



2017 in a nutshell

Summary annual report VIAA 2017

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How VIAA accomplished its mission

“I am very proud of the work realized by the VIAA team in 2017. By the end of the year, we also finalized the reorganization of the board of directors. We can therefore look back in satisfaction on VIAA’s fifth operating year, but as always with an eye on the future. That’s what makes me happy.”

- Nico Verplancke, director

Team VIAA

Since our spin-off, VIAA has been working with a limited board of directors. In August 2017, our statutes were adjusted and composed as follows:

- four board members appointed by the Flemish Government
- two board members appointed by Flemish public broadcaster VRT
- two board members appointed by content partners (other than VRT)
- four independent board members appointed through public job vacancies

With the latter, the board of directors complies with the requirements set out in the decree of November 22nd 2013 concerning good governance in the Flemish public sector. In September 2017, the board of directors was composed according to the new statutes, making the twelve-headed board complete. The Department of Culture, Youth and Media can appoint a non-voting observer as well.

In the end of 2017, our team consists of 23 permanent employees, complemented with fixed-term contracts on an interim basis, interns, volunteers and posted teachers. We all worked together to carry out a number of new projects and the operational activities.

We launched a **new website** in 2017 to keep our stakeholders, fans and the Flemish and international public updated on the goings-on at VIAA. The website is available in Dutch and English and harbours:

- information about our activities and **our team**
- footage from our archive
- running projects and investigations
- our content partners
- insights and technical expertise
- tender documents



Financial

VIAA had a budget of 4.611.403 euro (excluding costs and revenue related to *self billing*) resulting from an operating subsidy, several project grants and own resources. The personnel costs and general operational costs together equalled 2.368.715 euros. Besides that, the three pillars of VIAA's operations are the main entries: digitisation spent 1.615.580 euros, archiving 652.633 euros and interaction 392.401 euros. Furthermore, there were expenses for marketing and communication as well and an investment was made in the Catalogus platform, accounting for 71.250 euros and 17.733 euros. After settling limited financial income and expenses and non-reimbursable VAT, VIAA achieved a result of 12.545,73 euros.



VIAA and its content partners

“VIAA’s partnerships took a professional leap in 2017. For one, five employees were appointed as account manager. Together we streamlined the approach and processes and we pushed forward with the inclusion of a lot of new content partners. We provided customized news and support through a brand new partner portal, partner newsletters and partner events. Several content partners actively and constructively engaged in a dialogue concerning Catalogus Pro and helped deliver a unique result.”

- Debbie Esmans, Policy Manager, Strategy and Partnerships

VIAA executes its core tasks for several content partners from culture, media and government. In order to save cost and time, we’re scaling up: the more archive materials we concentrate, the more advantageous it is. Therefore the more partners, the merrier. Our service primarily focuses on broadcasters (national and regional) and collection managing institutions, subsidised in accordance with the Cultural Heritage Act.

After analysing the needs in culture, media and government, and when it’s within our means, more partners are accepted to our collaboration. As a result, in 2017 we welcomed **14 Flemish heritage cells** and **MEDIALAAN**, motherhouse of for example VTM, Q2, Qmusic and Joe. **A couple of extra organizations from the performing arts** and a remaining part of the cultural heritage institutions attended an information session about our organisation and became content partners as well. That brought the number of content partners to 142 by the end of 2017.

Knowledge sharing

Scaling up means that we can gain knowledge within our organization and in turn share this knowledge with our partners. We do so through trainings, workshops and presentations at conferences. In 2017, our content partners could attend five different training sessions to learn about our archiving and registration systems (also known as MAM and AMS). Visitors on our website can now find the documentation from previous digitisation tendering procedures in Dutch and English. That way we can also inform and inspire others, aside from our own content partners.

Satisfaction

Our current content partners received a satisfaction survey at the end of 2017 to find out about the positive aspects of our service and how we can further improve our operations. The results were shared with our partners in the spring of 2018.

Partner portal

VIAA is a service provider and network organisation that can only produce good results because of the content partners who put their trust in our expertise. To provide further insight in our organisation and in their own content, we launched the online partner portal. Here, partners can find the latest information regarding their material stored at VIAA, among other things. To keep them updated, we organized two successful partner events and we sent out five partner newsletters with news tailored to their needs.

Catalogus Pro

An important achievement was the establishment of a new platform for our content partners. In 2017, we worked intensively on the development of Catalogus Pro to further facilitate the mutual cooperation between the partners. The platform enables VIAA's content partners to look into each other's collections in a user-friendly way. That way, we want to facilitate partners to discover audiovisual material for research or public activities and to offer them an instrument for the collection management of their digitised audiovisual material. In 2017, we set up working groups and we invited users to test some prototypes. The launch took place in 2018.



Digitisation

“The digitisation process of the Flemish audiovisual heritage kept steadily going in 2017. Again approximately 10% of the preconceived total was digitised, accounting for 68.403 carriers. Behind these huge numbers, complex projects are often hidden: for example the digitisation of lacquer and shellac discs and the digitisation of 22 rare carriers. We are proud to take part in the digitisation of the MEDIALAAN collections now as well.”

