



DEUTSCHE WELLE

Germany's International Broadcaster



1,500 Employees from over 60 nations.



Programme, content and services in 30 languages.

DW-TV

DW-RADIO

DW-WORLD.DE

DW-AKADEMIE



MISSION STATEMENT

We communicate the values of free democracy and support human rights.

We report independently, comprehensively, truthfully and on a pluralistic basis.



Karolos Papoulias at **DEUTSCHE WELLE**



- **DEUTSCHE WELLE**
 - **PROUDLY**
 - **PRESENTS**





The broadcast newsroom of today and tomorrow

State of the art and requirements in a broadcast news archive & production environment

Identification of future needs

Marc Reuter

Head of RTL TV Archive & Documentation

AGENDA

News Archive at RTL

1.1 Introduction

2 News

2.1 History

2.2 Workflow

2.3 Data entry

2.4 Research

2.4.1 Statistics

2.5 Rights Management

2.6 Server

2.7 Service

2.8 Future needs

2 Bereich News

2.1 Historie



1 News Archive

1.1 Core Activities

- Documentation



- Research



- Interface IT + TE
Support –
Development



2 Development News Archive

2.1 History

News:

- 7 vor 7 - January **1984**.
- 20 vor 8 - April **1988**.
- RTL aktuell - October **1988**.

News Magazines

- 12:30 - April **1992**.
- Punkt Zwölf - June **1992**.
- As off March **1999** – One hour programme

Late Night News

- January **1994**.

Breakfast TV:

- Punkt Sieben November **1994**.
- Punkt Sechs September **1997**.
- Punkt Neun October **2000**.

Additional Services:

- Breaking news / Specials & Dossiers for big events / Political Talkshow (Crossfire).

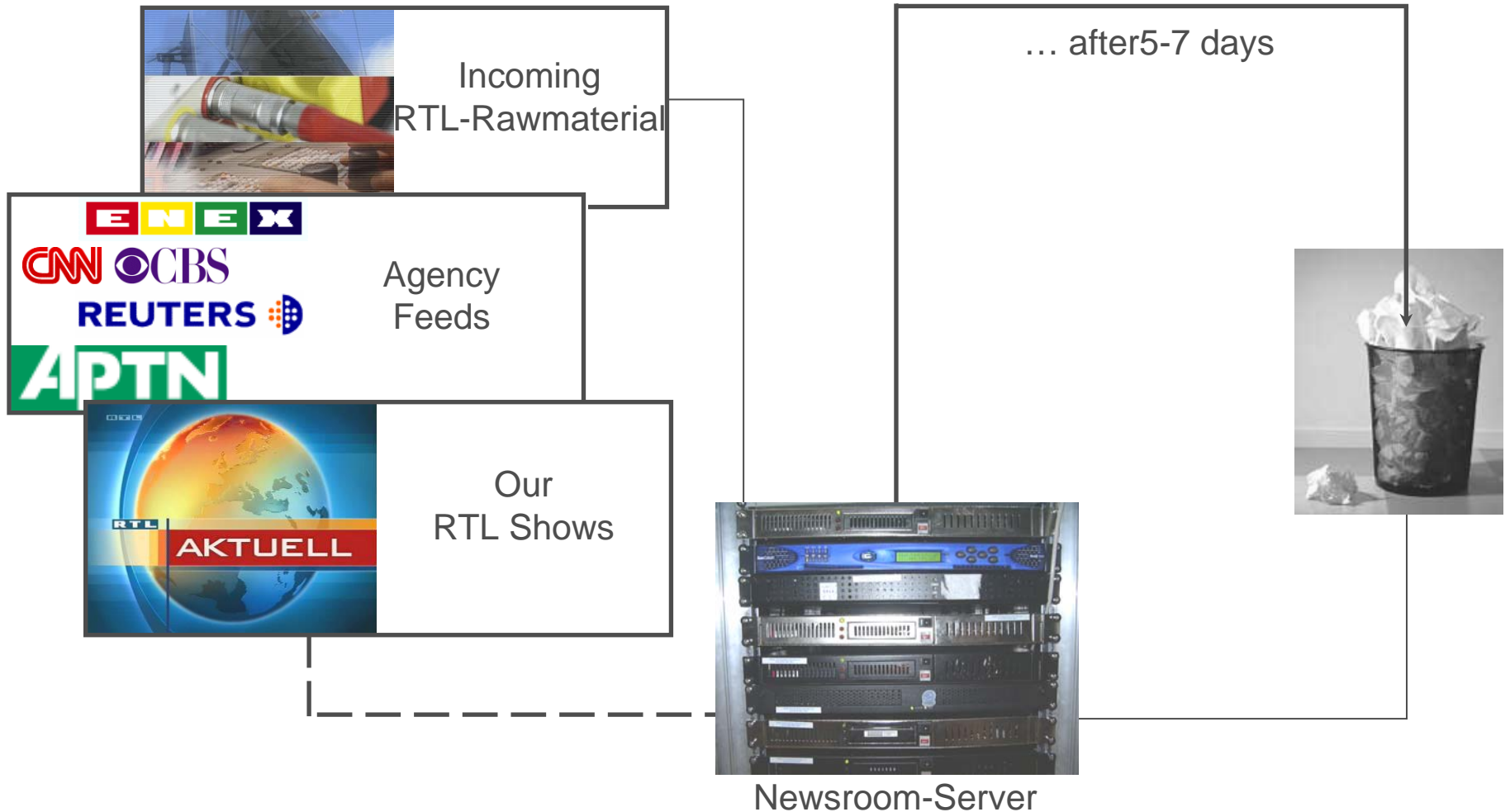
News Shows Archiving

- Recorded on U Matic tapes, then analog and digital Beta.
 - From 2000 on: recording of the clean-feed versions in stereo
 - From 01.01.2000 the news topics are available preview (low-res) on the PC
 - From 01.01.2005 the news and some agency feeds and raw-material are stored on archive server in hi-res
-
- **Agency - Feeds**
 - 30-40 Minuten are selected from ca. 20 hours of incoming agency feeds, for long-term archive storage

