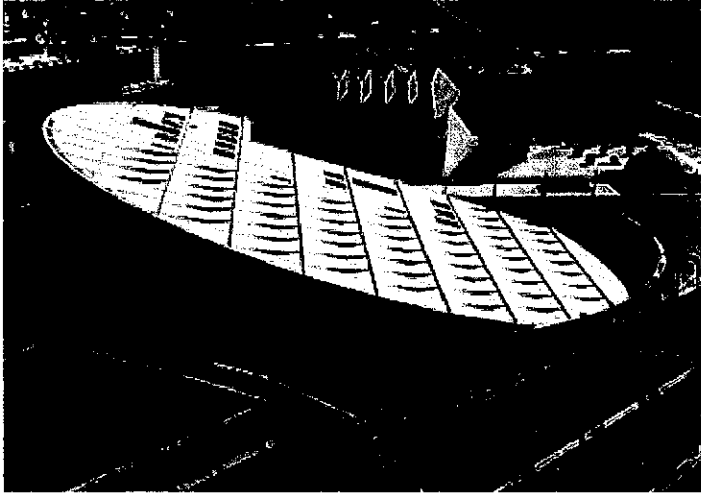


- My project is an analysis of the Alexandria Library in Egypt and its work in preserving the country's visual cultural heritage. My aim is to provide a survey of the library's audiovisual archives, its mission statement, cataloging practices, how new acquisitions are handled, access, policies and procedures, funding, and copyright issues. A general overview of the problems faced by scholars and preservationists of Egyptian cinema will also be covered since my main argument is that the multimedia library in the Bibliotheca Alexandria is the first substantial effort to provide a conservationist model for Egypt's motion pictures.
- The idea of reviving the ancient library of Alexandria had been floating around since 1974, when a committee set up by the Alexandria University selected a plot of land for its new library, between the campus and the seafront, close to where the ancient library once stood. The notion of recreating the ancient library was soon enthusiastically adopted by other individuals and agencies throughout Egypt. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) was quick to embrace the idea of endowing the Mediterranean region with a center of cultural and scientific excellence, and the project was well underway by the late 1980s. UNESCO, in conjunction with the presidency of Hosni Mubarak, organized an architectural competition in 1988 calling for designs that would live up to the country's cultural and scientific heritage. The competition was won by Snøhetta, a Norwegian architectural firm, and in 1990 a conference was held in Aswan to help the government figure out the logistics of funding such a costly project. Sixty-five million dollars was pledged by various agencies,

mainly from the Gulf Arab states. Construction on the library's complex began in 1995, and after two-hundred and twenty million dollars in total was spent, the Bibliotheca Alexandria officially opened on October 16<sup>th</sup>, 2002.



- Mission Statement:

*Window of Egypt on the world*

*Window of the world on Egypt*

*A library for the digital age*

These points strongly influence the library's cataloging and acquisition practices.

## THE EGYPTIAN FILM CENTER AND THE EGYPTIAN NATIONAL FILM ARCHIVE

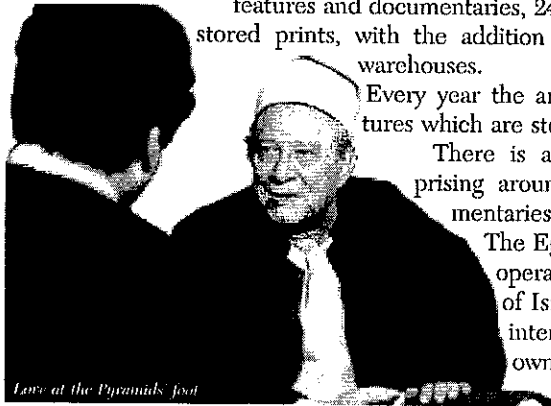
The Egyptian Film Center is located in Giza (Cairo) in the so-called "Citadel of Cinema" in Al Ahram district. The compound of the "Citadel of Cinema" also comprises Misr Studios, founded in 1935, the administrative facilities of Egyptian Film Industry, of the Festival Organisation Department and many others, such as the Documentary and Experimental Departments, etc. The Center also comprises the Department of Film Culture, the High Cinema Institute and a development and printing laboratory, as well as the Egyptian National Film Archive.

