

**Digitise your film, sell it online,
make lots of money**

Imperial War Museum is in an unusual position compared to most Film Heritage Institutions – we are able to administer the rights for the bulk of our collection.

So with:

No major film preservation problems

Reasonably good documentation (catalogues)

Undiminished demand for film clip sales from broadcasters

Subject matter never out of fashion

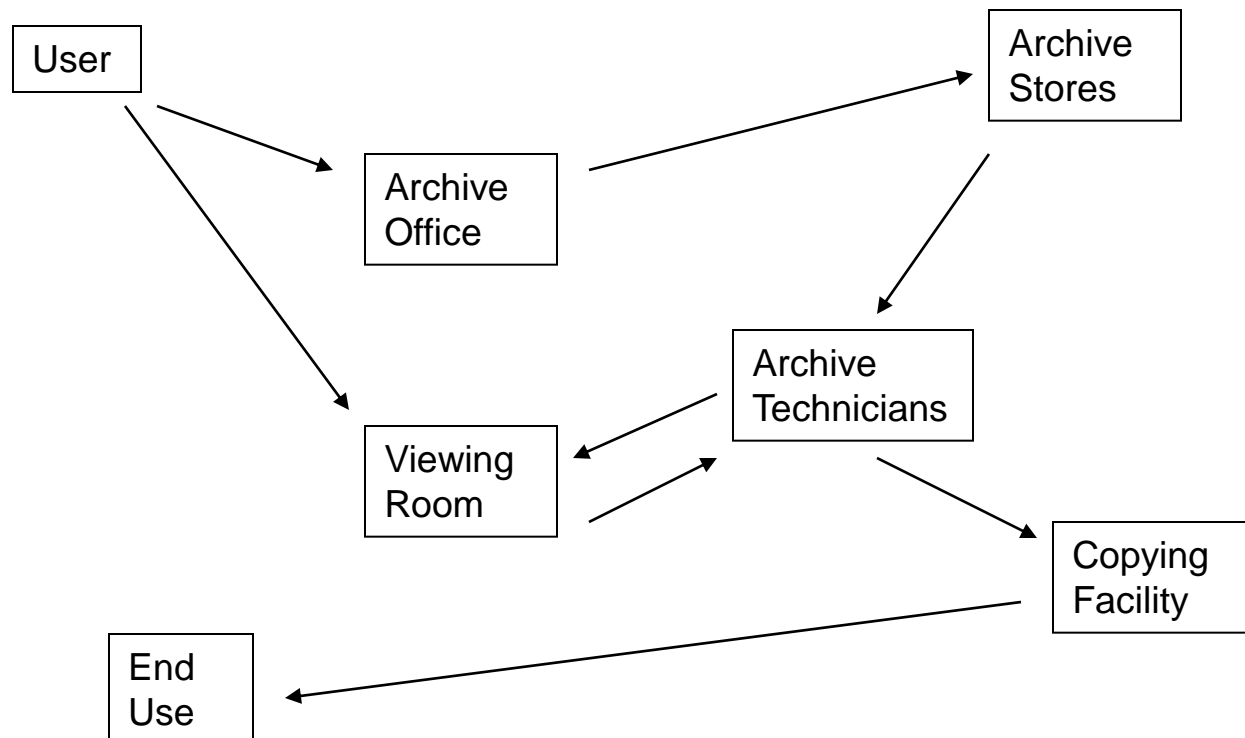
Supportive IT department

it should be easy to make money!

The traditional model for footage sales is complex, but
never-the-less successful up till now:

Access to Archive Material

The Traditional Model

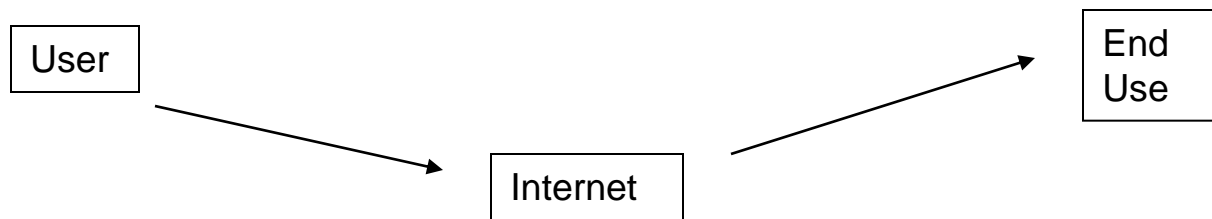


However, non-commercial demand (our heritage obligations) is non-profit-making.

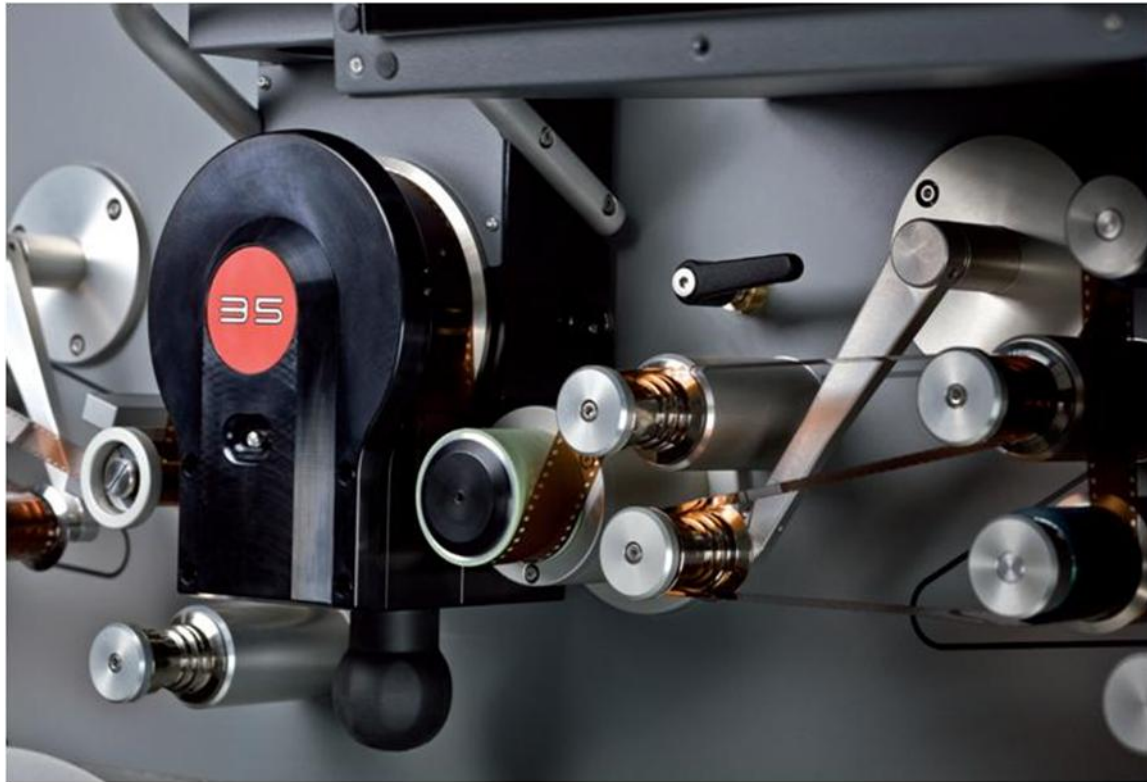
The challenge is to match the past commercial income (or improve on it) and tap into new revenue streams, such as private use, with a much simpler delivery approach.

