



SHOOTING AT A MOVING TARGET

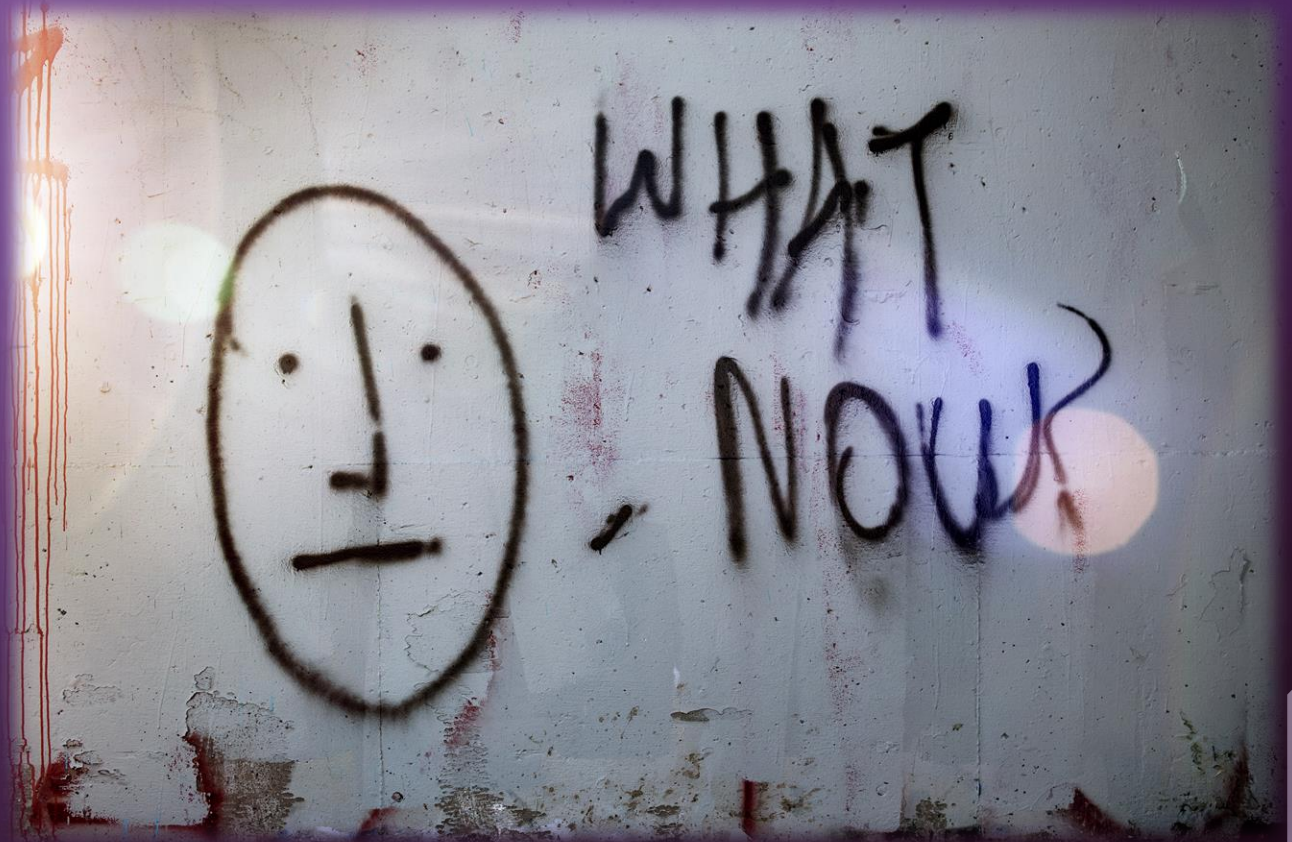
PRESERVATION PLANNING IN AN EVER CHANGING ENVIRONMENT

DO (PRESERVATION) ACTIONS SPEAK LOUDER THAN WORDS?
PRESERVATION PLANNING AND TECHNOLOGY WATCH BRIEFING DAY
TUESDAY 9TH FEBRUARY 2021

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IT CAN SEEM OVERWHELMING

- New formats
- Old formats
- Temptation to leave it to “someone else”



The image features a solid purple background. In the corners, there are white line-art designs resembling electronic circuit boards or neural networks, with lines and small circles connecting them. A large, faint, light-purple circle is centered in the background.