In 2001 the Egyptian National Film Archive acquired 28 long-features, 16 short-features and documentaries, 24 new films for a total number of 1773 stored prints, with the addition of 1758 prints stored in Al Ahram warehouses.

Every year the archive catalogues around seventy features which are stored in suitable premises.

There is also a collection of videotapes comprising around 400 long-features and 250 documentaries of different origin.

The Egyptian National Film Archive also cooperates with the international film festivals of Ismailia and Cairo, participates in many international festivals with prints from its own archives and opens its doors to film students for their research studies.



*Love at the Pyramids' foot*

## I. Information on the current situation of the Egyptian National Film Archive

### 1.1. *Archive Situation in General*

The ENFA was established in 1970 according to the ministerial decree n. 129 to work under the name of the National Film Archive.

Many procedures, at this time, had been taken to become a member of the FIAF and it was accepted in the same year (in 1970), to be among the first Arab and African archive members. The archive plays an important part in supporting researchers and learners, the House of Culture and the Egyptian Television Archive as well as the documentary films and short feature films produced by the Egyptian Film Center. The archive helps in the participation in International Festivals and film weeks abroad.

### 1.2. *Legal Problems*

The law of deposit n. 34 in 1975 was presented to oblige the film producers and distributors to deposit a copy a 35 mm of every Egyptian film produced before being released.

The National Film Archive is a department of the Egyptian Film Center for Cinema, so it doesn't have its own budget. There are many studies which concern the deposit processes and differentiating it into CRT copies.

### 1.3. *Collections*

There are about 800 positive and feature films white and black films.

Among the positive titles there are *El-Azima* and *Yakoot Efendi*.

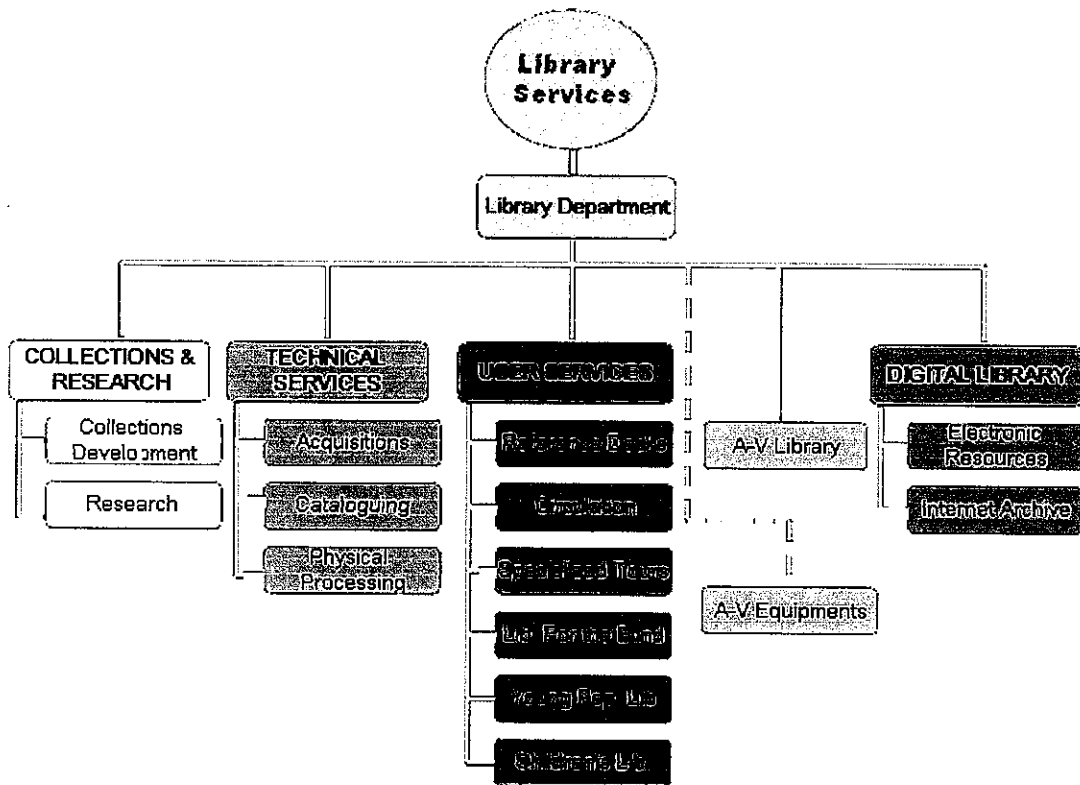
There are about 1200 screening quality copies. According to the size of the documentation holdings, we have books, but there aren't reviews or photos, posters, scripts, etc., received from the agent producer for every film.

