

**JULAC**

香港特別行政區大學圖書館長聯席會  
Joint University Librarians Advisory Committee



# 2015 JULAC Libraries Forum

The Hong Kong Institute of Education  
24<sup>th</sup> April 2015

## JULAC Challenges of Digital Media Services

JULAC COM

# Outline

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- ▶ Media Shifting
- ▶ Repurposing Media Services
- ▶ External Collaboration

# Challenges in Planning Media Shifting

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JULAC libraries are facing the change of needs of media format. The old formats including audio-cassettes, laser disc and video-cassettes are no longer easy to use. However, shifting them to digital format is NOT a straight forward task. Media librarians are mainly concerning:

- ▶ Large number of old-format media items.
- ▶ Justification of needs of shifting.
- ▶ Copyright issues.

# Large Number of Old-format Media Items

UGC libraries are still keeping many audio-cassettes, laser discs (LD) and video-cassettes (VHS).

Institutions	No. of Audio-cassettes	No. of LDs	No. of VHS
Institution A	5,545	1,643	22,744
Institution B	2,454	1,629	19,878
Institution C	2,296	1,139	9,022
Institution D	2,106	289	26,289
Institution E	2,980	168	4,614
Institution F	2,186	247	12,779
Institution G	632	525	19,899
Institution H	3,952	1,301	16,182
<b>Subtotal</b>	<b>17,065</b>	<b>5,640</b>	<b>126,793</b>

(Statistics as of 30 Jun 2014)

**Total no. of items = 149,498**

► Shifting them all is not a wise solution because the manpower required and material cost are too high. Considering:

- \$ Estimated replacement cost (including copyright license) of one item = **from HK\$80 to \$2,400**
- \$ Estimated unit cost of a blank Blu-ray/DVD/CD = **HK\$4.9**
- \$ Estimated man-hour of shifting (including converting and end-processing) one item =
  - \$ **Supporting staff time = 1.6 hrs**
  - \$ **Professional staff time = 0.5 ~ 1 hour**

# Justification of Needs of Shifting

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Not shifting all means we need to be selective. Media librarians have been considering many selection criteria:

- ▶ Is it recently circulated, i.e. had been checked out or found in-house used?
- ▶ Had it previously been placed in course reserve?
- ▶ Was it used to be popular, i.e. high checkout rate?
- ▶ Was it recommended by faculty members for courses?
- ▶ Had it been engaged in any university activity/event/award?
- ▶ ... .. suggestions are welcome

# Copyright Issues

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After having a target media item to be replaced/converted, the following steps must be gone through:

1. Ensure that there is no replacement copy in digital format in the market.
2. Search for a replacement copy (in original format) in the market with reasonable attempts.
3. Keep extensive records of the search process and sources contacted.
4. Consider shifting it to digital format **DIRECTLY** with the support of the:
  - Copyright Ordinance ([Section 51 - Copying by librarians or archivists: replacement copies of works](#)) and
  - Discussion and interpretation by JULAC COM & CC and
  - Further legal advice on these statements and arguments
5. Seek permission from copyright owners **CASE BY CASE** when necessary.
  - Some libraries have been successfully granted by [Education Bureau](#), [Harvard Business School](#), [Cambridge University Press](#), ... etc.

## Future Possibilities of Media Services

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More users tend to use their own mobile devices to consume media, they expect more and more online media resources provided by the library so they can enjoy study and learning anywhere, anytime.

Meanwhile, more and more courses require students to create multimedia components for their projects. Thus, students require support from the library in space and equipment. These changing needs of users present us with the opportunity to rethink the ways we provide services and resources to our users.

## For Materials

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- ▶ Purchase more online media resources to meet the users needs. Users can use the media resources on their own mobile devices. Furthermore, faculty can have more convenient way to make use of the online media resources for teaching.
- ▶ Establish a media-on-demand system to handle and deliver online media resources to better serve our users.



## For Services (1)

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- ▶ Provide users with hands-on access to state-of-the-art tools such as audio and video recording & editing, multimedia animation, digital image production, etc.
- ▶ Launch loanable technology services to provide a various ranges of equipment for users such as high definition/standard definition video cameras, video accessories, tripods, portable digital audio recording devices, microphones, notebooks & MacBooks to support multimedia production.

## For Services (2)

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- ▶ Implement 3-D printing services.
- ▶ Provide consultation services for users on using the equipment as well as software to create multimedia productions.
- ▶ Provide a series of short courses for students to learn multimedia software & equipment for their projects.

