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Press release

To be spread out

Med-Mem, Mediterranean audiovisual memories

Training “Building and implementing a protection plan for Audiovisual Archives”

In the framework of Med-Mem project, the *Institut National de l'Audiovisuel* (Ina - France) organizes, in collaboration with the Bibliotheca Alexandrina (Egypt) and supported by the Moroccan television (SNRT), a training devoted to the safeguard of audiovisual archives, to be held on 30th November and 1st December in Alexandria, on 2nd December in Cairo.

The training of professionals and the setting up of archives' safeguard dynamics are fundamental issues for the preservation of our shared memory. It is therefore fundamental encouraging a concrete exchange of experiences and expertise among the participants, Mediterranean national televisions and cultural institutions, documentalists, heads of archives, technicians and other professionals of the audiovisual field.

The training will aim at defining a methodology of approach and at suggesting some technical and organizational orientations, at different levels of intervention:

- Firstly, raising awareness about this heritage in danger.
- Secondly, setting up a safeguard action: inventories and definition of audiovisual collections' volumetry, contents cartography and audiovisual collections' physical conditions; evaluation of available means and resources, technical solutions for digitization.
- Finally, enhancing the commercial value of these archives and promoting the collections realized.

An uncommon exercise that will be carried out over two days alternating work in groups and sharing of the outcomes. On the third day (2nd December), the participants will visit the archives of the Egyptian television (ERTU) in Cairo, in order to illustrate their remarks and confront their work to the reality of the field.

The results of this training, the third organized in the framework of this project, will allow feeding a part of the content of a manual for the safeguard of audiovisual archives, which will be a benchmark in this sector. It will be available online on the future Med-Mem website, veritable platform with more than 4000 videos of the Mediterranean countries, proof of the exceptional historical heritage of the region, accessible to the public, free of charge, since 2012.

*Funded at 68% by the European Union in the framework of the programme **Euromed Heritage IV**, Med-Mem is a project for a free-access website devoted to the safeguard and promotion of the Mediterranean heritage. Led by Ina (Institut national de l'audiovisuel) and gathering 5 partner organizations, COPEAM – Permanent Conference of the Mediterranean Audiovisual Operators, EPTV - Etablissement Public de la Télévision Algérienne, JRTV - Jordan Radio&TV, RAI – Radiotelevisione Italiana and SNRT - Société Nationale de Radiodiffusion Télévision, as well as many associates, including 10 televisions of the Mediterranean area, 3 professional organizations and high level cultural and scientific partners. The website will propose a selection of more than 4000 videos of the Mediterranean Basin, available in three languages: English, Arabic and French. The website will be accessible since 2012.*

Watch the promotional video of the website on www.medmem.eu, in French, subtitled in Arabic and English.

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