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

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Auditorium S. Margherita, Ca' Foscari University of Venice



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DIGITAL MEETS CULTURE
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THE EUROPEANA SPACE PROJECT

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Promoter s.r.l.





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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 available 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.

Za-se jsme svo - je, z ne-bez-pe-čen-ství vy - ve-dlo bo - ž

Za-se jsme svo - je, z ne-bez-pe-čen-ství vy - ve-dlo bo - ž

Za-se jsme svo - je, zase jsme svo - je, z ne-bez-pe-čenství vy - ve-dlo bo - ž

p

The image shows a musical score for a hymn. It consists of five staves. The top three staves are vocal lines with lyrics in Czech. The bottom two staves are piano accompaniment. The lyrics are: 'Za-se jsme svo - je, z ne-bez-pe-čen-ství vy - ve-dlo bo - ž' (repeated twice) and 'Za-se jsme svo - je, zase jsme svo - je, z ne-bez-pe-čenství vy - ve-dlo bo - ž'. The piano part includes a dynamic marking 'p'.

Key Stakeholders

nás mi - lo - sr - den - - ství!



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 stakeholders.

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 through 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**



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



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:



Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037

HOME PROJECT PARTNERS PILOTS & DEMONSTRATORS ACTIVITIES OUTCOMES NETWORK CONTACTS

Project Overview

The aim of the Europeana Space project is to create new opportunities for employment and economic growth within the creative industries sector based on Europe's rich digital cultural resources.

It will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of promotion, dissemination and replication of the Best Practices developed within the project.

The extensive resources and networks of the Europeana Space consortium will be drawn on to ensure the success of the project.



www.europeana-space.eu

<http://www.digitalmeetsculture.net/projects/europeana-space/>

NEWS FROM THE BLOG

E-Space friends: Decoda, artist led dance organisation
Decoda creates spaces for conversation, practice and community, offers residencies and curates workshop series, festivals and performance events. Decoda has supported the Dance E-Space Pilot since Summer 2014 by including us in the Summer Dancing Festival 2014. They have been instrumental

Wednesday, 01 October 2014

WEBSITE PROJECT PARTNERS PILOTS ACTIVITIES OUTCOMES NETWORK CONTACTS

EUROPEAN UNION E SPACE EUROPEAN UNION

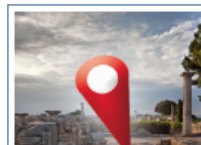
BLOG HOME RESERVED AREA

Logged in as: valentina.bachi
Logout

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RELEVANT NEWS from Digitalmeetsculture

The Fault in Our Heritage
by Anastasia Somerville-Wong



PRESENTATION OF THE PROJECT

new opportunities for employment and economic growth within the creative industries

Spaces of possibility for the creative re-use of Europeana's content

Europeana Space aims to increase and enhance the creative industries' use of digital cultural content and Europeana by delivering a range of resources to support their engagement. The use of content is still limited by factors including the issue of... Continue reading →

IN FOCUS

Decoda creates spaces for conversation, practice and community, offers residencies and curates workshop series, festivals and performance events.

E-Space friends: Decoda, artist led dance organisation

Decoda has supported the Dance

COORDINATOR
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TECHNICAL COORD.
PROMOTER

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iMinds

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Thank you for your attention!

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