

Incorporating Digital Preservation into your DAM program

Educational Webinar Series – Session 2 of 3

Standards and Approaches for Digital Preservation

March 23, 2022



HSEvents



Welcome!

Preserving Long-term Digital Assets – McDonalds – Recording Available

23 Mar Standards & Approaches for Digital Preservation – Yale University & Digital Archivy

30 Mar Building a Strategy for Preserving Digital Assets – BT and Lloyds Banking Group



HSEvents



Theresa Regli
Vox Veritas Digital

Quick recap of first session



Value of retaining digital assets long-term (over decades)



What is Digital Preservation – how is it different & complementary



Case Study: McDonalds Corporation



Panel discussion and Q&A

What's coming up in this second session



Metadata and industry standards



Approaches for preservation projects



Case Study: Yale University Library



Panel discussion and Q&A



Summary & resources

Today's speakers



David Kay
Consulting Archivist
Digital Archivy



Euan Cochrane
Digital Preservation
Manager
Yale University

Standards, metadata and collection structures

Different approaches for short &
long-term digital assets



David Kay
Consulting Archivist
Digital Archivy

Automated digital preservation actions

Accurate identification (& transformation) of **every file within every asset** (during & post ingest)

Asset
acquisition &
ingest

Ephemeral digital media

Collaboration

Long-term use



Check for duplicates

Scan for viruses



Generate a **visible** checksum (fixity)



Accurately identify the **exact** file format & version

Extract file properties & technical metadata



Automatically perform **preservation actions** based on your selected **Policy**

Transform files into **long-term preservation formats**

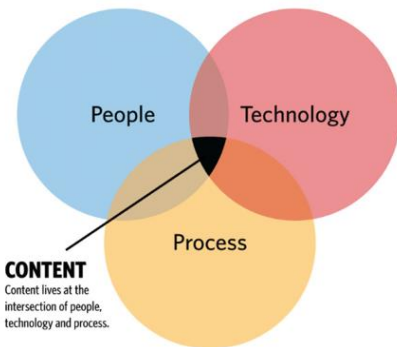
Create lower resolution **access copy**

Retain the original file

Transform assets @scale (at any point in the future) into latest formats (based on your Policy)



Securely store assets in the cloud - with multiple copies across multiple locations



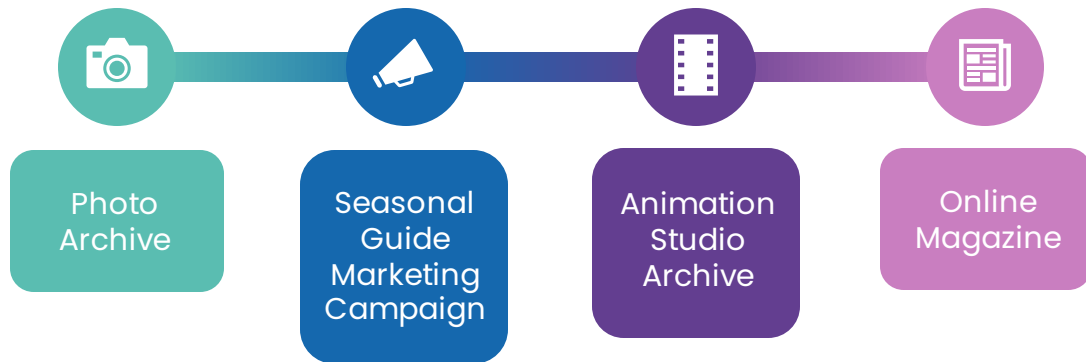
Digital
Archivy

Using Standard Metadata for DAM and DP

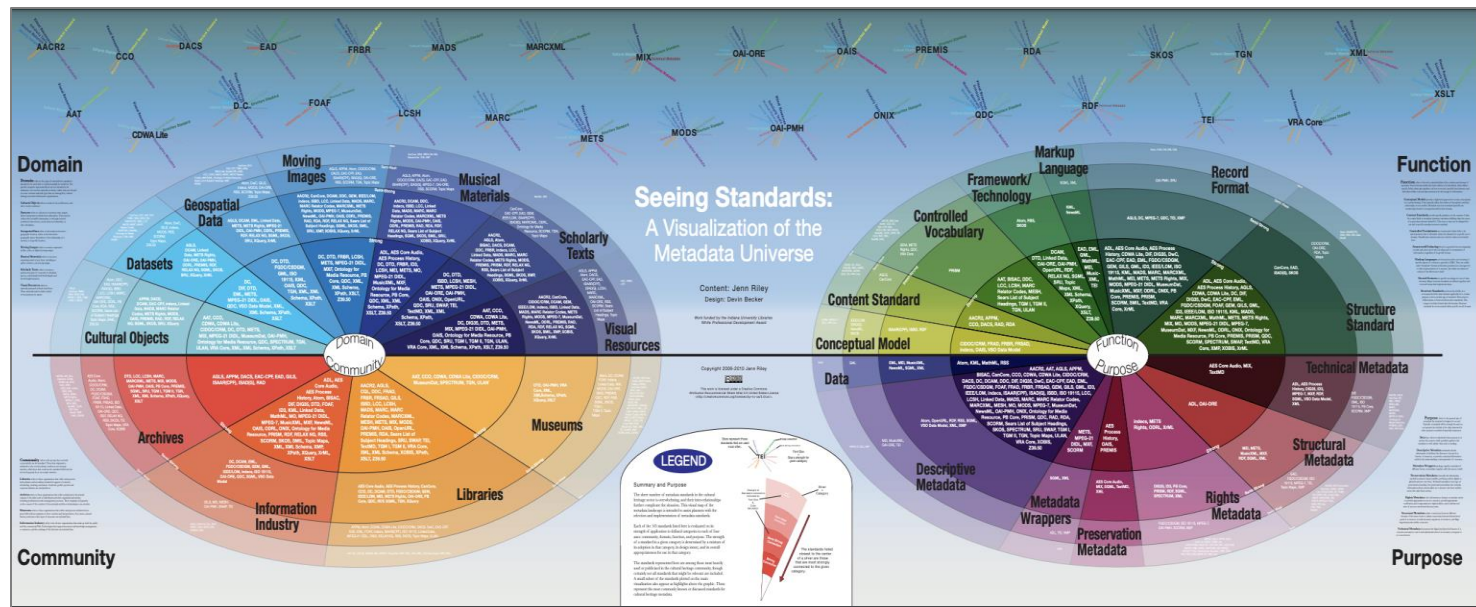


David Kay, Consulting Archivist at Digital Archivy

4 real-life scenarios



With 1 metadata standard, 4 clients manage DAM and Digital Preservation at same time



