



# Making Audiovisual Heritage Accessible and Valuable

**Erwin Verbruggen | Sound and Vision, NL**

**Joris Pikel | Europeana, NL**

09 October 2013, IASA-BAAC Conference, Vilnius



→ What is  
Europeana?



---

# 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.



---

# History of Europeana

- April 2005: Jacques Chirac wrote to European Commission President José Manuel Barroso, recommending the creation of a virtual European library
- EC's Information Society and Media Directorate had been supporting European digital information exchange projects for 15 years
- September 2005: publication of EC's i2010 strategy on digital libraries
- 2007: European Digital Library Network – EDLnet – began building Europeana, funded under i2010
- November 2008: Europeana prototype launched
- Summer 2010: prototype became an operational service funded under the EC's CIP ICT-PSP (Competitiveness and Innovation Framework Programme)
- January 2011: *New Renaissance Report* published - endorses Europeana as 'the reference point for European culture online'
- September 2012: Europeana metadata released under CC0 waiver, making it freely available for re-use



# 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 featured exhibition titled '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 sections: 'Featured Item' with 'Church of the Assumption' and 'Featured Partner' with 'Hellenic Educational Television'.

- 29m records from 2,200 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



# The Digital Agenda for Europe

‘Europe has probably the world's greatest cultural heritage. Digitisation brings culture into people's homes and is a valuable resource for education, tourism, games, animation and the whole creative industry. Investing in digitisation will create new companies and generate new jobs.’

Europeana is Europe’s ‘flagship digitisation project’ and ‘one of Europe’s most ambitious cultural projects, and a successful one. It is a trusted source for our collective memory and a representation of European cultural heritage online.’



**Neelie Kroes**

European Commission  
Vice-President  
for the Digital Agenda



→ What does Europeana provide?



---

# Europeana data

- 29 million items
- From every domain  
e.g. galleries, libraries, archives, museums, audiovisual collections
- From all 27 EU member states, plus an additional 7 countries
- Portal interface available in 31 languages
- 17m images
- 11m texts
- 486,000 sounds
- 189,000 videos
- **14,000 3D objects**
- Video and sound = 2.5% of Europeana data but research shows that users are 10-times more likely to click on audiovisual content than any





# What makes up a Europeana record?

Home My Europeana Choose a language ▾

 europeana  
think culture

Search All fields ▾ pieter de hooch [Search](#) [Help](#)

< Previous Next >

**Een vrouw met een kind in een kelderkamer**

**Description:** Een vrouw met een kind in een kelderkamer met tegel vloer. Een jonge vrouw reikt een klein meisje een kan met deksel. Links en rechts doorkijkjes naar andere kamers. In de kamer rechts staat het venster open, bij het raam een stoel met kussen, aan de muur een schilderij met een mansportret.

**Creator:** schilder: Hooch, Pieter de

**Date:** derde kwart 17e eeuw

**Date of creation:** 1656 - 1660

**Type:** schilderij

**Search also for:**

**Title**  
[Een vrouw met een kind in een kelderkamer \(1\)](#)

**Who**  
[schilder: Hooch, Pieter de \(6\)](#)

**What**  
[schilderij \(11232\)](#)  
[iconclass code: 41A2 \(91\)](#)  
[iconclass code: 41A771 \(18\)](#)  
[iconclass code: 31D11222 \(33\)](#)  
[image/jpeg \(2279226\)](#)

**Provider**  
[Rijksmuseum \(112590\)](#)  
[Rijksmuseum \(112590\)](#)

Public Domain 

View item at [Rijksmuseum](#) 

Thumbnail/preview

Metadata

Link to digital objects online



---

# Why join Europeana

- Consultancy and advice on legal and technical issues
- Tools
- Europeana Network
- Trusted source for documentation
- Continue to set standards on a legal and technical level
- Highlight and showcase your good work
- Metrics about usage of Europeana data



→ Who provides content to Europeana?



