



Media Management Policy

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Steve Jupe)			
Contact(s) for Help	Steve Jupe			
Description	<p>Intended Audience: Global. All areas of the BBC need to ensure they are archiving relevant material.</p> <p>Use: This document is intended to give background and context to the Media Management Policies and Requirements. It includes all the high Level Policy Statements, and summary archive requirements. The policy Statements and Requirements set out what must be retained, and how. Most of the sections within this document are available as separate documents, to enable different business areas to ensure that the requirements are met.</p>			
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i&a_19_00	02.04	17/06/2003	June 2005	June 2006
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1 Introduction

The BBC currently spends over £1 billion each year creating its TV, Radio and BBCi content. To maximise the value of this content, appropriate media management standards must be applied across all Divisions, irrespective of where content is located. BBC Information and Archives sets the minimum standards for achieving this and has responsibility for reporting non-compliance with this policy. This document provides a high level outline of the BBC's existing archive policies and makes them fit for purpose in the digital environment

1.1 *Why we keep BBC media content*

- Research value - as a source of information
- Re-use value - repeats, re-versioning and re-use of extracts (including use by Worldwide)
- Legal requirement
- Business requirement (core records)
- Historical/heritage requirement
- Charter requirement

1.2 *Selection criteria for long-term archiving*

- **All scripted fiction (drama and comedy)**
- **All major documentaries**
- **Award-winning programmes**
- **Events where the BBC played a unique and distinctive role in broadcasting to the nation** (e.g. wars, royal weddings, state funerals, major sports events etc).
- **Content covering the following areas:**
 - ◆ **Historical.** Material of events (actuality) covering all subject areas, including politics, foreign affairs etc. Includes content generated by News.
 - ◆ **Social Development.** Material giving examples of contemporary life and attitudes, including current affairs material and drama.
 - ◆ **Music and Performing Arts.** Examples of performance, direction, production, writing and composing, with special emphasis on works commissioned or sponsored by the BBC.
 - ◆ **People.** Material featuring people of historical interest in all spheres.
 - ◆ **Natural History and the Environment.** Material featuring places of geographical interest, especially related to changes in the environment and the development of natural history.
 - ◆ **Science and Technology.** Material illustrating the development and changes in this area.
 - ◆ **Education.** Examples of material which has been created to fulfil the BBC's educational remit.
 - ◆ **Broadcasting and Editorial Policy.** Examples of material showing the development of broadcasting and editorial policy; and programming developments e.g. new presentation styles, genres, new series etc.
 - ◆ **Technical Developments.** Examples of technical developments such as Radio Data Signal (RDS), Nicam Stereo etc and material illustrating significant work in areas such as makeup, costume, set-design, editing techniques, special effects, etc.
 - ◆ **Staff and Contributors.** Material showing the work of individuals who have made a significant contribution to the BBC.
 - ◆ **General Output.** Examples of regular strip programming, sequence strands and magazine programmes to produce a balanced archive reflecting all output. This will typically include the first and last of any series and sample days of output on each channel/platform.

2 Policy Statements

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager			
Supplier Authoriser				
Contact(s) for Help	Steve Jupe			
Description	The policy statements set out what must be retained and for how long.			
DQ Reference	Version	Date	Last Reviewed	Next Review Due
I&a_01	02.02	24/06/2005	June 2005	June 2006
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DQ Location	http://guidelines.gateway.bbc.co.uk/dq/media_management/policies.shtml			