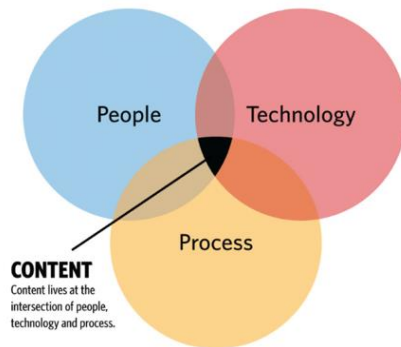
Standards map by
Jenn Riley, Digital
Preservation
Coalition

Dublin Core ISO 15836-2

15 Core metadata elements

Divided into 4 metadata types:

- Administrative
- Descriptive
- Technical
- Preservation



Dublin Core Metadata Elements

Content	Intellectual Property	Instance
Title	Creator	Date
Subject	Publisher	Type
Description	Contributor	Format
Language	Rights	Identifier
Relation		
Coverage		

UNESCO World Heritage Site

April, 1998

4 real-life scenarios



Photo Archive – minimal viable product *(fast turn-around, high cost, low value return, short lifetime)*

Photo shoots are deadline-driven; quick turn-around, bulk transfer of RAW files from camera to shared drive; requires collaboration for viewing/rating; no reporting



Seasonal Style Guide – Marketing Department *(medium speed, high cost, high value, wide network, limited time)*

Campaigns are calendar-driven, short, defined lifecycle, quick turn-around, global access, regional restrictions, security; multiple formats are generated at ingest; user/usage reporting



Animation studio – 50+ artists, designers, animators, etc. – *(slow, moderate cost, high value, long-time)*

Intranet; Deliverables are deadline driven; slow, methodical; Protect IP and need preservation metadata; archive to tape and periodically move off server and offline to free up space; Progress reports and QC



Online neighborhood newspaper *(slowest, low cost, ltd time, inconsistent, unreliable)*

Online harvesting done periodically; backlog-driven; centralizes collection; arranged by Article Title and Creator; discoverable by Subject, Location and Title, no reporting



Digital
Archivy

DC Metadata requirements for each scenario



Photo Archive

- Date (of ingest)
- Creator (Photog)
- Description (Model/Makeup)
- Format
- Permissions (for rating/select)*



Seasonal Guide

- Property (Brand)*
- Title (Campaign Name)
- Date (Modification Date)
- Description
- Format
- Filename*
- Content Type
- Relation
- Rights Information
- Access Restrictions*
- Permissions*
- Launch and Kill Dates*



Animation Archive

- Property*
- Title (Ep Name & Number)
- Date (Modification date)
- Description
- Format
- Filename*
- Asset Type
- Relation
- Rights Information
- Access Restrictions*
- Permissions*
- Preservation Formats*



Newspaper Archive

- Title (Article title)
- Date
- Creator (Writer / Photog)
- Description
- Format
- Filename*
- Asset Type
- Relation
- Rights Information
- Subject
- Coverage (Location)

