

Monetising content archives

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Value in your archives

The coronavirus pandemic showed us all how reliant we are on good quality, interesting content to drive advertising revenues and viewer numbers. But how do you fill your schedules when live events are cancelled? Get advice from our panel of international archive experts, and find out from our technical specialists the top tips for guaranteeing your success.

Customer Challenges

What are the challenges in searching archives to find the content that's needed in the shortest possible time? Is the archive material rights cleared? Is it in the correct format and quality? Find out from our panel of experienced archive managers.

Your expert archive panel

Noelle Prat, Twelve Media Consultancy (Moderator)	Noëlle brings over 20 years' experience in the Audiovisual Archive management domain acquired working for international system integrators, solution vendors and service providers. She founded and runs twelve, a business and technical consultancy specializing in broadcast and media technologies, with a specialist focus on archive.		 www.twelve-bs.com
Razib Chatterjee, Manager- Archive Licensing & Content Syndication	Razib heads the archive licensing and content syndication business of all of RTÉ's multimedia content output, which includes audiovisual, audio, photographic and a document archive. Over the last 16 years in RTÉ he has helped to transform the business and move it into a digital environment. His particular area of interest is in copyright and rights management systems.		
David Seevers, CMO	David has worked in and around the footage business since the early nineties. He was the founding director of ABCNEWS VideoSource, where he worked until 2004. He was a founding member of the Association of Stock Image Licensors (ACSIL), which is now part of the DMLA, and has served on the executive board of FOCAL International since 2009.		
Kathey Battrick, Senior Manager, Library and Media Management	Kathey joined Asharq News in 2019 as a Senior Manager in the Library and Media Management Department. She is responsible for setting up and leading the media library at Asharq, overseeing the management, cataloguing, and preservation of the organization's valuable production assets and archive.		

Solutions

What technology is available to address the customer challenges? What projects and solutions can be shared which ensure success with archive content.

Your expert technical panel

Darren Whitehead, Director of Business Development (Moderator)	Darren has over 20 years in the events business and has provided experience and specialisation in many areas including growth strategies, new launches, acquisitions and business unit integration.		
Paola Hobson, Managing Director	In more than 30 years working in advanced technology companies, Paola has significant experience of new product development and market introduction in UHD TV, mobile image communication, content personalisation, and video processing.		
Matt Eaton, Managing Director	Matt has worked with broadcasters and content owners for over 25 years delivering innovative technical solutions across the supply chain. Matt draws on his industry experience in leadership positions at Cognizant and Virgin Media.		
James Whitebread, Chief Digital Officer	James is a CDO/CTO who partners with CEO's senior executives and technology teams to deliver leading edge product and technology in the B2B and B2C space. He has a strong background in media and entertainment as well as sports in a career spanning 25 years.		