

training



consulting



digitisation



 **africamediaonline**
africans telling africa's story

digital asset management

The screenshot shows the africamediaonline website interface. At the top, there is a search bar with a 'GO' button and filters for 'Contemporary', 'Historical', 'Colour', 'B/W', and 'Only model released'. Below the search bar are navigation tabs: Home, About Us, Contact Us, Browse, Collections, Historical, Commissions, and Digital Services. The main content area features a 'Browse' tab and several featured categories: Photo features, News and events, Images in categories, Royalty Free CD's, and Anniversaries by month. The footer contains contact information, a 'Terms & conditions for buyers' link, and logos for BAPLA, the Picture Archive Council of America, and Virtual Image Solutions, along with payment logos for Visa, Mastercard, and American Express.

image licensing



 **memat**
archival digital repository system

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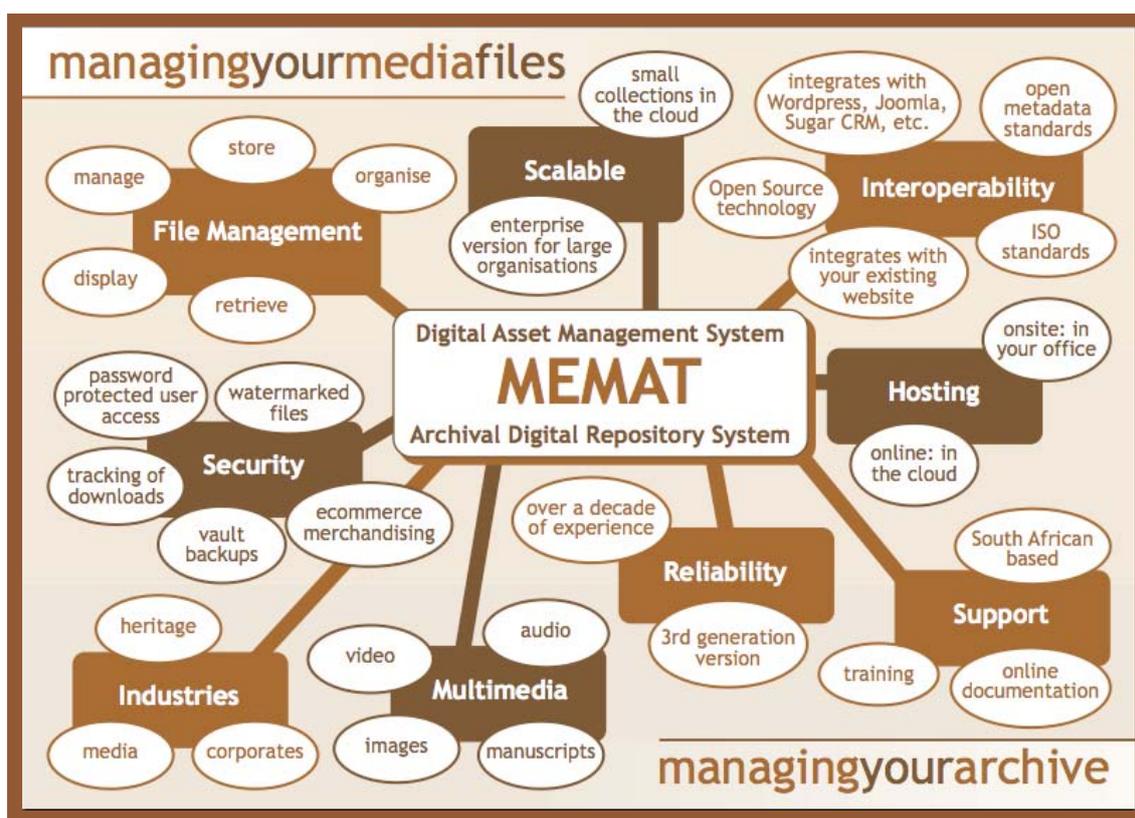
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digital asset management system

For many who have been managing analogue collections at best practice standards for decades, the leap into the digital era can be daunting. How does one build and manage a digital collection? How does one do this at the right standard with the right levels of security and access, and how does one build a digital archive that will last as long as an analogue archive?