Access to Archive Material

The New Model



To get from scanner to website is far from simple – and has taken years. There are no off-the-shelf systems...yet.





IMPERIAL WAR MUSEUM

Film and Video Archive Sales

[Home](#) [Lightbox](#) [Basket](#) [Login](#) [Register](#) [Contact](#) [Prices](#) [About](#) [Advanced Search](#)

kenya ☐ Digitised Items Only

Featured Lightboxes



[Commandos](#)

Created 6th April 2011.
Contains 6 records.



[RAF Training](#)

Created 6th April 2011.
Contains 3 records.



[Naval Operations](#)

Created 6th April 2011.
Contains 10 records.

Latest Additions



Links

- ▶ [Email contact \(private users\)](#)
- ▶ [Email contact \(commercial users\)](#)

Welcome

Welcome to the Imperial War Museum's Film and Video Archive Sales website, offering online access to the Museum's extensive film and video collection. Through this site you may view footage online, create your own Lightbox of selected films, download films and order copies on DVD.

Please [register](#) or [login](#) to access all of the facilities offered by the site.

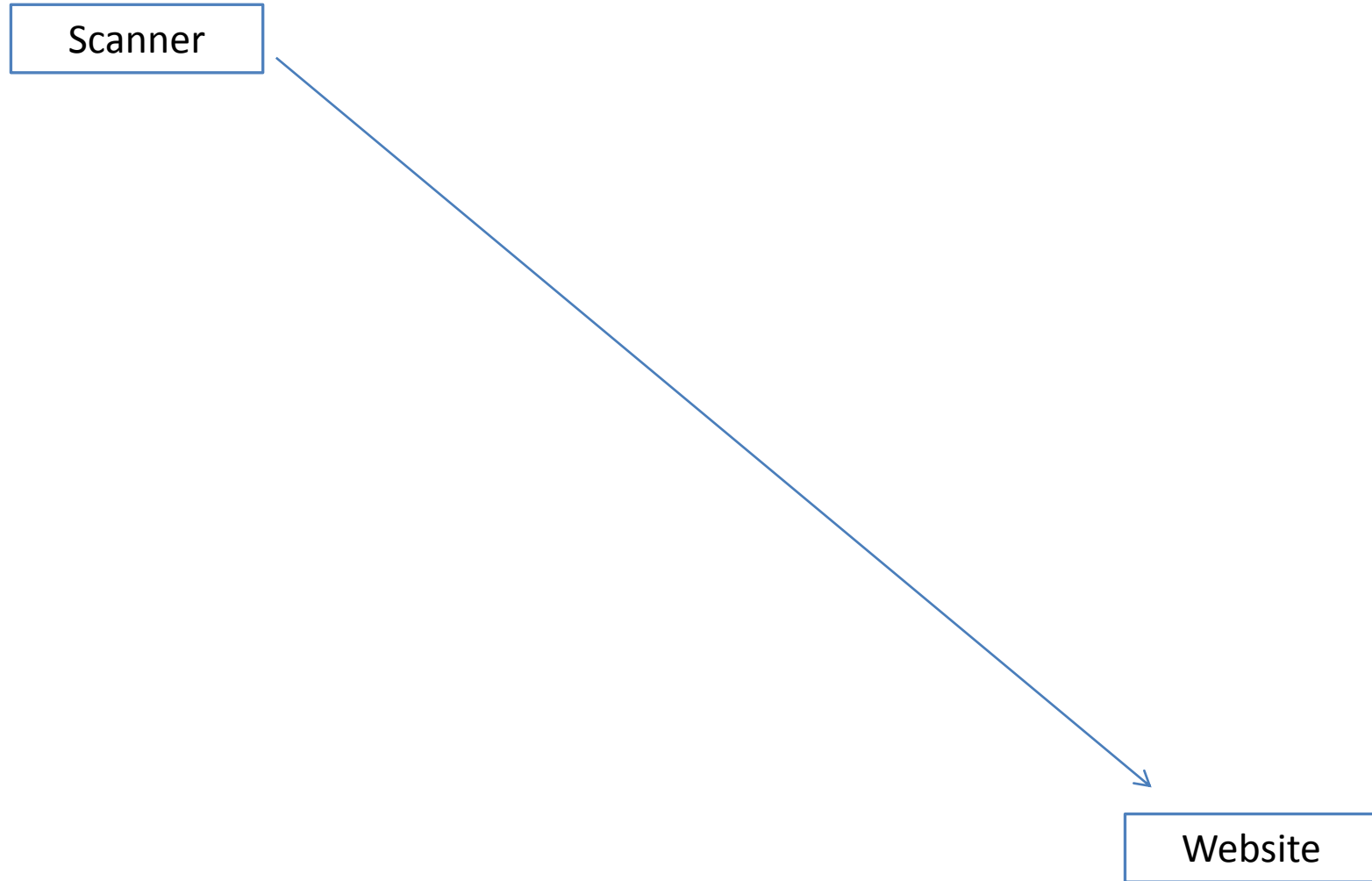
- Watch 150 hours of film online from one of the world's great film archives.
- Download for private use or commercial use scene selection.
- Search detailed information on over 40,000 films.

