

### **Annus Mutatio**

What on earth have we addressed ourselves to?

# Description of NRK

- Main public station in Norway
- Non-commercial / license fee
- 2 National TV-channels
- 5 National FM channels
- Several DAB and Internet channels
- 15 region offices producing radio and TV
- 3500 employees
- Strong Archive and Research department



# History

- Established 1925
  - Exclusive rights for national broadcasting in 1933
    - 1960 start of TV-production
- From 1970 regional offices
- One radio show for children has been broadcasted every week in 80 years!



# The biggest change in Broadcast History

- Change of Technology
- Change of Workflow
- Change of Habits of the Public
- National Borders disappears
- Change of Rights management

## Changes inside the Broadcasters

- From analogue to digital
- Cross media production
- Archived material the main asset
- Research—not search
- New media platforms
- Metadata major part of the deliveries

# The Rules of the Digital world

If you don't find it - you don't have it

Who wants to end up with a Digital Waste Basket?

# Broadcasting in the Nordic area

- The position of the public stations are strong
- Long tradition for National Broadcasters
- Still have non-commercial stations
- Fighting to keep the national culture alive
- Close collaboration between the countries
- Close cooperation with BBC
- Eager to test new technology



How to make our asset available?

# What is a digital island?



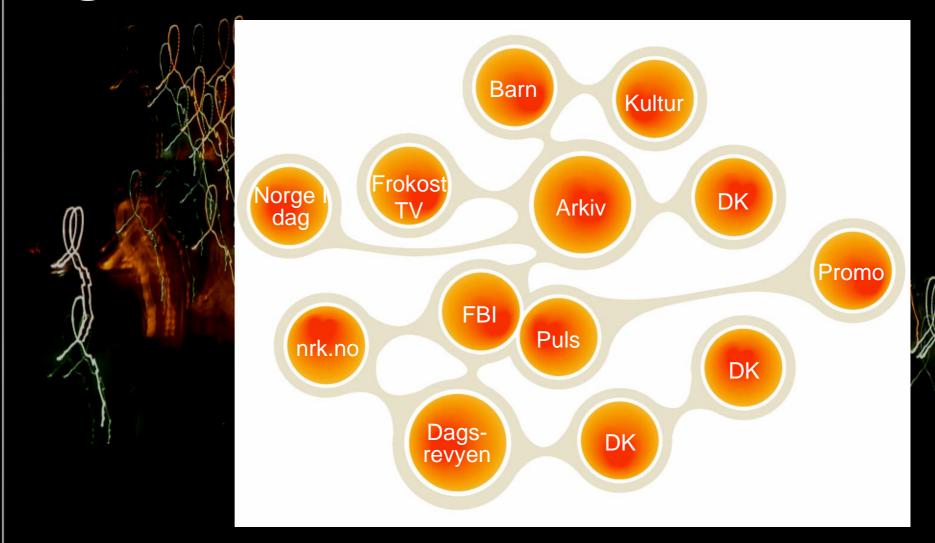
An editorial unit that works digital, but is not connected to the rest of the environment.

# Digital islands



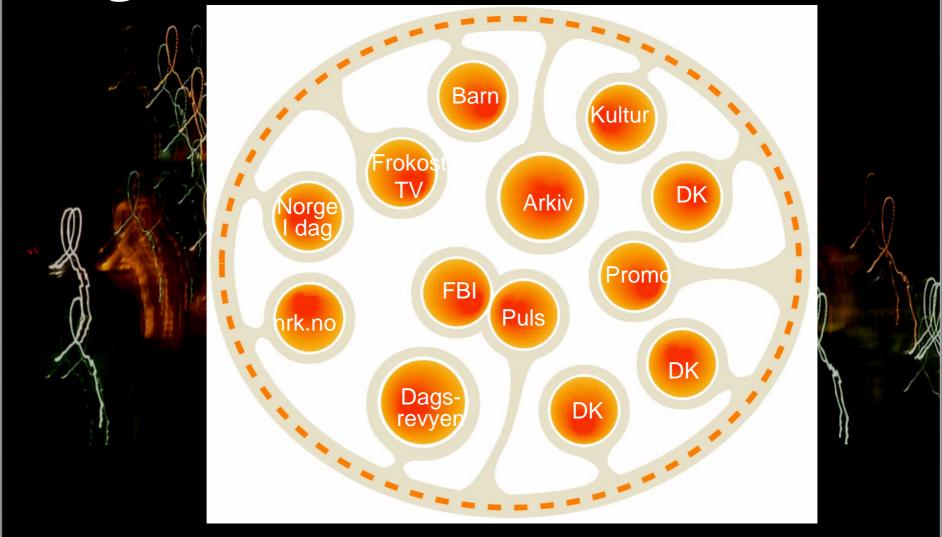
Today NRK exists of many digital islands on different levels and with different technology platforms.

# Digital communities of islands



Some of the islands are already linked together

# Programbank



When all "islands" are connected using a "digital highway" you have a "Programbank".



