

Protecting Investment by Sustaining Access to Digital resources

Dare to Share, RLUK/Preservation Advisory Centre, Wellcome, 6th September 2010



Neil Grindley

JISC Programme
Manager

Digital Preservation &
Records Management

ROUNDTABLE DEBATE

The future of TV: meeting the digital challenge

In the first of a two-part series, *Broadcast's* panel of experts discuss the impact of the digital revolution and how the industry is responding. **Suzy Bashford** reports



Article in 'Broadcast' Magazine

<http://www.broadcastnow.co.uk/news/analysis/the-future-of-tv-meeting-the-digital-challenge/5017180.article>

Subscription required!



Griff Parry
Director of
on-demand, Sky

Griff Parry Clearly, these digital experiences work effectively in supporting your core linear broadcast and sustaining your audience's experience beyond it. But you should be thinking more about how the monetisation works.

GP I would have to challenge you on that. I think there is a long list of people who took the leap and seriously regret it, realising later that it wasn't in the industry's interests. Hulu is a great example.



Matt Locke
Commissioning
editor for
education and
new media,
Channel 4

Matt Locke We tell stories. Increasingly, stories are hard to tell in one format. What we've done in the past couple of years at Channel 4 Education in particular is ask: where is my audience and how can I reach them?



Johnny Webb
Managing
director, Virgin
Media Television

Johnny Webb There's also a debate to be had on how pay behaves. In a predominantly 'free' world, where does pay start? Our experience is that as we give up control, close our eyes and take a leap to put stuff out for free, it seems to be driving linear audiences across multiple devices.

'In digital formats especially, we know very little about our customers, and that's a disaster'

Nancy Cruickshank, The Telegraph

New Approaches to Long Term Collections Management ...

At the Decoding the Digital Event (July 10th), the contention was that *'preservation people'* needed a lot more opportunities to swap notes with *'collections people'*, to work out how the roles fitted together.

I'm not sure we've got to the point yet where we can really identify a *'preservation person'*.

We haven't defined roles, career paths and relative seniorities

And remind me why JISC is interested in issues around content?

To provide effective research and teaching ...

**Universities need access
to useful, informative,
interesting and novel
content**



19th Century Pamphlets Online

Polemical voices from the past on the great debates of the 19th century



A Digital Library of Core e-Resources on Ireland

Visit a one stop shop for Irish studies e-resources



Archival Sound Recordings 2

A critical mass of rich audio material from all over the world, at your fingertips



British Cartoon Archive Digitisation (BCAD) project

Browse the largest online archive of cartoons in the UK



British Newspapers 1620-1900

Read the first three centuries of newspapers from all regions of the British Isles



Cabinet Papers, 1915-1977

In its own words: the British government at peace and war



Digitisation of the Independent Radio News Archive

From Callaghan to Thatcher, a contemporary audio archive from the only UK radio news archive outside the BBC



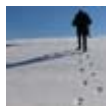
East London Theatre Archive

Putting the spotlight on East End music hall heritage



First World War Poetry Digital Archive

Preserving and sharing memories of the Great War through the words of its poets



Freeze Frame – Historic Polar Images 1845-1960

Making historic Polar exploration resources accessible to all



Historic Boundaries of Britain

Mapping the past: a digital library of Britain's borders



InView: Moving Images in the Public Sphere

Watch the key social, political and economic issues of our time unfold



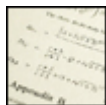
John Johnson Collection: an Archive of Printed Ephemera

Discover hidden treasures of everyday life from the 16th century to the 20th



Pre-Raphaelite Resource Site

Trace a movement that changed the face of English art



UK Theses Digitisation project

Opening access to over 5,000 of the most popular British research theses



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DPC Members



Digitisation Programme Digital Preservation Study

In 2009, DPC with University of London Computer Centre and Portico carried out an extensive analysis for the JISC Digitisation Programme, examining the projects funded through this programme and assessing their plans for access beyond the existence of their project grants. A scaled down version of the report with analysis is published here and a number of case studies have also been produced.