Raw material:

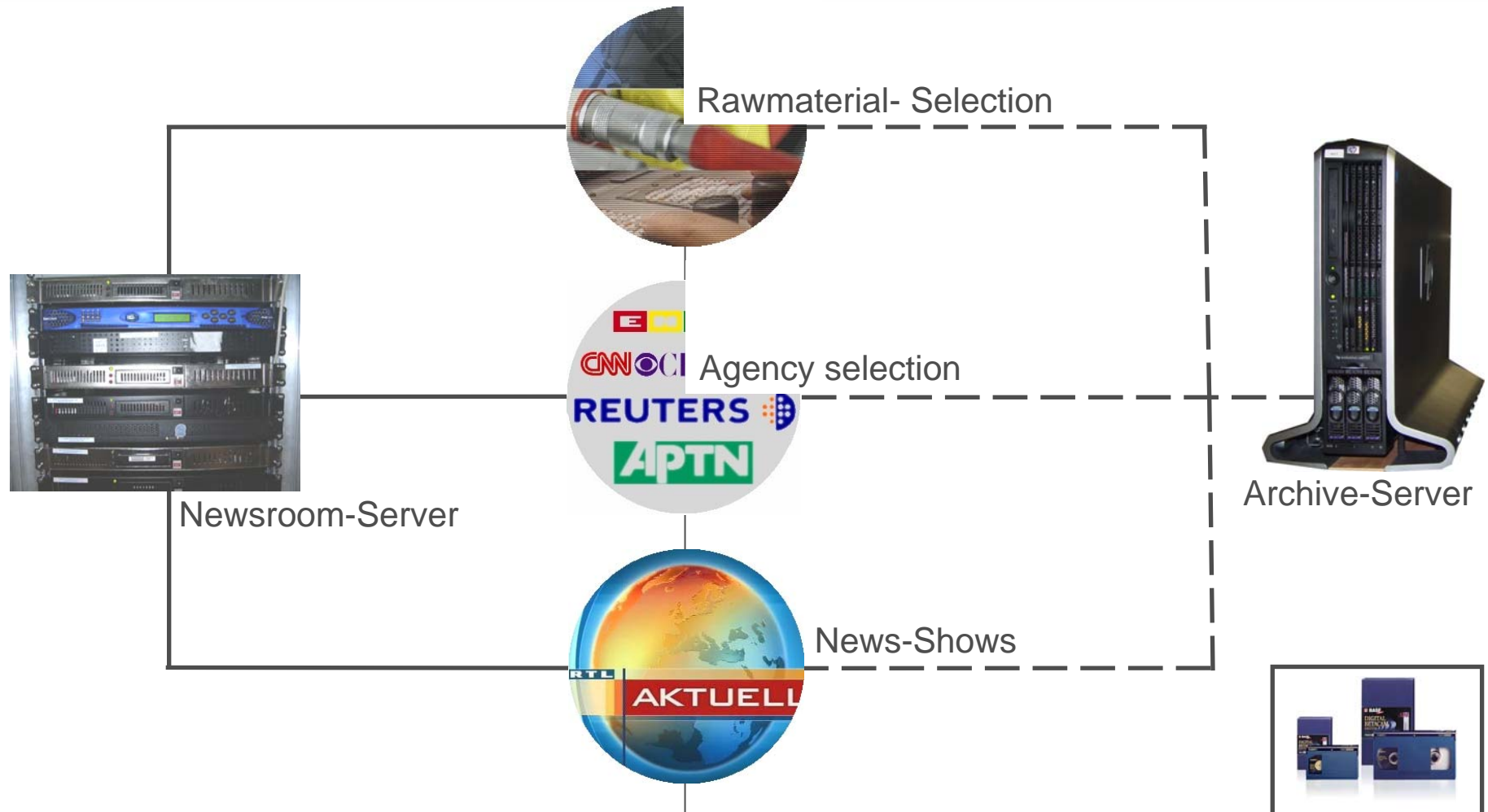
- 15 - 25 minutes of RTL-raw material are archived, plus different material like promotion videos from the automotive industry etc.

Incoming raw material Newsroom



Networking Newsroom system – News Archive

News Archive

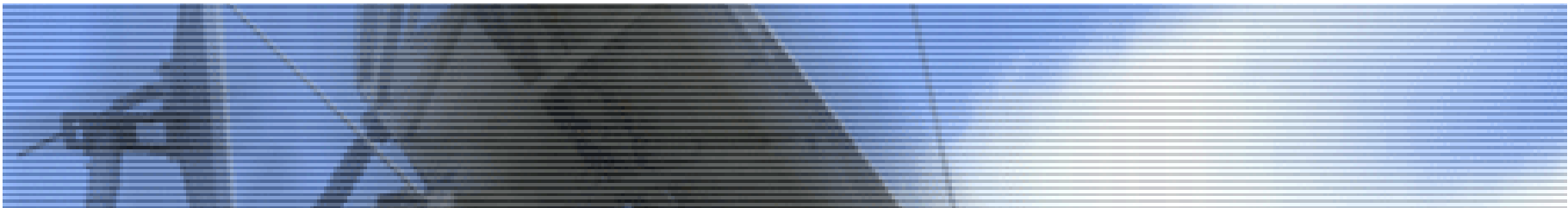


Pre-digital workflow:

- Recording on tape, documentation with a Player.

