



CALL FOR PARTICIPATION

First EUscreen International Conference on Content Selection Policy and Contextualisation

Date: 7-8 October 2010.

Location: Casa del Cinema. Largo Marcello Mastroianni 1, Rome, Italy.

The EUscreen best practice network is hosting a two-day international conference on content selection policies and contextualisation in the audiovisual domain. It will be held in Rome on 7 and 8 October 2010. The conference will focus on contextualisation of audiovisual material. Attendance is free, but pre-registration is compulsory as the number of seats is limited. The complete programme is published online at www.euscreen.eu

The first conference day begins with a keynote speech by **Professor. Andrew Hoskins**, Professor of Cultural Studies at Nottingham University. The day will continue with plenary sessions by **Dr. Lilian Landes**, scientific co-ordinator of the recensio.net project at Bavaria State Library and **Dr. Alec Badenoch**, from Utrecht University. The afternoon programme includes three case studies and a keynote speech lecturer and filmmaker **Professor. Johan Söderberg**.

The second conference day will be devoted to two half-day workshops. The first workshop will focus upon creative reuse of archive material. **Peter B. Kaufman**, president of Intelligent Television, will talk about 'Unlocking Audiovisual Value' through reuse. His keynote speech will be followed by four case studies (from INA, Sound and Vision, VRT and ELTE).

The central topic of the second workshop is 'selection criteria and success indicators for large-scale AV digitisation programmes'. It begins with a keynote address from **Professor. John Ellis**, Professor of Media Arts at Royal Holloway, University of London, and will be followed by case studies from the BBC, DR, Memoriav and Sound and Vision. Both days also include panel discussions.

Please go to www.euscreen.eu for more information and details on how to register for this event. Make sure to register in time, as there are only a few tickets left.

About EUscreen

EUscreen started in October 2009 as a three-year project funded by the European Commission's eContentplus programme. Over the project's duration more than 30,000 items representing Europe's television heritage (videos, photographs, articles) will be made available online through a freely accessible multilingual portal. The portal will be launched in 2011 and will be directly connected to Europeana. The EUscreen consortium is co-ordinated by University of Utrecht and consists of 28 partners (comprising audiovisual archives, research institutions, technology providers and Europeana) from 19 different European countries.

Contact

See for more information:

<http://www.euscreen.eu/>

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