---

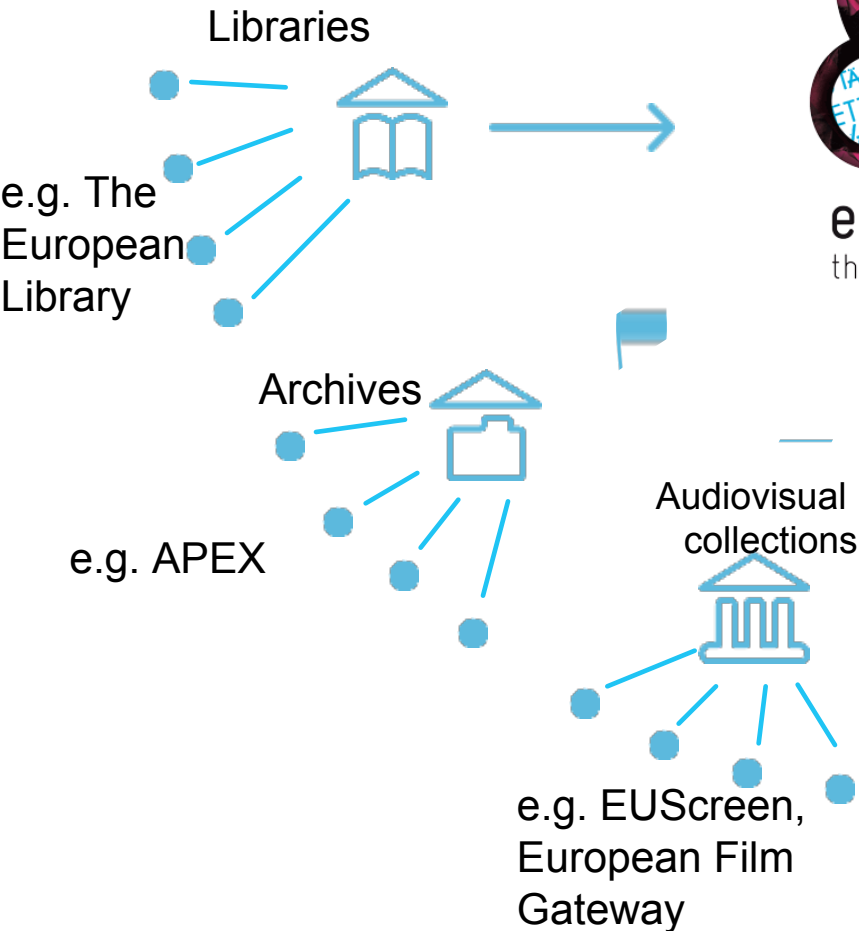
# How does Europeana get its data?

- Through its aggregation structure, Europeana represents 2,200 organisations across Europe
- From 150 Aggregators
  - Promoting national aggregation structures
  - More efficient than working with every individual content provider
  - Helps to achieve international standardisation
- End-user generated content
  - Crowd-sourcing projects such as Europeana 1914-1918 and Europeana 1989

