

THE FIRST YOUTUBE CLIP EVER





Video Rotterdamse moslim Amin internethit

Gepubliceerd: 9 januari 2015 om 16:02

Een Facebookfilmpje van de Rotterdamse moslim Amin Mousaoui is na een dag al bijna een miljoen keer bekeken op internet. In de video valt de jongen uit tegen extremisten.

"Ik accepteer niet dat bepaalde extremistische hutters telkens mijn religie als podium misbruiken, en daarmee keer op keer een deuk staan in de maatschappij", schrijft hij in de tekst bij het filmpje.

Hij maakte de video om met z'n allen viraal te gaan. Amin zegt ont

Meest recent

7 min geleden



Zaanse vlogger vrij maar met gebiedsverbod

22 min geleden



Commentatoren RTV Rijnmond uit hun dak bij goal Feyenoord

40 min geleden



Ouders mogen 'Gülenschool' niet belasteren

1 uur geleden



Tientallen huizen ontruimd door gaslek in Zwolle

Update: 1 uur geleden



Zoeken



"Amin Mousaoui..." Het YouTube-account dat aan deze video is gekoppeld, is beëindigd wegens meerdere meldingen van derden over auteursrechtsschendingen.

Het spijt ons.



U bevindt zich hier: [Home](#) > [Zoeken](#) > Beeld en Geluid catalogus

ZOEKEN IN BEELD EN GELUID CATALOGUS

[◀ Zoekresultaten](#) [🔍 Opnieuw zoeken](#)

[Alles inklappen](#) | [Alles uitklappen](#) | [Print](#)

◀ Resultaat 2 van 2 ▶

INTERNETVIDEO

Zendgemachtigde
Uitzenddatum

NIET VAN TOEPASSING ;
09-01-2015;

Titel
Afleveringstitel
Publicaties

INTERNETVIDEO
Amin Mousaoui #**JesuisAhmed**
☐ internet; 09-01-2015; NIET VAN TOEPASSING; 1' 57"

Type internetvideo
Uitzenddatum 09-01-2015
Tijdsduur 1 ' 57 ''
Annotatie publicatie Uploader: Documens dus
Distributiekanaal internet
Zendgemachtigde NIET VAN TOEPASSING

Schone inlas
Dragers
Samenvatting

Niet aanwezig
Geen dragers beschikbaar
De Rotterdamse Amin Mousaoui valt in dit filmpje uit tegen de extremisten die in Parijs (Frankrijk) een bloedige aanslag hebben gepleegd op de redactie van het satirische tijdschrift Charlie Hebdo. In zijn betoog zegt hij onder meer: "Ik accepteer niet dat bepaalde extremistische hufters telkens mijn religie als podium misbruiken". Hij pleit voor verbroedering: "schouder aan schouder, ongeacht de god waar je in gelooft". Mousaou plaatste zijn betoog op Facebook, waar het massaal is gedeeld.

Genre
Trefwoorden
Geografische namen
Beoogd medium
Rechten
Taak ID
Links

[internetvideo](#) , [weblog](#)
[aanslagen](#) ; [extremisme](#) ; [moslims](#)
[Frankrijk](#) ; [Parijs](#)
internet
Herkomst YouTube
5172889
<https://www.youtube.com/watch?v=8Job6-aIY24>





e-sports: League of Legends EU Spring Finals

GAMES PRESERVATION

A silhouette of a person wearing a headset is positioned in the center, facing a large screen. The screen displays a game with a warm, orange-toned environment and blue elements. The background is dark, with a green light source visible on the left. The text 'GAMES PRESERVATION' is overlaid in white, bold, sans-serif font across the middle of the image.



To become Digital by Design

#3

Know your users:
Digital engagement

DIGITAL TRANSFORMATION: PUT THE CUSTOMER FIRST!



Visitor



Staff member



User



Student



Maker,
old and new

**Cultural Heritage Institutions
should leverage technology
to know, educate, engage and reach
their audience.**

To become Digital by Design

#4

Embrace the Power of
Data: data analytics

For Example: Digitisation

- What does our Collection look like?
 - By format, by condition, by type (e.g. indigenous)
 - How many carriers? How many versions? Duplicates?
- What have we digitised already? To what standard? What remains?
- How will we prioritise what remains?
 - Would we prioritise single copy? By content?
 - Apply NFSA Preservation Hierarchy to *assist* with this process
- How will we plan for this?
 - What resources (staff and equipment) do we have? How can we maximise output from this equipment? What else do we need? What will be our physical footprint in X years? What will be our digital storage requirements?
- › Lets consider some options:
 - What happens to our digitisation output if we transfer effort from Format A to Format B?
 - What happens to our digitisation output if we outsource a portion of Format C?
 - How much will this cost?

