

MUSIC EDUCATION COURSEWARE

MSO ONLINE

TENDER SPECIFICATIONS



PERFORMING ARTS MEDIA LIBRARY PROJECT

JULY 1998

1 Melbourne Symphony

1.1 Who we are

The Melbourne Symphony is a significant cultural content producer with the capacity to provide additional products and services which enhance and add value to its primary product.

Each year, in excess of 200,000 people attend more than 130 performances by the Orchestra. The Melbourne Symphony's annual subscription figures for 1997 exceeded 18,000. This figure represents over 110,000 individual tickets with approximately 2,000 people attending the Melbourne Symphony each week.

See Attachment 1 for more detail.

1.2 Company Relationships

The Melbourne Symphony has close relationships with both Symphony Australia and the Australian Broadcasting Corporation (ABC). As Victoria's major producer of classical music we also have strong relationships with other classical music organisations both within Australia and internationally.

The Melbourne Symphony is a propriety limited company wholly owned by the Australian Broadcasting Corporation. As the largest creator of media content in Australia, the ABC has considerable experience in the production of media.

Our relationship with the ABC enables very good access to production and legal resources not normally available to arts organisations. We also have access to large archives of audio and audio-visual recordings of the Melbourne Symphony undertaken by the ABC for broadcast purposes.

In addition to pre-existing relationships with both ABC television and radio producers we have established relationships with independent producers for the purposes of producing recordings and documentaries.

As part of our corporatisation in July 1997, our "Head Office" was reborn as a service organisation, "Symphony Australia", which provides services to the ABC's Orchestral network of six symphony orchestras. Melbourne Symphony's relationship with Symphony Australia and the other five symphony orchestras provides opportunities for a sharing of resources on a national scale.

2 The PAML Project

2.1 Background

The Melbourne Symphony (MSO) was approached by Cinemedia in February 1998 to consider being involved in a pilot project with Cinemedia to develop

product suitable for inclusion on Cinemedia's Digital Media Library (DML) which would assist the development of Copyright Guidelines for newly commissioned work. The Performing Arts Media Library (PAML) project is considered by the Melbourne Symphony, along with its existing plans for Web presence, as a significant opportunity to begin its on-line profile.

2.2 Two Components

The project has developed into two distinct components; Music Education courseware which includes a documentary video and a marketing and communication tool: MSO Online.

It has been decided to tender each component of the project separately.

Please find following tender specifications for each component. Also enclosed are examples of current brochures, booklets and audio CDs representing our current programs relevant to this project.

Music Education Courseware

1 BACKGROUND

The Melbourne Symphony has had experience and expertise in designing, developing and maintaining music education programs for students and teachers in the pre-primary to post-secondary education sectors for the past 6 years.

Supporting resources in the past have included booklets of background information, analysis, classroom activities and audio CDs. Please find examples enclosed.

The Melbourne Symphony wishes to expand its Education program by producing further music education resource products for use in the post-secondary school sector. Education has been identified as a key activity for the development of the Melbourne Symphony's profile and future audiences.

It is planned that future resources will be made available as interactive multimedia products to allow students, parents, teachers etc. access to a wider range of materials. This will enable users who may not be able to attend our concerts access to more developed resources. This is especially applicable to users who are geographically isolated.

Government has made major commitments to providing Internet connections to most Australian schools. In Victoria, the VicOne project has made a commitment to provide schools with broadband infrastructure by mid 1998.

While there has been considerable investment in technology and training, there has been little focus on the development of online resource material, or "courseware" to date. The Melbourne Symphony believes there is a significant opportunity to provide further music education content in the form of interactive multimedia product, via VicOne's broadband, as online courseware in the classroom to act as a teacher and student resource.

2 PROJECT DESCRIPTION

2.1 OBJECTIVES

The objectives of this component of the project is to produce two additional products to support the Melbourne Symphony's education program.

1) A 24 minute video exploring a specially commissioned orchestral work, and

2) Interactive multimedia courseware to further explore the specially commissioned work, as well as, other works selected as part of the 1999 Education program.

The 24 minute video must be suitable for encoding and storage on Cinemedia's Digital Media Library (DML).

While the **interactive multimedia courseware** must be an interactive multimedia product and may be produced for CD-ROM it must deliver some web component.

2.2 AUDIENCES

The Melbourne Symphony's education program is subscribed to by 200 schools and this component should be tailored to teachers and students of Years 7 - 12.

The intended audience of this component will be a mixture of students and teachers. Teachers should be targeted with components for students who are self motivated learners. A rough guide would be Teachers 70% and students at about 30%.

The web component of this project will be linked to the MSO home page and should be distinct in its design to reflect the image of the MSO to the desired audience group.

2.3 EDUCATIONAL APPROACH

Both the video and interactive multimedia courseware components will extend and compliment our Education Program and should be seen as extensions of that program.

The products' content must support relevant curriculum guidelines for secondary school music learning.

2.4 CONTENT DETAILS

To assist in the examination of the new digital media applied to the exploration and deconstruction of a piece of classical music we have commissioned a 6 minute work for orchestra called **90 minutes circling the earth**.

This specially commissioned orchestral work has been written by Melbourne based composer, **Stuart Greenbaum**, for an orchestral strength of 60 musicians. Stuart's program notes about the work are supplied in the Attachment 2.

The work was written with the brief to explore individual instruments and their respective families/sections. The composer has identified excerpts in the work which illustrate these instruments and sections.

The final score has been presented to the Orchestra and is scheduled for audio and video recording on August 4-6, 1998. The audiovisual recordings should provide the basis for both the 24 min video as well as being a significant part of the interactive multimedia product.

