



Accessing and cataloguing digital promotional material

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FIAF CDC Workshop, 21-22 June 2025, Bologna

Introduction

- Cinémathèque Suisse, founded in 1948
- **3 sites: Lausanne** (Management/Administration and cinema), **Penthaz** and **Zurich** (research and archiving centres)



CS Lausanne



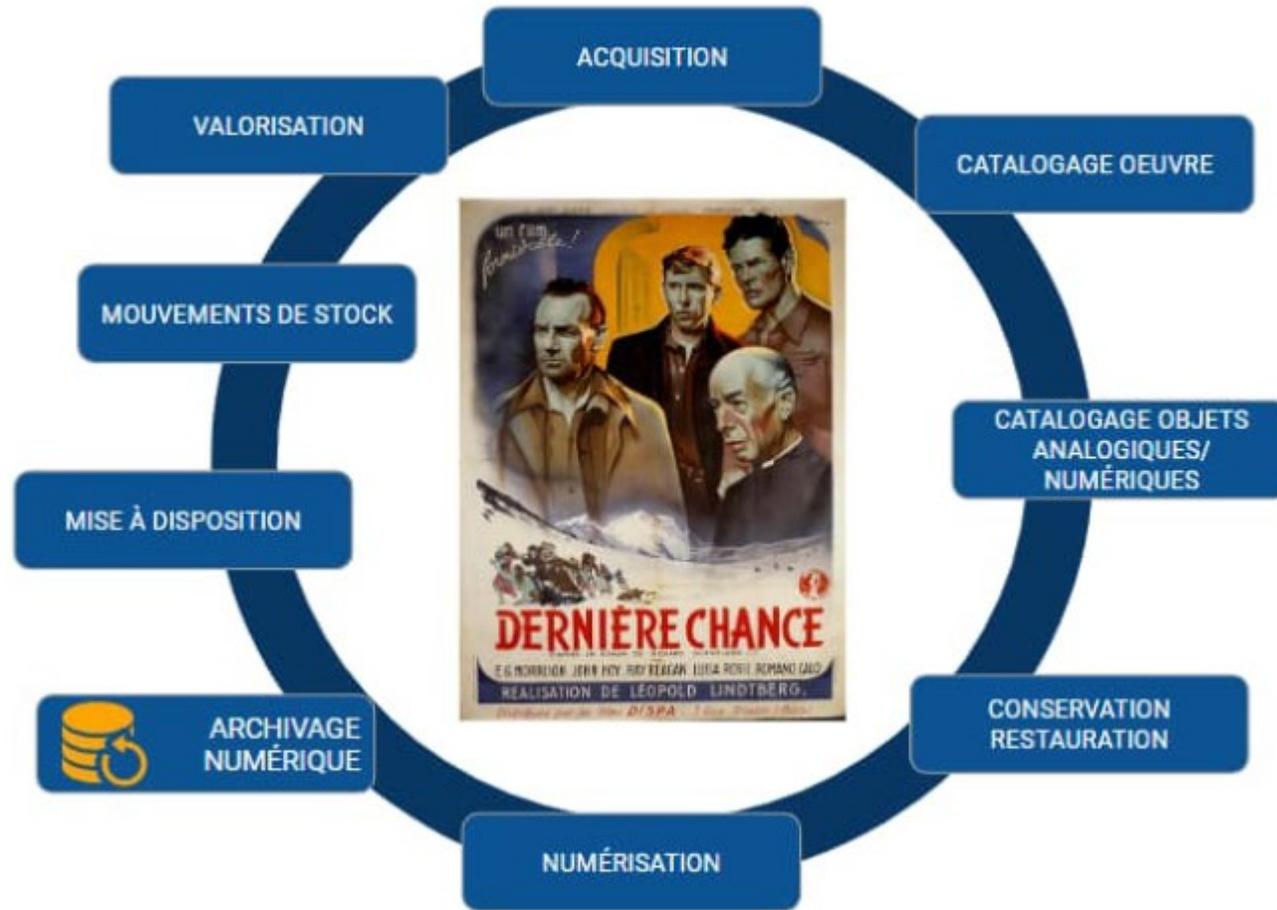