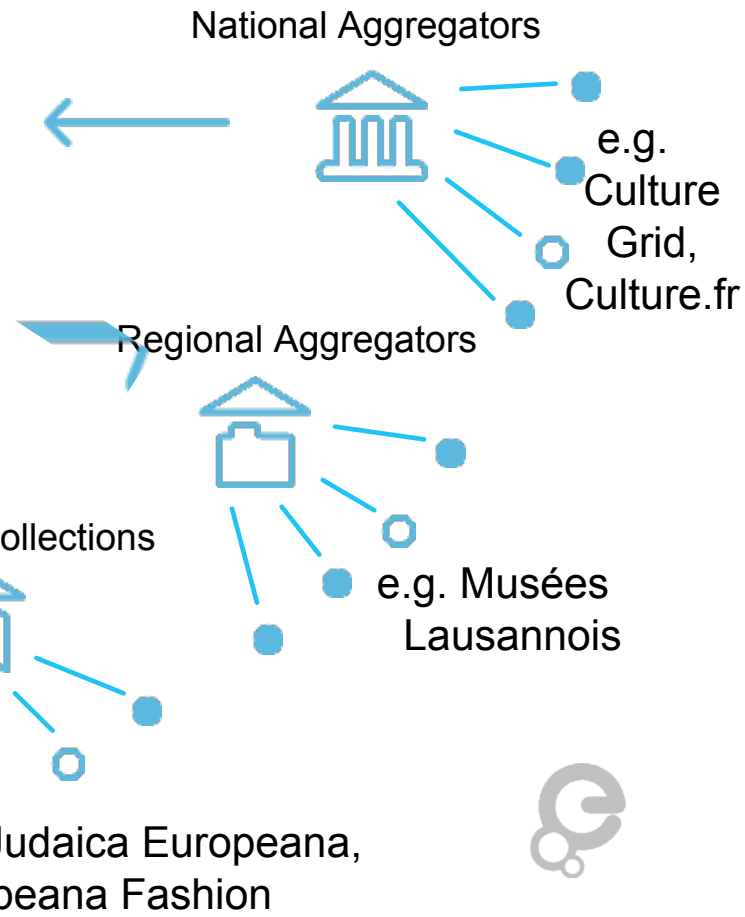


# Who submits data to Europeana?

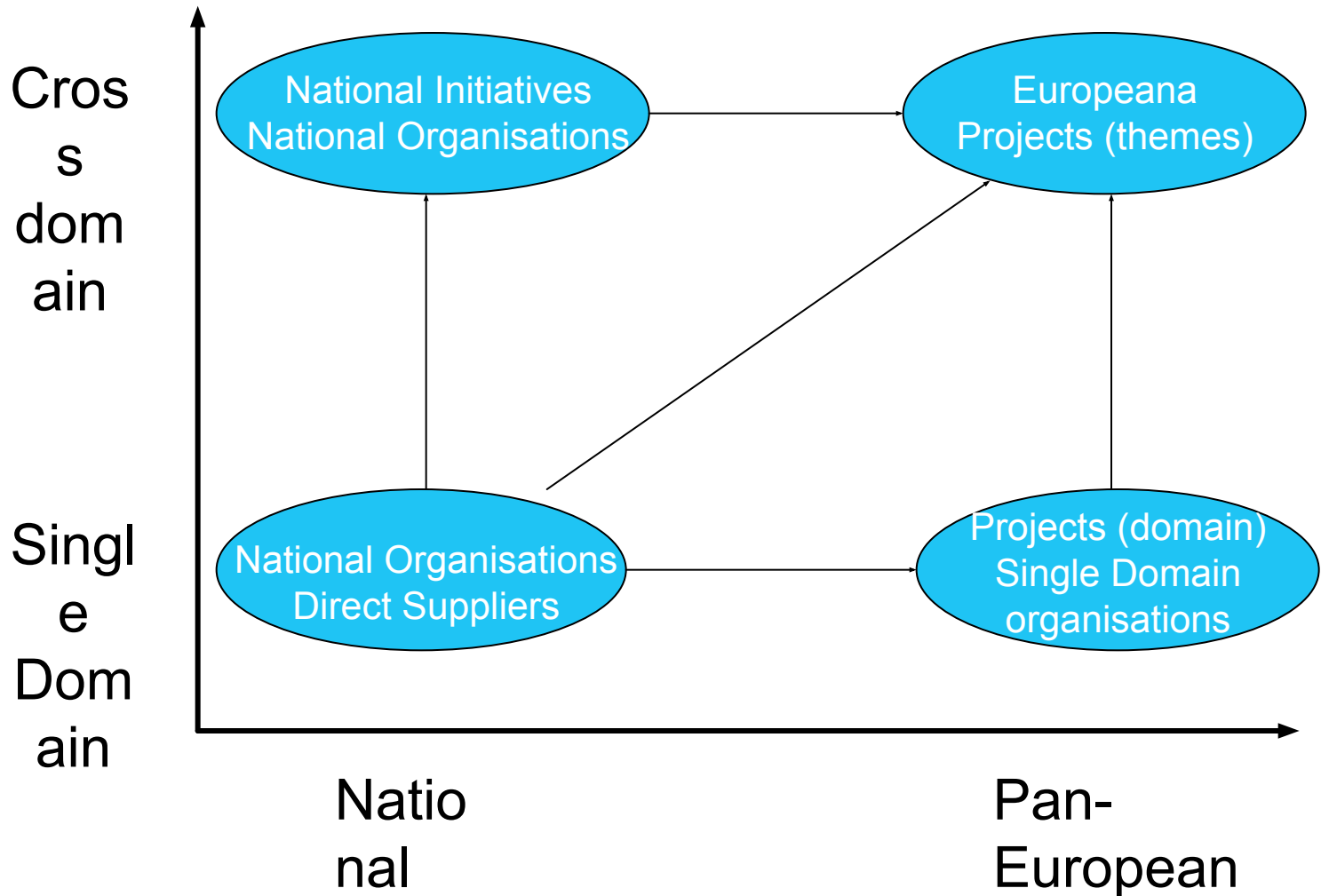
## Domain Aggregators



## National initiatives



# Types of aggregators



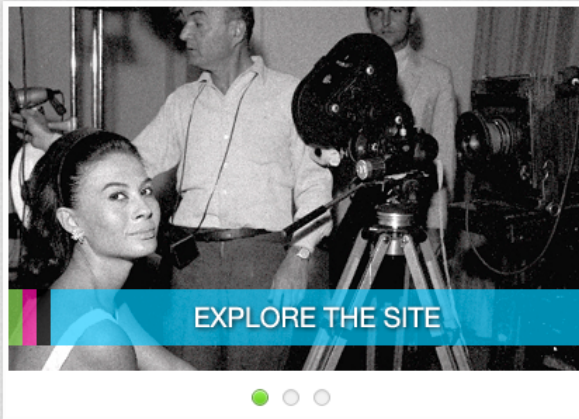


**Pan-European  
*Audiovisual Aggregator*  
for Europeana**



# Television heritage





## Discover Europe's television heritage

EUscreen offers free online access to videos, stills, texts and audio from European broadcasters and audiovisual archives. Explore selected content from early 1900s until today.



Tip: use search operators for best results.

[Advanced Search](#)

[Explore EUscreen](#)

[Topics](#)

[Genres](#)

[Languages](#)

[Providers](#)

[Exhibitions & Journal](#)



[Arts and culture](#)



[Being European](#)



[Disasters](#)

[Cultural Customs, Traditions and Rituals](#)



[Explore exhibitions](#)



[Education](#)



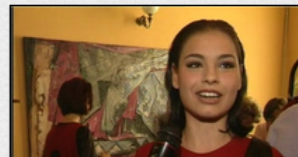
[Environment and Nature](#)



[Health](#)



[View Journal](#)



