Europeana, Innovation and Cultural Content online

Where do we stand, challenges and opportunities

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ICTPSP
ICT POLICY SUPPORT PROGRAMME

European Commission
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Agenda

- Our vision for Europeana
  - The political building blocks
- Openness – key to achieving the vision
- Commission support to innovation

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Ambitions for Europeana

- *Enriching and diversifying collections and users experience - reaching more than 30 Million objects by 2015*
  - *Improve functionalities – interactivity – multilingual aspects, new ways of searching, displaying and re-using content*
  - *Engage with new user groups and broaden the use, for example in educational contexts*
- *A hub for the creative industries*
  - *Step up efforts for wider use of content*
  - *Explore re-use scenarios*
  - *Inspire creation of content and new online services*
  - *Facilitate economic activity based on digitised cultural resources.*
- *A platform also for in-copyright material*
  - *Full respect of the underlying intellectual property rights*

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FURTHER DEVELOPMENT OF EUROPEANA

THE COUNCIL CONSIDERS THAT IT IS NECESSARY TO

- ***Increase the number of objects**, both public domain works and works covered by intellectual property rights….*
- *… ensure **the widest availability of public domain works after their digitisation**.*
- *… find a **better balance between the different types of content***
- *… **increase the number of objects from libraries, museums, archives and audiovisual collections***
- *… promote ….the **widest access for users to content***
- ***… Ensure a central place for the user***
- *encouraging **interactivity** by enabling users to make an active contribution to the site*
- *ensure that **content is uploaded in respect of the relevant legal provisions***
- *Where possible… **use open formats***
- *….facilitate **appropriate re-use** and **adaptation***

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The new Renaissance

Report of the Comité de Sages

- Presented to the Commission on 10 January 2011
- Stresses the economic aspects next to the cultural aspects
- ‘Access’ is the central concept
- Digitisation is more than a technical option, it is a moral obligation

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Access to and use of public domain material

The issue

- Access to and use of the material not guaranteed
- Status and practices differ within Member States

Key recommendations:

- Make digitised public domain material widely available for access and use
  - Avoid intrusive watermarks
- Unify the rights status of digitised public domain material
- Make metadata widely and freely available for re-use

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Openness

- Open software
  - Distributed peer production and review, quality software, wide availability
- Open content and metadata
  - The digitised public domain material should be as open as possible for access by the citizens and for use in new products and services, and the same goes for the descriptions of the content.
- The potential of linked data
  - Cultural material can become an important pillar of the Commission's open data strategy that will be outlined later this year in connection with the review of the Directive on the re-use of public sector information.
  - The successful 'hackathons' experience

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The Commission's strategy

- Political level:
  - work with Member States - Recommendation coming soon
- Financial level:
  - CIP ICT PSP Programme
  - RTD on digital cultural and semantic technologies

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EU funding 2005-2011* Europeana and wider area of digital libraries

- *~145 M€ funding to target area cultural content/digital libraries*

- *~51 projects contributing to Europeana and wider accessibility of European cultural heritage*
  - *covering content from e.g. National Libraries, National Archives, film archives, TV broadcasters and local cultural institutions*

CIP ICT PSP Programme - 23 projects overall (of which 11 under negotiation) 77.5 M€

- Core platform: 3 projects
- Aggregation: 11 projects
- Digitisation: 9 projects