The 24 minute video should include the complete work, along with supporting material in the form of interviews with the composer, conductor and musicians.

The interactive courseware should provide teachers and students with short audio and video excerpts of, not only the specially commissioned work, but other selected works to encourage the exploration of musical performance composition, development and execution. The other works for the courseware will be identified by our Education Manager.

2.5 CONTENT IDEAS

The specially commissioned work from a local, living composer offers many advantages in an online medium. **Interviews** with the composer regarding "How to compose music?" including **musical excerpts from the orchestra/players** will not only give teachers and students an insight into the process of orchestral music making but will also reinforce, or in some cases introduce, the various instruments of the Orchestra.

The work commissioned has the potential to facilitate many links with supporting material. As part of the courseware the work will be supplemented by **background information, classroom activities and a listening guide**. The links would also include details about the instruments involved, where they are situated in the orchestra, history, score lines etc.

The web site should also host a **discussion forum** with an education/learning focus. As part of the forum it is envisaged that students and teachers will be able to "chat" online with the composer who will answer their questions, creating a further dimension and resource for the site.

The music education courseware should include **instruments of the orchestra** with sound files, pictures and background information of individual instruments and their associated families. This would extend to classroom activities and extensive analysis of various works and composers currently being performed by the Orchestra.

To actively encourage and promote the teaching of **composition** in schools the commissioned work should be designed to allow sections and individual instruments to be heard independently. The user should be free to compose their own variations from the whole orchestra, instrumental sections and individual instruments. Users should be able send these new compositions

back to composer for comment. These student compositions may be performed by the orchestra at a schools concert.

The rest of the interactive multimedia product will be devoted to the exploration of works set for the 1999 education program. I have included examples of the material supplied as part of the 1998 program. The multimedia project should be seen as an extension of these materials rather than a replacement.

To promote user ownership of the site, it is intended that the site's further development would be driven through the analysis of questions posed by students. To initiate this development in the first instance players would discuss careers in the arts including the **life of a musician**. Content in this section, including musician profiles would be updated regularly and expanded depending on student interests.

Some content will be supplied by the MSO and our primary service company, Symphony Australia, including research, stock footage, stills, audio recordings, scores.

2.6 CONTENT TREATMENT

Close liaison will be required between the multimedia developer, the composer and the MSO Education Manager to ensure that all three parties are satisfied with the outcomes produced from the commissioned Greenbaum work.

The MSO will make available the musicians, conductor, composer and studio at our expense to complete this part of the project.

The MSO will also provide the audio and video producers if required by the multimedia developer but these costs must be absorbed within the successful tenderer's budget.

The Greenbaum work will be performed by the orchestra for the purposes of audio and video recording on August 4-6, 1998 only. There will be no other chance to have the orchestra together other than at this time.

The multimedia developer will need to work with the MSO Education Manager, as well as the writers and educationalists he contracts, to produce educational content for the other works in the education program.

Sound quality is an issue given that our primary product is the reproduction of acoustic music and must be selected and used judiciously with appropriate production values.

The product must build on and strengthen current MSO branding.

Sponsor acknowledgements will be required where appropriate.

MSO Online

1 BACKGROUND

Melbourne Symphony has been examining the possibility of publishing a web site for the past 2 years. **MSO Online** would be used primarily by our Marketing and Development departments as another medium to provide information to new and existing customers to generate box office and sponsorship revenue.

2 THE PROJECT

The aim is to establish an Internet service that will be both attractive and accessible to our current and potential audiences with relevant content being refreshed on a regular basis.

The site should be both a means of communicating with our current client group and a marketing and promotional tool to prospective customers, sponsors, government and general internet users.

The service would seek to provide up to date information about the Melbourne Symphony's current and future activities.

We see the site as a:

Selling Tool for

- Current and potential audiences – Victoria, National, International

Information/ Public Relations Tool for

- Current and potential audiences – Victoria, National, International
- Current and potential sponsors
- Current and potential benefactors - Government

While this component must be at least partially web based it may have other components which are not.

2.1 OPPORTUNITIES & OBJECTIVES

Opportunities the internet provides for our business:

- Servicing current subscribers by value adding to current service
- Selling to visiting national and international visitors
- Satisfying funding bodies and sponsors that we are dynamic and forward thinking
- Increasing and broadening our subscriber base
- Increasing single tickets sales

Objectives from the site

- Maintain and increase subscription sales
- Increase single night sales
- Develop new markets particularly younger (18-35) and contemporary orchestral music customers

2.2 AUDIENCES

Our current audiences are generally classical music lovers, many of who are in later life, come from educated professional backgrounds and generally have high disposable income. They are generally conservative by nature.

We believe our online audience will be a similar demographic but younger, and will include national and international visitors.

- Key words are classical, music, orchestra and symphony.

Ticket Buyers

Single ticket buyers

- Information on which to base a purchase
- Differentiation from other choices
- Tourist Market

Potential Subscribers

- Information on which to base a purchase
- Differentiation from other choices

Current Subscribers

- Enhancement of their concert package to reinforce the buying decision and encourage them to renew.

