

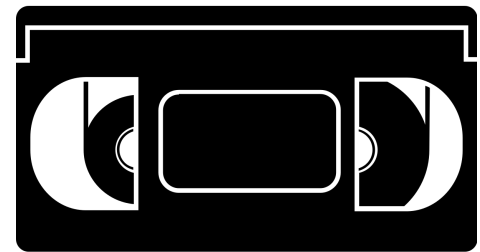
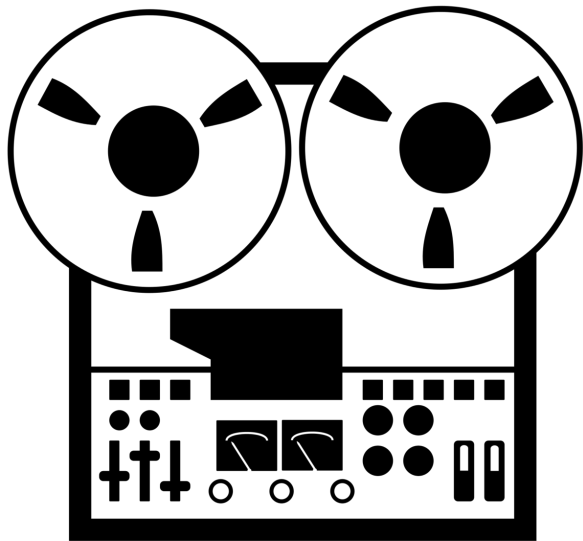
# COST OF INACTION CALCULATOR

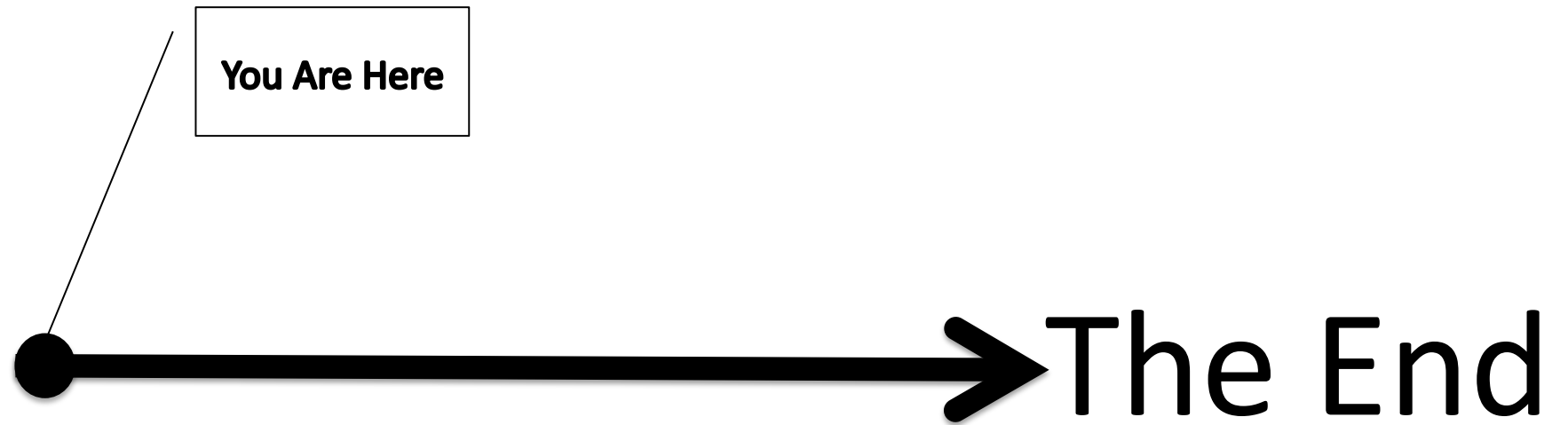
Joshua Ranger | AVPreserve | [josh@avpreserve.com](mailto:josh@avpreserve.com) | [www.avpreserve.com](http://www.avpreserve.com)

SAA 2014 Research Forum

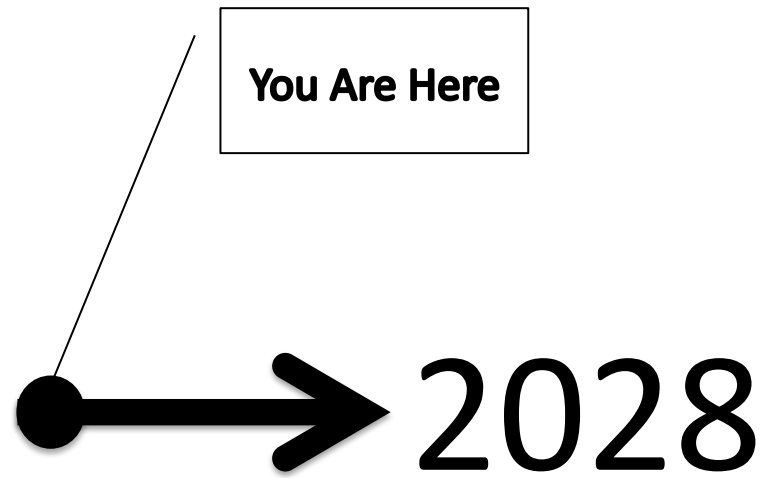
Washington, DC | 12 August 2014

# The End









How do you quantify the  
value of preservation?

