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November 18, 2015

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## Digital Public Library of America and Pop Up Archive partner to make audiovisual collections across the U.S. searchable

Oakland, Calif. & Boston, MA — Libraries across the United States house tens of millions of audio and video recordings, a rich and vibrant body of cultural history and content for the public, scholars, and researchers — but the recordings are virtually impossible to search. The Digital Public Library of America is partnering with Pop Up Archive to offer discounted services to the DPLA network. DPLA Hubs and their partners will be able to take advantage of this discounted rate to make it possible for anyone to search and pinpoint exact search terms and phrases within audiovisual collections.

DPLA already provides a catalog of over eleven million records from libraries across the U.S., including many audiovisual records. Through new service offerings available exclusively to the DPLA's 1,600+ partner organizations, Pop Up Archive will automatically transcribe, timestamp, and generate keywords for the audio collections.

“We’re creating so much more digital media with every day that passes. If 300 hours of video are uploaded to YouTube every minute, for libraries to keep up with the pace of audiovisual content creation, they need practices that can radically scale to meet the pace of creation,” said Anne Wootton, CEO of Pop Up Archive.

“Our goal is to connect the widest audience with the greatest amount of openly available materials in our nation’s cultural heritage institutions, and audiovisual material has been both critical to our growing collection and less searchable than other forms,” said Dan Cohen, DPLA’s Executive Director. “We’re delighted that we can work with Pop Up Archive to provide this valuable additional service to our constantly expanding network of libraries, archives, and museums.”

Interested DPLA partners can learn more at <http://dp.la/info/pop-up-archive/>.

Since it was founded in 2012, Pop Up Archive has partnered with dozens of libraries, archives, and public media organizations to transcribe, tag, and index over 1,000,000 minutes of recorded sound, including over 10,000 audio items preserved at the Internet Archive (archive.org). Pop Up Archive was built to create digital access to audiovisual collections through simple tools for searching and sharing sound. Most recently, Pop Up Archive has embarked on projects to combine machine intelligence with crowdsourced improvements for collections at the New York Public Library and The Moth as well as the American Archive of Public Broadcasting, a collaboration between WGBH and the Library of Congress to identify, preserve, and make accessible a digital archive of 40,000 hours of public media dating back to the late 1940s.

The Digital Public Library of America strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America's heritage, to the efforts and data of science. Since launching in April 2013, it has aggregated over 11 million items from over 1,600 institutions. The DPLA hubs model is establishing a national network by building off of state/regional digital libraries and myriad large digital libraries in the US, bringing together digitized and born-digital content from across the country into a single access point for end users, and an open platform for developers. The model supports or establishes local collaborations, professional networks, metadata globalization, and long-term sustainability. It ensures that even the smallest institutions have an on-ramp to participation in DPLA.

*Pop Up Archive is funded by the John S. and James L. Knight Foundation, the National Endowment for the Humanities, and the Institute for Museum and Library Services. Pop Up Archive's partners include This American Life, the American Archive of Public Broadcasting, the Studs Terkel Radio Archive from the WFMT Radio Network, and tens of thousands of hours of audio from across the United States collected by numerous public media, storytelling, and oral history organizations. Learn more at [www.popuparchive.org](http://www.popuparchive.org).*

*The Digital Public Library of America is generously supported by a number of foundations and government agencies, including the Alfred P. Sloan Foundation, the Andrew W. Mellon Foundation, an anonymous donor, the Arcadia Fund, the Bill & Melinda Gates Foundation, the Institute of Museum and Library Services, the John S. and James L. Knight Foundation, the Whiting Foundation, and the National Endowment for the Humanities. To find out more about DPLA, visit <http://dp.la/>.*