Opening up access to cultural heritage

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The political vision

‘Digitisation and online accessibility of European cultural material is essential in order to highlight that heritage, to inspire the creation of content and to encourage new online services to emerge.’

Council of the European Union, May 2010

‘Europeana should become one of the main reference points for education and research purposes, and integrated into education systems’

Resolution of the European Parliament, May 2010
Objectives for content providers and users

• Renew the relevance of museums, libraries and archives to new generations who live and learn online
• Meet users’ expectations that they can read texts, see pictures, watch videos and listen to sounds on the same platform
• Guarantee authentic and trustworthy content
• Provide a collective memory that helps develop a shared European cultural identity
Supporting innovation and the knowledge economy

- Facilitate new applications based on our Open Source code base – EuropeanaLabs
- Distribute our metadata for use in developing linked data applications
- Pilot APIs so that our information is available in the workflow of the user
- Partner with teaching organisations to support new types of pan-European research and cross-disciplinary study
- Encourage participation: user generated content; tagging
Promoting the public domain

- Europeana’s Public Domain Charter
  - The public domain is a vital resource for new ideas, creativity and innovation
  - Once copyright expires a work is in the public domain
  - What is out-of-copyright in analogue form remains so once digitised
The Public Domain Mark

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Europeana Usage Guidelines for Public Domain Work

- Give credit where credit is due
- Protect the reputation of creators and providers
- Show respect for the original work and its creator
- Be culturally aware
- Share knowledge
- Preserve public domain marks

“This usage guide is based on goodwill. It is not a legal contract. We ask that you respect it.”
Access to orphan works

- Orphan works are those that are in copyright but for which rights’ owners are not readily identifiable
- Likely also to be out-of-print and not readily available
- Resulting in a 20th century black hole

Solutions:

- Partner in ARROW: Accessible Registries of Rights Information and Orphan Works
- Investigating collective licensing opportunities
- Working with the Federation of European Publishers
- Political concern growing
- Comité des Sages consultation process
Aggregation: a sustainable model of content delivery

Horizontal Aggregators
- Archives
  - Archives Portal Europe
- Libraries
  - The European Library
- Film archives
  - European Film Gateway

Vertical Aggregators
- National Aggregators
  - Culture Grid
- Regional Aggregators
  - ATHENA
  - ELocal
  - Flanders museums

Missions
- MLAs
Thank you
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