

# **Terms of Reference for a Project Team on "Promoting the Use of European Standards on the Interoperability of Film databases"**

## **1. Title of the project team to be established**

**"Promoting the Use of European Standards on the Interoperability of Film databases"**

## **2. Subject and Scope**

While the two European cinematographic works standards EN 15744 "Film Identification – Minimum set of metadata for cinematographic works" and EN 15907 "Film identification – Enhancing interoperability of metadata – Element sets and structures" and the FIAF guidelines should be useful in their own right, implementing a comprehensive, standards-based strategy for filmographic information may become a challenge for many film archives. From an archive's viewpoint, it is not unreasonable to expect a certain degree of guidance from organisations to which they are affiliated.

Since some benefits of adopting a standard will not be immediately obvious by just reading the text of the standards, it is urgently required to supplement the European standardisation activity with a co-ordinated effort towards coaching among the community to which it is addressed. This effort should be accompanied by the development of a technical specification that gives tangible guidance to the community

The aims of this project team are as follows:

- raising awareness of the cinematographic works standards and of what has motivated their creation,
- explaining what is to be gained by using the cinematographic works standards (e.g. easier collaboration through joint cataloguing, increased visibility via information aggregators on the web, better ability to contribute to new and existing information services, less technology-dependent and more sustainable collections of filmographic records, etc.),
- delineating strategies for adopting the cinematographic works standards, taking into account the constraints under which film archives usually operate,
- providing a technological proof of concept that can serve both as a testbed for exploring adoption strategies, and as a set of functional components for building customised applications for film archives,
- coaching film archivists and providing test beds for applications engineering and data modelling to technology providers working in the cultural heritage and media sector.

The dissemination activity will mainly consist of a series of four hands-on workshops with Q&A sessions, to be held at different places throughout Europe. Lecturers will be drawn from members of the current CEN standardisation committee and, if possible, also from ACE and the FIAF CDC. Instructional materials developed for these events will subsequently be supplemented with results from the discussions and be published as a permanent reference source during the course of the project, and finally as a Technical Specification.

Besides raising awareness of the standards, the dissemination activity will also address the technological gap between current cataloguing facilities in film archives and the requirements of a pan-European infrastructure for media information which this standardisation activity is intended to support.

A first step towards filling this gap will be to provide a technological proof of concept that not only demonstrates the feasibility of implementing the cinematographic works standards, but also provides would-be implementors with the opportunity for hands-on experience beyond what can be communicated in a workshop.

The proof of concept will consist of a set of software components hosted on-line for immediate use by members of the target community. The components will also serve as a reference implementation of important concepts such as the layers of filmographic description, authority control with varying amounts of detail, and the exchange of whole or partial filmographic records with other parties. As a reference implementation, the code will be made available under a non-discriminatory license permitting both commercial exploitation and open source application development.

The project team will draw on the expertise of the members of the CEN standardisation committee. This will ensure the availability of first-hand knowledge throughout all dissemination activities. Further members will be recruited from film archive staff and possibly from technology partners in projects such as the EFG. Further expertise in the area of audiovisual cataloguing will be supplied by members of the FIAF CDC who have already expressed their interest in an on-going cooperation. The project team will also be in contact with experts from the library and museum communities, particularly in the area of interoperability scenarios.

In a preparatory phase, the project team will develop a set of study materials, accompanied by a demonstration database and a set of Web-accessible software modules intended to serve both as study aids and as templates for solution developers. All of these components will be designed both for use within workshops and for subsequent or independent self-study.

The core dissemination activity will consist of a series of workshops targeted at experts from film archives and other interested parties. For the project team, these workshops will also create an opportunity to learn about specific obstacles, missing use cases, and other deficiencies that need to be addressed in revised versions of the application guidelines and associated teaching aids.

The outcome of the workshops will be evaluated towards a revision of those materials that are to be published for permanent reference, resulting in a CEN Technical Specification.

After each workshop, a document that reflects the discussions and the results of the workshop's Q&A will be circulated for comments to the CEN/TC 372 members.

The target groups for the measure are:

- (1) maintainers of filmographic data collections at European film archives and other cultural heritage institutions, and further,
- (2) experts in the area of digital libraries, publishers of audiovisual media, policy makers and planners in the area of cultural and audiovisual information systems.