Africa Media Online's MEMAT system is an archival digital asset management system from an organisation that has been managing digital collections for heritage institutions for over a decade. MEMAT conforms closely to the ISO standard for long-term archiving of digital media. Known as the Open Archival Information System (OAIS) standard, it ensures both the security for long-term preservation of your collections and appropriate access to them.



MEMAT features

MEMAT has been built with best practice in mind for both access to media files and long-term preservation of the files. These are some of the features of the system:

DIGITAL ASSET MANAGEMENT

You can store, manage metadata, organise, display and retrieve digital images, audio files, manuscripts and video or multimedia files. Archival quality media files can be ingested into the system at your offices or uploaded from anywhere in the world, enabling you to grow your media collection efficiently from wherever you are.

WEB-BASED PRESENTATION

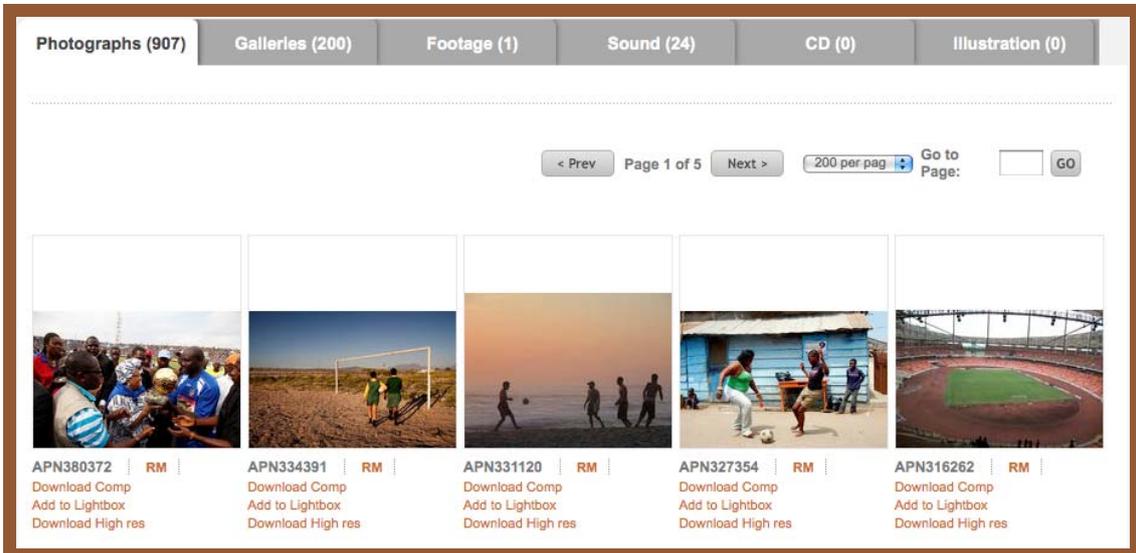
MEMAT's presentation layer can be accessed by any web browser and includes password protected access, search and advanced search, a clean display of search results according to media type, the ability for users to make a selection of files and email previews of them to other decision makers, and the ability for a system owner or administrator to create galleries which showcase certain groups of media files within your collection. This means that those you approve can access your collection from anywhere in the world, to use it for research, to purchase use rights or even contribute to the collection, depending on what you want your users to do.

MULTIMEDIA SUPPORT

MEMAT's Asset Management Layer has support for all media types and common media file formats. Our emphasis is on open file formats that are extensively supported internationally, ensuring conformity to long-term preservation requirements. By using MEMAT for your media collection you can keep all your media types on a single system.

SEARCHABLE

Powerful search functionality returns results from millions of metadata entries in under a second and prioritizes them by metadata type.



Above: Presentation of image search results in the MEMAT Web Interface. The search results returned for the same search for other media types are also displayed on tabs at the top of the screen which includes the number of files returned for each media type.