CS Penthaz



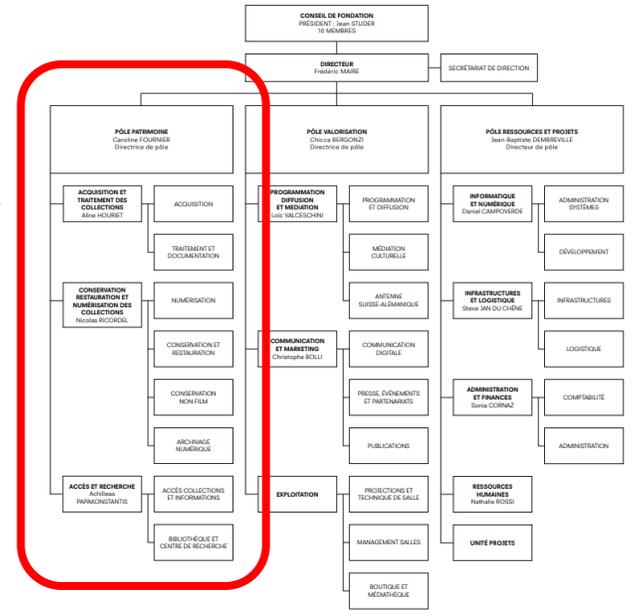
CS Zurich

→ <https://www.cinematheque.ch/>

Introduction

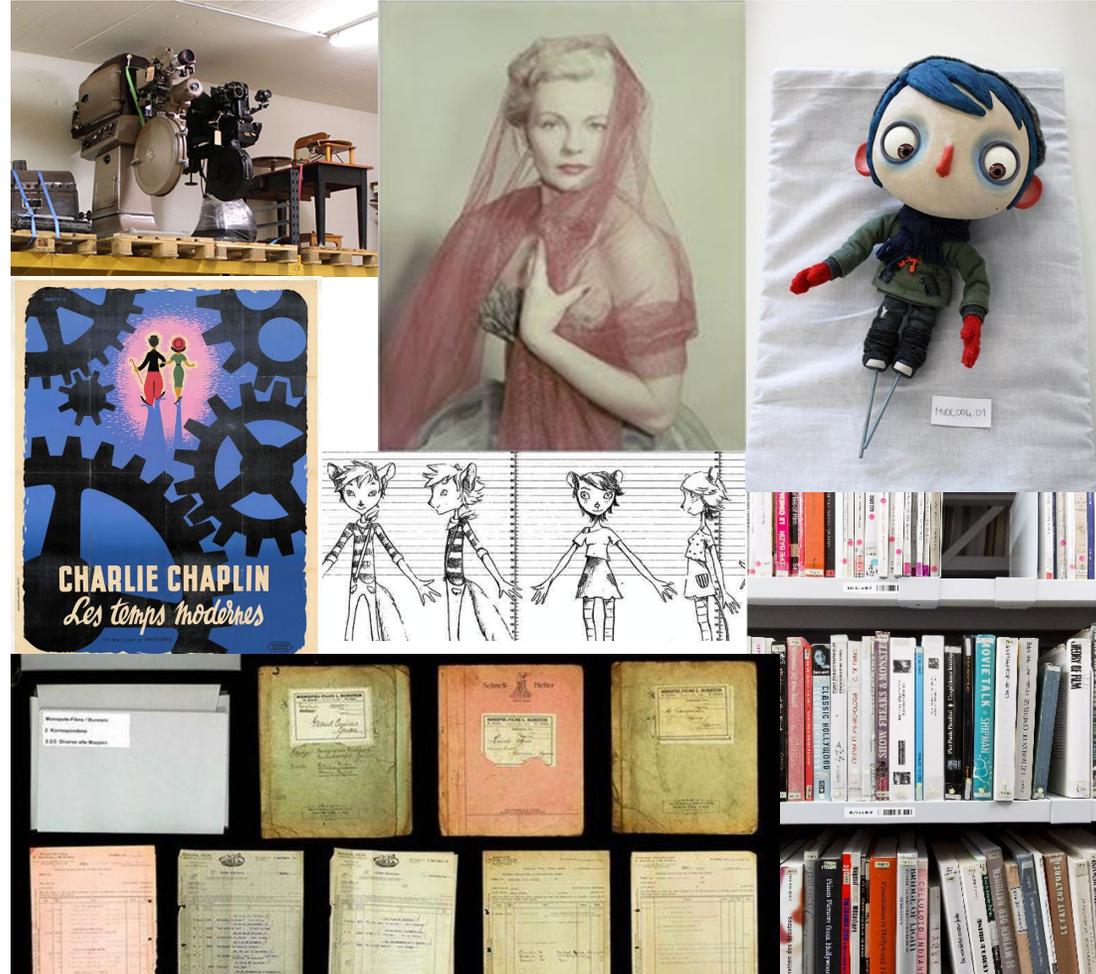


Heritage Division



Film related material

- 500'000 posters
- 2'500'000 photographs
- 5'000'000 press cuttings
- 30'000 books
- 2'000 film equipment
- 10'000 scripts
- 200 paper archives



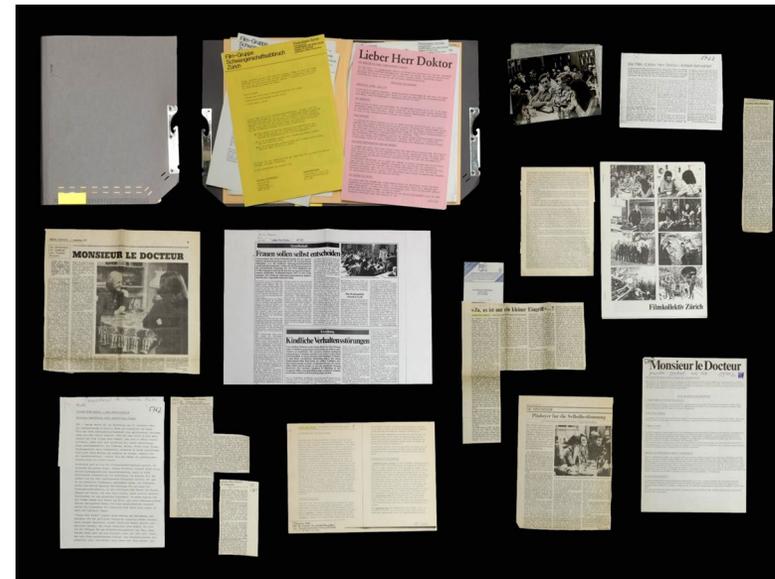
Tools

Developing new tools and replacing obsolete databases:

Product	Type	Developed	Collection
	Image database	externally	Iconographic and museum collection
	Archive information system	externally	Paper archives collection
	Library catalogue	externally	Library collection
	Film database	internally	Film collection
	Common reference database	internally	Work, Agents, Events, Locations