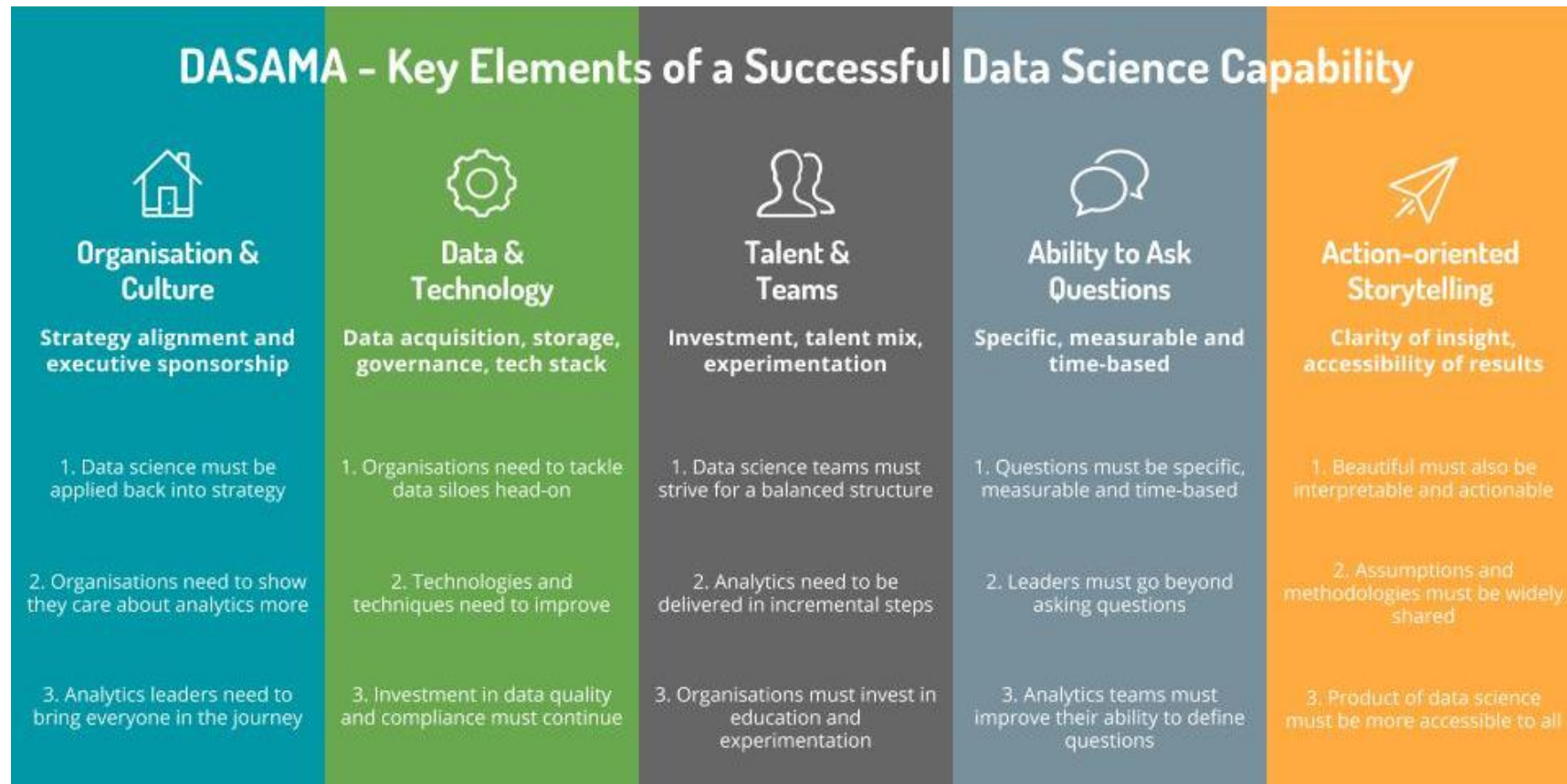
We want to tell informed stories to our stakeholders (internal and external) that can be quickly and easily understood.

For Example: Access

- What percentage of our Collection is accessible to the public?
- Via what platform(s)?
- What is our reach; within Australia? Globally?
- How do our customers want to view our Collection?
- How successful was Exhibition A? When was our busiest period? What demographic was represented?

We want to tell informed stories to our stakeholders (internal and external) that can be quickly and easily understood.

