

SMPTE Italian Section
Digital Library & Media Asset Management Forum
IBTS, Congress Centrum of Milan Fair
October 5-6, 2001

The audiovisual production world has realized the growing importance of video libraries. Strategic management of these libraries allows production of more creative content at lower costs. Media asset management is the response to a wide request from broadcasters confronted with the proliferation of channels

induced by new digital television technologies. The two-day forum, to be attended by top European and American experts, will examine the current archives situation, users requirements, and opportunities offered by advanced recording and managing technologies.

PROGRAM

FRIDAY, OCTOBER 5

Opening Session *Welcome & Coffee*

- 10:00 a.m. Introduction: *Franco Visintin*, SMPTE Italian Section, Milan;
Angelo D'Alessio, SMPTE Director of International Sections, Rome
- 10:15 a.m. Keynote Address: "Archiving and Retrieval, Essential Tools for the Audiovisual Future," *Vittorio Storaro*, cinematographer, Rome

First Session: "User Requirements," Chair: *Peter Dusek*, president of FIAT-Fédération Internationale des Archives de Television, Vienna

- 11:00 a.m. "Television Archive Requirements," *Peter Dusek*
- 11:30 a.m. "Cinema Archive Requirements," *Adriano Apra*, National Film Library, Rome; with a contribution by *Paul Read*, Soho Images, London
- 12:00 noon "Multimedia Library Requirements," *Lynn Ann Underwood*, Guggenheim Foundation, N.Y.
- 12:30 p.m. "User Expectations in the Role of Metadata for Archiving and Retrieval," *Michael A. Chamberlain*, IBM Global Services EMEA, London

1:00 p.m. *Lunch*

Second Session: "Technological Support," Chair: *Maurizio Ardito*, RAI Turin

- 2:30 p.m. "Technological Tools for Archiving and Retrieval," *Maurizio Ardito*
- 3:00 p.m. "The Future Television Archive (FTA) Project," *Horst Schachlbauer*, IRT Munich
- 3:30 p.m. "Retrieval—Metadata Standardization," *Carol Owens*, BBC Technology Media Data Group, London
- 4:00 p.m. "The Media Exchange Framework

Standardization (SMEF)," *Giovanni Soldi*, SHS, Brescia

4:30 p.m. *Coffee Break*

4:45 p.m. Round Table on the Future of Multimedia Archiving—Moderator: *Franco Visintin*

SATURDAY, OCTOBER 6

(open to SMPTE Student Chapters)

Third Session: "Media Asset Management," Chair: *Manlio Cruciatti*, Mediaset, Milan

- 10:00 a.m. "The RAI New Archiving Organization and Management," *Roberto Cecatto*, RAI, Rome
- 10:30 a.m. "The BBC Archiving Organization and Management," *Mike Wood*, BBC Archives, London
- 11:00 a.m. *Coffee Break*
- 11:15 a.m. "The Spanish Experience," *Jose Luis Romero*, Telecinco, Madrid
- 11:45 a.m. "The Italian Experience: Mediaset Digital Archive," *Marco Pellegrinato*, Mediaset, Milan
- 12:15 p.m. Q & A Session with students

Closing of the Forum

Technical Committee

Chairman: *Franco Visintin*

Members: *Maurizio Ardito*

Manlio Cruciatti,

Angelo D'Alessio

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