

The Future Digital Economy

**Digital Content Creation,
Distribution and Access**

30-31 January 2006, Rome - Italy

**New ways to access
knowledge and content:
*content digitisation by commercial
players and public institutions***

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Creative Archive

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**Project Director
British Broadcasting Corporation**



Context

- BBC is currently required to provide some limited access to archives for licence fee payers
- new Charter: Building Public Value, proposals for building digital Britain
- sound archive: one of world's largest. 2m items. 300,000 hours
- TV archive: major cultural resource. 1.5m items. 600,000 hours
- Photo stills. 4m items.
- 1000 hours of TV added every month



Creative Archive

the proposition

Free access to selected content for learning, for creativity and for pleasure.

From home, members of the public will be able to:

- *search for legally cleared TV and radio content – from extracts to whole programmes*
- *preview and download*
- *modify and create their own versions*
- *share with others – and with the BBC – on a non-commercial basis*

Unique concept - few precedents - major challenges

Home TV Radio Talk What's On News & Politics Search

12 January 2008 5:28pm GMT Last seen

BBC Homepage

New visitors: [Create your membership](#) Returning members: [Sign in](#)

Home

The clip index

The future of the Creative Archive


For you might use the content

Watch the Creative Archive Licence

Tell us what you're doing

download history

download free video from the BBC archive



Powered by the Creative Archive Licence

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Click here to begin browsing clips to download




For the first time in its history BBC News is opening its archives to the UK public for a trial period. You can download nearly 80 news reports covering iconic events of the past 50 years including the fall of the Berlin Wall, crowds ejecting soldiers from Beijing's Tiananmen Square and behind-the-scenes footage of the England team prior to their victory over West Germany in 1966.













You are welcome to download the clips, edit them, and use them to create something unique. This is a pilot and we want to understand your creative needs. We'd like to see your productions and showcase some of the most interesting ones we receive.

Before you start downloading, there are certain terms and conditions you must read and agree to, about how the clips can be used. Find out more about the rules in brief and all you need to know about the trial.

Contact Us

Let us hear from you

 <p>The Creative Archive Licence A brief summary of its terms and conditions</p>	 <p>Test pilot Project Director Paul Corbards on how you can be part of this trial</p>	 <p>What did you make of it? Tell us what you've done with the clips</p>
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<p>Don't just consume, create!</p> <p>How are people using the Creative Archive content? What are they making with it? We've got stories to inspire you.</p> <p>In the classroom</p> <p>Parents' adventures</p> <p>Send us your pieces Send us your completed video projects by burning them onto a CD or DVD and sending them to the following address:</p>	<p>WHAT SORT OF THINGS ARE AVAILABLE?</p> <table border="1"> <tr> <td data-bbox="728 1133 1008 1388"> <p>CORRESPONDENT'S CHILLER BBC World reporter Iolo Russell's favourite clips</p>  <p>View</p> </td> <td data-bbox="1019 1133 1310 1388"> <p>THE BEST OF THE BEST The clips you have been downloading the most</p>  <p>View</p> </td> </tr> <tr> <td data-bbox="728 1404 1008 1484"> <p>Protesters take over Tiananmen Square</p>  <p>View</p> </td> <td data-bbox="1019 1404 1310 1484"> <p>Public rejoice at Mendelssohn's release</p>  <p>View</p> </td> </tr> </table>	<p>CORRESPONDENT'S CHILLER BBC World reporter Iolo Russell's favourite clips</p>  <p>View</p>	<p>THE BEST OF THE BEST The clips you have been downloading the most</p>  <p>View</p>	<p>Protesters take over Tiananmen Square</p>  <p>View</p>	<p>Public rejoice at Mendelssohn's release</p>  <p>View</p>
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Vision

a Creative Archive for the nation, drawing on moving images, stills and sound content from a range of public and commercial sources

Founding members:

BBC
Channel 4
Bfi
OU
Teachers' TV
Community Channel



**Creative
Archive
Licence
Group**

Public Value:
home use/learning/creative
applications

Commercial Value:
Wider publicity/profile
“Upgrade path”/commercial
licensing/investment opportunities