Based on this assessment, the DPC ULCC and Portico made the following recommendations to JISC and JISC projects which are likely to be of immediate relevance to other funding agents. The recommendations fall into two groups. They are stated here, and explained in more detail in section 4 of the report



<http://www.dpconline.org/advocacy/digitisation-programme-digital-preservation-study.html>

Recommendations

For institutions and projects:

1. Write and Implement a Preservation Policy for Each Digital Collection
2. Define Collection and Content Management Procedures
3. Preserve Content in a Suitable Digital Preservation Infrastructure
4. Identify How the Collection will be Sustained Over Time
5. Recognize that accepting funding for digitisation implies an institutional commitment which outlives the period of funding.
6. Be clear about retention periods for different types of created digital content

For funders:

1. Consider designating or establishing preservation services for content and use appropriate methods to confirm that conditions are being met
2. Articulate more clearly and enforce requirements for the retention of content
3. Make the long-term duty on institutions clearer

Digital Preservation Case Notes

<http://www.dpconline.org/advice/case-notes/index.html>

Digital Preservation Case Notes

June 2010

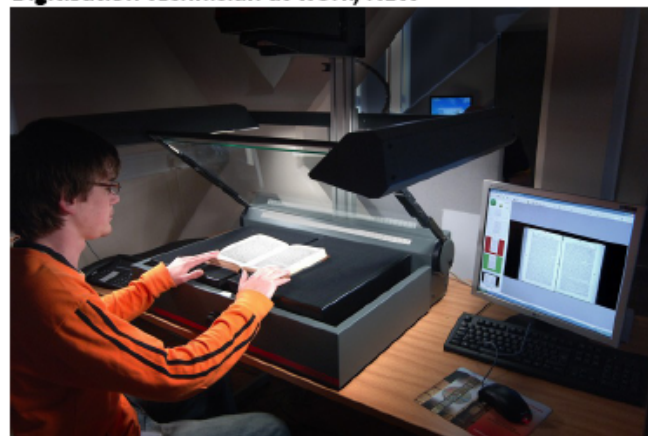
Welsh Journals Online

The National Library of Wales | Llyfrgell Genedlaethol Cymru

This is one of four case studies created to illustrate digital preservation practices within digitization projects, sharing honestly the challenges of establishing digital continuity from a project of limited lifespan. It is selected from 16 projects which were funded by the JISC Digitisation Programme between 2004 and 2009. This Programme has provided digital access to collections of international significance that would otherwise be inaccessible. In doing so it has also generated an opportunity to learn about the critical success factors in digitisation, such as ensuring long term access from short term projects. Each case study is based on an interview carried out on behalf of the JISC by the Digitisation Preservation Project.

Introduction

Digitisation technician at work, NLW



management skills as well as knowledge of data standards, system development requirements

DPC Preservation Planning

Who: Identify the key players involved with long-term preservation of the targeted content.

What: Describe or characterize the collection and content.

Where: Document the locations of all the copies of the content and metadata.

When: Document the targeted preservation timeframe and impact of loss.

How: Document how the key content management and preservation tasks will occur.

Focused on the JISC Digitisation Phase II Programme (2007-2009)

<http://www.jisc.ac.uk/whatwedo/programmes/digitisation/projects.aspx>

<http://www.dpconline.org/advocacy/digitisation-programme-digital-preservation-study.html>

Let's assume that, in principle, when we spend money to digitise collections, or harvest digital material, or acquire licenses to access information, or merge digital source material, or generate derived data, or capture raw data, etc. etc.

That it's almost certainly a good idea for the *appropriate* agency to be given the mandate and the means to protect that investment by sustaining access to the materials in question.

... So what sort of frameworks are required to facilitate this type of sustainability?

Social and Legal Framework

Who needs the information?

Who owns it?

Where is it?

Who do we need to collaborate with?

Where can we make it available?

WHO? and WHERE?