- Brecht Declercq, Manager Digitisation

The most endangered materials first, quality, standardisation and cost-efficiency: those are the principles of our digitisation policy. Furthermore, we focus on mass digitisation. We pool audiovisual carriers from our various partners in digitisation projects, which clearly generates economies of scale. Six of these digitisation projects were active in 2017. On top of that, tenders were written for new projects, digitisation was initiated for certain carriers and research was carried out.

News from the digitisation front in 2017:

- With the addition of MEDIALAAN to our content partners, 32.500 Betacam SP-cassettes were added to the final target of this project.
- In 2017, additional batches were provided for audio-cd-r's and Betamax. During that year, however, the VIAA content partners signalled a relatively large portion of open reel videos, while the running digitisation contract for these carriers was supposed to expire by the end of 2017. That's why we decided to postpone the additional batch audio-cd-r's to 2018 and deal with the extra batch open reel videos in 2017.
- In 2017 almost 11.000 VHS-cassettes were digitised, compared to the stipulated 10.400. This higher number was achieved through a slight increase in production rate.
- **The digitisation of the lacquer and shellac discs** commenced. The number of carriers is put at about 38.000 record sides, spread over 17 content partners: 16 partners from the cultural heritage sector and VRT.
- The project during which **22 rare carriers** are to be digitised, was prepared with a tender, testing and pilot phase. The digitisation was given to the Dutch Picturae.
- The agreement with Cinematek to pool expertise in function of the preparation of the digitisation of film collections was renewed in 2017. Cinematek thus continued supporting the evaluation and stocktake of physical film carriers.
- An investigation was initiated to identify films from the Cinematek collection that are relevant to Flanders as a region and community, using Cinematek's datasets.

Archiving

“Just like 2016, 2017 was a year of significant growth, in terms of the number of content partners as well as archived items. By the end of 2017, we archived just below 3 million items from 90 content partners. That is over three times as many compared to the end of 2016. Furthermore, we’re taking important steps for the intake of existing digital material and we drew the blueprint for the infrastructure for the coming five years.”

- Matthias Priem, Manager Archiving

By the end of 2017, the VIAA archive holds over 8 petabyte of data, accounting for 2,9 million items. The influx stems from the various digitisation projects, the intake of digital collections and some projects. The copy of the VRT archive will run until 2018 and the import of newly produced VRT materials into our archive will continue afterwards.

Groei 2017

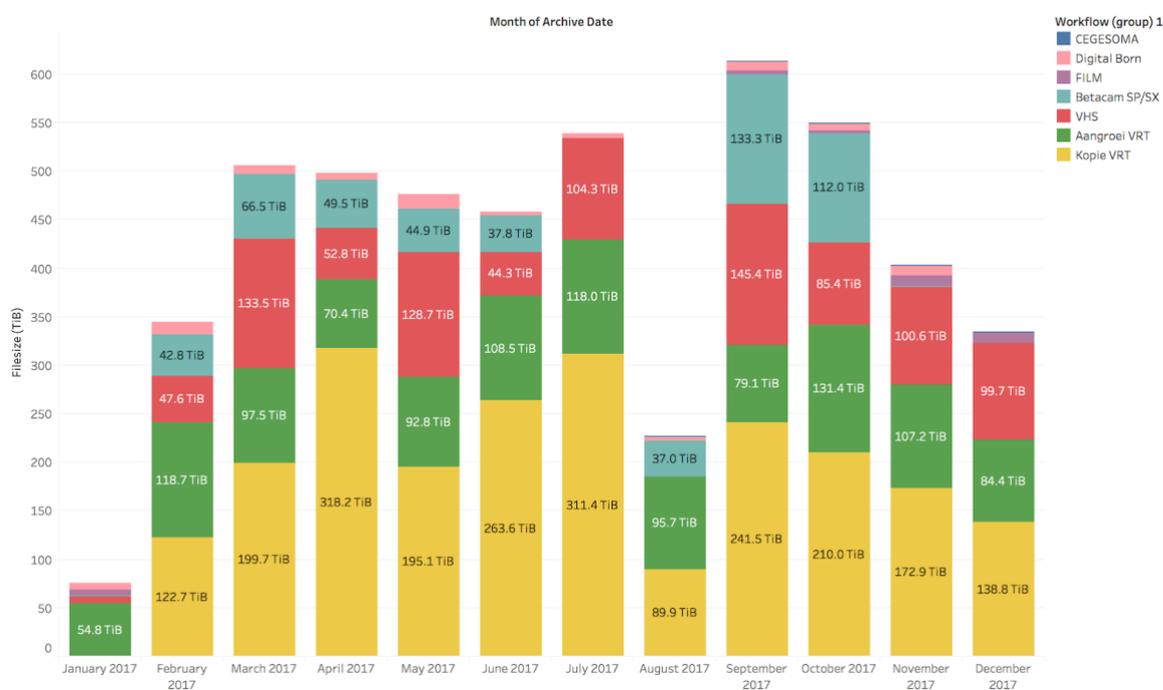


Image: Growth in 2017, per project and per month

Digital intake

In the course of 2017 VIAA initiated the **intake of digital collections** for seven content partners. This means that we will sustainably conserve collections that are born digital. The intake was based on parameters such as size of the collection and urgency for the content partner. Specifically, trajectories were realized with k.ERF, Focus-WTV, Lukasweb, MEDIALAAN, MIAT (The Museum of Industry, Work and Textiles), the Flemish Parliament and VRT. The first steps were taken for other content partners (Rosas, AVS, Huis van Alijn and Ultima Vez) and the solution will be outlined in 2018.