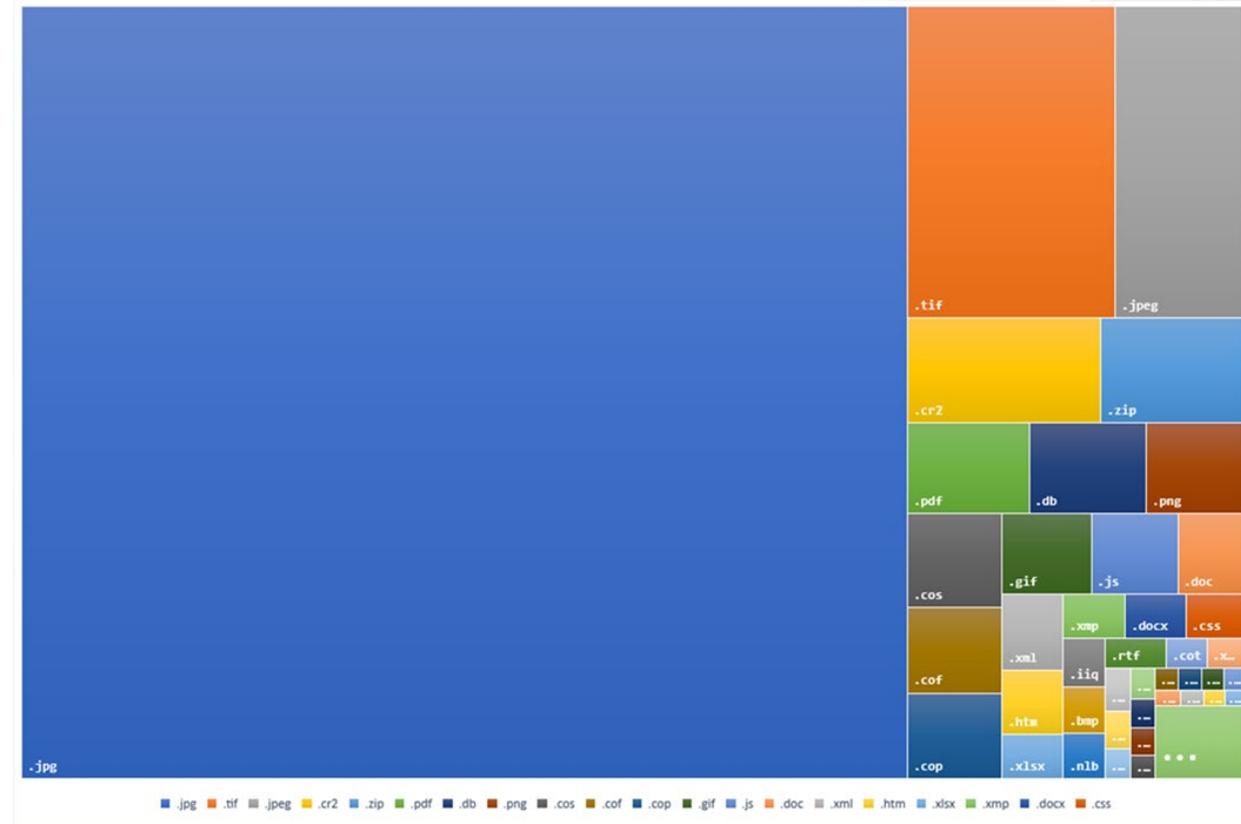
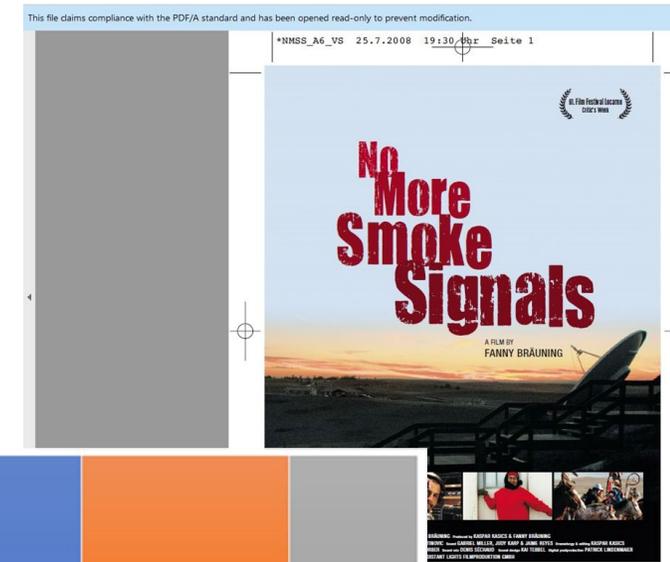
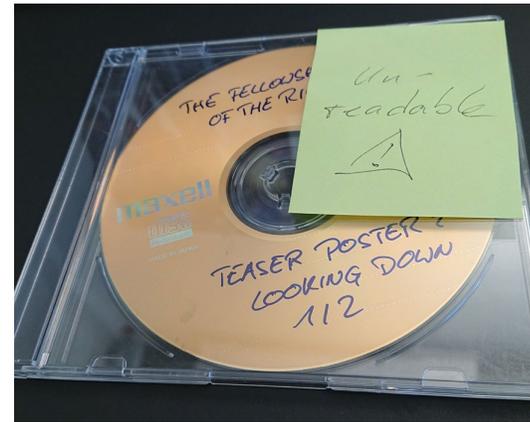
Promotional material - analogue

- Collection of posters, film stills, flyers, press documents (press kits and clippings), objects (standees), production material (scripts)
- No legal deposit for film related material
- Films shown in cinemas in Switzerland + Swiss productions (Helvetica)
- Feature films, documentaries, short films
- Some television productions, but no experimental, amateur and commissioned films



