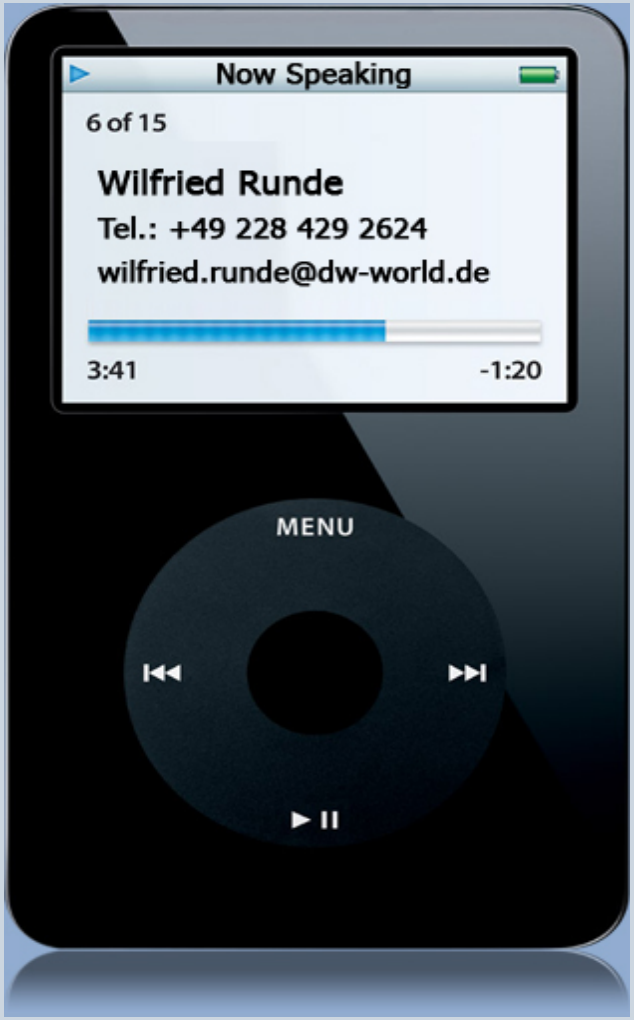

Now Speaking
6 of 15
Wilfried Runde
Tel.: +49 228 429 2624
wilfried.runde@dw-world.de
3:41
-1:20
MENU

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

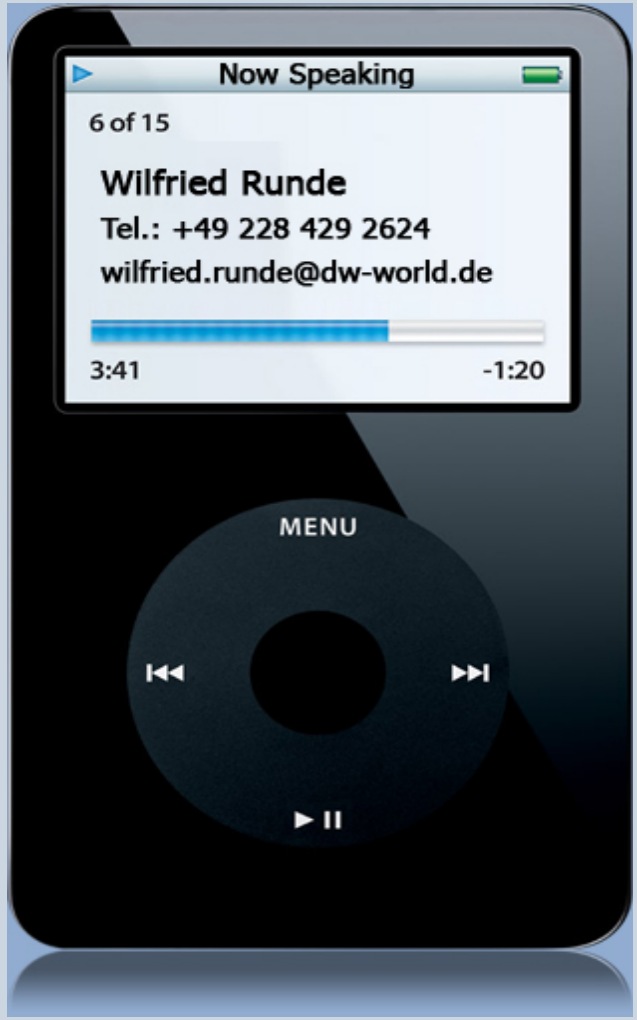
MISSION STATEMENT

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

2.1 Historie

DIE BILDER DES TAGES
Hartmut SCHRÖTER
PETER KLOEPPEL
MILENA P
RTL
18:45:00
22.10.2005
AKTUELL
RTL.DE
PUNKT 12
KATJA BURKARD
WOLFRAM KONS

1.1 Core Activities

•Documentation

• Research

• Interface IT + TE Support – Development

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

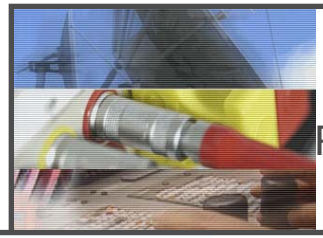
- Recorded on U Matic tapes, then analog and digital Beta.
- From 2000 on:recording of the clean-feed versions in stereo
- From 01.01.2000 the news topics are available preview (low-res) on the PC
- From 01.01.2005 the news and some agency feeds and raw-material are stored on archive server in hi-res

- **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.

