

Europeana - Next Steps

Cinema Expert Group / Subgroup film heritage

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Europeana today

- Over **13** million digital objects (images, texts, videos, sound recordings) – distribution among contributing countries has improved
- Expansion plans: access to 20 million items by summer 2012, mainly out-of-copyright material, but also material digitised and made available by agreement with rights holders
- Almost **130 000** videos (mainly documentary films, TV broadcasts, newsreels) BUT
 - Almost **74 000** videos are contributed by FR, some MS: 0
 - Videos underrepresented, mainly for © reasons but situation unacceptable – what are the solutions?



Europeana – what's in it for you?

- Enriched user experience – access to integrated collections from other countries or in other formats; content gains from association with linked material
- Europeana exposes metadata to search engines, making deep web content accessible
- Europeana drives traffic to the contributing site by linking users back to the content provider's website
- Europeana will soon be able to provide a set of API's through which the content of Europeana may be re used or taken back in its enriched form by Europeana partners and integrated for display in their own online platforms
- More content drives use – virtuous circle and Europeana should not be seen only as a European archival museum library collecting the continent's cultural as a public good in itself. It should rather be perceived in addition as being part of the EU's 2020 strategy and as an integral part of the EU's drive for innovation and competitiveness



Europeana – Challenges

1. Improving the legal framework – rights management solutions
2. Finding the most appropriate financing and governance model
3. Expanding the content offered through Europeana
4. Enhancing the functionalities of the portal



Political engagement for developing Europeana

- Digital Agenda for Europe
- EU Culture Ministers backed by EP
- « Comité des Sages »
- Financial support



Digital Agenda for Europe(ana)

- Key action 15: By 2012 propose a sustainable model for financing the EU public digital library Europeana and digitisation of content -
- The DAE recognises that: *"Fragmentation and complexity in the current licensing system also hinders the digitisation of a large part of Europe's recent cultural heritage. Rights clearance must be improved, and Europeana - the EU public digital library - should be strengthened."*
- Orphan works instrument in the making



EU Culture Ministers and EP for Europeana

- Call to develop a roadmap with recommendations increasing accessible content covering all Member States and sector – in particular selected masterpieces



« *Comité des Sages* »

The Group was set up in April 2010 and is expected to report before the end of 2010 on:

- the **overall cost and level of public funding** for digitisation – a study on this issue is being carried out at the Commission;
- the **best models to maximise access** to digitised material, in particular **conditions that should be respected** in public-private partnerships;
- the **role of the public and private sector** for **digitising orphan works and out-of-print works**;
- how to promote the widest **cross-border access** to digitised material and how to ensure **preservation of the digital resources** in the long run.



Finances

- CIP – financing available for projects on content aggregation and digitisation
- 2011 – funds available for the same types of projects
- Europeana funded under CIP until 2013





Thank you.