## Holidays in the Hay



### Metadata Add to Bookmark

<b>Title</b>	Heuhotel
<b>Title in English</b>	Holidays in the Hay
<b>Series title</b>	RIAS TV - Abend
<b>Series title in English</b>	RIAS TV - Evening
<b>Clip title</b>	-
<b>Provider</b>	Deutsche Welle
<b>Publisher / broadcaster</b>	DW
<b>Broadcast date</b>	17/07/1989
<b>Production year</b>	1989
<b>First broadcast channel</b>	RIAS TV
<b>Country of production</b>	GERMANY
<b>Contributor</b>	-
<b>Genre</b>	News
<b>Topic</b>	Lifestyle and consumerism
<b>Thesaurus terms</b>	Travel & Commuting, Holidays or vacations
<b>Keywords</b>	Bauernhof, Erholung, Ferien
<b>Geographical coverage</b>	Lower Saxony, Germany
<b>Original Language</b>	German
<b>Language used</b>	German
<b>Subtitle language</b>	-
<b>Material type</b>	Video
<b>Item type</b>	Part/extract
<b>Item duration</b>	02:25
<b>Item colour</b>	Colour
<b>Item sound</b>	Mono
<b>Aspect ratio</b>	4:3
<b>Filename</b>	100575_7_19890717_Agriculture_3.mp4
<b>Identifier</b>	EUS_33B13053295D44108FC

