



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

Chefs' Table session

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Table Host: Paul Manwaring & Jonathan Carter

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

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

Chefs Paul Manwaring and Jonathan Carter from Glimworm
(<http://www.glimworm.com/>)

Glimworm created apps such as Vistory (<http://www.vistory.nl/>), Muse - the personal mobile museum (<http://mobilemuseum.eu/>) and Europeana Open Culture (<http://blog.europeana.eu/2013/09/coming-soon-europeana-open-culture-2-0-for-ipad-and-android/>).

Paul: The idea behind Vistory was to shoot a video on the location of a historical footage and thanks to geolocation compare the two. The app uses open content from Dutch museums and archives.

How do you get users engaged? Most people used Vistory in a different way we expected them - only for viewing, not for uploading their own video snaps.

Jeremy Ottevanger from Imperial War Museum: What about the customization?

MUSE

Europeana approached Kennisland (<http://www.kennisland.nl/>) asking how we they can use their metadata.

Glimworm took Europeana API and connected it with Wikipedia links to see where the content from Europeana appears. It's a display mechanism for metadata and content. It allows users to curate items, share them on social media and comment on these items. The company thought that the grand reopening of Rijksmuseum will attract a lot of attention and people will be looking for apps related to Rijksmuseum. However everyone was interested in the event itself and the museum's own app

(<https://play.google.com/store/apps/details?id=nl.rijksmuseum.mmt&hl=pl> <https://itunes.apple.com/us/app/rijksmuseum/id621307961?mt=8>). There was no way to compete with the official app because it's slick, expensive and very nice + has the Rijksmuseum logo, which other companies cannot use.

Lesson learned: Muse was not successful and not scalable. Once you get one bad review in Appstore - it's over, even if the comment is irrelevant. Getting 1000 downloads is not enough to create a sustainable business.

Europeana Open Culture

Jill Cousins from Europeana asked Glimworm to make an app using Europeana API in 2 weeks to impress Neelie Kroes (European Commissioner for Digital Agenda).

Jill said: We're all about open data, we want to make it open source - which for the company means free.

By changing your distribution model you can create a new value chain.

In Europeana Open Culture app the user can add a link to an external site where the content appears.

Paul Manwaring: Digitising cultural heritage content and putting it online requires change. It doesn't have to be perfect quality.

Paul: IT companies and GLAMs - we can help each other. But we are fast and you are slow.

Audience is our most important resource!

In the future we can create public that informs the decisions of the institutions

Using Europeana's API is the fastest way to publish.

Using Linked Open Data is the key to the potential.

Paul: We think the future is the API.

Push2Press (<http://www.push2press.com/>) is the first truly free open source CMS for iOS and Android. It's scalable and sustainable.

Jeremy Ottevanger: How do you capture social interactions (likes, shares etc.)?

Paul: App Annie (<http://www.appannie.com/>) allows to track social media impact and creates statistics.

Participant: Is the massive amount of app available in Appstore a cause for independent cultural heritage apps to get lower attention?

Paul: Yes, you're right.

Participant2: What interest does Rijksmuseum have to promote only their app and not others that use their content?

Participant1: Institutions have to be more open.

Participant2: They want to be in control of the message.