INTEROPERABILITY

Developed using Open Source technology – MySQL database with PHP, Perl and Ruby-on-Rails scripting languages – the system is non-proprietary. That means that there is always a community out there who knows how to work on it. In addition the open standards utilised by the system ensure interoperability with other systems, which means that your existing systems, including your website, can integrate with MEMAT. All of this is of vital importance for the long-term functioning of your digital archive. It means that the MEMAT system does not lock you into itself in any way but that at any stage your collection can be moved to any other system using open standards.

SERVERS AND HOSTING

MEMAT can be distributed to multiple servers anywhere in the world and still maintain solid control over media files on any number of those servers. Africa Media Online provides hosting solutions online “in the cloud” or can install servers in your organisation if an enterprise solution is required. With these options both larger and smaller organizations can find their best fit.

SECURITY

Password protected access within MEMAT allows you to scale access to media files per user type. For example, System Administrator Access gives full access rights and the ability to administrate access. Browser Access, on the other hand, is the most limited access giving access to browse low-resolution versions and preview clips of media files. You have control over the level of access you want to give to users. There is also full tracking of file use. For instance as the system administrator you could give certain users access to download high-resolution files and you would be emailed a link every time a file is downloaded allowing you to keep track of who is downloading what files. Preview images are also protected by being watermarked. Based on a stock control system, MEMAT can keep track of millions of media files and multiple copies of the same media file. These measures mean that you retain control over all your files.

METADATA

MEMAT is designed to handle any metadata schema. For outputting files to users, however, the system uses the most widely used metadata standard in the World. Developed by the International Press and Telecommunications Council (IPTC), the IPTC Core and Extended schemas embed information about media files within the file itself. This means that wherever the files are sent, the information about the file goes with it. This is very important when it comes to copyright information. MEMAT, therefore, ensures you are building your media collection utilizing open global standards, making interoperability with other systems seamless and avoiding tying you in to proprietary systems that may not endure. The MEMAT Web Interface gives the system administrator access to edit and update metadata online.

The screenshot displays the 'Edit Metadata Online' interface. On the left, there is a 'Metadata fields' section with a list of fields: Caption, Date, Location, City, Province, Country, and Keywords. Below this is a 'Download metadata spreadsheet' section with a note: 'No spreadsheets are available. Contact support for more help.' The main area shows a grid of four photographs, each with its own metadata form. The first photo is a cable-stayed bridge with the caption 'CW0854, South Africa, Newtown, Johannesburg, 2003: The Nelson Mandela'. The second photo is a group of people in a field with the caption 'CWS0003_29.tif'. The third photo is a close-up of a child's face with the caption 'APN285041'. The fourth photo is a portrait of a man in an office with the caption 'APN15073, South Africa, Capetown, 2000: Tony Leon, in his office at'. Each form includes a 'Country' dropdown menu (set to 'South Africa') and a 'Keywords' field. The interface also includes a 'Find' tab and a 'Metadata' tab.

Above: MEMAT enables you to work with internationally accepted metadata schemas ensuring that the work you do on your files on the MEMAT system is interoperable and exportable to other systems.

STANDARDS

With over a decade of experience in working with media files at global standards and recent participation in writing the best practices section of a National Digitisation Policy as well as advising many organisations in building a digital archive, Africa Media Online brings a wealth of experience in assisting organisations to produce media files at the right quality. Such standards are built into MEMAT and ensure long-term accessibility and usability of media files.

SCALABILITY

There is no limit to the number of media files that can be handled by MEMAT. The system is truly scalable and can be distributed across any number of servers anywhere in the world keeping track of every file. This means that MEMAT is a good solution whether your collection is vast or small.

SUPPORT

MEMAT was created by Africa Media Online in South Africa. However, we have proved that we are able to support organisations anywhere in the world. We are also able to provide in-house or remote training and comprehensive help videos are available online.

