EU policies on access to cultural heritage online

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Overall objectives

- Enable the widest access to EU cultural heritage

- Create the best conditions for bringing out the value of cultural resources
  - for the benefit of content holders, creators and business.

Strategy

- Clarify/adapt the legal framework
  - PSI, Copyright, Orphan works

- Foster digitisation, aggregation
  - around the common platform Europeana

- Build public private partnerships for
  - Digitisation
  - Re-use of cultural content

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Digital Agenda for Europe

- Key action 15: sustainable financing model for Europeana and digitisation

- Key action 1: Orphan works and out-of-distribution works

- Open access to scientific information

- Open data strategy

Every European digital

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Framework conditions for digitisation, online accessibility and digital preservation

1) Work at political and legislative level:

- 2005: Communication "i2010 Digital Libraries"
- 2006: Recommendation to Member States
- 2008: Launch of Europeana
- 2009: Communication "Europeana – next steps"
- 2010: Council Conclusions and Parliament Resolution on "Europeana – next steps"
- 2011: "Comite' des Sages" Report
- 2011: Legislation on orphan works (and work on a model for out-of-distribution works)

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Framework conditions for digitisation, online accessibility and digital preservation

2) Work with stakeholders

- High level group on digital libraries: forum for cooperation and sound advice on Copyright, Public-Private Partnerships and Access to Scientific Information.

- 3 public consultations (2005, 2009, 2010)

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Framework conditions for digitisation, online accessibility and digital preservation

3) Co-funding of projects through EU Programmes

- eContentplus/CIP-ICT Programmes: support to Europeana, content aggregation

- ICT Research (6th and 7th Framework Programmes): competence centers on digitisation, digital preservation research

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EUROPEANA – The European Digital Library

"More than a digital library!"

- Text (books and other), image, video, sound

- Common multilingual access point to Europe's digital cultural heritage

- A collaborative endeavour between libraries, museums, archives and audiovisual archives

- Official launch on 20 November 2008

- Europeana 'ecosystem'

Bringing Europe's Cultural Heritage Online: More content for Europeana

- 19 million digital objects available but big quantitative difference between Member States in terms of contribution

- Different types of contributions from Member States (books, newspapers, museum objects)

- Selection of content to be brought into Europeana determined by Member States and cultural institutions

- Importance of classics and masterpieces

- A Roadmap with recommendations to increase accessible content is being developed by Commission and Member States

- Development of new functionalities and applications

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The Comité des Sages

- Appointed by Commissioners Kroes and Vassiliou, April 2010

- Three personalities
  - M. Lévy (CEO Publicis)
  - E. Niggemann (DG German National Library)
  - J. De Decker (Journalist and writer)

- Input from stakeholders:
  - Online consultation, public hearing, bilaterals
  - Meeting with Ministers and EP Culture Committee

- Technical audit Europeana + Study into costs of digitisation

The report:
The new Renaissance

Presented on 10/01/2011
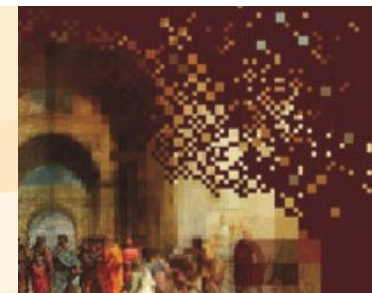
- 'Access' is the central concept

- Stresses the economic aspects & cultural aspects

- Six main headings
  - Ensuring wide access and use
  - Digitisation of in-copyright material
  - Europeana
  - Sustainability and preservation
  - Financing
  - Public-private partnerships

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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**

Digitisation of in-copyright material
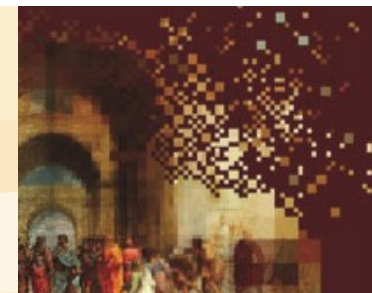
The issue

- Risk of a 20th century black hole
- Orphan works are a barrier to mass-digitisation projects
- Rights of the creators must be respected

Key recommendations:

A European legal instrument for **orphan works**
- 8 key-conditions to be respected
- Avoid future orphan works: registration requirement

Rights holders are the first to exploit **out of distribution** works
- Licensing solutions and a window of opportunity for cultural organisations if the rights holders do not digitise

Europeana

The issue

- Europeana central in the strategy
- Should be strengthened to become <u>the</u> reference point for European culture online

Key recommendations:

- Financial and political efforts should be concentrated

- Public funding for digitisation conditional on free accessibility through Europeana

- By 2016 all public domain masterpieces accessible through Europeana

- Give Europeana a key role in the preservation

- Europeana to be actively and widely promoted at all levels

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Sustainability of digitised resources

The issue

- Preservation: essential for digitisation and for born digital material
- Cultural institutions have a key role to play
- Cost of preserving digital assets must be taken into account

Key recommendations:

- Archive all digital material at Europeana
- Avoid that the same content needs to be deposited in different EU countries
- Copyright legislation must enable cultural institutions to make archival copies and file conversions
- Implement persistent identifiers in each digital object

Funding

The issue

- Cost of digitising European cultural heritage is 100 bn euros
- Mass-digitisation susceptible to efficiency gains due to scale
- Digitisation: an opportunity for new business

Key recommendations :

- Step up public investments. The crisis cannot be ignored, but cannot be a reason for not acting

- Involvement of private partners to be encouraged

- Funding of digitisation and of Europeana is a package: MS pay for digitisation, EU pays for Europeana

- Turn digitisation into new development opportunities for European firms

Public-private partnerships

The issue

- Private funds for digitisation are necessary
- Cultural institutions enter partnerships 'unprepared' and 'unequipped'

Key recommendations:

- Conditions for partnerships:
  - Agreements to be made public
  - Digitised public domain material freely accessible and available in all MS
  - Same quality of files for cultural institutions

- Maximum time of preferential use is 7 years

- Create favourable conditions for the involvement of European players in PPPs

Conclusions (I)

2005-2010: i2010 Digital libraries initiative

- The issue of Digital Libraries has raised a high level of political attention

- Launch and improvement of Europeana

- Ongoing work on basic conditions for digitisation, online accessibility and digital preservation

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Conclusions (II)

2010- 2020: Digital Agenda for Europe

- Continued effort to bring our cultural heritage online

- Europeana central in the Commission's strategy for access to and use of digital heritage

- Developing Europeana is a responsibility for all: MS, cultural institutions, European institutions

- Report of the CdS important reference point for the coming years

- Improving access to culture + economic activity around cultural assets

Next steps

- Work with Member States on content roadmaps in the context of the MSEG

- Commission document on Europeana and digitisation (Summer)

- Work on sustainable financing model for Europeana ongoing

- Need to join efforts towards a common goal

We count on your support!