Schools

- Information on which to base a purchase
- Differentiation from other choices
- Enhancements/value-added

Fundraising (Sponsors, Donors, Government, Special Events)

Current sponsors

- Exposure for their sponsorship
- Reassurance that we are a dynamic, forward-looking organisation

Potential sponsors

- An indication of the exposure they would get
- A sense of the group they are joining
- Information to assist a sponsorship decision, or how to solicit further information
- Reassurance that we are a dynamic, forward-looking organisation

Donors

Potential donors

- An indication of who else is involved and what they would get
- Information on participating in our fundraising campaigns donation/bequest/chair sponsorship etc

Funding Bodies

- Federal Government, Victorian Government, City of Melbourne
Exposure of their funding
Reassurance that we are a dynamic, forward-looking organisation

2.3 CUSTOMER SERVICE & COMMUNICATION STRATEGIES

Customer Service strategy

MSO Ticketmaster subscription office via telephone
Box office at Concert Hall, Victorian Arts Centre
MSO office customer service line
MSO officers in person
Mailouts

Internet Customer Service strategy

Email for feedback and as another communication channel
Forum for subscribers to chat with other subscribers
Additional material published which is currently handled by customer service staff
Frequently Asked Questions

Communication Strategy

Specified by Corporate Design Policy developed by Emery Vincent

Internet Communication Strategy

High visitation rates enabled by regular updates
Supplying solicited material
Virtual community development

2.4 CONTENT

While the Melbourne Symphony sees the above groups as their primary audiences we would also seek to draw in as wide an audience to the site as

possible, and attempt to attract repeat visits. The key issues to achieve this are: the need to provide dynamic content (regularly refreshed) and the ability for the audience to interact.

The site should provide information on concert schedules, venues, prices, repertoire, information on soloists and conductors, as well as information on sponsorship and donation opportunities.

2.5 CONTENT DETAILS

Concerts

- Metropolitan concerts (packaged in a wide variety of ways and as both single concerts and sets of concerts: subscription series)
- Regional concerts
- Schools concerts.
- Classic attitude concert series and information (Design may need to vary for this demo/psychographic)
- Metropolis series (Design may need to vary for this demo/psychographic)

Sales

- Prices
- How-to-book information including all booking mechanisms
- List of outlets
- Media releases

Online purchasing

Online purchasing of tickets to our concerts should be enabled via our ticketing agency's site, TicketMaster Online.

- Hotlink to TicketMaster for ticket purchase as soon as prospect has enough information to commit.

Venues

- Sketches of seating plans for the Melbourne Concert Hall, Melbourne Town Hall, Robert Blackwood Hall, The Great Hall (Geelong).

Profile Information

- MSO Biography
- MSO Activities overview including regional touring and education
- Profile of the Chief Conductor
- Board listing and profiles
- Staff list and contact info
- Government funding including
Department of Communications & Arts Victoria

- City of Melbourne
- Symphony Australia
- Sponsors information
- Fundraising information
- Friends information

Extra Information

- Email access for users to solicit information not on site
- Data collection for direct marketing campaigns (Submission of name and address, email address for notification of new programs, special events etc.)

2.6 CONTENT IDEAS

- Classic attitude series visuals and chat area suitable for the 18-35 demographic
- Information on conductors, soloists, composers, works, programs and CD lists with audio clips
- Detailed seating plans
- Photos of the view of the stage from various areas of commonly used venues
- Personal profiles of the musicians
- Vacancy information for musician and staff positions
- MSO Discography
- Newsletters or part thereof from orchestra and Friends groups

The service should provide mechanisms for interaction with the online audience such as email links to Melbourne Symphony staff and musicians and a **discussion forum** for concert audiences to discuss concerts attended and other issues of their interest.

It is proposed that the discussion forum be called *The Foyer* (The forum may or may not be moderated).

A summary of content required for the MSO online component with priority/site positioning may be found in attachment 3.

2.7 CONTENT TREATMENT

Navigation must be clean and simple as many of our prospective internet audience will simply want to get the information they require and get out.

There needs to be some form of main navigation that is available from all site pages.

A consistent navigation metaphor needs to be developed indicating to the user that they are still within our site.

Search engine and site map needs to be provided to enable this.

New information needs to be identified on the home page.

Other online components, such as the online educational courseware module, will be linked to the home page of this site and so the home page must attempt to reflect the image of the MSO to all our audience groups.

The MSO online site must support and extend the direct marketing activities of our organisation.

Data collection to build profiles of prospective and existing customers to enable direct marketing (mail or email) of specific products/concerts.

Mechanism to permit updating of information in the site by MSO marketing & development team.

Where possible site maintenance tasks should be minimized by the use of templates and databases to input, store and serve the content.

Use of underlying database for the display of concert programs on the site. Concert schedule must never have out of date concerts.

The multimedia developer should also seek to apply consistent 'metatag' information to the content that will allow the site to be searched for topics of particular interest to users.

While the Melbourne Symphony would be seeking to use innovative yet appropriate technologies for the site, the multimedia developer should ensure that the use of new technologies were balanced against the access of users equipped with older browsers or slower computer systems.

Sound quality is an issue given that our primary product is the reproduction of acoustic music and must be selected and used judiciously with appropriate production values.

Significant content for the site can be supplied by the MSO and our primary service company, Symphony Australia, including research, stock footage, stills, audio recordings, scores.

This component must build on and strengthen current MSO branding.

Sponsor acknowledgements will be required where appropriate.

3 MARKETING AND DISTRIBUTION

The MSO will be responsible for the marketing and advertising of the products produced from both MSO Online and the Educational courseware components of the project.

4 PROJECT MANAGEMENT

The multimedia developer will be required to project manage each component of the project, within budget and agreed timelines, with regular reports to the MSO on progress.

4.1 CONTRACT

The Melbourne Symphony in consultation with Cinemedia will draw up a contract to commission the successful tenderer/s. Melbourne Symphony in consultation with Cinemedia will set the parameters of payment in terms and schedules of the contract. Melbourne Symphony will make an initial payment and then all future payments will be retrospective of the work provided.