# This is how it look likes today.....



### Vision

- DMA as the last cornerstone in a digital Programbank for radio.
- DMA is vital since the production line for radio is digital, while the music is still only available on physical carriers as CD and vinyl.
- For television the situation is more or less the same. In addition they have a reporting problem for music
- The DMA-project will be finalised by the end of 2006, and the whole collection of CDs will be ingested by the end of 2007.



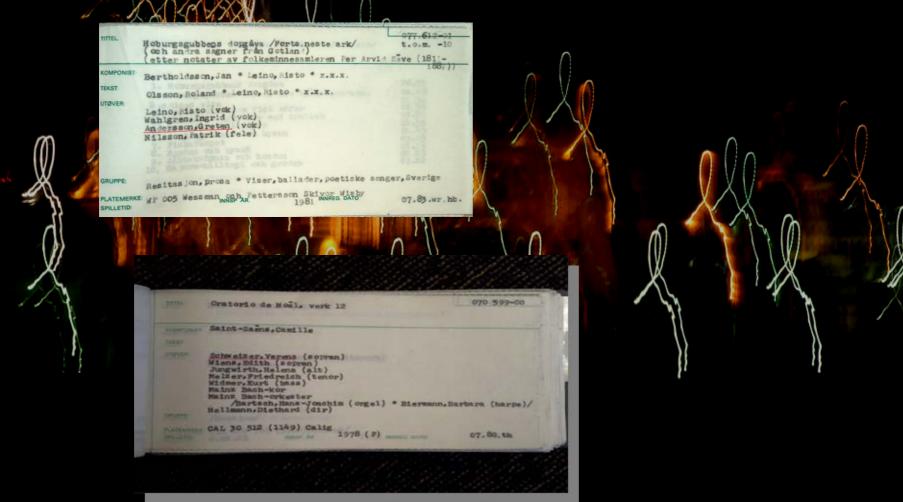
# Paper archives



# Paper archives

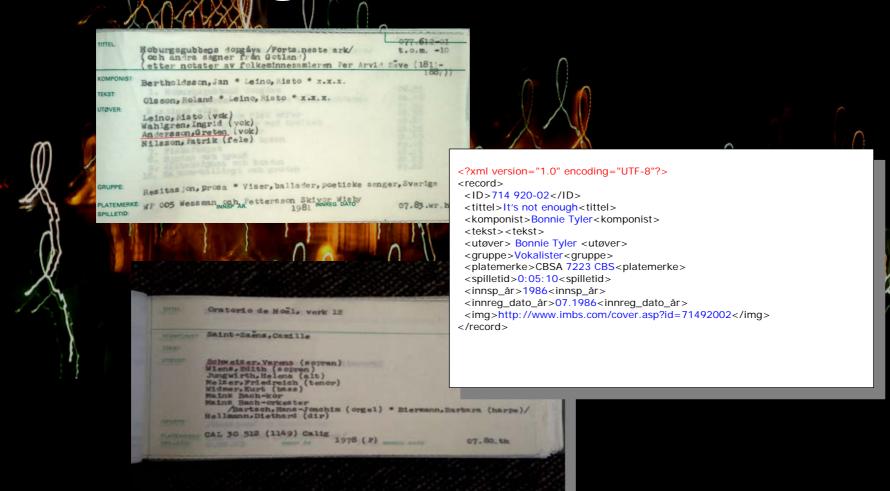
- Scanning of 560 000 paper records
- OCR treatment
- Matching with metadata in existing archive
- Include the result in the catalogue

# Scanning and OCR treatment

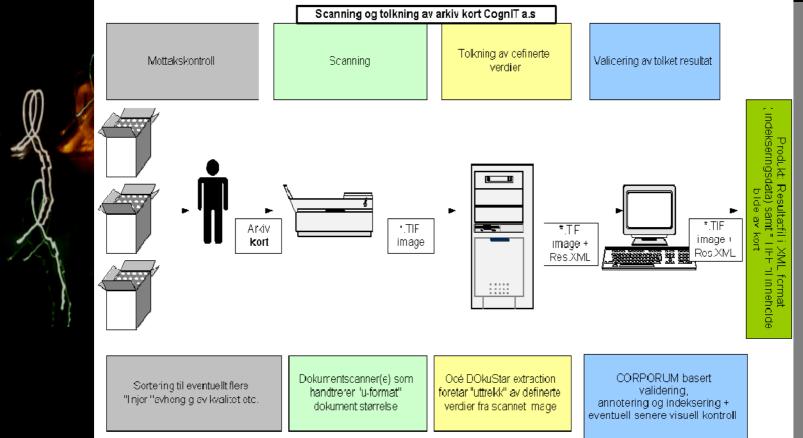


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# Scanning and OCR treatment