Digital Preservation and DAM workflows

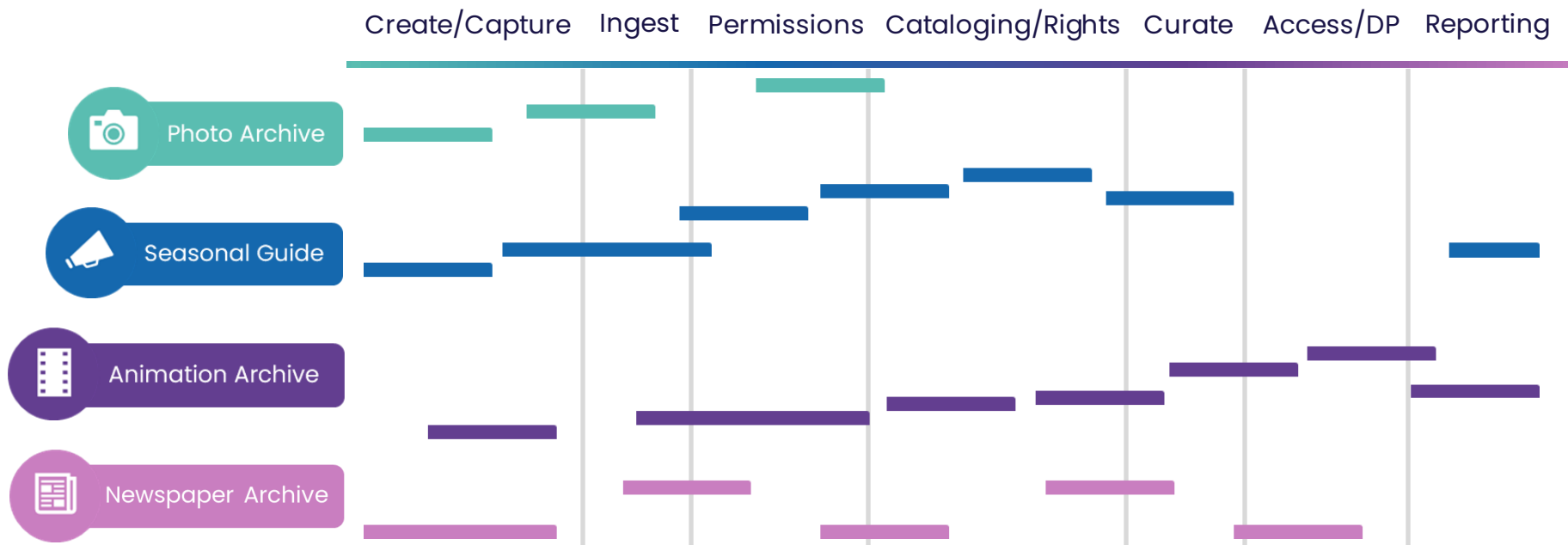
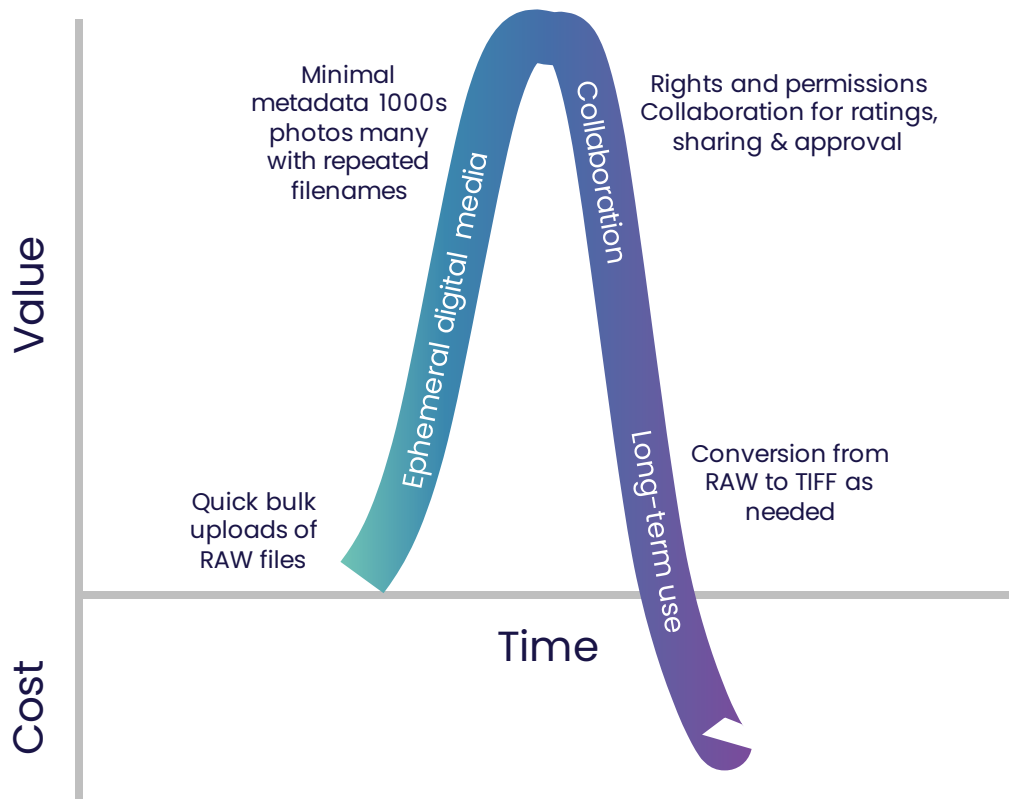




Photo Archive



Risks

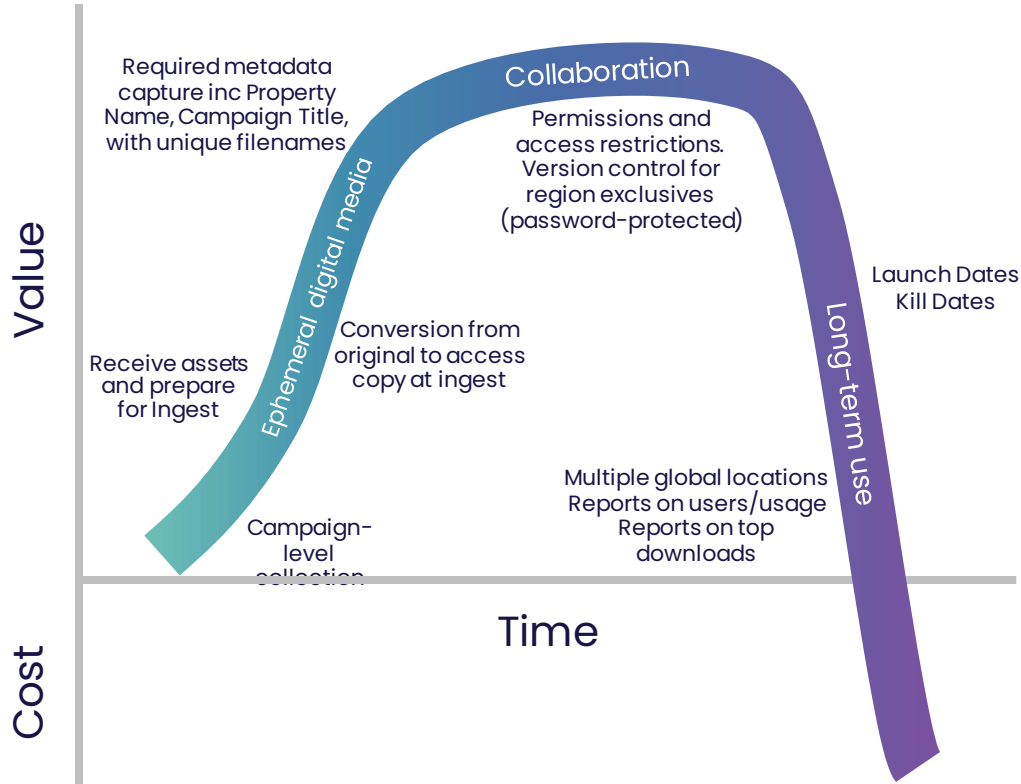
- Hard to navigate and find items
- Saving 100s of RAW files forever when only a few are ever needed
- Difficult to find files for re-use across different years
- No digital preservation planning
- No standardized weeding procedures
- Bulk of RAW files are never accessed or used and poorly named

Benefits

- Quick turn-around for approval and hand-off
- RAW file to TIFF conversions transfer EXIF data
- Best for small departments with external creators and users