Studio for video production. PolyU



Graphic production workstations, PolyU



## For Space

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- ▶ Provide various study & collaboration space, presentation practice rooms, multimedia production labs.
- ▶ The space design should be fluid and flexible in all aspects so they can be adaptable to fit the changing needs from users.

## Collaboration with RTHK & TVB

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- ▶ Started in 2005.
- ▶ To provide recorded RTHK TV & TVB programs to meet university's learning, teaching and research needs.
- ▶ Authorized programs are recorded, edited and digitized and then provided as Video On Demand. For programs without VoD access, library provides DVD copy for users as appropriate.
- ▶ Programs recorded emphasis on exploring Hong Kong's current affairs, economics or cultural issues:
  - ▶ RTHK: 城市論壇, 鏗鏘集(Hong Kong Connection), 香港故事, etc.
  - ▶ TVB: Pearl Report & Money Magazine from TVB Pearl; 新聞透視, 財經透視, 星期X檔案 from TVB Jade

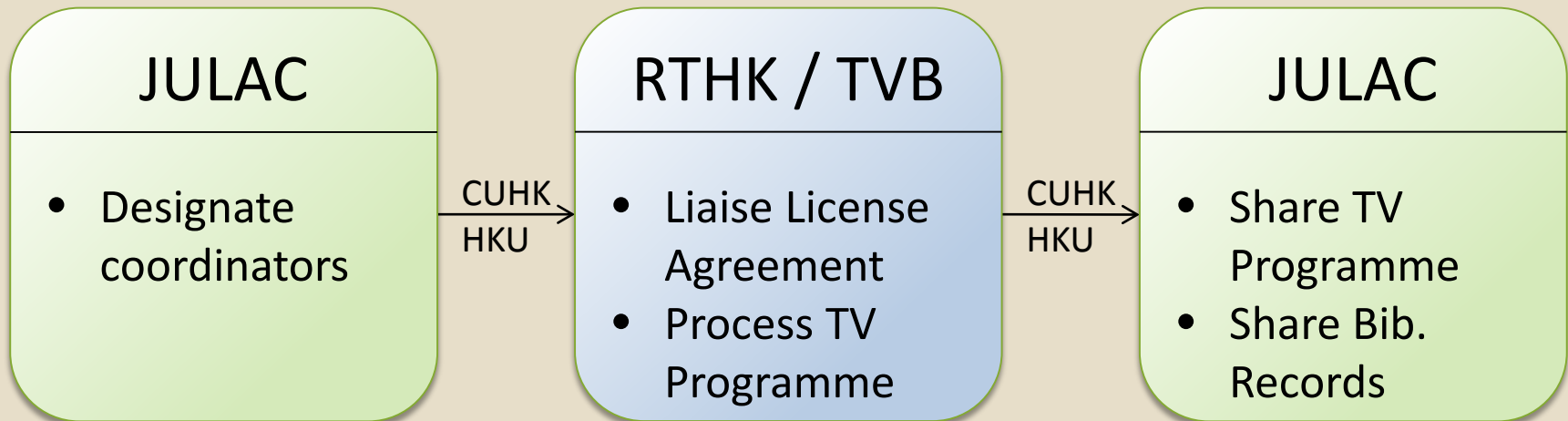
## Collaboration with RTHK & TVB

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- ▶ The role of CUHK Library & HKU Libraries:
  - ▶ To coordinate the negotiation and renewal of license agreement with RTHK & TVB on behalf of UGC Libraries.
  - ▶ To record, edit, digitize and upload the licensed RTHK & TVB programs onto server to be shared among UGC Libraries.
  - ▶ To share bibliographic records of these recorded programs with other UGC libraries.