Newsroom



Incoming
RTL-Rawmaterial

ENEX
CNN CBS
REUTERS
APTN

Agency
Feeds

Our
RTL Shows

… after5-7 days

Newsroom-Server

News Archive

Rawmaterial- Selection

Newsroom-Server

Agency selection

Archive-Server

News-Shows

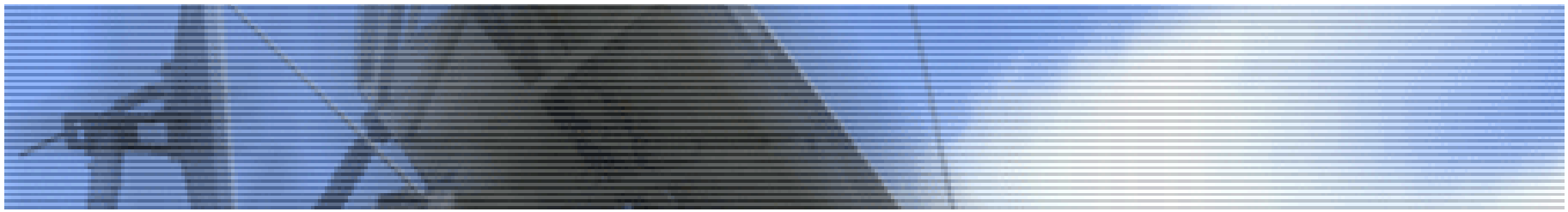
2.2 Workflow

Pre-digital workflow:

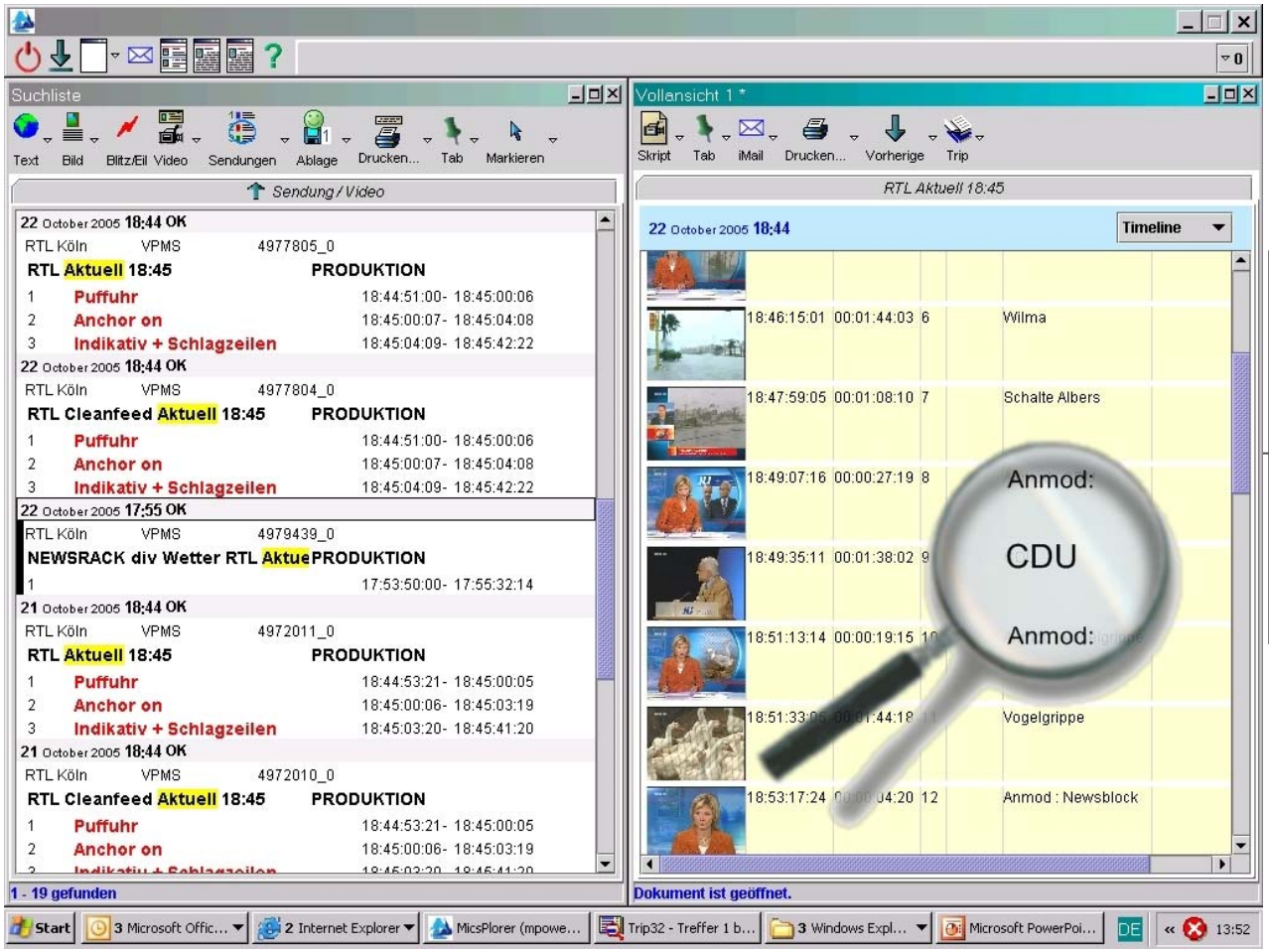
- Recording on tape, documentation with a Player.