Ingredients for successful analytics and data visualisation



Source: www.feliperego.com.au

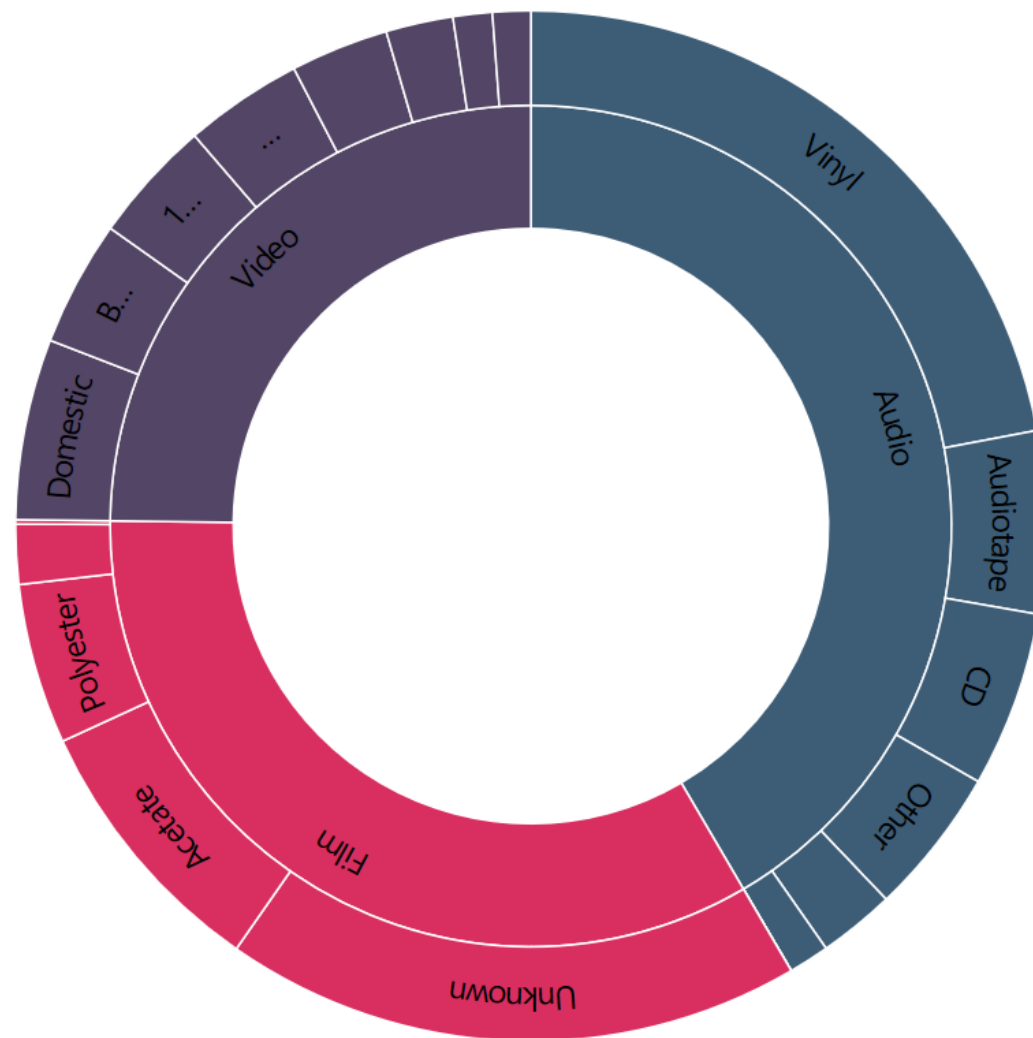
