Alexander Boix (AdsD)

The Archive Holdings of the Advertising Agency ARE in the AdsD

Challenges of Preserving an Audiovisual Collection

SPP Jerusalem Conference 2023 (Jerusalem, 2023-05-30)
1. Introduction
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1. Introduction
Archiv der sozialen Demokratie (AdsD) der Friedrich-Ebert-Stiftung

**current records**
56,000 linear meters

**visual collections**
- 75,000 posters
- 25,000 leaflets
- 3,000,000 photographs
- 250 flags
- uncounted 3D objects

**audio-visual collections**
- 25,000 video objects
- 6,000 film cans
- 30,000 audio objects

**2017 - 2019**
comprehensive evaluation of the collection and the associated work processes

**since 2022**
reconstruction of collection magazines

Introduction

Archiv der sozialen Demokratie
The Archive Holdings of the Advertising Agency ARE
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2. The Advertising Agency ARE
Harry Walter (1929-2013)
Harry Walter

1946-1949 Training in Graphic Design (Berlin)
1949-1957 Photographer and Photojournalist (Berlin)
1957-1959 Studies of Communication and Social Psychology (Berlin)
1959-1962 Advertising Agency Troost (Düsseldorf)
1962-1969 Advertising Agency Eggert (Düsseldorf)
Harry Walter

Herbert Wehner

The Advertising Agency ARE
In 1969, ARE was awarded the contract for the SPD Bundestag election campaign

ARE-Deutschland
Deutsch-schwedische
Werbegesellschaft mbh

Founded 1964 as spin-off of the Swedish advertising agency ARE-bolagen

Harry Lorenz
(Contact Director)

Harry Walter
(Creative Director)
SPD Campaign for the Bundestag Election in 1969

The Advertising Agency ARE

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The Advertising Agency ARE

Archiv der sozialen Demokratie
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Hardy Krüger (Actor)

Inge Meysel (Actress)

Inge Schüller (Athlete)

I. Steeger (Actress), D. Hildebradt (Caberettist), H. (Actor)

Peter Frankenfeld (Actor)

Thomas Freitag (Caberettist)
Peter Radunksi on Harry Walter:
(Head of the Public Relations Department of CDU [1973-1981],

“Vater der politischen Werbung in Deutschland”
(Father of political advertising in Germany)

“Begründer der modernen Wahlkampfführung”
(Founder of modern campaign management)
The SPD hires the Frankfurt advertising agency GGK to organize the election campaign for the Bundestag elections in 1983.

For ARE, this almost meant economic ruin.
Political Campaigns and Consulting by ARE and Harry Walter

✓ more than 90 election campaigns for SPD, i.a.
  ▪ 4 Bundestag elections (campaigns), 2 Bundestag elections (consulting)
  ▪ approx. 30 German regional elections
  ▪ approx. 60 council elections
  ▪ 1 European elections

✓ approx. 19 campaigns and consulting in foreign countries, i.a.
  ▪ Bruno Kreisky (Austria)
  ▪ Mario Soares (Portugal)
  ▪ Luis Alberto Monge (Costa Rica)
  ▪ Shimon Peres (Israel)
The Archive Holdings of ARE

3.

The Archive Holdings of ARE
The Archive Holdings of ARE

since 1982 successively acquisition of 150 linear meters of archival material

350 folder/boxes
1.000 film cans
2.500 video tapes
300 audio tapes
The Archive Holdings of ARE

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The Archive Holdings of ARE

Contents of a ARE film can

Video tape inventory

The Archive Holdings of ARE

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Challenges of Archiving AV Media
Challenges of Archiving AV media

**ARE Video Tapes**

- **U-Matic**: 1758
- **Betacam SP**: 479
- **VHS**: 217
- **2" Open Reel**: 46
- **1" Open Reel**: 21
- **Video 2000**: 2
- **Betamax**: 1

*U-Matic* and *2" Open reel* are highlighted in the image.
Vinegar Syndrome Test with A-D strips

Results after testing 50% of AdsD’s film cans

Acceptable Condition 26%
Active Degradation 39%
Autocatalytic Point 35%

Degradation
A-D-Strips

Challenges of Archiving AV media
Challenges of Archiving AV media

The Archive Holdings of the Advertising Agency ARE

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Workflow AV Digitization

Challenges of Archiving AV media

https://www.youtube.com/watch?v=AEji4KjS5YE
Challenges of Archiving AV media

Formats:
- Video: FFV1.3/PCM [MKV]
- Film: FFV1.3/PCM [MKV]
  - Scan: 35mm – 4K, 16mm – 2K
  - Edge-to-edge (DPX sequence)
- Audio: PCM [WAV]
- Access: h.264 [MP4], DNxHD175x [MXF], MP3

Retro-digitization

Quality Management
- MediaConch

Long-term Preservation
- BagIt

Format Conversion
- FFMPEG
- RAW cooked

Access Copies
- LT0 Tape
- HDD
- Access Copies

FFMPEG Formats:
- Video: FFV1.3/PCM [MKV]
- Film: FFV1.3/PCM [MKV]
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Final remarks

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Thanks for your attention!

Any Questions?
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