Ref No.	Policy Area / Policy Statement
01	Components to be Retained
01-01	The following components to be retained:- <ul style="list-style-type: none"> • Two broadcast standard copies of all transmitted/published TV, Radio and BBCi output – one to be stored on a separate site as a master • One browse-quality version for research purposes, to protect the broadcast material • All supporting metadata to enable research and re-use • A selection of original (i.e. unedited) material for re-use/re-versioning purposes • Hardware/software/equipment to enable replay/transfer of the media
01-02	A retention schedule for each set of records kept /archived must be created as defined in the Records Management Policy. Retention periods are set according to the status and value of the record
01-03	A risk assessment must be carried out for all data being kept / archived
01-04	All records identified within the BBC's Retention Schedule must be retained, and it is the responsibility of the area that has been identified as holders of the master copy to ensure they are stored in an appropriate storage mechanism, and for the agreed period of time.
01-05	It is the responsibility of the person who thinks they are holding Core Records to add their records to the BBC Retention Schedule.
01-06	Non-core records that are to be retained longer than 2 years must be authorised, and be registered with Information and Archives as part of the Retention Schedule.
01-07	Non-core records that are not authorised, and therefore not registered, must be destroyed in an appropriate manner within 2 years.
02	Access
02-01	All media content must be available for use by other BBC departments when it has been broadcast/published. The only exceptions to this will be content which has been restricted for legal or editorial reasons. All valid restrictions on use should be notified to the Sound Archivist, Television Archivist or New Media Archivist as appropriate
02-02	Wherever possible copies will be made available for loan, but original Television and Radio programme masters will be issued for broadcast requirements
02-03	All loans of Radio and Television archive material will be for two weeks. Renewals will be possible, but overdue items will be subject to a fine. This will improve the security of the archive and ensure access to the BBC's prime assets - its programme content.
03	Storage Requirements

03-01	All media and metadata must be stored securely in the correct conditions to minimise damage and degradation, following industry best practice
04	Archiving
04-01	All transmitted/published media content will be kept for at least five years to fulfil legal requirements and to enable re-versioning and re-use
04-02	All original (unedited) media content will be kept for at least one year. A selection of material with high re-use value (e.g. stock footage/audio) will be kept for five years
04-03	An initial decision about long term archiving must be made at the point content is created. This will be reviewed after one and five years.
04-04	The appropriate metadata relating to broadcast/published content must be kept for ever as a permanent record of what the BBC created
05	Preservation
05-01	An ongoing preservation schedule will be maintained to transfer media content which is in danger of degrading or only exists on obsolete formats. Only content with high research/re-use/heritage value will be preserved.
06	Digitisation
06-01	Content being preserved will also be digitised to enable access at the desktop and reuse in future media asset management systems. Material which has not been identified for preservation will be digitised on demand if it has been selected for broadcast or publication on a website.
07	Disposal
07-01	Media content which falls outside the selection criteria must be disposed of after the agreed retention period in order to maximise analogue and digital storage space. In the first instance it will be offered back to Production to store and manage. If Production have no requirement to retain it, or there is no response within one month, it will be offered to BBC Worldwide and Rights, then to the appropriate external archives (e.g. British Film Institute, National Sound Archive). If there is no taker, the material will be destroyed to prevent misuse. In some cases (e.g. stills) material may be offered for sale. In all cases a record will be kept for ever which documents the disposal/destruction process.

3 Compliance

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Chris Wilkie)			
Supplier Authoriser				
Contact(s) for Help	Steve Jupe			
Description	Intended Audience: Global. Use: Information on the procedure that I&A will follow to ensure that policies are followed.			
DQ Reference	Version	Date	Last Reviewed	Next Review Due
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Key Words				
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In order to check that the BBC is meeting the requirements outlined in this policy, Information and Archives carries out an ongoing audit of each Division, covering the following areas:

- Capture of TV and Radio transmission material
- Identification of un-transmitted material with re-use value to the wider BBC
- Capture of production documentation, e.g. TX forms, billings, PasCs, scripts
- Identification of core records
- Identification of non-core material for disposal

A monthly report is issued to each Division detailing areas of non-compliance. Information & Archives can provide advice on how business areas can meet the requirements of the policy.