Challenges and Considerations

- Data Integrity
- Data Normalisation
- Access and Security

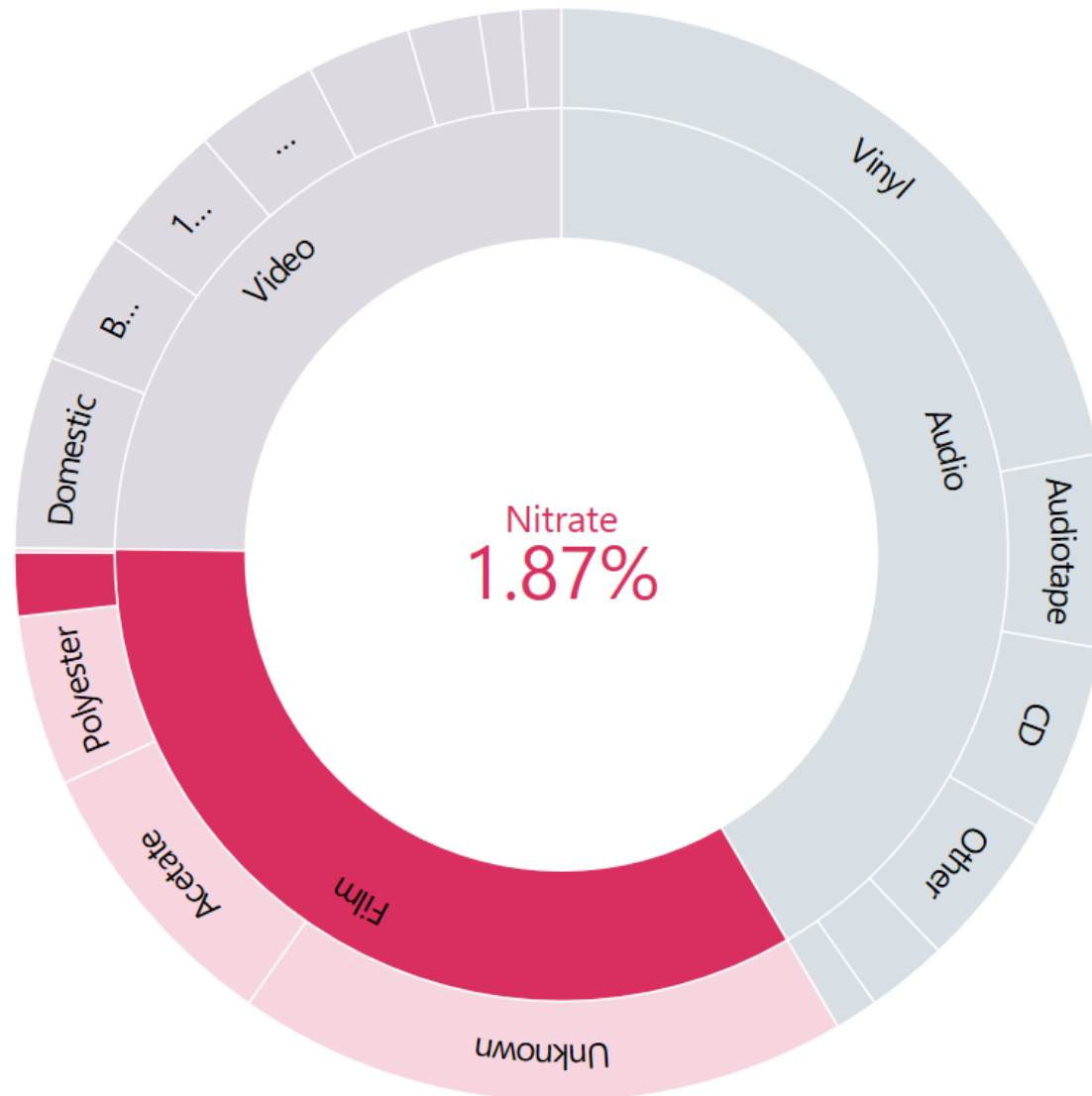
A sneak preview...