Digital workflow:

- The rundown of the shows, and their videos are transmitted from Newsroom System (**NCPower**) into database **Trip 32**, plus the Metadata available. This is the basis for additional, more detailed documentation.
- The news-topics are available online in clean feed on Archive-Server
- The news-topics are exclusively captured on server (Exception: Raw material, still on tape).



2 News

2.2 Workflow

The screenshot displays the NCPower Newsroom System interface. On the left, a 'Suchliste' (Search List) shows three search results for 'RTL Aktuell 18:45' and 'NEWSRACK div Wetter RTL Aktue' with their respective production details and timestamps. On the right, a 'Vollansicht 1' (Full View) window shows a 'Timeline' for 'RTL Aktuell 18:45' with a grid of segments. A magnifying glass is positioned over the 'CDU' segment in the timeline.

Start Time	End Time	Duration	Count	Content
18:46:15:01	00:01:44:03	6	Wilma	
18:47:59:05	00:01:08:10	7	Schalte Albers	
18:49:07:16	00:00:27:19	8	Anmod:	
18:49:35:11	00:01:38:02	9	CDU	
18:51:13:14	00:00:19:15	10	Anmod:	
18:51:33:05	00:01:44:18	11	Vogelgrippe	
18:53:17:24	00:00:04:20	12	Anmod : Newsblock	

Newsroom System
NCPower

2 News

2.2 Workflow

VPMS PreviewClient [RTL Köln Newsroom/RTL Köln Newsroom]

Datei Bearbeiten Videosteuerung Shotliste Cutliste Ansicht ?

RTL ROH Berlin 00:05 vom 22.09.2005 (EU-INES-8)

Nr	Bild	TC-In	TC-Out	Länge	Titel
1		00:03:24:00	00:20:20:05	16:56:06	Berlin:Goldene Henne

Keine Infos erhalten!!! Promi-OTs

00:03:24:00
R. Std. Min. Sek. Frm

00:03:07:17 00:21:34:07

Aktueller Shot

In: 00:03:24:00 Titel: Berlin:Goldene Henne

Out: 00:20:20:05

Länge: 00:16:56:06 Redakteur:

Picture: 00:03:24:00 ID: Kategorie: ■ Aktuell

Keine Infos erhalten!!! Promi- OTs

Bereit

Newsroom
VPMS-Player

2 News

2.2 Workflow

Trip32 - [Treffer 1 von 1, S=11 (bd=24.10.2005 + kauf + sparte=nachrichten + stoiber) in NEWS_ARCHIV]

Trip32 Bearbeiten Suche Anzeige Eingabe Admin Fenster ?

<input type="checkbox"/> 1	ID	N 2005-10-22	TC	18:49:35:08	Datenbank: Köln
RTL Aktuell vom: 22.10.2005		Beitrag: 2		Dauer 00:01:37:14	Status: eingeben
Sendeform: Bericht		Tape-Nr:		Ton: ZK	Material: Digi-Beta
Redaktion:					Studio:

CDU

ZFG: Ilka on 18:45

Angela Merkel, die designierte Kanzle-rin, wollte diese Debatte auf keinen Fall zum jetzigen Zeitpunkt. Aber: auf dem Deutschland Tag der Jungen Union ha-ben gestandene CDU/CSU-Politiker die Wahlkampf-Strategie der Union kritisiert. Der CDU-Fi-nanz-Experte Merz sprach von massiven Fehlern, die zu dem enttäuschenden Wahl-Ergebnis ge-führt hätten. CSU- Chef **Stoiber** beman-gelte unter anderem: der Wahlkampf sei nicht emotional ge-nug gewesen. Martin Schulte berichtet:

=====

CDU

=====

DE:

NB: 0-10/14-18/29-41/47-49/1.02-1.08 RTL München
11-13/19-28/42-46/1.09-1.13 Reuters
50-101 Archiv Köln
1.14-1.27 nicht frei ZDF **Kauf**, kann 1 Jahr kostenfrei in News genutzt werden
Rest RTL Berlin

TC D Herk	Video	Ort + Datum	Topic	Sequenz
18:49:02:19 32 sec.				Anmod:CDU
18:49:35:08 97 sec.				CDU

Fertig NUM

**News Archive,
Trip 32**

2.3 Input Documentation

- Relevance Ranking for documentation and description of programmes, agency feeds and raw material based on individual editorial criteria. Special emphasis on possibility to re-use and sales(!)
- Use of descriptors to identify specific context of images (e.g. „easy to re-use“)
- Detailed logging of Statements/Quotes (VIP, Politicians, Experts) in a dedicated data field
- Categorisation according to (proprietary) Thesaurus
- Full video/image description including clarifications on persons and location
- Avoid redundancies through topic-oriented documentation, shorter documentation of non-proprietary or purchased footage and material less relevant for re-use
- Fact-Checking (correction of autocue errors, Research on biographical data and statistics, errors in agency scripts)
- Additional Tools: Internet, Image Database, Newspaper database, NCPower).

News

2.2 Documentation

Trip32 - [Treffer 1 von 1, S=35 (wochenserie -- TITEL1=(besser leben) -- ID=(mn 2005-08-22)) in NEWS_ARCHIV]

Trip32 Bearbeiten Suche Anzeige Eingabe Admin Fenster ?

ID	MN 2005-08-22	TC 12:52:25:19	Datenbank: Köln	
Punkt Zwölf vom:	22.08.2005	Beitrag: 28	Dauer 00:03:39:19	Status: Fertig
Sendeform:	Bericht	Tape-Nr:	Ton: ZK	Material: Digi-Beta
Redaktion:	Jill Lenar			Studio:

BRD/UNNA: BESSER LEBEN - WOCHENSERIE - SHAOLIN MÄDCHEN 1

ZFG: Co-Redakteur: Nathalie Suthor.
 Das größte Hobby der kleinen Michelle Wunsch aus Unna ist Kampfsport! Gerade mal zehn Jahre alt, ist sie schon mehrfache deutsche Meisterin. In diesen Sommerferien ging ein großer Traum des Mädchens in Erfüllung: mit ihrer Trainerin durfte sie für eine Woche in das einzige Shaolin-Mädchen- Kloster nach China reisen. Dort leben rund 40 Mädchen und trainieren Kung-Fu für die Olympischen Spiele 2008.