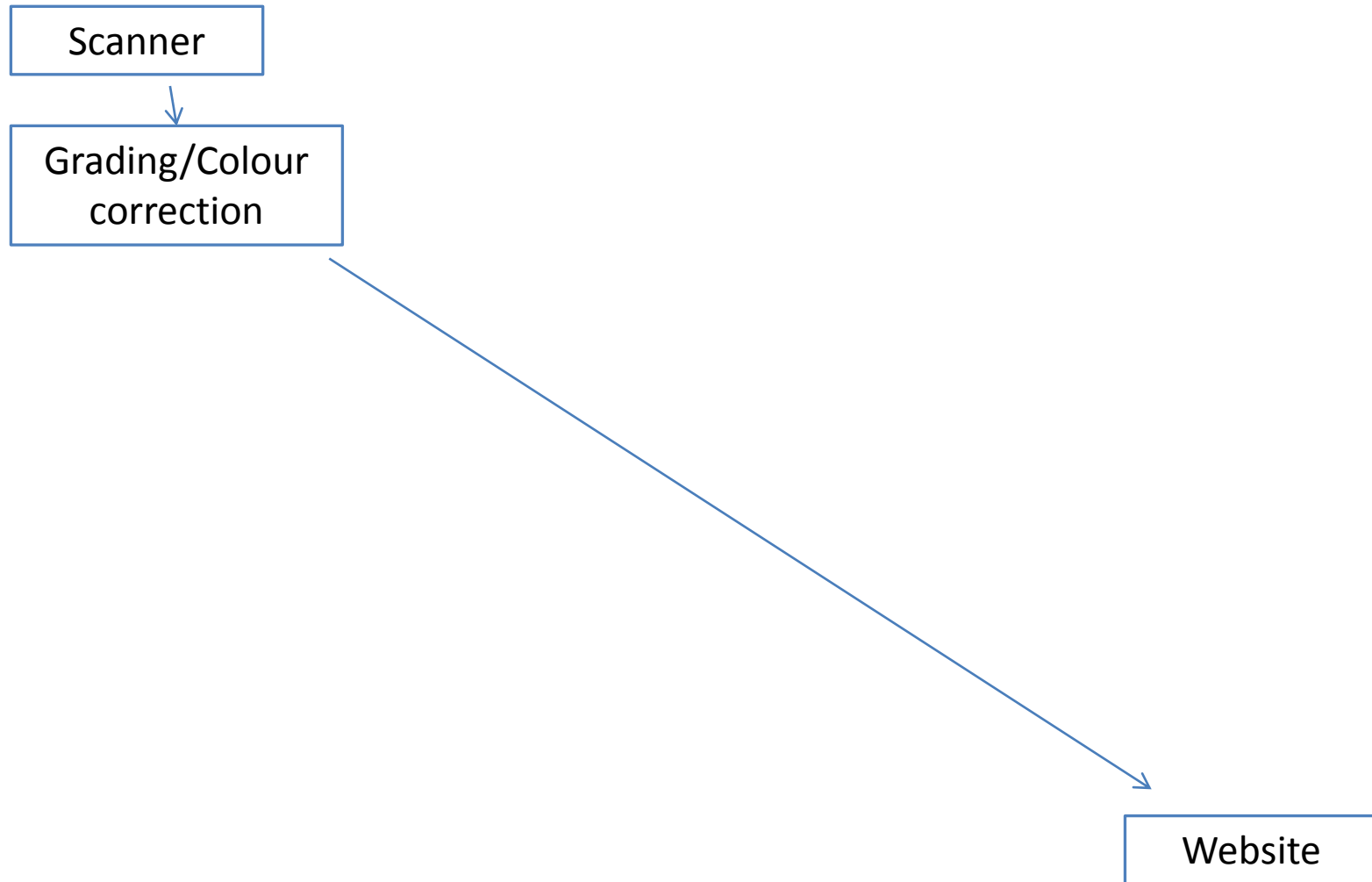
Featured Film

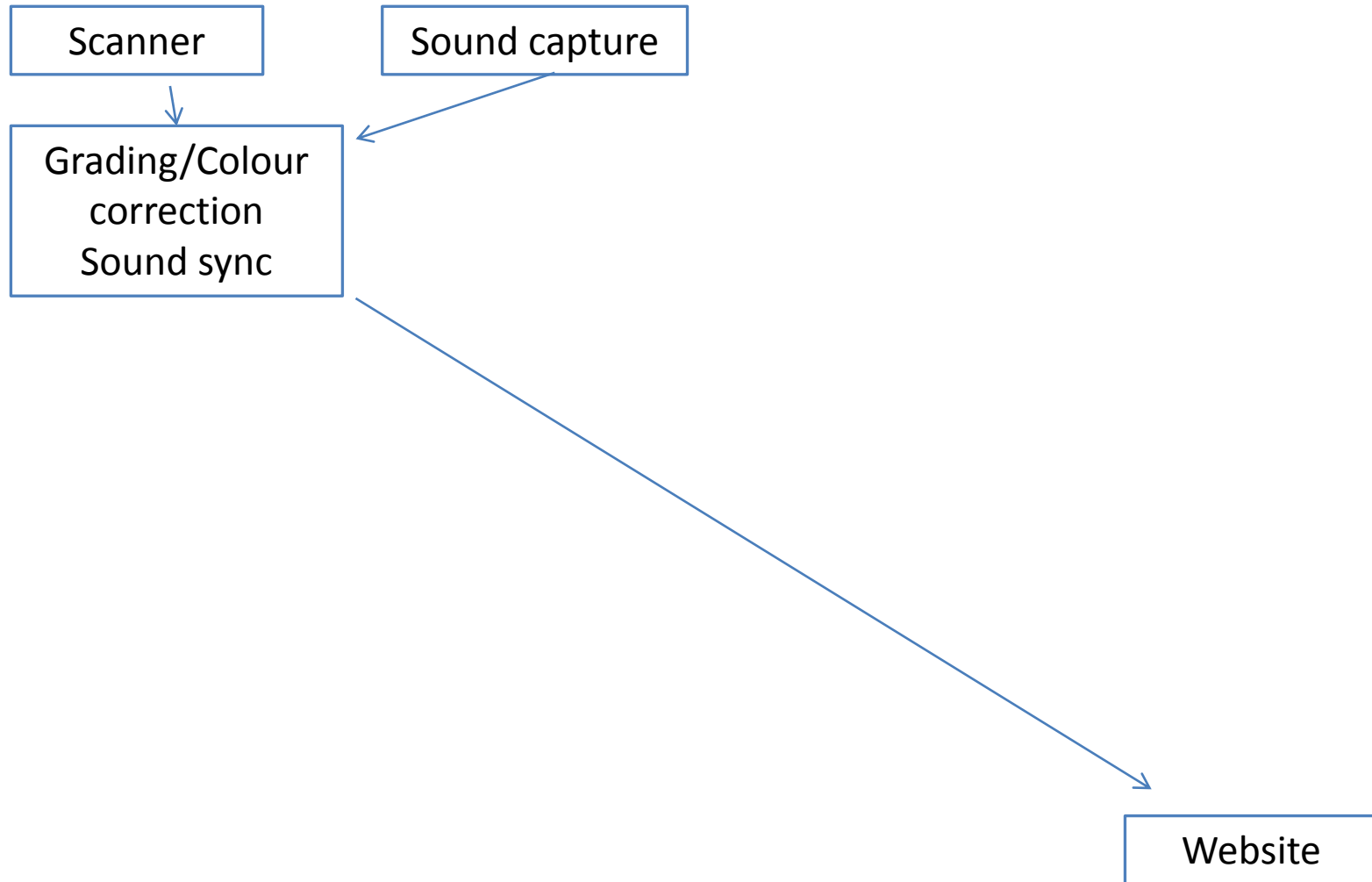
the RIGHT MAN [Main]

