

Europeana Business model & the Public Domain

*Communia Workshop, october 2008 Amsterdam
Harry Verwayen*

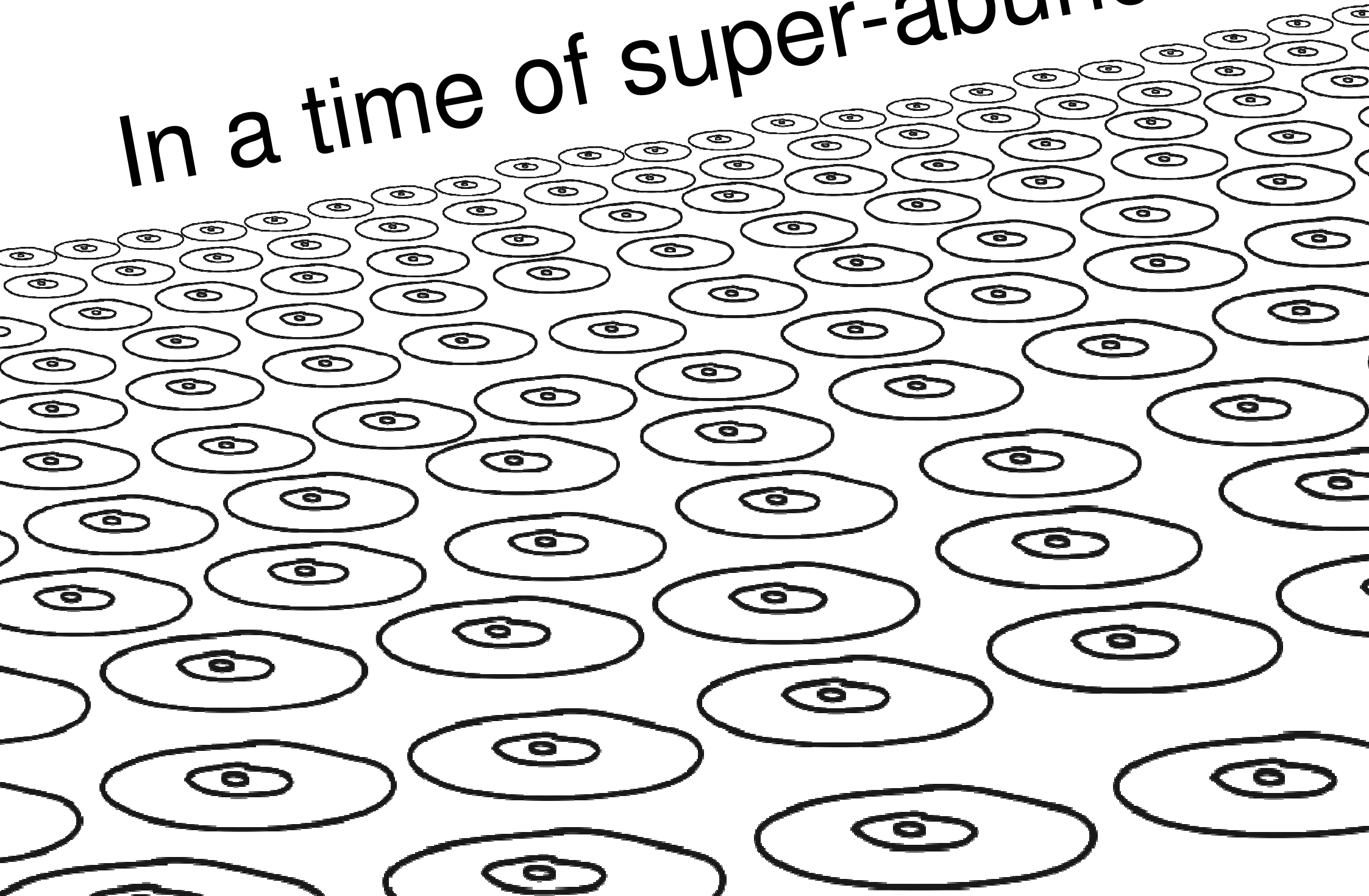


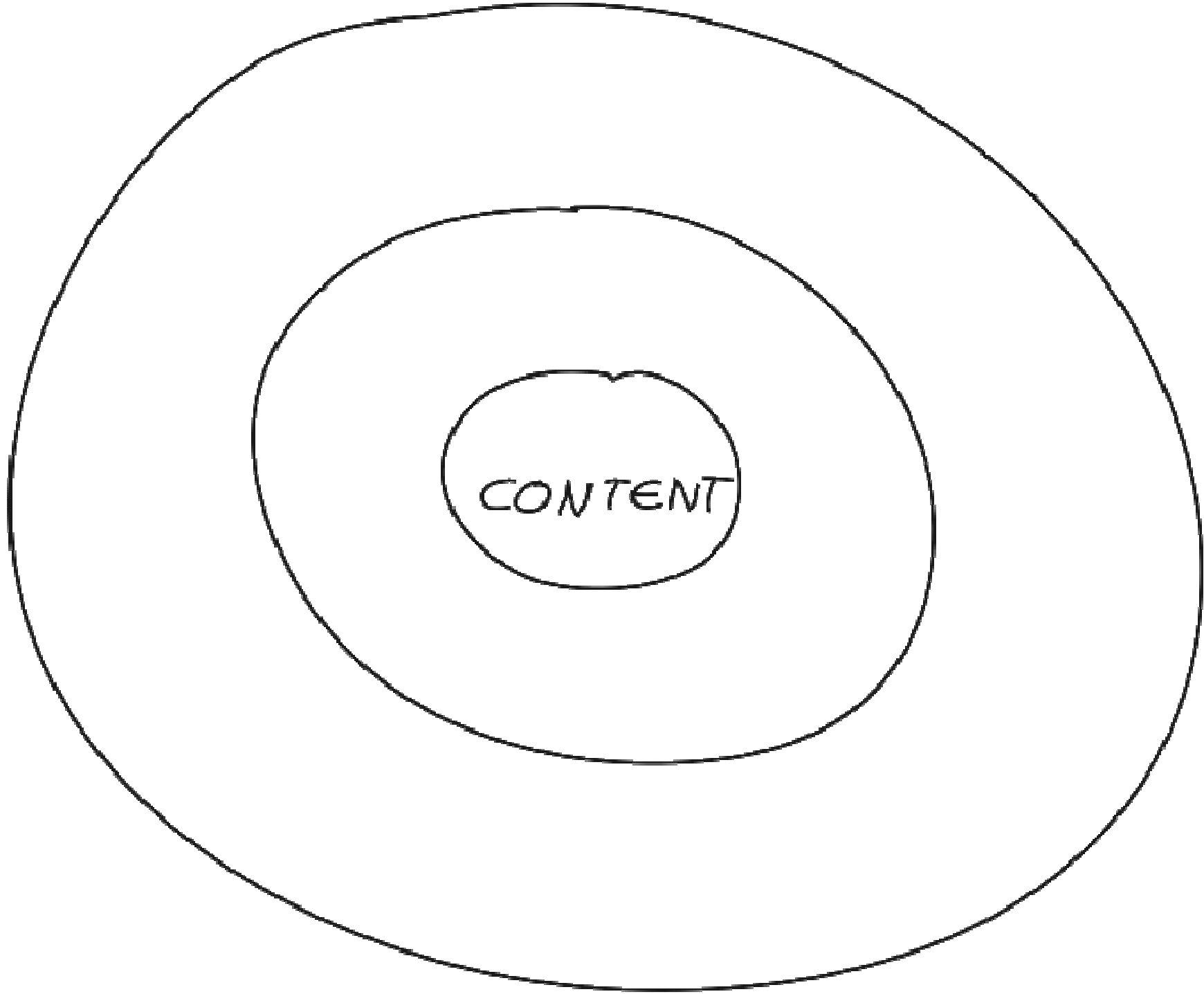


EUROPEANA
connecting cultural heritage

Sharing Europe's culture and heritage in the online world

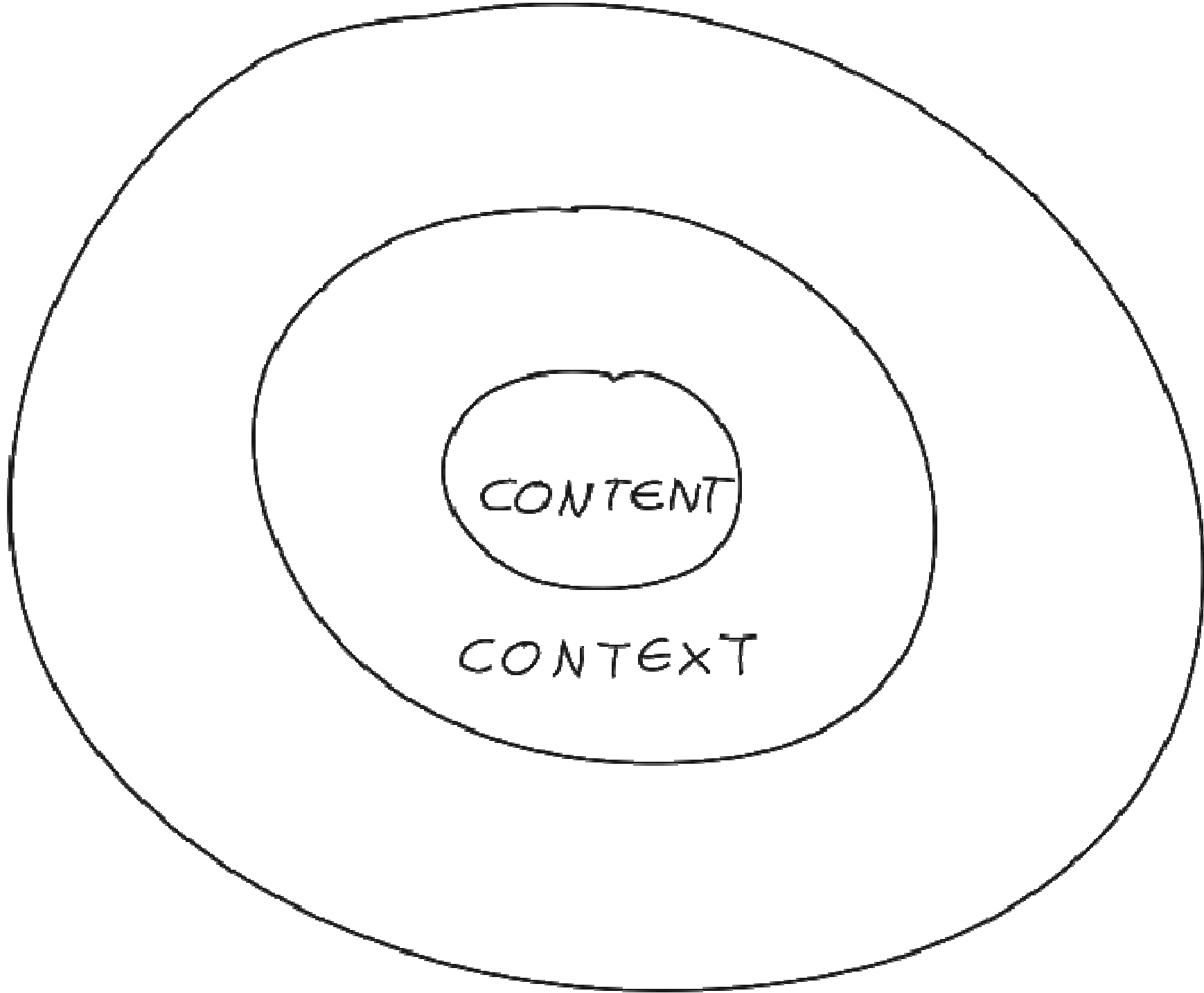