History\*Culture\*Research  
=  
Invaluable

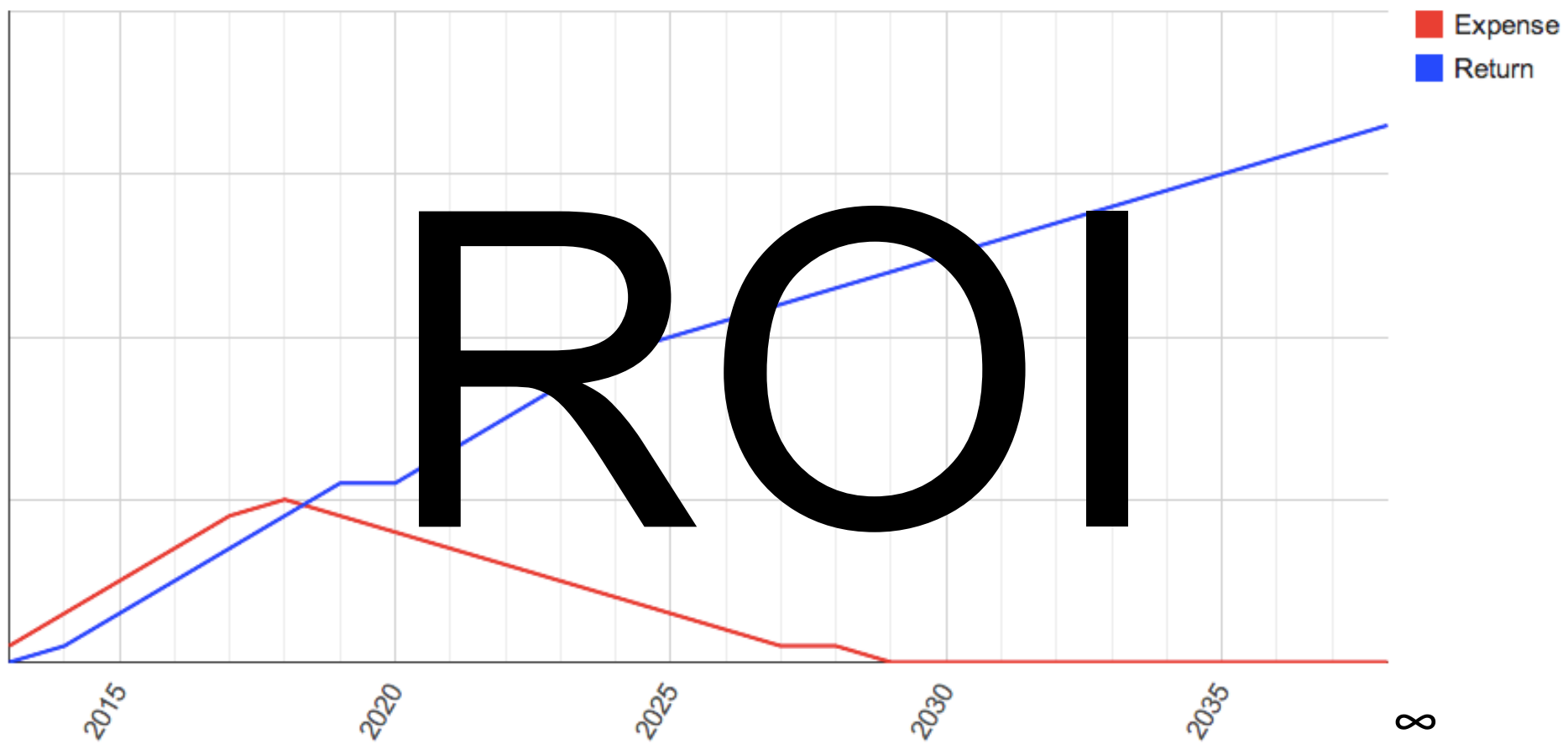
\$\$\$\$\$

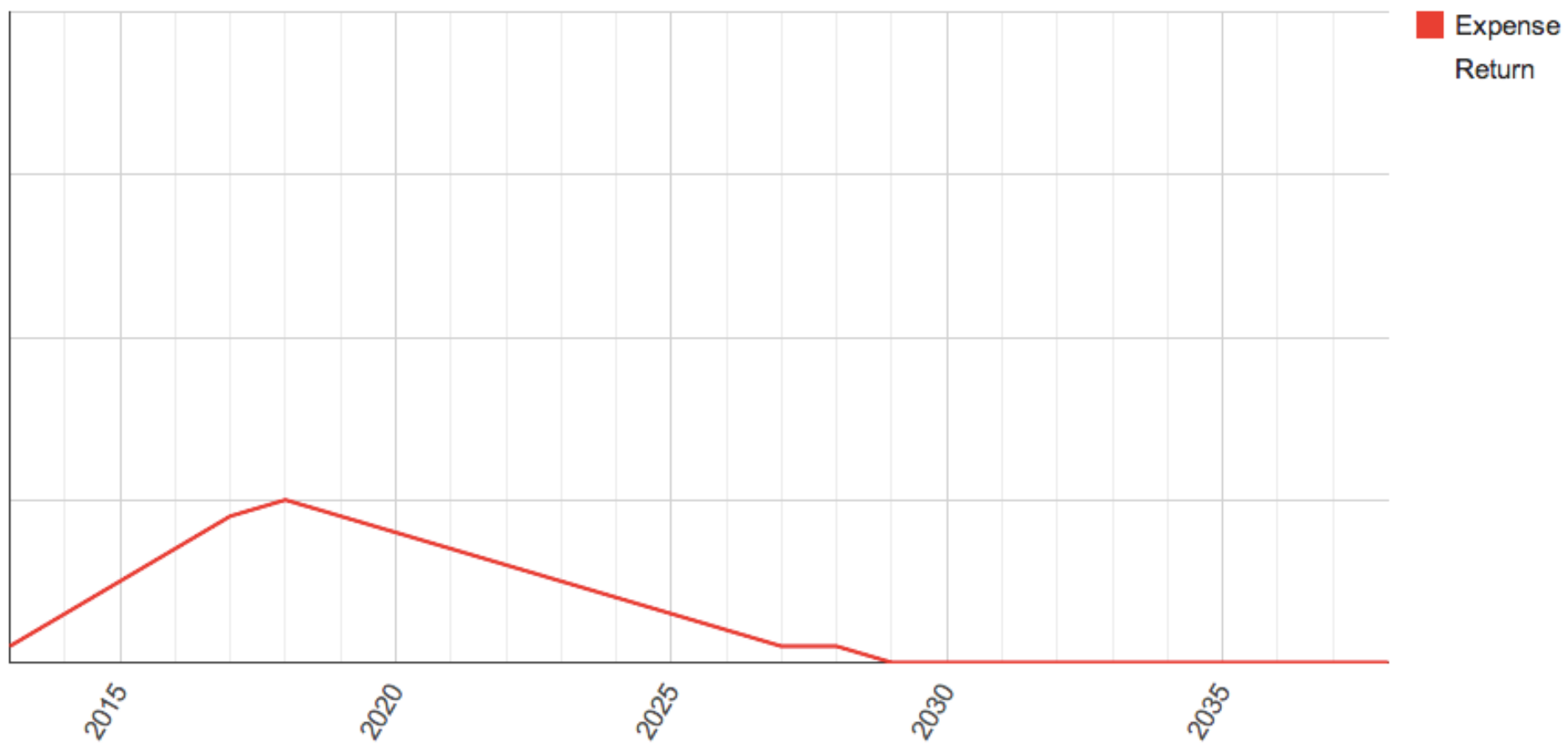
=

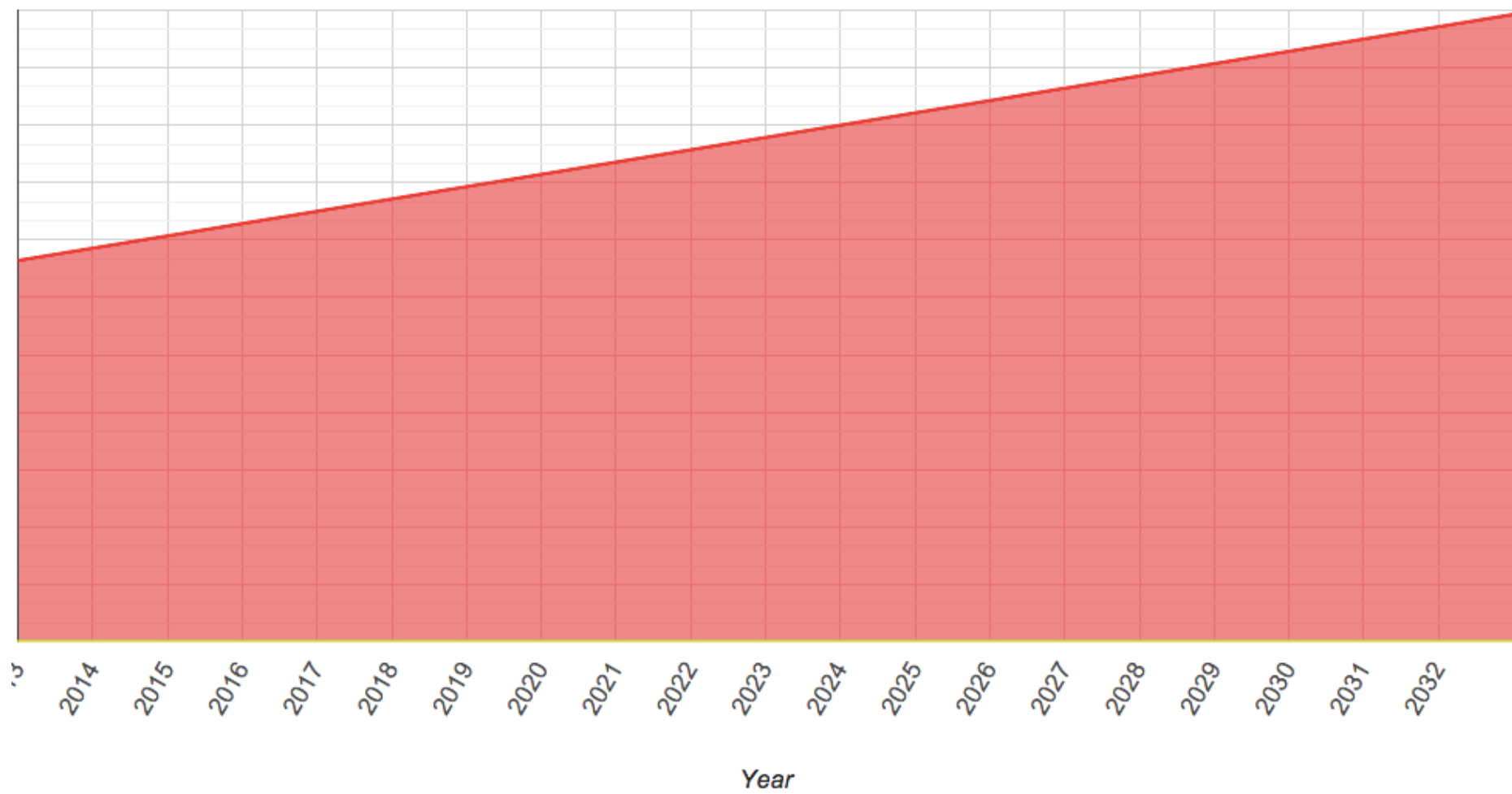
Return on Investment

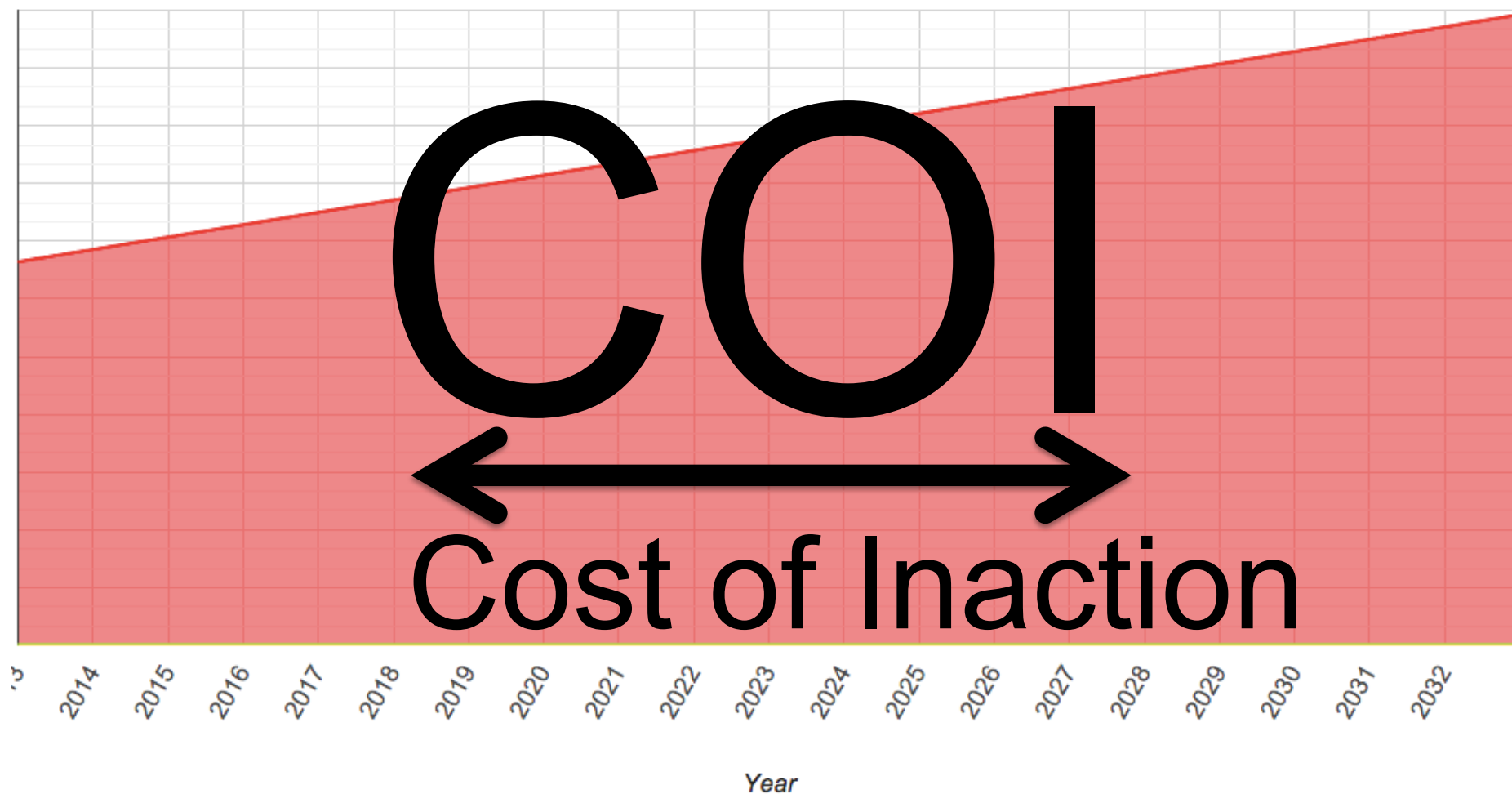












# SCENARIOS

## A

## B

## C

Digitization Budget	\$375k	\$375k	<u>\$100k</u>
Digitization Start	2020	<u>2014</u>	2014
Content Lost	37,075	16,443	40,929
Investment Lost	\$4.89M	\$1.37M	\$5.20M



# COST OF INACTION CALCULATOR



You've invested time and money to preserve the physical objects in your media collection.



However, over time audiovisual materials will become unusable due to decay and obsolescence.



The only way to save your collection is to reformat through digitization.



The cost of digitization may be great, but the cost of inaction may be even greater.

**ANALYZE YOUR COLLECTION »**

Use our calculator to analyze your Cost of Inaction



**Provides concrete data points to help**



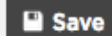
**Offers financial and non-financial**



**Generates a timeline for planning and**



**Enables comparative analysis of**



Save



Get Link



## Enter your collection details

Last year for magnetic media?

2028

2015

2050

Number of objects in collection?

50,000

1

10,000,000

Collection's audio-video percentage?

