**DIGITAL CULTURAL CONTENT RE-IMAGINED:
NEW AVENUES FOR THE ECONOMY AND SOCIETY**

Venice, 16-17 October 2014

Auditorium S. Margherita, Ca' Foscari University of Venice

Co-funded by
The European Union

THE EUROPEANA SPACE PROJECT

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Digital Cultural Heritage: figures and challenges

Some figures

- About 300 MLN of cultural heritage items, corresponding to 10% of the whole estimated European cultural heritage, have been digitized in recent years.

- About 30 MLN of these are availble on Europeana, the European digital library, and a not-yet-exactly estimated amount is available on other online repositories and websites.

- Moreover, digital-born heritage and user-generated content is growing day-by-day.

Delivering the potential of digital cultural heritage

- How to make content available and accessible, **lowering barriers** that limit and discourage their reuse?

- How to transform digital cultural assets into new **products and services** with added value for the society?
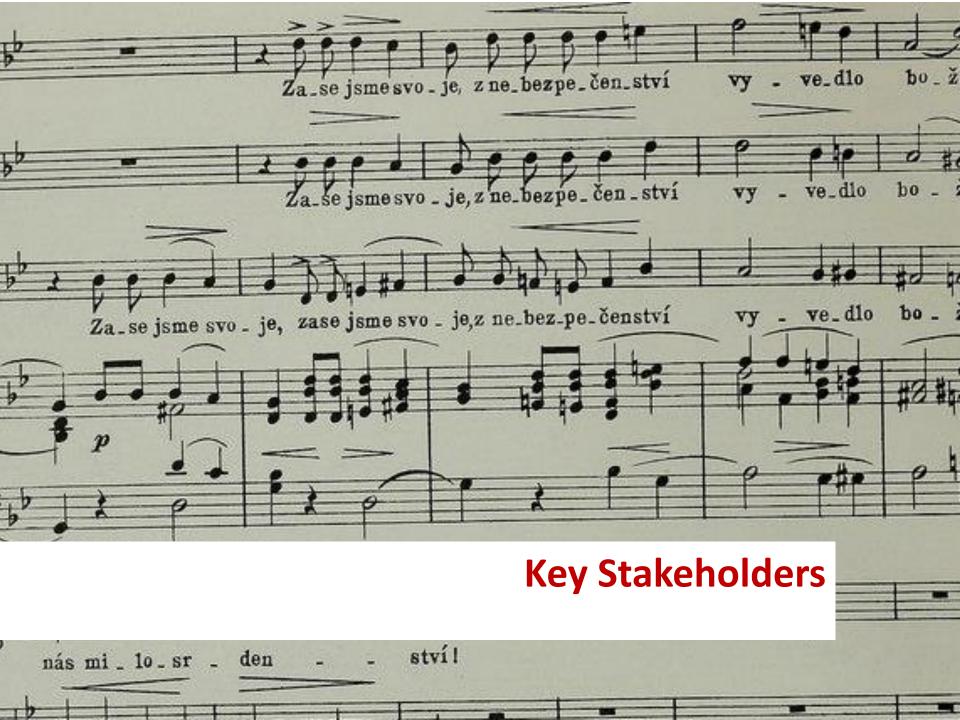
Europeana Space

The Europeana Space project is about unlocking new **social and economic opportunities** that could be generated by the digital cultural heritage.

This is done through an extremely rich **programme of activities**, encompassing development, research, training, communication, demonstration and a serious engagement with the Europeana digital library.

Key Stakeholders

Key stakeholders

Europeana Space talks to two main audiences:

- the cultural institutions

- the creative industry sector

They are becoming more and more aware of the potential of digital content but they still need **tools** and spaces of **dialogue** in order to develop effective **partnerships**.

The content holders

Memory institutions, public and private archives, libraries, universities made big efforts to digitise their content.

What is the revenue?

They want to cooperate with the creative sector, but are still missing **services and support**:

- To clear their content **rights**
- To define new **business models** that are respectful of their mission
- To design new products which can have a positive **impact** on their own activities

The Creative Industry

A **miscellaneous sector** composed by international corporations, small enterprises, and individuals.

A very **dynamic market** that deals with the continuous development of ICT.

How to be competitive?

Meeting with content holders and technology providers is necessary to create and support new products and services.

Online portals and collections

Online portals and collections, and Europeana in particular, are in the core of our key steakeholders.

They play an important **intermediary role**, giving access to high-value curated cultural content.

This is complemented by **guidance** for content use and re-use, promotional services, editorial activities to highlight collections, networking with **large communities** of content holders and developers.

Education, research and general public

Students and teachers will benefit from new creative products for teaching and learning;

Researchers will have access to undiscovered repositories;

Citizens will be encouraged to experience digital cultural heritage in a rich variety of forms.