4.2 CONSORTIUMS

A consortium approach to the tender is encouraged where this is necessary to provide all the requisite skills and facilities. Where a consortium approach is proposed participating companies and personnel should be identified. Liability for default service rest upon the primary company contracting.

4.3 MANAGEMENT AND REPORTING ARRANGEMENTS

The project consultants will report directly to Melbourne Symphony. The MSO will be responsible for the day to day contact with the project consultants and daily oversight of the project. At times Cinemedia will also be involved.

The project consultants will be required to:

- Undertake broader consultation on specific aspects of the project (e.g. content development) as required.
- Attend regular meetings with the Melbourne Symphony.
- Provide regular financial reports.

4.4 TIMELINES

A comprehensive time schedule should be supplied as part of the tender. This time schedule should allow for activities such as research and writing, client meetings, program design, production of graphics, production of video

components, production of animation sequences, approvals, testing and piloting of the product, and delivery of materials.

The project will proceed in stages and tenders should allow for approval times and acceptance periods during the project.

4.5 BUDGETS

Proposals should be based on an expected initial budget of \$50,000 for the MSO Online component and \$75,000 for the Educational Courseware & Video component.

We would also like to see what enhancements would be brought to each of the components if each budget was increased by \$25,000.

The project should be fully costed and should include all delivery items, contingencies, consultancies, and legal requirements.

Budgets should be divided into:

- Research and writing
- Project Management
- Design
- Programming
- Video Production
- Audio Production
- Graphics and animation
- Photography
- Media integration
- Digitisation and compression
- Prototypes
- Trialing
- Technical testing
- Duplication/Replication if applicable
- Copyright and license fees
- Insurance
- Office
- Contingency
- Company mark-up

4.6 PROJECT DELIVERABLES

It is expected that the successful tenderer will deliver a number of discrete outcomes in undertaking the project. Specific project deliverables will be set for each component prior to contracting and will be based on the successful tenderer/s proposals.

5 OWNERSHIP AND COPYRIGHT

It is critical that all material be owned by Melbourne Symphony Pty Ltd. All liability for clearances of the material rest on the successful tenderer. Contributing organisations should be able to use the products for their individual needs.

The Melbourne Symphony will assist as much as possible in the clearance of material.

The products should be developed with new technologies in mind, any rights should be negotiated for world usage, all new medias, in perpetuity.

6 SELECTION CRITERIA

Key requirements in selection of the successful tenderer will include the ability to:

- Stage the development of the product/s including specifications of budget and timeline and identification of critical events
- Demonstrate an understanding of the issues involved in the projects and the ability to select and develop appropriate content material
- Develop creative treatment of the material
- Plan and implement consultation at relevant stages in the product development process
- Demonstrate an expertise in relation to current multimedia technology
- Demonstrate a capacity to work in a consultative and collaborative manner
- Manage the project component within the given timeline and budget

Tenders should provide at least a basic approach to creative treatment, including how the information is structured, any metaphors, graphic and video components, and the interactive ability of the end product.

7 SELECTION PROCESS

Fully detailed written proposals for each component tendered for should reach the address below by close of business Friday July 10, 1998.

8 FURTHER INFORMATION

All enquiries should be directed to:

Haydn Smith
Web & PAML Project Manager
Melbourne Symphony
ABC Southbank
120-130 Southbank Boulevard
SOUTHBANK VIC 3006

Tel: 9626 1123

Fax: 9626 1101

Email: smithh@mso.com.au

ATTACHMENT 1

Melbourne Symphony Orchestra

The Orchestra has received international recognition with overseas tours to the United States of America, Canada, Japan and Korea. Most recently, in 1994, the Orchestra returned to Japan for concerts in Tokyo and Osaka, presented in association with a trade delegation led by the Premier of Victoria, The Hon. Jeff Kennett.

The Orchestra's reputation for excellence, versatility and daring, developed over more than six decades, has been enhanced through performances with artists such as Igor Stravinsky, Mariss Jansons, Yuri Temikarnov, Witold Lutoslawski, Isaac Stern, Yehudi Menuhin, Jessye Norman, Artur Rubenstein, Mstislav Rostropovich, Hakan Hagegard, John Williams, Emanuel Ax, Simone Young and many more.

The world of classical music is not the Orchestra's only field of achievement. In Australia, the success of Elton John's 1986 *Tour de Force* and the world-wide release of the live concert recording in 1987 brought the Melbourne Symphony further acclaim. In 1988, the Melbourne Symphony joined John Farnham for the *Age of Reason Tour* and two years later, performed with Frank Sinatra on his *Golden Jubilee Tour*. In 1993, the Orchestra appeared with Kiri Te Kanawa at Werribee Park and in 1995 with American music icon, Barbara Cook.

All the Melbourne Symphony's Master Series concerts and other selected concerts are broadcast regularly on national radio and many other performances, such as the Wagner Gala Concert conducted by Simone Young, and the Young Performer of the Year Award, are presented through ABC TV. Melbourne Symphony recordings include CDs produced for ABC Classics and the internationally-distributed Naxos label and in addition, members of the Orchestra have featured on numerous movie soundtracks including those for the recent feature-films *Babe*, *IQ*, *Hotel Sorrento* and *Six Degrees of Separation*.

Now under a new Chief Conductor and Artistic Director, the Orchestra is poised to take an even more prominent position on the world's stage. This year, the outstanding young German conductor Markus Stenz will begin his four year appointment as the Melbourne Symphony's Chief Conductor and Artistic Director, conducting a minimum of 12 weeks of concerts each season.