Promotional material – born digital

- Since 2000's: On CD's -> 2010s download
- Currently ca. 200'000 born digital promotional material objects in our collection
- Increase/year: 500 films (80 GB/7'000-10'000 files)
- Metadata and file formats are heterogeneous
- Since 2015, increasing amount, sometimes no analogue equivalent
- Types and forms are changing rapidly



Challenges

- What's the status of **digital** promotional material today, in terms of its **uniqueness** for example? Need for new collection policies?
- How to catalogue these **heterogeneous collections**, which are located at the interface between museums, archives and libraries with different **cataloguing** traditions?
- How to deal with the **digital bulk** -> Appraisal and selection is needed
- How can we preserve and make **accessible** all those different types of objects?

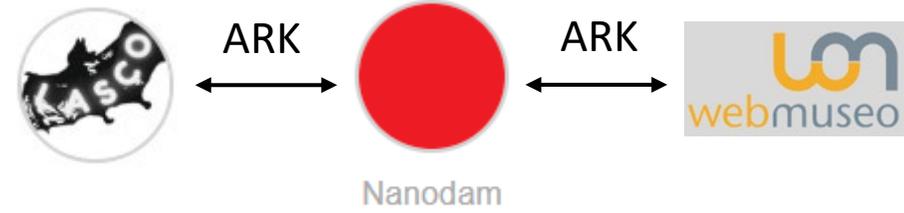
Acquisition and selection

- **Acquisition procedure:** All processing (downloading and cataloguing) is done manually for each film by one person (time consuming); ProCinema weekly list of film releases in Switzerland + newsletters from distributors and cinemas + collaboration with Swiss Films and Solothurn Film Festival
- **Main sources:** Individual distributor websites; press servers such as TMDb, UPI, Paterson Entertainment; other websites such as festival homepages
- **Admission requirements:** Open access and access with login
- **Typologies:** Artwork (posters, flyers, lobby cards, etc.); Visual material (press photos, set photos, portraits, etc.); Textual material (press kits, biographies, scripts, dialogue lists, etc.); Video material (only for Swiss productions): trailers, extracts, making-of, etc.
- **Formats:** **TIFF**, JPG (images); **PDF**, Word (documents); **MP4**, MOV, MP3, MPG, FLV (videos)
- **Resolution** min.: 800 x 400 ppi