50% Video

50% Audio

Investment to date for media?

\$4,500,000

\$1

\$100,000,000

Annual cost per media item moving forward?

\$3

\$0.01

\$20

Digitization cost per

\$60

\$0.01

\$10000

Year you will start digitizing items?

2014

2014

Annual digitization

\$475,000

\$1

\$50,000,000

Storage service?

Amazon -

Annual decrease in cost of storage?

15%

0%

100%

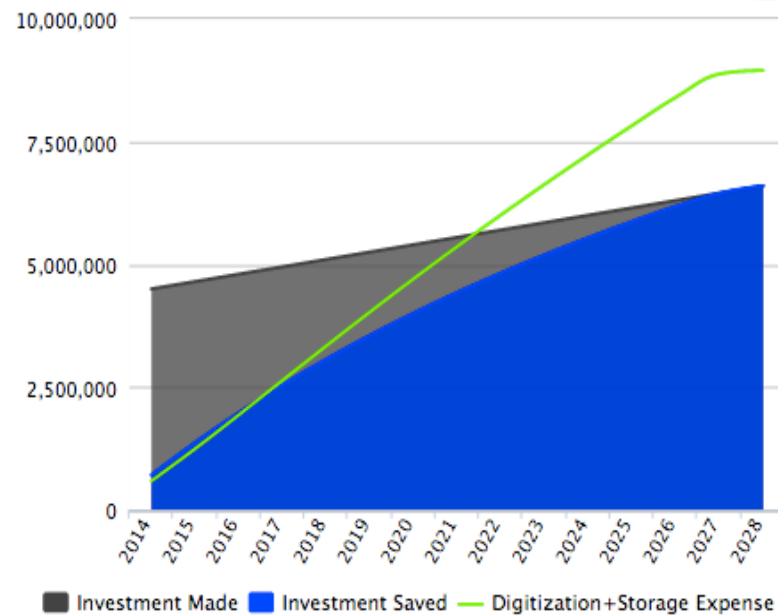
Annual increase in cost of digitization?

