THE ARCHEOLOGY OF MAINTENANCE

The Role of Information Maintenance in Sustaining Digital Archives

Best Practices Exchange 2020
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Monique Lassere
INFORMATION MAINTAINERS Refers to all those who maintain the structures, systems, and platforms through which information is transmitted, preserved, or sustain.

(The Information Maintainers, 2019)
Charles Gray Collection

Dublin Core

Title
Charles Gray Collection

Contributor
Judd Ruggill, Ken McAllister

Collection Items

E.T. Book Cart

To be determined: Did you get the manual with the E.T. Book Cart? If not, I am sure Albert Tarusso still has the PDF file and can print you off a high res manual. I think if your organization bought the E.T. Book Cart right when it was released and...

E.T.: The Extra-Terrestrial
**Business**

**Video game makers battle for shelf space**

The New York Times

LUCIO AGUSO

Lucio Agudo sells video game cartridges at his Manhattan camera shop, but it's strictly a sideline. The cartridges, which are designed to be played on home consoles, get squeezed into one or two shelves near the front of the store.

"I can't begin to stock everything," he said. "It's getting to be like the record business. You have to stock the hit games, because that's what people walk in and ask for. But I have to be very selective."

Agudo's problem: limited shelf space, is also a serious concern for the producers of the game cartridges. In the last six months, the number of cartridges on the market has more than quadrupled.

And although industrywide sales are expected to double this year, to $2 billion or more, the number of producers has already more than tripled, to 20. Analysts say that for the first time since the home game market began in the late 1970s, supply has met demand. A shakeout, they say, is imminent.

For the moment, however, the quickened competition has meant big bonuses for the television networks, which have seen advertising skyrocket, and for consumers, who have been offered a vast array of choices.

"In June 1982, there were about 100 different game cartridges on the market; now, there are about 400, and more every week," said Geoffrey Wheeler, editorial director of Game Merchandising magazine. "We'll be glutted by next year."

Some of the new game makers, like CBS Inc. and 20th Century-Fox, have entered the business well backed. Others have entered on a shoestring, hoping for a hit that could give them the big prize: shelf space.

Richard Simon, an analyst with Goldman, Sachs & Co., estimates that 10 percent of the game titles in 1983 will account for 75 percent of the sales.

Although there are six game systems, most new cartridge producers are supplying tapes for only the Big Two-Mattel and Warner Communications'-Atari and in many cases only Atari, which controls 56 percent of the game system market and is also the biggest cartridge producer. Indeed, nearly three-fourths of all the games are designed for either Mattel's Intellivision or Atari's 2600 system. One new game system manufacturer, Coleco Industries, is making cartridges for Mattel and Atari, in addition to games for its own system, ColecoVision.

According to the Television Bureau of Advertising, six of the top 10 video game advertisers in the first nine months of 1982 were buying their first commercial time, while among the top three advertisers, spending increases this year have been substantial.

Atari, the No. 1 advertiser, spent $28.5 million on television advertising in the first nine months of 1982, compared with $21.1 million for all of 1981. Mattel spent $21.1 million, compared with $8.5 million in 1981. Activision, which was the first company to begin supplying only game cartridges for Atari, in 1979, spent $30 million, up from $600,000 last year.

Traditionally, video games have been aimed mostly at young men and boys, and the cartridges, priced between $25 and $35, have been derived largely from the arcades. The primary themes have been violence and other worlds.

Today, many of those traditions are breaking down, as producers look for openings in the crowded field.

Simon at Goldman, Sachs said that while opportunities still exist for people who have "good games, powerful marketing and the ability to secure distribution," the extreme supply shortage that existed in 1981 has ended.

"It was a wonderful window to enter the business; you could build up a power base immediately," he said. "Yet if those same companies tried to enter the market in 1983, with the same talents, they would find it much more difficult. It's a tough business now."

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**Atari video games take plunge into concrete**

WITH the video-game business going strong, some manufacturers have been dumping their excess game cartridges on the market at depressed prices. Now Atari Inc., the leading video game manufacturer, has taken dumping one step further.

The company has dumped 14 truckloads of discarded game cartridges and other computer equipment at the city landfill in Alameda County, Calif. Guards kept reporters and spectators away from the area as workers poured concrete over the dumped merchandise.

Atari lost $138.8 million in the second quarter of the current fiscal year, largely because of a sharp drop in video game sales.

Despite growing pessimism about the future of the home microcomputer industry, one of the country's leading microcomputer retail chains, ComputerLand, says the industry is still very much alive. ComputerLand started in 1979 and has now grown to some 200 outlets in 25 countries.

But what may be true for the US market is not necessarily the same for the local industry. According to some retailers, sales here have just not taken off in the way they have overseas.

However, in Australia, ComputerLand says it expects to open shops at a rate of 100 per cent increase in sales and that this type of growth is expected for the next few years.

There are now 12 stores in Australia and there are a further 16 due to be opened for 1984.
Atari Dig Cartridges ET in Box #8194

Item condition: Used

Time left: 8d 22h 11/13, 7:09PM

Current bid: US $360.00

[ 15 bids ]

Enter US $365.00 or more

Place bid

Located in United States

Shipping: $12.00 Expedited Shipping | See details

Item location: Alamogordo, New Mexico, United States
Ships to: United States
Sociotechnical consequences on our profession

- A proliferation of digital objects
- Planned obsolescence and limited interoperability
- Power dynamics of mainstream digital media production and stewardship
Information Maintenance within Digital Archives
Key problems born-digital archives pose

**Context**
- Performative materiality

**Balancing privacy and authenticity**
- Forensic materiality and disk images

**Access and Management**
- Distributed materiality
  - Software and hardware components
Sustaining Practices
Sustaining Infrastructure
WHAT HAPPENS AFTER INNOVATION IS LARGELY LEFT TO US
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