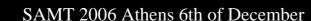


# The consept



# Examples from the legacy

FJERNSYN:Res 1 dok 3 av 384 Lin 1-22 av 53 Dokument Mrk : FJERNSYN Skjema: FJERNSYN Base Reg-dato: 19900328 Sist-endr: 20041004 Sign: hw / / hw > 1 Prod-nr : FUHA 0265/81 Tittel : Zikk-Zakk-natt-rock Ep.: Serie : 7ikk-7akk Kana 1 Klokka : Opptak : Sendt : 19810430 Tot-tid: 062855 Del-tid: 000000 Båndtype: DIGITAL BETACAM I-versi.: Bånd-nr : D94 307117 D94 225126 D94 307115 D64 310044 D94 307114 D94 276270 Arkivnr : A 80499 A 53934 A 80498 A 80503 A 80497 A 77042 Påsynkas: DV-29370 DV-29486 DV-29371 DV-14630 DV-29372 DV-29373 Teknikk : 1) Oppr. sendebånd 1"B nr. 95 3243, 1"B nr. 95 2110, 1"B nr. 65 1497, 1"B nr. 95 736, 1"B nr. 95 1566, 1"B nr. 95 739 og 1"B nr. 95 1555 oversp. DigiBEta pr. 20001207 Del 1: 95 307117, 1t 19'42", inneholder "Rock for Kambodsja" del 2: D94 225126, 45'43" + 46'46" - oversp. fra 1"B nr. 95 2110 og 1"B nr. 65 1497. bånd 1 av del 3: D95 307115, 1t 16'42", bånd 2 av del 3: D64 310044, 47'06". bånd 3 av del 3: D94 307114, 1t 11'19" bånd 4 av del 3: D94 276270. 1t 08'23"



