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153 Audiovisual and Multimedia

Audiovisual Media online in Libraries: An Example from Germany

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The Partners

IWF Knowledge and Media is the German Institute for academic audiovisual media. Since nearly 50 years IWF collects, preserves, publishes and distributes films, videos, CDs and DVDs for academic use. It has about 8.000 titles in distribution, compared with libraries a small amount. Important is that IWF has not only a copy of the film etc. but also the necessary rights to distribute it worldwide.

The SUB Goettingen is one of the leading university libraries of German. The transfer of metadata from one system to another is there daily business. They analysed the metadata of IWF and developed the corresponding scripts for the transfer of data.

The VZG/GBV network is the association of libraries in Northern Germany. It is specialised in the management of large database. In future it wants to integrate more multimedia material. In this context the integration of IWFcampusmedia in the world of libraries was of special interest. The VZG/GBV published the IWFcampusmedia catalogue and connected the metadata with the available audiovisuals.

How was this possible?

Knowledge Transfer with Audiovisuals

The aim of IWF is the transfer of knowledge through audiovisual material, through moving images. Therefore, IWF collects audiovisuals from various sources (universities, research institutions, information associations, but also archives, productions, publishers and distributors). IWF controls the quality of the audiovisuals. The audiovisuals should satisfy academic standards. IWF again distributes the audiovisuals. In former times, the films and videos were rented to educational institutions, mainly universities. Since the introduction of internet and digital media new possibilities of distributing and using audiovisuals are available.

Audiovisuals Online Available

We offer researchers, teachers, educational institutions the service to archive their materials, to transfer it to digital media and to publish it. Additionally we look for good material elsewhere.

We optimise the material and the online-performance of the audiovisuals.

We also consult academic institutions in media production and offer special courses.

Our aim is it, to make the audiovisual online available for educational purposes in an easy way.

IWF customers

IWF is in a special position. We have two groups of customers.

On one side there are the contributors of material, on the other side the users.

Both have special expectations: the contributors want to have their material protected, the user want to use it freely.

Management of Rights

Therefore, IWF has a thorough rights management.

With the contributors contracts are made. We get the rights to use the material in various ways. We try to get the online-rights also as we have the aim to make the audiovisuals available for educational purposes in every ways.

The users know their rights through the general business conditions. They explain exactly what the users may do with the material.

Media Objects for Teaching Purposes

Let us have a look from the users side. There is the Bologna declaration. Consequently the study areas are defined newly, and the various topics are broken down into modules, courses and lessons. Additionally, the teachers use Learning management systems for the organisation of their courses. In this context, learning objects are developed. Moving images are part of these learning object, might be a learning object itself.

Would it not be useful to have these media objects ready to use?

Therefore, IWF has decided to archive and document moving images in a way so that users can integrate them easily in their teaching.

And would it not be useful to be able to use them online, every time from everywhere?

We, IWF, the university library of Göttingen and the library association GBV have made this possible.

Media Objects for Teaching Purposes

We have decided, to prepare the audiovisuals in a specific way, to produce media objects. That means, the longer audiovisuals are split into sequences and described. Short films are taken as media objects. Sometimes we have a series of single images which we animated. Etc. The media objects have a length of 1 up to 5 minutes and should contain a single topic. This way, the user has not difficult work to do to define the media objects himself. He saves a lot of time.

How does all this functions?

Transfer of the Audiovisual Material

IWF collects audiovisual material with an academic background for academic and educational purposes. We archive the material on the TV standard level and have therefore a source from which we can create various products: VHS, DVD, video streams etc. We document the material and are able to transfer the metadata into various catalogues.

Documentation

To make this all possible, we had to document the audiovisuals in a systematic way. First of all, we document the audiovisual itself. You can see that we use the usual categories. This we do with the help of the author of the audiovisual as to describe it in a correct way. The difficulty with audiovisuals is that there are often no words. The interpretation of the images is not easy. Without detailed knowledge on the subject, on the production it is difficult to describe the audiovisual correctly. Therefore, the close collaboration with the authors. Longer films have to be split in sequences, which are described in a similar way as the audiovisual itself. This is also done by the author. At the end professionals categorise the material in a systematic way. At the moment we use a classification which we have developed ourselves. We have the idea to add the DDC classification as to make the catalogue researchable in more systems.

Media Management

For the documentation we use a special media management system. This system allows us to document the audiovisual itself, to split the film in sequences easily and to describe each sequence in detail. This way it is possible to search for audiovisual material easily. Through this process the material get an additional value as the user gets specific information of academic value.