The Story of Nitrate Film at the NFSA

NFSA's Audiovisual Collection



NFSA's Nitrate Collection



Nitrate Film: Detailed Data



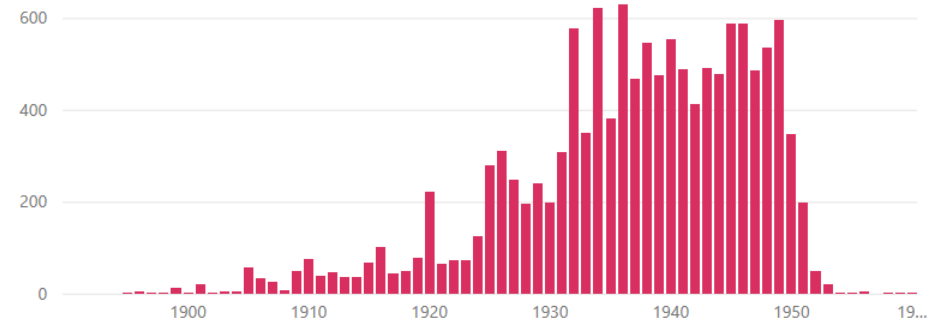
8856

Nitrate Titles

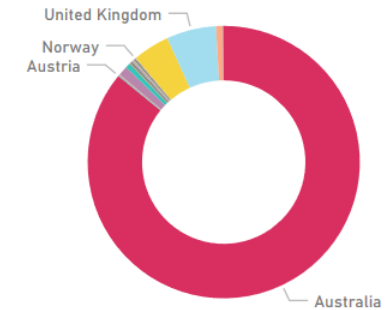
13375

Nitrate Reels

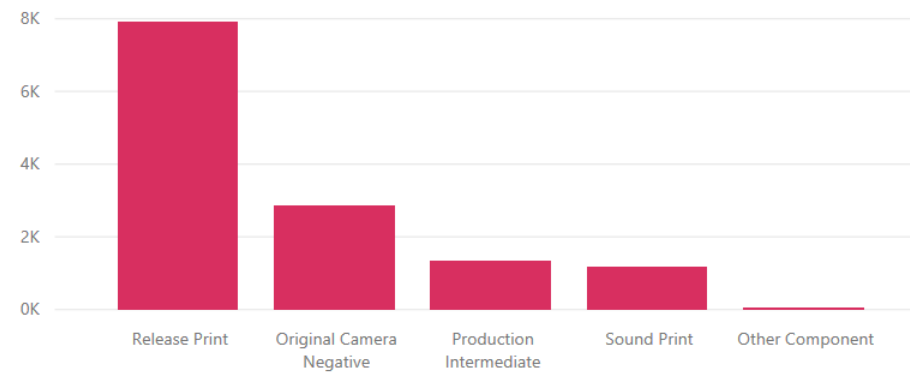
Reel Count by Production Year



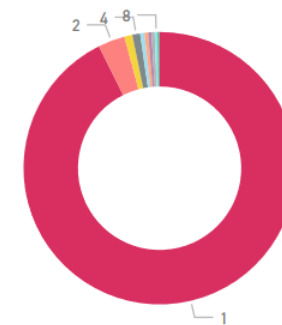
Reel Count by Country Of Origin



Reel Count by Production Component



Reel Count by Reels Per Print

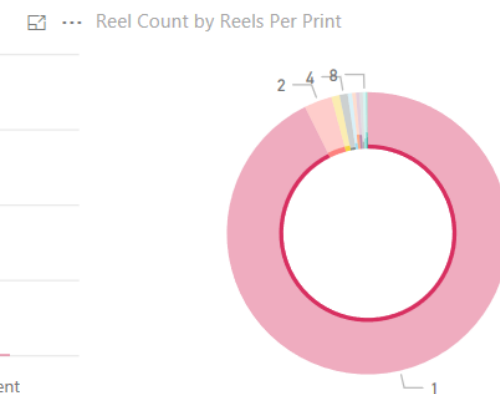
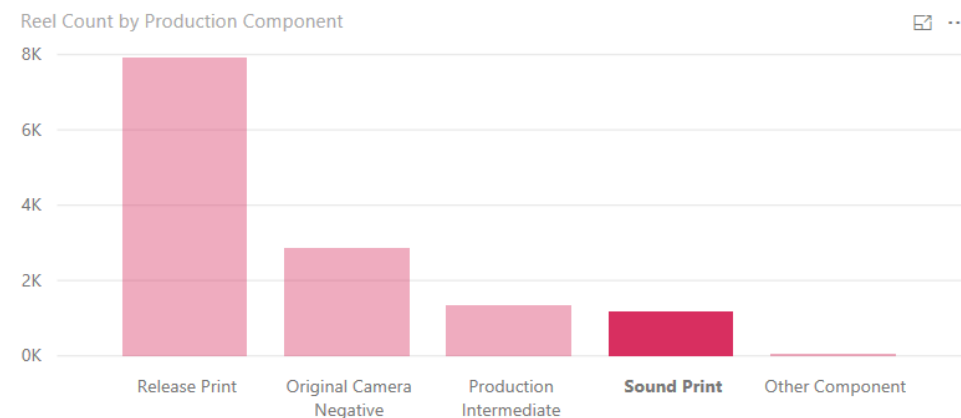
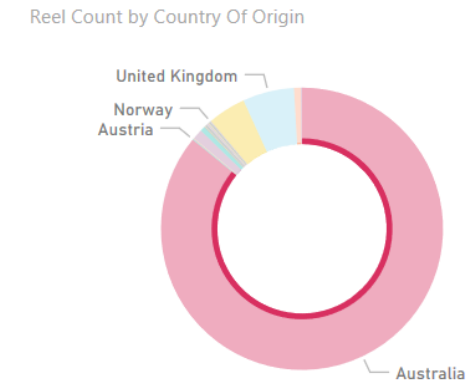
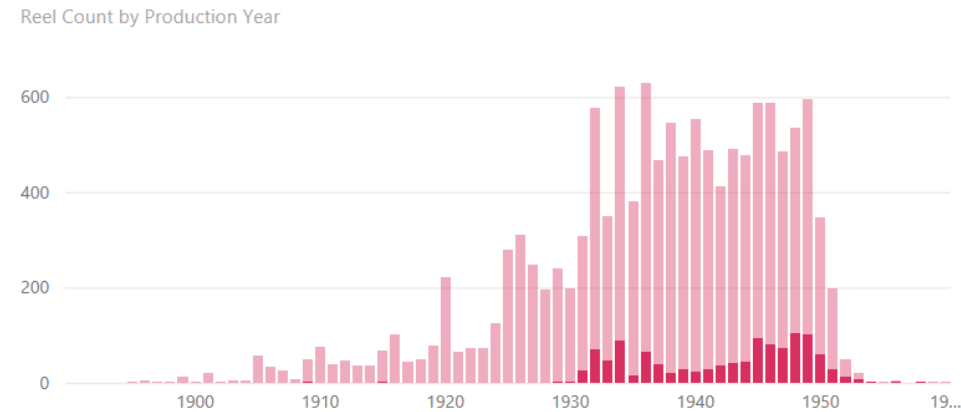