DE: MÄDCHEN, KAMPFSPORT, KUNG FU

TC D Herk	Video	Ort + Datum	Topic	Sequenz
12:52:25:19 116 sec. RTL Rücksprache		BRD / Unna, teils China		10jährige Michelle Wunsch bei Training, diverse, auch mit Trainerin Michele Thompson-Gruber
12:54:22:10 103 sec. RTL Rücksprache		BRD / Unna, teils China		Michelle packt Sachen usw., schliesslich Abschied von Familie, OT
Dok: mw	ED: 22.08.2005	Bearb: mw	BD: 29.08.2005	RID: NEWS_ARCHIV.517288

Fertig NUM

Start 3 Microsoft... 2 Internet... MicsPloer (m... Trip32 - [Tr... 3 Windows... Microsoft Pow... 2 Microsoft... 14:18

News Archive
Trip 32

2 News

2.2 Documentation

Trip32 Bearbeiten Suche Anzeige Eingabe Admin Fenster ?

Treffer 1 bis 3 von 3, 5=23 (2005 07 25 OR 2005 06 05 OR 2004 03 18 -- BILDER=(chyronfehler)) in NEWS_ARCHIV

- 1
 N 2005-07-25 BRD/BERLIN+ERKNER: ABSTURZ SELBSTMORDE-PILOT IN REGIERUNGSVIERTEL + FUND LEICHE EHEFRAU
 18:54:39:01 BRD / Erkner Fundort **OT Peter Salender** Frankfurt/Oder, **Chyronfehler** Saarländer Fundort Leiche in Haus
 8 sec. Berlin frei
- 2
 ausgeliehen: Mitschnitt, Digi Beta S, Ex: 2/3 Richter Kay Solwe, 5120, Redaktion RTL Aktuell, 23.06.2005
N 2005-06-05 ITALIEN+FRANKREICH: MIND. 2 TOTE BEI BRAND IN FREJUS-TUNNEL
 NB:
 18:47:10:14 Frankreich / * **Chyronfehler** OT Dominique Perben, französischer Transportminister (**Chyronfehler**, angebl. ADAC-Mitarbeiter)
 21 sec. APTN intern frei
- 3
 N 2004-03-18 BRD: PREMIERE "DIE PASSION CHRISTI"
 NB: NB = KAUF von picture press, 250 Euro, credit: picture press - bitte Verwendung bei Petra Dahm melden, sonst doppelt so teuer !!!
 18:58:50:09 BRD / Eisenach * Zoom auf Käbler blättert in Bibel, Statement Christoph Käbler OT, Landesbischof Thüringen, Film macht klar, dass es sich um Konflikt innerhalb des Judentums handelt, **Chyronfehler**: Landesbischof Leipzig
 18 sec. Leipzig

Fertig NUM

Start 3 Microsoft ... 2 Internet ... MicsPlorer (mp... Trip32 - Tref... 2 Windows ... Chyronfehler... Microsoft Pow... DE 13:42

News Archive
Trip 32

- Main task of the RESEARCH is the retrieval of video footage internal (RTL editorial desks) and external clients (n-tv; Regional RTL programmes, TV production houses like Stern TV or Spiegel TV, other broadcasters etc.) with a special emphasis on **usage rights**
- Footage ready for further processing on tape, Edit list (file), raw edit (file), CD, DVD, Mediafile. In Addition: Fact sheets, Press Dossiers or biographical data from external sources
- Range of requests: from specific images (persons, shots, events) to fully fledged dossiers and specific topic-related images for easy re-use
- **Support of editorial desks for obituaries, retrospects etc.**
- Support for programmes entirely composed from archive material (e.g. „Best of“)
- Support for subsidiary news channel **n-tv**.