INGESTION

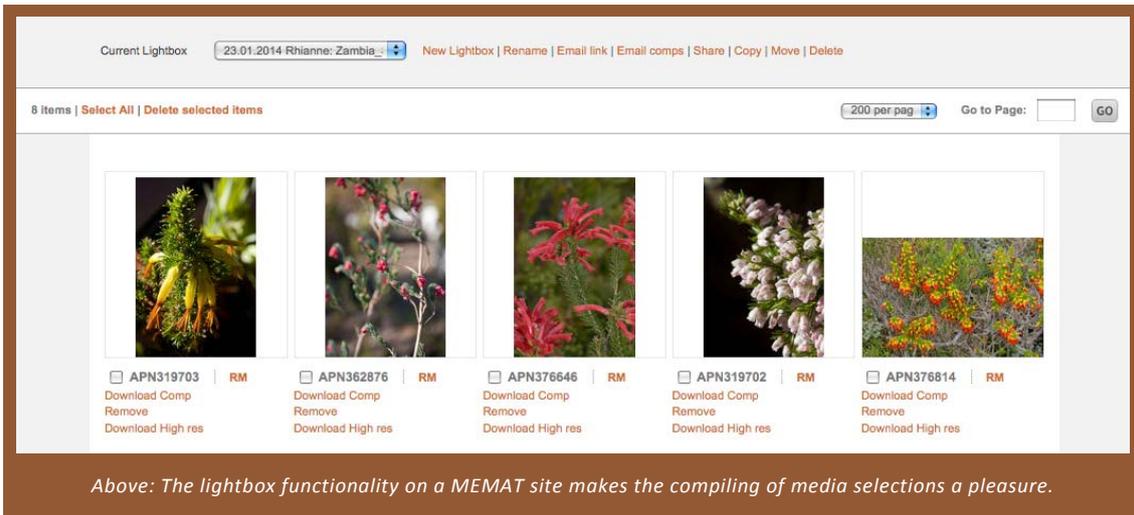
Handling images, audio, and video, MEMAT has a highly effective Online Upload System for loading media files to the system as well as DVD or Hard Drive upload options for large numbers of files.

GALLERIES

Galleries can be dynamically created to showcase certain groups of media files within your collection and these can be browsed or viewed as a slide show using the CoolIris plugin.

ADVANCED WISHLIST FEATURES

Users can create, edit and view wishlists/lightboxes and then email wishlist links and watermarked preview files to themselves or others, as well as share, copy and move media files between wishlists and even to the wishlists of other users that they know.

