



europeana

connect

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# Europeana Metadata Licensing Towards 2011 (Danube)

EFG Meeting

Berlin, 17.02.2011

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# Note: This is only about Metadata


The screenshot shows a web browser window displaying the Europeana website. The address bar shows the URL: <http://www.europeana.eu/portal/record/01004/AC2B3AA843934B18E804DD40BF6E78DD9C04067F.htm?query=mona+lisa&tab=&start=4&startPage=1&view=table&pageI>. The page features the Europeana logo with a 'beta' badge and the tagline 'europeana think culture'. A search bar contains the text 'mona lisa' and a 'Search' button. Below the search bar, there are navigation links: 'My Europeana', 'About us', 'Communities', 'Partners', 'ThoughtLab', and a language selection dropdown. The main content area displays 'Item details' for 'Mona Lisa - 2000'. On the left, there is a 'Related content' section with 'Items' and 'Actions' (Add a tag, Save to My Europeana, Embed, Login, Register). The 'Item details' section includes a thumbnail image of the Mona Lisa and a metadata table:

<b>Title:</b>	Mona Lisa - 2000
<b>Date:</b>	1977
<b>Creator:</b>	Jansong, Joachim
<b>Description:</b>	Jansong, Joachim, Mona Lisa - 2000
<b>Language:</b>	de-DE
<b>Format:</b>	image/jpeg
<b>Source:</b>	SLUB/Deutsche Fotothek
<b>Rights:</b>	Deutsche Fotothek
<b>Provider:</b>	Deutsche Fotothek; Germany

At the bottom of the metadata section, there is a link 'View in original context' with the note 'Opens in a new window'.

# Note: This is only about Metadata

The screenshot shows the Europeana website interface. At the top, there is a navigation bar with links for 'My Europeana', 'About us', 'Communities', 'Partners', and 'ThoughtLab', along with a language selection dropdown. A search bar contains the text 'mona lisa' and a 'Search' button. Below the search bar, the 'Item details' section is highlighted with a red border. This section includes a thumbnail image of the Mona Lisa and a metadata table for the item 'Mona Lisa - 2000'. The metadata table lists the following information:

	<b>Mona Lisa - 2000</b>
<b>Title:</b>	Mona Lisa - 2000
<b>Date:</b>	1977
<b>Creator:</b>	Jansong, Joachim
<b>Description:</b>	Jansong, Joachim, Mona Lisa - 2000
<b>Language:</b>	de-DE
<b>Format:</b>	image/jpeg
<b>Source:</b>	SLUB/Deutsche Fotothek
<b>Rights:</b>	Deutsche Fotothek
<b>Provider:</b>	Deutsche Fotothek ; Germany
	<a href="#">More</a>

Below the metadata table, there is a link 'View in original context' with the subtext 'Opens in a new window'. To the left of the item details, there is a 'Related content' section with a list of items and a 'Actions' section with links for 'Add a tag', 'Save to My Europeana', and 'Embed'. The Europeana logo and 'think culture' tagline are visible in the top left corner of the page.

# Note: This link drives traffic to Partner's site

The screenshot shows the Europeana website interface. At the top, there is a navigation menu with links for 'My Europeana', 'About us', 'Communities', 'Partners', 'ThoughtLab', and a language selection dropdown. A search bar contains the text 'mona lisa' and a 'Search' button. Below the search bar, the 'Item details' section is visible. On the left side of the page, there is a 'Related content' section with 'Items' and 'Actions' (Add a tag, Save to My Europeana, Embed, Login, Register). The main content area displays a thumbnail of the Mona Lisa painting and a metadata table for the item 'Mona Lisa - 2000'. The metadata includes fields for Title, Date, Creator, Description, Language, Format, Source, Rights, and Provider. A red box highlights the 'View in original context' link at the bottom of the metadata section, which includes the text 'Opens in a new window'.