Seasonal Style Guide Marketing Campaign



Risks

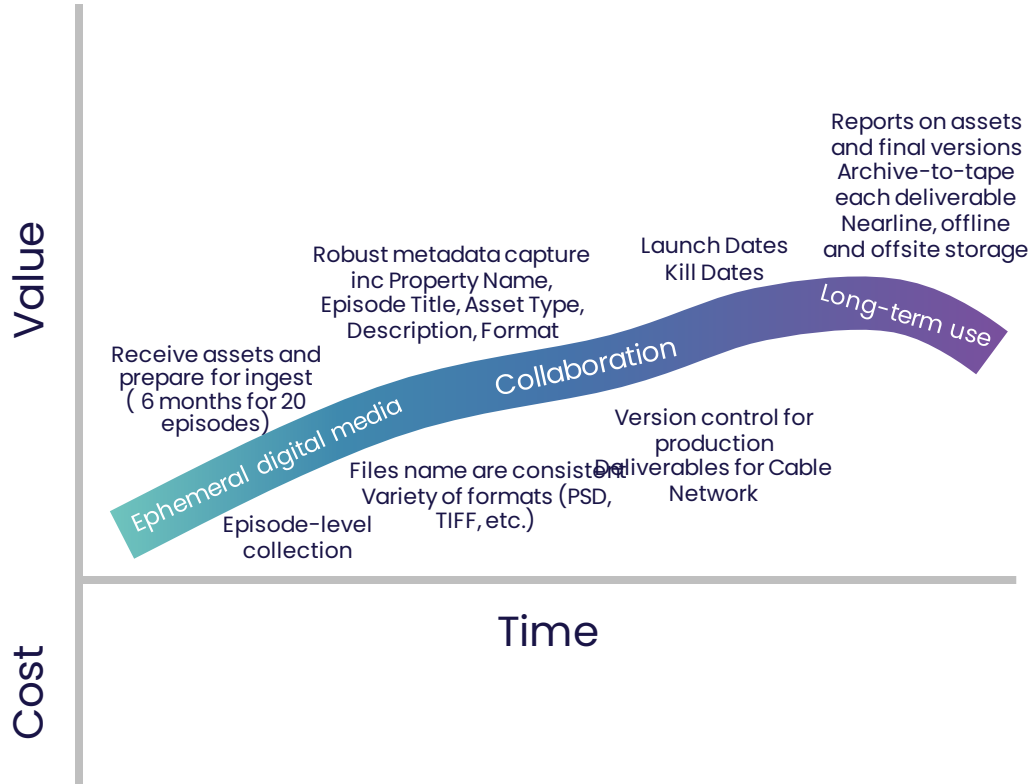
- System generates multiple copies in different formats at ingest
- Impossible to determine collection's volume of content
- Outdated assets may still be available after Kill Date
- Exclusive IP and content could be accessed
- No Digital Preservation programs for long-term offline

Benefits

- Quick turn-around for tight schedules
- Assets can be grouped and managed together
- Multiple creators can collaborate
- Global users can access materials
- Content can be altered and delivered for different users/regions



Animation Studio Intranet



Risks

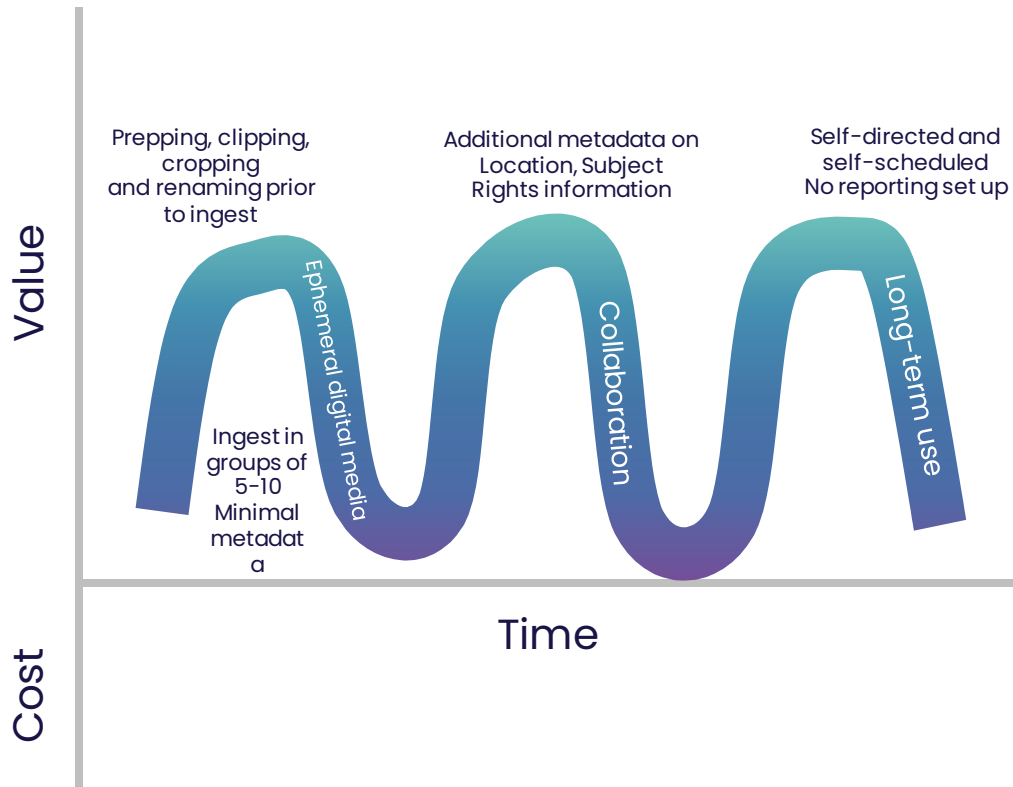
- Intranet requires users are onsite
- Outdated assets may still be available
- Archiving to tape requires backup tape system and IT support
- On going work can stall after production ends
- Flash video became obsolete format

Benefits

- Complete and comprehensive collections of IP
- Assets can be used and accessed by different internal creators
- Assets can be re-used for new ancillary projects
- Centralized system ensured greater ROI
- Assets are kept in 3 locations including online, near-line and offsite