In January 2000, the Melbourne Symphony has been invited to join some of the world's greatest orchestras, including the Berlin Philharmonic and New York Philharmonic, to represent Australasia at the prestigious *Festival of the Five Continents* in the Canary Islands. The Festival performances will be followed by a tour of Germany, Austria and Switzerland.

ATTACHMENT 2

90 minutes circling the Earth ~ Composer's Program Notes

90 Minutes is the time it takes for a space shuttle to circle the Earth. This piece is inspired by observations made by astronauts from various countries regarding what the Earth looks like from outer space. Of particular interest to me was the notion of 'sunset' and 'sunrise':

"The sun truly 'comes up like thunder', and it sets just as fast. Each sunrise and sunset lasts only a few seconds. But in that time you see at least eight different bands of color come and go, from a brilliant red to the brightest and deepest blue. And you see sixteen sunrises and sixteen sunsets every day you're in space. No sunrise or sunset is ever the same."

Joseph Allen - USA

I am fascinated by 'alternative' time-frames and music can be an effective vehicle for bending normal 'Earth' time. Consequently, my piece takes about 5 minutes to represent a 90-minute space flight that visually encompasses a full 24-hour 'Earth' day. The piece begins in the **Night** cycle, floating through the immense blackness and isolation:

"We entered into shadow. Contact with Moscow was gone. Japan floated by beneath us and I could clearly see its cities ablaze with lights. We left Japan behind to face the dark emptiness of the Pacific Ocean. No moon. Only stars, bright and far away. Very slowly, agonizingly, half an hour passed, and with that, dawn on Earth. First, a slim greenish-blue line on the farthest horizon turning within a couple of minutes into a rainbow that hugged the Earth and in turn exploded into a golden Sun. You're out of your mind, I told myself, hanging onto a ship in space, and to your life, and getting ready to admire a sunrise."

Valeri Ryumin - USSR

The sudden event of **Dawn** ushers in the **Day** cycle:

"We orbit and float in our space gondola and watch the oceans and islands and green hills of the continents pass by at five miles per second.... the breathtaking speed of the ship is in odd and confusing contrast to the feel of perpetually floating within the spaceship... Are you speeding past oceans and continents, or are you just hovering and watching them move beside you?"

Joseph Allen - USA

Finally comes **Sunset**:

"the minutes of the evening twilight are fabulous. The hull of the station is lit by the golden rays of the sun. The daylight part of the Earth with its pink clouds and evening haze above the surface is still visible while our spacecraft is already sailing into the blackness of night."

Vladimir Vasyutin - USSR

During the writing of **90 Minutes Circling the Earth** (subtitled *Hymn to Freedom*) I became an uncle and the dedication of the work to my new-born niece, Meghan, is reflected in the final observation:

"When the history of our galaxy is written...if the planet Earth gets mentioned at all, it won't be because its inhabitants visited their own moon. The first step, like a new-born's first cry, would be automatically assumed. What will be worth recording is what kind of civilisation we Earthlings created and whether or not we ventured out to other parts of the Galaxy. Were we wanderers? Human history so far indicates we are indeed. It's human nature to stretch, to go, to see, to understand. Exploration is not a choice, really, it's an imperative.

Michael Collins - USA

Notes © Stuart Greenbaum 1998

AEROS

Database: Australian Electronic Record Ordering System

Analog(ue)

Analog(ue) systems in PC terminology refer to the use of variable voltage in electrical signals to represent any kind of data. They deal with continuously changing measurements, as opposed to discrete digital measurements. Discrete digital measurements jump from one value to another. In communications, analog(ue) refers to communicating by EM waves such as radio waves. Analog(ue) is often used as a metaphor for non-computer material. Works that consist of a series of related images which are intrinsically intended to be shown by the use of machines or devices such as projectors, views, or electronic equipment, together with accompanying sounds, if any, regardless of the nature of the material objects, such as films or tapes, in which the works are embodied.

Audiovisual Materials

Authoring

When used about the multimedia environment it refers to the creating and formatting of a document, multimedia application or Web page, especially one with multiple elements or special formats. Depending on the context, it may imply that you provide the content, or it may mean you arrange and format content provided by others. Authoring tools are software to create such material. Increasingly user friendly they are accessible to the performing arts community

AVID system

Mac-based nonlinear editing system capable of digitizing film footage into a true 24 frames-per-second environment.

Backbone

The total collection of high-speed links and exchange points that connect individual host computers or systems across the country and around the world. The backbone of a network is its means of linking its major nodes so that all its leaf nodes feed into backbone nodes with a high speed uninterrupted flow.

Bandwidth

Bandwidth is the amount of data, measured usually in bits per second, that can be sent through a dedicated (leased) transmission circuit. A measurement of the volume of information that can be transmitted over a network at a given time. The bandwidth

represents basically the maximum speed at which data can be transmitted between computers in a network

Betacam SX

A Sony digital format camera on par with Betacam SP although not yet widely adopted.

BIEM

The international society of mechanical copyright owners

Binary

The Base 2 numbering system is the basic counting system of computers e.g. 10 in Binary is equivalent to 2 in decimal.

Bit

A bit is the primary unit of digital data. Written in binary language as a "1" or a "0".

Biz

Business related groups

Blank Tape Levy

Mechanism for rewarding the copyright owners whose works are reproduced by home taping of records and broadcasts

Bookmark

A form of electronic cataloguing-a Bookmark is a link set up by the user to a particular Web page - the URL is stored. This allows the user an easy reference to that web page in the future to retrieve that web page automatically

BPS Bits Per Second -

A measurement of the volume of data that a modem is capable of transmitting. Typical modem speeds today are 14.4K bps (14,400 bits per second) and 28.8K bps. ISDN offers transfer rates of 128K bps.