16%

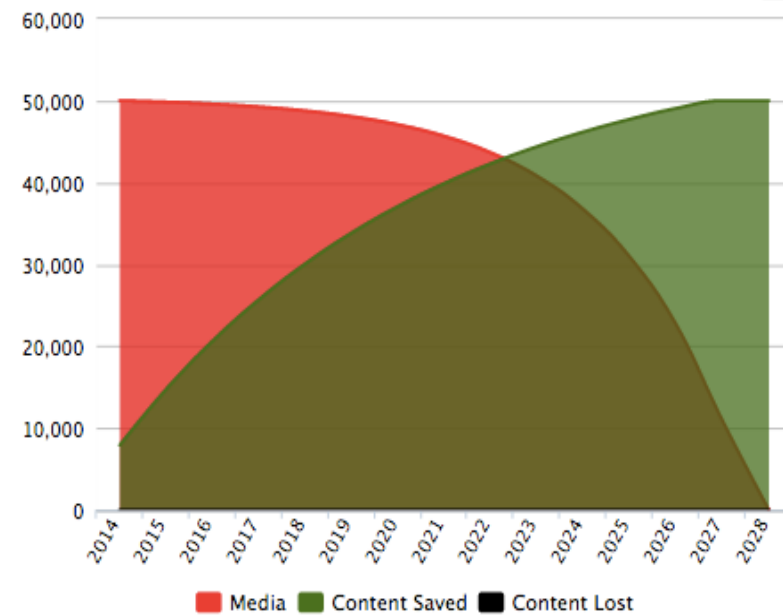
0%

100%

## Investment Analysis

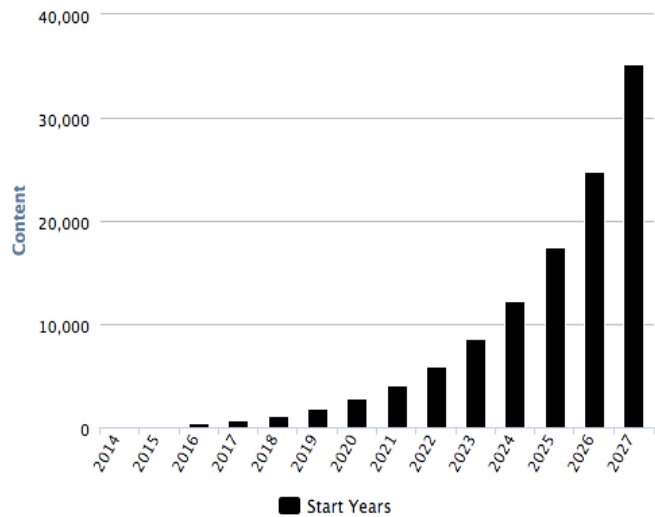


## Item and Accessibility Analysis

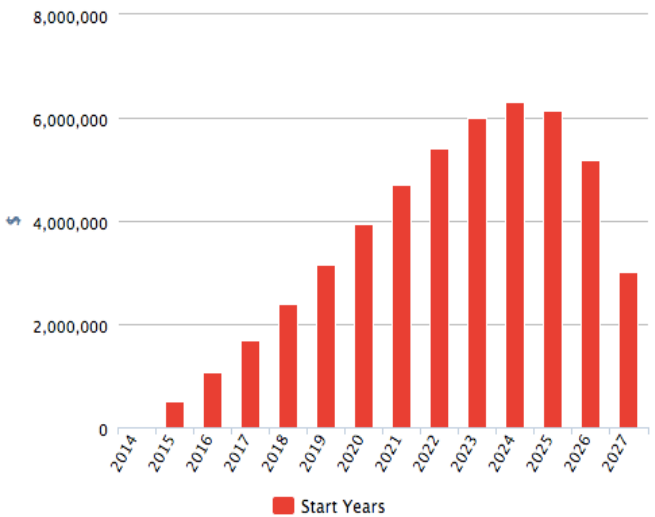




Additional Content Lost Due to Later Start Date



Additional Money Spent/Lost by Starting Later



Export to CSV



Year Digitization Started	Annual Digitization Budget Required	Storage Cost by 2028	Total Spent by 2028	Investment Lost	Add'l Spent due to later start	Spent + Lost by 2028	Content Lost	\$ Spent + Lost Cumulative Difference	Content Lost Cumulative Difference	% More \$ Spent + Lost	% More Content Lost
2014	\$473,012	\$1,136,391	\$7,758,559	\$0	\$0	\$7,758,559	0	\$0	0	100.00%	0.00%
2015	\$559,699	\$953,798	\$8,229,885	\$21,787	\$471,326	\$8,251,672	165	\$493,113	165	106.36%	0.33%
2016	\$664,271	\$797,830	\$8,769,082	\$52,563	\$1,010,523	\$8,821,645	398	\$1,063,086	398	113.70%	0.80%
2017	\$791,080	\$664,418	\$9,366,298	\$96,038	\$1,607,739	\$9,462,336	728	\$1,703,777	728	121.96%	1.46%



## Key Findings

Investment saved per \$1 of expense

\$0.74

Return

73.75%

Investment Lost

\$0

Content Lost

0

Export to CSV



Year	Media	Content Saved	Excess Items Digitized	Investment Made	Content Lost	Investment Lost	Investment Saved	Digitization Expense	Storage Expense	Digitization + Storage Expense	Investment Saved per \$1 of expense	Quality of Selection
2014	50,000	7,917	7,747	\$4,500,000	0	\$3,787,500	\$712,500	\$475,000	\$113,993	\$588,993	\$1.21	100.00%
2015	49,831	14,741	6,583	\$4,650,000	0	\$3,279,052	\$1,370,948	\$950,000	\$294,417	\$1,244,417	\$1.10	99.66%
2016	49,589	20,625	5,540	\$4,800,000	0	\$2,820,024	\$1,979,976	\$1,425,000	\$508,984	\$1,933,984	\$1.02	99.18%
2017	49,246	25,697	4,583	\$4,950,000	0	\$2,406,034	\$2,543,966	\$1,900,000	\$736,216	\$2,636,216	\$0.97	98.49%
2018	48,756	30,069	3,676	\$5,100,000	0	\$2,032,969	\$3,067,031	\$2,375,000	\$962,228	\$3,337,228	\$0.92	97.51%
2019	48,060	33,838	2,778	\$5,250,000	0	\$1,696,993	\$3,553,007	\$2,850,000	\$1,178,419	\$4,028,419	\$0.88	96.12%
2020	47,068	37,087	1,838	\$5,400,000	0	\$1,394,551	\$4,005,449	\$3,325,000	\$1,379,828	\$4,704,828	\$0.85	94.14%
2021	45,657	39,889	791	\$5,550,000	0	\$1,122,361	\$4,427,639	\$3,800,000	\$1,563,955	\$5,363,955	\$0.83	91.31%
2022	43,647	42,303	0	\$5,700,000	0	\$877,409	\$4,822,591	\$4,275,000	\$1,729,938	\$6,004,938	\$0.80	87.29%
2023	40,785	44,385	0	\$5,850,000	0	\$656,939	\$5,193,061	\$4,750,000	\$1,877,967	\$6,627,967	\$0.78	81.57%
2024	36,711	46,180	0	\$6,000,000	0	\$458,434	\$5,541,566	\$5,225,000	\$2,008,878	\$7,233,878	\$0.77	73.42%
2025	30,910	47,727	0	\$6,150,000	0	\$279,608	\$5,870,392	\$5,700,000	\$2,123,880	\$7,823,880	\$0.75	61.82%
2026	22,651	49,060	0	\$6,300,000	0	\$118,386	\$6,181,614	\$6,175,000	\$2,224,364	\$8,399,364	\$0.74	45.30%
2027	10,892	50,000	0	\$6,450,000	0	\$0	\$6,450,000	\$6,563,180	\$2,311,411	\$8,874,591	\$0.73	21.78%
2028	0	50,000	0	\$6,600,000	0	\$0	\$6,600,000	\$6,563,180	\$2,385,401	\$8,948,581	\$0.74	0.00%



