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MANAGING OF AUDIOVISUAL RECORDS AND ARCHIVES**

**SUMMARY:**

The Challenge and Opportunities Of Legal And Policy In Audiovisual Materials

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# The Challenge and Opportunities Of Legal And Policy In Audiovisual Materials

## ABSTRACT

*Audiovisual possesses both a sound and a visual component, such as slide presentation, television programs, films, and live theatre productions. The articles are discussed about the legal and policy about the copyright of audiovisual materials using technology. By having advance technologies, that lot of constraints and challenges to overcome this problem. Besides that, there also have a good opportunity to share the materials to people and can access the materials at everywhere, and anytime. As more audiovisual materials are created on the cloud, questions arise about the applicability of national laws over the control, ownership, and custody of data and records. Therefore, media work also convergence radically changed the way traditional audiovisual content is produced, distributed, consumed and eventually archived become digitized. The adoption of digital technologies also stimulates to the materials making.*

**Keywords: Audiovisual, legal, policy, technologies**

## INTRODUCTION

According to information the meaning of audiovisual or AV is possessing both a sound and a visual component, such as slide presentation, television programs, films, and live theatre productions. Business presentations are also often audiovisual. Besides that, audiovisual heritage is defined as the collection of audiovisual and other components of the donation of audiovisual heritage documenting the history.

Regarding to article clear skies or cloudy forecast in legal challenges in the management of audiovisual materials in the cloud is about audiovisual recordings produced by the public on the scene were circulated in the cloud much earlier than the multimedia content from mainstream media that claimed by citizen journalist. The accessing of materials in the cloud becomes one of the famous ways by creating, managing, distribution and accessing audiovisual materials. Besides that, on article the production and distribution of audiovisual works towards media policy of constraints and opportunities is about the resulting of the development of information by changing the traditional ways into audiovisual work.

Moreover, in both articles are related because by doing audiovisual work, the worker will have a constraints and the challenges to manage audiovisual materials and also get the opportunities by produce and distribute the audiovisual work or materials.

## OBJECTIVES

The objectives of the articles are to illustrate how the copyright legislation governs the ownership of audiovisual materials in advance of technology. Besides that, to preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and to promote intercultural dialogue. To be able to view audiovisual content anytime, anywhere and by every technical by consumers. Another that, to development copyright context is separated the development by the media law. To governing the creation, use, and dissemination of records and digital materials in the cloud by develop international model laws or standards and codes of practices.

## DISCUSSION

Regarding to articles, they discuss about the legal and policy are related to the copyright of audiovisual materials towards media work and also cloud. In copyright in the cloud are involving society of composer, authors and the music publisher of country are involved. Both of the articles have their own policy or legal for copyright of audiovisual materials. For production and distribution of media work the step they do is make a first policy step that inspired by the desire to foster free trade in audiovisual goods and services in the European market because the lack of European cultural. Besides that, for cloudy forecast for legal challenge, they make a domestic law based on territorial boundary of a nation but the cloud computing is not confirmed to a specific geographical boundary.

Moreover, in archival legislation also become as a potential impact to keeping audiovisual materials in the cloud. In Library and Archives Canada (LAC) the illustrate of an audiovisual recording are available to access and make as a copies of materials are be deposited.

According to Elaina Goh (2014), the example of potential impact of keeping audiovisual materials is Section 11 of the LAC Act (S.C. 2004) states that the Librarian and the Archivist can request that a person give a copy of a recording, should the record be “made available to the public in Canada” and have “historical or archival value” and in the “form and quality that the Librarian and Archivist determines is suitable for archival purposes.” For online film heritage, they preservation of audiovisual work and public can access the audiovisual heritage because they digitized the materials and become important impact to the future. According to