



## **Digital Strategies for Heritage (DISH) 2013** *2 & 3 December 2013, De Doelen Rotterdam*

### **Chefs' Table session**

**Table Number:** 8

**Table Session:** 5

**Table Host:** Paul Manwaring & Jonathan Carter

**Title:** Using Open Source Software to Publish Cultural Heritage Apps – The pain and pleasure of making interactive experiences

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#### Introduction

From Winning Apps4NL with Vistory to recently publishing the Europeana Open Culture App, Paul and Jonathan have endured many difficult challenges- let them share their knowledge and experiences with you.

Over the past few years Glimworm has emerged as a leader in the Open Data and Open Cultural Data initiatives and have created several award winning and renowned apps including Vistory, Rijksmuseum Muse and Europeana Open Culture.

Along the way they have also created important open source publishing platforms such as Muse Open Source and Push2Press. They will share their story with you and their knowledge not just about their successes but also their failures and lessons learned. They will also show some of their Apps and the software that makes them possible in an interactive forum that will allow you to get hands on and experience yourself the possibilities interactive platforms create with social curation, crowd sourcing, sharing, comments, data enrichment and much, much more.

#### Discussion

was the vistory app successful?

- not that many downloads, but its more about engaging users: 25% of the users is an active user
- mostly used for search and play, which was unexpected
- difficult to predict success of these kinds of apps

rijksmuseum muse app

for a personal visit, display mechanism for metadata and content

paid app, to test whether that would work

lessons learned: selling the app in the appstore was not profitable. why was it not successful?

- the rijksmuseum had their own app, with their own logo, and free. the muse app didn't have that, couldn't use the rijksmuseum logo
- selling apps in the app store is difficult
- rijksmuseum couldn't help with branding, had their own app for free.

question to the rijksmuseum: why is the app free and the entrance not? tied to rules

uneven competition: cultural institutions make their own apps for free, while commercial parties want to make money out of it

new approach from glimworm: open up the platform as open source software created the Europeana open culture app platform, also a display mechanism for metadata and content. but also a data enrichment platform, users can link who, what, where etc information, will immediately appear in the app.

long term goal: create a distributed network platform. in that way opportunities will present itself

this is a successful app:

- lots of downloads, and engaged users

key things:

- create apps that ENGAGE and INSPIRE people
- change from centralized distribution to distributed network

example of app that generate revenue for museums? not a lot of examples.

remark from audience: audioguides company is still making money. people don't want to use their own device. but this will change

fieldwork for app Arts Holland: interviewed over 140 tourists: they don't want to download a new app. they used google search, tripadvisor, facebook, whatsapp. but they do want the information, they do want to be notified, but not via a new app