# Historical material

### Slate Web Search - Microsoft Internet Explorer





Rediger Vis Favoritter

Verktøy Hjelp

# Intranet search & categorization



Slate search

Introduction to CORPORUM® SLATEWEB Categorise & Find

Advanced AutoBuilder

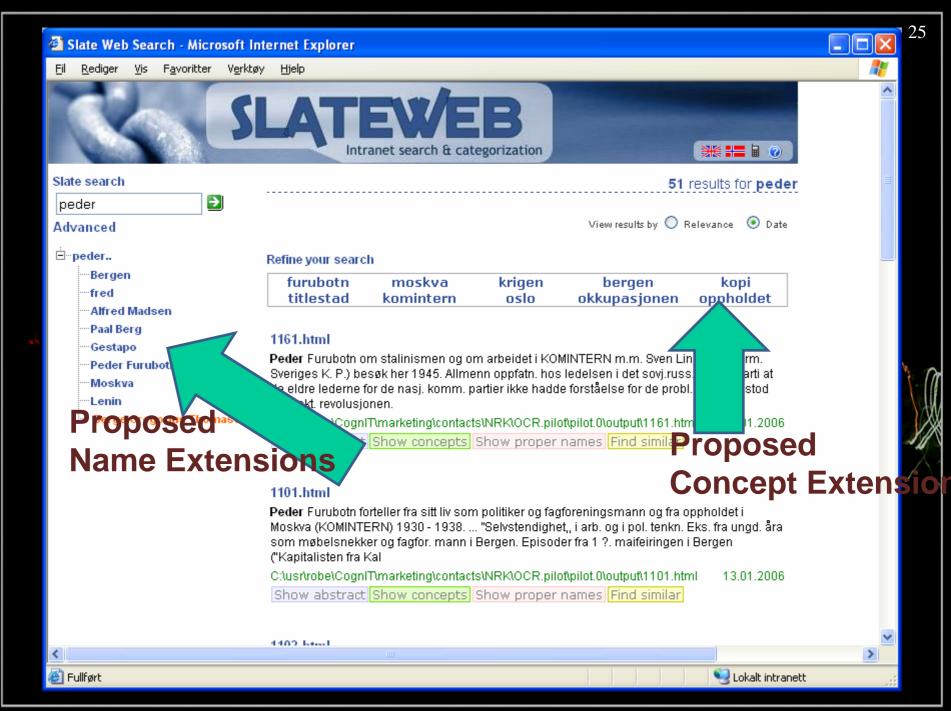
<u>+</u> CognIT

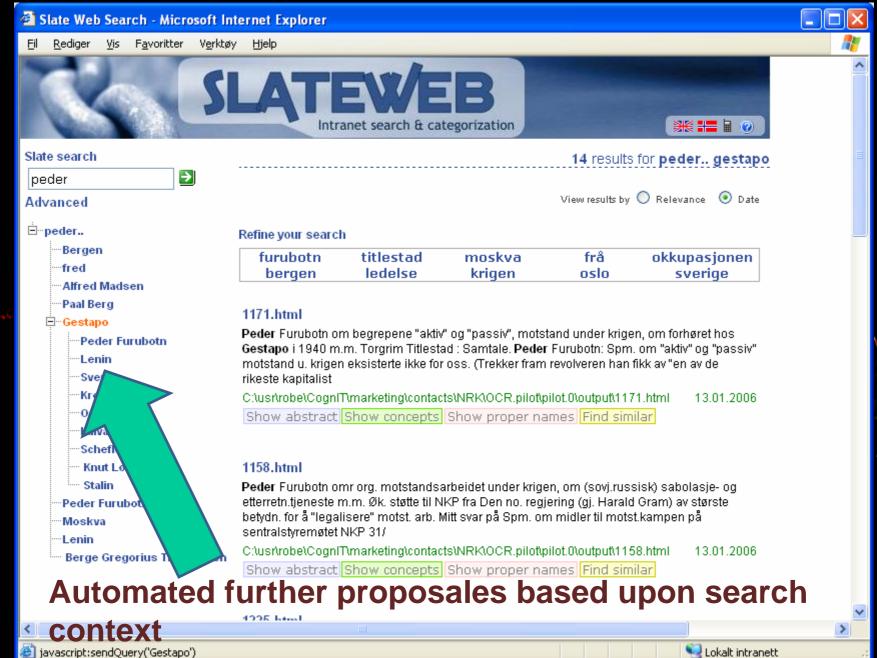
LATEWEB search offers you a search process based upon an in-depth analysis of 🗤 pages. It allows you to find your documents through a simple and efficient

### Start search

🖳 features:

- » In-dept alysis: SLATEWEB uses the CORPORUM engine to automatically analyse, summarise and understand the context of a document.
- » Automatic categorisation: all indexed documents are automatically and immediately added to your in-house categories. Categories are easily understandable and changed and can contain as many categories as you like.
- » Boolean search: search for words like in "cat mice" (equivalent to "cat and mice"), or search for words within a specific context like "cat not (mice)" (equivalent to "cat and not(mice)").
- » Automatic summaries: all the results that contain normal text will be automatically summarized. Thus you have a fast way of determining relevancy and find out what is in a specific document.
- » Important keywords: each result is analysed for its' most relevant key concepts. These concepts are retrieved in a linguistic manner, i.e. due to their relevancy for the understanding of the document as a whole. In this it differs from statistical methods, giving the advantage that important concepts do not need to