Nitrate Film: Data Correlations



764
Nitrate Titles

1189
Nitrate Reels



Nitrate Film: Original Camera Negatives



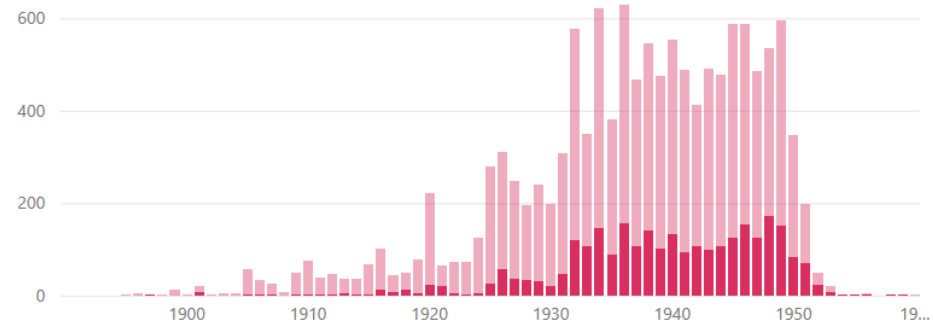
2411

Nitrate Titles

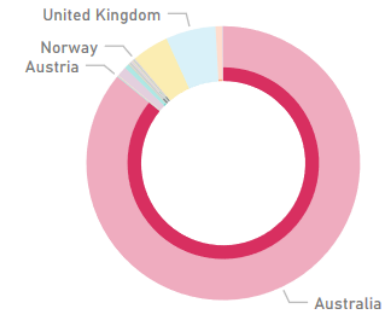
2878

Nitrate Reels

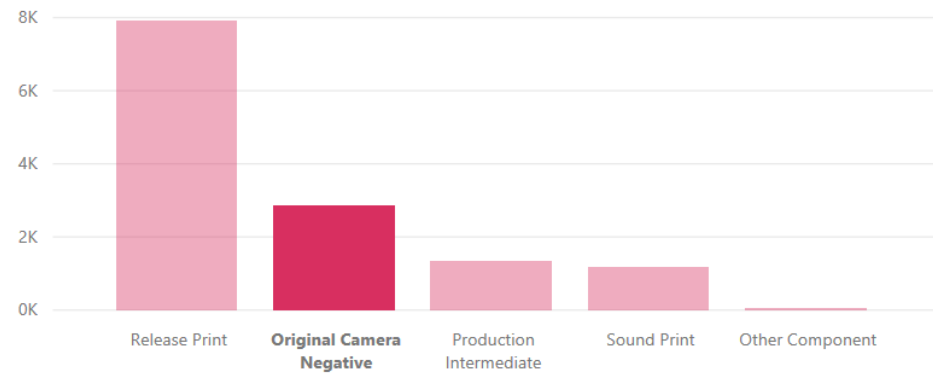
Reel Count by Production Year



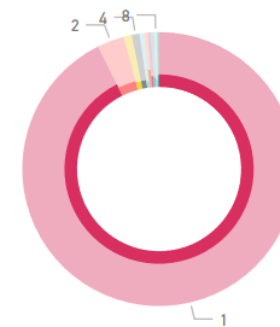
Reel Count by Country Of Origin



Reel Count by Production Component

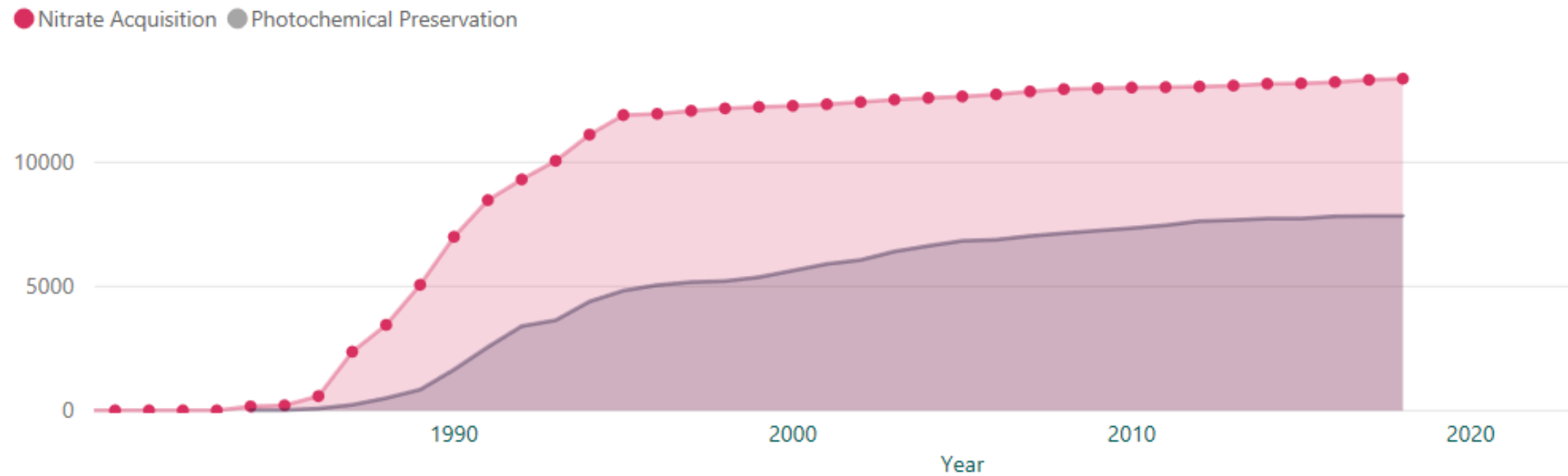


Reel Count by Reels Per Print

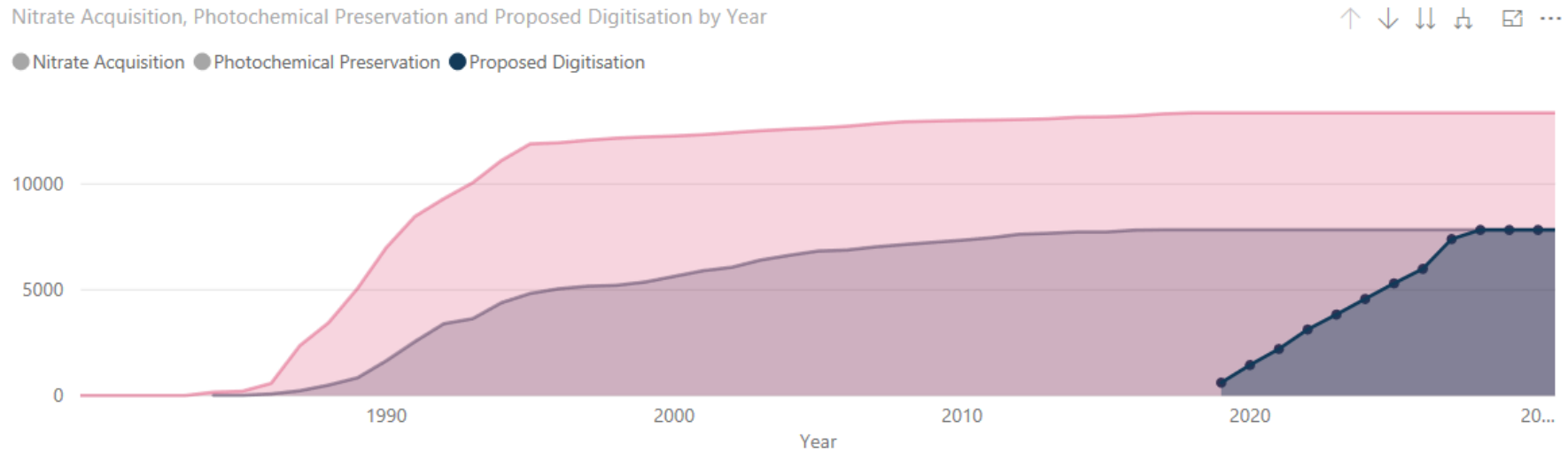


Nitrate Acquisition and Photochemical Preservation

Nitrate Acquisition and Photochemical Preservation by Year



Nitrate Film: Digitisation



To become Digital by Design

#5

Develop a Digital
Positioning


POSITIONING





POSITIONING: THE BATTLE FOR YOUR MIND

- » Relevant (target group)
- » Distinctive (competition)
- » Credible (brand)

A young man with brown hair is wearing a white and black VR headset. He is sitting at a wooden desk, gesturing with his hands as if interacting with a virtual environment. He is wearing a maroon hoodie over a light blue shirt. In the background, there is a large yellow gear-shaped wall decoration and a person with long hair sitting at another desk. The scene is brightly lit, suggesting an office or a modern workspace.

WE KEEP
MEMORIES
ALIVE
BY TELLING
STORIES
WITH OUR
ARCHIVE

To become Digital by Design

#6

Build digital
partnerships:
Collective Genius