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).

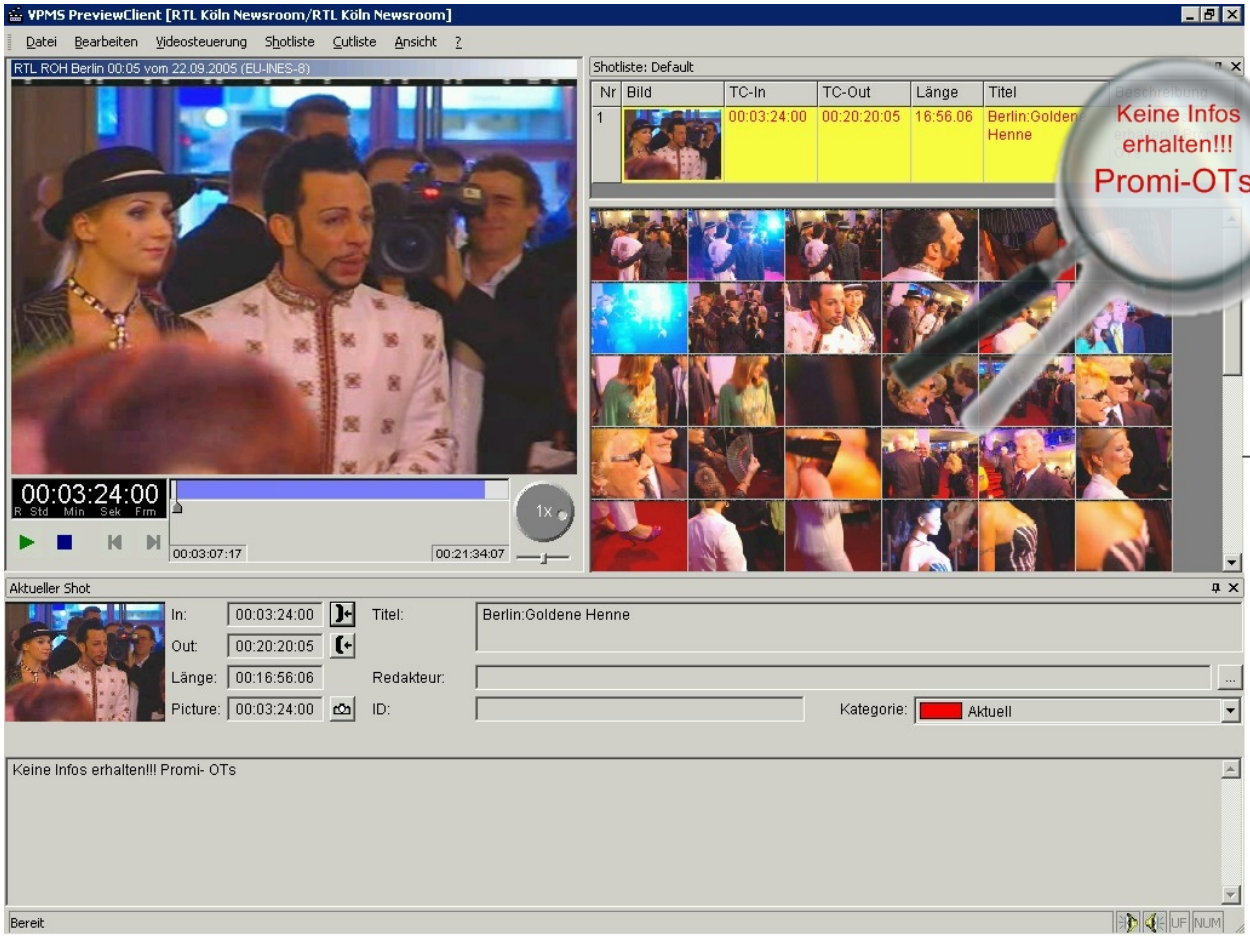


2.2 Workflow



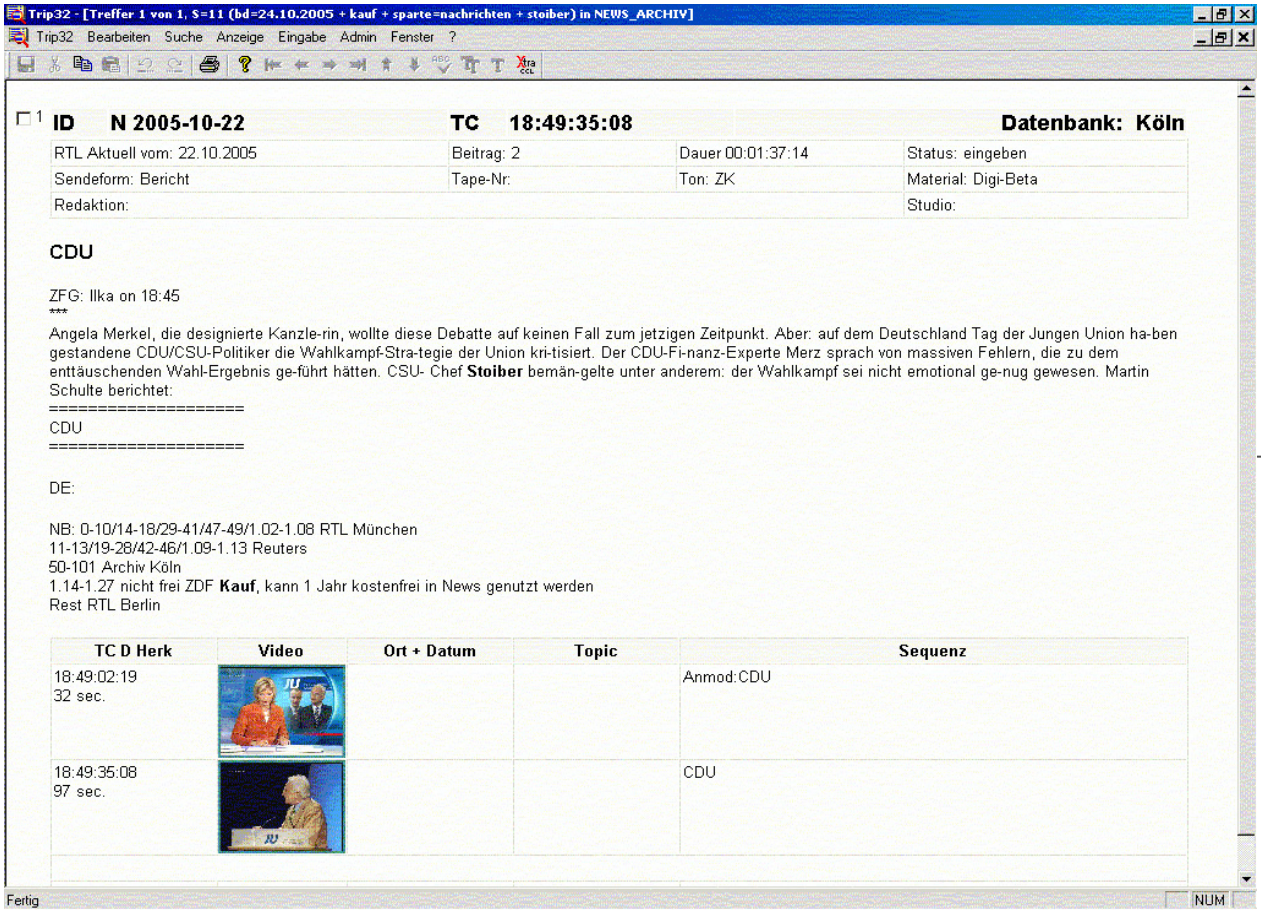
Newsroom System
NCPower

2.2 Workflow



Newsroom
VPMS-Player

2.2 Workflow



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 possiblity 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 (proprietory) Thesaurus

- Full video/image description including clarifications on persons and location

- Avoid redundancies through topic-oriented documentation, shorter documentation of non-proprietory 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).

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 ?

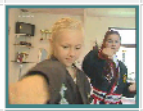