### Summary

### Terms of Use

Farm holidays are booming in the summer of 1989. Although the accommodation is very basic, beds in the hay must be reserved in advance. This form of tourism is very appealing to students seeking for an inexpensive holiday or middle-class families offering an adventure holiday to their children.

Ferien auf dem Bauernhof für gestresste Stadtmenschen. Das Heuhotel verzichtet auf jeglichen Komfort. Den Schlafsack muss der Reisende sogar selbst mitbringen, und doch empfiehlt es sich, das Lager im Heu rechtzeitig zu reservieren. Denn Ferien im Heu sind der Renner im Sommer 1989 - sei es für Studenten, die günstig übernachten wollen, oder für Familien aus dem Mittelstand, die ihren Kindern einen richtigen Abenteuerurlaub bieten möchten.

### Additional information

### Extended description

# Based on EBUcore Mapped to the Europeana Data Model

MAPPING TOOL

Massive uploads

Schema Mapping Service

Quality Control

Europeana Preview  
Services

ANNOTATION TOOL

Item and  
Group Level Annotation

Connection with  
EUscreen Thesauri

Search and Browsing  
Services

Metadata		Add to Bookmark
Title	Umwelttip: Aludosen im Apenglihen	
Title in English	Environment-tip: beverage cans in the afterglow	
Series title	WIR	
Series title in English	WE	
Clip title	-	
Provider	ORF (Austria)	
Publisher / broadcaster	ORF	
Broadcast date	13/07/1987	
Production year	1987	
First broadcast channel	-	
Country of production	AUSTRIA	
Contributor	Staffler, Helga (PRODUCER)	
Genre	Factual	
Topic	Environment and Nature	
Thesaurus terms	Leisure, Environmental Issues, Natural World	
Keywords	FREIZEIT, UMWELT, NATUR	
Geographical coverage	Austria	
Country of production	AUSTRIA	
Original Language	German	
Language used	German	
Subtitle language	-	
Material type	Video	
Item type	Part/extract	
Item duration	00:02:14	
Item colour	Colour	
Item sound	Mono	
Aspect ratio	4:3	
Filename	VA_06_Aludosen_x_01362080.	
Identifier	EUS_12727B33DCCF4A68934	
Original identifier	2874433	
URI	-	
Relation	-	
Relation type	-	



Search ▾ holidays in the hay

Search

Help

[Return to search results](#)[< Previous](#) [Next >](#)

© Rights reserved - Free access

View item at

[Deutsche Welle](#) 

Share



Cite on Wikipedia



Translate details

Select language ▾

Powered by Microsoft® Translator

## Holidays in the Hay

**Alternative Title:** Heuhotel

**Description:** Ferien auf dem Bauernhof für gestresste Stadtmenschen. Das Heuhotel verzichtet auf jeglichen Komfort. Den Schlafsack muss der Reisende sogar selbst mitbringen, und doch empfiehlt es sich, das Lager im Heu rechtzeitig zu reservieren. Denn Ferien im Heu sind der Renner im Sommer 1989 - sei es für Studenten, die günstig übernachten wollen, oder für Familien aus dem Mittelstand, die ihren Kindern einen richtigen Abenteuerurlaub bieten möchten.; Farm holidays are booming in the summer of 1989. Although the accommodation is very basic, beds in the hay must be reserved in advance. This form of tourism is very appealing to students seeking for an inexpensive holiday or middle-class families offering an adventure holiday to their children.