In a time of super-abundance

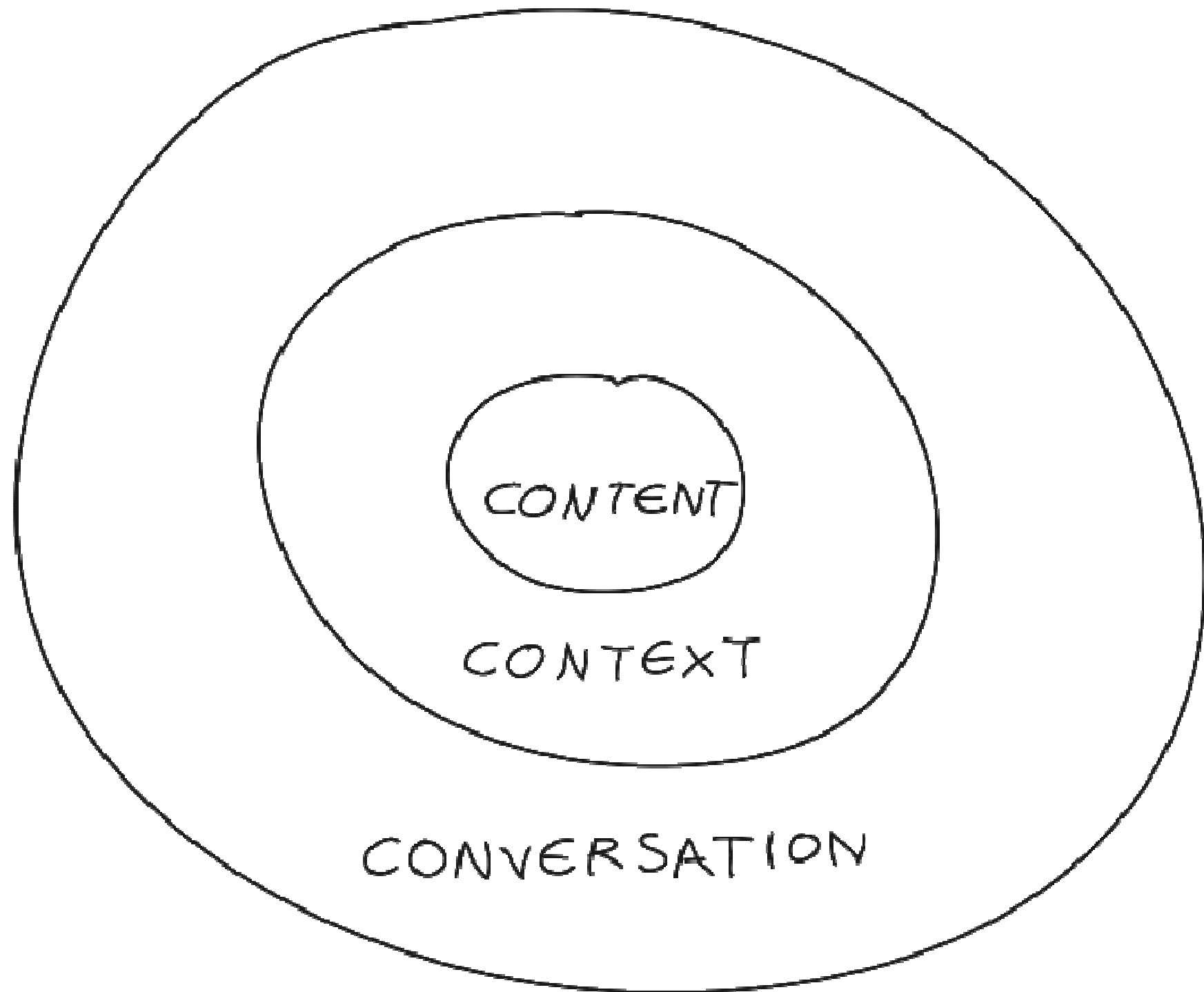




CONTENT

need





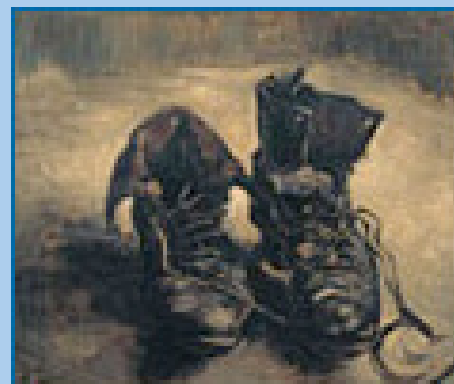
Welcome to Europe's digital library, museum and archive

Europeana will launch in **November 2008**, bringing you digitised books, films, newspapers, sounds and archives from **Europe's greatest museums**

[explore demo](#)

