

NRK AND ROCKHEIM PARTNERING FOR NORWEGIAN POP AND ROCK MUSIC

NRK, the main public broadcaster in Norway, is the supplier of music on-line to Rockheim, the official Norwegian Pop and Rock museum in Norway.

NRK created their digital music & media archive - DMA - in order to serve internal production systems with commercial music, essence and metadata.

Rockheim is the official Norwegian Pop and Rock museum, with a physical adventure center, a web based encyclopedia for Norwegian pop- and rock music and a virtual museum. In order to have

continually access to all Norwegian pop and rock music, from the past and in the future, Rockheim has chosen NRK as their supplier of music on-line, whether its audio or video.

The installation is delivered by discovery sysko and Discovery Reply, the same supplier that has developed the digital music & media archive in NRK.



← Mediacenter
www.rockheim.no
 Rockheim Museum
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THE SOLUTION

The digital music archive in NRK is the main storage. All new releases will either be imported as digital files from the labels or ingested by NRK into this MAM system. Metadata will be handled by the documentarists of NRK.

A service provider in Norway is hosting a similar system to the DMA system in NRK, this installation is used by Rockheim. An automatic process will copy all Norwegian pop- and rock music from NRK MAM-system to Rockheim, making audio, video, images, booklets and metadata available for the services by Rockheim.

The Rockheim MAM system will in addition to commercial music delivered by NRK handle Rockheim's own recordings, non commercial videos, images, documents and posters.

The custodies of Rockheim can replenish and change the metadata in the Rockheim system. The system is also responsible for the feeding of the real and virtual museum thus delivering audio and video content in the right format to large video screens and professional audio systems.



← Virtuell Rockheim
www.rockheim.no



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 3rd parties solutions; Advisory on Digital Media Projects.. To know more, please visit: www.reply.eu

Milan
Via Ripamonti, 104
20139 Milan - Italy
Tel +39 02 535761

Rome
Viale del Giorgione, 59/A
00147 Rome - Italy
Tel +39 06 844341



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 / www.rockheim.no / www.nrk.no or contact info@discovery.sysko.de

Munich
Arnulfstraße 27
80335 Munich - Germany
Tel. +49 (0) 89 4111420