2.4 Research

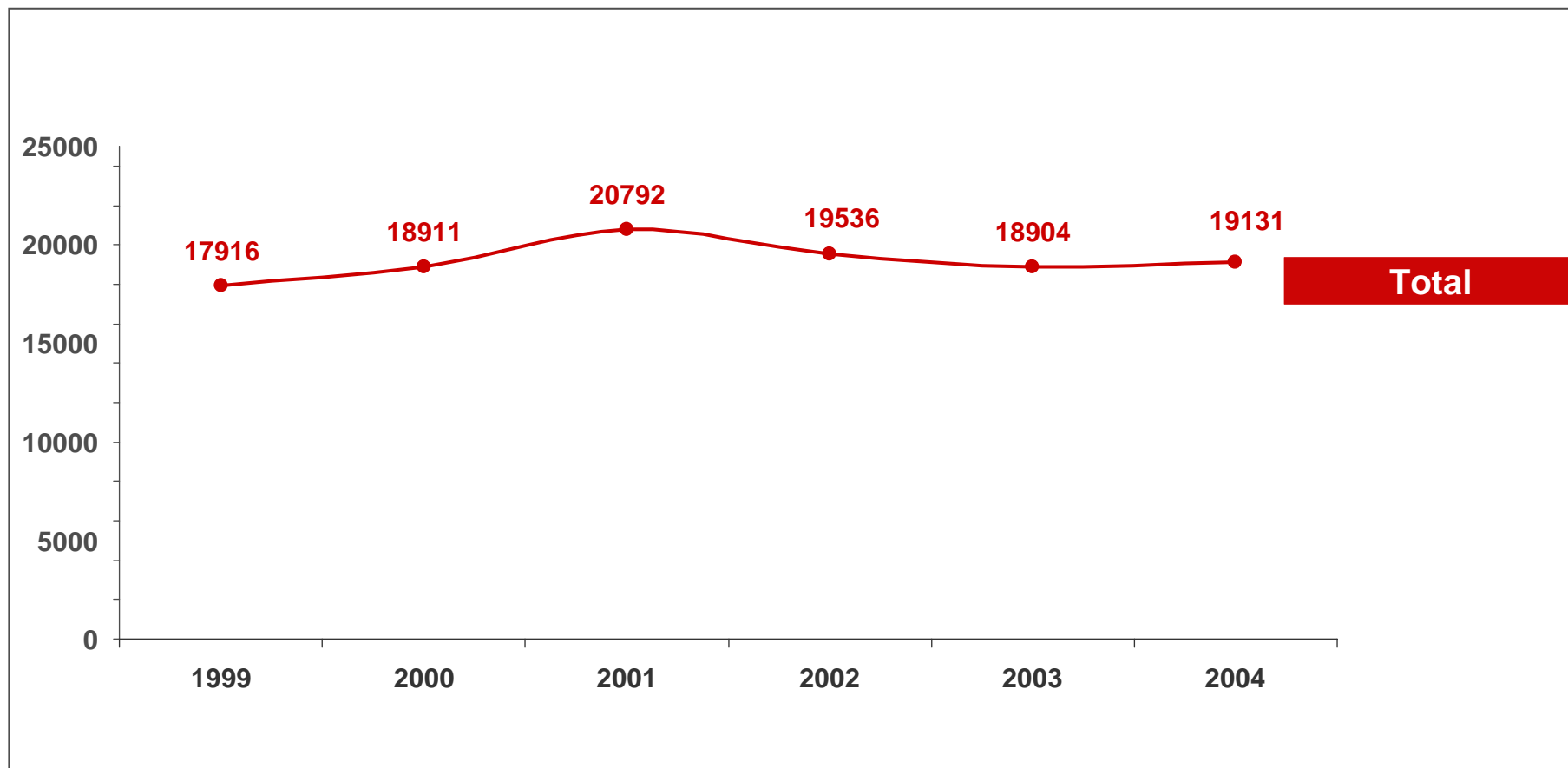
2.4.1 Statistics

Remarks about the Statistics

- Statistics only concern the Archive Material re-used within the News Shows
- No sports, no magazines.
- No teasers and no trailers or pop-ups or call-ins