**Geographic coverage:** Lower Saxony; Germany; <http://sws.geonames.org/2862926/>**Date:** 1989; <http://semium.org/time/1989>**Publication date:** 17/07/1989**Type:** Video; News; <http://www.eionet.europa.eu/gemet/concept/8964>**Format:** 00:02:25; 4:3; Colour; Mono**Subject:** Travel & Commuting; Holidays or vacations; Lifestyle and consumerism**Identifier:** EUS\_33B13053295D44108FDF74EDE21C4184**Is part of:** RIAS TV - Abend; RIAS TV - Evening**Language:** German

**Rights:** Sämtliche von der Deutschen Welle zur Verfügung gestellten Inhalte sind urheberrechtlich geschützt und/oder unterliegen anderen gewerblichen Schutzrechten. Einige Inhalte können Fremdmaterial enthalten, die Rechte liegen beim jeweiligen Inhaber. Die Verwendung der Inhalte ist ausschließlich zum persönlichen Gebrauch gestattet. Jede nicht nur private Nutzung und Verwertung der Inhalte ist ohne ausdrückliche Zustimmung der Deutschen Welle untersagt. Dies gilt insbesondere für die Vervielfältigung, Bearbeitung, Vorführung, Veröffentlichung, Verbreitung sowie für die Speicherung und Verarbeitung von Inhalten in elektronischen Systemen. Eine kommerzielle Nutzung und / oder Verwertung der Inhalte in jeglicher Form ist nur nach vorheriger schriftlicher Zustimmung der Deutschen Welle zulässig. The content provided by Deutsche Welle is strictly for private use only. Some videos could contain third party material, the copyrights

Search also for:

**Title**

[Holidays in the Hay](#) (1)  
[Heuhotel](#) (1)

**What**

[Video](#) (67522)  
[News](#) (11291)  
[Travel & Commuting](#) (160)  
[Holidays or vacations](#) (363)  
[Lifestyle and consumerism](#) (1917)

**Provider**

[Deutsche Welle](#) (1255)  
[EUscreen Project](#) (21065)

# BEING EUROPEAN

This exhibition addresses how issues of European identity, culture and heritage are explored on television. It suggests how economic and social factors have fostered a common European identity while also reinforcing the importance of national identity.

By Dr Sian Barber, Royal Holloway, University of London.



