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The Prestospace Cost Model

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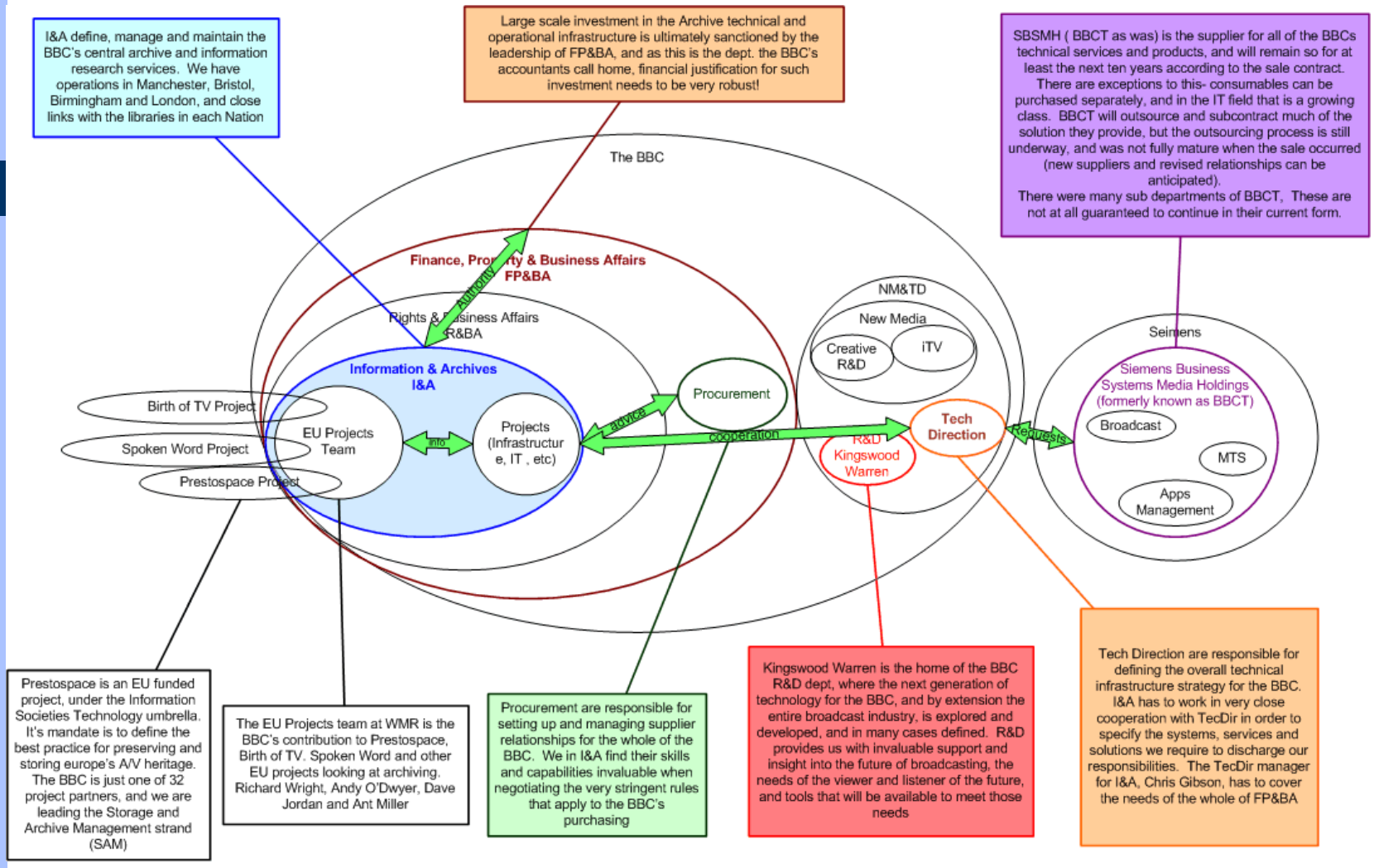
Content

- Who we are and what Prestospace is
- Why we have created a cost model
- How the model might be used
- The model in detail
- Our related work (time permitting)