### 1.4. *Acquisitions*

According to the Annual National Production in 1996, 22 feature films, 10 documentary films and 24 news reels were deposited.

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## Library Department Organization Chart



### The Multimedia Library at the Bibliotheca Alexandrina

The Multimedia Library of Bibliotheca Alexandrina is considered one of the major topics to be presented this year in IFLA conference 2003.

The paper follows the structure of "Guidelines for Audiovisual and Multimedia Materials in libraries"

The Multimedia Library of Bibliotheca Alexandrina opened to the public almost 10 months ago to provide distinctive services consistent with the main library mission and recognized international standards. Development of the services at the Multimedia Library is a continuous process.

### Guidelines of the Multimedia Library

#### 1. Introduction:

##### *Definition of the Multimedia Library:*

The Multimedia Library is one of the major departments of Bibliotheca Alexandrina.

*opened in*

It is located on the third basement floor (B3) and holds a wide range of audiovisual materials such as videotapes, audiotapes, sound recordings, CDs, DVDs, photos, slides, transparencies, etc....

The audiovisual materials cover different disciplines and fields, as educational, cultural, religious, political, documentary, Musical programs and others.

One of the major roles of the Multimedia library is to document & preserve valuable material for heritage & new technology. The documentation is archived by recording and cataloguing not only the acquired collection but also all the events, conferences and other activities taking place at Bibliotheca Alexandrina. The Multimedia library accommodates researchers and the general public and make available for them study rooms and high-tech equipment.

***The collection of the Multimedia Library consists of:***

- Printed material: in Cinema, Music, and Theater.
- Analog material: on Video & Audio tape covering above topics, plus other documentary films in almost all subjects covered in the main library
- ~~Digital resources: CD's & DVD's, and Electronic resources.~~
- Internet Archive: Movie Archive, 1000 digitized archival films from the Internet Archive, these 20th century films about everyday life, culture, industry, and institutions in the United States. Working in collaboration with the Internet Archive the Library is making these collections available to all users of the Internet.
- Internet Archive: 2000 hours of Egyptian and US television broadcast.

***Bibliotheca Alexandrina policy for the Multimedia Library***

The Multimedia Library policy is consistent with the Main library policy and priorities. The main priority is the allocation of resources to cover Alexandria, Egypt, Middle East, Arab World, Mediterranean region, Africa and finally the rest of the world in a non-print digital format rather than analogue format. )

**2. General statements**

The priority is given to researchers, then general public and finally to students in Music, Cinema and Theater.

The Multimedia Library cover two different type of materials: Print & non print in Music, Cinema and Theater and non-print in all subjects covered in Bibliotheca Alexandrina.

~~3.~~

**Scope of the guidelines: Definitions/ Materials**

***Type of materials (content & format)***

Bibliotheca Alexandrina is more oriented toward the digital and electronic formats even though Bibliotheca Alexandrina faces challenges in the areas of copyrights issues, and conservation of the materials in electronic format. )

***Type of equipment***

Although Bibliotheca Alexandrina is more oriented toward the digital format, we also use different equipment for analogue format. Bibliotheca Alexandrina receives donation from individuals, institutions, organisations and countries in various languages and formats.

#### 4. Organization and administration

The Multimedia Library is considered the Central unit for cataloguing and classification of all audiovisual materials for the main library, the Young People Library, the Children Library and Taha Hussein Library (Library for Blind and visual impaired).

Special equipment and competencies are needed to manage the audiovisual materials and multimedia resources.

##### *Staff, education and training*

Human resources development and special training are continuous process at Bibliotheca Alexandrina. It is essential to develop the technical and managerial skills of the staff to be able to acquire new technologies and equipment.

Special subject training for librarians are conducted to make staff aware about librarian's tools such as: DDC (Dewey Decimal Classification), LCSH (Library of Congress Subject Heading), Rameau (Répertoire d'Autorité-matière encyclopédique et alphabétique unifié), MARC21 (Machine-Readable Cataloging).

