

viva physical media!

CREATING PROJECT PRIORITIES FOR THE PRESERVATION OF AN ICONIC VHS TAPE COLLECTION

THE COLLECTION

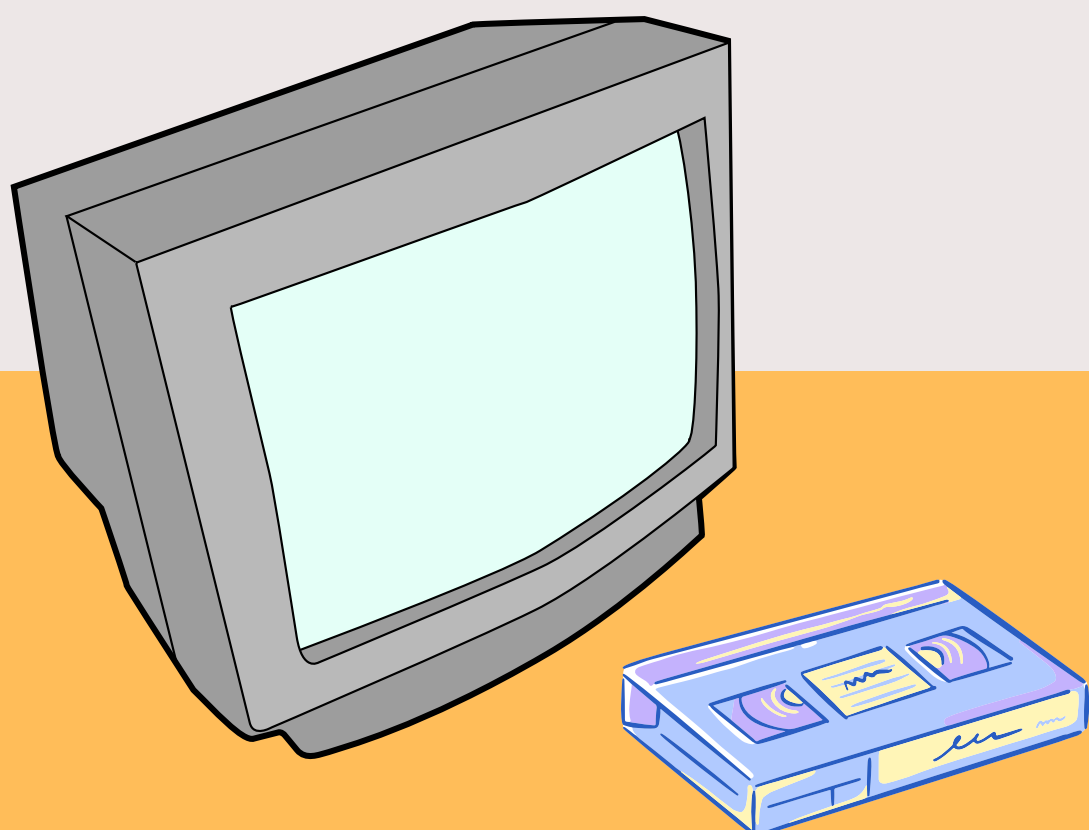
Scarecrow Video is one of the world's largest physical media collections, with over 130,000 film titles on DVD, Blu-Ray, and VHS. The institution's VHS collection is comprised of around 15,000 items.



SCARECROW
THE WORLD'S LARGEST
VIDEO LIBRARY

THE PROBLEM

VHS tape is an obsolete media format at high risk for deterioration. With such a massive collection, Scarecrow needs to be able to prioritize the rarest and most valuable titles for preservation.



THE APPROACH

VHS tapes worth over a certain dollar amount are cataloged "rental by approval," requiring a cash deposit in order to reduce risk of loss or damage. Some tapes are "orphans," without active copyright claims, which makes them candidates for digitization by Scarecrow. This project builds on previous work that defined those two categories by:

- Organizing data to easily present the scope of the collection
- Researching preservation policies of other VHS tape collections
- Conducting digitization research for top the 50 highest valued tapes
- Compiling findings and recommending next steps for further work on the collection

*The phrase "Viva Physical Media" is borrowed from Scarecrow's in-house podcast series!

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