I&A define, manage and maintain the BBC's central archive and information research services. We have operations in Manchester, Bristol, Birmingham and London, and close links with the libraries in each Nation
Large scale investment in the Archive technical and operational infrastructure is ultimately sanctioned by the leadership of FP&BA, and as this is the dept. the BBC's accountants call home, financial justification for such investment needs to be very robust!
SBSMH (BBCT as was) is the supplier for all of the BBCs technical services and products, and will remain so for at least the next ten years according to the sale contract. There are exceptions to this- consumables can be purchased separately, and in the IT field that is a growing class. BBCT will outsource and subcontract much of the solution they provide, but the outsourcing process is still underway, and was not fully mature when the sale occurred (new suppliers and revised relationships can be anticipated).
There were many sub departments of BBCT, These are not at all guaranteed to continue in their current form.
The BBC
Finance, Property & Business Affairs FP&BA
Rights & Business Affairs R&BA
Information & Archives I&A
Birth of TV Project
Spoken Word Project
Prestospace Project
EU Projects Team
Projects (Infrastructure, IT , etc)
info
advice
cooperation
Procurement
NM&TD
New Media
Creative R&D
iTV
R&D Kingswood Warren
Tech Direction
requests
Seimens
Siemens Business Systems Media Holdings (formerly known as BBCT)
Broadcast
MTS
Apps Management
Prestospace is an EU funded project, under the Information Societies Technology umbrella. It's mandate is to define the best practice for preserving and storing europe's A/V heritage. The BBC is just one of 32 project partners, and we are leading the Storage and Archive Management strand (SAM)
The EU Projects team at WMR is the BBC's contribution to Prestospace, Birth of TV. Spoken Word and other EU projects looking at archiving. Richard Wright, Andy O'Dwyer, Dave Jordan and Ant Miller
Procurement are responsible for setting up and managing supplier relationships for the whole of the BBC. We in I&A find their skills and capabilities invaluable when negotiating the very stringent rules that apply to the BBC's purchasing
Kingswood Warren is the home of the BBC R&D dept, where the next generation of technology for the BBC, and by extension the entire broadcast industry, is explored and developed, and in many cases defined. R&D provides us with invaluable support and insight into the future of broadcasting, the needs of the viewer and listener of the future, and tools that will be available to meet those needs
Tech Direction are responsible for defining the overall technical infrastructure strategy for the BBC. I&A has to work in very close cooperation with TecDir in order to specify the systems, services and solutions we require to discharge our responsibilities. The TecDir manager for I&A, Chris Gibson, has to cover the needs of the whole of FP&BA

What is Prestospace?

- An EU Integrated Project (IP)
- Part of the Information Society Technologies effort (IST)
- Started in Feb 2004- going on for 40 months
- 35 Partners
  - Broadcasters- RAI ORF BBC
  - Archives- B&G INA
  - Accademic Inst.- Uni of Sheffield, Tor Vergata, Sofia, Southampton
  - Industrials (SMEs)- Snell & Wilcox, SSL, Hi Stor, Enginio

Ah… What's it for?

- Preservation of Europe's A/V archives into the digital age
- Creation of new software and hardware and processes to enable the affordable migration of content into sustainable forms
- Affordable restoration tools for the digital domain
- Machine aided metadata creation to support improved access
- Specification of architectures and business processes to support the indefinite storage of archives

Purpose of cost model

- A framework for medium to large archives to build or review a business case
- Report D13.1 '**Planning for Digitisation and Access**'
- Supports an initial Migration Project- Applicable to ongoing migration issues

Use of the model- Strategy

- Based on Mass Digitisation Strategy
  - Project to digitise all of collection
  - Alternatives:
    - Digitise on Demand
    - Digitise by item analysis and category synthesis
    - Digitise by archive subsection
- Strategic approaches not mutually exclusive
- Mass digitisation includes prioritisation

Use of the model- Business uses

- Hard Finance
  - Budget & resource planning
  - Setting performance metrics/ targets
  - Managing the project
- Softer Business
  - Setting expectations
  - Demonstrating competence for grant application
  - Scaring budget holders into action

Types of Archives- Different Needs

- Commercial
  - Cost reductions
  - Access/ Revenue
- Library Based
  - Access/ Grants
  - Cost reduction
  - Revenue
- Museum
  - Curatorial issues
  - Cultural Heritage
  - Spectrum Compliance
  - Cost reductions