Language training is a must to develop language proficiency for staff to be able to understand different materials and communicate with users in different languages. Donated materials are received in English, German, French and others languages.

Lectures related to Music, Cinema & theatre are organized on regular basis; mainly for the library staff and occasionally open for the public.

#### **5. Acquisition, legal deposit**

**Budget:** A defined budget for collection development, equipment, regular maintenance, storage, repair and replacements of hardware is necessary. This should be a defined percentage of the collection and equipment budget of the library, according to the type and size of the collection. And it should be reviewed every year in regard of the rapid changes in new technologies (as the Internet Archive).

The Multimedia Library plans for the coming 5 years to covers all Egyptian, Arabic and than Mediterranean region non-print materials in Music, Cinema and Theatre.

##### *Some points to take into consideration during acquisition procedures:*

- Guidelines for Multimedia Library Policy.
- Number of copies bought for print & non-print materials.
- Priority for non-print materials in Music, Cinema & Theatre and than others subject.
- Priority for print documents in Music, Cinema & Theatre.
- Planning for being the main source for information services for multimedia

collection in Music, Cinema and Theatre for special Egyptian patrons such as the Egyptian TV, Cinema, Opera...

## 65. Copyright

- Bibliotheca Alexandrina Policy (Legal & Clearance) relying on national & international legislations and on organizations especially that our collection covers various titles from different countries with different laws.
- Number of licences (X number of users/ multi-users)
- Clearance letter from each producer to allow Bibliotheca Alexandrina the rights: Produce copies, Use in public for free, Use covers in poster, loan to the public (individual + institutions), take shots or part of the document and make copy for users, (concerts, movies..), convert from format to another...

## 7. Cataloguing and bibliographic access

All audiovisual materials are included in the general catalogue of the library to provide maximum information for usage. In addition all audiovisual materials bibliographic records in VIRTUA Database are mapped to Mmediaview Database.

- Audiovisual materials are a first priority for the cataloguing (Include Young People, Children & Taha Hussein libraries).
- Printed materials of Multimedia Library is 2nd priority
- Printed materials of the Main library is 3rd priority
- Preparing Staff Manual for Virtua & Mmediaview database including Cataloguing module, circulation module (check in & out of document). Then Acquisition module, booking system for Mmediaview.
- Rules & regulations (some problems, exceptions, Dewey policy for Bibliotheca Alexandrina).

### *Virtua from VTLS (Virigina Tech Library System)*

The Virtua ILS is a comprehensive client-server software solution that allows you to offer your patrons the latest technology for accessing information around the globe. Offering numerous advanced features in an integrated solution, Virtua ILS helps you manage your library's collections.

Virtua ILS improves workflow management for your library staff and provides powerful, flexible and convenient access to distributed multimedia information. A graphical user interface (GUI) client also furnishes an intuitive, familiar work environment with the use of tabs and floating menus and many additional access points, allowing quick travel through the database.

*Virtua's basic subsystems include* Acquisitions, Cataloging, Chameleon iPortal, Circulation, OPAC, Reports, Serials, Reserves, InfoStation®, Systems Profiling, and Unicode Language Support.

### *MmediaView Database*

MmediaView database is covering the technical part of the system. It is provided by EI Audiovisual (Entreprise Industriel) a French company.

The major role of this system is to follow the display of all digital audiovisual



materials (electronic files: CDs, DVDs, Electronic resources). The second role of this system is the seat booking inside the library. Also this system manages the print servers for the users.

## 8. Operation Routines & Procedures ✓

*The workflow from the selection for a title to the check out for the user:*

- a. Selection for titles (by collection development group & approved by the head of the unit in order to review by priority & budget).
- b. Responsible units in the library department carry out procedures for authorization and purchase.
- c. Receiving materials and check them by the technical group.
- d. Check & evaluate the contents by librarians before data entry
- e. Cataloguing, classification and data entry are than performed by librarians.
- f. Audiovisual materials are organized with the serial number in the storage area according to the format (video, CD, CD-ROMs, kit, audiotapes) to facilitate their communication to the users.

## 9. Digitizing and preservation ✓

The Multimedia Library has an important role in the digitizing of different document either from print format to electronic format or from analogue to digital format starting with Bibliotheca Alexandrina products.