Watch video

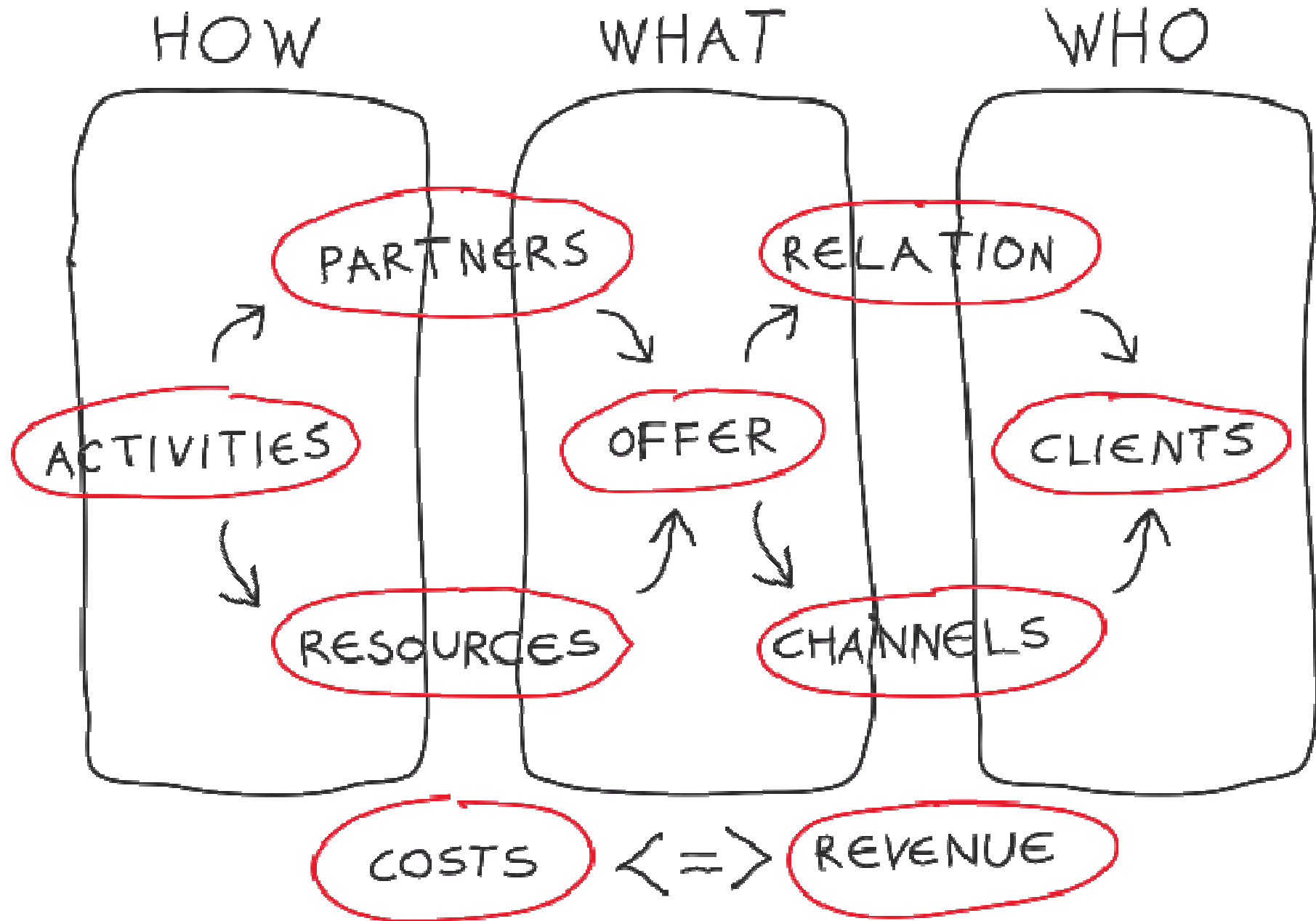
Intro to Europeana

[Click here to play the video](#)

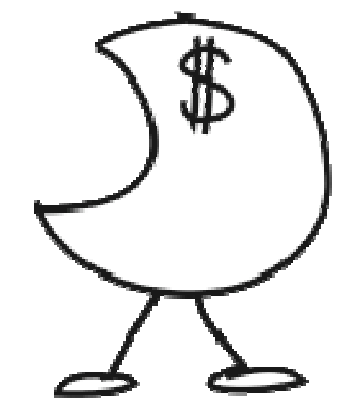
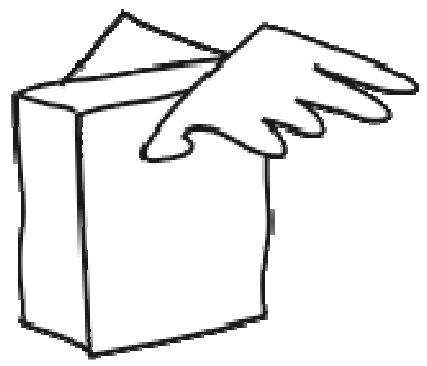
Provide content

News and events

- **Presentations** made at the b...
Ministries on 9 Oct in Amsterdam
- **European Film Gateway** pro...
opens: a partnership of nation...
archives and cinema museums
- A **list of metadata element**...
content providers

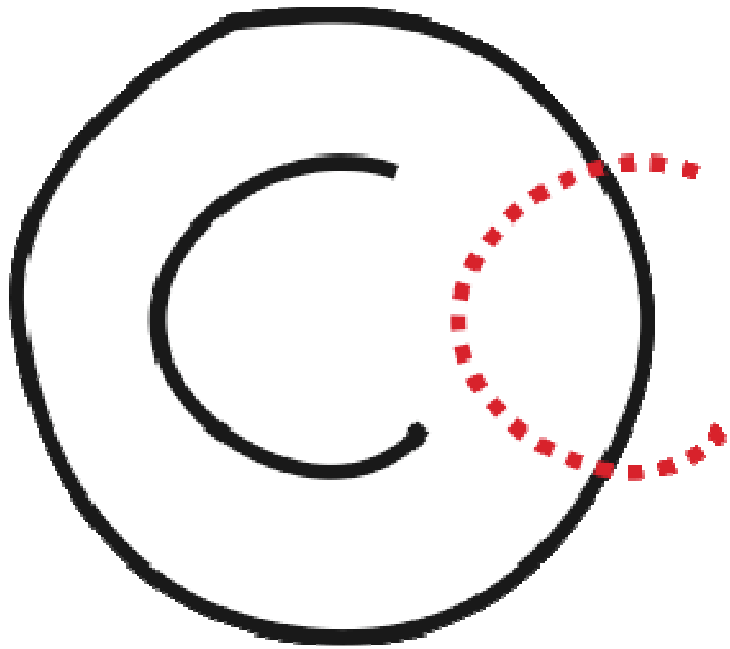
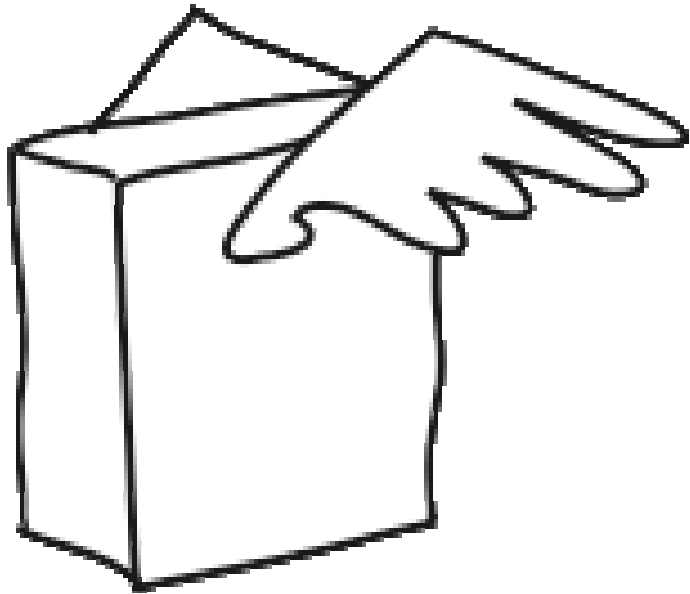


Open/Closed

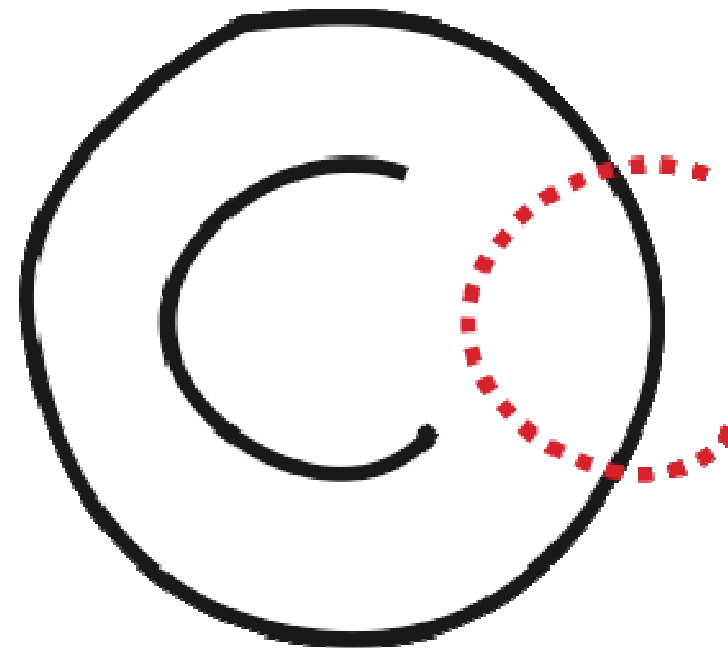
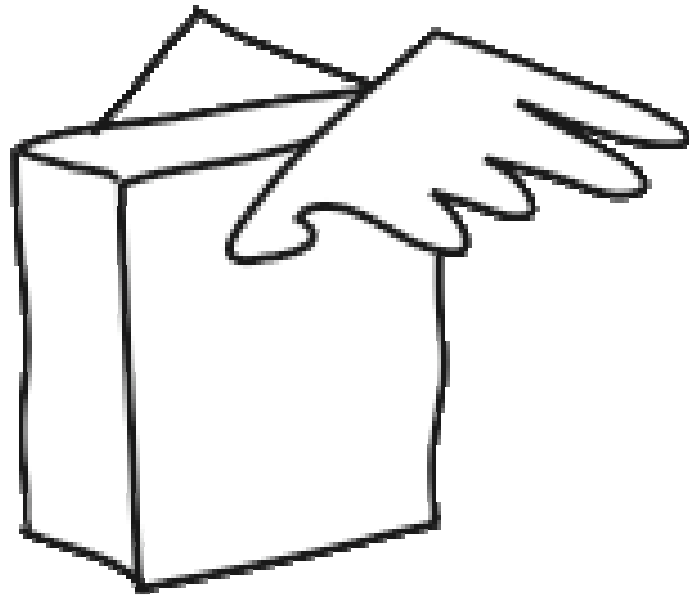