2.4 Research

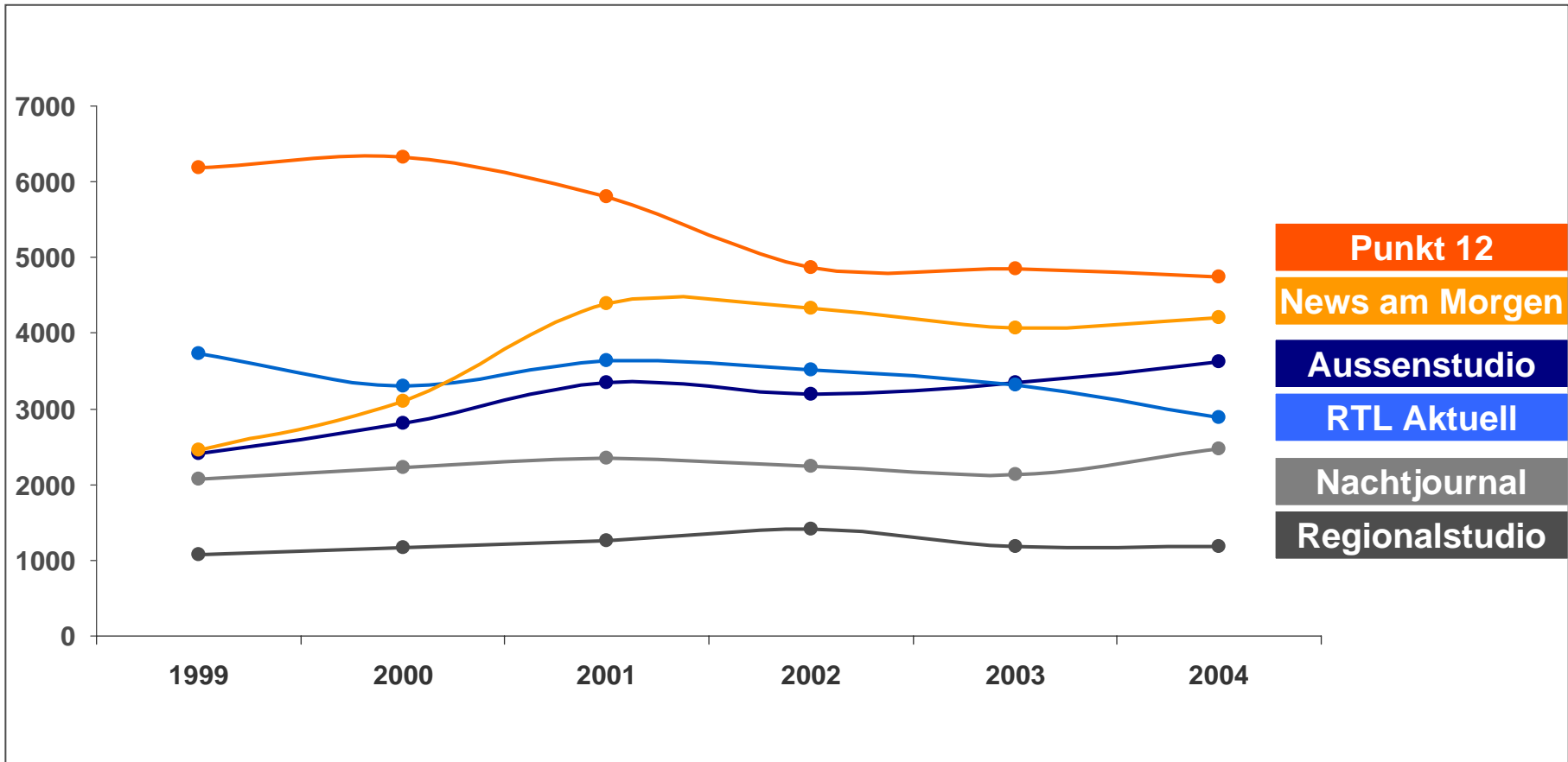
2.4.1 Statistics



▶ Research requests RTL News Shows per year in total

2.4 Research

2.4.1 Statistics

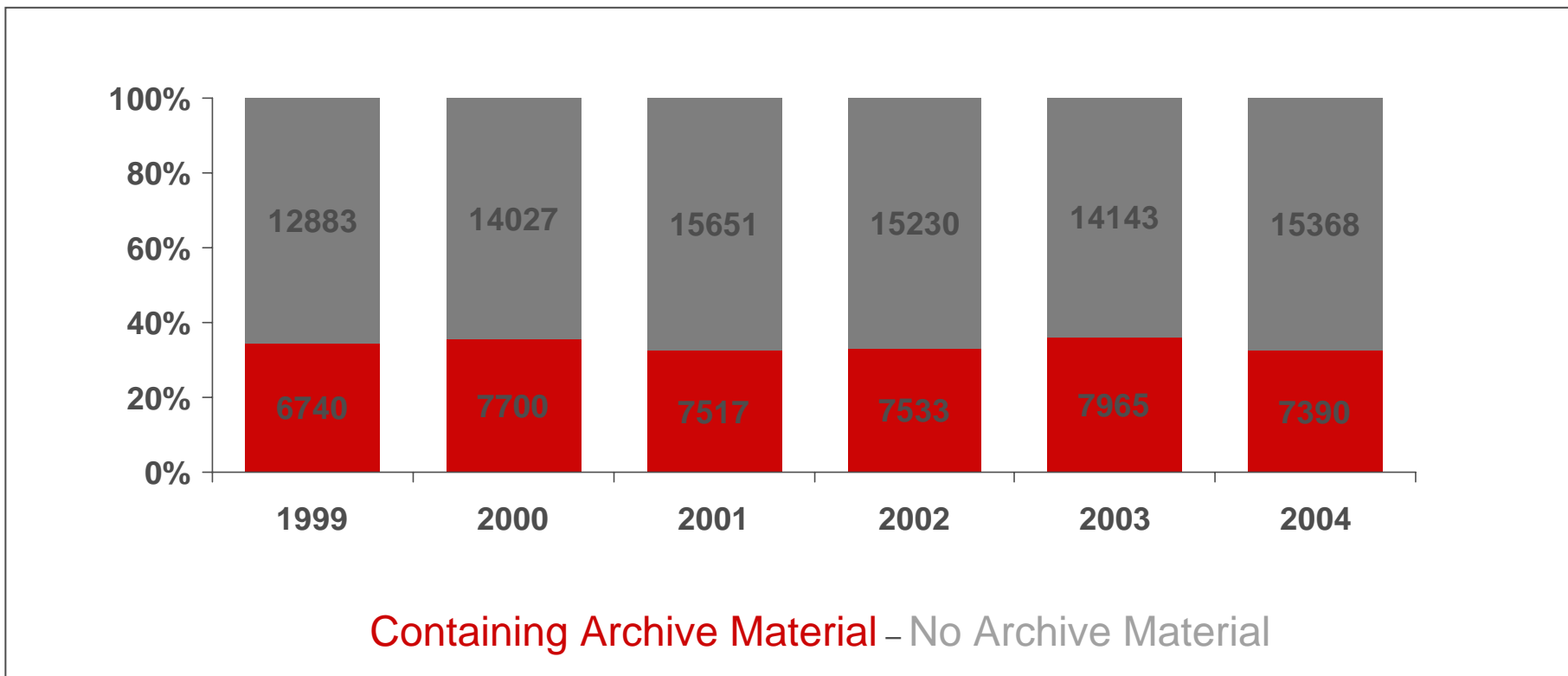


► Research requests in detail

2.4 Research

2.4.1 Statistics

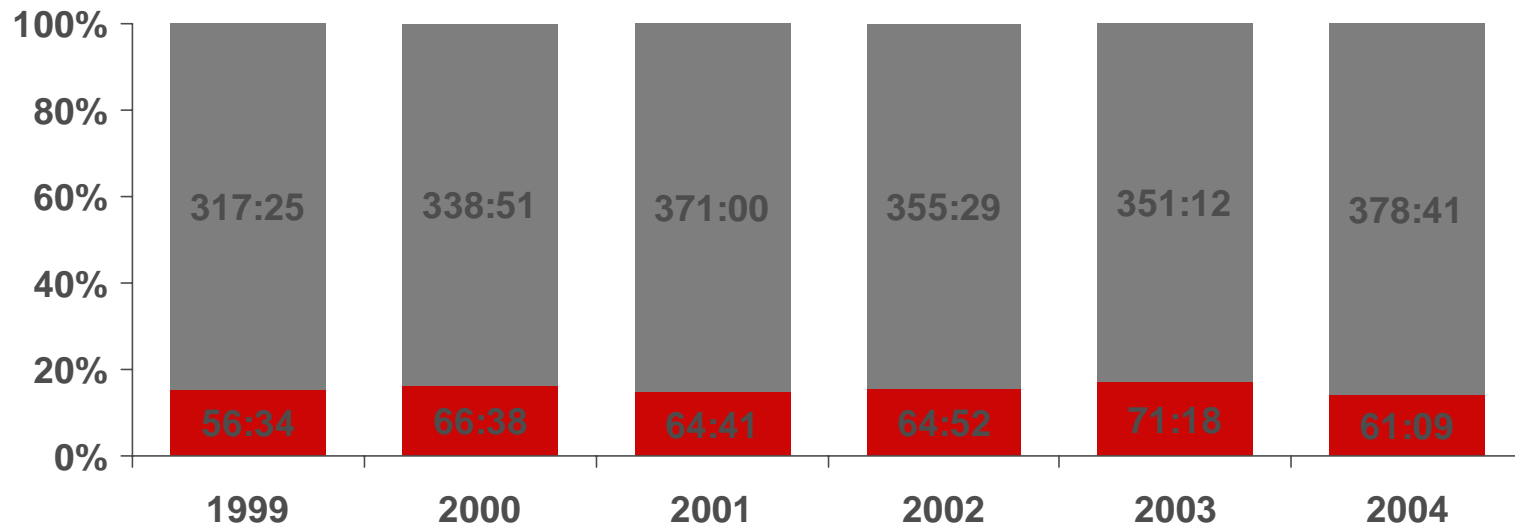
Topics with and without Archive Material