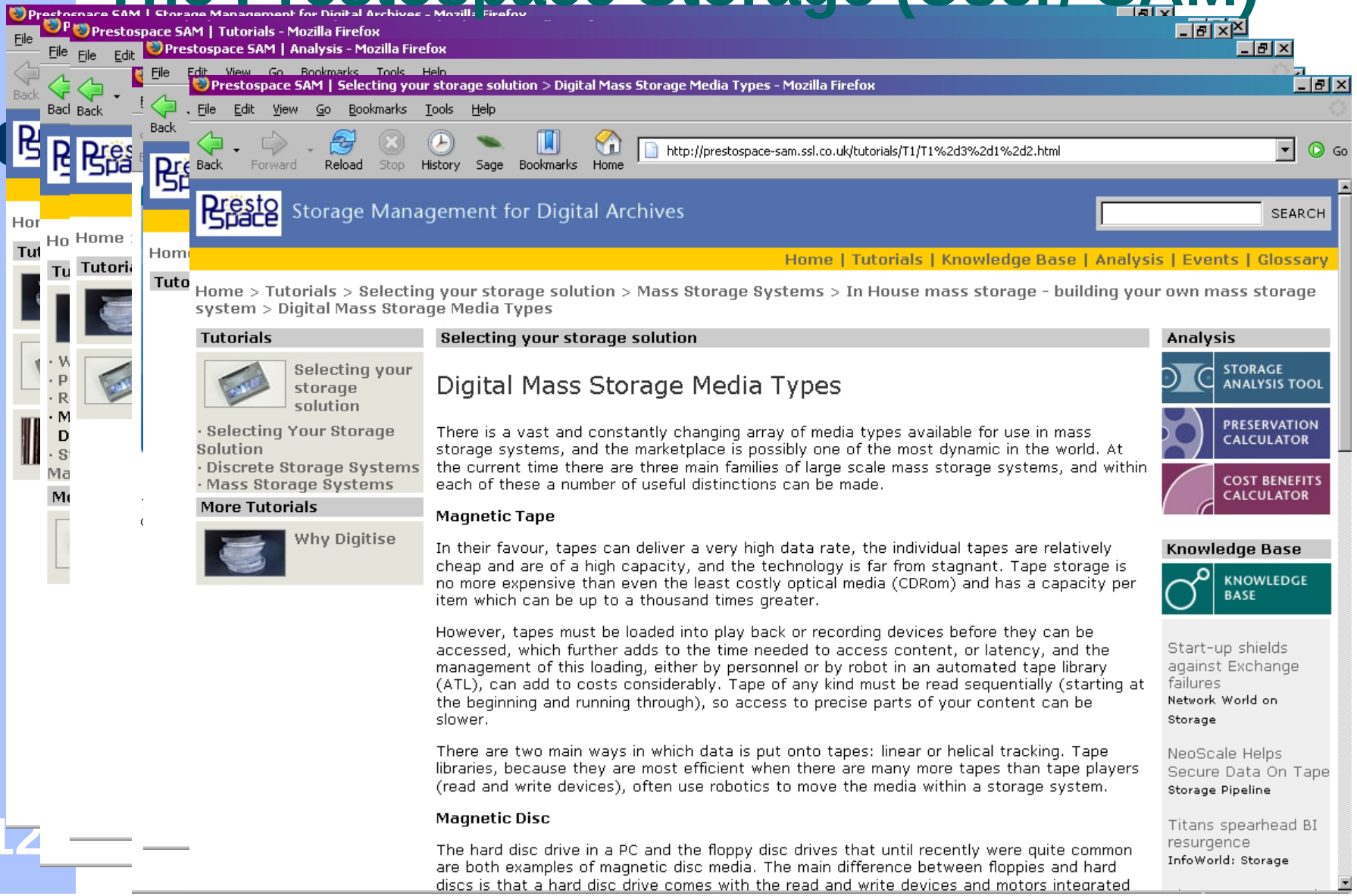
Measuring ROI- Doing more…

- Prevention of Loss
  - Increase in saleable material over time (£)
- Enabling Access
  - Increase Cultural Reach
  - Increase in sales (£)
  - Increase in saleable services(£)
- Improving restoration
  - More restored saleable material (£)

Measuring ROI- …for less

- Digitised storage
  - Smaller physical footprint(£)
  - Lower staffing needs (£)
  - More reliable storage (£???)
  - Cheaper long term migration (£???)
- Digitised Restoration
  - Cheaper kit(£)
  - Wider labour market (£)
- Digital Distribution
  - Cheaper delivery(£)