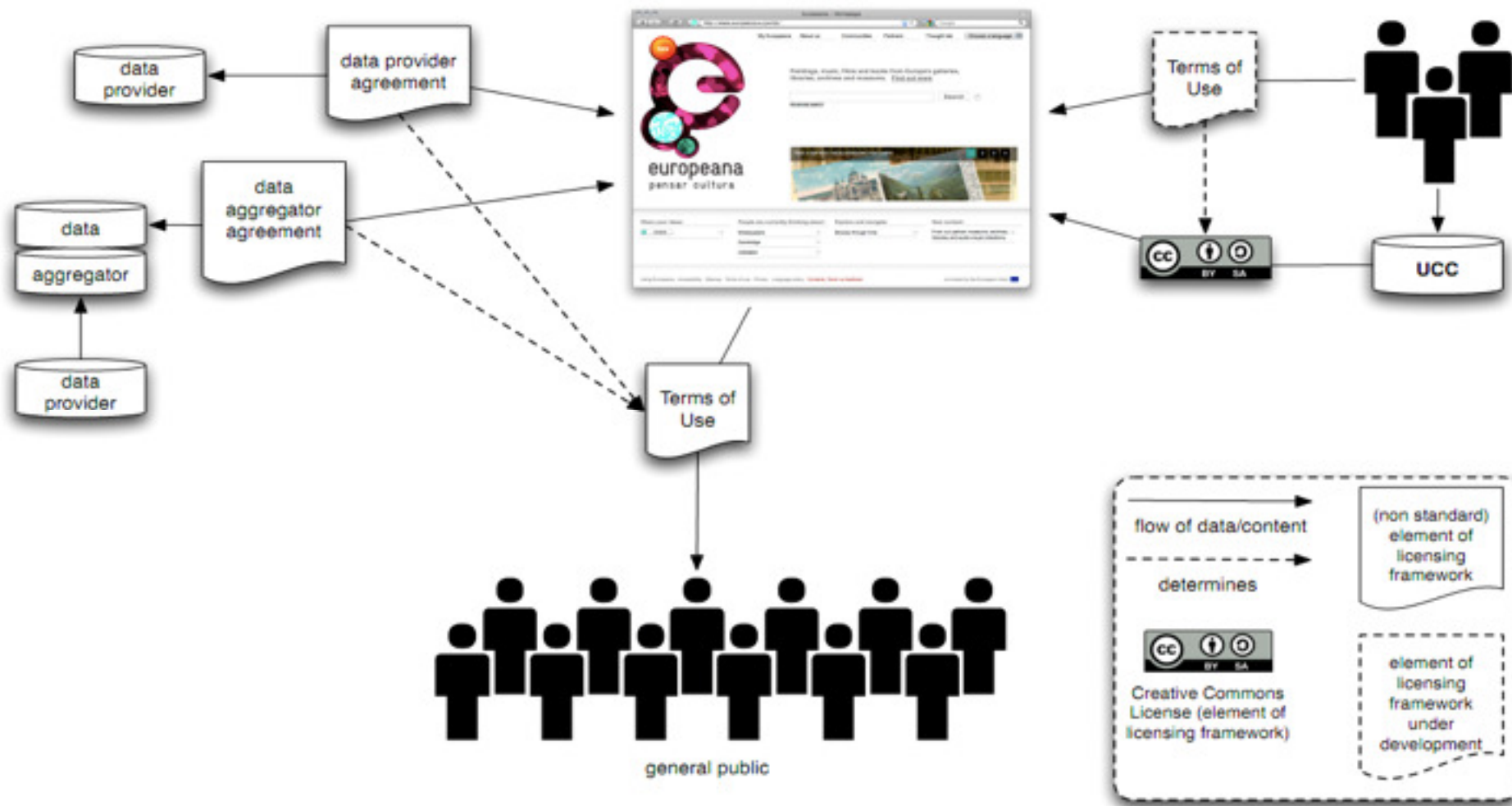
Title:	Mona Lisa - 2000
Date:	1977
Creator:	Jansong, Joachim
Description:	Jansong, Joachim, Mona Lisa - 2000
Language:	de-DE
Format:	image/jpeg
Source:	SLUB/Deutsche Fotothek
Rights:	Deutsche Fotothek
Provider:	Deutsche Fotothek; Germany