WordPress Newspaper Archive



Risks

- Prepping (clipping) takes a lot of time
- Ongoing work can be stalled due to other priorities
- No digital preservation planning
- Difficult to train non-contributors

Benefits

- Originals are all on WordPress (chronologically)
- Centralized location and grouped for easy access
- Images are grouped by Article Title, Creator, Photographer, Date, etc.
- Content is also grouped by Location, Type, and Subject category
- Best for small collaborative departments with external creators and users

Comparison between the 4 scenarios

Scenario	Requirements	End users and usage	Outcomes
Photo Archive	Quick turn-around, bulk upload, RAW file originals	Collaboration with selecting & rating	Shared drive without much metadata
Cable Network	Urgent, time-sensitive, collection/campaign oriented, repeatable, Different formats and Content types	Global users, exclusive access, access restrictions req'd, Different regions may get different versions	Serve global users, regional restrictions, exclusives, time-limited, require reports
Animation Studio	Intranet, internal sharing, very large PSD files / offline storage of Season 1 (about 4 TB data)	Eventual, ongoing, permanent preservation	Internal DAM; Long-term archiving and digital preservation
Online Newspaper	Scheduled harvesting, cropping, captions + other metadata	Single user, Contributor-based	Online Archive with better access to Articles

Workflows for DC Metadata Capture



Photo Archive

- Fast bulk upload
- Minimal metadata
- Low value overtime

Value



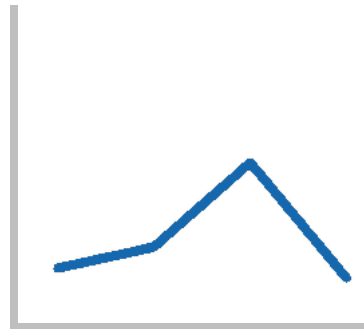
Time



Seasonal Guide

- Fast bulk upload
- Useful metadata
- No DP
- High & wide value over ltd time

Value



Time



Animation Archive

- Steady work with enhanced metadata for ancillary projects
- Re-use until end of production

Value



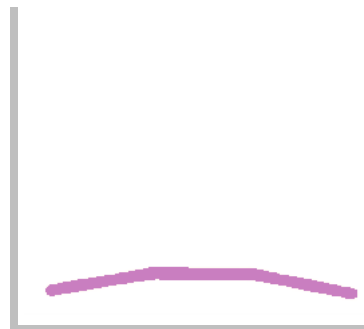
Time



Newspaper Archive

- Done once
- Dies off

Value



Time

Searching and Discoverability by DC Metadata



Photo Archive

- Publisher / Photographer
- ID (Shoot # admin)
- Description (EXIF and model)
- Date (of shoot)

Value



Time



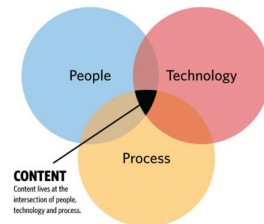
Seasonal Guide

- Publisher (Property)
- Title (Campaign)
- Creator (Department)
- Type (logo, banner ad, etc.)
- Description (umbrella, skirt)
- Language
- Coverage (Region)

Value



Time



Animation Archive

- Publisher (Property)
- Title (Episode Name + #)
- Creator (Artist)
- Type (e.g. BG, CH, PROP, FX)
- Description (designer notes)
- Format (layered psd)

Value



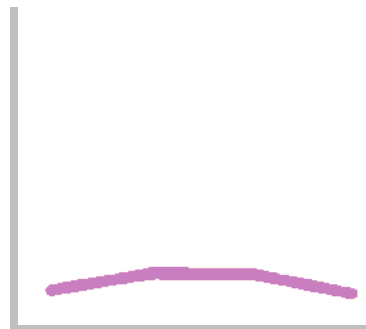
Time



Newspaper Archive

- Title (Article Title)
- Creator (Writer/Photog)
- Type (photo, scan, etc.)
- Subject (Category)
- Coverage (Location)
- Relation (URL to live page)

Value



Time

Summary

Standards, metadata and
collection structures

Different approaches for short &
long-term digital assets



David Kay
Consulting Archivist
Digital Archivy

Digital Preservation at Yale

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<https://twitter.com/euane>



Euan Cochrane
Digital Preservation Manager
Yale University



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1.3 Petabytes + of Data Ingested

140+ Million files

~1.6TB of
Metadata



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Yale

Our users

Yale University Library Tenancy

Manuscripts and Archives (MSSA)	Beinecke Rare Book and Manuscripts Library (BRBL)
Divinity Library	Irving S. Gilmore Music Library
Lewis Walpole Library	Library IT
Marx Science and Social Science Library	Harvey Cushing/John Hay Whitney Medical Library
Fortunoff Holocaust Testimonies Archive	Robert B. Haas Family Arts Library
General Collections	Digital Humanities


Museums Tenancy

Yale Center for British Art
Yale Art Gallery
Peabody Museum

Law Library Tenancy

Lillian Goldman Law Library

The Fortunoff Video Archive for Holocaust Testimonies

 Fortunoff Video Archive
for Holocaust Testimonies

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Date +

Coverage +

Language +

Subject +

Keyword +

Has Index +

Has Transcript +


Access +



Has Supplemental File +


Sort by: Title (A-Z) ▼



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1 2 ... > >>





Greta E. Holocaust testimony
 Fortunoff Video Archive for Holocaust Testimonies
 Unrestricted - Fortunoff Video Archive ...more
Agent: Video Archive for Holocaust Testimonies at Yale Producer E., Greta, 193
Date: 1987-11-22 creation
Description: Videotape testimony of Greta E., who was born in Vienna, Austria ...more



Ilse L. Holocaust testimony
 Fortunoff Video Archive for Holocaust Testimonies
 Unrestricted - Fortunoff Video Archive ...more
Agent: Video Archive for Holocaust Testimonies at Yale Producer L., Ilse, 1915-
Date: 1987-11-23 creation
Description: Videotape testimony of Ilse L. who was born in Breslau, Germany ...more