2.4 Research

2.4.1 Statistics

Archive Material re-used per year in hours

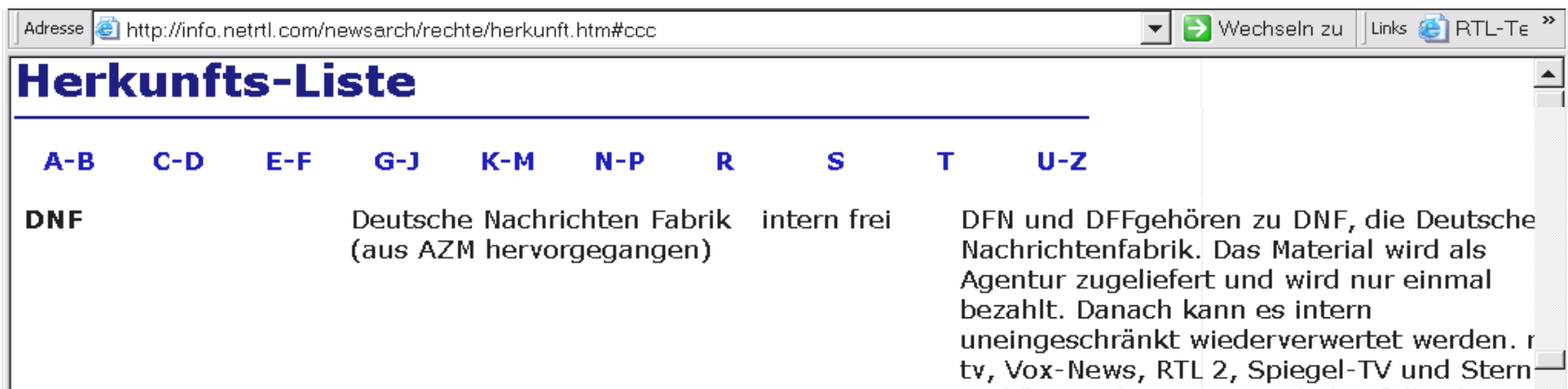


Containing Archive Material – No Archive Material

2 News

2.5 Rights

- The relevant Informations concerning the rights, essential for re-use and sales, are indicated in **every** sequence
- In cooperation with the Newsdesk we built a database with all sources in order to introduce a IPR monitoring standard for RTL (it didn't exist till then)
- As off April 2005 integration of archivst at the **Newsdesk** to coordinate and capture all the IPR relevant information including pricing in the archive database with a link to the relevant video sequence
- Support concerning IPR issues for n.tv, RTL 2 etc.



Adresse <http://info.netrtl.com/newsarch/rechte/herkunft.htm#ccc> Wechseln zu Links RTL-Te »

Herkunfts-Liste

A-B	C-D	E-F	G-J	K-M	N-P	R	S	T	U-Z
DNF			Deutsche Nachrichten Fabrik (aus AZM hervorgegangen)			intern frei			DFN und DFFgehören zu DNF, die Deutsche Nachrichtenfabrik. Das Material wird als Agentur zugeliefert und wird nur einmal bezahlt. Danach kann es intern uneingeschränkt wiederverwertet werden. r tv, Vox-News, RTL 2, Spiegel-TV und Stern

2 News

2.5 Rights

Error-prone IPR issues

- Different informations concerning the origins .
- Unspecific use of the terms
- Contradicting Informations from editors and freelancers (RTL-Material, when in fact it was bought without the right for re-use (may get expensive at times up to 50.000 € of fees!).

	A	B	C	E	
1					Liste speichern
2	Sendung: RTL Aktuell		Datum: 21.08.2005		Liste öffnen
3	Beitrag	Bilder	Nutzung	Herkunft	Erläuterung
57	Papst aktuell	Bilder Papst + Muslime und Luftbilder + Totale		APTN	
58		Schlafbilder		Reuters	
59		Rest		WDR Pool	
60					

2 News

2.6 Server

- Tapeless production and archiving of News Shows as of January 2005. Content on server includes all new programmes and selected agency and raw material (clean feed = no inserts). Possibility to edit online.

Shortcomings

- Deletion of less-relevant material (e.g. weather forecast) due to limited storage capacity.
- Occasional audio flaws



Training

- Database Research and Online Editing Training for RTL-Editors
- Support and Training for Regional and Foreign Studios as well as other broadcasters within the RTL Group (RTL Televizija Kroatien, RTL London, RTL Jerusalem).
- Implementation of Trip 32 at N-TV
- Lectures at RTL School for Journalists.