Browser

A Web Browser is client server software used to access World Wide Web sites. The software that allows a user to view WWW documents. A program run on a client computer for viewing WorldWide Web pages. Mosaic was the first browser to become widely used. Currently Netscape and Microsoft's Internet Explorer are the industry standards.

CD Burn

Copying data onto a CD

CD-ROM

An acronym for Compact Disc Read-Only Memory. CD-ROMs are a form of storage characterised by high capacity (approximately 600 megabytes) and the use of laser optics rather than magnetic means for reading data.

Chat

A system that allows for online communication between Internet users.

Client

A program (like a Web browser) that connects to and requests information from a server.

Client-Server Protocol

A communication protocol between networked computers in which the services of one computer (the server) are requested by the

	other (the client).
Collective Works	Works, such as a periodical issue, anthology, or encyclopedia, in which a number of contributions, constituting separate and independent works in themselves, are assembled into a collective whole.
Comp	Computers including technical discussion & support
Compression	Data files available for download from the Internet are typically compacted in order to save server space and reduce transfer times. Typical file extensions for compressed files include zip (DOS/Windows) and tar (UNIX).
Computer Network	A network is two or more computers connected together using cable or other ways to communicate together. In a computer network you can access resources (files, printers, other hardware) on other computers or you can send messages from one computer to another.
Content Development	Creating content for the web.
Cookies	Tags which are sent via a server and recovered or read by a server.
Cue sheet	Document that lists all music in a program, the order of performance, the time each performances, names of the work's composers and publishers and performing rights society affiliations
Cyberspace	Generally used to describe the sum total of all computer networks and the information that circulates within them. William Gibson originally coined the term in his novel "Necromancer."
D1 Digital Camera	It is used for mastering commercials etc (no compression used at this level).
Debugging	Process of detecting malfunctions through technical and user testing.
Declared Societies	Collecting societies which are formally declared under the Copyright Act and which operate pursuant to the Attorney General's Guidelines
Design	Refers to the features of shape, configuration, or pattern, which can be judged by the eye in finished articles. A new or original design may be registered for up to sixteen years. Registration gives the owner the exclusive rights to make, use and sell articles incorporating the registered design.
Dial-up Connection	A connection to the Internet via phone and modem. Connection types include PPP and

Digital S	SLIP. JVC's offering in the digital arena, aimed at the same market as Digital Betacam.
Digital Transmission	A digital transmission is a transmission in whole or in part in a digital or other non-analog format.
Digitising	The process of converting a continuous analog video or audio signal to digital data.
Direct Connection	A connection made directly to the Internet - much faster than a dial-up connection.
Discussion Group	A particular section within the USENET system typically, though not always, dedicated to a particular subject of interest. Also known as a newsgroup.
Display	To 'display' a work means to show a copy of it, directly or by means of a film, slide, television image, or any other display device.
Dolly	Camera support mounted on wheels enabling smooth movement in any direction.
Domain Name	The Internet is divided into smaller sets known as domains, including com (business), gov (government), edu (educational) and others. Allows you to reference Internet sites without knowing the true numerical address. The Domain Name is a unique name that represents each computer on the Internet. The DNS converts the Domain Name requested by an Internet User into an IP Address. Other codes include:- co - Commercial Organisation com - Commercial Organisation edu - Educational Institution gov - Non military Government Organisations int - International Organisations mil - Military Government Organisations net - Networks org - Non profit Organisation
Dormant repertoire	Works which are registered with a society but which have not been reported as having been exploited for many years.
Dubbing	Process or result of duplicating a videotape in its entirety. [2] Editing technique whereby new audio or video replaces portion(s) of existing recording.
DVCAM	Sony's digital answer to this market. Not to be confused with mini DV, DVCAM is competitive with the analogue Betacam SP in picture quality when a high quality front-end camera system which is teamed with the DVCAM recorder back.

**DVCAM
player/recorder
DVCPRO**

These decks are capable of playing both DVCAM tapes and standard and mini DV tapes without adaptors.

Panasonic's contribution to the digital realm. This format is being adopted by some networks such as SBS and network Seven for efp (electronic field production) as a replacement for Betacam SP. Phillips and Hitachi also make DVCPRO camera-recorders.

E-Commerce

Refers to the use of information technology to support the conduct of any business activity.

EDI

Electronic Data Interchange is a set of standards that allows corporations to communicate electronically with other corporations by means of data transfer over networks.

**EFP- (electronic
field production)**

Panasonic's contribution to the digital realm. This format is being adopted by some networks such as SBS and network Seven for efp (electronic field production) as a replacement for Betacam SP. Phillips and Hitachi also make DVCPRO camera-recorders.

**E-mail
Encoding**

Electronic mail.

Translation of video signal into a different format eg RGB to composite.

Encryption

The process of converting data to a form that does not make sense without a matching decryption key. Encryption is used to make information difficult to viewed by unauthorised users.

Ethernet

Ethernet is a local area network transport protocol that first appeared in the 1970s. It offers a 10 megabit per second speed for data throughput. Analysts believe now that gigabyte Ethernet will be increasingly used in pace of ATM in corporate

Fibre Optic

Fibre optic refers to cable containing often about two dozen threads of pure glass. Lasers attached to the end of such cable can send digital patterns of light pulses at extremely high speeds. Compared to copper the carrying capacity of fibre for telecommunications signalling is almost un-limited.