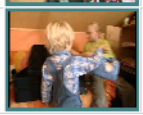
1 **ID MN 2005-08-22** **TC 12:52:25:19** **Datenbank: Köln**

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 Wünsch 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

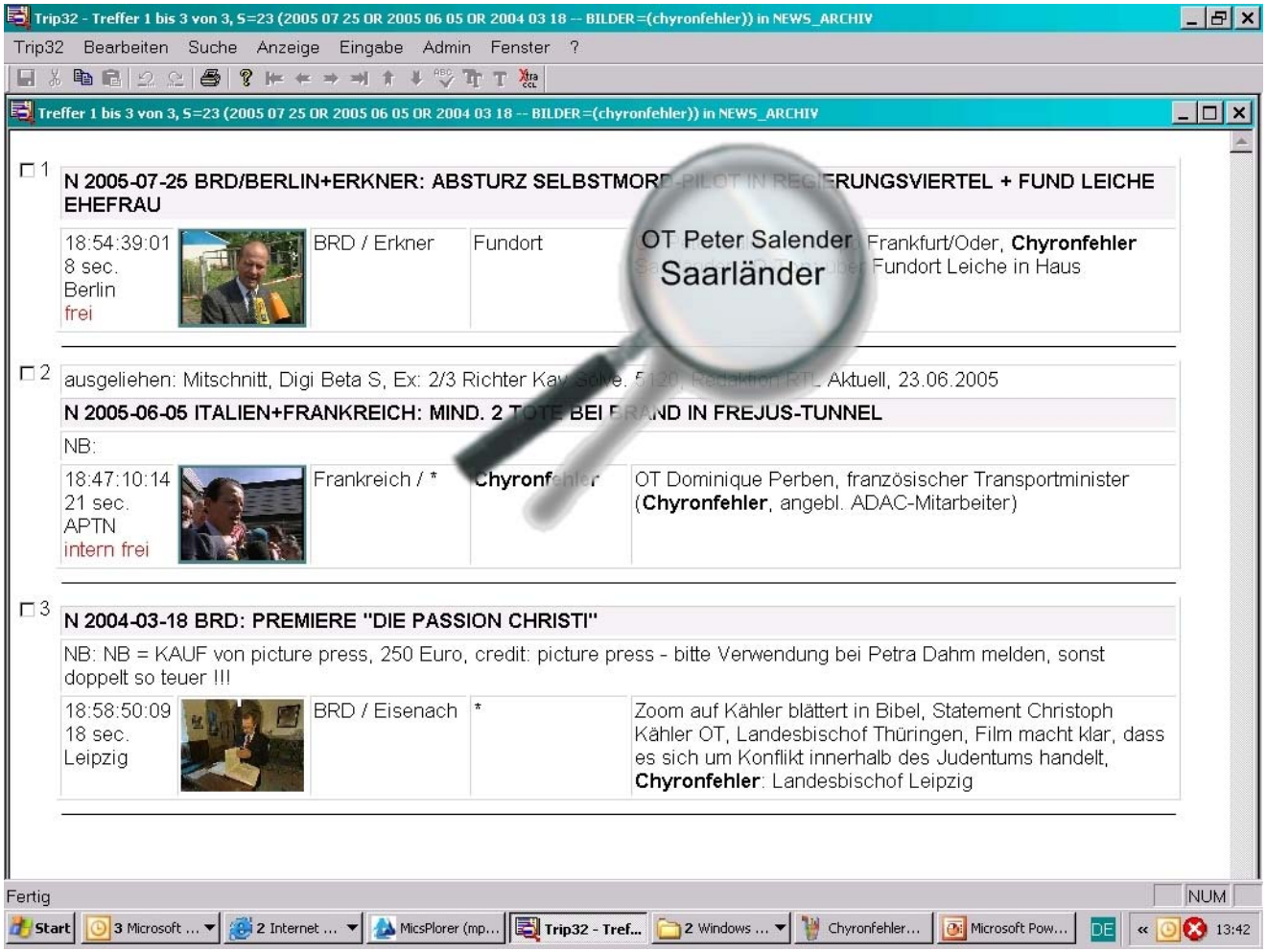
TC D Herk	Video	Ort + Datum	Topic	Sequenz
12:52:25:19 116 sec. RTL Rücksprache		BRD / Unna, teils China		10jährige Michelle Wünsch bei Training, diverse, auch mit Trainerin Michele Thompson-Gruber
12:54:22:10 103 sec. RTL Rücksprache		BRD / Unna, teils China		Michelle packt Sachen usw., schliesslich 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 ... MicsPlorer (m... Trip32 - [Tr... 3 Windows ... Microsoft Pow... 2 Microsoft... DE « 14:18