2 News

2.7 Service

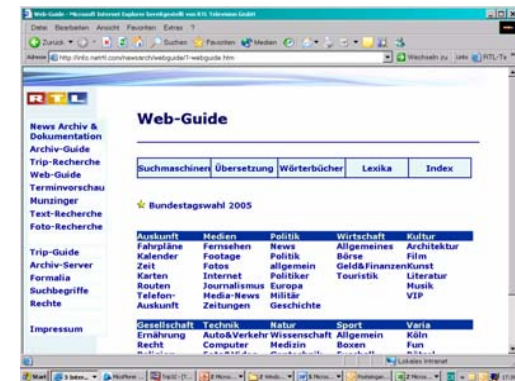
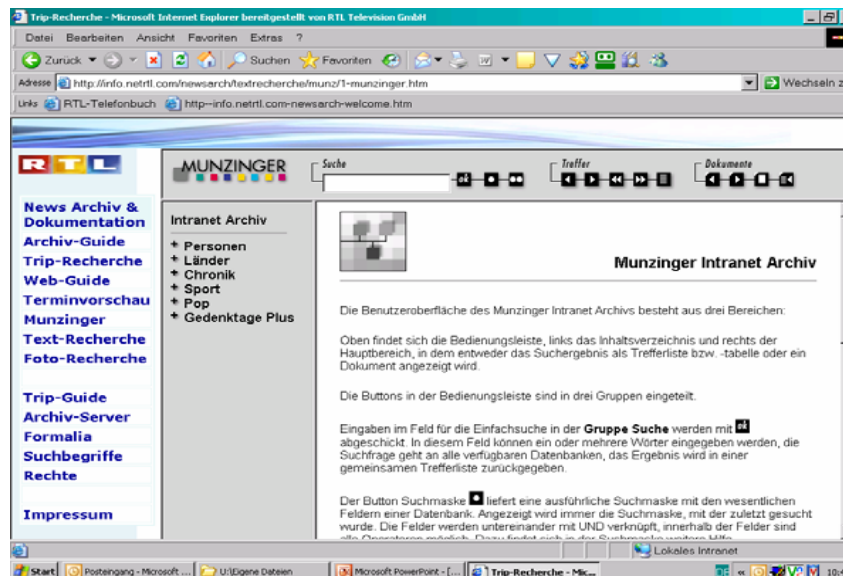
Live-Shotten / Cut lists / Topical Collections / Nearline-Server

- Live Shotten e.g. Live Sports Events (Formula 1, World Cup).
- Collection of rights-free/re-usable video/images on certain topics
- Pro-active retrieval off material concerning certain events and pre-editing on Nearline Servers
- Production of rights-free material according to editorial needs



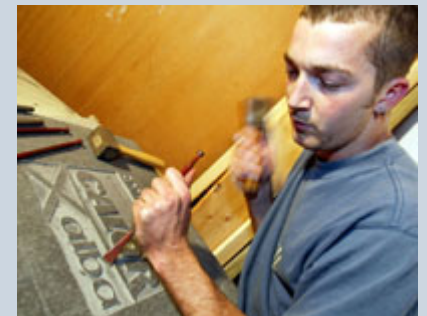
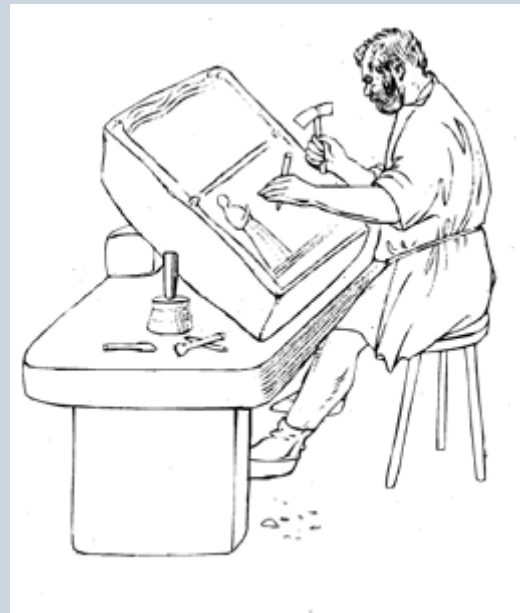
Intranet

- WebGuide
- Image Database
- Munzinger Archive
- Event Preview



- **30 000** *Search requests per year.*
- **35** *% of the daily news and magazines contain archive material*
- **100** *Hours of archive material is broadcasted each year in our daily shows*
- **400** *Items per month are sent to our regional studios and partners*
- **1000** *Edit lists per month contain archive material, continuously rising demand*
- **3500** *Hours of videomaterial are documented*
- **555000** *Entries in our database*
- **250** *Tapes per day are handed out.*
- **1196** *Tapes are lost forever – thanks to our dear clients*
- *(Note: The User/Journalist is the natural born trouble maker for the archivist)* ³⁴

Situation at Deutsche Welle



Situation at Deutsche Welle

- Production and archiving fully digital at DW-Radio
- Tape-based production and archiving at DW-TV
- (Introduction of new Newsroom system 2007ff)
- Use of semantic technologies only in innovation projects
- (e.g. audio mining project with Fraunhofer, MESH)

2.8 Future needs

- **(Semantic) Support for Documentation and Retrieval**
 - **Improve Video Segmentation**
 - **First step: Audio Mining**
 - **Second step: Tagging Support**
 - **Face detection and image retrieval**
- **Advance Storage Capacities and Server Networking Management.**
- **Support for IPR monitoring and DRM.**
- **Internetworking with subsidiaries, studios**

Statement:

**Close collaboration between editors, IT and archive using current technologies, tools and systems will out-perform semantic approaches still in the years to come.
Semantic technologies not yet mature to be widely deployed in Media production.**



- Thank you very much for your attention!