



Appraising Moving Images: Assessing the Archival and Monetary Value of Film and Video Records

Sam Kula, Association of Moving Image Archives

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In recent years the commercial value of moving images for use in new film and television productions has increased enormously, and gifts of moving images to cultural institutions have developed significant taxation implications. As a result, contentious issues on the monetary appraisal of moving images has added to the burden of moving image archivists.

Written by an archivist with forty years of experience in England, the United States, and Canada, *Appraising Moving Images* is a practical guide to archival and monetary appraisal of moving images for anyone who has responsibility for moving image collections. It reviews the history of moving image archives and it assesses the relevance of general archival appraisal theory and selection methodology to the work of moving image archivists; provides examples of 'best practice' in managing the life cycle of moving images, from creation to long-term preservation; and examines various approaches to monetary appraisal that have proven effective in recent years.

For film students and scholars and essential for those who have custodial responsibility for moving image collections and to those engaged in assessing their value

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