A black and white photograph showing two hands shaking in a firm grip. The hand on the left is lighter-skinned and the hand on the right is darker-skinned. They are both wearing long-sleeved shirts. The background is a plain, light-colored wall. The text is overlaid on the image in a white, sans-serif font.

PARTNERING

UNIVERSITIES, INDUSTRY, MAKERS,
INSTITUTIONS, GOVERNMENT

To become Digital by Design

#7

Focus on your
people

NATIONAL FILM AND SOUND ARCHIVE





**'DIGITAL' IS NOT
A DEPARTMENT
- IT'S EVERYBODY'S
RESPONSIBILITY**





SUSTAINABLE DIGITAL WORKFORCE

Build and recruit digital capabilities
'Digital' in every job description
Gap analysis
Succession
Training
Internships
Living Labs



SUSTAINABLE DIGITAL WORKFORCE

Build and recruit digital capabilities
'Digital' in every job description
Gap analysis
Succession
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SUSTAINABLE DIGITAL WORKFORCE

Build and recruit digital capabilities
'Digital' in every job description
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Succession
Training
Internships
Living Labs

To become Digital by Design

#8

Build a sustainable
digital organisation

**'DIGITAL INFORMATION
LASTS FOREVER.**

OR FIVE YEARS.

WHICHEVER COMES FIRST'

Jeff Rothenberg, scientist

A perspective view of a server room with multiple rows of black server racks. The racks are filled with server units, many of which have glowing green status lights. The racks are illuminated from within, casting a soft glow. The floor is dark and reflective, showing the reflection of the racks and lights. The ceiling is dark with some ventilation grilles. The overall atmosphere is high-tech and professional.

