

FUTURE PLANS

After launching the DMA into the organisation, NRK is already planning for the next steps.

Those steps are:

- closer integration to the structure in DigAS meaning that the user can export the titles directly from DMA to the actual program in DigAS;
- cooperation with NRK Activum, the commercial part of NRK, launching a web site for purchase and download of music based on the functionality of DMA;
- adding own music records in DMA including a right management system;
- cooperation by exchange of material and services with other music archives/Broadcasters.

_NRK DIGITAL MUSIC ARCHIVE

In April 2007 the Norwegian Broadcasting Corporation NRK launched their Digital Music Archive, which is a vital part of the effort to make the whole production line in Radio and Television 100% digital file based. DMA founds a totally new standard for ingest, search, metadata handling and workflow. The product is developed and installed by Discovery Reply in cooperation with a consortium of NorCom, NSA and CognIT from Norway. The project was started in April 2006 and was finalised within a year, including migration of legacy and development of a new complex archivist module and an easy to use web interface with extended search functionalities.

THREE MILLION TITLES

What sets this Music Archive apart from anything else on the market is that the entire management of music metadata – from analogue and digital ingest to archiving including easy and elaborated metadata replenishment – is all handled within a homogenous process using a uniformed user interface.

The search facilities in DMA are developed in collaboration between users, both experienced and beginners, high skilled archivists and professional developers with a huge knowledge and experience in broadcasting environment and archiving. This collaboration across professions has lead to a unique search possibility and navigation that any other supplier can deliver today. The product has already found interest also among other broadcasters.

DMA will at the beginning handle all commercial recordings in NRK, in total 3 million titles. Half of them have been registered in an old text retrieval system which has been migrated to the new catalogue, the other half was originally paper based archive. Those cards (650.000) have been scanned and OCR treated and will be a part of the same catalogue.

NRK'S APPROACH

The background for the installation from NRK was an overall decision that all production in Radio and Television shall be filed based digital within the end of 2008. This common solution for Radio and Television is called the Proqrambank and is a separate project.

The DMA was initiated in front of the development of the Proqrambank in order to sort out the problems related to the costly processes by handling music in Radio and Television using physical objects. With the DMA, NRK Radio has been fully digitised.

The old music archives in NRK contained 1,5 million titles, mainly CDs, in an old text retrieval system. In addition a paper based system handles all vinyl purchased since 1970, approximately 1,5 million titles. All those 3 million titles will be searchable and possible to download from DMA. The not standardized archives that are older then 1970 will be handled in later projects.

The project was initialised under the conditions that NRK should save money and staff by being more efficient in the music handling. The cost reductions



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are based on several issues; reduction of staff needed for archiving music, release of expensive areas in the buildings, easier handling of purchase of music, better music reports, less time spent on picking up music in the library and bringing them back by the journalists.

The investment done by NRK is planned to be covered by savings through the next five to seven years. There was also a strong claim that the product, solutions and services delivered should be possible to reuse in other part of the digitalisation process of NRK, and that the supplier should have experience with more than music handling since DMA will be part of a bigger digital environment in NRK.

Before the tender was made public in September 2005, NRK did several years of research by possible suppliers and running installations. There were at this time and neither now any installations of the size that NRK is building, but NRK got many useful inputs from the experience that different customers had got with their own process and the suppliers

they had chosen. Then after the opening of the offers NRK run a very strong process of evaluating the different bids and ended up with the Discovery Reply™ solution as the most future oriented and professional product.

THE PROCESS AND PROJECT

The whole project leading to the final installation in NRK and to the product DMA was handled in a close daily cooperation between NRK and the suppliers. The developers worked the major part of the process inside NRK with the possibility to have daily contact with the users and doing tests for all new modules that were developed. This was extremely necessary for the migration from the legacy to the new catalogue. The short project period was possible because of the reuse of already existing modules. The close collaboration in-house with especially the archivists has also made the process of change of the organisation easier.

ONLINE SINCE MAY 2007

DMA was put online in the beginning of May, first for the archivists who have used the time since then to streamline their processes using the new archivist modules. The ingest was started immediately, before the summer 6 ingest stations were running continuously in one shift. After the summer the ingest stations are running in two shifts.

From August 2007 DMA is opened for the users. The total users with access to DMA for search, browsing, pre-listening and download is 3.500 placed on 15 different sites all over Norway. The ingest and cataloguing is taking place on the two main sites, Oslo and Trondheim.

WORKFLOWS

JOURNALIST. The journalists have access to DMA through a web interface. They can do a simple search, search for names or titles or parts of the same, or they can use the advanced search being able to specify the search down to the smallest details. The results are presented sorted on Albums, Collections, Musical Works or Tracks. All results that are already digitalised are presented with audio files for pre-listening and the image of the front and the back of the cover. All search results contain a

list of names related to the artist or title searched for. This list can be used for digging deeper into the archive by clicking on the related name to see what this artist has done and so on.

The users build up a picking list, and they can also make their own list of favourites to be used later. The picking list is used for ordering. The ordering module immediately tells the user if the title is already digitised, in the opposite case he adds a deadline for the digitalisation. This information is transferred to the people handling the ingest. When ordering the titles that are already available as digital files, they are immediately transferred to the production system chosen by the user, in NRK this will be DigAS, WhatsOn, Avid, ProoTools, Omnibus and Quantel.

ARCHIVIST. The archivists are using a brand new tool, build for streamlined processes and extended reuse of metadata. When doing an ingest the first information is collected from external sources. As the next step the archivist is searching inside DMA for finding already registered information for replenishment. In that way the time-consuming process of registrations are reduced with a huge number. Including in the archivist tool is also a name cleaning functionality that is used for correcting information that was wrongly entered into the legacy.

