

# \_NRK - DIGITAL MUSIC ARCHIVE (DMA) FOR INTERNAL PRODUCTION AND COLLABORATION WITH OTHER BROADCASTERS & INSTITUTIONS

NRK has launched a new and enhanced version of their Digital Music Archive - DMA. The extended version is delivered by discovery sysko and Discovery Reply.

NRK is a Norwegian Broadcaster and the main public station in Norway, with 3 TV channels, 4 national FM-channels and several DAB and Internet channels.

NRK is in a process of converging all archives digitally in order to make all legacies easily available for digital file based radio and TV production.

One of their major areas of commitment the last years has been to create a digital archive for commercial music.

NRK has finalized the ingestion of CDs, all stored in linear format with scanned images of front and back of the cover and with pre-listening files in different formats, WMA, mP3, AAC. The next step is to digitalize all vinyl acquired between 1970 and 1987.



## THE PRODUCT

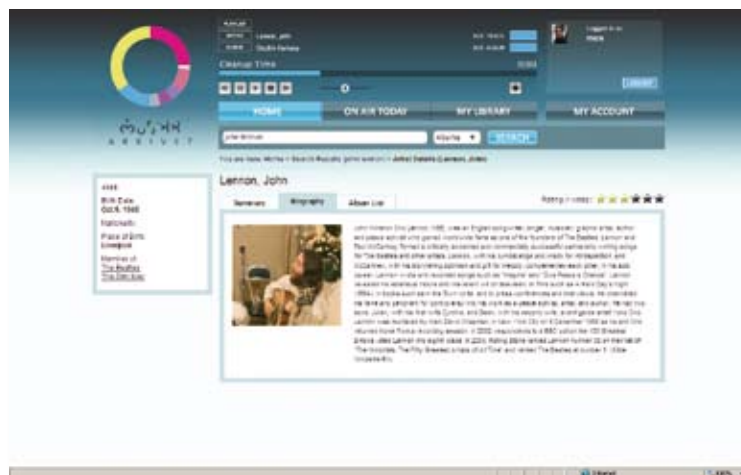
The DMA system exists of three modules: a Media Asset Management (MAM) system, an archivist module for the documentarists and a web interface for the journalists.

The MAM system, delivered by discovery Reply, takes care of the transcoding, the storing and organizes the workflow and job lists for ingest and digitalization. NRK has currently 8 stations running for ingest and digitalization, but the number will increase in near future.

discovery sysko has delivered the sophisticated catalogue and archivist module where the documentarists are doing registration of new entries using all kind of available electronic information from the CDs and external sources in addition to replenish metadata manually and performing quality check in order to keep a high standard on the metadata. The archivist tool has huge possibilities

for copying and linking information, so the manpower needed for registrations has decreased. The tool has an integrated name manager with which the documentarists can do corrections of multiple names and name variants at the same time, including aliases with tracks and albums connected. Thirdly the archivist module has an import module where essences and metadata from labels and other sources will be controlled, corrected and enhanced in a semi-automatic process.

The third module, also developed by discovery sysko, is the web interface used by the journalist. This module gives the journalists unlimited possibilities for search, browse, navigate and pre-listen. The essence is presented in different windows representing different objects like track, album, collection, musical work, names and biographies. The web interface includes the possibility of storing searches, keeping lists of your own favorites and by using the ordering page the user can download material to any production system or other receivers.



← Artist Biography

## DMA IN NRK

In NRK essence from DMA is distributed to the DigAS system from David, to ProTools, Quantel, WhatsOn from MediaGenix and FinalCutPro. The output from DMA goes through a middleware – based on EBU standards – which handles the delivery of right audio format and requested metadata to all systems.

The quality of the metadata delivered from DMA has simplified the music reporting and enhanced the quality of information available on Internet-radio.

In addition the DMA system has a build in fingerprint generator that makes a fingerprint of all tracks transferred to the storage.

The fingerprint is used for recognition of the music after broadcast and an automatic music report is created, nearly 100% automated without manpower from journalists.

The generated reports will be used to fulfill the requirements of rights organizations and labels.

