Chefs' Table session

Table Number: 10
Table Session: 02
Table Host: Lotte Baltussen en Henk Vanstappen
Title: How Open Culture Data is opening up cultural heritage in new ways to new audiences

Introduction

For decades, cultural heritage institutions have safeguarded their collections and have gathered information and (meta)data about them. Although primarily intended for internal use, the digital collections are being presented to their audiences on museum websites and collaborative platforms such as Europeana. Open Cultuur Data wants to go one step further by stimulating the use of heritage data in new constellations of technology, audiences and applications. Open Cultuur Data (Open Culture Data) is a network of cultural professionals, developers, designers, copyright specialists and open data experts, that opens cultural data and encourages the development of valuable cultural applications. This makes culture accessible in new ways to a broader public. Open Cultuur Data supports the cultural heritage sector in the release of culture data through the activities such as workshops, presentations and publications on open culture data. The aim of Open Cultuur Data is to anchor the cultural sector in the international open data movement.

Discussion

second round open culture data: audience almost all from heritage institutions, some experienced in opening up data

how to open up?
- metadata: go all the way, CC0 licence, no restrictions (for example Europeana). reason: too challenging to adhere to restrictions, attribute and credit owners
- content: if your content is in the public domain, licence it the right way
- open documentation, explain how to use it
- use open standards

statistics about perentages of copyrighted material and public domain material. S&V have a really small amount of public domain material, however, you can reach a large audience with just a small percentage of your collections. it is worthwile to open up your public domain data, or data you own the rights of

other examples: Tate recently opened up their metadata in the public domain and of course Europeana

Question to audience: why would you open up your data?

British Library: received lots of requests for open data. took some years to ask for approvals. taking small steps: take collections first with low risk. 19th century books, picture collections on wikimedia. it's about persuading your organisation. outcome: world didn't fall apart.
- start small
- created usecase examples, for people not to get overwhelmed
- organised competition for game designers: increased use of map collections
- it's not enough to throw it out there, but let people know it is there and what's possible

example of nice app made with europeana CC0 data by Glimworm. enriched data

open culture data held their own competition, 27 apps developed, very diverse and not expected results. lessons learned: be surprised! created new collaborations between developers and contributing institutions

Question to audience: what's holding you back? what support do you need?
- is it expensive to open up your data?
No it's not expensive, 4 persons working parttime, developers work for free in the app competition
- where's the money in it? vision for the future?
the business can start growing after the competitions
Open culture data needs concrete examples, impact measurement.
it's possible to open up images in lower resolution, the higher resolutions will still be bought by the people that need to use it commercially.
there is a parallel to open access publishing
in the future all pictures will be for free is expected, however, the knowledge behind it is not.
good metadata, structured metadata has a large value. opening up your data is something you also do for yourself, create infrastructures to reuse your own data, keep cleaing and improving it once it is openly available for everyone.

rijksmuseum haven't seen their sales drop after opening up data. we need these examples to show opening up data is not scary, but worthwile

British library: it's about testing smaller amounts, see what it does with your sales. don't open up everything at once