Public/Private funding

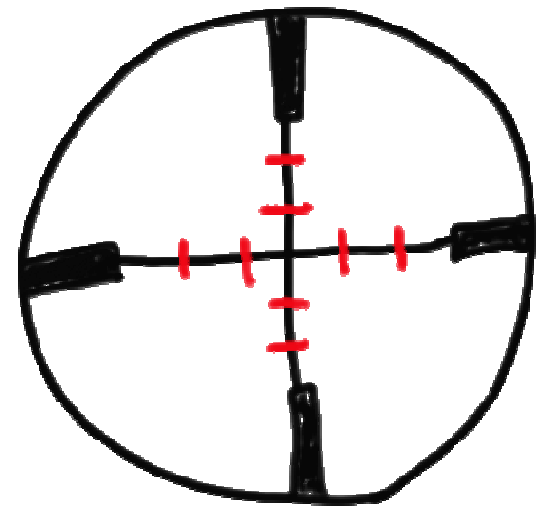
ertified) public domain content

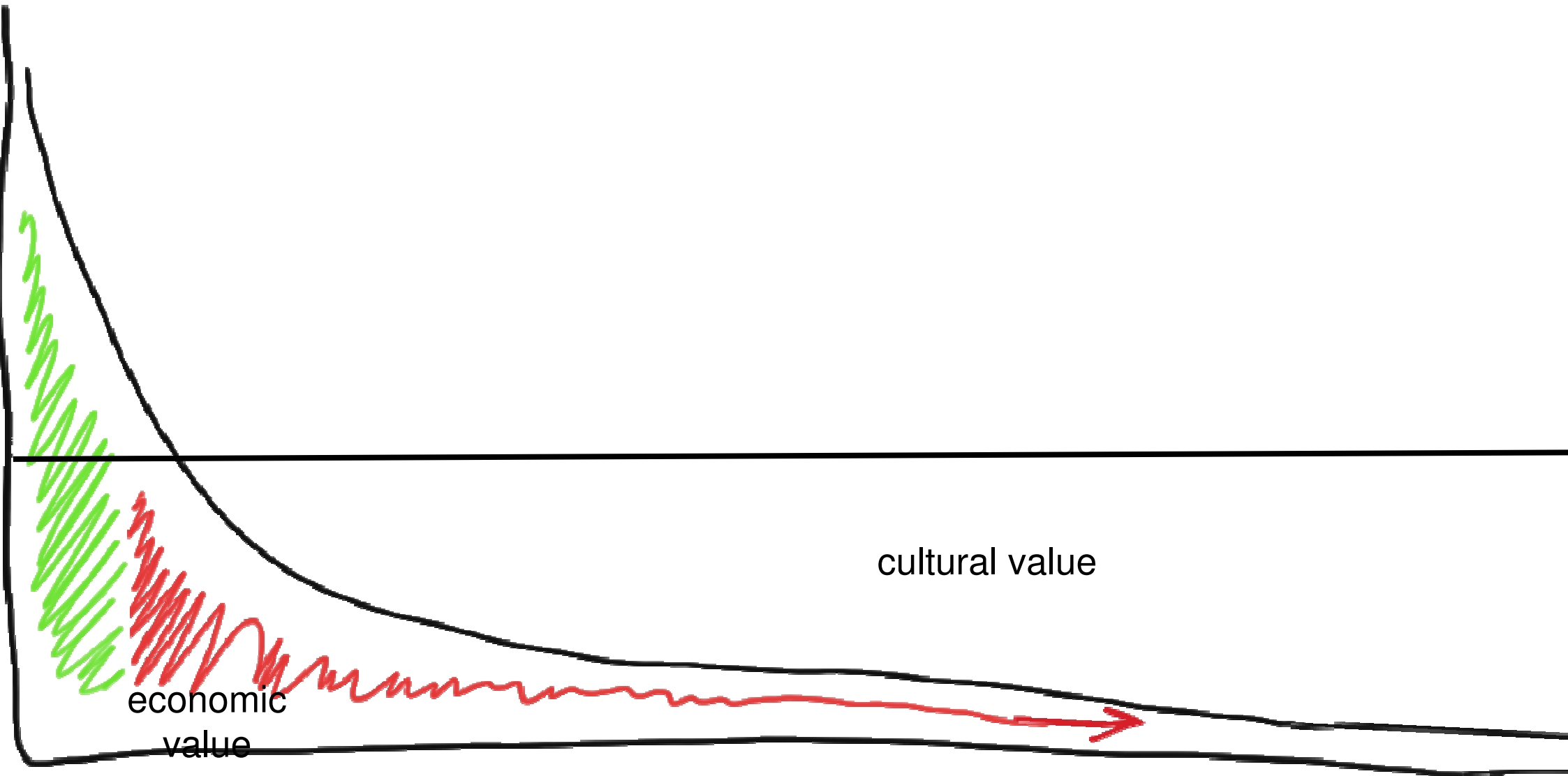


public domain content, and is it
good?