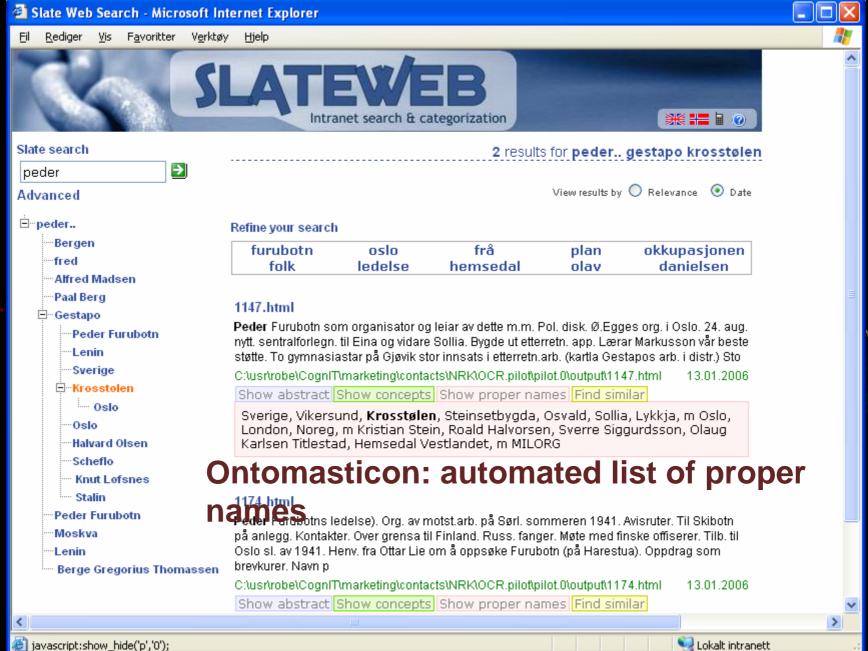




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# Music Archive The project

# The Tendering process

Blue Order Quadriga

DELL

NOA

Norske Systemarkitekter / NorCom / CognIT / Reply

- Professional Music Systems / FAST
- VCS / Quadriga

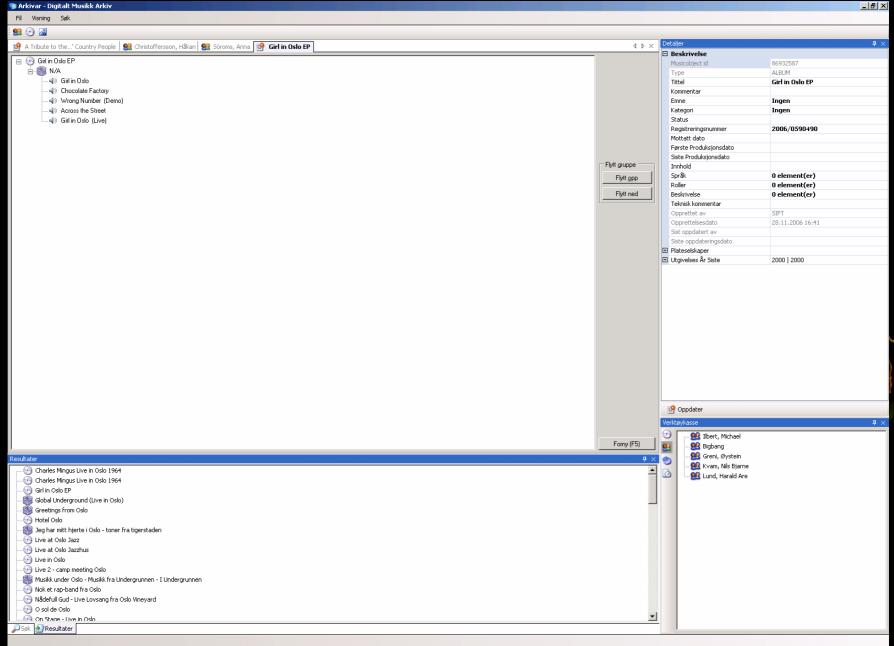
# What we get out of it

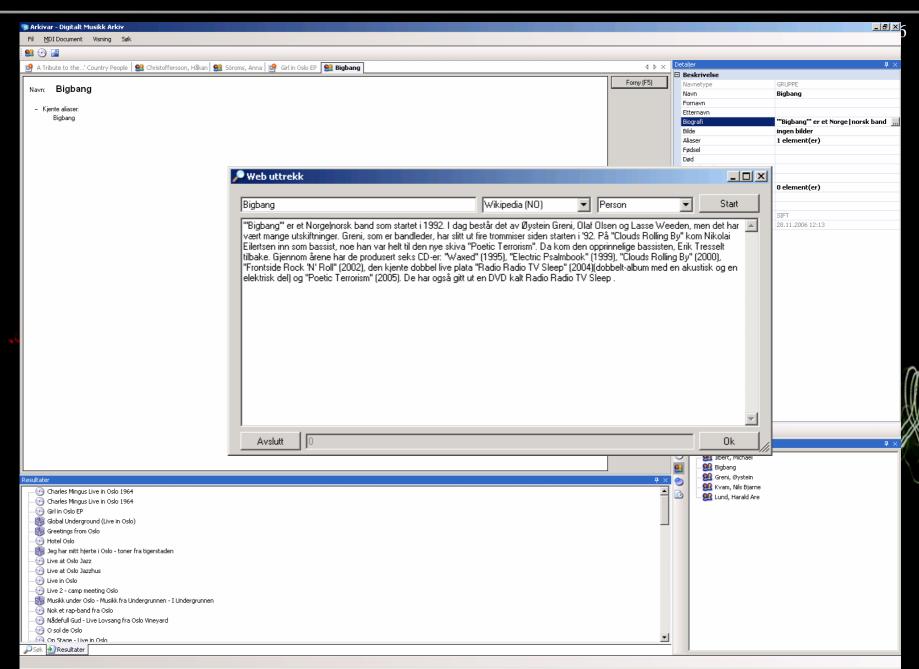
- Access to all music purchased after 1970, with complete metadata, cover-images and audio files.
- Dynamic links to websites, biographies, encyclopaedias with updated information about artists, composers, concerts etc
- All users will have access to the same material at the same time
- More effective production lines
- All registration of incoming material will be done by librarians, which secure the quality