*eContentplus and CIP ICT PSP

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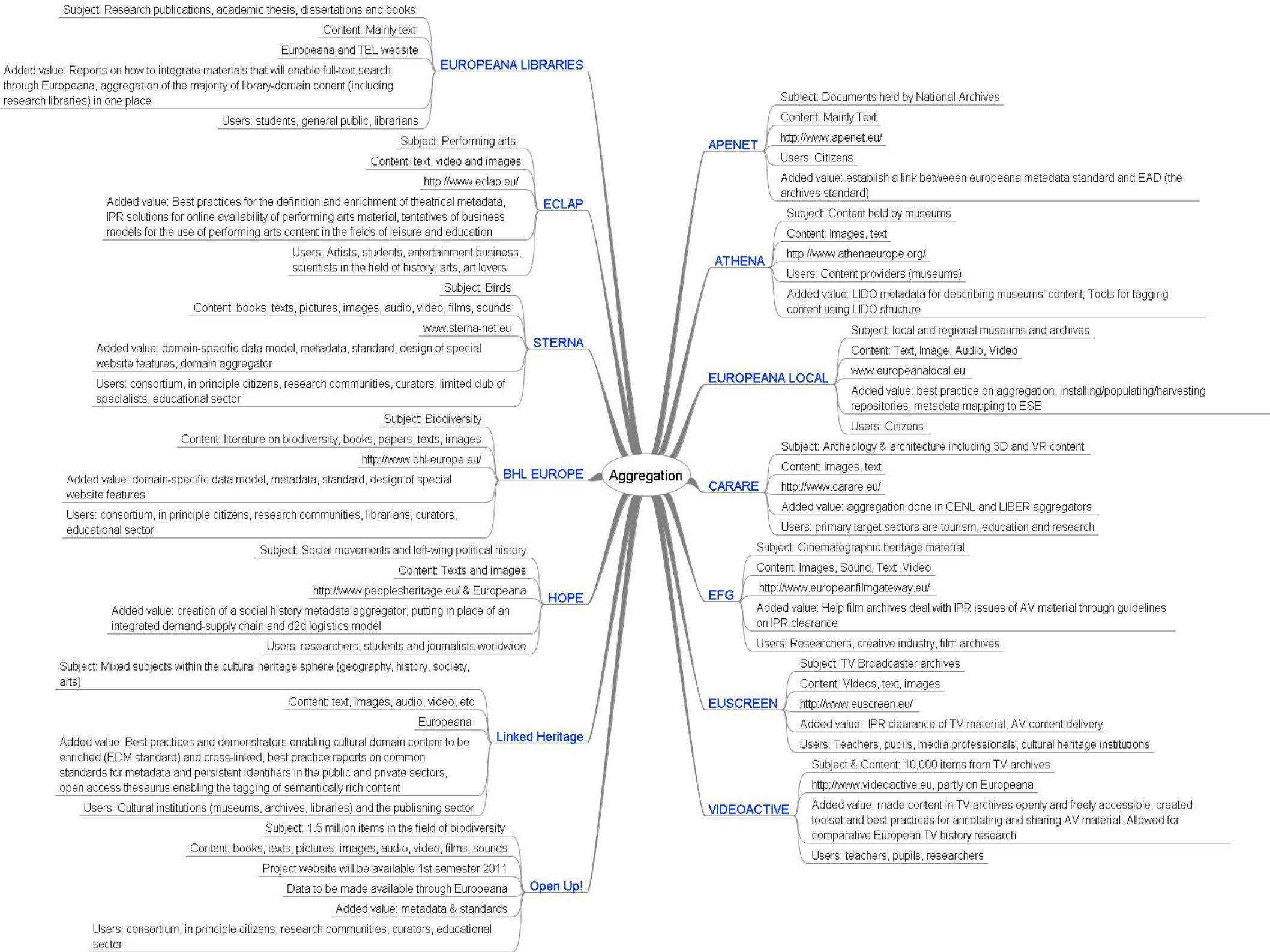
Aggregation
EUROPEANA LIBRARIES
Subject: Research publications, academic thesis, dissertations and books
Content: Mainly text
Europeana and TEL website
Added value: Reports on how to integrate materials that will enable full-text search through Europeana, aggregation of the majority of library-domain conent (including research libraries) in one place
Users: students, general public, librarians
ECLAP
Subject: Performing arts
Content: text, video and images
http://www.eclap.eu/
Added value: Best practices for the definition and enrichment of theatrical metadata, IPR solutions for online availability of performing arts material, tentatives of business models for the use of performing arts content in the fields of leisure and education
Users: Artists, students, entertainment business, scientists in the field of history, arts, art lovers
STERNA
Subject: Birds
Content: books, texts, pictures, images, audio, video, films, sounds
www.sterna-net.eu
Added value: domain-specific data model, metadata, standard, design of special website features, domain aggregator
Users: consortium, in principle citizens, research communities, curators, limited club of specialists, educational sector
BHL EUROPE
Subject: Biodiversity
Content: literature on biodiversity, books, papers, texts, images
http://www.bhl-europe.eu/
Added value: domain-specific data model, metadata, standard, design of special website features
Users: consortium, in principle citizens, research communities, librarians, curators, educational sector
HOPE
Subject: Social movements and left-wing political history
Content: Texts and images
http://www.peoplesheritage.eu/ & Europeana
Added value: creation of a social history metadata aggregator, putting in place of an integrated demand-supply chain and d2d logistics model
Users: researchers, students and journalists worldwide
Linked Heritage
Subject: Mixed subjects within the cultural heritage sphere (geography, history, society, arts)
Content: text, images, audio, video, etc
Europeana
Added value: Best practices and demonstrators enabling cultural domain content to be enriched (EDM standard) and cross-linked, best practice reports on common standards for metadata and persistent identifiers in the public and private sectors, open access thesaurus enabling the tagging of semantically rich content
Users: Cultural institutions (museums, archives, libraries) and the publishing sector
Open Up!
Subject: 1.5 million items in the field of biodiversity
Content: books, texts, pictures, images, audio, video, films, sounds
Project website will be available 1st semester 2011
Data to be made available through Europeana
Added value: metadata & standards
Users: consortium, in principle citizens, research communities, curators, educational sector
APENET
Subject: Documents held by National Archives
Content: Mainly Text
http://www.apenet.eu/
Users: Citizens
Added value: establish a link betweeen europeana metadata standard and EAD (the archives standard)
ATHENA
Subject: Content held by museums
Content: Images, text
http://www.athenaeurope.org/
Users: Content providers (museums)
Added value: LIDO metadata for describing museums' content; Tools for tagging content using LIDO structure
EUROPEANA LOCAL
Subject: local and regional museums and archives
Content: Text, Image, Audio, Video
www.europeanalocal.eu
Added value: best practice on aggregation, installing/populating/harvesting repositories, metadata mapping to ESE
Users: Citizens
CARARE
Subject: Archeology & architecture including 3D and VR content
Content: Images, text
http://www.carare.eu/
Added value: aggregation done in CENL and LIBER aggregators
Users: primary target sectors are tourism, education and research
EFG
Subject: Cinematographic heritage material
Content: Images, Sound, Text ,Video
http://www.europeanfilmgateway.eu/
Added value: Help film archives deal with IPR issues of AV material through guidelines on IPR clearance
Users: Researchers, creative industry, film archives
EUSCREEN
Subject: TV Broadcaster archives
Content: VIdeos, text, images
http://www.euscreen.eu/
Added value: IPR clearance of TV material, AV content delivery
Users: Teachers, pupils, media professionals, cultural heritage institutions
VIDEOACTIVE
Subject & Content: 10,000 items from TV archives
http://www.videoactive.eu, partly on Europeana
Added value: made content in TV archives openly and freely accessible, created toolset and best practices for annotating and sharing AV material. Allowed for comparative European TV history research
Users: teachers, pupils, researchers