End-users = main target group





economic
value

cultural value

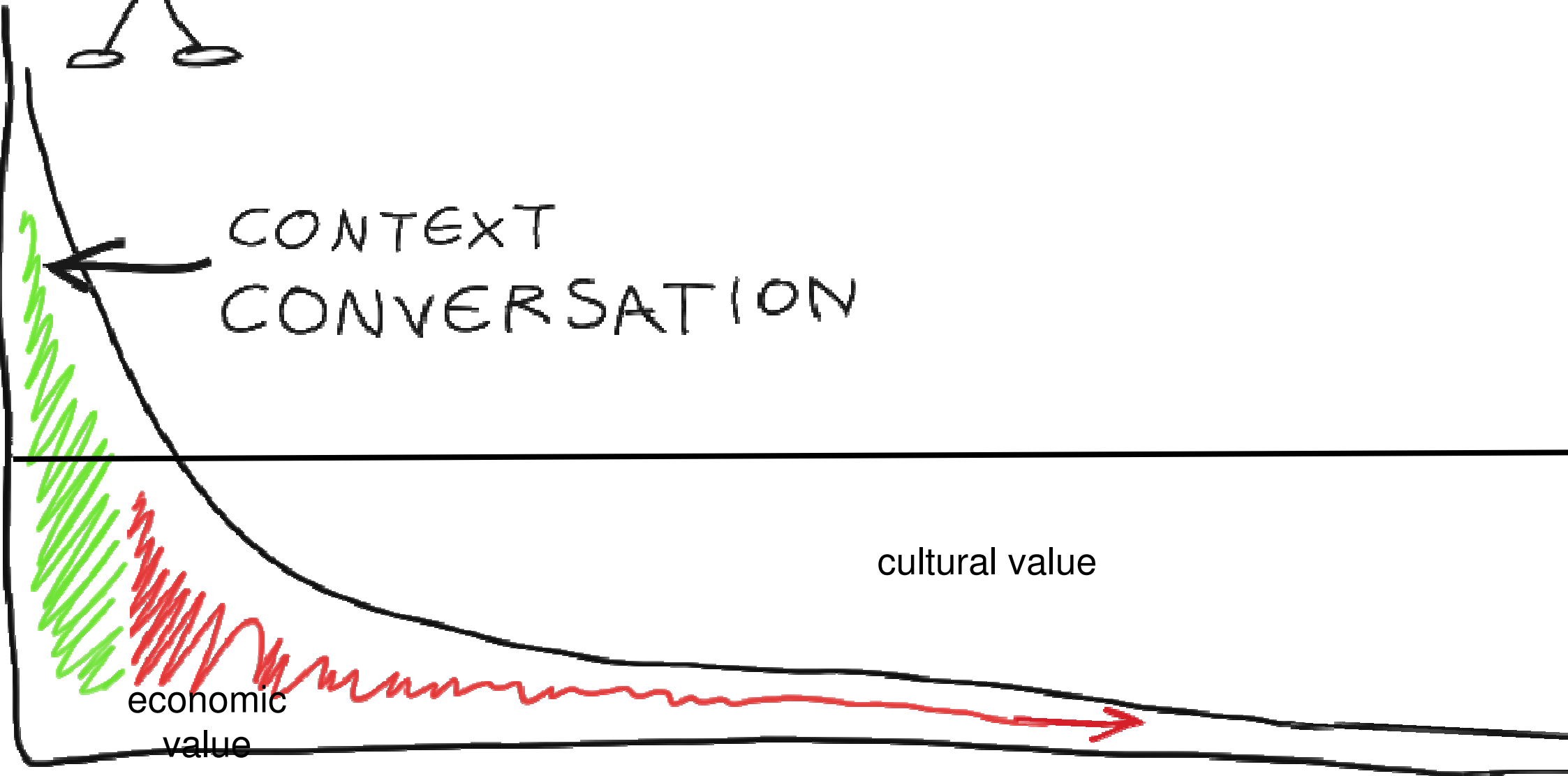


CONTEXT
CONVERSATION

cultural value

economic
value

CONTENT



CONTEXT →
CONVERSATION

cultural value

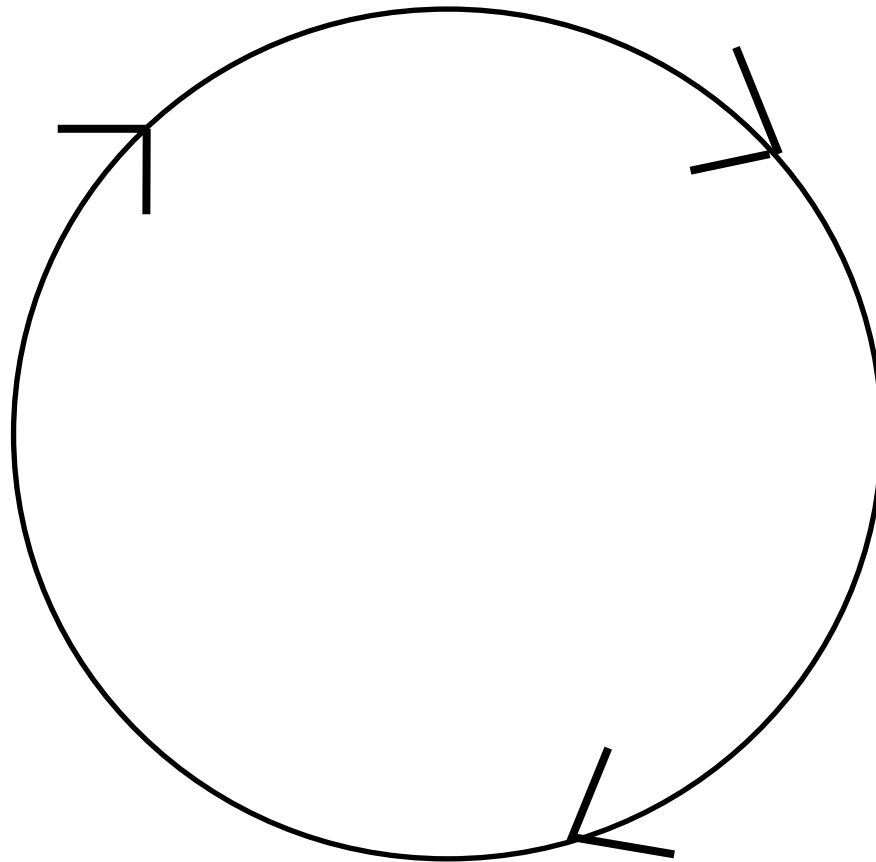
economic
value

CONTENT



Europeana's business model