Metadata and quality control

In the area of metadata the focus was primarily on the intake together with digital collections. A couple of content partners also made a substantial effort to provide the digitised materials with the necessary metadata. Furthermore, VIAA focused on automatic reporting. Content partners receive a monthly report since March 2017. In here, they can learn which digitised items are still 'under guarantee'. That way, they will know which items require a quality control, in order to be able to digitise them free of charge again if necessary.

Infrastructure

In the course of 2018, a large part of the support and maintenance contracts that VIAA signed in 2013 and 2014 for its archiving system, will expire. To prepare for this, we investigated which storage technologies could be cost-efficient substitutions for parts of the existing infrastructure. We developed a strategy and a multi-annual plan concerning infrastructure and storage. Subsequently, we issued a European tender for the maintenance contracts of the existing hardware. In 2017, minister Gatz decided to grant a non-recurring additional subsidy for the gradual replacement and the maintenance of the VIAA infrastructure.

Interaction

“Once the material is digitised and archived, we want to make it available for specific target groups: education, scientific research and the general public. We resolutely choose for a demand-driven approach where the needs and concerns of the user play a central role. Two fruitful illustrations: in January, we celebrated the first birthday of The Archive for Education and in September the general public discovered a number of audiovisual treasures from our archives with the Image Capsule 2117.”

- Karen Vander Plaetse, Manager Digitisation

For education

We cater to the need of education to include image and sound in the classroom with our online platform The Archive for Education. **Since 2016**, teachers and aspiring teachers in Flanders can make use of this service, free of charge.

Use

With more than 46.000 users we recorded a growth of more than 70% by the end of 2017, compared to 2016. We organized a total of 98 workshops on The Archive for Education in the whole of Flanders. Almost one third of these workshops were set up by VIAA per region. The remainder were workshops requested by schools. We reached 1450 participants with this. In 2017 the preparations started to give students access to our educational platform as well.

Collaborations

We collaborate with various educational partners to be able to serve our users as best we can.

- With CANON Culture cell and KANTL we developed and promoted collections about the 50+1 works of the Dutch literary canon on the Archive for Education.
- We make the cultural theory **Cultuur in de Spiegel** available with **specific content and collections** on our educational platform – for example with an interactive video – together with CANON Culture cell.
- Together with VRT NWS we prepared the launch of KLAAR in 2017, an online programme that approaches teenagers in their own language to tackle difficult subjects in the classroom. **KLAAR appears immediately** on The Archive for Education with additional video and audio materials since 2018.
- VIAA entered into cooperation agreements with the great Flemish educational publishing houses (Averbode, Die Keure, Pelckmans, Plantyn and VAN IN) in the context of pilot projects.
- With KlasCement and the learning environment Smartschool we enabled teachers to log onto different platforms with one account..

Offer

We finished 2017 with more than 13.000 image and sound excerpts on the platform. Just over 1.000 excerpts hereof were published on The Archive for Education at the request of users. That is one third of all newly added excerpts in 2017. Other sources for new material are of course the image and sound excerpts selected by posted teachers in their field and a couple of unique collaborations. For example, we developed three classroom-ready collections together with Rudi Vranckx from VRT in the context of his television series 'IS in het vizier', to make the programme accessible in classes. For this project, exclusive footage was shot with Rudi Vranckx for The Archive for Education.

For the general public

With the **Image Capsule** in 2017, we highlighted the treasures from the audiovisual archive of Flanders once again and we showed their relevance for today. An independent jury selected 52 videos from 29 partners available through the website. There, people could choose up to five videos for a 'virtual time capsule'. The goal of the campaign was to emphasize the riches and diversity of the collections in our Flemish archives and to raise awareness of the importance of audiovisual heritage. In one month, **more than 29.000 visitors** found their way to the website, accounting for 500 hours of viewing pleasure and the campaign received a great deal of attention from the media.

Curious online visitors could also turn to the Archive to skim through 270.000 newspaper pages. Visitors were guided by the blogs of Geheugen Collectief and our content partners.

On to the next one

2017 was a busy year during which we worked towards a bunch of dreams. In 2018 – our fifth operating year – we'll do the same. You can read our plans for this year over [here](#). If you want to stay updated on our activities, you can do so through our newsletter (subscribe [here](#)) or by following us on social media.

