

## **Digital Content: Convergence and Interactivity**

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As a consequence of the development of digital technologies, production of content has shifted from specialised routes (audio, video and film) to a convergence of digital media technologies providing a multiplatform content production and distribution environment. This convergence is enhanced by the development of interactive content. For the last decades the structure and management of audio, video and film archives corresponded to the traditional production and distribution routes of these contents. Today archives need to integrate these convergence and interactivity new routes and platforms for content production and distribution. Archives must prepare to manage these issues regarding: - new production and distribution (TV, HDTV, Digital Cinema, PCTV, IP Voice, mobile platforms and systems embarking AV media, Web) -technological evolutions (standards on HD audio remastering, TVHD audio multichannel)- new solutions for the reuse of AV content (YouTube, Daily motion) - new platforms and solutions for access and storage (Cloud computing and its sequels: Microsoft Azure, Amazon AWS). The time has come: - for archives, libraries and museums to converge (both on content and practices) extending their fields to the Web - to overcome the divide between digital preservation and audiovisual preservation. In this New Deal the role of the National AV Archives should be preeminent.