# Overview

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- Rhine Metadata licensing
- 2 Problems with Rhine Metadata licensing that need solving
  - Non-standard « Terms of Use »
  - Incompatibility with Danube technology
- Towards Danube Metadata Licensing
  - Virtuous circle: Danube Technology and new Metadata agreements
  - Process to draft new agreements (Sept-Dec 2010)
  - First results of feedback

# Current status - Rhine agreements



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- Data Provider and Data Aggregator Agreements
  - Signed >90%
- Terms of Use online:
  - <http://www.europeana.eu/portal/termsofservice.html>



# Rhine Problem 1 – Homegrown “Terms of Use”

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- Terms of Use for end-users are non-standard
  - “Similar” to Creative Commons BY-SA-NC, but not interoperable
  - Nobody else on the internet uses “Europeana Terms of Use”
  - Difficult to re-use Europeana Metadata for Education, Wikipedia, even search engines and Europeana Partners
  - Conflict with “Distribute” and “Engage” strategic tracks



# Why does licence interoperability matter?

**HTTP/FTP/etc...**

**Links & documents**

**TCP/IP**

**Network**

**Ethernet**

**Cables & Computers**

# Why does licence interoperability matter?

**Open content licenses**

**Knowledge & culture**

**HTTP/FTP/etc...**

**Links & documents**

**TCP/IP**

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## Rhine Problem 2 – Incompatible with Danube technology

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- Not compatible with new Danube Metadata standard
  - EDM – Europeana Data Model is based on Linked Open Data
  - Linked Open Data is based on links
  - Links cannot be subject to restrictions (“non-commercial use only” or “share-alike” restrictions)
  - Linked Open Data requires “seamless chain of authorisation”
- EDM Primer <http://bit.ly/EDMPrimer> (“Must read”)

