REUTERS ARCHIVES (1896-2014)
Transforming, Presenting and Productising
Ashley Byford-Bates,
Global Head of Reuters Pictures and Archive Products
“As a general rule, the most successful man in life is the man who has the best information.”

Benjamin Disraeli
Paul Julius Reuter was born in 1816 in Kassel, Germany.

1851: Reuter arrives in London with a news and stock price information service using a combination of technology including telegraph cables and a fleet of carrier pigeons that grows to exceed 200.

1865: Reuters breaks news of Lincoln's assassination to London, throwing European financial markets into turmoil. Reuter intercepted the mail boat off Ireland and telegraphed the news to London.

1916: Reuters reconstructed as a private company - Reuters Ltd.

1918: Reuters breaks story of the end of World War in several parts of the world.

1923: Reuters pioneers the use of radio to transmit news.

1941: The Reuters Trust Principles were put in place to safeguard its independence.


1989: Reuters first with news of the fall of the Berlin Wall.

2008: The Thomson Corporation and Reuters Group PLC combine to form Thomson Reuters.

2011: Reuters is the first to get photos of Osama Bin Laden dead.
Juxtaposition of News and Financial Market
Couple of Initial ‘Throw Outs’

- Our core market = Publishers, News Distributors and Broadcasters
- Not all clients use search
- Broadcasters are typically ‘awaiting’ content delivery
- Our content covers -
  - Breaking news stories – catastrophe, disaster, accident, conflict etc
  - Planned events – sports, shows, court case, important meetings
  - Reportage – investigative journalism, long form visual story telling
  - Human Interest – planned and unplanned
- Quality, Accuracy and Speed core tenets
- Timeliness is critical
- ‘Secondary’ market relies on search, discovery, “findability”
- Timeliness isn’t always critical, the most compelling content is.
- Consider impact of ‘share’ and ‘like’
- Management of material rights
Picture Desks – ‘Mk1’ Eyeball
Born 10 March

Formed al-Qaeda

Banished from Saudi Arabia

1992, bombing of the Gold Mihor Hotel in Aden

1996 He issued a fatwā against the United States, which was first published in Al Quds Al Arabi, a London-based newspaper. It was entitled "Declaration of War against the Americans Occupying the Land of the Two Holy Places."

1997 Luxor Massacre

1998 U.S. embassy bombings

1998, Osama bin Laden and Ayman al-Zawahiri co-signed a fatwa in the name of the World Islamic Front for Jihad Against Jews and Crusaders

**September 11, 2001** attacks in USA resulted in the deaths of 2,973 people

Al-Qaeda continued to release time-sensitive and professionally verified videos demonstrating bin Laden's continued survival

2007, Osama bin Laden announced, "I am the one in charge of the nineteen brothers... I was responsible for entrusting the nineteen brothers"

**May 2, 2011** Osama bin Laden killed in Pakistan during Operation Neptune Spear,
Nearly all broadcaster archive users regularly use archived video. Images are particularly important archival content for all groups except Broadcasters.

**Regular Use of each Archival Content Type**

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Broadcasters</th>
<th>Publisher</th>
<th>Online</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stories</td>
<td>38%</td>
<td>40%</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>Video</td>
<td>96%</td>
<td>44%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>Images</td>
<td>87%</td>
<td>84%</td>
<td>87%</td>
<td>33%</td>
</tr>
</tbody>
</table>
Age of Archival Content Used

The age of archive content sourced is relatively uniform across all groups except AMERS Other. 5 years of age is peak; however, maintaining through 50 years appears desirable.
Film Production and Video Archive Assets

The Archive consists of several collections including:

- c.23,000 hours of film dating back to 1896
- Cinema newsreels (1910 to 1959) acquired by Visnews;
- Film archive created from the news syndication activities of Visnews from its foundation in 1957
- Videotape archives commencing in 1982
- There are over 10,000 hours of Reuters content in digitised form covering the period from 2006 to date.
- c.750,000 archived stories
- We are generating 91k stories a year at the moment
Content Enhancement Process

- Reuters News Gathering Day to Day
- Normalisation XML (NewsML2)
- Coding: Topics, Category, Country etc
- Legacy Reuters Collection and 3rd Party Archives