Immigration and Emigration



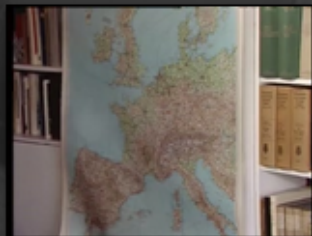
European National Identity and Culture



Growing up in Europe



The European Economy

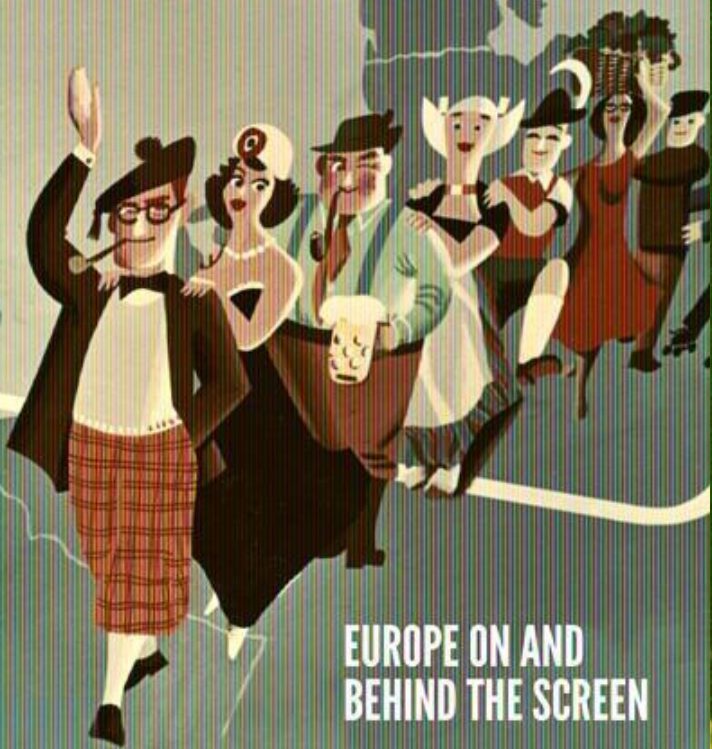


A United Europe?

Volume 01 issue 02/2012

# VIEW

JOURNAL OF  
EUROPEAN  
TELEVISION  
HISTORY  
& CULTURE



EUROPE ON AND  
BEHIND THE SCREEN



Volume 02 issue 03/2013

# VIEW

JOURNAL OF  
EUROPEAN  
TELEVISION  
HISTORY  
& CULTURE



EUROPEAN  
TELEVISION  
MEMORIES



CINECITTÀ  
LUCE



National Library  
of Sweden



# EU SCREEN XL Partners



A control room with multiple monitors and a person operating equipment. The room is dimly lit, with the primary light source being the screens. A person is seated at a desk in the foreground, facing away from the camera towards a wall of monitors. The desk is cluttered with various pieces of equipment, including a large mixing console with many buttons and sliders, several computer monitors, a keyboard, and a mouse. One monitor in the foreground shows a blue screen with the word 'OCTOPUS' and a logo. Another monitor shows a video of a man in a suit. The wall behind the desk is covered with a grid of smaller monitors, some showing video feeds and others showing technical data. At the top of the wall, there are two large digital clocks displaying '17:44:18' and '18:57:00'. The overall atmosphere is professional and technical.

