



# AUDIOVISUAL ARCHIVES IN THE 21ST CENTURY VOORUIT - GHENT



Presentation of Conclusions  
Belgian Presidency Conference

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- Belgian Presidency Conference
- Joint initiative Flemish Minister of Culture and Flemish Minister of Media
- 200 participants from 28 countries





# Framework

- Second implementation report of the 2005 Recommendation on cinematographic work
- Council Conclusions on Film Heritage 2010
- EU Digital Agenda



# Objectives

- Discuss digitization of film and audiovisual heritage in framework of current European context (including Europeana)
- Emphasise importance of preservation and disclosure of European film and audiovisual heritage
- Role of digitisation in ensuring cultural diversity
- Generate support for sectoral and cross-sectoral Cooperations
- Contribute to policy recommendations and exchange of good practices



# Key Questions

- What solutions does digitization offer for (sustainable) preservation and disclosure?
- What role do heritage institutions and archives have to play in the digital society?
- How can our heritage be made available or accessible outside of the context of the institution?
- How can institutions cooperate?
- How should we deal with financial and technical restrictions and how do we determine which priorities have to be set?



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# Methodology

- Plenary session on sectoral approaches for digitisation
- Plenary session on orphan works and collective rights management
- Workshop A on financing and business models
- Workshop B on access to audiovisual heritage
- Workshop C on interoperability and contextualisation of audiovisual collections



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# Speakers

- Neelie Kroes, Vice-President of the European Commission and Commissioner for the Digital Agenda
- Flemish Minister of Culture and Flemish Minister of Media
- 38 speakers among which Carl Fleischhauer (LOC), Gabrielle Claes (Cinematek Belgium), Hans Westerhof (Sound and Vision), Claudia Dillmann (ACE), Susanne Nikoltchev (EAO), Tilman Lueder (Copyright Unit, EC), ...





# Conclusions

- Increasing digitization gives rise to a number of social, economic, cultural and legal transformations, forcing film and audiovisual heritage institutions and archives to reinvent themselves
- The digital environment has no territorial boundaries and offers opportunities to increase cultural exchanges, to develop creativity and to broaden access to the diversity of cultures and languages of the European Union







# Conclusions

- Intensify efforts to digitize film and audiovisual material and increase its accessibility through Europeana and in line with principles of Digital Agenda
- More and better cooperation on sectoral and cross-sectoral level on local, regional, national or European level



# Conclusions

- Examine how to ensure sufficient legal certainty in respect of intellectual property rights for film and audiovisual heritage institutions, in order to facilitate the accomplishment of their public interest missions and to support mass digitisation, mass clearance, educational use and innovation



# Conclusions

- Framework for public private partnerships should be further developed
- Innovation and more effective use of new technologies offer important benefits for education
- Promote European standards on interoperability of film and audiovisual databases
- Intensify research on how to prepare for the semantic web



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# Thank you

Conclusions:

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