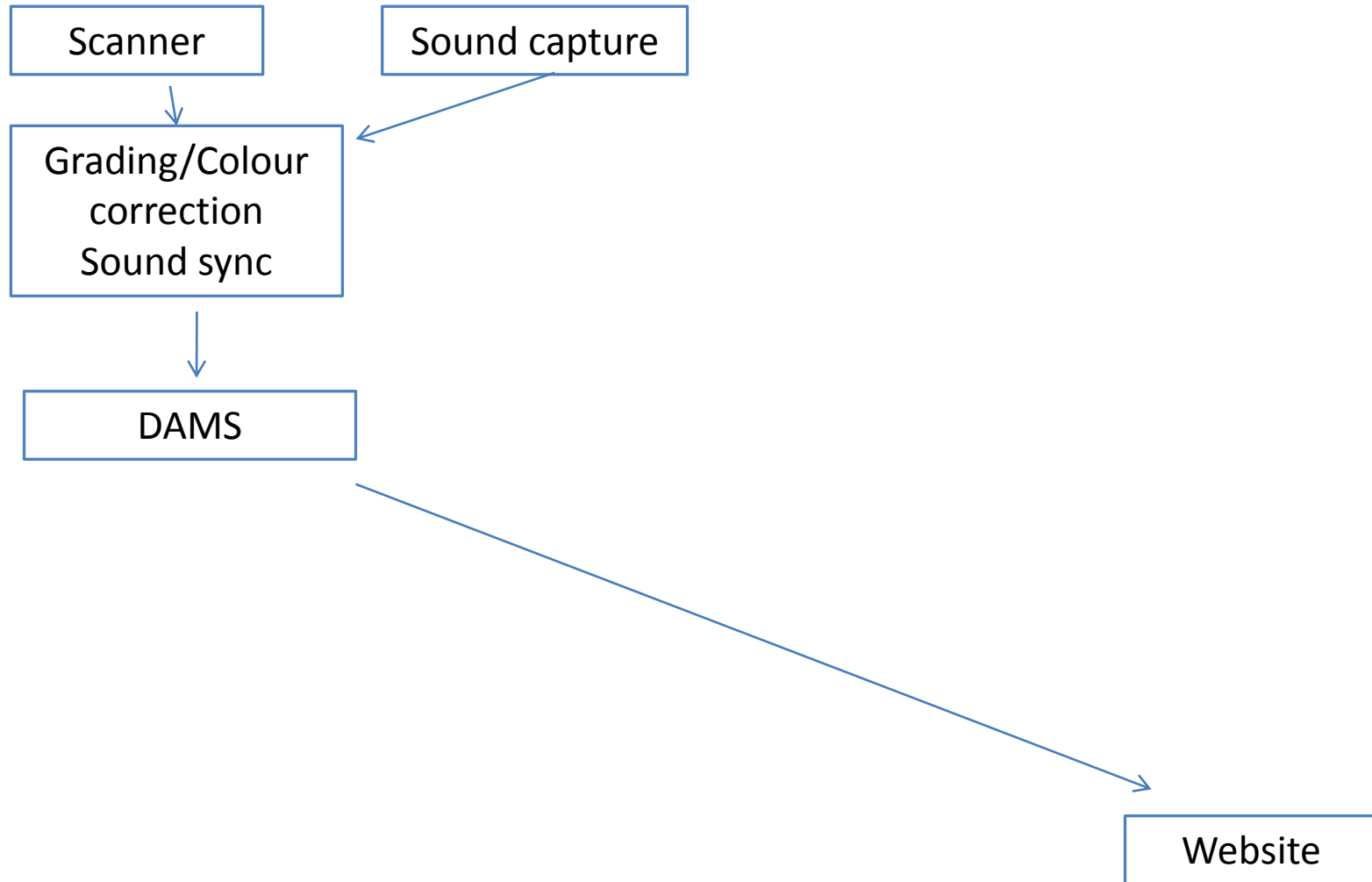


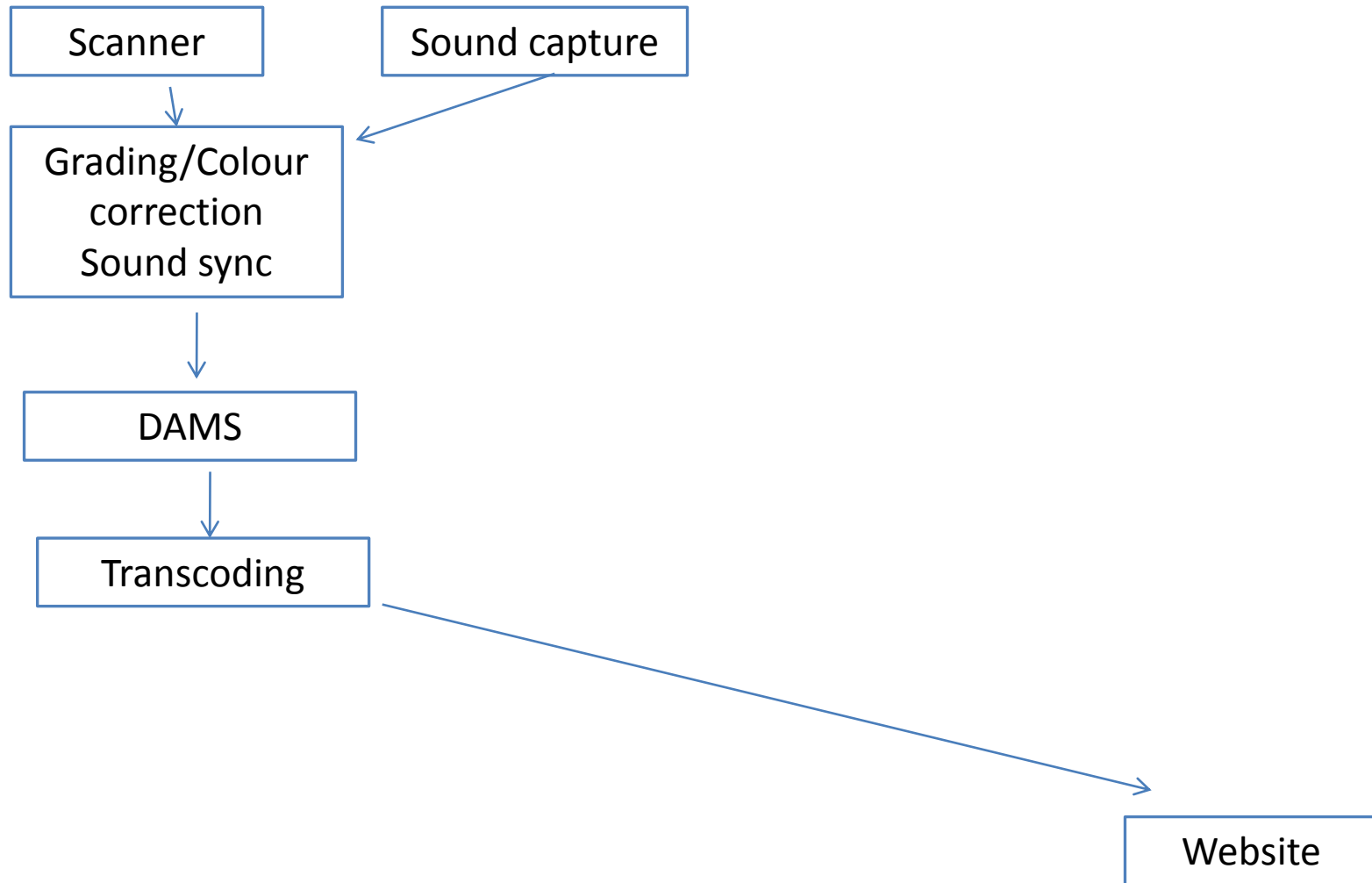
0:00:00 / 0:07:34 0%

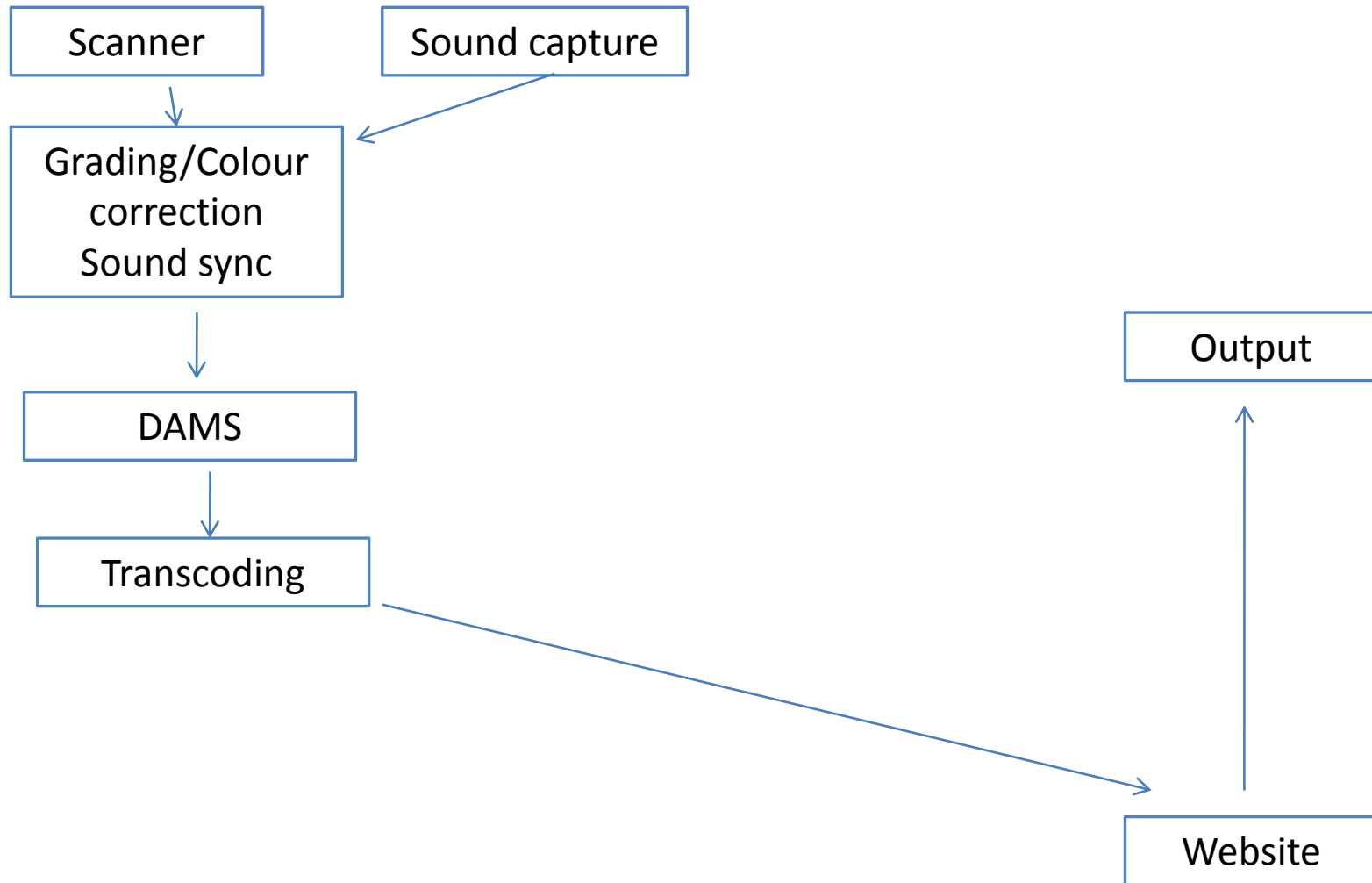












But now the system and the workflows are in place, and we can sell film directly through the website to customers. The back-end systems are complicated, but for the user, it is supposed to be simple.

Workflows						
Name	Start Time	State	Current Element	Progress		
Film:COI 944	Wed Jan 20 14:07:52 2010	Processing		40.00%	Pause	Cancel
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder0	3.00%	Pause	Cancel
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder8	73.00%	Pause	Cancel
Film:COI 944		Complete			Cancel	
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder2	4.00%	Pause	Cancel
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder3	4.00%	Pause	Cancel
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder5	4.00%	Pause	Cancel
Film:COI 944		Complete			Cancel	
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder1	70.00%	Pause	Cancel
Film:COI 944	Wed Jan 20 14:08:17 2010	Processing	Transcoder4	4.00%	Pause	Cancel