# Aggregated Collection



# Core Collection




# Participatory archiving

Pelle Snickar

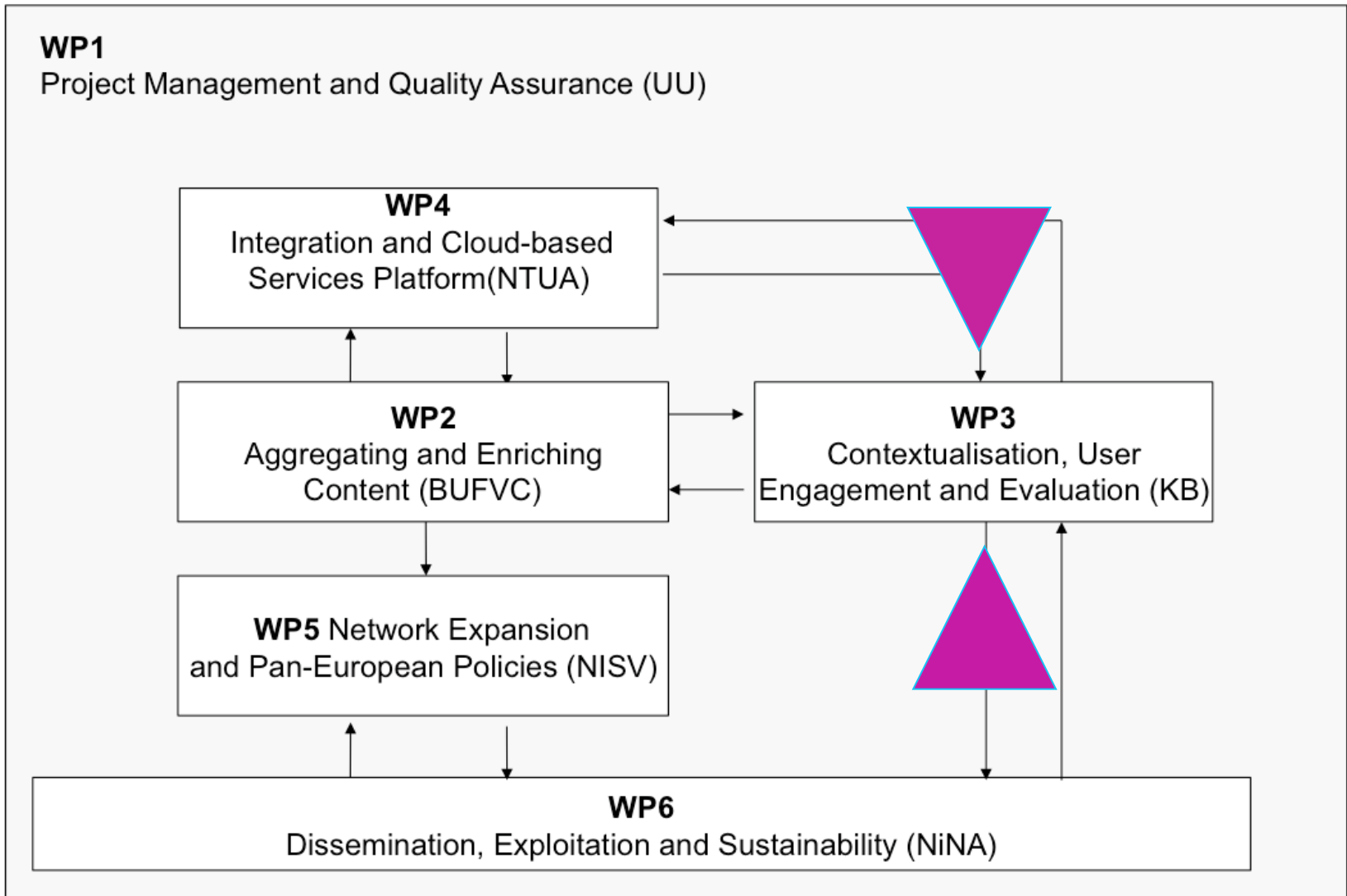


# Design Workshops





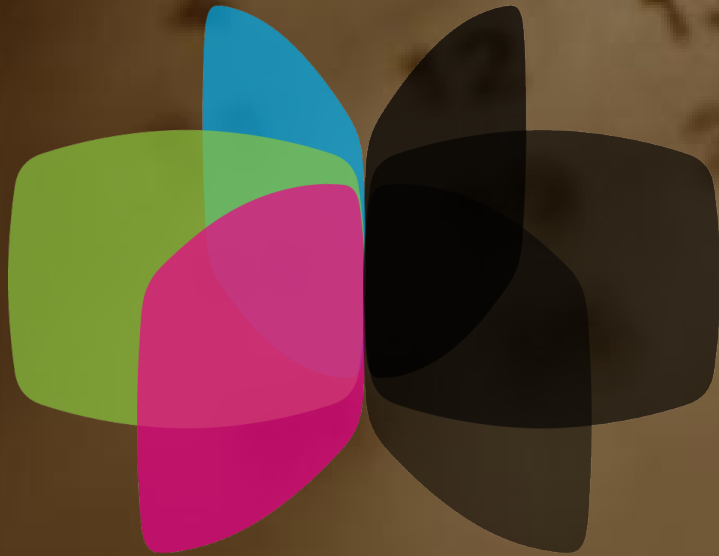
# Policy & Advocacy



# Dates

**April 2014** Strategic workshop on awareness in IPR regulations concerning audiovisual material

**August 2014** First International Conference



## Info

[www.euscreen.eu](http://www.euscreen.eu)

[info@euscreen.eu](mailto:info@euscreen.eu)

twitter – facebook

# Participate

1. **Share experience?** Access & IPR Survey
2. **Online much?** Join the network



## Contact

[joris.pekel@kb.nl](mailto:joris.pekel@kb.nl)

t: jpekel



[everbruggen@beeldengeluid.nl](mailto:everbruggen@beeldengeluid.nl)

t: erwinverb