News Archive
Trip 32

2.2 Documentation



News Archive
Trip 32

2.4 Research

- 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“)

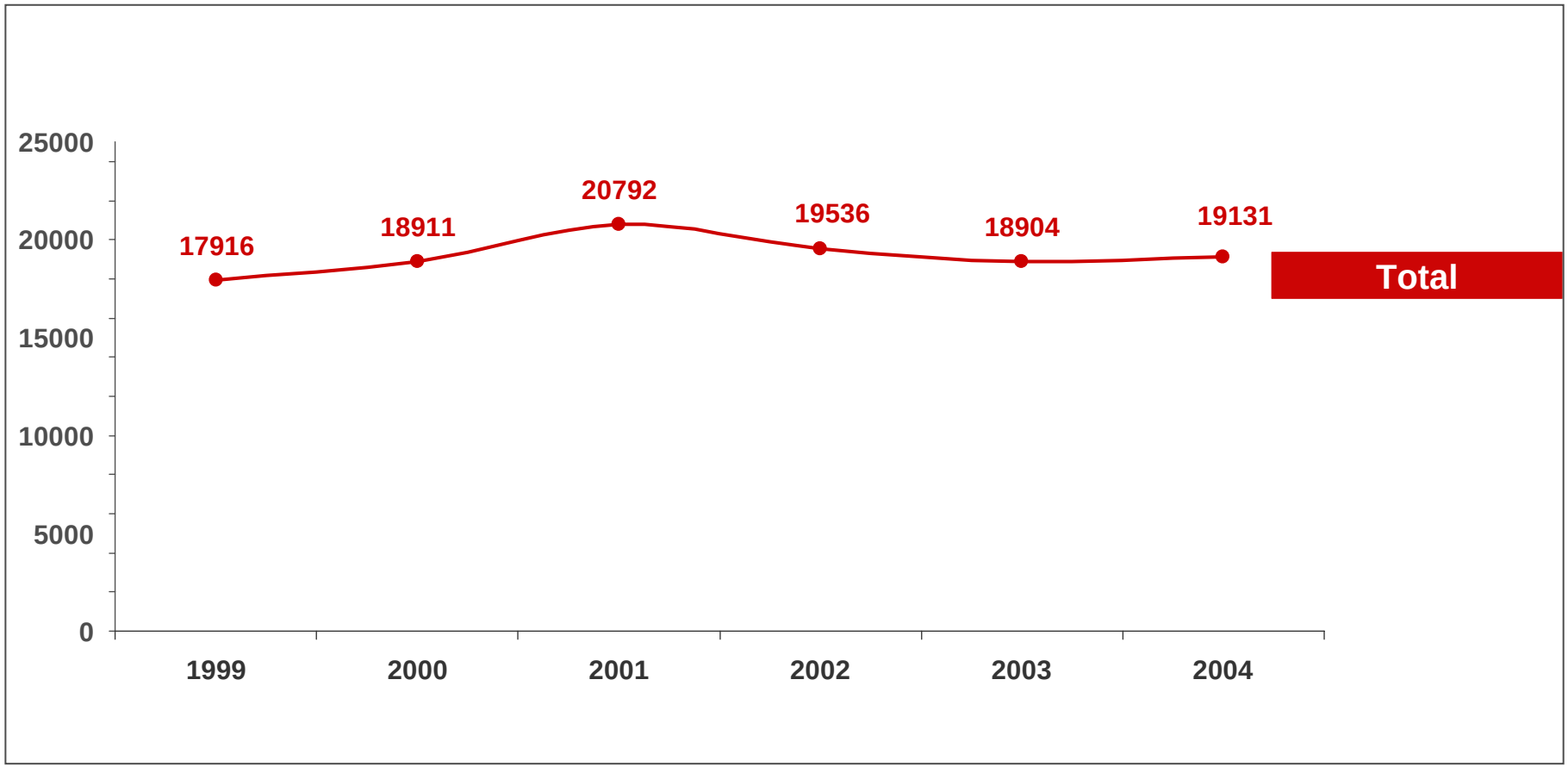
- Support for subsidiary news channel **n-tv**.