Esther W. Holocaust testimony
 Fortunoff Video Archive for Holocaust Testimonies
 Unrestricted - Fortunoff Video Archive ...more

<https://fortunoff.aviaryplatform.com/>

collections.library.yale.edu

Highlights



Langston Hughes Papers



Rachel Carson Papers



Divina Commedia



Carl Van Vechten Papers



Stenzel Collection of
Western American Art



Jon Lewis Photographs



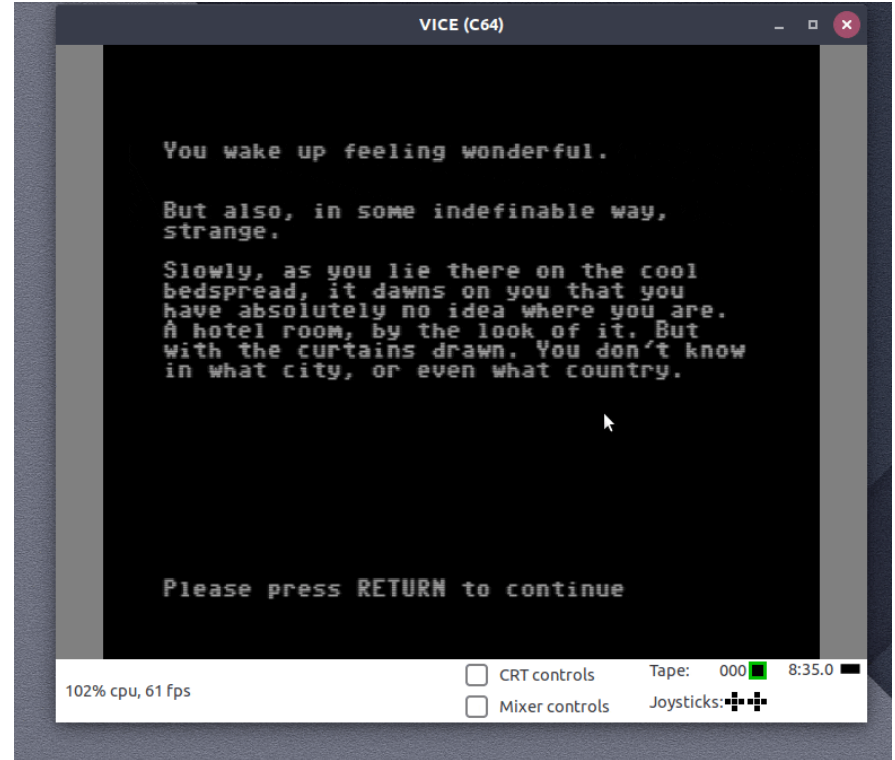
Declaration of Independence



More coming soon...

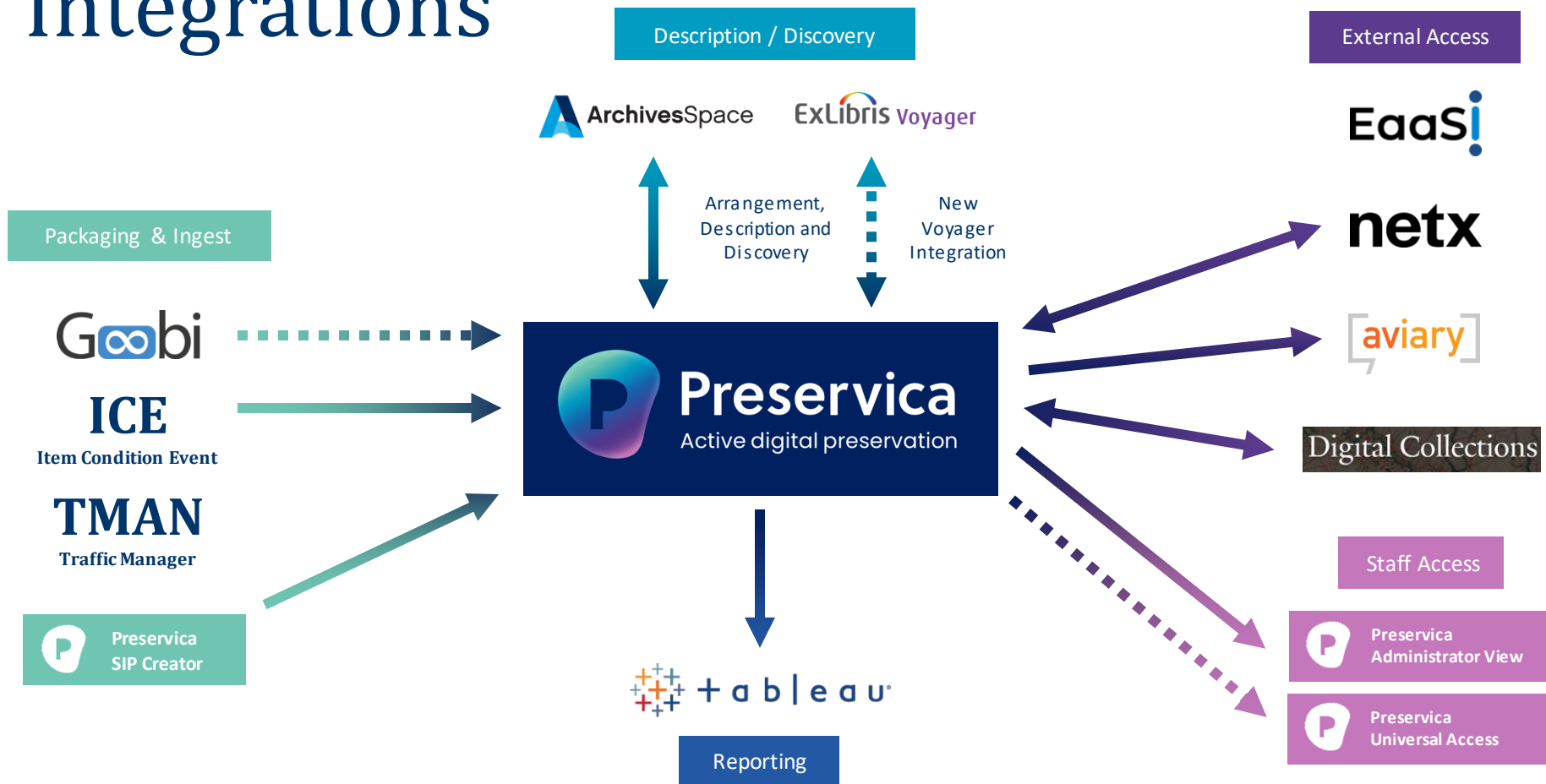
Born Digital @ Yale

*"In 1991 the Beinecke Rare Book and Manuscript Library acquired the papers of Thomas M. Disch; including his writings, correspondence, and **ten 5.25-inch floppy disks, containing multiple versions of the video game titled "Amnesia".**"*



