



europaana  
think culture

# Bringing culture to all - Together

An introduction into Europeana

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Hong Kong, 11/12/2013

 @jpekel



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# Content

- About Europeana
- About Open Data
- Why Europeana?
- What are the obstacles?
- How are we trying to solve this?
- Going forward



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# What is Europeana



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# What is Europeana

→ Found in 2006



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- Launch in 2008



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- “Access to all of Europe’s heritage”



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- European Identity



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# What is Europeana

- Found in 2006
- Launch in 2008
- “Access to all of Europe’s heritage”
- European Identity
- Bring culture together and give access from one point





# Europe's cultural heritage portal

The screenshot shows the Europeana website homepage. At the top, there are links for 'Home', 'My Europeana', and 'Choose a language'. The Europeana logo is on the left, and a search bar with 'Search All fields' and a 'Search' button is in the center. Below the search bar is a large banner for a 'New exhibition: Leaving Europe' with a description and an 'Open Exhibition' button. Underneath is a 'From the blog' section with two articles: 'Marseille, the Capital of Culture and a Giraffe' and 'Poisonous Nature'. At the bottom, there are two 'Featured' sections: 'Featured Item' for the 'Church of the Assumption' and 'Featured Partner' for 'Hellenic Educational Television'.

- 30m records from 2,300 European galleries, museums, archives and libraries
- Books, newspapers, journals, letters, diaries, archival papers
- Paintings, maps, drawings, photographs
- Music, spoken word, radio broadcasts
- Film, newsreels, television
- Curated exhibitions
- 31 languages



# Preview & Digital Objects are licensed as described in “EDM: rights”

**CCO**

Layer #3: Metadata (descriptive object information)

Layer #2: Previews (lower quality versions of #1)

**EDM:rights**

Layer #1: Digital objects (on the site of the provider)



# Who submits data to Europeana?

## Domain Aggregators

## National initiatives



Libraries



Archives



Audiovisual collections



National Aggregators



Regional Aggregators



Thematic collections



e.g. The European Library

e.g. APEX

e.g. EUScreen, European Film Gateway

e.g. Culture Grid, Culture.fr

e.g. Musées Lausannois

e.g. Judaica Europeana, Europeana Fashion



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# Open?

<http://opendefinition.org>

 @jpekel



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# Open?

“A piece of data or content is open if anyone is free to use, reuse, and redistribute it — subject only, at most, to the requirement to attribute and/or share-alike.”

<http://opendefinition.org>



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# Twelve Rights Statements available for EDM: rights

Public Domain & unrestricted re-use

Creative Commons Licenses

Rights Reserved statements

Unknown rights statement





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# Open culture on culture





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# Open culture on culture

→ What is in the Public Domain stays in the Public Domain



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# Open culture on culture

- What is in the Public Domain stays in the Public Domain
- If you have the rights to openly license content, do so



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# Why Open?

- Public Mission
- Larger Audience
- Connect and contextualise collections
- The digital dream



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# Public Mission

"Enable access to everyone who wants to do research"

- *British Library, Our Mission and 2020 Vision*

"Our core values are: accessibility, sustainability, innovation and cooperation."

-*National Library of the Netherlands, Our Mission and Vision*

"To provide diverse audiences with the best quality experience and optimum access to our collections, physically and digitally."

- *the Victoria & Albert Museum, Mission and Objectives*

"The Federal Archives have the legal responsibility of permanently preserving the federal archival documents and making them available for use."

- *German Federal Archives - Responsibilities*

The National Gallery of Denmark is Denmark's premier museum of art. Through Accessibility, education, and exhibition

- *Danish National Gallery - Mission*



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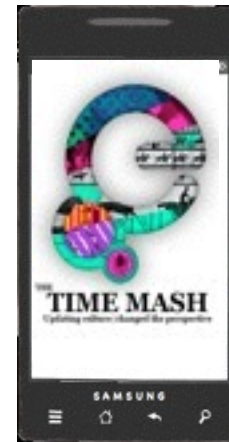
# Why Open?

- Public Mission
- Larger Audience
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# Larger Audience

→ Put your material where the users are



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# Why Open?

- Public Mission
- Larger Audience
- Connect and contextualise collections
- The digital dream



# Connect and Contextualise



English

[Home](#) [Explore](#) [Contribute](#) [About](#)

[Stories](#) [Map](#) [Gallery](#)





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# Why Open?

- Public Mission
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- The digital dream



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# The Digital Dream

- A world in which our shared cultural heritage, the map of humanity, is open to all regardless of their background
- A world in which people are no longer passive consumers of cultural content created by an elite, but contribute, participate, create and share



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# Some context...



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# Some context...

→ 2300 institutions



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# Some context...

- 2300 institutions
- 60.000 in total in Europe



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# Some context...