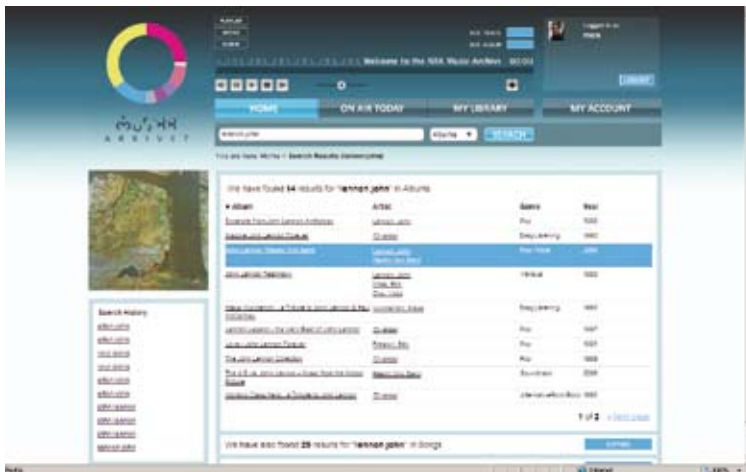
## INTERNATIONAL COLLABORATION

Investigations done by NRK and some other broadcasters have shown that 70 % of the physical collections and nearly 80 % of new acquisitions are the same for all broadcasters.

That means that many broadcasters in Europe are more or less doing the same job with the same content, and wasting both time and money.

Therefore NRK is offering collaboration to other broadcasters in order to build up a common music archive with one storage, one catalogue, one workflow process – serving multiple users in different broadcasters in different countries. All partners will be offered to take part in the processes for registration and ingest / digitalization. In that way a new release will only be registered one time for all partners, but of course there is room for national necessities like language, local title, local comments etc. This information will be added into the database by local documentarists. The cost of running a music library will be dramatically reduced for all partners.

NRK has already cleared the possibility to give Nordic broadcasters access to DMA and its content, this includes the right to store other broadcaster's material in DMA. The agreement makes it easy to enhance this right to other countries in Europe.



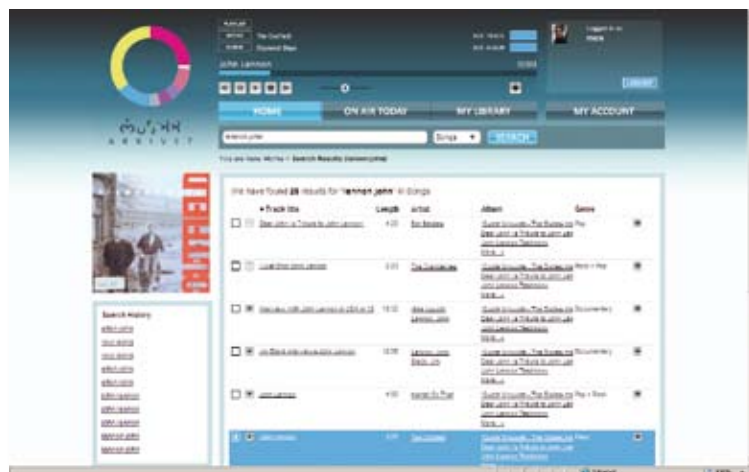
← Album Search

## BOOKLETS

With a new add-on tool by discovery sysko NRK has started to scan all booklets belonging to their CD collection. The booklets are stored as single images and as pdf files. The pdf file is available both in the archivist module, the journalist module and through the export to production systems or other receivers. The pdf files are searchable within the document;

in 2010 the content of the booklets will be searchable across the whole catalogue, also as full-text-retrieval after having recognized via OCR.

When the booklets are scanned the CD-collection will be removed from NRK and stored in the mountains in the northern part of Norway, under controllable conditions managed by the Norwegian State Library.



← Track Search



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3<sup>rd</sup> parties solutions; Advisory on Digital Media Projects. To know more, please visit: [www.reply.eu](http://www.reply.eu)

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discovery sysko GmbH offers IT services like consulting, software development, professional services and products for broadcast, media and industry companies, which allow total lifecycle management of digital content. The company supports media convergence processes, merging TV, radio, internet and telecommunication. This development and general digitalization processes completely melt together individual and mass communication. Another focus of business, besides Digital Asset Management, is consulting and implementation of Web2.0/ Mobile2.0 Applications and Cloud Computing Solutions.

To know more, please visit: [www.discovery.sysko.de](http://www.discovery.sysko.de) or contact [info@discovery.sysko.de](mailto:info@discovery.sysko.de)

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