

# Alternative Programming Strategies

Repurposing archival content in a  
digital environment

# WHAT IS MY ARCHIVE WORTH?

IT CAN RUN INTO THE MILLIONS OF  
DOLLARS, DEPENDING ON THE  
CONTENT.

# STATEMENT ON ARCHIVES CON"TD

- Your archives – Cultural Gold- It contains your national heritage, and are cultural goldmines for programming on special national holidays, and occasions to celebrate national heritage.
- Archival content is a new revenue stream for Public service Broadcasters- an example- the BBC wanted 3minutes of footage of Rhianna performing at her School concert, while still a student. Footage was in archives, they paid 100 pounds per second for the content.

# Statement on Archives Cont'd

- Archives will be cost centers for the first five years. Why? because broadcasters never paid much attention to this side of the business until now...
- There is little money available to purchase foreign programming, and secondly there seems to be this heightened consciousness about Caribbean Culture , Heritage and history now.. So where do you go to find this content? In Archives...

# Why Repurpose?

- To tell stories of a time past
- To show what was
- To enhance a production
- To save money- reduce programming budgets
- To produce more local or Caribbean programming
- To tell our selves stories about our selves

# How do I produce new content from old? 1

- CBC archives has for example content showing the preparations to stage the invasion Grenada from the Grantley Adams International Airport in Barbados in 1983. Footage used to remember the anniversary.. One hour programme was done to re tell this significant event.
- The Crash of the Cubana Plane 1976 off Barbados .. On film but significant segments transferred to produce an hour long documentary.. Much for this footage was being seen for the first time since 1976 last year.

# Producing new content from old 2

- It's not only about TV content but from your vast Audio archives as well.
  - Interviews with Guyanese Walter Rodney, done under ground in the late 1970's
- The independence ceremony for Antigua and Barbuda- audio and video
- The funeral of Paul Southwell
- Various Caricom Heads of Government meetings

# What else

- Your archival materials can be used in news programmes as background to stories
- As fillers, to illustrate the subject of the programme.
- Legacy and nostalgia programming-Moments in our History, Golden Moments, Images of Our Times, are some of the programme names you could use to re invent your libraries and archives.



# What else ? 2

- Sold to footage libraries
- Endemol a French production company bought some footage of the famous Chase vault in Barbados .. 2 mins of footage sold for 3 thousand euros
- The BBC requested footage of a church with a galvanise roof- price 2 minutes sold for 2 thousand pounds. Licence for use for a three year period.

# Some considerations

- When repurposing content material must be shown as originally recorded
- If it was shot in black and white it must be reused in that form
- Picture and sound quality must be original..  
Audio with all the scratches
- When selling footage you must watermark.  
Must also be aware that users can try to digitally remove your logo.

# Finally.....

- To learn more about how to reuse and repurpose the content in your libraries and archives you can reach me at [ralleyne@cbc.bb](mailto:ralleyne@cbc.bb).
- As PSB there is not much money available to buy programmes so our future lies in exploiting our archives.
- Repurposing also helps us promote and celebrate our heritage and culture but it celebrates the work of the producers in your programming departments.