DO NOT GIVE INTO THAT TEMPTATION

WHY?

- Not a responsible approach
- Not a sustainable approach
- That is not what digital preservation is!

WHERE DO I START?



TAKE ACTION

- Know your collections
- Set your priorities
- Look at collecting policy/organisational aims
- Keep scanning the horizon

PLANNING FOR THE FUTURE

EXTERNAL DEPOSITS

- Much more likely to include older formats
- Less predictable file formats
- Harder to influence file formats

INTERNAL DEPOSITS

- Recently created material
- Very predictable file types
- Easier to influence file formats and software choices

PROJECTS

- Recently created material
- Very unpredictable file formats
- Depending on the circumstances can be impossible to influence file formats

WHAT THE *HEIC

*It's pronounced "heek" to rhyme with leek

Details: File format summary

[Simple search](#)[File format](#)[PRONOM Unique Identifier](#)[Software](#)[Vendor](#)[Lifecycles](#)[Migration Pathways](#)

Details for: High Efficiency Image File Format

[Save as...](#) [XML](#) | [CSV](#)[Print](#)

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Summary

Name	High Efficiency Image File Format
Version	
Other names	
Identifiers	PUID: fmt/1101 MIME: image/heif
Family	
Classification	Image (Raster)
Disclosure	
Description	The High Efficiency Image File Format (HEIF) is an image format standard defined in ISO/IEC 23008-12 - MPEG-H Part 12. HEIF can store images, image properties, thumbnails and other derivatives, plus image metadata. It can support individual images and image sequences At this time the PRONOM identification signature does not distinguish between individual images and image sequences although this may be desirable.
Orientation	
Byte order	
Related file formats	None.
Technical Environment	
Released	
Supported until	
Format Risk	

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- Identification and description
- Local use
- Sustainability factors
- Quality and functionality factors
- File type signifiers
- Notes
- Format specifications
- Useful references

- ID: fdd000525
- Short name: HEIF
- Content categories: still-image
- Format Category: file-format
- Other facets: container-wrapper, binary, structured
- Last significant FDD update: 2020-10-28
- Draft status: Preliminary

Full name	ISO/IEC 23008-12 Information technology — High efficiency coding and media delivery in heterogeneous environments — Part 12: Image File Format (formal name); High Efficiency Image File Format -- HEIF (common name)
Description	<p>The High Efficiency Image File Format (HEIF) is an international standard defined by MPEG-H Part 12 (ISO/IEC 23008-12), first published by ISO in 2017. The Scope section of ISO/IEC 23008-12:2017 states that the formats defined in the document enable the interchange, editing, and display of images, as well as the carriage of metadata associated with those images. The format defines an interoperable storage format for a single image, a collection of images, and sequences of images and also defines normative structures used to contain metadata, how to link that metadata to the images, and how metadata of certain forms is carried. HEIF is a special case of the ISO Base Media File Format (ISO_BMFF, ISO/IEC 14496-12). The recommended pronunciation of HEIF was clarified in the 2020 corrigendum to ISO/IEC 23008-12, which adds the following to the Introduction, "HEIF is suggested to be pronounced "heaff" (like heath with an ff ending)." Equivalently, other sources suggest it rhymes with "beef."</p> <p>Nokia provides a useful introduction to HEIF at HEIF: Technical information, which states, "In ISO_BMFF, a continuous or timed media or metadata stream forms a track, whereas static media or metadata is stored as items. Building on this structure, HEIF has the following basic design:</p> <ul style="list-style-type: none"> • Still images are stored as items. Typically image items are independently coded, and do not depend on any other item in their decoding. If predictively coded image items with coding dependencies are present, this is clearly signalled. Any number of image items can be included in the same file. • Image sequences are stored as tracks. An image sequence track can be indicated to be displayed either as a timed sequence or in a non-timed manner, such as a gallery of images. An image sequence track may be used instead of image items when there is coding dependency between images."

IN SHORT

- Do not be passive
- Take action on your collections
- Take part in other initiatives
- Share with others what you find





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