ARCHIVE REQUIREMENTS

4 Television Archive Requirements

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Chris Wilkie)			
Supplier Authoriser				
Contact(s) for Help	Steve Jupe			
Description	Intended Audience: Global. All areas of the BBC need to ensure they are archiving relevant material. Use: This document is intended to give background and context to the Media Management Policies and Requirements.			
DQ Reference	Version	Date	Last Reviewed	Next Review Due
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DQ Location	http://guidelines.gateway.bbc.co.uk/dq/media_management/tv_requirements.shtml			

4.1 What to archive

- All transmitted programmes, whether in-house or independent productions
- The longest version of each news item transmitted per day, plus a compilation of items from continuous services such as News 24.
- BBC Regions and Nations output programming may be logged and stored locally but recorded in the central database.
- 24 hour recordings of each network, including continuity links, weather forecasts and whole news bulletins will be made quarterly in a browse-quality format.

4.2 Essential Components

4.2.1 Videotape

- Transmission spool plus one backup copy
- P as B recording of live programme plus backup copy
- Edited Items - spools for magazine programme items which have clean effects or provide an earlier generation copy
- A digital format that has been generated off the final version
- All tapes must be accompanied by a recording report

4.2.2 Film Origination

Where the following components exist:

- Cut Negative, or uncut negative with edit decision list
- Transmission Print
- Master Sound
- Music & Effects

4.2.3 VHS

- VHS cassettes of all network terrestrial and digital broadcasts are made by Information & Archives as a legal requirement for the Broadcast Standards Council and are retained for 90 days only.
- Access VHS/CD copies are made for programmes selected for the archive.

4.2.4 Supporting Elements

Subtitle, audio description and signing data are also essential component parts of a television programme. There may be a requirement to log and store additional component parts:

- Some of these may not have long term value e.g. insert items
- Intermediate studio recordings can be logged in the I&A database, but should not be retained long term unless specially required by production or comply with the archive selection policy.
- Rushes (film and video camera originals) are junked, selected for archival or stockshot value (together with appropriate shotlists), processed or stored by either I&A or production as appropriate.

Wherever possible Master recordings are not loaned, and then only to the producing department. In all other cases, access copies on VHS and CD will have to be produced on demand.

4.3 Storage requirements

- Film and videotape must be stored in metal or plastic cans/boxes in a dust free environment.
- Film and soundtrack must not be kept in the same can and both should be tightly wound on a large inert core. Flat storage is essential for archival masters

4.3.1 Videotape

Temperature - 15 to 25 degrees C

Relative Humidity - 40 to 60%

DV family need to be kept at 40% or below

4.3.2 Colour Film Archival Storage

Temperature - 0 to 10 degrees C

Relative Humidity - 30 to 40%

4.3.3 B/W Film Archival Storage

Temperature - 12 to 15 degrees C

Relative Humidity - 30 to 40%

5 Radio Archive Requirements

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Chris Wilkie)			
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Contact(s) for Help	Steve Jupe			
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DQ Reference	Version	Date	Last Reviewed	Next Review Due
I&a_16_02	02.04	17/06/2003	June 2005	June 2006
Key Words				
DQ Location	http://guidelines.gateway.bbc.co.uk/dq/media_management/radio_requirements.shtml			

5.1 What to archive

- All transmitted programmes, whether in-house or independent productions
- The longest version of each news item transmitted per day, plus a compilation of items from continuous services such as News 24.
- BBC Regions and Nations output programming may be logged and stored locally but recorded in the central database.
- 24 hour recordings of each network, including continuity links, weather forecasts and whole news bulletins will be made quarterly in a browse-quality format.

5.1.1 Essential Components

- Broadcast tape/disc plus one backup copy
- Recording of transmission for live programmes, plus backup copy
- All recordings must be accompanied by a Recording Report signed as ready for transmission by the producer.
- Access copies of programmes and daily news bulletins are produced on CD-R by the archive.

Wherever possible Master recordings are not loaned, and then only to the producing department. In all other cases, access copies on VHS and CD will have be produced on demand.