# Collaboration with RTHK/TVB

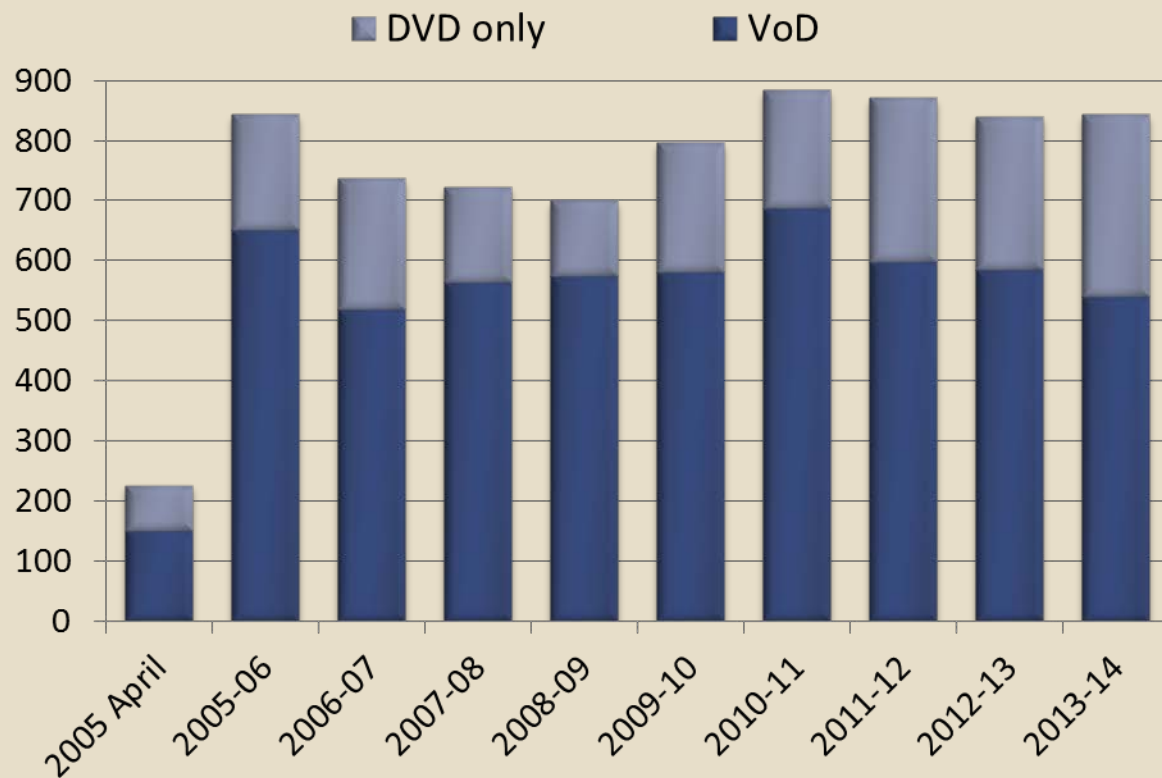
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# Collaboration with RTHK

## ▶ RTHK TV programmes:

- ▶ VoD : 5,453 titles
- ▶ DVD only: 2,006 titles



Year	VoD	DVD only
2005 April	151	74
2005-06	651	192
2006-07	519	217
2007-08	563	159
2008-09	575	125
2009-10	582	214
2010-11	688	195
2011-12	599	272
2012-13	585	255
2013-14	540	303
<b>TOTAL</b>	<b>5,453</b>	<b>2,006</b>



## Collaboration with Academics (CityU Library)

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### Chinese Visual Communication Archives 「華語影視傳播典藏」

- ▶ The Archives is set up by the Department of Media and Communication of CityU.
- ▶ It consisted more than 20,000 minutes of video material spanning the centuries from the late Qing through to the Republic of China and the present day. Come from the personal collection of Dr. Bing ZHOU (周兵).
- ▶ [Dr. Bing ZHOU](#) is one of the most influential documentary filmmakers in mainland China and an Adjunct Professor in COM.

## Collaboration with Academics (CityU Library)

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### Chinese Visual Communication Archives 「華語影視傳播典藏」

#### Contents of the Archives:

- ▶ 1898-1976 historical pictures that cover different aspects of Chinese history (around 30 hours of footage).
- ▶ Visual materials from the latest completed documentary “**South of the Ocean**” (下南洋) – a documentary series about 100-year history of Chinese community in South East Asia (around 20,000 minutes of footage).
- ▶ Other visual materials in which copyright negotiations are in progress.

# Collaboration with Academics (CityU Library)

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## Chinese Visual Communication Archives 「華語影視傳播典藏」

### Library's Role in the project

- ▶ To assist the Department in drafting the Agreement / Deed of Gift regarding the donation.
- ▶ To archive the materials in both original and digitized formats.
- ▶ To index and provide metadata for the digitized footage and video clips with the support from faculty and students of the Department.
- ▶ To arrange space and facilities (special cabinets) to preserve the materials in their original format (mostly Beta tapes).
- ▶ To provide access to the digitized visual archives.