

Improvements to NDSF Imagery & Video Access

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The Challenges

- Diverse and evolving stakeholder needs
- Fragmented data storage, discovery and access
- Slow, manual, and inconsistent workflows
- Copyright and licensing ambiguity
- Highly cumbersome licensing process
- Untapped institutional value & limited return on investment

These challenges created inefficiency, legal risk, and missed scientific and financial opportunities.



Cross-Department Collaboration

- Data Library & Archives
- Digital Media Group (Communications)
- General Counsel
- National Deep Submergence Facility

Multiple departments are now aligned and working together—something that has not been the case before.



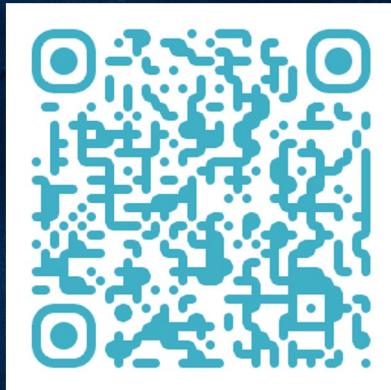
Copyright vs. License

- Copyright - Stewards of the Data
 - As archivist of NDSF video/imagery, WHOI retains copyright (except on OOI cruises) in order to track and report on data usage and to vet and facilitate licensing requests, while retaining integrity of the data.
- License
 - Permission from the copyright holder that lets others use the work in specific ways under defined conditions.



Non-Commercial Licensing Update

- Updated NDSF Data Policy
 - Pertaining to use of Video/Imagery
- CC BY-NC-SA 4.0



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Improvements Already Underway

- Updated NDSF licensing language
- Collaborative rights-aware pipeline
- New Online Media Request Form (Jira)
- Standardized Licensing Agreements (with General Counsel)
- Migration from Legacy Systems (iBase → MediaValet)

Foundational processes have already been modernized; we now need a unified platform to operationalize them.



Institutional Impact & Opportunities

- **For Science**
 - Faster review, better discovery, and AI implementation
- **For Communications & Outreach**
 - Instant access and efficient storytelling
- **For Licensing & IP Stewardship**
 - Lower risk, faster licensing, and consistent enforcement

This impact strengthens research, outreach, and licensing through faster access and stronger rights management.



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Questions?



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