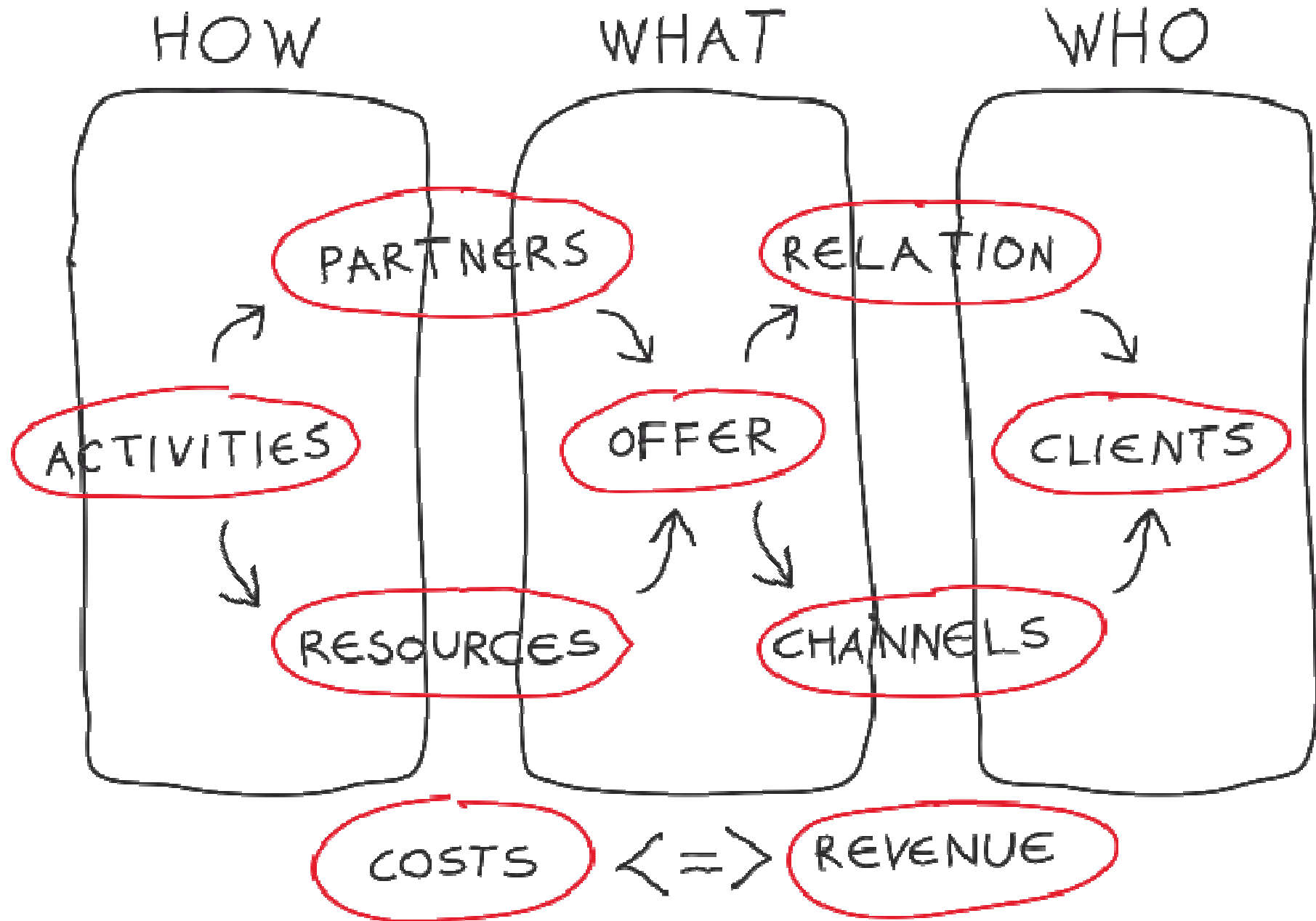
User behavior



Public funding

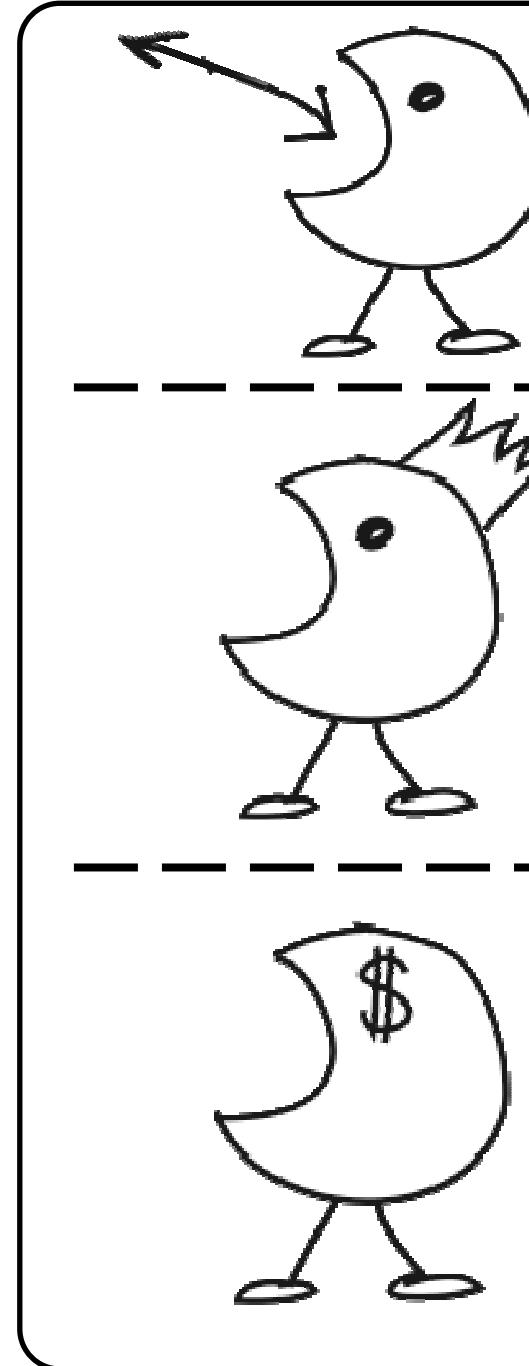
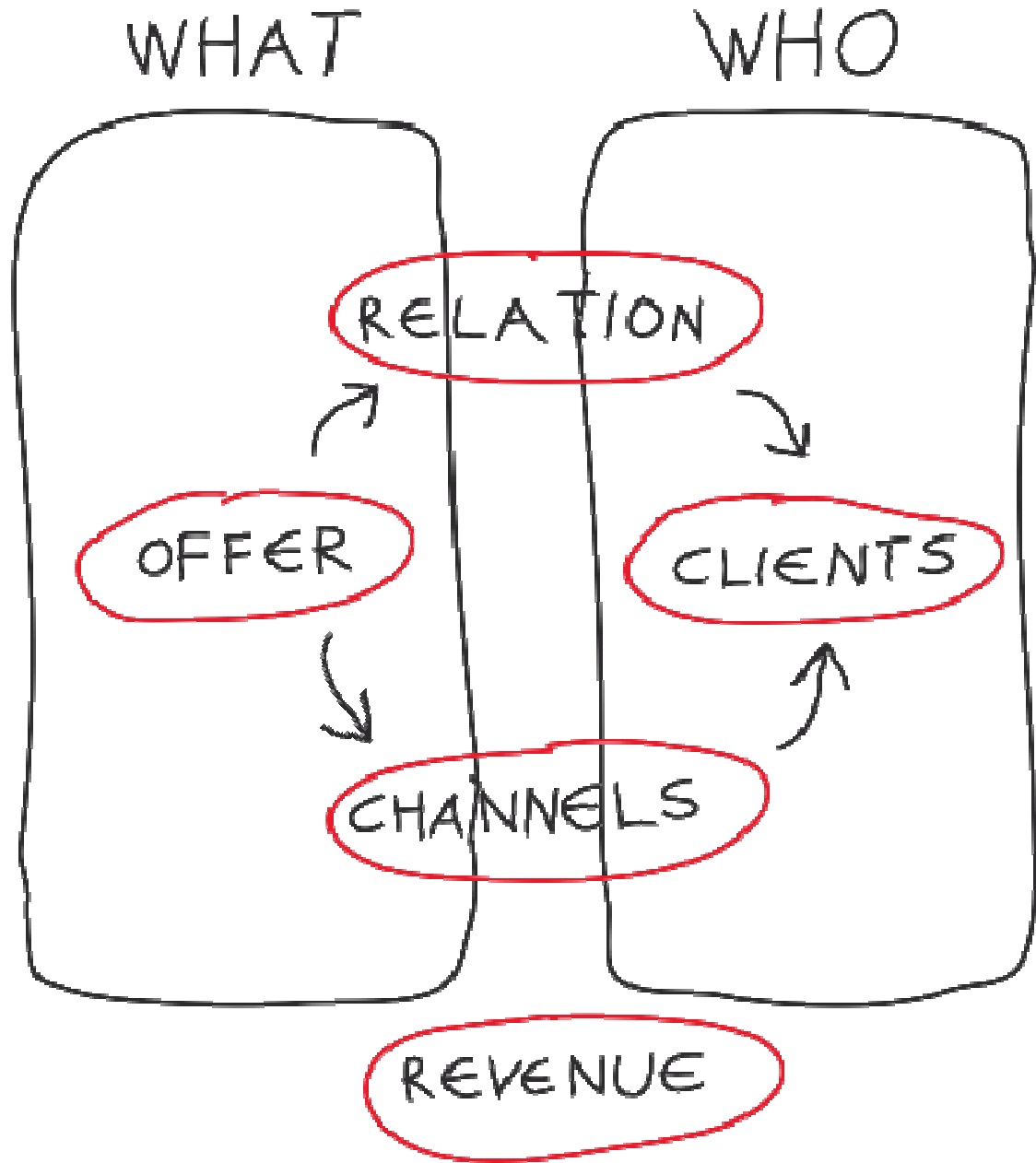
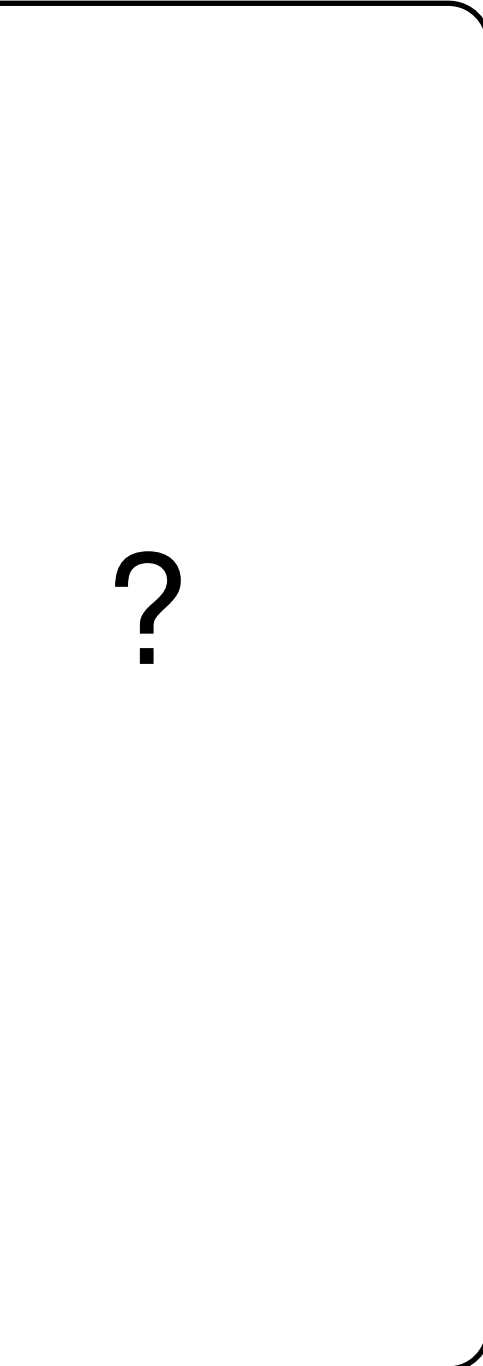
Private revenue

European's Business Model



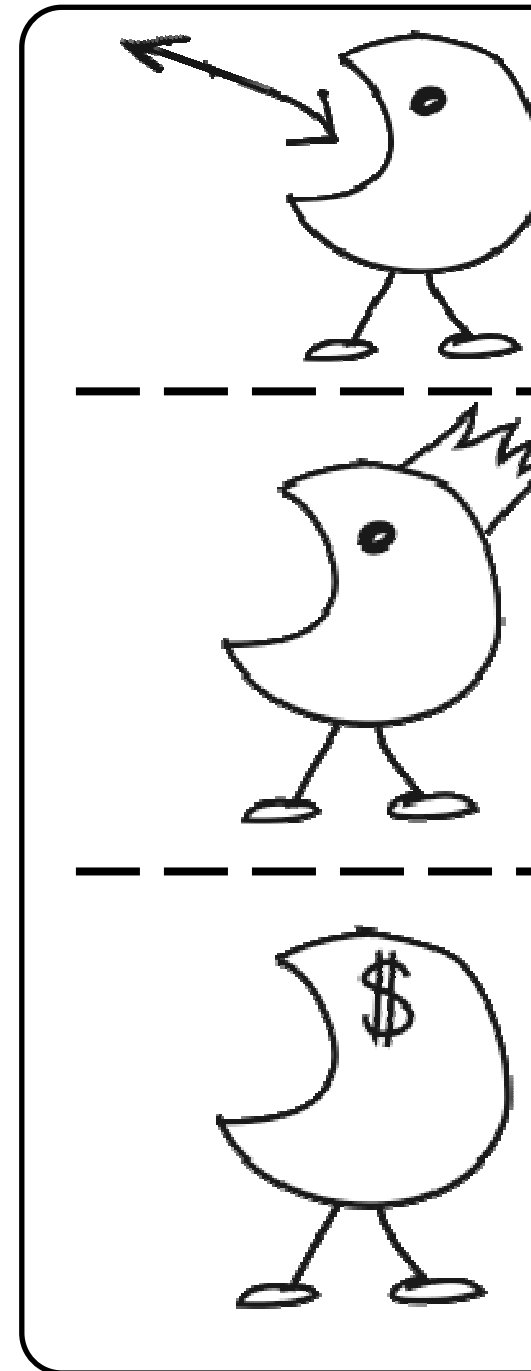
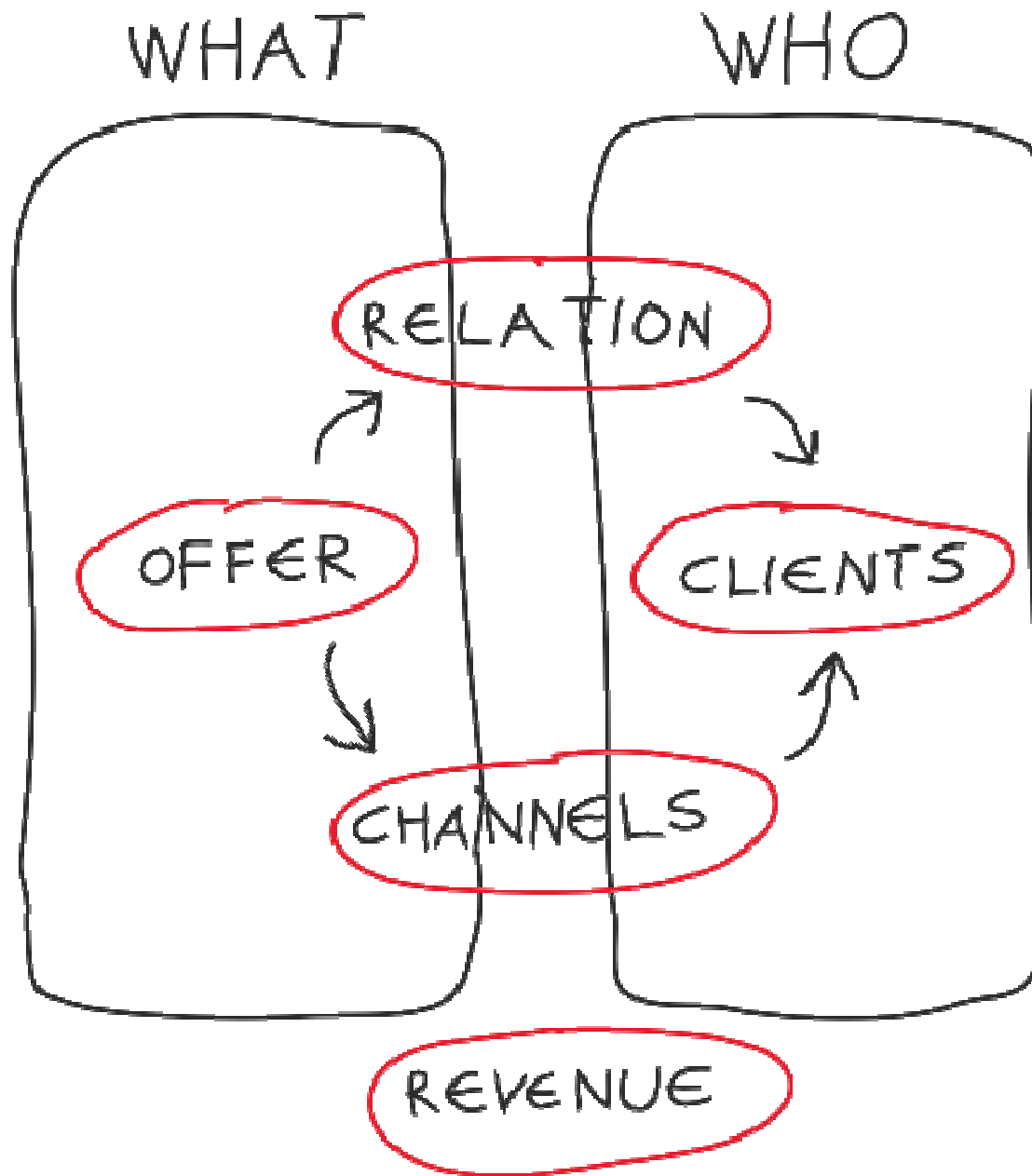
What are

