

BAFTA

Abstract: Visual Quality Preservation

Digitization, digital management and delivery provide a wealth of benefits, but how can visual quality be assured and maintained? BAFTA Archive Research is a business unit within BAFTA (British Academy of Film and Television Arts), combining scientific research with technology innovations supporting the digital needs of moving image archives, producers and service providers. During this presentation and workshop, research results from our VQ-INDEX project will be presented, and quality considerations for digitization, media management and media delivery will be discussed. VQ-INDEX aims to produce visual quality metrics, enabling any content owner to ensure visual quality is maintained throughout the lifecycle. This can result in significant improvements in media encoding, delivery platform performance, and long term digital management. This will be a combined presentation and workshop, providing opportunities for attendees to experiment directly.

Bios:

Pam Fisher is R&D Business Manager at BAFTA, where she is responsible for leading a new social enterprise business unit, BAFTA Archive Research. The Academy identifies, rewards and celebrates excellence, and BAFTA Archive Research extends this commitment to technology product-service innovation. Pam divides her time between BAFTA and The Media Institute, based at University College London (UCL), where she develops industry-academic research partnerships. She is an experienced business innovator with an extensive background in digital media business models, markets and technologies. Pam has led successful technology start-ups in the UK and US, one resulting in a full listing on the London Stock Exchange. She has consulted with 90+ companies in 250+ projects in the field of media technology, with a focus on digitization strategies and business process, and has an MBA from London Business School.



Karena Smith is Archive Manager for BAFTA (British Academy of Film and Television Arts). The BAFTA Archive holds moving images including completed media and production elements for the 75+ annual events BAFTA produces, along with photography, printed materials and objects from the Academy's 67-year history. Before joining the BAFTA team in 2008/9 Karena spent 20 years working at ITN in a number of roles, initially in 1988 as a researcher, and ultimately as Director of Development for the commercial archive, ITN Source. As Director of Development, Karena provided leadership, management and coordination for business and development efforts across the commercial division of ITN Source, as a member of the senior management team. Her early media career included independent production and breakfast TV (TV-am), after graduating from Kings College London.