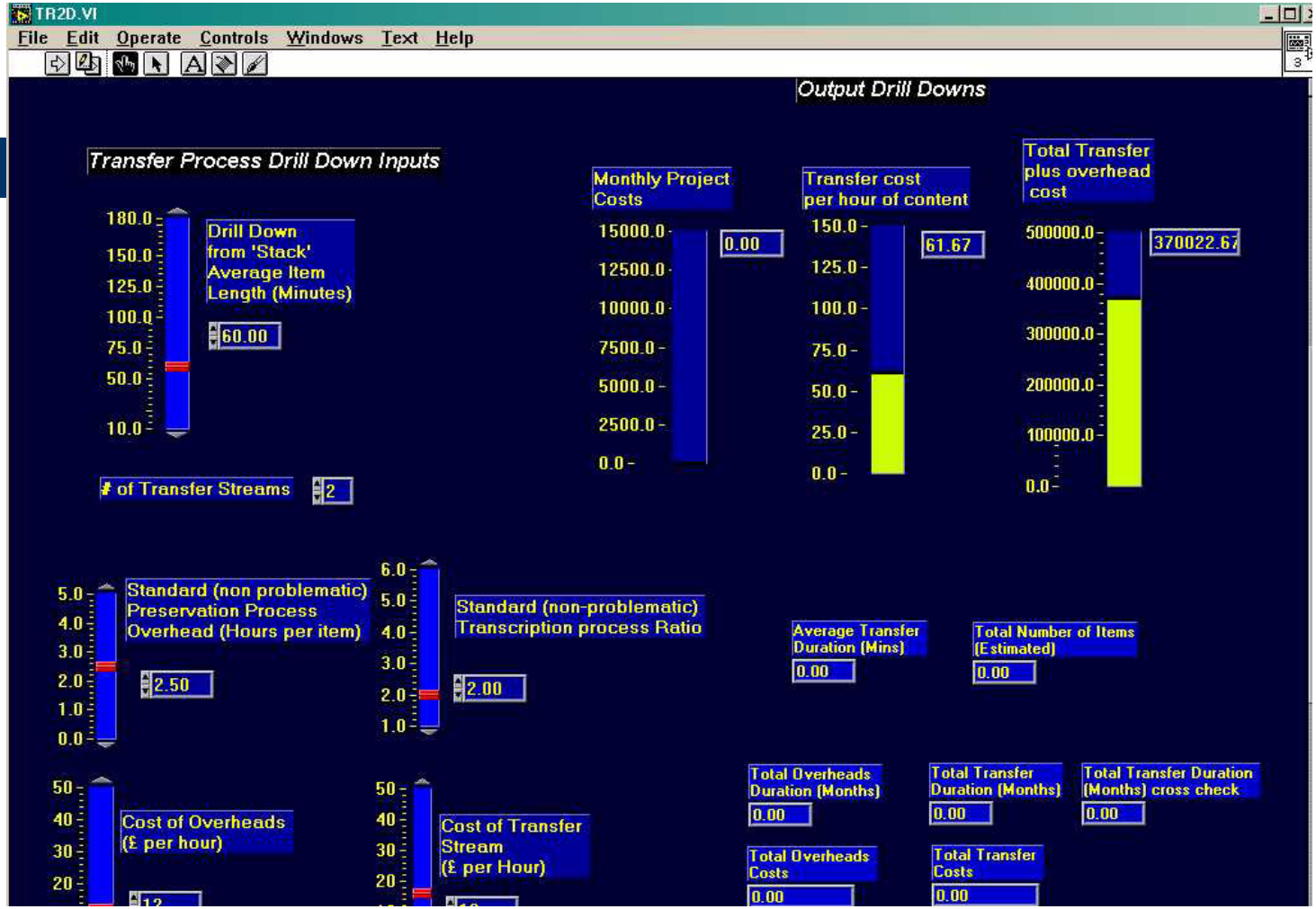
The Prestospace Storage (User/ SAM)



Web Site- Tools

- Preservation Projects
  - Long term, massive investment, complex counter intuitive
  - Critical to plan well to get funding
- Storage needs
  - Multiple current measurements (Shelf Length, Hours, Feet, Items)
  - Complex encoding rate decisions
  - Easy to get wrong by factors of 1000 (or was that 1024???)
  - Need to integrate with Preservation Project- What storage is needed when?

Quick reference modelling tool



Migration Costs Diagram from Tutorial