

# Improvements to NDSF Imagery & Video Access

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# The Challenges

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- 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

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

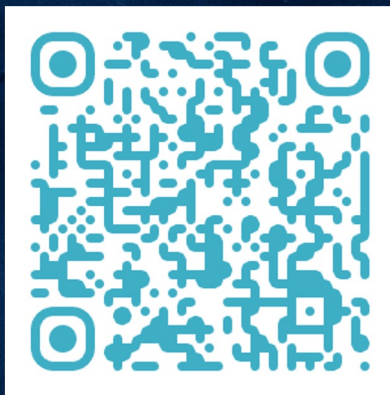
**Multiple departments are now aligned and working together—something that has not been the case before.**

# 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

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- 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

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- **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.**

## National Deep Submergence Facility

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# Questions?