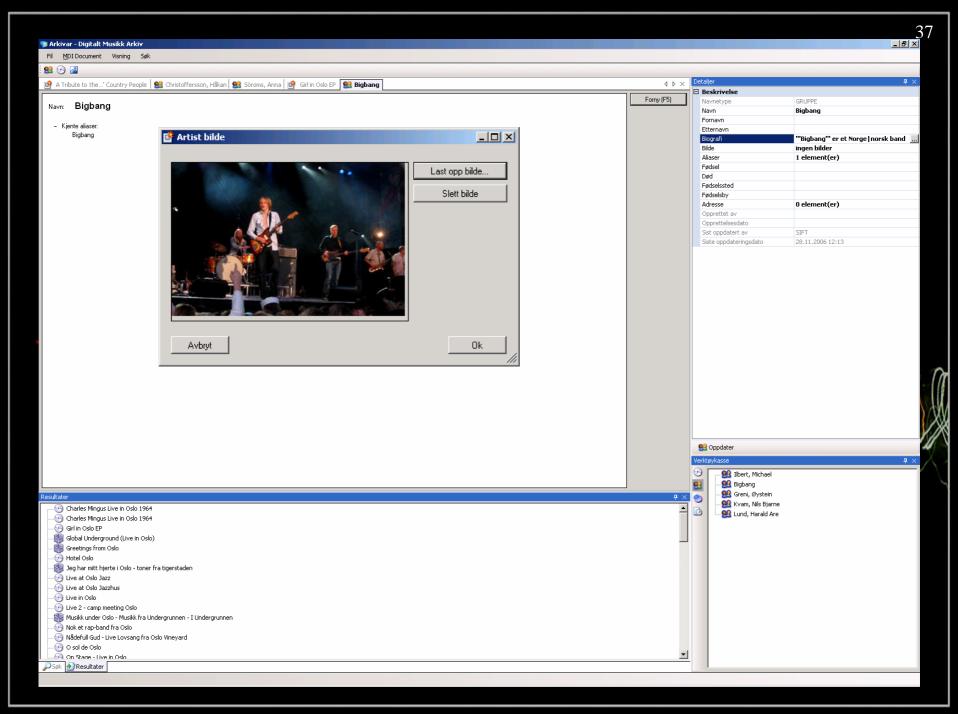
# Profit of efficiency

- The registration of metadata will be less time-consuming by using authority lists for names, titles etc
- Import of audio files with metadata from the record label companies
- Lending out physical material as of today will disappear
- Our DAB / Internet channels will share metadata, audio files and images
- The removal of physical music collections and paper archives will release valuable square meters .









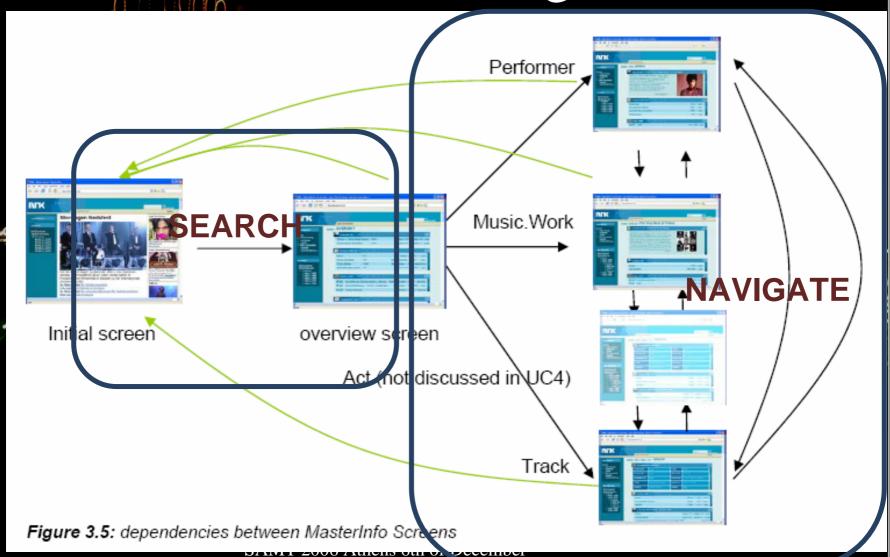
## Search & Navigate

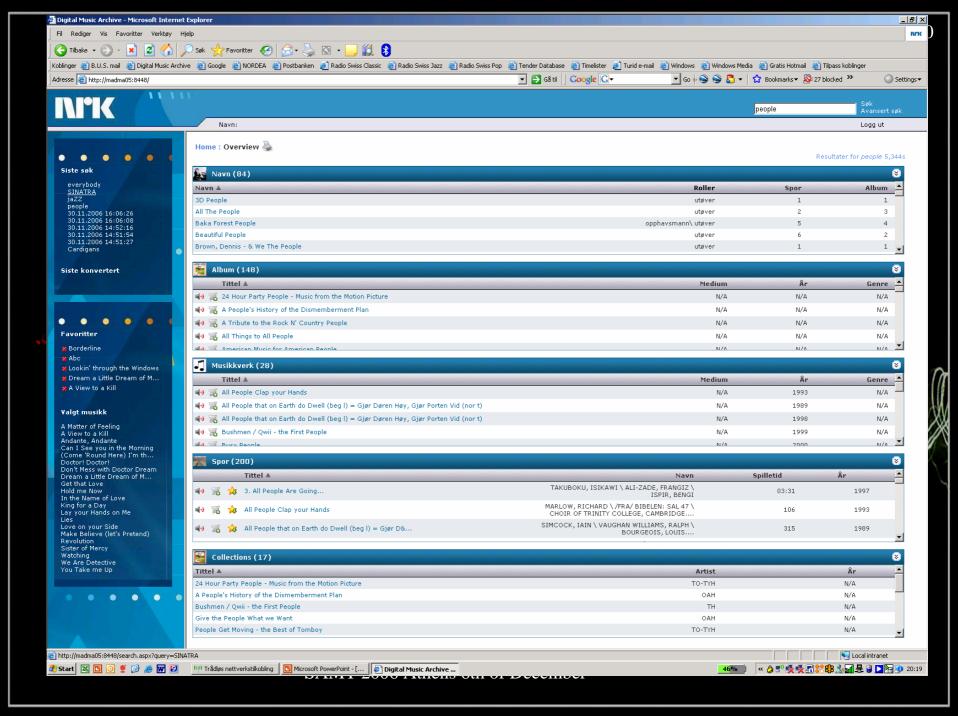
- Change of paradigm:
  - Old: searching for information by explicit querying.
    If you do not know which search words to use you're lost
  - New: use search as an entry, use what you remember, be curious.