5.2 Storage requirements

- stable and dry environment
- rooms with windows should be avoided
- central heating systems should be turned off
- metal rather than wooden shelves
- discs and reels should be stored in an upright position
- Temperature - 18-20 degrees centigrade. Extreme fluctuations of temperature should be avoided.
- Humidity - 40%

NB: See New Media below for policy on digital storage

6 New Media Archive Requirements

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Chris Wilkie)			
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DQ Reference	Version	Date	Last Reviewed	Next Review Due
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Key Words				
DQ Location	http://guidelines.gateway.bbc.co.uk/dq/media_management/bbci_requirements.shtml			

6.1 What to archive

- All transmitted or published New Media output and its associated multimedia assets. This applies to current and future platforms and includes the internet, WebOnTV, Interactive TV, CEEFAX, Digitext and broadband.
- Plug-ins and players necessary to support multimedia file types and, where possible, the hardware/software environment to enable future playback of archive material.
- Interactive models and showreels and other content designed for demonstration or developmental purposes will be retained in perpetuity for future use and to serve as a record of the BBC's New Media development.

6.2 Storage requirements

- All material is to be managed within content production and/or asset management systems in line with the BBC's Information Security Policy. Storage of digital files must be in accordance with standards ratified by the Server Strategy Group within BBC Technology. This group ensures that Servers in all areas of the BBC conform to constant standards in terms of hardware, operating system builds and management utilities or tools.
- In addition, server equipment must be housed according to guidelines set down by BBC Technology Services & Support: Network and Server Operations. Current guidelines can be found in the policy document titled: BBC Computer Rooms, Network and Hub Room Design.
- All systems should be backed up to ensure business continuity and to avoid any loss of material.
- Material for long-term retention should be stored according to the principles of hierarchical storage management where deemed necessary to relieve pressure on servers through near-line and offline storage.
- All material digitally ingested at the point-of-creation is to be encoded to as high a quality as is available for the purposes of archiving and multi-platform transmission/publication.

7 Stills

DQ Status	Live	Policy		
DQ Content Authority	Intake and Media Manager (Chris Wilkie)			
Supplier Authoriser				
Contact(s) for Help	Steve Jupe			
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DQ Reference	Version	Date	Last Reviewed	Next Review Due
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Key Words				
DQ Location	http://guidelines.gateway.bbc.co.uk/dq/media_management/stills.shtml			

7.1 What to archive

- Published and non-published pictures representative of the core output and activities of the BBC. This will include Radio, Television and Online, associated personalities, equipment, behind the scenes, and technical shots.
- Photographs of locations, politicians and personalities of general use for use in programme making and news output. Stock shots and generics will be kept to cover all economic, political and social issues. All will be continually updated to reflect fashion and prices.

7.2 Storage requirements

- Hard copy deposit with Information & Archives or storage on the electronic stills system ELVIS.
- Over a period of time, by applying this policy and in response to user demand, the hard copy collection will be scanned, catalogue data enhanced and the images stored in ELVIS.

7.3 Duration to keep material

- Specific images will be selected for permanent inclusion in the catalogue.
- Unselected material will be kept for two years, during which time material may be selected as a result of user demand and added to the catalogue.

Appendix A – Document History

Date	Version	Changes / Comments	Author
24/06/05		Merged document incorporating minor update to policy statements	R Preston Bell
17/06/03	02.04	Final formatting and merger of document, including separate documents for control purposes	R Preston Bell
29/04/03	02.03	Removal of information regarding Core Records. This is now part of the introduction of the Core Records Policy.	L.A. Carter
15/04/03	02.02 and 02.01	Reformatting of document as part of preparing for publication in DQ. This document will be offered as a merged document, but all the sections listed in the contents will be split and be available as separate downloads. Each of the components will be given a reference number and version.	L.A. Carter
18/02/03	02.00	Review of overarching I&A policies and creation of this document. Key changes are <ul style="list-style-type: none"> • Renamed to Media Management. • The addition of a section on compliance. I&A are taking on a more proactive role in reporting issues back to the Divisions and helping them to achieve compliance • Rationalising the old policies: this lead to the DQ team to restructure the DQ reference numbers for the policies. There are now groups, and policy statements within the groups. 	Chris Wilkie