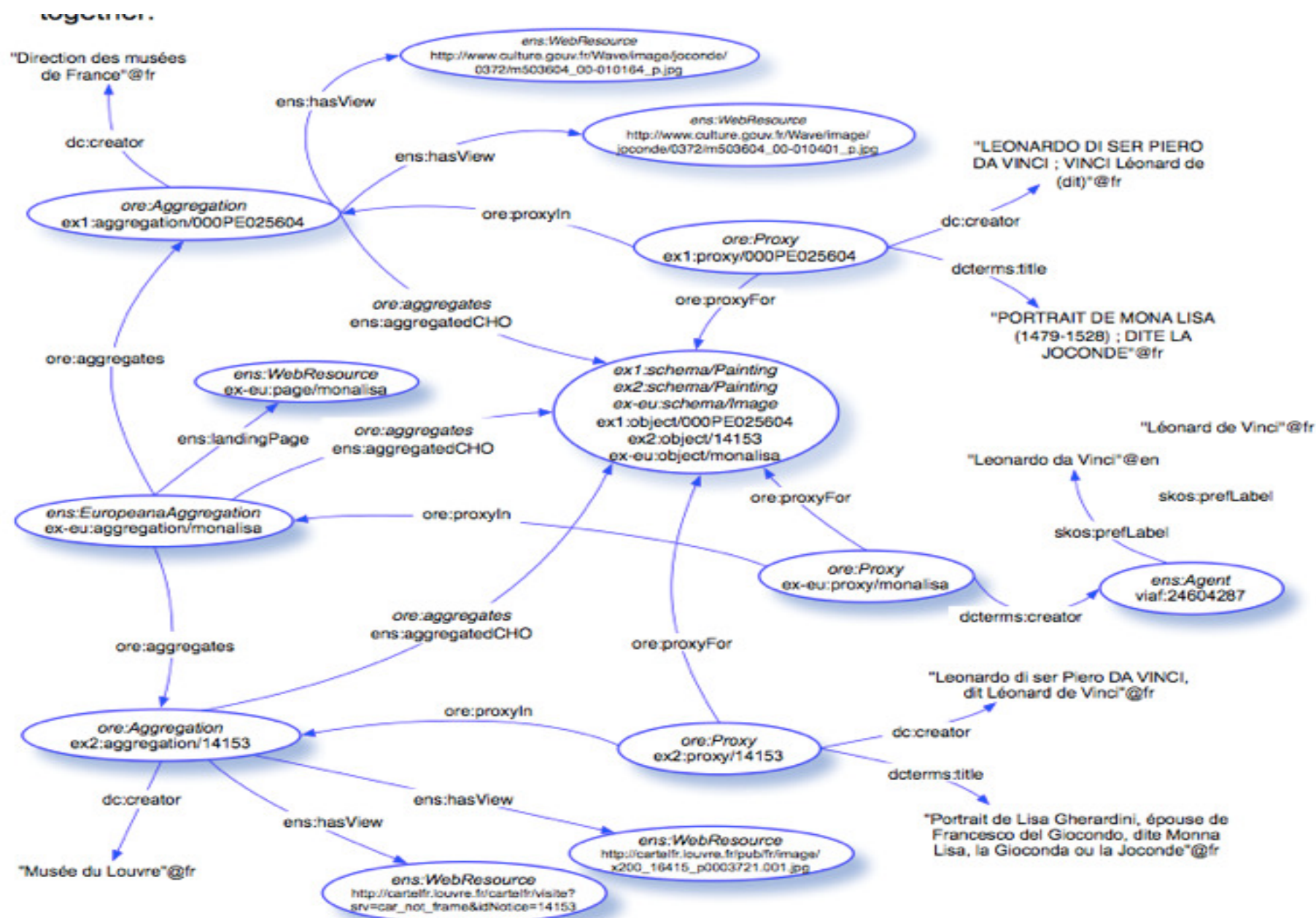
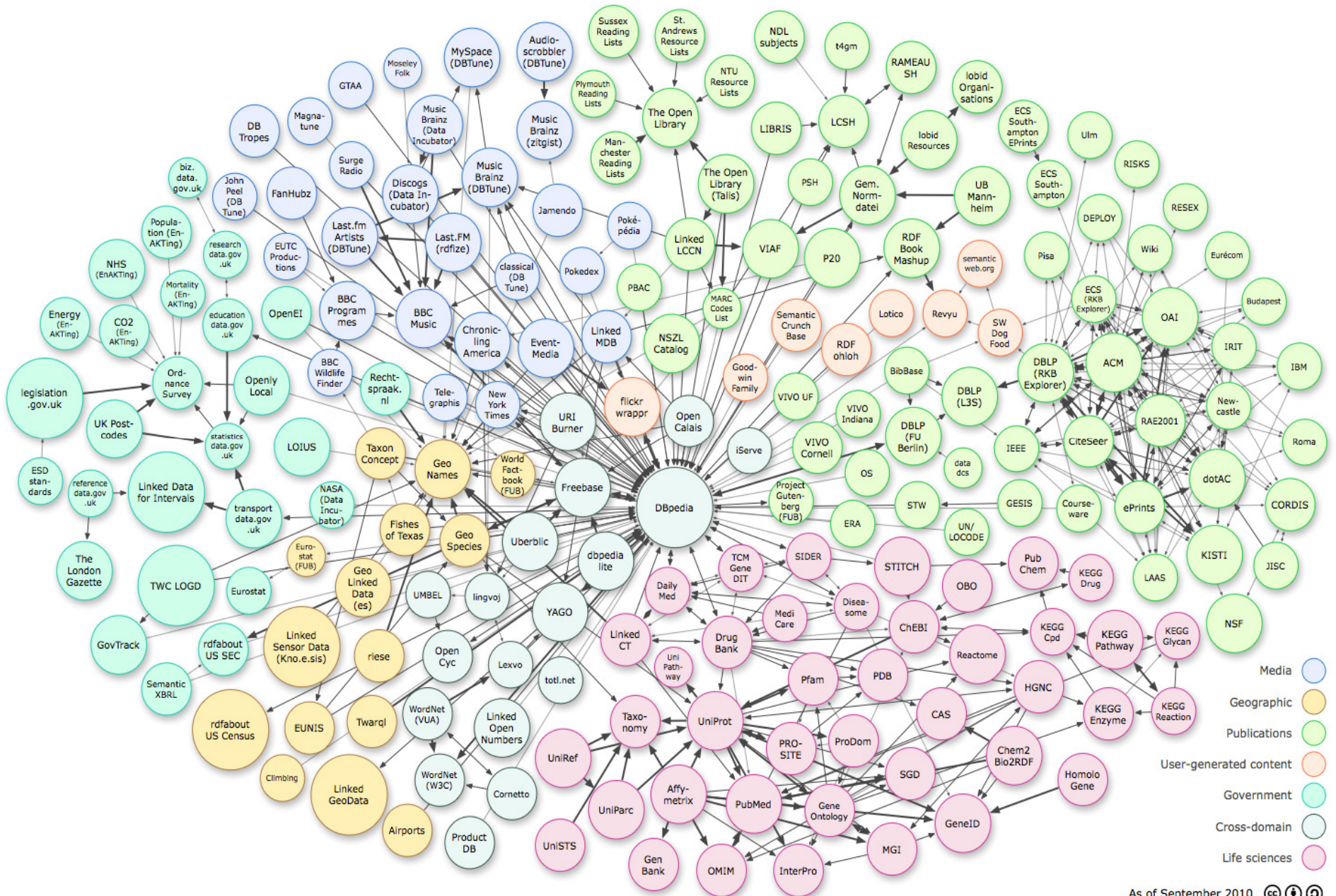


