# Digitisation and Digital Rights Management: Experiences at ORF

*Peter Dusek*
*Austrian Broadcasting Corporation (ORF), Austria*

Digital access to archives is a great challenge. Especially media archives that manage television or film holdings are in the center of access desires. Highschools want internet "media portals" as well as historical institutes ,libraries and museums, yes, even publishers – and if one scans the various projects for a "House of History" – then, even there, the desire for free electronic access to the most attractive audiovisual medium – television – turns up. Regretfully, a big gap lies between desire and reality. This begins with the storage capacities. At the moment, it's impossible to store big audiovisual collections (the ORF television archive administrates approx. 2 million videotapes and film roles) on automated mass storage systems. The new ORF newsroom, with planned kick-off in January, will in fact include a digital core unit (incl. a first archive integration) – but after about 1 week, analog tapes will again be made from the digital mass store and afterwards handled traditionally. Why has technology not progressed further ? The answer lies in the new magic word "data reduction". Moving images can already be offered in internet or on CD-ROMs, but they have no transmission quality. They are usually presented in a down scaled, low-resolution size (stamp-sized samples on the screen) and are absolutely unsuitable for professional production demands. A second problem is the network capacity. Even if one stores moving images in high quality (i.e. in form of "Golden Archives" with a selection of the most important events) on hard discs, the simultaneous access through hundreds or thousands of users would still not be guaranteed. Nevertheless, one doesn't have to be a prophet to risk the prediction that the digital era will really have it´s breakthrough in 5 to 7 years. The storage capacities will have grown, the prices continue to fall and the network problems will have been solved. And yet, one big problem will remain: a television production is a highly complex matter. There are copyrights (script, music), neighbouring rights (actors), personality rights (only politicians – i.e. persons of public status – can not prevent the archival reuse) to respect. On top of this comes the production technology. In one television minute you can often find dozens of rights restrictions, photos, moving images, music covered by text (the collage technik of television virtually chops up the video images in a rhythm of seconds). All this must be exactly documented and querable in the so-called meta data. The ORF television archive has been attempting to establish a rights administration system for years, but was successfull only after having hired its own lawyers. The following demonstration of this rights administration system will definitely not solve all problems of television archive access, but it is a first decisive step in this direction.