Chefs' Table session

Table Number: 9
Table Session: 4
Table Host: Merete Sanderhoff & Lizzy Jongma
Title: Use open licensing to the MAX

Introduction

Open licenses change the perception of museum collections and what they can do for us.

Open licensing enables museums to bring their collections to the people and turn them into active tools in the hands of users. But licensing can be a jungle. Along with my sous-chef Lizzy Jongma from Rijksmuseum, we will discuss which licenses GLAMs need to choose (for instance within the Creative Commons framework) to ensure that their collections can go where the users are and foster new forms of engagement (Wikipedia, social media, remix culture etc.) The outset for discussion is our personal experiences with licensing collections: How did we serve our audiences on digital platforms like Wikipedia, Europeana, Google Art, Facebook etc. And how does this serve our own organizations?

Discussion

"Use open licensing to the MAX" by Merete Sanderhoff (Statens Museum for Kunst) and Lizzy Jongma (Rijksmuseum).

participants:
Nienke (?): European Library, library aggregator for Europeana
Lynn: New Master's Delft - between Heriage organisations and (uni?)
Naturalis <3 two people!!
Inge van Stokkum: Naturalis
Sander Pieterse: Naturalis - educational development department. We're about to implement an open content policy
Lotte Belice Baltussen: Sound and Vision, does various open (culture) data

projects
Sven Slootweg: activist/archivist/developer. Doesn't work with propietary code
Rogier Brussee: University of Utrecht
Sheena Bassett: 3D content provision to Europeana
Johana Berg from Sweden

Idea behind the chefs duet: Marete represents a museum that has a small open collection (160 images), Lizzy represent a big museum with huge online open collection (200 000)

Rijksmuseum wanted to be present on different content platforms such as Wikipedia or Flickr and for that reason staretd to research licencing.
Lizzy explains why non-commercial licenses are not usable to be able to become part of Wikipedia and Europeana. Wikipedia only accepts CC BY and CC BY-SA licenses (and of course PD material), and Europeana only CC0 for metadata.

Public Domain mark is a new invention of Creative Commons. It allows to clearly inform the users about the status of the work. You cannot claim rights on a public domain work.

Putting extra rights restricts the use of the material!

Merete: Our collections are funded by the public. Their value is in their use.

Lizzy: If people use various Creative Commons licenses, they can conflict. For instance, if you use a non-commercial clause for content, and another has a attribution-share-alike licenses, they cannot be 'mixed' together.

In digital media our metadata is only valuable when there's an image attach to it.
For a museum it's insane to release metadata but keep the image for yourself.

Rijksmuseum used PD mark for images that go into Europeana and CC 0 for metadata.

Merete: we had to ask ourselves when we did the Google Art project => is it ok to give away rights to hi-res images of publicly funded collections to a private company? In the process, we went from the most restrictive Creative Commons license to a truly open one. We took a hard look at image sales, and we did something that is hardly done: how much money is spent on the

admin of the sales.

Museums want to control what people to with "their" images. But they are just stewards of these collections

Q. How does opennes work with onsite visits?

Q: We often ask insitutions: Can we have your audioguides for our tour guides to enhance the experience of the participants?
Lizzy: it's a question for our education department

Lizzy: We are happy people use our collections to design clothes or interior decoration because it promotes our museum.

Merete: We swim in a sea of images and it's important for users who surf these waves to have clear directions!

Marete: On our website the user interface is very rudimentary but we tried to describe in a very clear language what people can do with the images.Then you can go to a site that explains in more depth the licencing and if you wish - you to into Creative Commons website.

We want through the process from CC BY-NC-ND to CC BY because we are a research institution so (for our usesrs) it's important to reference the resource.

Merete: next step is really to embed metadata and license information in the content.

Lotte: the point is that many websites rip the files off the metadata from the files

Many websiites experiment with licences and It's still pretty much a jungle for users - that's why we call for cordinated efforts, something the Europeana is very good at.

Lizzy: losing control creates a panic reaction.

Sven mentions a Dutch map company that donates all its maps of Netherlands to Open Street Map.

The case of both Rijksmuseum and SMK was to be frontrunners because we

are both big national institutions, to break the ice.