IMPERIAL WAR MUSEUM

Film and Video Archive Sales

[Home](#) [Lightbox](#) [Basket](#) [Login](#) [Register](#) [Contact](#) [Prices](#) [About](#) [Advanced Search](#)

kenya ☐ Digitised Items Only

Featured Lightboxes



[Commandos](#)

Created 6th April 2011.
Contains 6 records.



[RAF Training](#)

Created 6th April 2011.
Contains 3 records.



[Naval Operations](#)

Created 6th April 2011.
Contains 10 records.

Latest Additions



Links

- ▶ [Email contact \(private users\)](#)
- ▶ [Email contact \(commercial users\)](#)

Welcome

Welcome to the Imperial War Museum's Film and Video Archive Sales website, offering online access to the Museum's extensive film and video collection. Through this site you may view footage online, create your own Lightbox of selected films, download films and order copies on DVD.

Please [register](#) or [login](#) to access all of the facilities offered by the site.

- Watch 150 hours of film online from one of the world's great film archives.
- Download for private use or commercial use scene selection.
- Search detailed information on over 40,000 films.

Featured Film

the RIGHT MAN [Main]



0:00:00 / 0:07:34 0%



IMPERIAL WAR MUSEUM

Film and Video Archive Sales

[Home](#) [Lightbox](#) [Basket](#) [Login](#) [Register](#) [Contact](#) [Prices](#) [About](#) [Advanced Search](#)






☒ Digitised Items Only

Search Results

Search Results: 4 records found for: 'kenya'

Results per page: 24

[1]

	Film Number	Title	Production Date
 [+] Lightbox [+] Basket	CCE 202	WAR CAME TO KENYA [Main]	1941
 [+] Lightbox [+] Basket	COI 122	ALERT IN THE EAST [Main]	09-1941
 [+] Lightbox [+] Basket	COI 839	ROAD TO VICTORY [Main]	1944



IMPERIAL WAR MUSEUM

Film and Video Archive Sales

[Home](#) [Lightbox](#) [Basket](#) [Login](#) [Register](#) [Contact](#) [Prices](#) [About](#) [Advanced Search](#)



☒ Digitised Items Only

Film Record

WAR CAME TO KENYA [Main]



[Add to Lightbox](#)

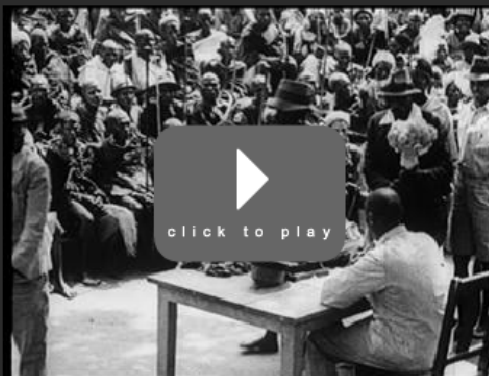


[Add to Basket](#)



[Create a Clip](#)

[Back to Search Results](#)



0:00:00 / 0:17:31 0%

Description:

Kenya's first two years of war.