### **3. Justification of a PT**

Relying on voluntary contributions only would not be sufficient to deliver within the timeframe set. There is therefore a need for a funded project team.

### **4. Reference authority (Project Committee in charge of the follow-up action)**

CEN/TC 372 Project Committee-Cinematographic Works.

### **5. General context/Background/Environment**

A major driving force for the development of the European cinematographic works standards was the insight that film archives would require a reliable, common information model in order to make their assets more visible in today's net-based media infrastructure, first and foremost Europeana, the digital online library. Rather than adopting pre-existing standards and specifications developed by the library, museum or archive communities, it was concluded that the description of moving images requires some means of expression not adequately covered by these specifications. At the same time, it also became obvious that any new standard should seek to cover as much common ground with other relevant standards as possible. Cinematographic works standards draws upon existing reference models (particularly, IFLA-FRBR) that have also been adopted by the FIAF Cataloguing and Documentation Commission (CDC) as the framework for the revised FIAF Cataloguing Rules.

## 6. Workplan and Milestones

Task ID	Time line	Activity
1	T+3	Establishment of the project team
2	T+4	Identification of target groups and individuals, and a survey of their readiness for participation and particular expectations.
3	T+6	Development of teaching aids for (a) presentations, (b) hands-on workshops / in-depth tutorials, (c) self-study via the Web. Development of references for implementation templates, proof of concept, testbed software components and demonstrator code:
4	T+6	Development of Web-accessible software modules for hands-on training. These components will then have to be developed further into a suite of web-based tools that can be used for hands-on exercises first by participants of the dissemination workshops and subsequently by the target community at large.
5	T+6	Design of a workshop curriculum according to the objectives set out in section 5.
6	T+6 – 18	Preparing and conducting a series of hands-on workshops. It is intended to hold the workshops at T+6, T+10, T+14 and T+18, slight moves back- or forward in time are possible depending on the availability of meeting facilities at the host location.
7	T + 12	Interim report to EC/EFTA
8	T+18- 21	Evaluating the outcome of the hands-on workshops and adapting the teaching materials based on participant's input
9	T +21- 23	Revision of the introductory texts, implementation guides, and interactive components for permanent reference (TS)
10	T+23	Endorsement of the CEN Technical Specification by CEN/TC 372
11	T+24	Delivery of the Final Report to EC/EFTA

## 7. Manpower (in man-days or man-months)

The Project Team will have a total budget of 172 man-days, to be allocated over maximum 5 paid experts . The travels to Workshop meetings as well as to Project Team meetings are not reimbursed.

A Project Team leader will be appointed among the selected experts.

## 8. Characteristics of the expertise required and criteria for selection of candidates

Candidates for the technical work will be required to have:

- a solid background in software engineering, particularly in web-based environments (25%);
- in-depth knowledge of the standards and specifications referred to by EN 15744 and FprEN 15907 (10%);
- demonstrated ability to author both formal (expert) and user-level documentation of software systems and procedures (25%);
- experience with interoperability issues in handling and transforming metadata on audiovisual media, particularly catalogues from film archives (20%);
- good knowledge of user requirements in the area of audiovisual cataloguing and its principles and traditions (10%);
- an understanding of present initiatives for creating distributed and value-added information systems for audiovisual media at the European level (10%);

To the extent possible, a balance of the Project Teams members in terms of nationality, stakeholder representation (governments, film archives, ICT industry, etc.) technical interest represented (metadata,

vocabularies, etc.) will be sought.

The candidates must provide a CV that underlines the possession of relevant expertise.

Candidate experts have to describe in their offer the expertise that they will bring to the Project Team.

## **9. Deliverables**

The following deliverables will be submitted:

– An Interim Progress Report and a short report from the workshops that have already taken place by the time of the delivery of the Interim report, together with a set of Reference implementations that can serve (1) as instructional aids, and (2) as templates for in-house or contract developers, as well as commercial software vendors,

– A Final Report and a short report from the workshops that have taken place after the time of the delivery of the Interim report, with a CEN Technical Specification "Guidelines for Implementors of EN 15744 and EN 15907", based on the outcome of the workshops, containing those materials that are to be published for permanent reference after the workshop series.