segments



CULTURAL:
accessibility
mer
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use
ECONOMIC:

A.



CULTURAL:

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ONOMIC:

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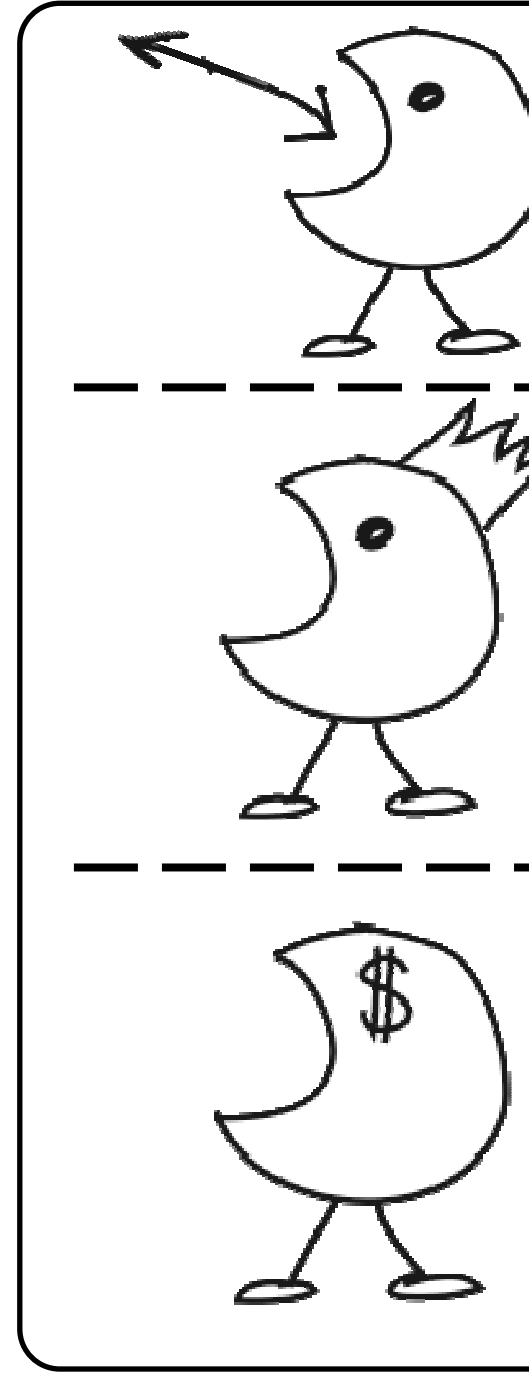
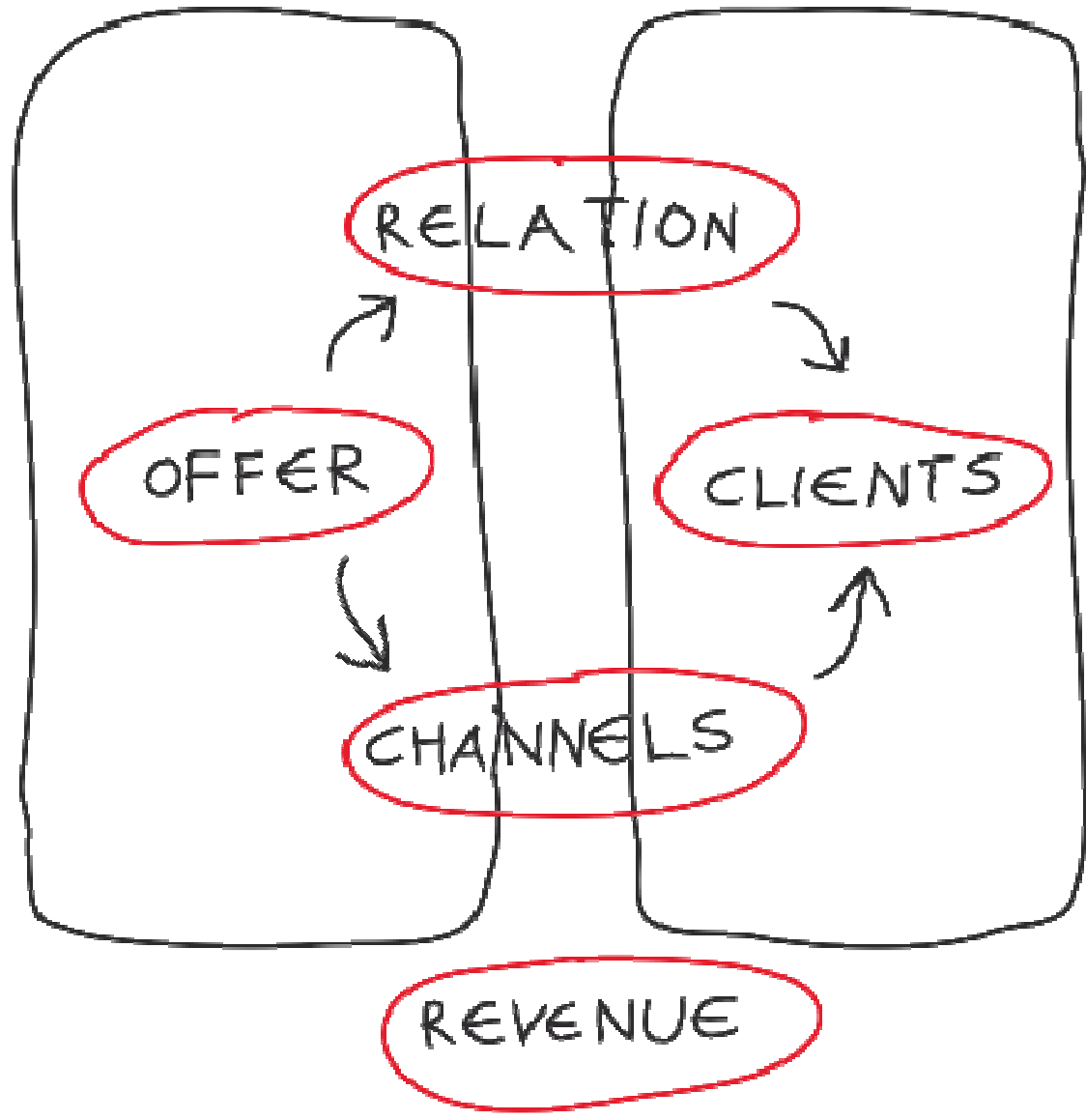
arkets