<https://campuspress.yale.edu/borndigital/2020/01/06/emulating-amnesia/>

Integrations



Core Preservation Features

- Authenticity assurance
- Bit Preservation & storage management & reporting
- Format identification, characterization and analysis
- Preservation planning
- Obsolescence monitoring
- Content agnostic (accepts everything)
- Scalable
- Configurable and customizable ingest workflows
- Multiple access/discovery options and APIs
- Security – comprehensive data tracking and auditing.
- Storage flexibility – content can be tagged at any level for storage on specific set of infrastructure (e.g. differentiate storage of low value vs high value content).

“Metadata is a love note to the future”

@textfiles – Jason Scott



Object-level Metadata

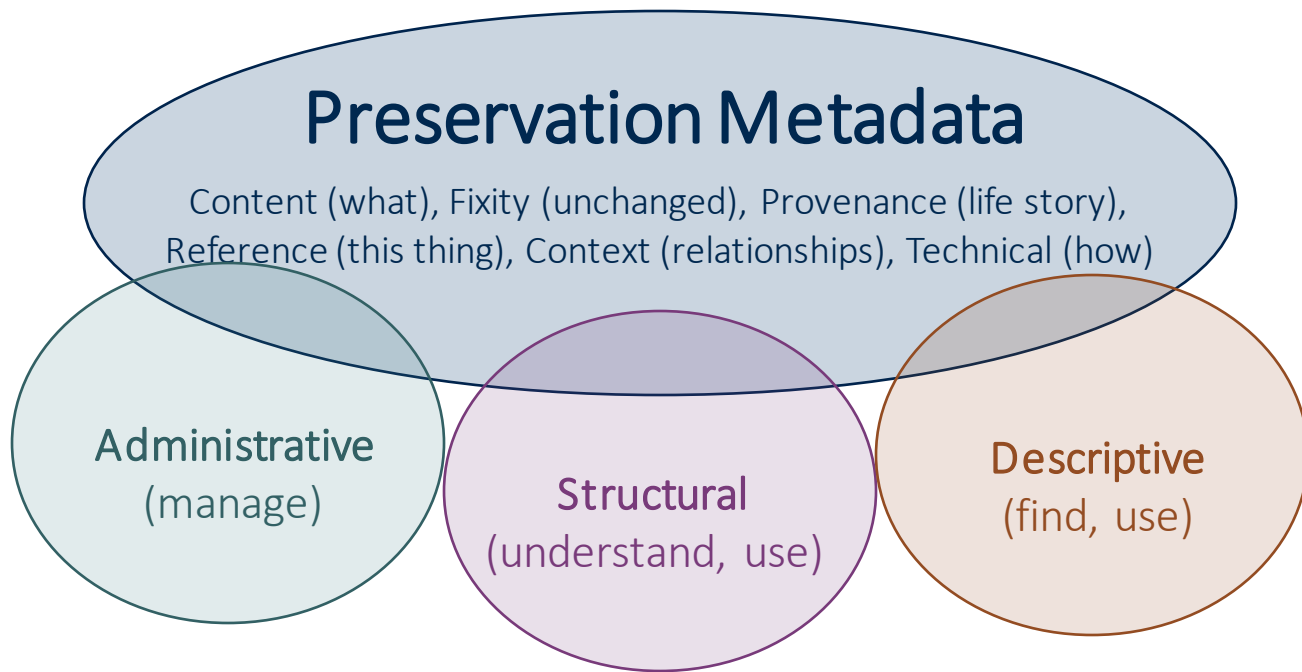


Diagram courtesy DPM Workshops

Data Recovery Services at Yale

We work with:

- Special collections material out of scope of the digital accessioning service
- Faculty on an ad-hoc basis
- General collections
 - E.g. Acquisitions include publications on microSD cards



Access to library buildings remains limited under current Yale visitor policies. [View COVID-19 library updates...](#)

