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# Moving the past to the future

Like every national service broadcaster, Österreichischer Rundfunk is the guardian of a unique content repository of cultural importance. With Atos' help, it has migrated valuable archives to digital storage, opening up access and creating foundations for ORF's digital future.



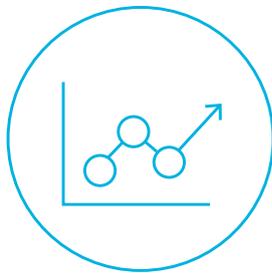
**ORF**

**Atos**

## The context

Österreichischer Rundfunk (ORF), the Austrian national public service broadcaster, wanted to end the costly and unproductive cycle of continual media format migrations.

Like many established media companies, ORF has continually transferred content from outdated media formats while adding up to 50 hours of new material every day. Its multimedia archive contains well over one million hours of video content, around 30% of which was stored in IMX or digi-beta formats. This presented clear operational challenges. As well as occupying significant space, ORF had to maintain old recording and playback devices, incurring wasted expense. Browsing archive content was near-impossible; and when material was requested, the physical process of locating, dispatching and eventually returning it was time-consuming, expensive and placed fragile media files at risk.



## The results

## The challenge

ORF decided it was time to break the cycle by turning its physical tape archive into a file-based resource, identifying an initial tranche of 300,000 hours of content - or 600,000 individual tapes - for transfer to file format.

This reduces archive space dramatically and make access to archive material for program makers both direct and affordable. New file formats can then be made directly accessible via existing ORF content management systems. ORF's challenge was how to ensure this significant workload could be completed within a tightly defined timeframe to a high quality, without interrupting the day-to-day workload of the established archive. This important initiative is called the DiMi (or Digital Migration) project and ORF asked Atos to help.

**Content transferred is benefiting program makers, audiences and social and scientific historians and academics, from whom this material was previously all but hidden.**

The project is reducing the load on existing archival requirement and ensuring that current standards become a sustainable platform. The process has enabled rediscovery and new discoveries of archived

## The solution

Given the importance of working closely with the existing ORF archive team over an extended period, Atos established a dedicated team and Competence Center in Vienna.

Demonstrable quality is a critical success factor, which is why Atos' solution for migrating content blends all the efficiency of automation with staffed quality control. This ensures high-quality output while achieving an average throughput of 82.5 hours-a-day, 365 days a year. Agility is essential, with the need to respond to any tranche of material becoming an unscheduled priority. Atos designed a factory approach that enables efficient re-arranging job queuing at short notice. This flexibility requires a 10/15-strong team that can be quickly augmented, with all members trained in the techniques required and with full understanding of ORF's business objectives.

material, for example content that has been transferred in the distant past from early film or audio stock. DiMi is also contributing to the evolution of ORF; as non-linear programing gains in popularity, for both program makers and researchers alike, easy access to content search and display becomes a routine expectation.

## About ORF

The Austrian Broadcasting Corporation (ORF) is Austria's largest media provider, operating four national television and twelve radio channels, as well as a comprehensive range of websites. ORF is formally a foundation under public law and as such must fulfill a number of duties and mandates laid down in the ORF Act. As a public service radio and television company, ORF is not profit-oriented, and invests all revenue - half of which comes from radio and TV license fees, the rest from advertising and other income - directly into the programs and services it provides to its ORF audiences. Its main headquarters and studios are located in Vienna, and the company also operates regional studios in all nine Federal Provinces and maintains a worldwide network of correspondents who contribute to its varied range of programs in all three media.

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