

# Archive Policy

The University of Southampton iTunes U digital media repository will receive digital content submitted for publication to the Apple iTunes U platform, along with associated production metadata, and organise thematically into pre-defined collections or channels that are representative of the University's subject areas and campus-based activities. Scanned copies of various Licence and Consent release forms and other documentation relevant to each digital piece will be uploaded with each unique submission as appropriate.

The overall purpose of the iTunes U digital media repository is outlined by the following precepts:

## **1 The objectives of this Policy are to:**

- identify the content and purpose of the iTunes U digital media repository;
- identify access and privacy rights to data and documentation;
- identify restrictions on use of content licensed to the University e.g. for a fixed term;
- identify the criteria of a 'lifetime' applied to view specific content e.g. student case studies.

## **2 Content:**

The video and audio resource material dates from 2007 to the present day. The majority of content is owned by the University, though some footage is licensed to the University for a fixed term. Content is selected for publication to iTunes U based on the following criteria:

- that content is representative of research or teaching excellence, including lecture based material, conferences, symposiums and public lectures;
- that content is representative of campus based activity and events including interviews with high profile speakers, alumni, artists of the John Hansard Gallery and honorary graduates;
- that content is representative of student experience videos, guidance and other promotional compilations about the University;
- that participants' consents, copyright assignments and/or licences and clearance rights of third party material has been secured.

### **3 Purpose of the iTunes U digital media repository:**

- to instigate a workflow approval process: content may be rejected based on a number of criteria including (i) incomplete fields of metadata (ii) incomplete or missing clearance rights or consent forms (iii) if content is not representative of the University's profile (iv) if content is not of a required production standard;
- to collect audio and video files;
- to collect production metadata;
- to collect participant consent and clearance rights documents, retained as evidence for the purpose of an audit process;
- to transcode digital content and convert files to Apple's recommended format;
- to stream digital content and selected metadata including duration of file, title and description of content via RSS feeds to the University's iTunes U pages;
- to maintain an audit trail and a record of each depositors' action, including (i) applying a reference number to each unique digital submission (ii) capturing the date and time of an action (iii) capturing applicable consents and rights' releases (iv) capturing whether a submission has been accepted for publication, rejected or removed (v) with regard to Media Producer, capturing any relevant Deed of Assignment reference detail against each resource.

### **4 Access and privacy rights:**

- that all members of staff with a University ID may register to the iTunes U digital media repository and upload and submit content, within their own profile page;
- that all participant release and clearance rights documentation is held securely and confidentially, in accordance with the University's data protection policy;
- that only staff identified as Administrators have access to the scanned confidential licence release forms and other documentation;
- that only staff identified as Administrators have access to review the digital files, and edit the metadata.

### **5 Restrictions on use:**

- that release rights may be transferred completely to the University, or under licence for a fixed term;
- that an auto-delete feature may be set to apply an agreed length to view specific content;
- that content will be edited to remove licenced footage once it has reached its agreed length to publish with the rights owner.

## **6 Lifetime of selected content:**

- that the University retains the right to remove content at any time;
- that a 'lifetime' to view specific content may be applied using the auto-delete feature by depositors for the following reasons (i) if restrictions are in place with the rights owner, (ii) if content has been produced with a view to a fixed publication timeframe (as the context or narrative may become out-of-date) e.g. student case studies, (iii) if the research outcomes of lecture based material are expected to alter;
- that the University retains the right to reuse the University owned content once archived e.g. if content is edited to update the relevance of, or to remove restricted licensed content.