## Enter your collection details

Save

Get Link

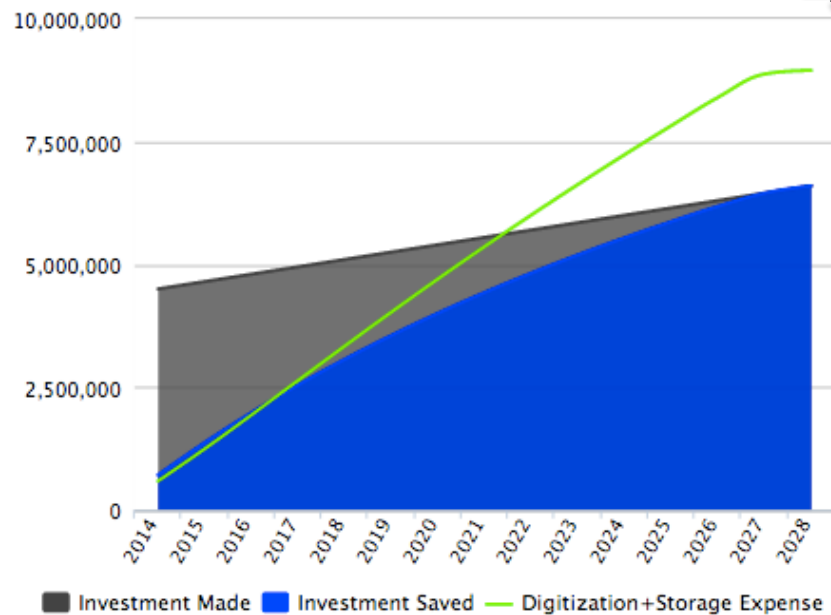


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2028	50,000	50% Video 50% Audio	\$4,500,000	\$3	\$60
2015	2050		\$1	\$0.01	\$10000

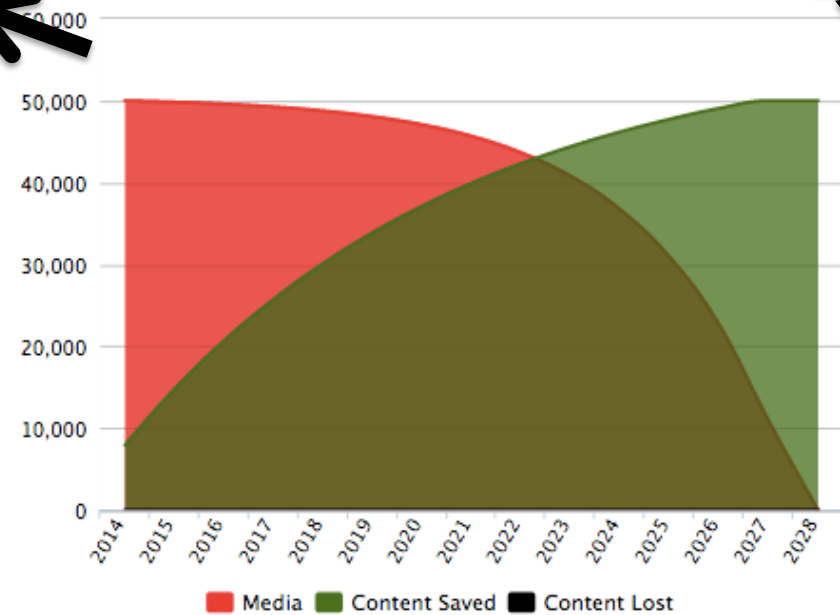
  

Year you will start digitizing items?	Annual digitization	Storage service?	Annual decrease in cost of storage?	Annual increase in cost of digitization?
2014	\$475,000	Amazon	15%	16%
2014	2028		0%	100%

## Investment Analysis



## Item and Accessibility Analysis





## Key Findings

Investment saved per \$1 of expense

\$0.74

Return

73.75%

Investment Lost

\$0

Content Lost

0



Export to CSV



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## Enter your collection details

Save

Get Link



Last year for magnetic media?

2028

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2050

Number of objects in collection?

50,000

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10,000,000

Collection's audio-video percentage?

50% Video

50% Audio

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\$1

\$100,000,000

Annual cost per media item moving forward?

\$3

\$0.01

\$20

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Year you will start digitizing items?

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2014

2028

Annual digitization

\$475,000

\$1

\$50,000,000

Storage service?

Amazon -

Annual decrease in cost of storage?

15%

0%

100%

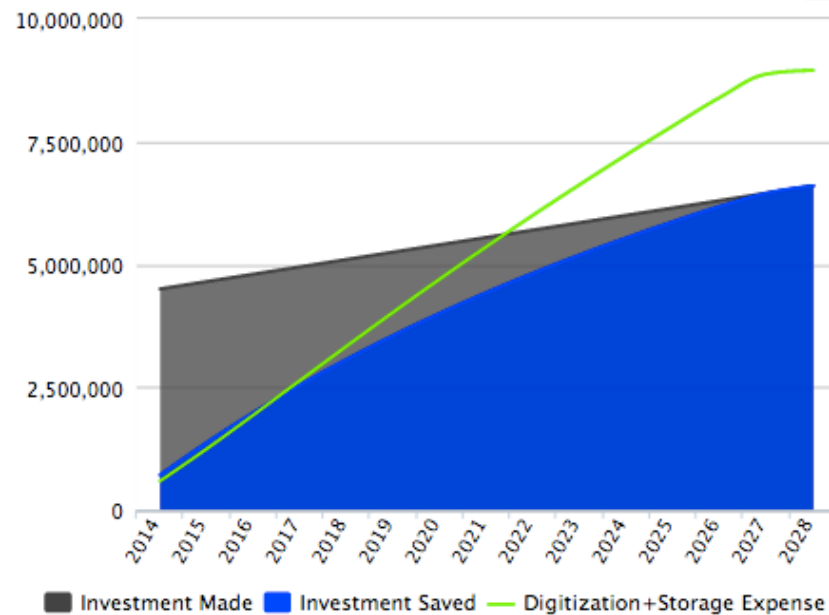
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16%