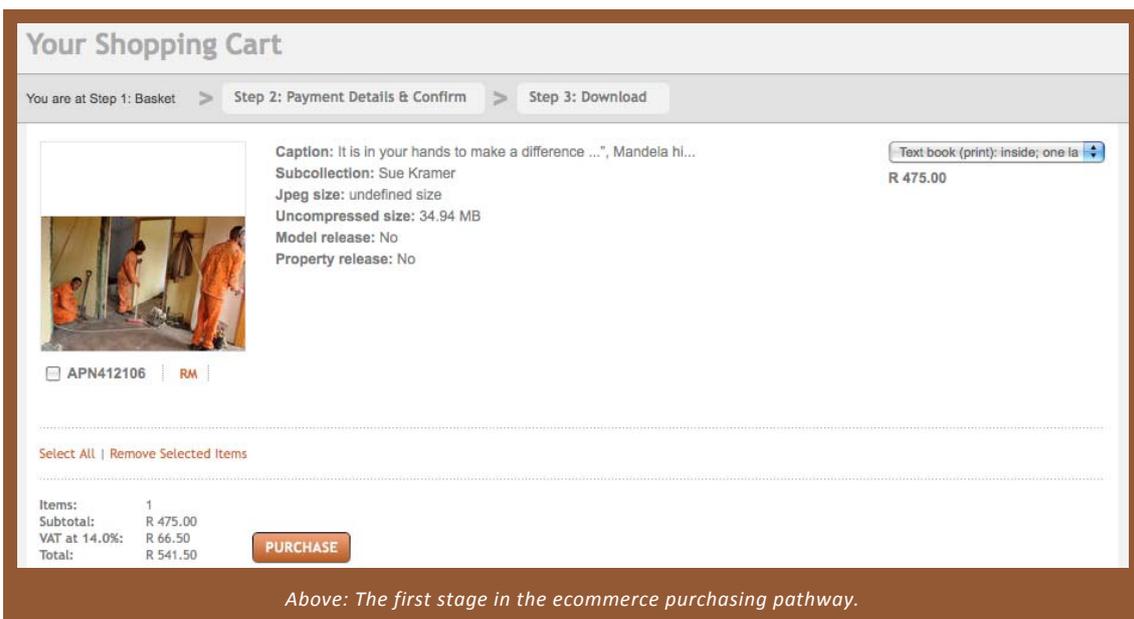


The screenshot displays a web interface for a 'Current Lightbox' titled '23.01.2014 Rhianna: Zambia'. It features a navigation bar with options like 'New Lightbox', 'Rename', 'Email link', 'Email comps', 'Share', 'Copy', 'Move', and 'Delete'. Below the navigation, there are 8 items in the lightbox, with options to 'Select All' or 'Delete selected items'. A pagination control shows '200 per pag' and a 'Go to Page' field. The main content area shows five image thumbnails, each with a checkbox, an APN number, and an 'RM' status. Below each image are three download options: 'Download Comp', 'Remove', and 'Download High res'.

Above: The lightbox functionality on a MEMAT site makes the compiling of media selections a pleasure.

PURCHASING PATHWAY

With the option of a full e-commerce purchasing pathway, MEMAT can manage both "rights managed" use rights sales and "royalty free" sales as well as free use options where appropriate.

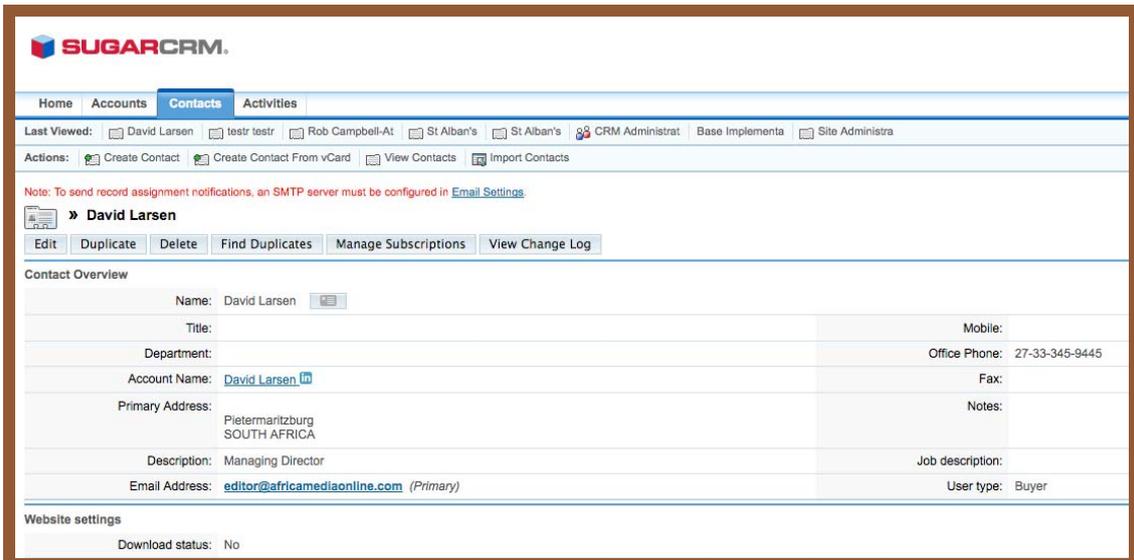


The screenshot shows the 'Your Shopping Cart' page. It indicates the user is at 'Step 1: Basket' and provides navigation for 'Step 2: Payment Details & Confirm' and 'Step 3: Download'. The cart contains one item with a thumbnail image of people in a room. The item details include: 'Caption: It is in your hands to make a difference ...', Mandela hl...', 'Subcollection: Sue Kramer', 'Jpeg size: undefined size', 'Uncompressed size: 34.94 MB', 'Model release: No', and 'Property release: No'. A dropdown menu shows 'Text book (print): inside; one la...' and the price is 'R 475.00'. Below the item, there are 'Select All' and 'Remove Selected Items' options. A summary table shows: 'Items: 1', 'Subtotal: R 475.00', 'VAT at 14.0%: R 66.50', and 'Total: R 541.50'. A 'PURCHASE' button is visible.