Meeting the Needs of Tomorrow's Researchers, JISC 10 Conference Session,
<http://www.jisc.ac.uk/events/2010/04/jisc10/programme/researchersneeds.aspx>

JISC IPR Toolkit, Overview, Key Issues and Toolkit Elements,
<http://www.jisc.ac.uk/media/documents/publications/scaiprtoolkitoverview.pdf>

UK Institutional Repository Search, <http://irs.mimas.ac.uk/demonstrator/>

Blue Ribbon Task Force on Sustainable Digital Preservation and Access,
<http://brtf.sdsc.edu/>

International Copyright Law Study,
<http://www.jisc.ac.uk/whatwedo/programmes/preservation/copyrightlaw.aspx>

Policy Framework

What sort of procedures and processes do we need?

What do we need to keep?

What type of information is aligned with the stakeholder's requirements?

What does our institutional remit allow us, or enable us to collect?

WHAT?

Beagrie, et al., Digital Preservation Policies, Digital Preservation Policies Study, October 2008,

http://www.jisc.ac.uk/media/documents/programmes/preservation/jiscpolicy_p1finalreport.pdf

Open DOAR, Directory of Open Access Repositories, recorded preservation policies worldwide, <http://www.opendoar.org>

ROARMAP, Registry of Open Access Repository Material Archiving Policies, <http://www.eprints.org/openaccess/policysignup/>

Digital Curation Centre, Virtual Goody Bag, Policies for Digital Curation, Data Management planning, funders expectation for data management planning, <http://www.jisc.ac.uk/events/2010/04/jisc10/virtualgoodybag/dcc.aspx>

Temporal Framework

When can the information be made available?

When will information be most useful?

How long should information be kept?

When will it be vulnerable to loss?

WHEN?

Open access to research outputs: embargo periods and knowledge as an international public good, (Sept 2008), Final Report to RCUK

<http://www.jisc.ac.uk/whatwedo/topics/opentechnologies/openaccess/reports/rcuk.aspx>

Web Archiving: a feasibility study for JISC and the Wellcome Trust,

<http://www.jisc.ac.uk/whatwedo/programmes/preservation/webarchiving.aspx>

JISC InfoNet Records Management InfoKit,

<http://www.jiscinfonet.ac.uk/infokits/records-management>

DCC Lifecycle Model, <http://www.dcc.ac.uk/resources/curation-lifecycle-model>

Digital Preservation Briefing Paper, November 2006

http://www.jisc.ac.uk/publications/briefingpapers/2006/pub_digipreservationbp.aspx

Technical Framework

How should information be managed and preserved?

How can we engage with the tools and methods that are available?

How do we identify, validate, migrate, check and verify information?

How do we emulate legacy and complex environments?

How do we keep up with emerging technology?

HOW?

Digital Curation Manual, <http://www.dcc.ac.uk/resources/curation-reference-manual>

A Guide to Web Preservation, <http://jiscpowr.jiscinvolve.org/wp/>

Beginner's Guide to Preservation, <http://blogs.ukoln.ac.uk/jisc-bgdp/>

Preserv and KeepIT projects, <http://blogs.ecs.soton.ac.uk/keepit/>

Keeping Emulation Environments Portable, <http://www.keep-project.eu/ezpub2/index.php>, (EC funded Project)

Technology and Standards Watch,

<http://www.jisc.ac.uk/whatwedo/services/techwatch.aspx>

DCC observatory/horizon scanning role, <http://www.dcc.ac.uk/>

Emotional Framework

Intellectual Framework

Policy Framework

Social and Legal Framework

Temporal Framework

Technical Framework

Emotional Framework

Intellectual Framework

Policy Framework

Social and Legal Framework

Temporal Framework

Technical Framework

Strategic Framework

Strategic Framework

Why are we doing this?

What are we trying to achieve?

What benefits accrue to the people we care about?

Why are we interested in certain types of information and not others?

WHY?