2.4.1 Statistics

Remarks about theStatistics

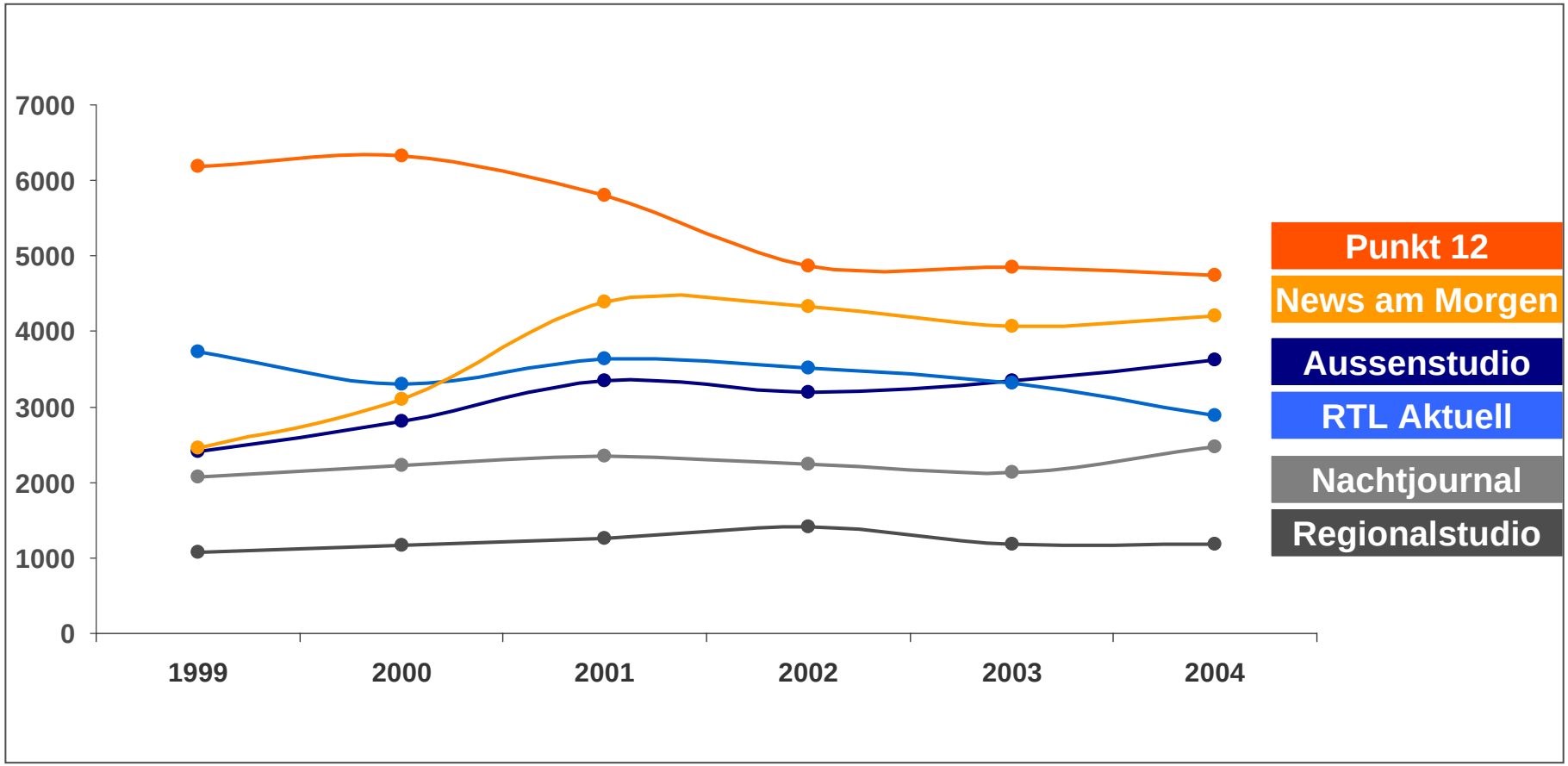
- Statistics only concern the Archive Material re-used within the News Shows
- No sports, no magazines.
- No teasers and no trailers or pop-ups or call-ins