TRUSTWORTHY DIGITAL REPOSITORY

To become Digital by Design

#9

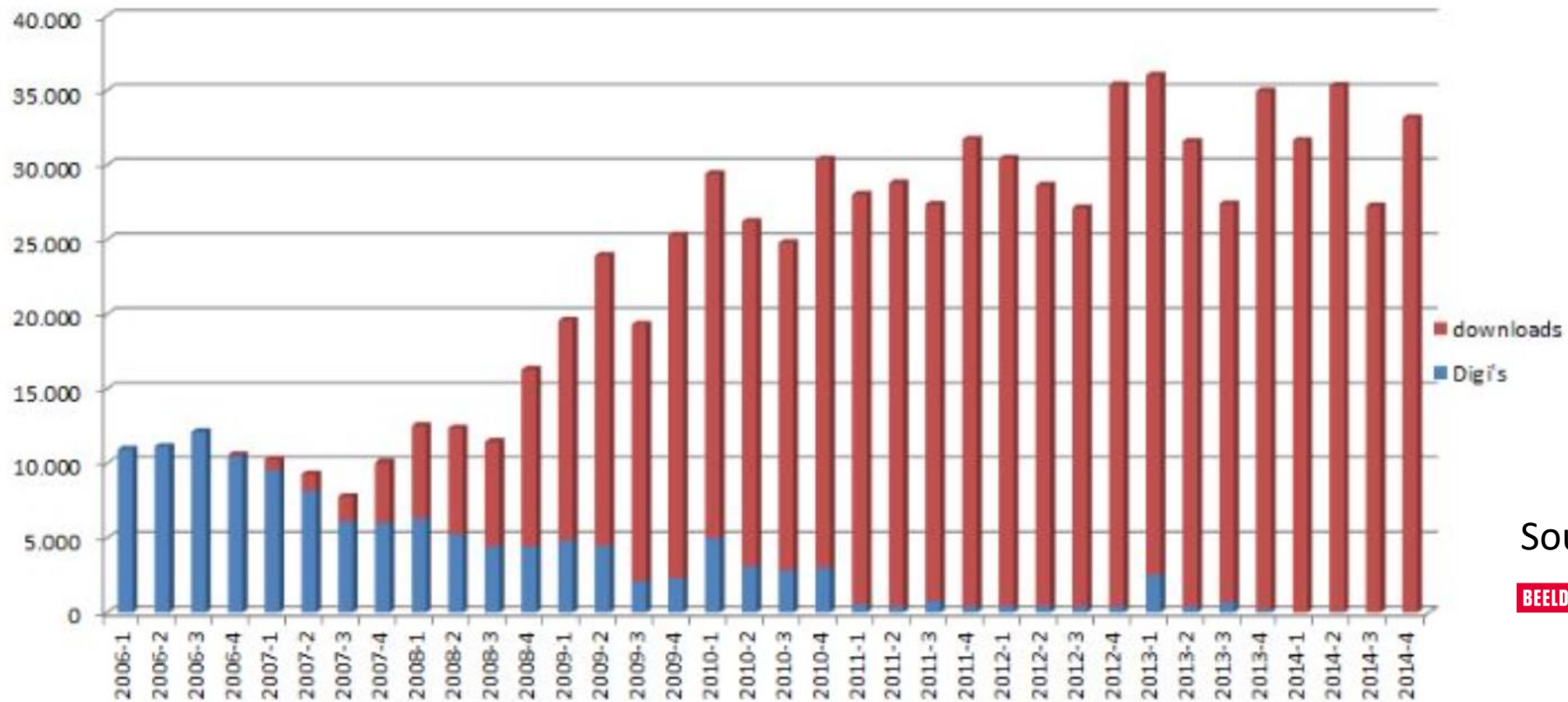
Do Digital

Be Visible

Be *Relevant*

From analogue to digital in 7 years:

ACCESS
=
USE
=
VALUE



Source:

BEELD EN GELUID

Increase in use of the archive of the Netherlands Institute for Sound and Vision 2006 - 2014.

Digitisation Programme 'Images for the Future': 2007 - 2014.

Our collections

It's not about preservation and/or digitization
anymore.

It's about what you *do* with your collections!

(and: we're always 'on' and always 'in beta')



**ONLINE
ONSITE
OFFSITE**



EXHIBITIONS



Onsite



Online



Offsite

Be relevant by doing interesting things that people want to share, like and comment on.



DNA DATA STORAGE

TGATCGTAGCTGATCGATGCATGT

ACGTGATCGTGATCG

ACGTGATCGTGATCGTAGCTGA

GCTGATCGATGCATGT



Trustworthy Digital Repository

25 petabyte in 2017

1 GRAM DNA = 215 petabyte





To become Digital by Design

#10

Never Settle

To become Digital by Design

- #1 Align your digital vision, mission, strategy
- #2 Define your digital collection policy
- #3 Know your users: digital engagement
- #4 Embrace the Power of Data: data analytics
- #5 Develop a Digital Positioning
- #6 Build digital partnerships: Collective Genius
- #7 Focus on your people
- #8 Build a sustainable digital organisation
- #9 *Do Digital | Be Visible | Be Relevant*
- #10 Never Settle!



Thank You!

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