

## 20<sup>th</sup> Conference of COPEAM

### AUDIOVISUAL ARCHIVES GROUP

T-Hotel

Cagliari, 22 March 2013

### RESOLUTION SCHEME

The Archives Group examined as a priority two objectives:

- to set up a strategy for the sustainability of Med-Mem platform;
- to study a rapprochement with other initiatives in favour of the Mediterranean archives.

The members attending the meeting decided to propose **for the period 2013 – 2014** the following resolutions:

#### **1. Set up of a Med-Mem Steering Committee in charge of the sustainability of Med-Mem platform**

A provisional composition was proposed and is open to all the founding Members.

#### **2. Mutual engagements for in-kind contributions**

- Adding 30 additional documents in 2013 with a ramp up in 2014.
- Optimizing Med-Mem communication on the occasion of events in which founding Members take part and return the information to CMCA for upload on Med-Mem website agenda. A DVD with communication tools was given to the Members attending the meeting.
- Distribution of tasks and responsibilities for the period 2013 – 2014:

INA: hosting and administration of the website.

COPEAM: coordination of Med-Mem Steering Committee (organisation of two working meeting per year).

EPTV: translation of new notes in French and Arabic.

JRTV: translation of new notes in English and Arabic.

SNRT: digitization and transcoding of additional contents.

2M: looking after, coordinating and proposing animation through the social networks; reflection on the setting up of special initiatives on the website (innovative participatory or editorial tools).

HRT: synergies with the partners and the actions of the project Balkans' Memory. Notably:

- Med-Mem will host a sample of the archives from the partners of this project;
- proposes to extend the dissemination area to the countries involved in this project.

EBU: proposing an offer for the diffusion of Med-Mem archives among the professionals of EBU, ASBU and AUB network.

MMSH: editorial improvement and coordination.

Uninettuno: integration of Med-Mem platform within a degree course (e-learning or physical attendance learning) validated by an ECTS (European Credit Transfer System) equivalent.

#### **3. Financing**

Using the period 2013 – 2014 to test the economic hypothesis of the Business plan: use of archives, cultural offer (museums...), touristic offer.

Meanwhile, a participatory funding model could be proposed:

- A. Annual subscription to the Med-Mem platform in exchange for:
  - an advertising insert on Med-Mem homepage, for a fixed period,
  - 50% off on the fee to allow the use of Med-Mem archives.Common fee: 2000 Euros / Founding Members fee: 1000 Euros.
- B. Entrance fee for new audiovisual archives contributors.  
Fee: 2000 Euros for 50 archives (translated notes, digitized videos).

The members of the Archives Group addressed a call to transform this platform, today operational, in a tool to serve the all COPEAM network and asked each of its members to contribute to its promotion and its diffusion.

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