2.4.1 Statistics



Research requests RTL News Shows per year in total

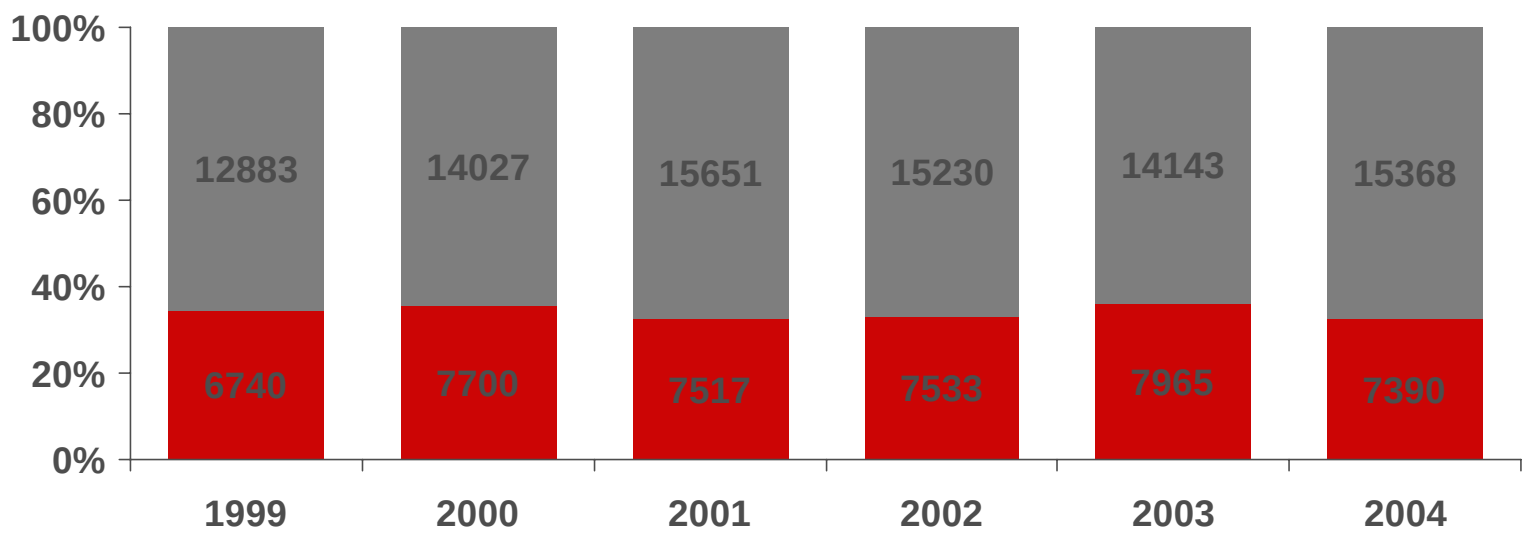
2.4.1 Statistics



Research requests in detail

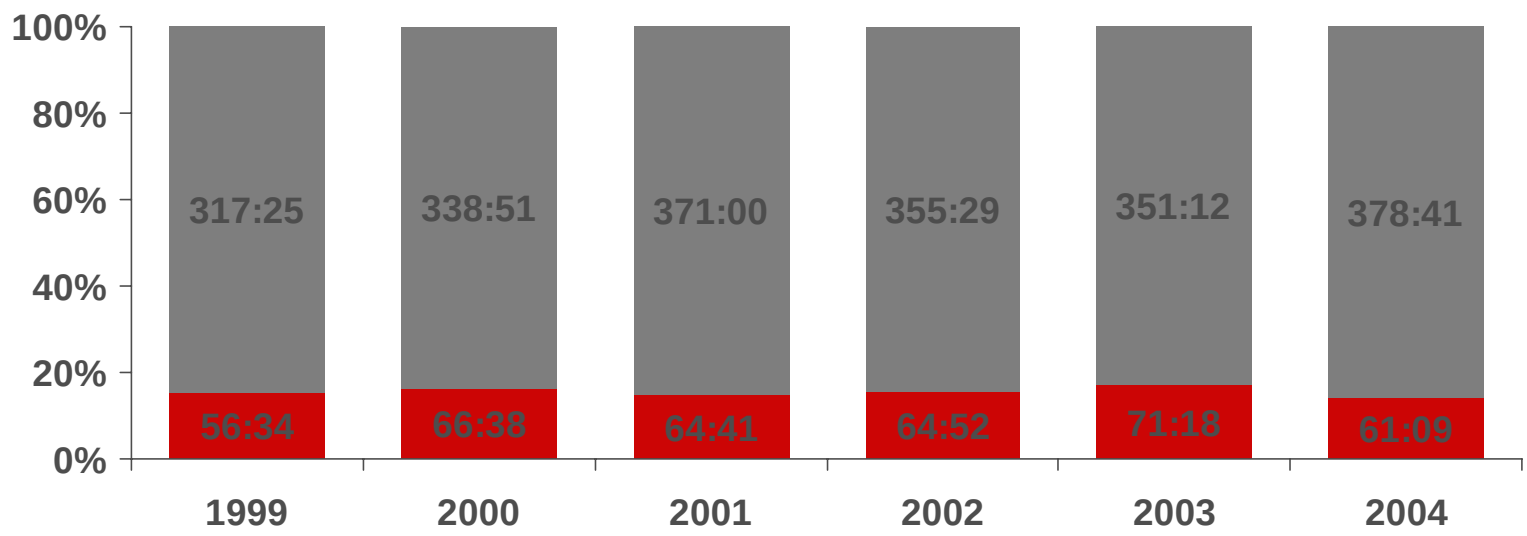
2.4.1 Statistics

Topics with and without Archive Material



2.4.1 Statistics

Archive Material re-used per year in hours



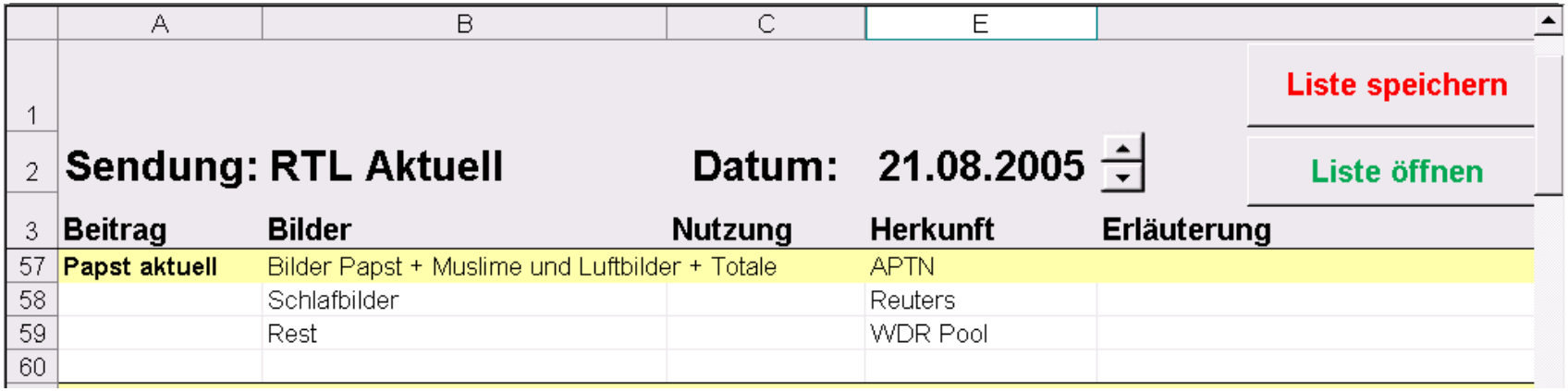
Containing Archive Material – No Archive Material

2.5 Rights

- The relvant 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.

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				
2	**Sendung: RTL Aktuell**		**Datum:**	**21.08.2005**
3	**Beitrag**	**Bilder**	**Nutzung**	**Herkunft**
57	**Papst aktuell**	Bilder Papst + Muslime und Luftbilder + Totale		APTN