Acquisition and selection

Guidelines promotional material	Designation		Akquisition		File format accepted	
	Document type (designations used by the film industry)		INT	CH		
	German	French				
Poster (onesheet, 1 sheet, mainposter, temporary oster)	Plakat	Affiche	x	x	TIFF, JPEG, PDF	Artwork
Character poster	Plakat		x	x	TIFF, JPEG, PDF	Image
Teaser poster	Plakat	Affiche Teaser	x	x	TIFF, JPEG, PDF	Text
Advertising banner	Artwork	Bandeau		x	TIFF, JPEG, PDF	Video
Flyer	Flyer	Dépliant, flyer	x	x	TIFF, JPEG, PDF	
Postcard	Postkarte(n)	Carte postale		x	TIFF, JPEG, PDF	
Lobbyscreen, Lobbycard	Kinoaushang	Photographie d'exploitation	x	x	TIFF, JPEG, PDF	
Living One Sheet (LOS, Living Still, Moving Poster, Motion Poster,	Artwork	Living One Sheet	Sampling	x	.mp4, .mov, .mp3, .mpg, .flv	
Film title desing, title treatment	Artwork	Graphisme		x	TIFF, JPEG, PDF	
Film Still, Publicity Still	Pressebild	Photo éditée de presse	x	x	TIFF, JPEG	
Concept Art (Animatronics, Editorial Toolkit)	Concept Art		x	x	TIFF, JPEG	
Portrait	Portrait		x	x	TIFF, JPEG	
Production Still (Behind the Scenes, Set Foto, Making-of Foto)	Fotografie Dreharbeiten	Photographie de tournage	x	x	TIFF, JPEG	
Photocall (festival, premiere and award ceremony photos)	Premierenfotos	Photos de palmarès		x	TIFF, JPEG	
Special Shot (Beauty Shot, Creative Shoot Images)	Portrait			x	TIFF, JPEG	
Press kit, press book	Pressedossier	Dossier de presse	x	x	PDF, Word	
Press release	Pressedossier	Communiqué de presse		x	PDF, Word	
Press review	Pressedossier	Revue de presse		x	PDF, Word	
Production Notes (Production Information, Pressnotes)	Pressedossier	Dossier de presse Dossier de production	x	x	PDF, Word	
Synopsis (One Page)	Pressedossier	Synopsis	(x)	x	PDF, Word	
Credits	Pressedossier	Crédits	(x)	x	PDF, Word	
Interview (Q&A)	Pressedossier	Interview, entretien	(x)	x	PDF, Word	
Fun facts	Pressedossier			x	PDF, Word	
List of subtitles	Untertitelliste	Liste des sous-titres		x	PDF, Word	
List of dialogues	Dialogliste	Liste des dialogues		x	PDF, Word	
Budget	Pressedossier	Budget		x	PDF, Word, Excel	
Teaching material	Unterrichtsmaterial	Dossier pédagogique		x	PDF, Word	
Promotional concept	Pressedossier	Concept promotionnel/publicitaire		x	PDF, Word	
List of festivals	Festivalliste			x	PDF, Word	
Script	Drehbuch	Scénario		x	PDF, Word	
Trailer	Trailer	Bande-annonce		x	.mp4, .mov, .mp3, .mpg, .flv	
Teaser Trailer	Trailer			x	.mp4, .mov, .mp3, .mpg, .flv	
Clip	Trailer	Extrait		x	.mp4, .mov, .mp3, .mpg, .flv	
Making-Of	Trailer	Making-Of		x	.mp4, .mov, .mp3, .mpg, .flv	

Cataloguing



The screenshot displays the 'Cinémathèque suisse' website interface. At the top left is the site logo and name. The top right shows user information: 'Mon espace', 'Renate Kunz', and 'Déconnexion'. Below this is a navigation bar with 'Accueil', 'Notices d'oeuvres', 'Espace', and 'Support'. A main menu on the left lists various search and navigation options under categories like 'Collection', 'Références externes', 'Versements', and 'Régie'. The main content area is titled 'Objets numériques' and 'Planche contact (petites vignettes) : mosaïque'. It shows a grid of 12 columns and 4 rows of digital objects. Each object is represented by a small image and the text '800 Objets ...'. Some objects have larger, more detailed thumbnails, including movie posters for 'Drama Queens', 'ON FALLING', 'MILCHZÄHNE', and 'VORPOSTENNEIN'. A red play button icon is visible in one of the object slots.

Cataloguing - Metadata

Cinematographic Work	
Field	Example
ID	(Automatically allocated by the system)
Film director	Reynicke, Klaudia
Type of work	Monographic
Title (original)	Reinas
Secondary title (alternative title types and official translation into the three national languages and English)	Queens (Reinas); Reinas - Die Königinnen
Language(s) of original and secondary titles	Spanisch; English; German
Place(s) of production	Switzerland, Spain, Peru
Date of production	2024
Date, place and type of film release in Switzerland	German-speaking: 04/09/2024 French-speaking: 05/09/2024 Italian-speaking: 05/09/2024

Agents	
Field	Example
ID	(Automatically allocated by the system)
Agent type	Person
Last name	Meier
First name	Ursula
Permalink to authority source (VIAF)	http://viaf.org/viaf/3380320
Date of birth	1971

Descriptive Metadata

Item	
Field	Example
ID	(Automatically allocated by the system)
Represented work	Queens (Reinas)
Illustration of the object (thumbnail)	
Category of object	Press kit
Category of material	Text material
Origin	Born digital
How acquired	Web download
Date material entered collection	03.09.2024
Responsibility for acquisition	(Name of staff member)
Distribution (agent responsible for distribution of promotional material)	Filmcoopi Zürich AG
Colour	Colour
Language (mandatory if textual material or artwork)	German
Copyright	© Filmcoopi Zürich AG

