Digitizing media content

Unlocking the past to shape the future

In today's fast-changing media world, content is what matters most.

The broadcast and media industry continues to shift, driven by changing consumer behaviors and rapid technological change. Access to high-quality content is more important than ever as channels and platforms proliferate and choice for consumers keeps growing.

Archives are content treasures

Media archives are an important part of communities' collective memory and contain unique testimonies. Yet analog storage such as video tapes are difficult, slow and costly to search and maintain.

Digitizing archives is an important step to future-proof analogue content and open up new creative and monetization opportunities.

Why digitize your archive?

Quality

Unlike analog storage, digitized content doesn't decay or require legacy equipment, ensuring quality is assured for the long term

Speed

Digitized archives improve accessibility, making it quick and easy to pinpoint the right content and speeding up research and editorial work.

Consumer experience

With easier access, consumers benefit from more use by broadcasters, researchers and program-makers of niche or previously inaccessible content.

Cost savings

Cost savings are significant from lower storage costs and faster, simpler editing and production processes.

Digital migration of your media archive

A truly end-to-end solution tailored to your specific needs.

Atos is a leader in content digitization. Our Competence Center specialists in Vienna will support you throughout the project, from consulting and project management to quality control and assurance of digitized content.

As a global service provider, together with our partner NOA, Atos can deliver significant throughput and volumes to the highest quality standards. Our experienced team will ensure we undertake all digitization processes without interrupting the day-to-day workload of any established archive.

Project set-up, management and collaborative delivery

Our experts will take time to understand your requirements and challenges to design and deliver the right approach. We use best practice project management methodologies, working in close collaboration with you and your team to ensure your needs are met throughout the project.

Logistics

In order not to disrupt the daily workflow, well-designed logistics are essential:

- Check-out: Atos ensures an optimized mix of content to create a balanced load; a specialized process ensures the completeness of tapes

- For transport, the tapes are professionally packed and protected
- Check-in: using barcodes, we will trigger metadata transfer & register tapes.

Technical realization

Through a powerful two-step cleaning process, source material is optimally prepared for digitization. Our specialists will detect any transfer issues and minimize them within the ingest process.

Quality assurance

As well as technical quality assurance, we can identify digital and analog errors in image and sound. This includes detailed documentation and categorization of any errors found, which can be transferred into your Media Asset Management (MAM), including corresponding time codes.
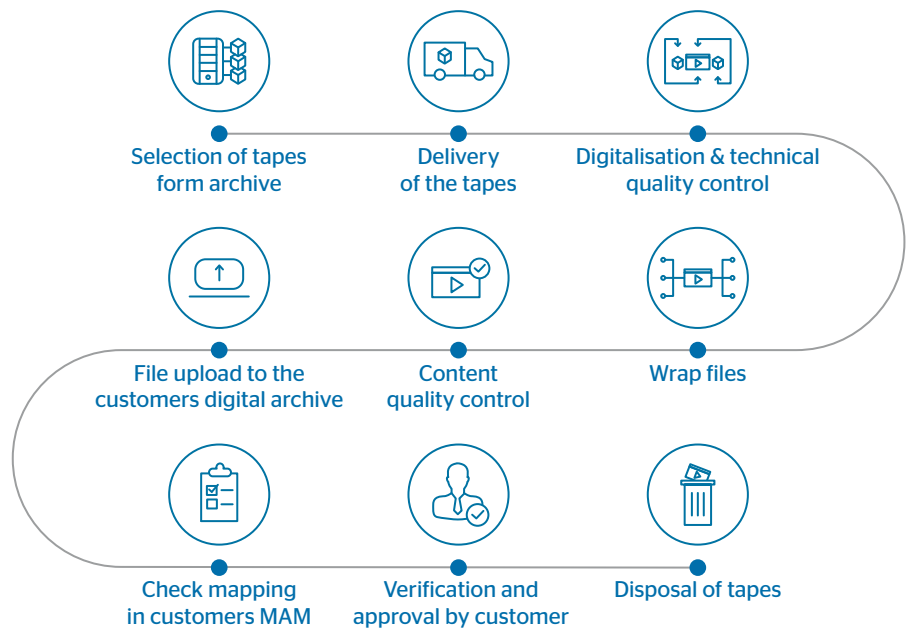
Final control and documentation

Our specialists will perform a final manual check in your MAM of all delivered content in terms of existing and generated metadata (name, length, audio, video format). That way, consumers can ultimately enjoy the best-possible quality.

Atos

Trusted partner for your **Digital Journey**

Moving the past into the future with Österreichischer Rundfunk (ORF)

ORF, the Austrian national public service broadcaster, wanted to end the costly and unproductive cycle of continual media format migrations. Since the cassettes were to be disposed of at the end of the digitization process, thorough and reliable quality control was essential.

- Content from 1955 until 2014
- ~ 600.000 tapes equal to ~ 300.000 hours video content and ~26 km archive shelves
- The ORF's Central Archive and nine federal archives, each with different frame conditions
- 10 years project runtime

Atos' dedicated project team supported the implementation of the Digital Migration (DiMi) project from the very beginning, blending the power of automation with human expertise to maintain the highest quality and throughput.

Selection of tapes form archive

Delivery of the tapes

Digitalisation & technical quality control

File upload to the customers digital archive

Content quality control

Wrap files

Check mapping in customers MAM

Verification and approval by customer

Disposal of tapes

The DiMi project
Content transferred is already benefiting both program makers and social and scientific historians and academics, from whom this material was previously all but hidden.

"The seamless integration of all process steps in the workflow is a prerequisite for continuous output, which we achieve regularly and reliably. The DiMi project is a strategic investment for future ORF programs and for Austria's cultural memory."

Mag. Herbert Hayduck,
Head of Documentation and Archives, ORF

For more information, visit: atos.net/en/industries/media