- 2300 institutions
- 60.000 in total in Europe
- 7% of all material digitised



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# Copyright Issues

- Copyright not made for the digital world
- Fear of doing it wrong
- Expect curators/librarians/archivists to become 'amateur lawyers'
- Unclear for (re-)user what is allowed



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# Rights Statements & Issues

- We have our own licensing policy
- Our collection is very complex
- Europeana Rights Statements don't apply to our collection
- We don't need to provide a Rights Statement, that information is clear from our website
- We don't know which Rights Statements applies





# Rights Statements & Solutions

- Europeana have clearly defined Rights Statements;
  - Published at [www.europeana.eu/portal/rights/terms-and-policies](http://www.europeana.eu/portal/rights/terms-and-policies)
- Europeana provide tools for determining the Rights Statement;
  - Public Domain Calculator
  - EDM Rights Selection Tool
- Europeana deliver workshops and bespoke advice
- Europeana advocate via publications such as The Public Domain Charter
- Europeana monitor the usage and appropriateness of the Rights Statements



# Looking for content to reuse



Search ▾ budapest

Search

Help

## Matches for:

budapest   
By media type: IMAGE 





















## Refine your results:

- Add more keywords
- By media type
- By language of description
- By year
- By providing country
- ▾ By copyright
  - Paid Access - Rig... (74662)
  - Public Domain marked (7235)
  - Free Access - Rig... (2819)
  - Restricted Access... (2077)
- By provider

Results per page: 24 ▾

Results 1 - 24 of 91,139

1 of 3798 > >>

 Oboe 	 Oboe 	 Oboe 	 Cimbalom 
 Tarógató in B 	 Tarogato 	 Cimbalom 	 Lopotökdua 
			



# Refining content by types of reuse allowed



Search ▾ budapest

Search

Help

## Matches for:

budapest  
By media type: IMAGE  
By providing country: hungary  
By copyright: "http://www.europeana.eu/rights/rr-pl"



## Refine your results:

▸ Add more keywords

- By media type
- By language of description
- By year
- By providing country

### By copyright

- Paid Access - Rig... (74225)
- Public Domain marke... (6634)
- Free Access - Rig... (2270)

▸ By provider

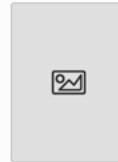
Results per page: 24 ▾

Results 1 - 24 of 74,225

1 of 3093 > >>



Budapest - Fővárosi Növény- és Álla...



Budapest - Városliget - Állatkert



Városkép - Budapest - Kazinczy-kút a ...



Városkép - Budapest - Bódéváros



Városkép - Régi Budapest - A v...



Városkép - Budapest - Kirándulás



Budapest - Csemegeüzlet - ...



Budapest - Irodaház



# How can you reuse this object?

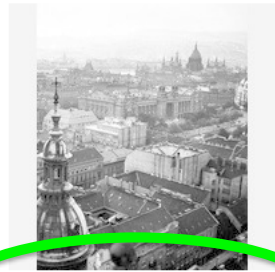


Search

[Help](#)

[Return to search results](#)

[< Previous](#) [Next >](#)



© Rights Reserved - Paid Access

View item at  
[EuroPhoto MTI provider](#)

Share

Cite on Wikipedia

Translate details

Select language

Powered by Microsoft® Translator

## Városkép - Régi Budapest - A város látképe a Bazilikából

**Title:** City Photo - Old Budapest - Panorama of Budapest from Saint Stephen's Basilica

**Description:** Városkép - Régi Budapest - A város látképe a Bazilikából; City Photo - Old Budapest - Panorama of Budapest from Saint Stephen's Basilica

**Creator:** Haár Ferenc

**Geographic coverage:** Budapest; <http://sws.geonames.org/3054638/>

**Date:** 1935-01-01

**Date of creation:** 1935-01-01

**Type:** Photo; photograph;  
<http://www.eionet.europa.eu/gemet/concept/6205>

**Format:** image/jpeg

**Identifier:** MTIFHAAR740121012

**Language:** hu

**Rights:** EuroPhoto MTI provider

**Publisher:** EuroPhoto MTI provider

**Data provider:** EuroPhoto MTI provider

**Provider:** EuroPhoto

### Search also for:

#### Title

[Városkép - Régi Budapest - A város látképe a Bazilikából \(1\)](#)

[City Photo - Old Budapest - Panorama of Budapest from Saint Stephen's Basilica \(1\)](#)

#### Who

[Haár Ferenc \(559\)](#)

#### What

[Photo \(2672460\)](#)

[photograph \(2767783\)](#)

[image/jpeg \(3325064\)](#)

#### Provider

[EuroPhoto MTI provider \(120870\)](#)

[EuroPhoto \(908809\)](#)



# What does ‘Rights Reserved ...’ mean?



## Rights Reserved - Restricted Access

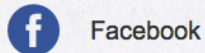


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# Europeana's vision and mission



- Europeana is a catalyst for change in the world of cultural heritage.
- **Our mission:** The Europeana Foundation and its Network create new ways for people to engage with their cultural history, whether it's for work, learning or pleasure.
- **Our vision:** We believe in making cultural heritage openly accessible in a digital way, to promote the exchange of ideas and information. This helps us all to understand our cultural diversity better and contributes to a thriving knowledge economy.



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# Europeana going forward

- More data will be added
- Focus on making available content
- Less focus on portal, more on platform
- Growing the Network
- Push for copyright reform
- Research possibilities for Cloud based infrastructure



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# Questions?







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**Thank you**

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