Fichier:  wnt50gggdvf4c0mp_Reinas_Filmstill6_credit-Diego-Romero.jpg
71,91 ko

Notes: Reinas

Metadonnées de la ressource numérique

Référence: Reinas_Filmstill6_credit-Diego-Romero

Informations fichier: Application Record Version : 0
Bits Per Sample : 8 8 8 bits/component/pixel
Coded Character Set : UTF-8
Compression : JPEG (old-style)
Date/Time Digitized : 2023:12:15 13:06:25
Exif Image Height : 2008 pixels
Exif Image Width : 3570 pixels
Exif Version : 2.31
Image Height : 1080 pixels
Image Width : 1920 pixels
Orientation : Top, left side (Horizontal / normal)
Photometric Interpretation : RGB
Resolution Unit : Inch
Samples Per Pixel : 3 samples/pixel
Software : Adobe Photoshop 23.5 (Macintosh)
Thumbnail Length : 4710 bytes
Thumbnail Offset : 424 bytes
X Resolution : 72 dots per inch
Y Resolution : 72 dots per inch

Identifiant ARK: wnt50gggdvf4c0mp

Technical Metadata

Access



Caspar

Paper archives

Fonds CSZ 031 - Fonds Praesens-Film AG

- [Fonds] Fonds Praesens-Film AG
 - [Série] Filme
 - [Sous-série] La grève (1925)
 - [Sous-série] Die Büchse der Pandora (1928/29)
 - [Sous-série] Frauennot - Frauenglück (1929)
 - [Dossier] Frauennot - Administration
 - [Dossier] Frauennot - Fotografien
 - [Sous-dossier] Frauennot - Fotografien I
 - [Dokument] Frauennot - Fotografien I, Fotografie 1
 - [Dokument] Frauennot - Fotografien I, Fotografie 2
 - [Dokument] Frauennot - Fotografien I, Fotografie 3
 - [Dokument] Frauennot - Fotografien I, Fotografie 4
 - [Dokument] Frauennot - Fotografien I, Fotografie 5
 - [Dokument] Frauennot - Fotografien I, Fotografie 6
 - [Dokument] Frauennot - Fotografien I, Fotografie 7
 - [Dokument] Frauennot - Fotografien I, Fotografie 8
 - [Dokument] Frauennot - Fotografien I, Fotografie 9

Other languages available



Clipboard

Add

Explore

Reports

Browse as list

Browse digital objects

Export



Library catalogue

Active filters

Cinémathèque suisse Zürich X

Cinémathèque suisse Penthaz (fermé du 01.07.2025 au 31.0...

Remember all filters

Reset filters

Tweak my results

Sort by Relevance

Availability

Held by library

Resource type

Videos (98)

Scenarios (21)

Other (11)

Books (9)

Library

BCUL site Unithèque (44)

BCUL site Riponne (8)

Show More

Do you want to expand your search outside Renouvaud? [click here](#)

0 selected PAGE 1 1-10 of 139 Results

1		Heidi, Hellebarden & Hollywood : die Praesens-Film-Story Eppenberger, Benedikt Basel : NZZ Libro 2024 Available
2		"Die letzte Chance" : die kontroverse Zensurgeschichte des Flüchtlingsfilms der Zürcher Praesens Film von August 1944 bis Mai 1945 Friedli, Marcel [Freiburg Schweiz] : [éditeur non identifié] 2001 Available
3		Wilder Urlaub Schnyder, Franz; Darsteller: Paul Hubschmid; Robert Troesch; Robert Freitag; Adolf Manz ... et al. Zürich : Praesens-Film 2006 1 DVD-vidéo Available

Access



<https://www.cinematheque.ch/home>

Future solutions

- ... **for acquisition:** Need for automation (web harvesting), deal with distributors and producers -> Prior recommendations for the transfer of data could improve the quality of metadata and file formats (digital preservation)
- ... **for cataloguing:** Need for automation (AI-supported indexing of photographs and film related material, like the recognition and identification of people)
- ... **for access:** Publicly accessible catalogue

Key takeaways

- Work needed to align the digital collections to the newly designed tools (policies, workflows, knowledge)
- Appraisal, selection and automation is getting more important than ever
- Access is key
- Linking is the future: Building bridges between archives, libraries and museums

Thank you !

Feel free to get in touch

renate.kunz@cinematheque.ch