Yale University Library

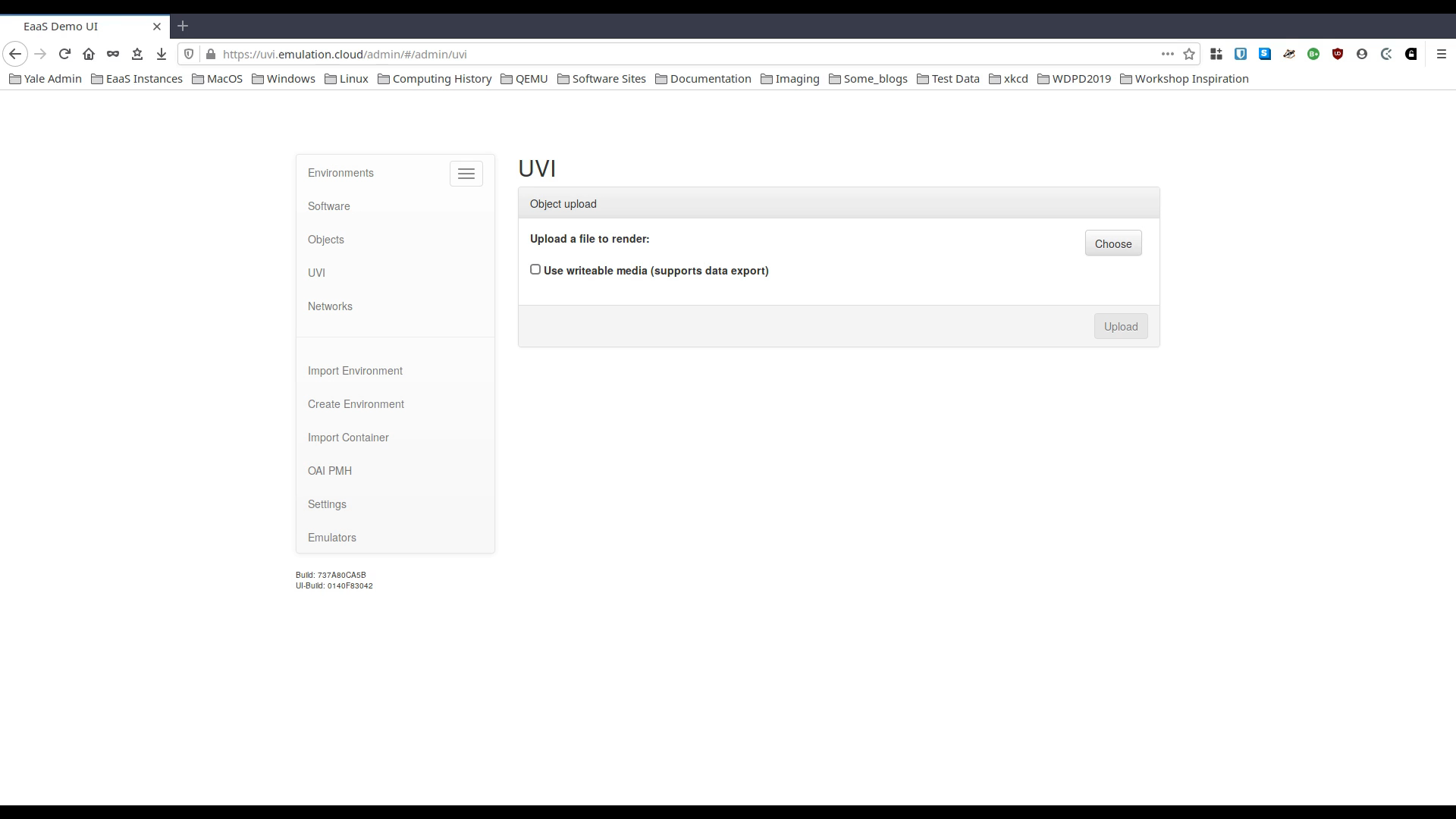
[Yale University Library](#)
[Yale University Library Research Guides](#)
[Yale Library Emulation Viewer](#)
[Available CD-ROMs](#)

Yale Library Emulation Viewer: Available CD-ROMs

A guide to accessing emulated materials in the General Collections

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[F-G](#)
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[L-M](#)
[N-O](#)
[P-Q](#)
[R-S](#)
[T-U](#)
[V-W](#)
[X-Y-Z](#)

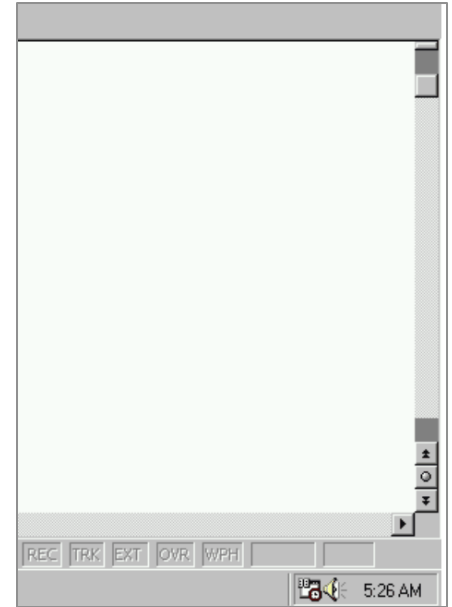
Title	Emulation Viewer
"Auschwitz Und damit hat sich's .Verwirkt" . Martin Walser und die Reaktionen auf seine Friedenspreisrede /	View Here
150 aniversario de la instalación de la Universidad de la República /	View Here
1990 census of population and housing.	View Here
24 hours in cyberspace : photographed on one day by 150 of the world's leading photojournalists /	View Here
3er informe de gobierno	View Here
A casa propria : le condizioni abitative degli anziani nel centro storico genovese /	View Here
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Adolph Zeising .1810-1876 : the life and work of a German intellectual /	View Here
African-American newspapers the 19th century /	View Here
Albert Einstein Century International Conference . Paris (France) . 18-22 July 2005 /	View Here
Alcabalas y la hacienda real en Castilla .siglo XVI	View Here
Algorithmic beauty of sea shells /	View Here
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American drama	View Here
Analysis and planning for integrated coastal management	View Here
Anatomy & physiology for speech .language .and hearing /	View Here
Anthropos index 1906-2005	View Here



Thank you

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Yale

Panel

Questions?



Theresa Regli
Vox Veritas Digital

Second session – summary




Metadata and industry standards



Approaches for preservation projects



Case Study: Yale University Library

The logo for HSEvents, consisting of the text 'HSEvents' in white on a dark blue rectangular background.

Theresa Regli
Vox Veritas Digital

See you at the next session!

16 Mar Preserving Long-term Digital Assets – McDonalds – Recording Available

23 Mar Standards & Approaches for Digital Preservation – Yale University & Digital Archivy

30 Mar Building a Strategy for Preserving Digital Assets – BT and Lloyds Banking Group



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Thank you!

Digital Preservation 101 – primer

<https://preservica.com/digital-preservation-101>

Corporate & Business Archives

<https://preservica.com/corporate-enterprise-digital-preservation/corporate-business-archives>

Get started! FREE–forever Digital Preservation

<https://starter.preservica.com/>

info@preservica.com

[@preservica](https://twitter.com/preservica)

[preservica.com](https://www.preservica.com)

[theresaregli.com](https://www.theresaregli.com)



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