



# Elävä Arkisto – The Living Archive



Mainstream 2008

BY PAAVO RYTSÄ  
YLE NEW MEDIA



# What is Elävä arkisto?

- ELÄVÄ ARKISTO (The Living Archive) is a Finnish Internet service of the Finnish Broadcasting Company YLE
- This free Internet service presents a library of thousands of television and radio programmes in both Finnish and Swedish
- The service focuses on Finnish history and culture but also includes plenty of international material.
- Elävä arkisto has almost a million page displays per week.
- Growth 50 percent in 18 months

• <http://www.yle.fi/elavaarkisto/>

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# Early 2000's

- National voice- and soundgallery 2002
- Stable content with the voices of past

Laulaja - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Messenger

Links Customize Links Jääkiekon MM-kulta viimein Suomeen koura Lounas Vastaavat ohjelmatoimittajat Windows Marketplace Yllätä Metsoloita Elävään arkistoon blogit.yle.fi

Address http://194.252.88.3/radioarkistoweb.nsf/sivut/laulaja?opendocument&pageid=Content15301896CF3

YLE Uutiset Urheilu Ohjelmaopas Haku Palaute Radio

Kansallinen ÄÄNIGALLERIA

Äänigalleria haku

ÄÄNILEUVUUSTU RADIOARKISTO hae

» Poliittiset vaikuttajat

» Suuret laulajat

» Urheilun huippuhetket

» Luontogalleria

» Etusivulle

Elävä arkisto

Aino Ackte

Margaretan rooli Gounod'n Faustissa oli pitkään Aino Ackten ohjelmistossa. Oopperan 3. näytöksen Jalokiviaaria (Ah! Je ris de me voir) hän levytti neljä eri kertaa. Pariisissa Fonotiipialle äänitetyssä vuoden 1905 versiossa laulajatar kuuluttaa alussa itse: "Faust: L'air des bijoux, chante" par madame Aino Ackte" (vapaasti suomennettuna: "Faust: Jalokiviaaria, laulaa rouva Aino Ackte").

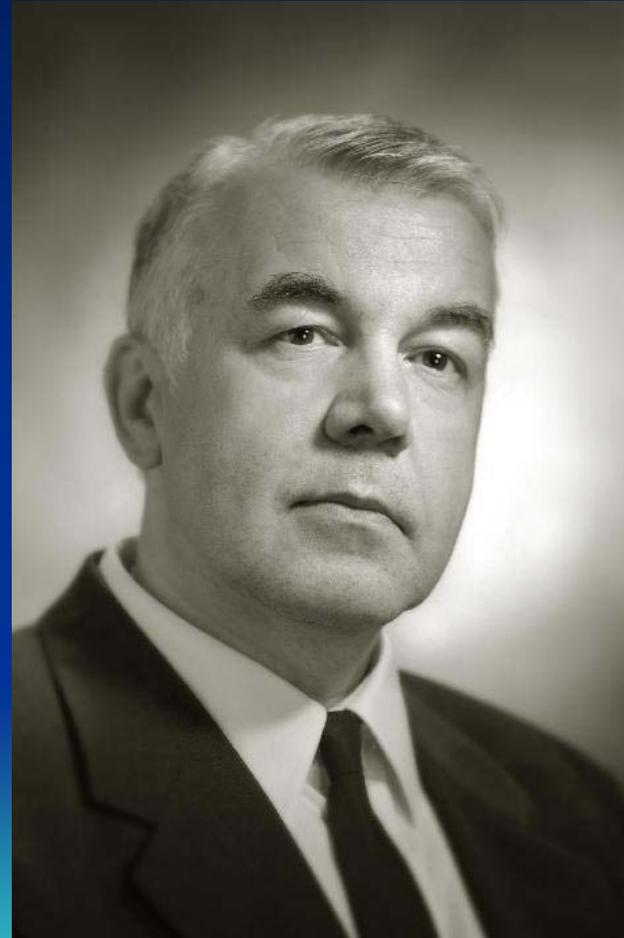
Kuuntele ääninäyte [tästä](#)



Aino Ackte (1876-1944).

# YLE Arkki

- Radioseries Arkiston helmiä (The pearls of the archive) 2002, from which became the content of the Internet service YLE Arkki.
  - mainly audios,
  - computers and Internet connections were mainly low-speed, and videos should be very short
  - About 5 000 individual users per week less



# EDITORIAL STAFF



- Reijo Perälä, Editor-in-Chief
- Seija Aunila, Producer
- Rita Landström, Producer
- Jukka Lindfors, Journalist
- Paavo Rytsä, Journalist
- Seija De Rybel, Archive Editor
- Ida Fellman, Journalist

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# 2005, Broadband project

- Target: Bringing the ideals of the public broadcasting into the digital age
- Seven questions to think about: content of the archives, wideness of the archives, different formats, documentation, part of the broadband project, biggest challenges and obstacles
- Biggest challenges copyright

# Year 2006 Grand opening

- Elävä arkisto (The Living archive) launched in 9.9.2006, when YLE 80 turned years
- Massive advertising campaign and a lot of publicity in finnish media
- Amount of individual weekly users was about 50 000
- Most popular content: sports (audio) and news, The talk of Hitler

# AWARDS

- The State Award for Public Information presented by the Finnish Ministry of Education.
- The Most Prominent Cultural Act of the Year 2006 awarded by The Educational Fund of Finnish Radio and TV Editors.
- The Award for the Best Cultural Website in Finland 2006.



# Year 2007, music, drama entertainment

- In the beginning of 2007 Elävä arkisto concluded agreements with the unions of artists, for example musicians, actors, scriptwriters, authors and dancers
- Unions appreciated Elävä arkisto for the background articles and the information of the creators of the programs

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# Threats

- Short contracts with the unions
- Fees arise every year
- Low budget department become expensive for the company
- More personnel needed
- Where have all the young women gone?
- Technical development, formats



# Possibilities

- Archive desk has many possibilities to make co-operation:
  - news and magazine programs
  - historical tv series
  - educational tv series
  - librarys, schools, hospitals, fairs
  - DVD sales, samples in Internet
- Archives are mainstream 2008



# Values

- Making archive open in the Internet makes public more professional about the content of the archives
- Self-made journalist interpretation
  - Dont listen to what someone says about what the president has said but listen to the president yourself!
- Dear memories from your childhood or youth
- Hot topics. The archive material of the day.

# Case Gregorius

- In september 2007 the video of Elävä arkisto became the most loaded video of the world
- Parody from YMCA played in entertainment program in 1979
- Why was it funny? Is it funny because it is funny or some another thing?