Above: The first stage in the ecommerce purchasing pathway.

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

MEMAT is integrated with a professional Open Source Customer Relationship Management System (CRM), SugarCRM. This system captures all the details of those who sign up to your site and can be used to manage your entire contacts database. It can also be used to send out newsletters with embedded media.



The screenshot displays the SugarCRM web interface. At the top, the SugarCRM logo is visible. Below it, there are navigation tabs for Home, Accounts, Contacts, and Activities. A breadcrumb trail shows the user's path through the system. A note indicates that an SMTP server must be configured for email notifications. The main content area shows the contact record for David Larsen, with various fields for personal and professional information.

Contact Overview	
Name:	David Larsen
Title:	
Department:	
Account Name:	David Larsen
Primary Address:	Pietermaritzburg SOUTH AFRICA
Description:	Managing Director
Email Address:	editor@africamediaonline.com (Primary)
Mobile:	
Office Phone:	27-33-345-9445
Fax:	
Notes:	
Job description:	
User type:	Buyer

BACKUP

A vital preservation service that MEMAT performs for you is not only the maintenance of your digital archive in the Digital Vault in Security Boxes on the server, but also the back up of the entire archive to LTO tapes for off-site storage. This also ensure the migration of media files over time to new storage media.

MEMAT platform

MEMAT can be made available in two ways – **MEMAT Enterprise** or **MEMAT Cloud**.

MEMAT ENTERPRISE

MEMAT Enterprise is ideal for larger organisations with significant IT capacity and infrastructure, or organisations that have extensive digital collections, or require stringent security measures. The system is either installed on your own server infrastructure or we can source and install servers and tape backup systems for you.

MEMAT CLOUD

MEMAT is a hassle-free cloud-based solution with speedy setup. We look after the infrastructure on your behalf with offsite backups. The economies of scale created by many organisations using this service means that this is a cost effective solution for smaller collections.



MEMAT SYSTEM ARCHITECTURE

MEMAT has been developed using a number of subsystems that interact with one another. Some of these are essential and others are optional. The outcome is a highly flexible system that be easily scaled to handle any size of operation, whether hosted by Africa Media Online or installed on servers within your organisation.

Layers

The most fundamental concept we have worked with in developing MEMAT is the concept of layers. There are essentially three layers to the system:

ASSET MANAGEMENT LAYER

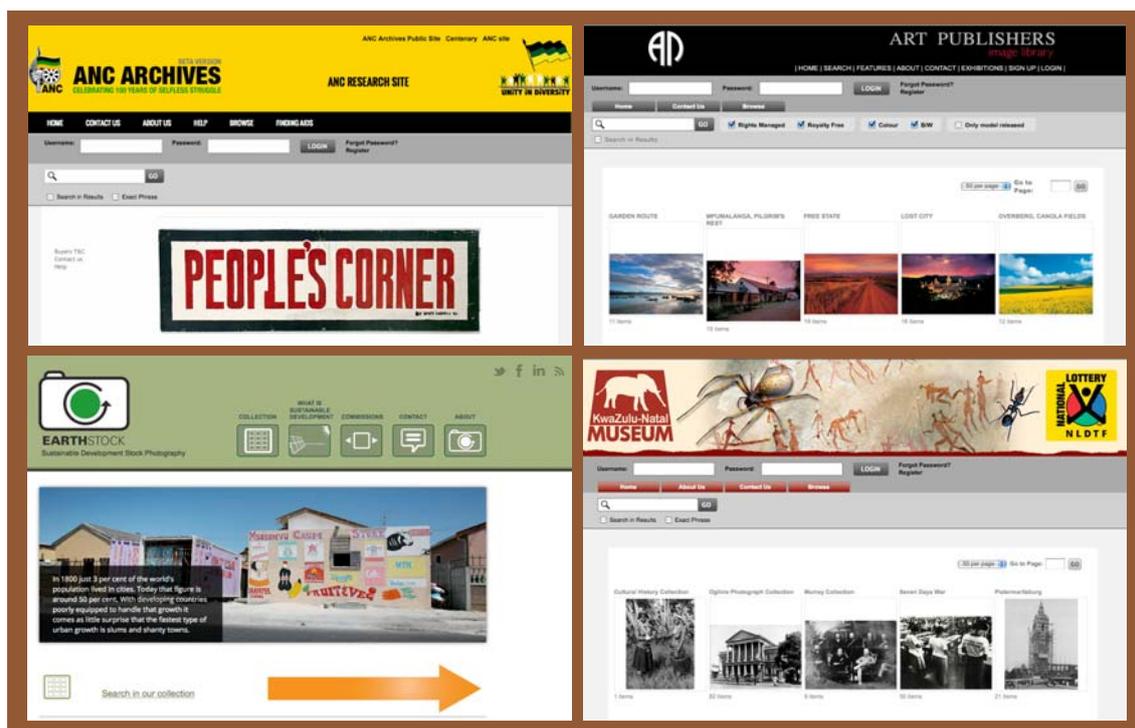
This is the heart of MEMAT. It is a highly sophisticated database system that can keep track of millions of files and tens of millions of lines of associated metadata and it can do this across distributed servers in multiple locations around the world or across your organisation. This layer includes sub-systems such as the MEMAT Digital Vault and the management of metadata schema. Most of this layer is unseen by users but it is what makes MEMAT a model system that conforms very closely to the requirements of the Open Archival Information System (OAIS) the ISO standard for long-term archiving of digital media.

PRESENTATION LAYER

This is built on top of the Asset Management Layer and is the part of the system that you see. The Presentation Layer contains most of the functionality of the system that users interact with, for example user accounts, the ability to search and see results, the ability to make selections, the ability for the system administrator to gather material into galleries and the ability to order files or purchase use rights to files. New functionality that is developed is brought to market as new releases from time to time. The Presentation Layer also integrates with other third party systems. For example MEMAT integrates with SugarCRM a customer relationship management system that helps you to manage all the contact details of the people who sign up on the system. It also integrates with Cooliris to present gallery slide shows and it can also integrate with the Capture accounting package ideal for working picture libraries.

DESIGN LAYER

The design layer is the layer that is customised to fit with your branding and the look and feel that you want. This may be as simple as the customisation of the top and bottom include (the design strips at the top and bottom of a MEMAT site), or it may be as sophisticated as, having a unique splash page as the home page on your site or incorporating a blog or other custom pages. Really anything is possible here and MEMAT interfaces well with popular Open Source content management systems (CMS) such as Joomla, WordPress and Drupal. Because this is the customizable part of your MEMAT site, this is the part you pay a designer for and the size of that fee will depend on what you want. The Design Layer also means that if you have an existing web site with an existing look and feel, your MEMAT site can easily be customized to integrate seamlessly with it.



Sub-Systems

MEMAT has also been developed with the concept of sub-systems in mind. These sub-systems are stand-alone elements that interact with other sub-systems within the total system and may be integral to any one of the three layers explained above. Here are a number of the more prominent sub-systems that make up MEMAT.

MEMAT DIGITAL VAULT

The Digital Vault is where the Digital Masters of all the media files (also known as digital assets) reside. Once a master file is ingested into the Vault it can never be changed. This is vital for ensuring authenticity. The Digital Vault can also track multiple versions of the same file and a later version can supercede an earlier one. Within the Vault, media files are kept in units called “Security Boxes” that can be backed up to write once media.