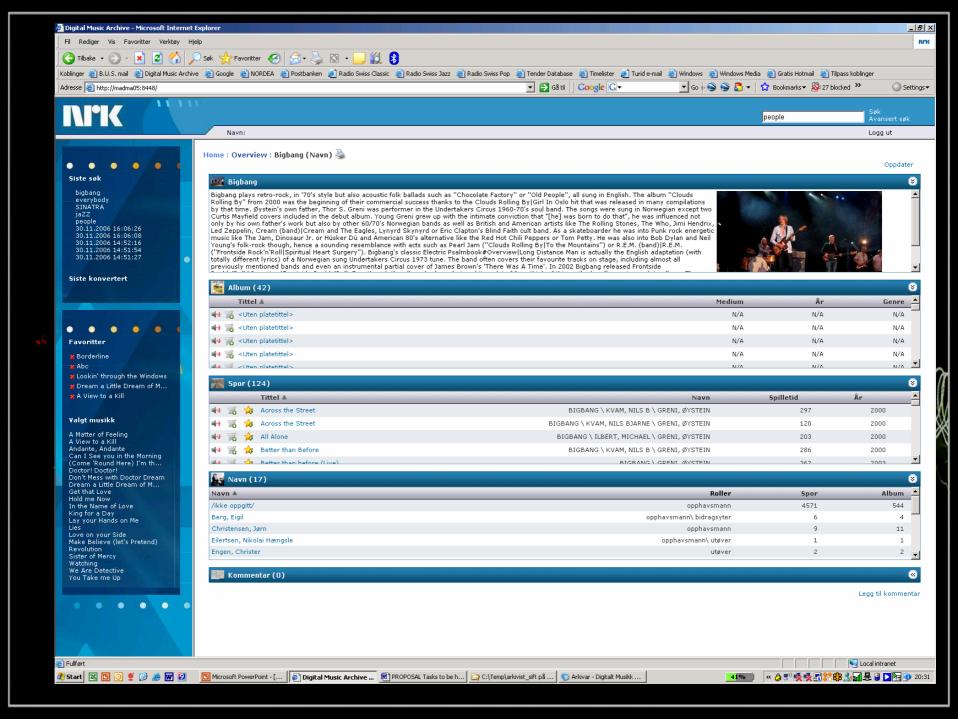
#### Advantages:

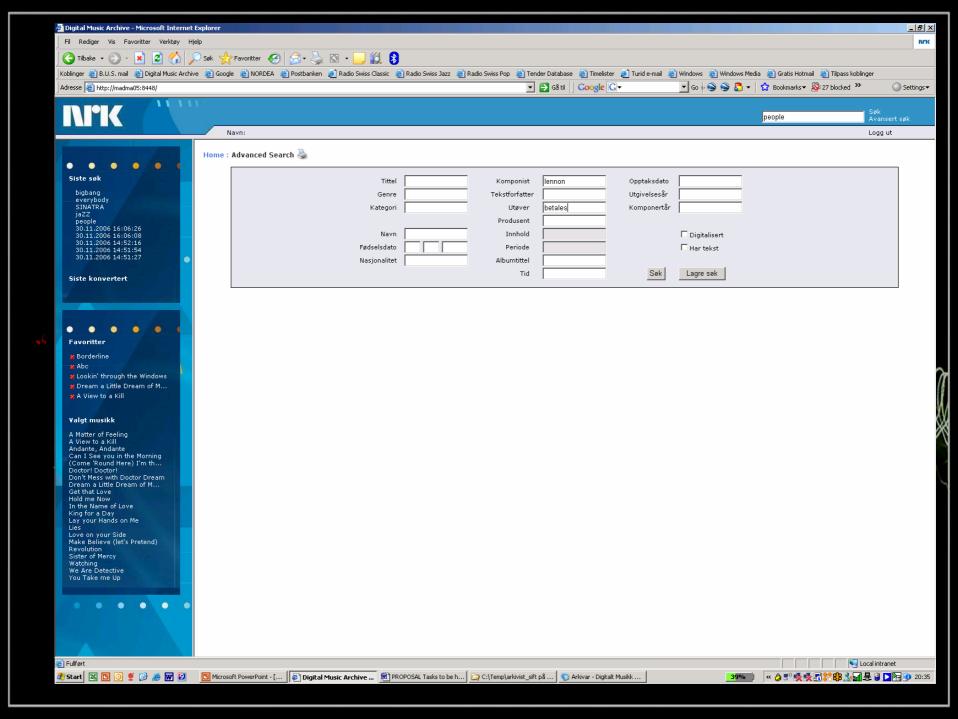
- Currently owned: 1,2 Million tracks,
- used on a yearly basis 45.000 tracks!
- Philosophy behind
  - Use traversing of "semantic networks" as basic principle
  - Provide entry-points through search, allow navigation through semantic annotations