**Fiches
Internationales**

International system of index cards indicating details of a work, author, the author's number, publisher/sub-publisher details, performing right %s and mechanical rights %s

**File Transfer
Protocol (FTP)**

FTP is the application program used to send or receive files over the Internet. More and more however such files are being sent and received

Flame	by means of access to web sites. An insulting message exchanged via e-mail or within newsgroups. A series of flames are known as flame wars.
Guage of Film	Width of video tape eg 8mm, 16mm, 32mm
Gold Master	CD master
Gopher	Gopher was the first software developed to make the use of FTP easier for the non-technical user. Like FTP Gopher has been replaced by the world wide web.
Host	In general terms a host is a single or multi user computer that can send and receive data over the Internet.
HTML	Hypertext Mark Up Language (HTML) is the code used in documents which can be displayed on the world wide web. It also refers to the collection of tags typically used in the development of Web pages.
HTML Layout	HTML layout by student web designers.
HTTP	HyperText Transfer Protocol - a set of instructions for communication between a server and a World Wide Web client.
Hypermedia	Hypermedia documents contain links not only to other pieces of text, but also to other forms of media - sounds, images, and movies. Images themselves can be selected to link to sounds or documents. Hypermedia simply combines hypertext and multimedia. Examples of hypermedia include various interfaces between text and sound files, GIF images, or movies.
Hypertext	A document that contains links to other documents, commonly seen in Web pages and help files. The operation of the Web relies mainly on hypertext as its means of interacting with users. Hypertext is basically the same as regular text - it can be stored, read, searched, or edited - with an important exception: hypertext contains connections within the text to other documents.
Hypertext links	Hypertext links make it possible to connect or link a passage in a document to another document on the same web site or a document on another web site. One click on the link takes the user automatically to the document to which the object that has been clicked on is linked. A connection between two anchors. Clicking on one anchor will take you to the linked anchor. Can be within the same document/page or two totally different documents.

Information Superhighway/Info bahn

The terms were coined to describe a possible upgrade to the existing Internet through the use of fibre optic and/or coaxial cable to allow for high-speed data transmission. Video on Demand (VOD) is an application of the information superhighway in practice.

Internet

The total worldwide collection of connected networks that exchange messages though a common protocol and common addressing scheme. The Internet is a worldwide network of TCP/IP networks reaching into many countries worldwide. Internet consists of any network that can exchange messages with all other networks using that format. The worldwide network of computers communicating via an agreed upon set of Internet protocol.

IP Address

Internet Protocol Address - every computer on the Internet has a unique identifying number.

IP number

An IP number (also referred to as Internet address number) in the Internet world is like a telephone number in the telephony world. IP numbers are the addresses of hosts or other intelligent devices on the Internet.

IRC: Internet Relay Chat

The system allowing Internet users to conduct on-line text based communication with one or more other users.

ISDN: Integrated Services Digital Network

A system of all digital, high bandwidth telephone lines allowing for the simultaneous delivery of audio, video and data.

ISP: Internet Service Provider

The company which provides a connection to the Internet via either a Dial-up Connection or a Direct Connection.

Java

A programming language, similar to C++, created by Sun Microsystems for developing applets that are capable of running on any computer regardless of the operating system.

JPEG

Joint Photographic Experts Group - a common image format used to display high quality photographic images on the Web.

K bps

Kilobits per second. Measurement of data transmission speed.

Kine

Tape transferred to film.

LAN

A Local Area Network (LAN) most often uses Ethernet as its protocol and generally extends through out a building or extends over several buildings over a radius of up to a couple of miles. A network of computers confined within a small area, such as an office building.

Lightworks System	Intel-powered nonlinear editing system capable of digitizing film footage into a true 24 frames-per-second environment.
Mailing List	On the Internet a mailing address is a list of e-mail addresses to which messages are sent. Individuals can subscribe to a mailing lists typically by sending an e-mail to the contact address with the following in the body of the message: the word subscribe, the name of the list, and your e-mail address.
Major	One of the six largest records companies in the country: BMG, Sony, EMI, Festival, Polygram and Warner Music. An independent is a record company that is not owned by one of the Major companies.
Master Recording	Final recording after editing process is complete. Must be in the format required by whoever you are delivering to. Dubs (eg VHS) are normally done for the producer and others around this time.
Media Compilation	Compiling media for delivery over the web.
MIDI	Musical Instrument Digital Interface - a high quality audio file format-discs of digitally sampled sounds which can be manipulated
MIME	Multipurpose Internet Mail Extensions, a protocol for allowing e-mail messages to contain various types of media (text, audio, video, images, etc.).
Mini DV cameras	Mini DV cameras are light, compact, fully automatic, simplified camera/recorders and are consequently limited in scope. Problems with continuous <u>timecode</u> recording, and the integrity of the very long but tiny recording tapes where used, generally encourages producers to transfer their material to a more robust format for post-production.
Mirror Site	An Internet site setup as an alternate to a busy site; contains copies of all the files stored at the primary location.
Modem	A modem takes digital data from a computer and converts it into electrical pulses that can be sent over a telephone line where they can be received by a second modem and converted back into digital data.
Mosaic	Mosaic was the first popular World Wide Web browsers.
Motion Capture	Technology for making animated characters move according to real life performance. The result is realism, expressiveness, accuracy and efficiency. Either whole body motion or facial