MEMAT BACKUP SERVER

The Backup Server ensures the backup of the contents of the Digital Vault to either writable media, such as LTO tapes or write-once media, such as DVDs or Blue Ray, or both.

MEMAT METADATA MANAGER

The Metadata Manager was developed with real world metadata management in mind. Most media collections are not perfect and there may be multiple overlapping metadata schema in operation in a single collection, let alone multiple collections. The Metadata Manager is able to work with multiple schemas, map related fields across schemas and even attribute priority to certain schemas over others.

MEMAT THESAURUS MANAGER

The Thesaurus Manager has been built to manage a controlled vocabulary of terms. It has been used to manage the multilingual African Archival Thesaurus (AAT). The AAT is based on the Australian Pictorial Thesaurus and has been Africanized by Africa Media Online and translated into the major trade languages of Africa.

MEMAT WEB INTERFACE

The Web Interface makes up most of the Presentation Layer and incorporates a decade of experience in user interface design in working with media collections online.

about africa media online

Africa Media Online is an organisation committed to enabling Africans to tell Africa's story to the World. We have developed what we call a [digital trade route](#) to enable you to get your collections to a local or global audience. Along that trade route we provide [Training](#), [Consulting](#), [Digitisation](#) and [Digital Asset Management Systems](#) and [Media Licensing](#).

Just as in the old days where the industrial economy needed raw materials from around the World and so set up trade routes to access those raw materials, in the information economy the raw materials are digital or digitised media collections. So we have spent the last decade setting up a digital trade route from Africa to relevant audiences in Africa and around the world. And we have done so in such a way that the ownership and control over the digital collections and their use, stays in the hands of African media creators and the custodians of African collections.



Above: Just as in the old days where the industrial economy needed raw materials from around the world and so set up trade routes to access those raw materials, in the information economy the raw materials are digital or digitised media collections.
Cape Town in 1683, the ship Africa in the foreground, 1683. Aernout Smit (1641 -1710). Oil on canvas. 151,3 x 201cm. William Fehr Collection. Iziko Museums of Cape Town.

digital trade route

Our passion at Africa Media Online is “Africans telling Africa’s story.” The problem in society that we want to be a part of the solution to, is the lack of an African perspective in the telling of the African story. More often than not, in the global media or heritage sphere, Africa’s story is told, both to a global and an African audience, by those who do not have Africa as their home. While we have no problem with this (and even encourage when appropriate), we also believe that for information democracy to flourish, African voices should also be heard on their own terms both in Africa and on the global stage. Hence the digital trade route, where we hope to enable Africans to tell Africa’s story.

What is this digital trade route? Well, it is really everything we do in service of enabling African media creators, or the custodians of African collections, to get the collections into digital form and to the audience they want to reach. That audience may simply be your own staff or family, it may be the public you serve as an organisation, or it may be global publishing and broadcast markets. The digital trade route is made up of systems, products, services and relationships that we have been working on for over a decade. These include:



digitaltraderoute

[TRAINING](#): to enable you and your staff to be thoroughly equipped in dealing with the digital world and maintaining the highest professional standards in building digital collections

[DIGITAL CONSULTING SERVICES](#): to work with you to establish clear plans and processes for migrating from analogue collections to digital collections and managing born digital collections, all at best practice standards

[PROFESSIONAL DIGITISATION SERVICES](#): to enable you to focus on your core competencies yet still get your collections into digital form at the standard required for long-term archiving and/or supply to publishers and broadcasters

[DIGITAL COLLECTION MANAGEMENT SYSTEMS](#): to enable you to manage your digitised and born-digital collections and securely present them to your target audience, and

[REPRESENTATION](#): to enable you to present your collections to publishers and broadcasters in South Africa, Africa and around the World

Africa Media Online is based in South Africa and is Black Owned and BEE compliant.

further information

[Video introduction to MEMAT](#)

[Example sites](#)

[History of MEMAT](#)

[Video introduction to Africa Media Online](#)

contact

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