JISC Impact Calculator, <http://www.jiscinfonet.ac.uk/records-management/measuring-impact/impact-calculator/index.html>

Assessing Institutional Digital Assets (AIDA),
<http://www.jisc.ac.uk/whatwedo/programmes/preservation/aida.aspx>

DRAMBORA, <http://www.repositoryaudit.eu/>

Data Assets Framework, <http://www.dcc.ac.uk/resources/tools-and-applications/data-asset-framework>

Greening Information Management Assessment Framework,
<http://www.greeningim.org.uk/>

Framework	Interrogative
Policy	What?
Social & Legal	Who & Where?
Temporal	When?
Technical	How?
Strategic	Why?

A basic framework for managing and preserving digital content ...

With the first and most important question to establish being the WHY?

Do you or your organisation *really* need to take responsibility for long-term preservation of your content ...?

Let's assume that, in principle, when we spend money to digitise collections, or harvest digital material, or acquire licenses to access information, or merge digital source material, or generate derived data, or capture raw data, etc. etc.

That it's almost certainly a good idea for the *appropriate* agency to be given the mandate and the means to protect that investment by sustaining access to the materials in question.

That's probably usually OK in the context of Higher Education ... but what sort of frameworks are required to facilitate this type of sustainability?

Protecting investment is the language of economics. Sustaining access (by employing preservation methods) has to be underpinned by a plausible economic argument.



**Sustainable Economics for a Digital Planet:
Ensuring Long-Term Access to Digital Information**

*Final Report of the Blue Ribbon Task Force on
Sustainable Digital Preservation and Access*

[Click to download](#)

The cover of the report features a blue and green color scheme with a central image of a CD or DVD disc. The background of the slide is a dark blue-green gradient with faint binary code (0s and 1s) and a large, glowing CD/DVD disc.

<http://brtf.sdsc.edu/>

2 Year Task Force (January 2008 – February 2010)

Sponsored by:



The Andrew W. Mellon Foundation

Objectives of the Task Force

- Conduct an analysis of previous and current models for sustainable digital preservation, and identify current best practices among existing collections, repositories and analogous enterprises.
- Develop a set of economically viable recommendations to catalyze the development of reliable strategies for the preservation of digital information.
- Provide a research agenda to organize and motivate future work in the specific area of [economic sustainability](#) of digital information.

The Task Force final report conclusions

The challenges to effective sustainability (preservation) are:

- Long time horizons
- Diffused stakeholders
- Misaligned or weak incentives
- Lack of clarity about roles and responsibilities among stakeholders
- Difficulty in valuing or monetizing the costs and benefits of digital preservation

Three principal actions are required for sustainability:

- Articulate a compelling value proposition
- Provide clear incentives to preserve in the public interest
- Define roles and responsibilities among stakeholders to ensure an ongoing and efficient flow of resources to preservation throughout the digital lifecycle

What points have emerged from the discussion around the report?

1. The language of economics may help us to describe the challenges around preservation more effectively to new groups of stakeholders across different domains
2. Sticking with a principle that digital materials should by default be preserved is not adequate or sustainable. Preserve with purpose!
3. The importance of defining roles and responsibilities – the need for memory institutions to ‘step up’ and lead, and for universities and research libraries to be explicitly named as responsible for sustaining knowledge
4. That ‘handoff’ processes are required along chains of trusted organisations
5. Models are required where private and commercial organisations work together – perhaps where ‘bit preservation’ is a commercial enterprise, and curation is a more applied activity undertaken by domain specialists in public domain roles



“If we use time well, it may work for us, not against us. Hedging against uncertainties, postponing decisions when possible, recognizing that benefits, demand, and users will change, anticipating better information over time - these are the habits of mind that mark responsible digital stewardship and will help husband scarce resources while creating enough flexibility for bold moves and rescue of endangered assets when that becomes necessary.”

Sustainable Economics for a Digital Planet: Ensuring Long-Term Access to Digital Information, Final Report of the Blue Ribbon Task Force on Sustainable Digital Preservation and Access, February 2010, <http://brtf.sdsc.edu/>

Thanks!

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