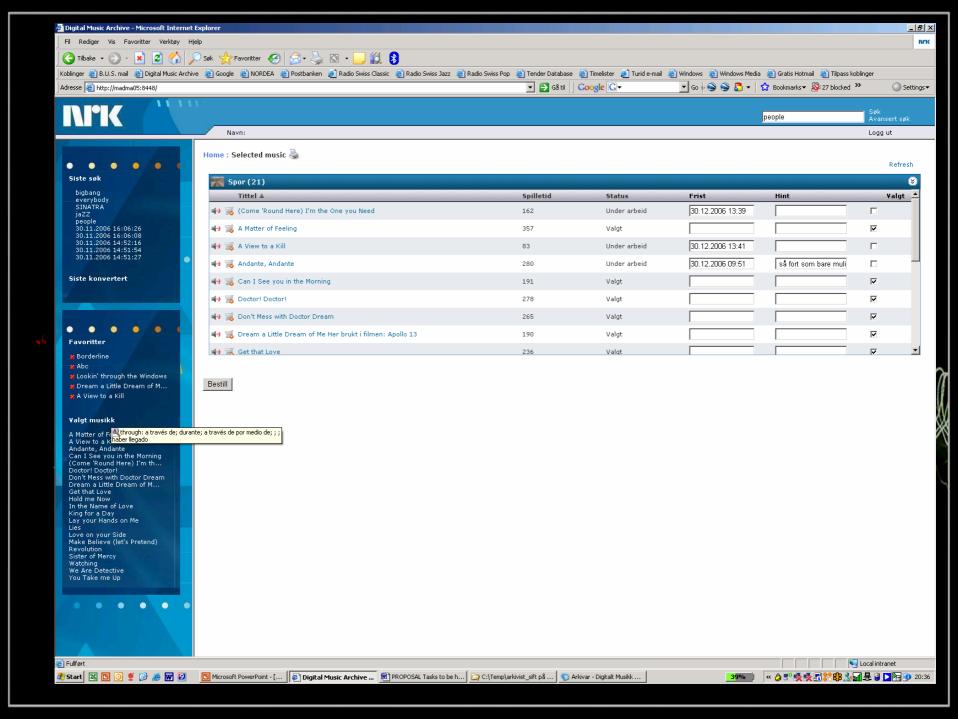
### Search & Navigate











#### Where are we now?

- First installation done 19th of October
  - Catalogue
  - Search
  - Migration
  - Archive Request Manager
- Ingest delayed 40 days
- Migration in progress
- Extended testing
- Planned Kick-off 9<sup>th</sup> of January

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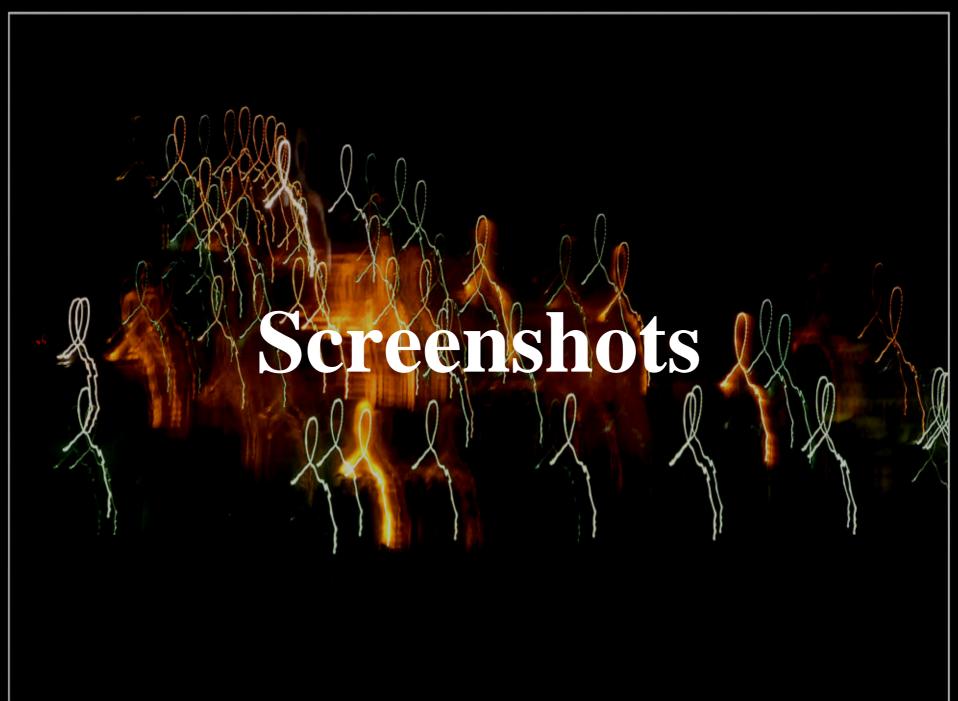


And pls cross your fingers!

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# Commercial possibilities

• Give the public access to our metadata. The NRK music library is the biggest of this kind in Norway

Download of music from DMA. We have recordings that are not available anymore.