

Review of the PSI Directive

Study on PSI and the cultural sector

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- Curtis+Cartwright Consulting Limited with Ithaka S+R and the Collections Trust
- December 2010 – May 2011
- Available at:
http://ec.europa.eu/information_society/policy/psi/docs/pdfs/report/cc462d011_1_1final_report.pdf



Objectives & Methodology

- to estimate the importance of re-use in terms of revenues for cultural institutions;
- to estimate trends in the development of the re-use market for cultural material
- 6 MS (FR, HU, NL, RO, SE and UK) – a range of cultural institutions from each + additional group of cultural institutions in other EU MS
- 2 rounds of surveys – 66 responses in Part 1, 35 in Part 2
- no re-use market estimates but understanding of the patterns of re-use from a qualitative perspective & of financial implications of re-use



How would you classify your organisation?

Answer Options	Response Percent	Response Count
Museum	31.3%	20
Library	32.8%	21
Archive	17.2%	11
Performing arts organisation	4.7%	3
Other (please describe)	14.1%	9
<i>answered question</i>		66
<i>skipped question</i>		0



How would you classify your organisation?

Answer Options	Response Percent	Response Count
Museum	31.4%	11
Library	31.4%	11
Archive	17.1%	6
Performing arts organisation	2.9%	1
Other (please describe)	17.1%	6
<i>answered question</i>		35
<i>skipped question</i>		0



Summary of results (1)

1. Very few institutions depend on income from re-use to undertake their public task but it is often essential to enable future re-use and development of services.
2. The approach depends on many intrinsic and extrinsic factors –strategy of the MS, nature of collections, personalities of the people
3. Most organisations sampled are already re-using material in some way – largest institutions with largest collections most likely to engage in re-use



Range of income generated by re-use - illustration

Library	Gross income	Earned income	Re-use income	Re-use as % of gross income	3 rd -party re-use income	3 rd -party re-use as % of total re-use
A	€195 M	€9 M	€400 K	0.2%	€300 K	80%
B	€160 M	€40 M	€5 M	3.2%	€1 M	20%
C	€55 M	€0.8 K	€0.1 K	0.0%	€0	–
D	€35 M	€3 M	€0	–	€0	–
E	€30 M	€4 M	€500 K	2.0%	€50 K	10%



Summary of results (2) - Trends in re-use

- 2005 to 2009: growth / decline in revenue. As a proportion of overall income: <1% change
- Many respondents trying to balance their public task of disseminating information with the requirement to generate income to fund future development of services
- Many new re-use projects, of which many not intended to generate income.
- Clearly institutions are actively seeking out opportunities to re-use their content regardless of whether they are intending to generate income from this reuse
- Many respondents: digitisation of content synonymous with enabling re-use + cost and effort of digitisation = the major factor limiting reuse of material
- IPR status of holdings is a challenge that can limit the availability of collections for reuse
- Concern over administrative overhead if subject to PSI Directive



Re-use activities via a third party (the institution licenses rights to use its content or other data to a third party, who in turn adds value and brings it to market)

Answer Options	Yes	No	No - but we're planning to	Response Count
Licensing of files of digital copies of items in your collection for use in film, publication, broadcast, advertisement, merchandise, etc..	18	10	2	30
Licensing of ancillary content, commentary, or teaching tools developed to contextualize your collection	5	22	3	30
Licensing of rights to use a database (of content, of metadata, of usage statistics, etc..)	7	20	3	30
Other (please specify)				6
<i>answered question</i>				30
<i>skipped question</i>				5