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Motion Picture Industry Perspective

Designing Storage Architectures 2013

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September 23, 2013

Quick recap: 2005-2012



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- 2005: Digital Motion Picture Archiving Summit

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Quick recap: 2005-2012



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- 2005: Digital Motion Picture Archiving Summit
- 2007: *The Digital Dilemma*

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Quick recap: 2005-2012



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- 2005: Digital Motion Picture Archiving Summit
- 2007: *The Digital Dilemma*
- 2008-2011: NDIIPP: The Digital Motion Picture Archiving Project
 - Case study
 - Research: grid storage (IRODS), cheaper, more permanent hard disk storage (Pergamum), open source software (Collective Access)
 - File format standards (ACES)

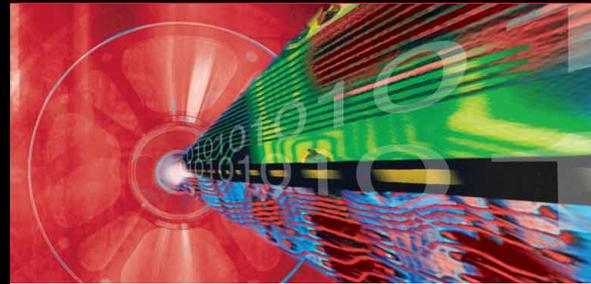
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The Digital Dilemma 2



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- Released January, 2012



THE DIGITAL DILEMMA 2

Perspectives from Independent Filmmakers, Documentarians and Nonprofit Audiovisual Archives



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The Digital Dilemma 2



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- Focus on perspective from:
 - Independent filmmakers
 - Public, nonprofit audiovisual archives
 - Documentarians

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Indies - background



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- More than 75% of U.S. feature film releases are independently produced

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Indies - background



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- More than 75% of U.S. feature film releases are independently produced
- Self-financed

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Indies - background



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- More than 75% of U.S. feature film releases are independently produced
- Self-financed
- More creative control

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Indies - findings



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- Anyone can make a movie with digital tools: they lower the barrier to entry

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Indies - findings



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- Anyone can make a movie with digital tools: they lower the barrier to entry
- 81% of indies surveyed store their movie on a hard drive

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Indies - findings



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- 81% of indies surveyed store their movie on a hard drive
- Only 8% migrate to new media and digital formats

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Indies - findings



- Anyone can make a movie with digital tools: they lower the barrier to entry
- 81% of indies surveyed store their movie on a hard drive
- Only 8% migrate to new media and digital formats
- “Someone else will preserve my movie – I’m on to the next one”

Documentarians - findings



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- Digital production enables smaller crews and concealed recording

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Documentarians - findings



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Documentarians - findings



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Documentarians - findings



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- Digital production enables smaller crews and concealed recording
- Digital production helps for digital distribution
- They believe the “client” should be responsible for preservation
- Lack of long-term guaranteed access
 - Impacts archival or historical footage

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Nonprofit audiovisual archives - background



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- Over 500 nonprofit audiovisual archives in the U.S.
- Surveyed 21 U.S. audiovisual archives
- In-depth case studies of 4 archives

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Archives - findings



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- Archives digitize for access and preservation

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Archives - findings



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Archives - findings



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- Archives digitize for access and preservation
- Film is preserved photochemically
- Much more audio is digitized than video or film
 - Less expensive than video or film
 - Smaller file sizes

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Archives - findings



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- Funding is a HUGE problem
- Staff training is also a problem

TDD2 key recommendation



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- Collaborations are crucial
 - Cooperatives and resource sharing
 - Research and prototyping projects
 - Revenue sharing between content creators and archives
 - Lower cost approaches: open source software and p2p networks

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And we tried to do that



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- Proposal: build a distributed motion picture archive test bed for small archives
 - Run it for 5 years
 - Develop economic sustainability models
 - Learn something

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And we tried to do that



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- Proposal: build a distributed motion picture archive test bed for small archives
 - Run it for 5 years
 - Develop economic sustainability models
 - Learn something
- Applied (twice) for an NEH grant
 - Not because we need the money – we re-deploy most of it
 - Deadline-driven, collaborative projects get results

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Currently: re-assessing the landscape



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- Reconvened the DMPAP Steering Committee

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Currently: re-assessing the landscape



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- Reconvened the DMPAP Steering Committee
- Broke out into 4 working groups:
 - Guidance
 - Permanence
 - Metadata
 - Compression

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Currently: re-assessing the landscape



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- Broke out into 4 working groups:
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- Steering Committee meets this Thursday, review initial WG reports

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A few initial thoughts (subject to change)



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- **Guidance**: provide the “questions to be asked” by indies and small archives since there’s no one-size-fits-all digital archiving solution

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A few initial thoughts (subject to change)



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- **Permanence**: a range of views, still nothing like film

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- **Guidance**: provide the “questions to be asked” by indies and small archives since there’s no one-size-fits-all digital archiving solution
- **Permanence**: a range of views, still nothing like film
- **Metadata**: interest in an end-to-end solution (born archival); we’ll probably do a survey

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- **Guidance**: provide the “questions to be asked” by indies and small archives since there’s no one-size-fits-all digital archiving solution
- **Permanence**: a range of views, still nothing like film
- **Metadata**: interest in an end-to-end solution (born archival); we’ll probably do a survey
- **Compression**: analyzing tradeoffs: storage savings vs. computational cost, risk of data corruption and/or loss

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Provocations



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- Clouds are nice, but sometimes it rains

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Provocations



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- Clouds are nice, but sometimes it rains
- Support for collaborative research projects

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Provocations



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- Clouds are nice, but sometimes it rains
- Support for collaborative research projects
- We're all doing a great job with *our* assets, but what about the stuff that comes in long after it's created?

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Questions?

oscars.org/tdd

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