Reuters News Wire Distribution Infrastructure:
- Pictures
- Text
- Video

Internet & Satellite

Curated Archive Selection

 Reuters Archive Distribution Capabilities:
- Pictures
- Text
- Video
- Reuters CMS
- 3rd Party Agent CMS
- Search engines: Calais, Autonomy, Google Search etc

Internet

Reuters Subscribers

Agents Subscribers

Ad Hoc Sales B2B
Reuters Pictures Archive and Workflow

Picture Taken

Photographer Adds – Caption, Headline, Title, Slug

Singapore Editors Clean up and Standardise Metadata

1800 Pictures Daily – Identify ‘best images’

Add additional Metadata - concepts and descriptive keywords. This might include things like presidential politics, location, and person

c.7m Images in the database, c. 400,000 have enhanced metadata

Ad hoc Keywording
A boy gestures in front of a barricade on fire during a protest after French troops opened fire at protesters blocking a road in Bambari May 22, 2014. REUTERS/Goran Tomasevic (CENTRAL AFRICAN REPUBLIC - Tags: CIVIL UNREST POLITICS TPX IMAGES OF THE DAY MILITARY)
Text Archive

- Stories since 1980’s available in Lynx Editing tool and Novus (database that feeds Newsroom)
- Stories from 1960-1986 are stored on Microfilm c.(27 drawers, c.20 cases)
- Stories from 1941-1983 are stored on Microfiche (c.24k between 4-24 stories on each) [e.g.240 pages post-Kennedy death]
- Newsbank digitised content on disk covers 1984-1990
- Factiva ‘archive’ 1987–2014 = main text repository
- Output is roughly 80-90,000 stories per month
TOP 5 CHALLENGES IN MANAGING ‘THE SECONDARY MARKET’
A long-term storage area, often on magnetic tape, for backup copies of files or for files that are no longer in active use.

The Challenge with “Archive”

- Uniquely valuable
- Relevant
- Distinctive

Value is driven by ‘interest’
Old content is ‘interesting’

- ‘Interest’ is unquantifiable
- ‘Interesting’ is subjective
- ‘Interested’ is an emotional being
Valuation “The Giraffe Conundrum”

- We have 600 Giraffe Pictures
- One competitors has 6000 +
- One reports 28k
- How Do You Choose the Right One?
Illustrative ‘Heat Map’ of ‘Newsworthiness’ Over Time

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Determining what goes in the archive (Why Not Just the ‘Best Bits’?)

- The “best bits” are impossible to quantify
- Only a fraction of the editorial output was archived = archive already a distillation of the best of the agency’s output.
- Although there are some perennial gems in the archive, interest changes
- The “best bits” are co-mingled with the “not quite as good bits” on the same tapes and in the same film cans.
- Tomorrow’s ‘trends’ are not yet defined (World Trade Centre footage is a example)
No one doubts our breadth and depth
Too often clients cannot find the content
Continue to develop and deliver world class user experience
Enhance ‘findability’ of our content
  - Improve Search
  - Consistent Metadata
  - Develop overarching taxonomies to connect text, pictures and video
  - Discovery tools to aid awareness, reduce time and drive usage
  - Reduced time seeking = improved effectiveness, productivity and utilisations
  - Raise awareness
  - Help provide reasons to buy more
Market is Seeking More Compelling Content Delivery

- Clients requirements increasingly for multi-format
- Digital enables text, video and pictures to be ‘weaved’
- Increased profitability through utilisation of “mixed-media” content
- Key ‘connector’ has been event, place, people, time/date
- Events and coverage more complex now = creates significant opportunity and headache
- One approach is to overlay subject/theme based taxonomy over all our solutions
  - Consistent metadata across all media
  - Need editorial oversight to add layer of IP
Search is Crucial, with Multiple Search Methods Required

Keyword search is seen as particularly essential, but more than half of archive users believe each search method is essential.

Proportion Indicating Search Method is Essential (top 2 box)

- By keyword: 88%
- By timeframe: 71%
- By relevance to a current story: 64%
- By topical focus: 57%
- By other method (n=21): 47%

Among those sourcing archival content in the past 6 months, believing archived content is important, and know which archive types they use regularly (59%)
Changing Market Dynamics

- Abundance of material available
- Changing commercials
- Copyright and Rights management
- Supply versus demand
- Perceived value - Yesterdays news
- Changing audience dynamics and interests
- TIME!
A Picture Can Say a Thousand Words
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