58		Schlafbilder		Reuters
59		Rest		WDR Pool
60				

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). Possibiltiy to edit online.

Shortcomings

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

- Occasional audio flaws

2.7 Service

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.**

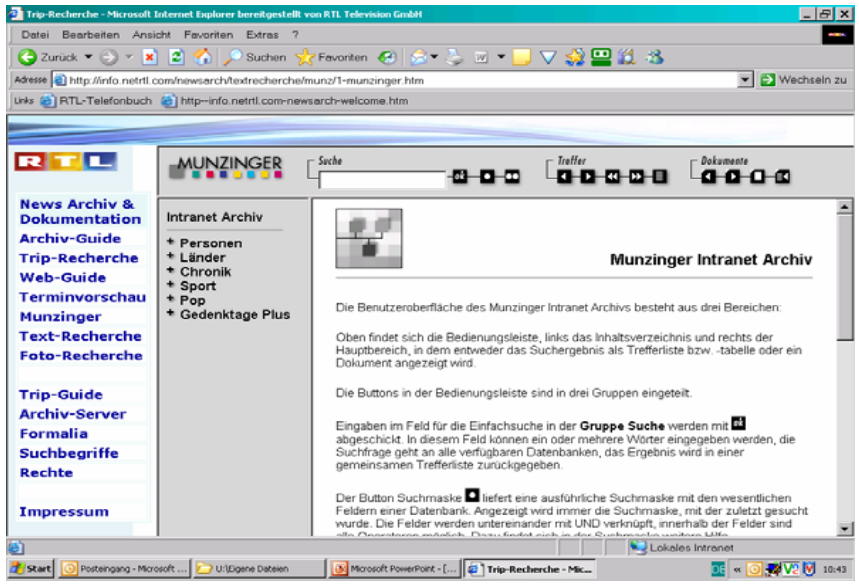
2.7 Service

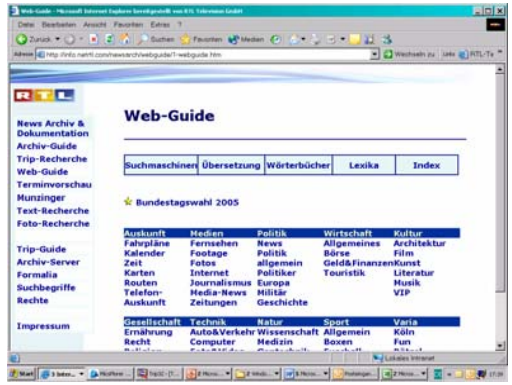
Live-Shotten / Cut lists /Topical Collections / Nearline-Server

- 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

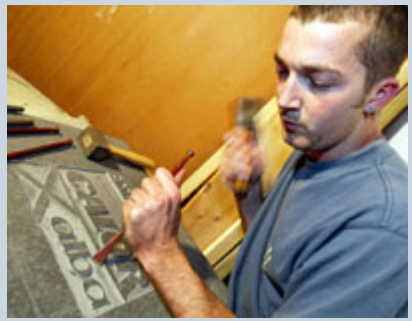
- *WebGuide*
- Image Database
- *Munzinger* Archive
- Event Preview





- ***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)*

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!