Motion Pictures	expression and speech. Audiovisual works consisting of a series of related images which, when shown in succession, impart an impression of motion.
MPEG	Motion Picture Experts Group - a video file format offering excellent quality in a relatively small file. Video files found on the Internet are frequently stored in the MPEG format.
Multimedia	A combination of media types on a single document, including text, graphics, animation, audio and video. Multimedia is the presentation of video, sound, graphics, text & animation by Software.
Network	A network is basically a series of wires and cables that connects a number of computers. Data is exchanged between computers via these cables.
News group	News groups are one of the many facilities available on the Internet. A News group is centred on a discussion topic. Within these News groups several discussions take place on themes within the discussion topic. News groups also appear to be the vehicle for a majority of the more undesirable topics that pollute the Internet. The categories of News groups are: rec - recreational activities alt - Alternative groups uk - groups of interest to those of United Kingdom origin soc - social issues sci - scientific discussions
Offline Edit	Determination of edit points and formation of an EDL (edit decision list) or equivalent, either manually or via computer assisted software. Usually this involves working with timecoded VHS or equivalent low quality digital versions of rushes and/or the use of non-linear or linear edit facilities to establish a 'rough cut' of the film and subsequently a 'fine cut' or 'picture lock off'.
Online Edit	This is the final stage of the edit process. The relevant bits of the original rushes are recorded in the same sequence as that of the low quality version of the film that has been achieved during the previous stages of the edit (eg. the Avid low res version). The completed sound mix is also laid back onto the final picture.

Note with the increasing sophistication of

digital technology the distinctions between the above stages are becoming increasingly blurred. For example, low budget productions increasingly abandon on-line edit suites and do their on-line on the same gear (eg. AVID or Lightworks) that has been used for the offline process. Likewise, sound editing is sometimes done at the same time as the vision edit.

Low budget video producers are strongly advised to refer to the AFC's 'Hands On' booklet (also available for their website) for a fuller description of the above terms and an outline of the various post-production paths that are open to users of DV cameras and stock. These include two-dimensional and three-dimensional works of fine, graphic, and applied art, photographs, prints, and art reproductions, maps, globes, charts, diagrams, models, and technical drawings, including architectural plans.

Pictorial, Graphic, and Sculptural Works

Protocol

A protocol is the language that a network or network application 'speaks.' It is to networking what a programming language is to programming.

Registered designs

Registration is used to protect the unique appearance of designed products. A registered design gives you the exclusive right to use your product design. To be registered your design must be new or original. 'New' means the product is not known or previously used. 'Original' means the design has never been applied to your product, although it may have been applied to another type of product.

Reproductions Router

Duplication of CDs.

This is a special hardware, which takes care of the incoming packages that are sent over the Internet. It ensures that the packages are sent to the correct receiver.

Search Engine

One of the most essential tools on the Internet. A search engine typically runs a query against a database it has previously created using a program known as a 'spider' that attempts to navigate to every possible location in the World Wide Web. A search engine is also a program or set of routines for finding information in a database or a document. The search engines are basically huge databases containing millions of records which include the URL of a particular Web page along with information

Server	<p>relating to the content of the web page which is supplied in the HTML by the author. The search engine obtains this information via a submission from the author or by the search engines doing a "crawl" using "robot crawlers" of the Internet for information.</p> <p>A server is a computer that can answer queries from clients. The client-server function is usually some variation of a database function. That is to say the client asks the server to send information to the client. The client software, usually residing on the machine of each end user, is tailored to work directly with the server software.</p>
Sound Mix	<p>This follows the 'sound edit' and involves the mixing of all, or some, of the following: foley/atmosphere/wild sound; narration/voice over; synch sound, sound effects (FX) and music.</p>
SWIFT digital Encoding standards	<p>On the SWIFT digital media services trial the compression ratio was significant as there was a technical imperative to keep the file size and the bit-rate for video <i>streaming</i> as small as possible to facilitate cable delivery. The quality evaluation trials were conducted with groups of both experienced and naïve users. As a result of these trials it was decided to compress material to <u>MPEG1 at 2Mb/s.</u> This produced a file size of approximately <u>1 GB per hour</u> of video material.</p>
Studio Mix TC/IP Protocols	<p>Vocals and composition remixed in studio.</p> <p>A set of rules (protocols) that ensures that different computers using different operating systems can be transmitted from one computer to another. Such a set of rules is called a protocol. One well-known protocol, which is also used on the Internet, is the TCP/IP protocol. Transport Control Protocol/Internet Protocol (TCP/IP) has become, in a very short period, a world wide public domain standard for connecting computers by all vendors over wide area networks.</p>
Technical Testing Telecommunication	<p>Testing CD has met minimal technical requirements</p> <p>Any transmission of signs, signals, writing, images or sounds or intelligence of any nature by wire, radio, visual, optical or other electromagnetic system.</p>

Telnet	Telnet is the application program used to reach the login prompt of any computer not behind a firewall, or protective barrier, on the Internet.
Test Shoot	Involves checking camera operation, suitable lenses, filters and film or video stock performance. If shooting 'video' this should be very straightforward and should not take more than a couple of hours.
Timecode	Marker to indicate where in time a frame appears on visual/audio stream.
User Test	Testing to make sure is ready for market user groups.
Web Browser	Software that allows a user to access and view documents access the computer networks and supports hypertext links through the HTML language.
World Wide Web	The World Wide Web is based software that enables digital data that has been 'marked up' with HTML to be put into hypertext databases where data in one database can be linked to data in another.
URML Animation	Visual special effect whereby still progressive images displayed in rapid succession creates the illusion of movement.
Usenet news	Usenet news, which is an aspect of the Internet, is composed of thousands of subject matter discussion groups where data is composed of ASCII text and binary files. It has been estimated that more than six gigabytes (billion bytes) of new data is generated every day.
Vocal Recordings	Vocals recorded in studio.