Europeana Space solution

Key drivers

Three key drivers of creative empowerment:

1. To ensure **safe access** to online digital content, particularly trough Europeana

2. To provide uncomplicated means to identify **license conditions** and to clear rights

3. To foster new creative entrepreneurship supported via an **innovative** and fertilizing environment

Europeana Space
Best Practice Network

A working environment composed by:

- The Technical Space which ensures **accessibility to digital cultural** resources through well-defined APIs

- The Content Space which **facilitates rights management and open content exchange** of cultural heritage assets for creative re-use

- The Innovation Space which provides the conditions for **creativity to move into the market**

Pilots

Six pilot applications to showcase effective scenarios of reuse of DCH:

EUROPEANA TV

PHOTOGRAPHY

DANCE

GAMES

OPEN & HYBRID PUBLISHING

MUSEUMS

... You'll hear more later today!

Demonstrators

Four demonstrations with educational purpose:

Archaeological, built and 3D heritage

Irish Poetry and Folk Tales

Cavafy literature library

Photographic investigation of works of art

What's next?

Hackathon and evaluation activities will help developing the prototypes into real applications with a true market potential.

Business support and incubation will be wrapped around these outputs in order to support the identification of routes to market and further exploitation by investors and creative industry.

The Market Analysis

Market analysis

- Aim: to understand the potential of the markets in those sector Europeana Space addresses.

- Each pilot has taken a set of choices in order to pursue one or more avenues for reusing content: the market analysis supports the **fine-tuning** of those choices and stimulates **crosscheck comparisons** with what other players in the ecosystem are currently doing.

- This analysis was committed to the Department of Management of Ca' Foscari University.

Europeana TV

- Convergence across multiple devices with a growth in second-screen (multi-screen) activity among consumers.

Main business models:

- second-screen apps (with a variety of revenue models) and

- content production targeting educational sectors.

Protography

- Much potential lies in looking beyond the image stocking market

- Creative industries can seize opportunities to reuse content i.e. supporting institutions such as archives or museums to provide greater interaction (custom apps, augmented reality).

- The possibilities for developers to find new ways to use this content are going to be enabled by the APIs developed by Europeana.

Dance

- Growing interest for cultural and wellbeing applications

- Developments can target both professionals (researchers, choreographers) and non-professionals (dance fans).

- Mobile applications are already commonly used and with increasing usage of mobile devices opportunities should increase.

Publishing

The pilot of European Space is exploring possibilities in the open and hybrid publishing.

Three kinds of business models:

- open writing (mainly in the educational sector),

- self-publishing and

- e-book sales.

Games

A very dynamic field, demanding a variety of multimedia content: images, text, video, sounds and 3D.

The key target consists in:

- social gamers and casual gamers,

- educational institution interested in enhancing the learning experience with gamification (edu-games),

- Cultural institutions interested to promote their content through games.

Museums

Museums are currently striving to regain customer appeal by improving their capability to entertain and to educate.

The potential of this sector lies mainly in tools aimed at:

- deepening visitors' knowledge (provided in the software-as-a-service mode) and

- apps to link artworks.

Results

This analysis feeds into the **hackathons** and relates to the **monetization workshops**.

The overall challenge of Europeana Space is the identification of sustainable avenues to reuse digital cultural resources.

Much attention will have to be paid:

- to the **choice of business models** and
- to the **consistency** across individual components of the business models.

Our Best Practice Network

German Resistance Memorial Center, Thomas Bruns. Courtesy of Museumsmedi

Join us!

We are creating a Stakeholders Group and a network of affiliate partners.

Europeana Space already includes representatives of the key stakeholder groups from all over Europe, ranging from public institutions and universities to creative industries and technology developers: your voice is welcome too.

Join us!

By entering our network you can:

- **access and experiment** with the tools and the "spaces" of Europeana Space for developing new ideas and products;

- participate in the project as content provider, by **contributing new items to Europeana**;

- **join events**, conferences, Hackathons and international workshops organised by Europeana Space;

- **be an active player** of the innovative network of allied partners, who share the same big mission of unlocking the potential of digital cultural heritage in Europe.

Next appointments

March 2015: Europeana Space IPR workshop in Coventry

April 2015: Europeana TV Hackathon in Amsterdam

Autumn 2015: Creative marketing workshop in Tuscany & Europeana Space mid-term conference

January 2016: Workshop on Best Practice for Education in Athens

By June 2016: five more Hackathons

By September 2016: six monetizing workshops

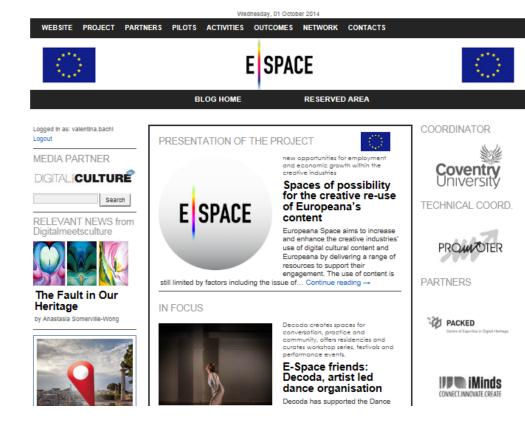End of 2016: Europeana Space final conference in Berlin

Keep in touch

Follow us via the project's website and learn the latest news on the project's blog:

www.europeana-space.eu
http://www.digitalmeetsculture.net/projects/europeana-space/

Thank you for your attention!

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