Summary:

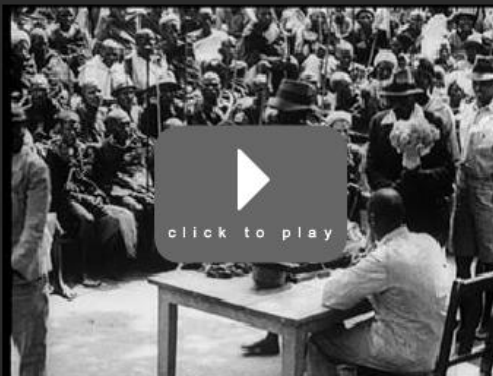
Opens with establishing shots - Mount Kenya, wild-life, black schoolchildren, white settlers; maps and headlines tell of Italian invasion of Abyssinia, outbreak of war. Men go into training with Kenya Defence Force; various forms of 'filling the gap': women farm, become nurses, amateur pilots fly patrols. Italy joins war; Governor (Henry Moore) signs proclamation - troops and supplies come to Kenya from all the Empire (map); Governor greets S African troops; some service women (vehicle maintenance, nurses, cooks etc.). (Reel 2) African Tribes (Kikuyu and Masai) make gifts to war effort; convalescent soldiers stay at a settler's farm; Governor's wife organises civilian aid scheme; Smuts visits South African troops; making armoured cars; Mombasa (docking operations, naval training, minesweeping); soldiers in training (including Indian mule-gun battery). The advance into Abyssinia, and return of Haile Selassie to Addis Ababa.

Information

Frames

Object number: CCE 202

Production date: 1941



00:00 / 01:31 0%

Description:

Kenya's first two years of war.

Summary:

Opens with establishing shots - Mount Kenya, wild-life, black schoolchildren, white settlers; maps and headlines tell of Italian invasion of Abyssinia, outbreak of war. Men go into training with Kenya Defence Force; various forms of 'filling the gap': women farm, become nurses, amateur pilots fly patrols. Italy joins war, Governor (Henry Moore) signs proclamation - troops and supplies come to Kenya from all the Empire (map): Governor greets S African troops; some service women (vehicle maintenance, nurses, cooks etc.). (Reel 2) African Tribes (Kikuyu and Masai) make gifts to war effort; convalescent soldiers stay at a settler's farm; Governor's wife organises civilian aid scheme; Smuts visits South African troops; making armoured cars; Mombasa (docking operations, naval training, minesweeping); soldiers in training (including Indian mule-gun battery). The advance into Abyssinia, and return of Haile Selassie to Addis Ababa.

Information

Frames

[15 sec](#) [10 sec](#) [5 sec](#)