Fig. 9. Europeana aggregation—complex case with two providers for the object.





# Benefits of Open Linked Data

- Europeana Data Model (EDM) preserves complex metadata
  - Rhine standards (ESE) normalised metadata to common denominator
  - EDM preserves complex, hierarchical structures as in EAD (archives), LIDO (museums) and METS (libraries)
- Partners of Europeana are authorities for cultural metadata
  - Re-use the metadata (Science, education, tourism)
  - Drive traffic to Partner's sites to view digital objects
  - Stay relevant on the internet

# Benefits of Open Linked Data

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- Links available *between* different datasets
  - Opening up silos
  - You can create data about resources held by others
  - Others can create data about your resources

Example:

- Wikipedia tries to move to a Linked Open Data model
- Instead of describing knowledge using free form text (and different languages..) it will present linked facts in an open repository

# Benefits of Open Linked Data

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- Enable other organizations to innovate, provide new experiences and reach new audiences
  - In the creative economy, many of these organisations are businesses
  - The Europeana “Data Hub” helps Partners to reach new audiences for their digital objects (Education, Science, Tourism, ...)





# Process: Towards Danube Metadata agreements

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- New transparent process, involving partners from the start
- 5 intensive workshops with partners (sept-dec 2010)
- Subject explored: "Your Metadata on the Web"
  
- Workshop documentation shared, full report forthcoming
  
- First draft of Danube agreements available end of 2010
- First consultation round ended 13th January 2011,
- Second draft available week 8 2011
- Second consultation round forthcoming



# Workshops: Results

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- Main agreement changes discussed
  - Drop “Non-commercial use only” (NC)
  - Drop “Share-alike” restriction (SA)
  - Simplify agreements
- « Loss of control » fear
  - Only give to Europeana what you are comfortable with
  - If commercially relevant metadata: strip or keep (No need to provide complete metadata)
  - No need to provide metadata for complete or all collections

# Workshops: Results

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- Automatic translation as a danger for integrity
  - All translations will be marked as translations and linked to original metadata
- Licence interoperability
  - Goals: No strings attached & seamless chain of authorisation
  - Use a rights waiver like Creative Commons Zero, PDDL or similar.
- Simplify agreement
  - 2<sup>nd</sup> draft completely restructured, trying to have only one single « Data Exchange Agreement »

## Further information

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- EDM Primer (“Must-read”)
  - <http://bit.ly/EDMPrimer>
- Linked Data W3C Use Cases
  - <http://www.w3.org/2005/Incubator/lld/wiki/UseCases>

Thank you,  
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