DIGITISATION
Europeana Travel
Subject: travel stuff including photos, postcards, guides, maps, books, diaries, drawings
Content: Text, Images
examples for handling digitisation, capturing, metadata generation, enrichment, workflow management. Work on digitising maps, including geo-referencing
http://www.europeanatravel.eu/
Users: Europeana users
Europeana 1914-1918
Subject: First World War material
Content: Text, Images
Users: researchers (military, peace, media, culture, arts), historians and genealogists, teachers, pupils, tourism industry on the battlefields
Users: Europeana users
Europhoto
Subject: historical photos from the beginning of the 20th century to the middle '90s from the archives European News Agencies
Content: Images
EURO-Photo will contribute to the validation of the EDM to IPTC Photo Metadata 2008 mapping
http://www.europhoto.org
Users: European citizen with interest in historical events
DISMARC
Subject: records of music-related material from the early 20th century until today with a focus on ethnological and world music
Content: Sound
http://www.dismarc.org/
Users: Europeana users
ThinkMotion
Subject: Machineries
Content: Images, text, videos
http://www.thinkmotion.eu/
Portal: http://www.dmg-lib.org
Users: Engineering students, mechanism and machineries lovers
Judaica
Subject: Jewish contribution to European heritage
Content: Images, Text, Audio
controlled vocabularies, thesauri and ontologies for the indexing, retrieval and re-use of the aggregated content in the area of interest; recommendations and guidelines focusing on the digitisation workflow, multilingual access, IPR issues and business models
Users: citizens, eachers and students, schools, heritage professionals, family history researchers, tourists
MIMO
Subject: Musical Instruments
Content: Audio and Images
Update of classification of musical instruments (Hornbostel & Sachs)
http://www.mimo-project.eu/
TELPLUS
Subject: National Libraries books and Newspapers
Content: Text
http://www.theeuropeanlibrary.org/telplus/
Text search
Users: citizens
Europeana Regia
Subject: Royal manuscripts in Medieval and Renaissance Europe
Content: Text
http://www.europeanaregia.eu
Users: Europeana Users

CIP ICT PSP
Orientations on digital content, open data and creativity

- Content in Europeana / experiment new technological solutions
- Extend operations on re-use / links to creative industries
- Open Data (GI, OA, PSI, CH) - continue the competition experiments

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The New Financial Framework (2014 -2020)

- In June 2011, the Commission's proposed a multi-annual budget for 2014-2020.
- It includes a significant increase to Research and Innovation funding (Horizon 2020).
- It also proposes to support a Connecting Europe Facility (CEF) that would fund cross-border projects in energy, transport and information technology to strengthen the backbone of the internal market
  - ICT broadband and digital services infrastructure 9.2€ Billion

http://ec.europa.eu/budget/reform/

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Technology futures for Europeana

- To develop technologies for Europeana to become the reference point for Europe's cultural heritage online
  - Interactivity – multilingual aspects, new ways of searching, displaying and re-using content
  - Build on the potential of social networks to facilitate the interaction of the users around the digitised material
  - Finding ways to facilitate the use of digitised material and related object descriptions for innovative services and products
  - ...

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Conclusions

- Continuing support to Europeana
  - Work on sustainable financing model for Europeana
  - Commission document on Europeana and digitisation
- Openness is a key issue
  - Step up efforts for wider use and re-use

Need to join efforts towards a common goal

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