

Case study

USC School of Cinematic Arts

The University of Southern California is a global leader in the arts, business, science and medicine and largest private employer in Los Angeles. The USC School of Cinematic Arts (formerly the USC School of Cinema-Television, or CNTV) is a film school within the University of Southern California in Los Angeles, California. It is the oldest and largest such school in the United States, established in 1929 as a joint venture with the Academy of Motion Picture Arts and Sciences and is widely recognized as one of the most prestigious film programs in the world.

Throughout the 20th century and now in the 21st, the USC School of Cinematic Arts has nurtured and inspired writers, directors, scholars, entrepreneurs, producers, animators, interactive designers and others who have developed an unparalleled mastery in cinema, television and new media. The USC School of Cinematic Arts produces some of the world's visionary filmmakers who have helped to define our culture and who have left a rich legacy at USC.

"The school has been there since the late twenties so it means we have quite a collection of memorabilia, film and tape and various archives. People like George Lucas, Ron Howard and Bob Zemeckis have all graduated from USC. Many families have chosen to place their papers and memorabilia that they have collected over the years. And we want to keep those safe because not only are we interested in the future of our industry, but we see it as part of our responsibility to preserve that past and preserve those legacies, said Elizabeth Daley, Dean of USC School of Cinematic Arts.

USCSchool
of Cinematic Arts

"Iron Mountain Media & Archive Services has been enormously important with helping us understand some of the best practices in taking care of these treasures. We have many of our alumni's first student films. Since 1973, at least one alumnus of the USC School of Cinematic Arts has been nominated for an Academy Award annually, totaling 256 nominations and 78 wins. We felt like these historical assets needed to be absolutely and totally safe. I sleep better at night because I know these tapes, films and media treasures are here at Iron Mountain," Daley states. Iron Mountain Media & Archive Services protects over 22 million original masters for every major motion picture, television outlet and music label.

"If this industry was in a situation where a lot of these films are destroyed it would change the dynamics and emotions of the industry as a whole," said a graduate student at USC's film school. Situated in the heart of Los Angeles, the entertainment capital of the world, the university is near the corporate offices and production facilities of leading motion picture, television and interactive companies. Archival resources afford students access to primary-source research materials, as well as films, programs, scripts and other items from which they can draw insight and inspiration for their own projects.

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Elizabeth Daley
Dean of USC School of Cinematic Arts



Industry

- Education

Challenge

Assess, collect, and secure all assets from USC's School of Cinematic Arts archive

Solution

Iron Mountain Media & Archive Services provided a safe, secure, private vault

Value

- Preserved USC student film archival legacy
- Provided a state-of-the-art secure facility
- Enhanced USC film school's future opportunities



Protect, preserve, and promote content

Iron Mountain Media & Archive Services provided preservation expertise, secure delivery and physical preservation creating a real partnership with USC School of Cinematic Arts. Iron Mountain Media & Archive Services helped secure the confidence of USC's administration through education and expertise ensuring that its cinematic assets were going to be protected for the long term. In a program that produces more than 243 hours of motion pictures every year, safeguarding and maintaining USC's student film archive is extensive and impressive. The school can now rest assured that its massive archive is protected.

And, with its assets secure, USC School of Cinematic Arts can now expand and encourage every student's academic experience while providing a safe home for its current and historical assets.

A global leader in media protection, providing personal, corporate and digital storage – regardless of its format, location or life cycle stage, Iron Mountain Media & Archive Services has successfully managed and secured USC's film school archives.



ironmountain.com/entertainment

About Iron Mountain Media & Archive Services

Iron Mountain Media and Archive Services, founded in 1988 is the media and entertainment division of Iron Mountain Incorporated® and the go-to physical and digital media archiving service for the media and entertainment industries. They partner with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, they offer industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.ironmountain.com/industries/entertainment> for more information.

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