IWF Online-Mediatheque

IWF offers two possibilities to search films and use them. There is the online-mediatheque. It contains the films we have documented on sequence level and which can be put online. We offer the users a quick search and an expert search. You can see the films and the sequences. You can order the films and the sequences as in every online-

shop. Longer films are delivered mainly on DVD or VHS. Shorter films and sequences are delivered as mpeg1-files and therefore can be used in powerpoint presentation etc.

IWF Media Catalogue

There is also the media catalogue. Here, you can find all the titles available.

The catalogue has a quick search and an extended search also.

If we have digitised a film and the corresponding rights you can see the film in preview quality online, everywhere, anytime. No registration is necessary. You can order the media as Video, DVD-Video, CD-ROM or DVD-ROM, depending of the type of media.

Cooperation with Universities

IWF is a service institute for academic purposes mainly. Therefore, we look always for new ways to serve academia. For researchers, teachers and students it is quite inconvenient having to think always in IWF when looking for (audiovisual) material for their work. It would be much more convenient if they could find and use it in their normal working environment, e.g. the libraries.

In Germany, we have three institutions in the universities working with audiovisual material:
The media centre produces material

The computing centre hosts video material

The libraries are the specialists for the management of metadata and catalogues.

At the moment there are tendencies to integrate the three institutions and to convert them into one university information centre. First experiments just start.

We decided to seek the cooperation with the libraries and through them with the computing centres.

IWFcampusmedia

IWF, SUB and GBV various ideas.

First of all, the IWF media catalogue had to be transferred into the pica-system. To do this, various scripts had to be written.

Users are now able to search for films and sequences in their habitual context.

IWFcampusmedia: Example „Bee“

As a result, they get a list of titles. A small symbol indicates that if it is a film or a sequence. The photo camera indicates if the title could be looked at online.

IWFcampusmedia: Example „Bee“

Let us have a look at the detailed information on the film itself.

You see a lot of information, which you find usually in your catalogue. But there are additional informations:

- technical data: length of the film, format etc.
- abstract: a short description of the content
- the catalogue number of IWF
- the distribution possibilities of IWF
- additional remarks: if there is a study guide or restrictions of use
- and a direct link to the IWF media catalogue

Most important, films and sequences with a photo camera, e.g. which are online available in the university have a direct link.

IWFcampusmedia: „Bee“ Sequences

Let us have a closer look on this film on the honey bee.

At the bottom of the detail information sheet you see the remark further publications.

Here you come to the list of sequences of the film in order of the film itself. The sequences are treated like articles in a reader. Now you can select a sequence.

IWFcampusmedia: „Bee“ Sequence

Detailed information on the sequence is given here.

And again, you find a link to the online video of the sequence.

This way, researchers, teachers and students can search for audiovisual material in their customary environment at any time.

To use the material online, the university needs a special license.

Campus-Licenses

The chief office of the library association GBV has installed a video server. IWF delivers continuously new films as real streams. The format will be changed to windows media file soon. The streams are available in two qualities: low for previewing, higher for screening purposes. From the IWF media catalogue in the libraries users can call up the films and sequences, if their universities have bought the license. Having done this, all the computers of the university can use the material online.

The have the right:

- to look at the audiovisuals
- to screen the audiovisuals everywhere on the campus for teaching purposes
- to integrate the audiovisuals in their presentations
- to integrate the audiovisuals in their learning management system
- to integrate the audiovisuals in intranet E-Learning environments

Flexible Integration in Different Surroundings

On the basis of a modern media management system it is possible to transfer the metadata of audiovisuals in different contexts and connect the metadata with the online videos directly. So let us dream a little bit.

Future in Germany

At the moment universities evaluate the system and buy campus licences. They also take advantage of the possibility of archiving their material in IWF and making it this way available worldwide.

Future in Europe

IWF wants to offer its services to partners in Europe. We have the idea to build up an European information system together with partners in France, Great Britain and other countries. Each organisation has a specialty others could use. Therefore, development cost would be low and the service would be much higher. As part of this future, audiovisual material would be collected in a special European media collection and available through university libraries. Libraries interested in this collaboration are welcome.

International Cooperation

Internationally, we will cooperate with single countries and institutions.

At the moment, we are in contact with China.

In former times, we had also strong connections with Japan and United States.

Certainly, the campus licence is available for any university library anywhere. This is the real nice thing with the internet. One can collaborate internationally easily.

Thank you for your interest.