The Multimedia Library is starting a new project for digitising photos, with slides collection, all BA products (photos, postcards, exhibitions...). This collection will be catalogued on both Virtua and Mmediaview database and will be accessible for the users from Bibliotheca Alexandrina OPAC.

Second project is converting the video collection to DVD in order to play via the server, in different location, taking in consideration all copyrights issues.

## 10. Internet ✓

The Multimedia Library started to select web sites concerning Music, Cinema, Theatre, and Languages for the users. This list of web sites will be available on Bibliotheca Alexandrina web site.

The selection web sites is made in collaboration with Electronic Resources unit with a yearly plan by Multimedia Library priority example: (Egyptian music, Egyptian cinema & Egyptian theatre)...

## 11. User services

### • *Information desk services responsibilities:*

- a. Guide users in searching for a document by title, subject or author on BA OPAC, Databases, and Electronic Resources
- b. Show users how to search for certain type of material: video, CD, DVD,

audiotape...

- c. Book a seat for users with different logical type of equipment.
- d. Book a seat for user in the group show room.
- e. Check out & check in items for the users.
- f. Provide users with Survey sheet, Acquisition request form, Search request form.
- g. Organize and shelf read the collection.

• **Statistics related to Multimedia Library services:**

The Multimedia Library has opened its door to the public in October 2002.

More than 80% of the users are students, 15% are general public and 5% are one-day visitors. Although the Multimedia Library is open to the public all the week from 11:00-7:00 except Tuesday and Friday, Saturday from 3:00-7:00, we noticed that the number of users increases from 1:00-5:00 during the week and not during the weekend. 80% of the collection requested by users is Video, than, Kit (for languages), than audioCDs, and audiotapes. More than 80% of the titles requested are in History, Politics, TV program. And more than 90% of requested titles are in Arabic except for language learning materials.

**Monthly Circulation Statistics by number of requested format**

| Month | AudioCD | Kit | Video | Total |
|-------|---------|-----|-------|-------|
| May   | 73      | 133 | 193   | 399   |
| June  | 75      | 120 | 394   | 589   |

## 12. Cooperation

The Multimedia Library works in collaboration not only with other departments related to our work inside the library but also with others libraries and institutions nationally and internationally: The National Library and Archive of Egypt, AUC American University in Cairo, Arab Academy for Science, Technology & Maritime Transport and many others in Egypt; Gothenburg university library, Institut du Monde Arabe, and many others libraries and institutions, abroad.

## 13. Future Services:

Heretofore new services that the Multimedia Library of Bibliotheca Alexandrina will start soon. These services are still under study and development; they will transform its role from a passive to an active role, by targeting new users and attracting new audience to the Multimedia Library.

- The first service will target users and researchers interested in performing arts, through the use of the collection of 1000 copyright cleared motion pictures of the Internet Archive. The Multimedia Library will provide its users with software permitting the editing of movies allowing them to clip these movies in order to reuse them in their presentations, their lessons, or any non-profit purpose.
- The second service will target the university and school students, through the coordination with professors and teachers who will identify in our collections, educational resources of interest to their respective subjects and educational levels that could be used as teaching aids in their classes, or help them to build their

lesson plans and curricula. The Multimedia Library can also organize and host collective sessions to view these materials and discuss them between students and their professors.

#### 14. Conflicts & Problems:

IFLA Conference is a great opportunity to share experience with colleagues and benefit from others' knowledge, that why we are trying here to describe the major conflicts that we faced in the Multimedia Library in order to get support from participants.

##### **Languages:**

We face a cataloguing problem for audiovisual materials in languages other than Arabic, English, and French, especially that Bibliotheca Alexandrina is receiving donations in different languages. The original cataloguing of these materials is difficult. The copy cataloguing cannot be considered as a reliable solution because these materials are rarely available in union catalogues and utilities such as OCLC, beside the holding libraries of these titles, although have their catalogue automated, they rarely use MARC formats and sometimes don't offer downloading options for their records.

##### **Technicalities:**

The management of playing the digital collection in different location.  
All websites in the Internet should be accessible for the libraries users without any restriction of any type?

##### **Copyrights:**

How we can easily identify distributors and vendors of audiovisual materials who will accept to negotiate the copyrights for non-profit organisations as libraries? What are the guidelines of such negotiations?

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