

### **IP3 TEAM Canada Case Study Proposal 4 (revised)**

The Canadian Tourism Commission (CTC) proposes to the International Research on Permanent Authentic Records in Electronic Systems (InterPARES) 3 Project, TEAM Canada, the following case study:

#### *Policies and Procedures for Management and Preservation of Digital Assets used for Marketing and Promotion*

This case study is a revised one for CS04, which intended to study digital images only in the CTC's digital assets management system, MediaBin. With continuous developments of the system, more types of digital materials have been added to it after the original study was proposed for the purpose of further facilitating business activities, i.e., promotion and marketing. Due to this changed context, the CTC proposes to revise CS04 in order to include all types of digital materials contained in MediaBin. The expected outcomes therefore are revised accordingly, and they are:

1. Identified types of materials in the system through gaining understanding of business activities (i.e., how assets were created and how assets are being used). The identified types may link to one or more areas concerning management and/or preservation such as:
  - a. intellectual property requirements (license/agreement/restrictions, etc.)
  - b. contributions to marketing or promotion activities/campaigns
  - c. characteristics of materials (master, derivative, etc.)
  - d. file format
  - e. file size, etc.
2. Established values of the identified materials, based on
  - a. partnering agreement (or any other contractual requirements)
  - b. business units input (e.g., Brand, Marketing), etc.
3. Documented existing practices for managing the system
  - a. unit-built policies (if any)
  - b. unit-built procedures (if any)
  - c. system functionalities currently in active use
4. Recommended policies and procedures for managing digital assets for both current and long-term use

It is the CTC's understanding that the above expected outcomes may change due to later identified priorities or new focuses during the process of conducting this study.

Sherry L. Xie  
CTC Records Management Coordinator  
20100520