HPA

TECH RETREAT 2022

Academy Digital Preservation Forum

Andrea Kalas, Arjun Ramamurthy

DIGITAL PRESERVATION FORUM

It’s time to figure this out

Overview

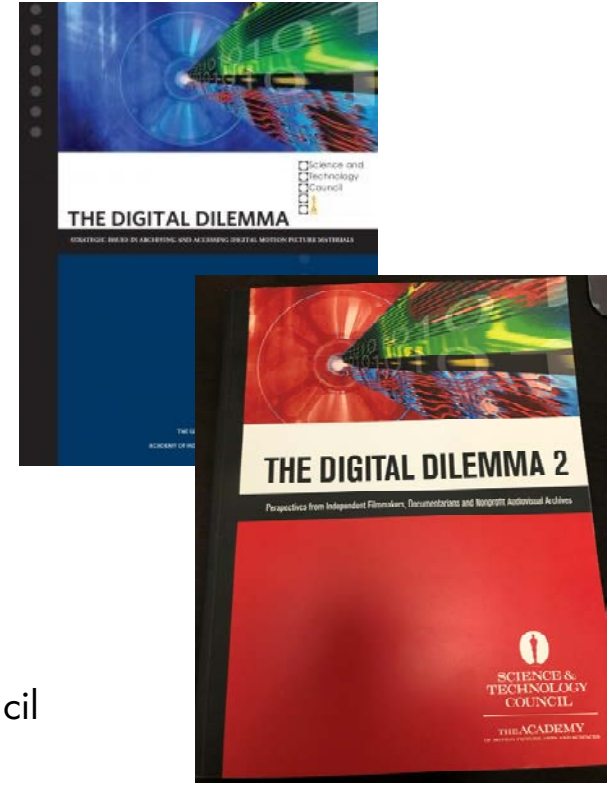
- The Digital Dilemma
- Postproduction And Digital Distribution
- The Academy Digital Preservation Forum
- The HPA Community

The Digital Dilemma

In 2007 the Academy published the report *The Digital Dilemma*, followed in 2012 with *The Digital Dilemma 2*, which drew attention to the archiving and preservation challenges posed by the "digitalization" of filmmaking

- Defined the problems
- Researched the issues beyond just the entertainment industry
- Found that digital did not have the same long-term preservation characteristics as film

In the years following, the Academy's Science and Technology Council engaged in further study and active work in this area



Production and Postproduction

Dramatic Shift in Technologies

- Digital Acquisition
- UHD 4K, and now 8K
- HDR
- 5.1, 7.1, 22.2, Soundfields
- Virtual Production

Distribution

Dramatic Shift in
Consumption & Distribution

- Online Platforms
- Mobile & 5G
- Interactive Content
- Immersive Content
- NFTs

The Ask

- Remaster, regrade legacy content
- Multiple grades for new content
- Repurpose finished content and transfer to “new media” platforms
- Develop “canonical” workflows for various camera formats
  (Adopt ACES, OpenExr, etc.)
  — *So what is camera raw?*

ACES

ACADEMY COLOR ENCODING SYSTEM

Reaction*

(*fix it in post)

So what did we do in post ?

- Almost every post house has developed an archival strategy while having to decipher the different archival strategies desired by the studios and content owners
- Traditional motion picture studios have implemented digital preservation strategies (e.g., LTO tape)
- Innovations in “born digital” companies are writing new rules about managing workflows and libraries
- More and more people are leveraging storage in the cloud

What isn't fixed

And yet the concept of digital preservation continues to be misunderstood, e.g.:

- *It's in the cloud*
- *It's on several LTO tapes*
- *Directors just shoot too much footage, until they stop there's not much we can do about anything*
- *Why do we have to do that? No one's going to be interested in this later.*
- *I've got to get this out the door, this is just not a priority*
- *You are complicating things…*

Loss of digital data, unlike analog, deterioration is an on/off switch – fading film can be restored – but if data is gone…it's gone

The ADPF

- A summit was planned to bring experts, filmmakers, technologists together
  - Planned to convene like-minded stakeholders
  - So many different approaches and ideas we included “flash-talks” in addition to keynote speeches

- So the ADPF is an online gathering
  - The Curatorial Working Group of experts is our guide, as we develop ideas into more substantial videos or papers
  - The discussion forum is truly at the heart of the project – a place for everyone to share points of view and exchange ideas

ADPF Site and Demo

ADPF & HPA

- Lots still to do – need your expertise
  - New technologies and methodologies
  - Communication between archivists and storage providers
  - Post equipment and service providers: You are being asked to repurpose/reformat/preserve content; collaborate in developing effective and sustainable practices – have your voice heard!
  - Log in and post your challenges, join discussions, share your best practices

academydigitalpreservationforum.org

HPA
TECH RETREAT 2022