MAJOR FINDINGS:
1. Sustainable preservation requires a sound repository technological infrastructure plus creation and distribution practices that support long-term access.
2. Sustainable preservation requires ongoing, reliable, sufficient financial support.
3. Proper preservation will add value to assets over time.
4. The benefits of preservation will outweigh the costs if properly managed.
5. The costs of long term preservation can be feasible and manageable if seen as a long-term investment.
6. There are a variety of repository operating models that can maximize efficiency and allow costs to be shared.
7. The needs for preservation are not in competition with program production, but are complimentary in an all-digital workflow.

Why is US Public Television Unique?
• Not a centrally-controlled national network
• Over 350 stations produce and broadcast content
• Multiple national program distributors (PBS, APT)
• Varied governance and licensing
• Funding from multiple sources - a large percentage is from voluntary viewer contributions
• Not the dominant content provider in the US

BUSINESS MODELS TO SUPPORT ONGOING PRESERVATION

Community Model
Rights holders pool resources to financially sustain a repository to provide preservation services.

Submitter Fee-for-Service
Rights holders pay to provide preservation services on a fee-for-service basis.

Corporate Sponsorship/Advertising
Commercial entities fund the repository directly, or indirectly supports preservation through ads.

Public Sponsorship/Philanthropy
Public body or philanthropy funds the repository to provide services that further the public good.

User Fee-for-Service
Users pay the rights holder(s) and/or the repository to access preserved digital content at the point of use.

Endowment
An endowment is created to fund long-term operations.

Joint Venture Between Rights Holder and Archive
Rights holder(s) and repository enter into a financial agreement in exchange for ongoing access and/or preservation services.

Services/Consulting
Services and technical assistance are provided to outside organizations on a straight contract basis to produce revenue to support preservation.

Many Repository Operating Scenarios
• Centralized, repository is part of public TV system
• Centralized, 3rd party repository
• Individual stations maintain their own repositories
• Disaggregated repository shared between public television entities
• Disaggregated repository with 3rd party services
• Disaggregated repository shared among public television entities, 3rd party administration

BIT PRESERVATION
requires a repository with...
System Infrastructure
- Replicated, geographically distributed storage
- Auditing of bits and reporting bit loss
- Repair corrupted bits using backups
- Ability to perform mass file migration

Appropriate Technologies
- Software and hardware to maintain access
- Appropriate bandwidth for large file delivery

Security
- Protection against security breaches
- Disaster recovery planning
- Appropriate permissions and access procedures

Ongoing Access to Digital Content
requires new production practices...
Selection
- Identifying appropriate content for long-term preservation
- Retention policies and procedures

Creating Video Content
- High resolution preservation master files
- Open, widely-supported formats and codecs
- No transcoding during production
- Information Life Cycle Management

Metadata
- Quality metadata captured at creation
- System-wide standards (i.e., PBCore)

Technical and Use Policies
- Submission and Dissemination Agreements
- Archival Information Package Creation
- Preservation Planning and Strategies

ORGANIZATIONAL INFRASTRUCTURE
will have appropriate...
• Governance and Organizational Viability
• Infrastructure and Staffing
• Procedural Accountability and Policy Framework
• Financial Sustainability and Operating Agreements
• Licenses and Liabilities

For more information, please visit http://www.thirteen.org/phdigitalarchive/

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Sustainability, 2009 - Ithaka S+R Case Studies in...