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ustries

WHAT

WHO

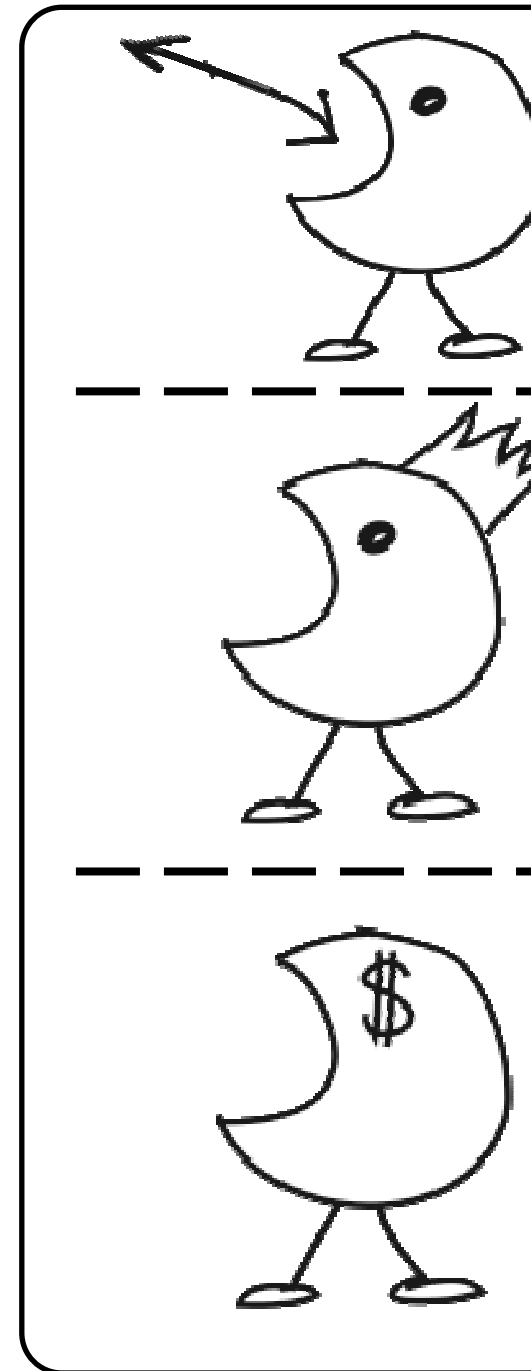
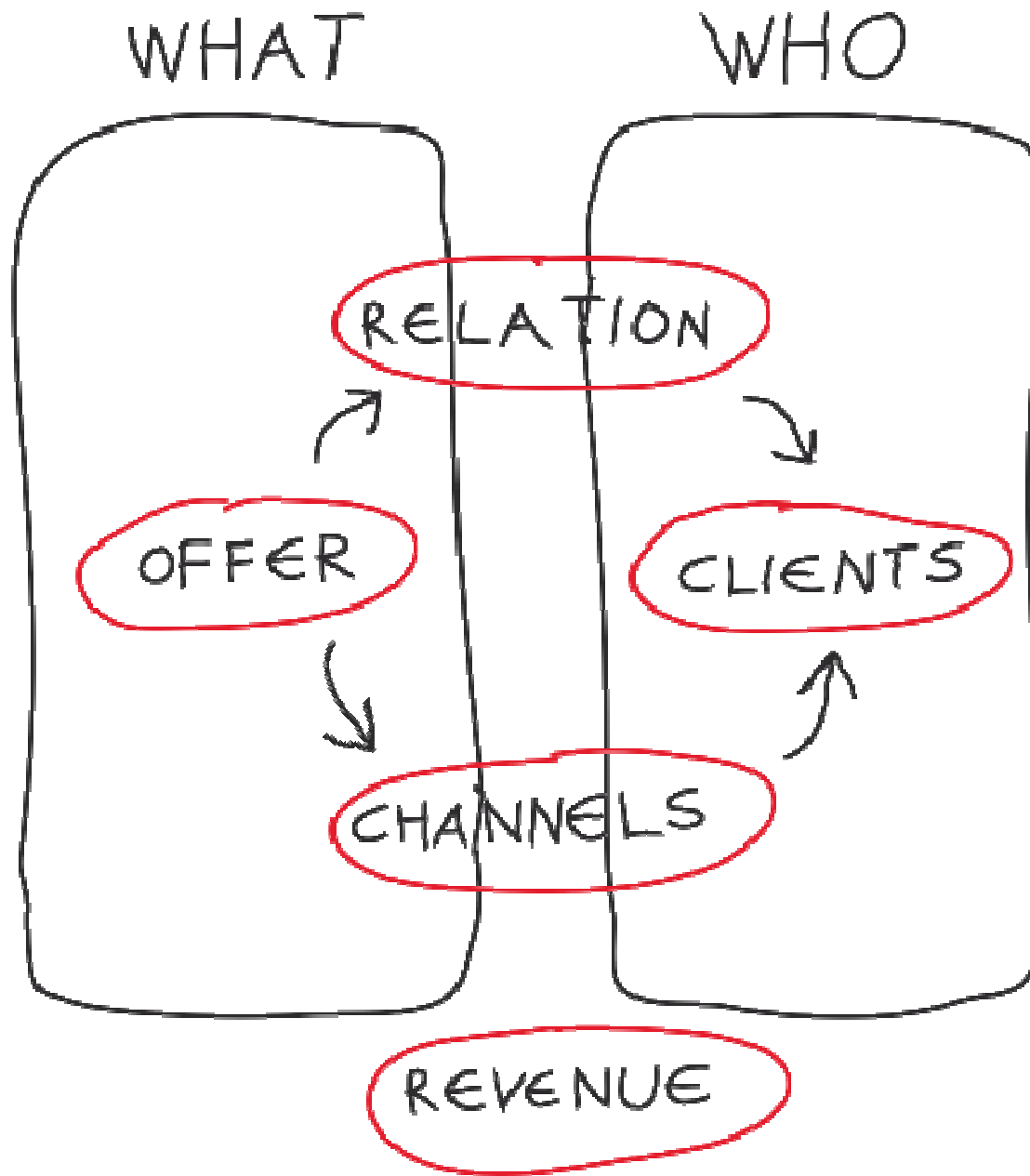


EC: 50% (constant)

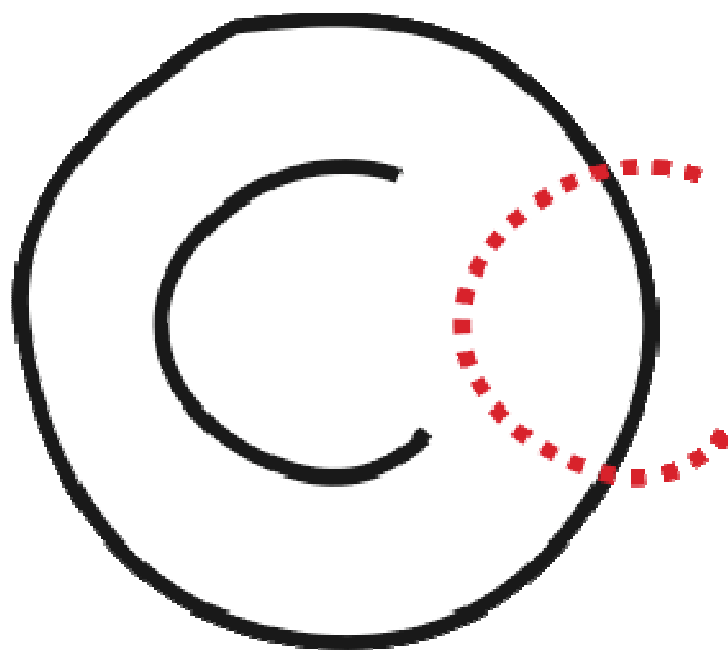
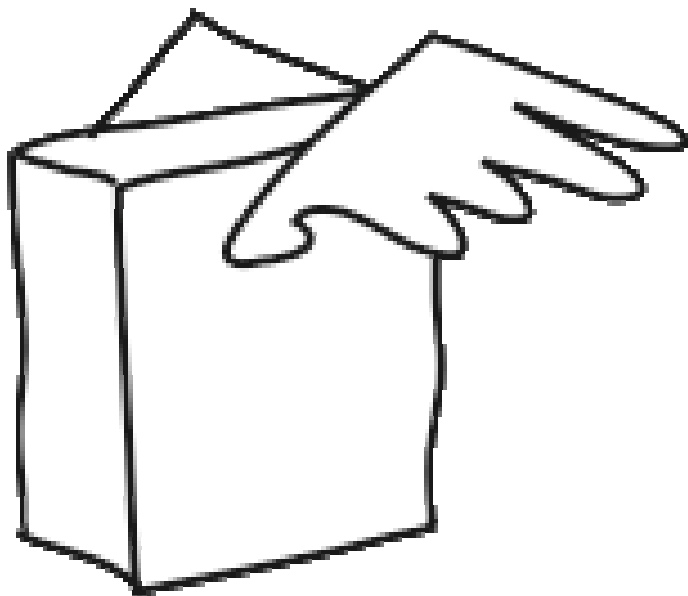
ent/context
aggregated
ent &
a-data)

versation
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ortunities



Surrounding commercial use of aggregated data

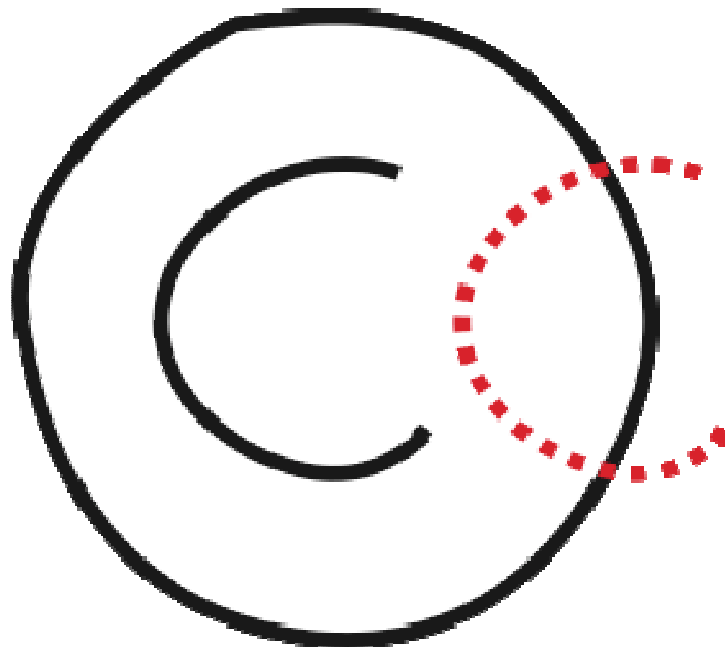


Challenge 4: how to organize all this

Search Engines

Content Operators

Developers



Advertisers

Affiliated partners
& content providers

Brokers

Merchants

Q & A