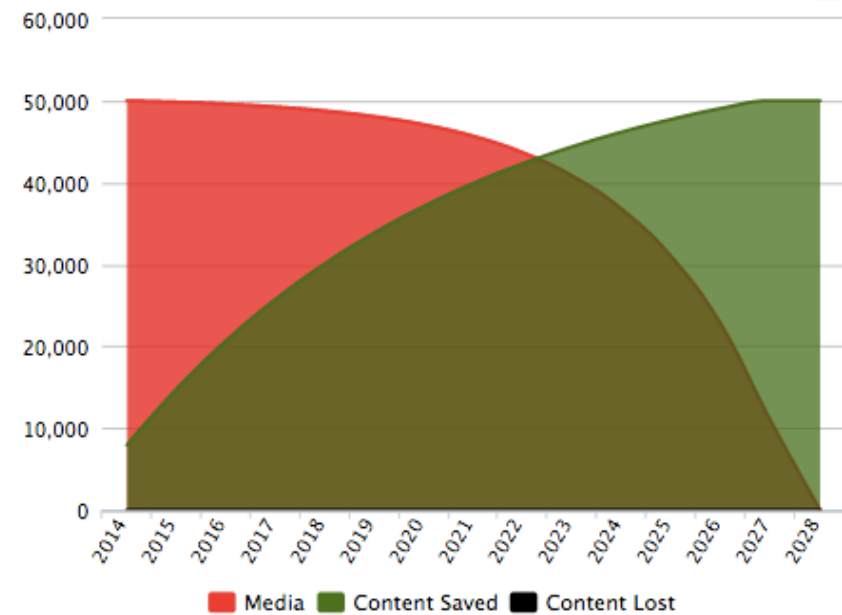
0%

100%

## Investment Analysis



## Item and Accessibility Analysis





Save

Get Link



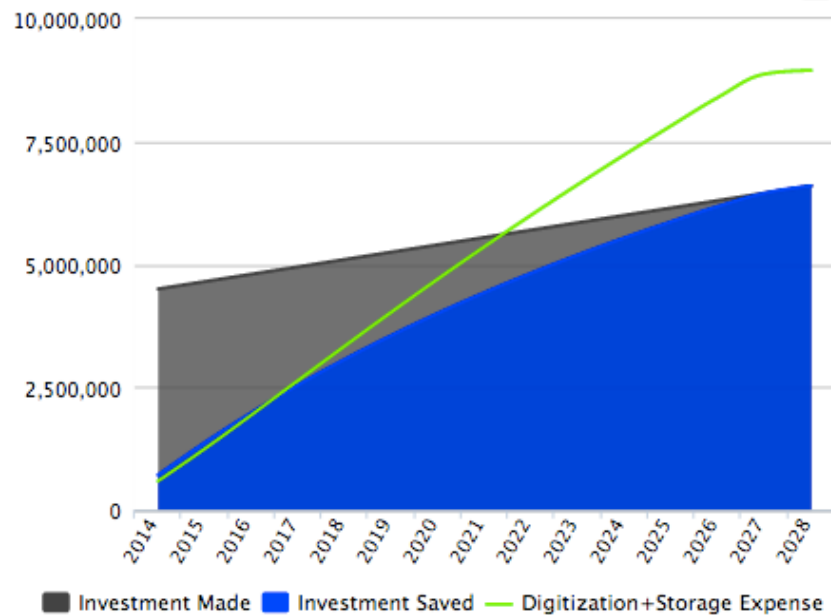
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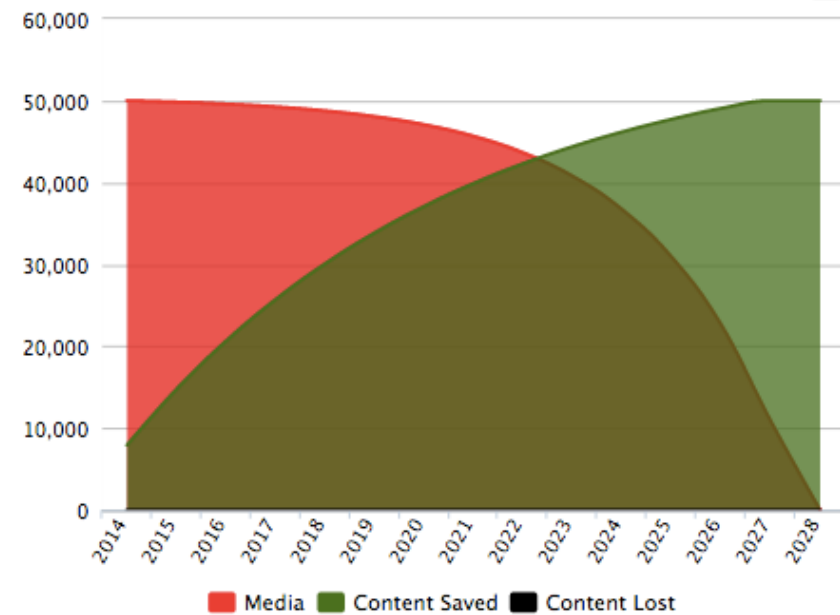
  

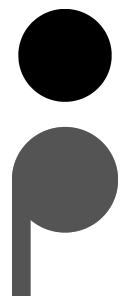
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## Investment Analysis



## Item and Accessibility Analysis





# COST OF INACTION CALCULATOR

[coi.avpreserve.com](http://coi.avpreserve.com)

Joshua Ranger | AVPreserve | [josh@avpreserve.com](mailto:josh@avpreserve.com) | [www.avpreserve.com](http://www.avpreserve.com)

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**Special Thanks to Richard Wright and Michael Casey**