0:00:00



0:00:15



0:00:30



0:00:45



0:01:00



0:01:15



0:01:30



0:01:45



0:02:00



0:02:15



0:02:30



0:02:45



0:03:00



0:03:15



0:03:30



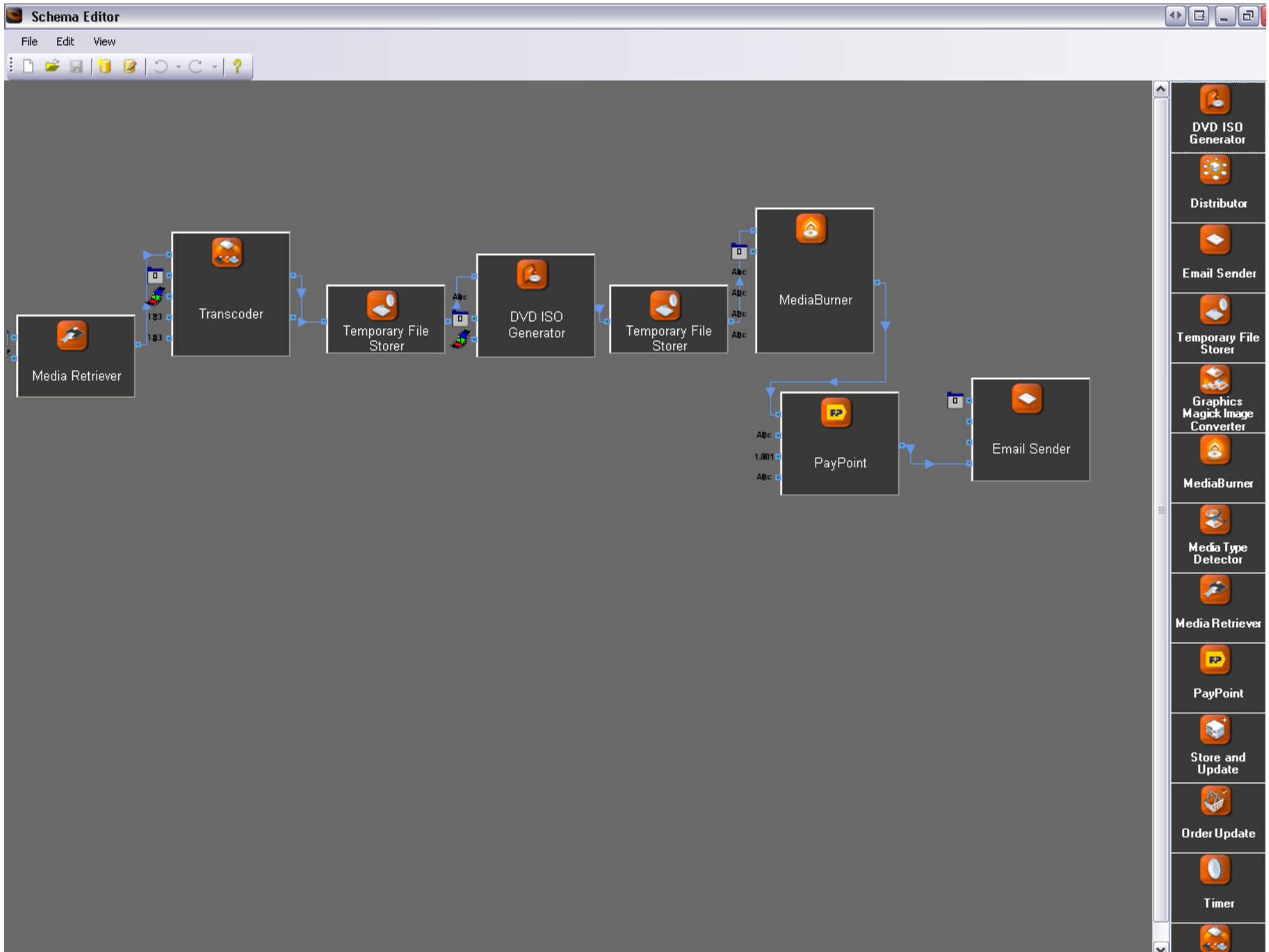
0:03:45



0:04:00



0:04:15



Record 100020889

Title

Title

Type

Object Number

Record type

Description

Web Status

Edit notes

Content Description

Content date

Content part

Content_subject

Person/Name

From

Date

Method

Acquisition number

Notes

Acquisition_documentation

Free_field

Notes

Documentation (free text)

Physical description

Aspect

Keyword

Part

Notes

Dimension

Dimension notes

Production

FLYING WITH PRUDENCE [Main]

Film: AMY 167

A dramatised instruction film made to instil in RAF flying personnel the importance of flight safety in peacetime.

Published

2000 TS

Reel 1. The film, an entertaining blend of romantic fantasy and seriousness, starts with a shot of

1945 - 1975

Ministry of Defence

Transfer

Remarks: an entertaining as well as instructive film, full of period charm. There are excellent shots of the Avro York featured in this film, taking off, landing and in flight over desert landscapes and in cloud. There is lots here for anybody interested in mid-1940s ladies' fashions, jazz (in the opening scenes of the film), speech mannerisms, 1940s notions of sex, class and empire and, of course, aviation. However, the casual racial slur used by the navigator in Reel 3

Interview with John Krish, Imperial War Museum Sound Archive Accession No. 26599/4.

35mm

Colour

BW

Footage: 2860 ft; Running time: 40 mins 33 secs

Media

Original

Private Use WMV

Private Use QT

Frames

Thumbnail

Online Flash

00:40:02:02 / 00:40:39:03

Annotations

Colour

Start

End

Description

00:35:37:00

00:36:36:00

Next day sees the Avro York transport flying in good weather and nearing the end of its long flight. Dickie's navigator tells him there's a ghost on board, a "popsie" who tore him off a strip. Dickie confesses he too has seen her but their co-pilot, old stick-in-the-mud 'Stickers' has not. Both men conclude from this observation that "maybe it's types like us she visits. Yes, types like us..." Dickie admits to Prudence that she has made him see the error of his ways and promises the final landing will be his best one yet. She warns him that the oil pressure in one of the engines is low. He briskly orders his flight engineer to fix the problem. Prudence finally explains her interest in flying and tells Dickie the reason for being on this flight.

00:36:38:00

00:40:39:00

Dickie brings the Avro York into land at Karachi airport (?) and taxis the aircraft to the airport terminal where the passengers and aircrew disembark. Inside the terminal building, Dickie walks along a corridor lined with air safety posters. He apologises to Prudence for the difficult landing. She advises him next time to watch out for the false impression of height created by tropical shimmer off the runway and says goodbye - "I shall never be very far away from you... If you keep faith with me, I'll be around". The moment she kisses him she reappears on one of the wall posters. The film ends with a montage of posters issued by the Air Ministry encouraging DAF aircrews to 'Fly with

However, to provide broadcast material to TV producers requires more sophistication. Broadcast sales require rights and price negotiations, which have to be done in the old fashioned way.



**STANDARD TERMS AND CONDITIONS GOVERNING THE
RELEASE AND USE OF MATERIAL FROM
THE IMPERIAL WAR MUSEUM'S COLLECTIONS DIVISION**
Imperial War Museum, Lambeth Road, London, SE1 6HZ U.K.

Tel +44 (0)20 7416 5291/2

fax +44 (0)20 7416 5299

e-mail filmcommercial@iwm.org.uk

1. GRANT OF RIGHTS

1.1 Subject to payment of all sums specified in Clause 2.1 and to Clauses 1.3 and 3, the Museum grants to the User a non-exclusive, non-transferable licence to incorporate the Material (or part of it) in the Project and to exploit the Material as incorporated in the Project in the Permitted Media in the Territory for the duration of the Licence Period. No other use of the Material shall be made or authorised by the User.

1.2 The Museum grants the User for the duration of the Licence Period a licence to use the trade marks **Imperial War Museum and IWM for the sole purpose of providing the credit to the Museum as specified** in section 6 of these Standard Terms and Conditions All goodwill arising from the use of such trade marks shall accrue exclusively to the benefit of the Museum.

1.3 Where the User incorporates the Material in any Electronic Media service, the rights in Clause 1 are granted only subject to the Museum's prior written approval of all agreements between the User and its subscribers or licensees which will not be unreasonably withheld or delayed.

2. PAYMENT

The User undertakes and agrees with the Museum:

2.1 to pay to the Museum the following non-refundable sums: (a) the Minimum Fee; (b) the Licence Fee; and (c) all Service Charges, in each case within 30 days of the date of the Sales Invoices relating thereto;

2.2 immediately following the final editing or publication of the Project to return a Usage Declaration

The material has to be generated from the masters at HD or SD quality, and cannot easily be delivered online because of the file sizes. So delivery is by hard disc drive.



But now the system and the workflows are in place, and we can sell film directly through the website to customers. The back-end systems are complicated, but for the user, it is supposed to be simple.

Other issues to be aware of:

System support is difficult – two database systems in the Museum, two suppliers, an IT department and a systems development department all with an interest.

Delivery formats, especially for HD, are not properly established.

Rights must always be respected, so for instance music cannot easily be included in streamed material.

Cataloguing requirements for online searching are different from traditional academic needs.

(and much more!)

