OPEN CULTURE DATA: HOW A DUTCH NETWORK OPENED CULTURE AND STIMULATED RE-USE

Mai-Tagung 2013
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t: @OpenCultuurData | #opencultuurdatal
Access & Innovation!

- Applications are not very innovative
- End users are often limited in re-using the data (view-only)
- Data is technically locked in the institutions (own website)
STEP 1. NETWORK

1. Open up culture data from cultural institutions in NL, including galleries, libraries, archives and museums
2. Encourage the development of valuable arts & culture applications for various re-use scenario’s
1. Open Culture Data is knowledge and information of cultural institutions, organisations or initiatives about their collections and/or works
2. Everyone can consult, use, spread and re-use Open Culture Data through an open license or by making it available in the public domain
3. Open Culture Data is available in a digital (standard) format that makes re-use possible
4. The structure and possible applications of Open Culture Data are documented, for instance in a ‘Datablog’
5. The provider of the Open Culture Data is prepared to answer questions about the data from interested parties and respects the efforts the open data community invests in developing new applications
STEP 3. OPEN UP DATA

- From ad hoc to structured in a Creative Commons masterclass for cultural institutions with 17 hands-on participants and growing learning network
- 37 datasets of 23 Dutch institutions available (and counting)!

Check: www.opencultuurdatal.nl/datasets
RISKS OF OPEN DATA

- Loss of attribution
- Loss of control
- Loss of potential income
- Loss of brand value
- Privacy
BENEFITS OF OPEN DATA

- Public mission
- Data enrichment
- Increasing channels to end users
- Increasing relevance
- New customers
STEP 4. COMPETITION

Which apps can bring the best out of culture?

• Apps that expand audience reach and engagement (online, offline, onsite) of arts and culture;
• Apps that can reach audiences/communities in new and innovative ways;
• Apps that connect different datasets.

Check: www.opencultuurdata.nl/competition
## AWARDS

<table>
<thead>
<tr>
<th>Award</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>€ 3.000</td>
</tr>
<tr>
<td>Silver</td>
<td>€ 1.250</td>
</tr>
<tr>
<td>Bronze</td>
<td>€ 750</td>
</tr>
<tr>
<td>Nationaal Archief-award</td>
<td>€ 2.500</td>
</tr>
</tbody>
</table>

Broń foto: Collectie Nederlands Instituut voor Beeld en Geluid. Set De Taal van de Machine (VPRO) d.d. 13 november 1958. Licentie: Creative Commons Naamsvermelding-Gelijk delen (http://creativecommons.org/licenses/by-sa/3.0/nl/).
STEP 5. HACKATHON

Photo: Illustir
STEP 6. (KILLER) APPS

- 27 Apps participated in the Open Culture Data competition, winners: Muse App, Histogram, SimMuseum
- Types of apps: making collections better searchable, data enrichment, social media integration (e.g. Facebook, Twitter, Spotify, Layar etc.), games, mobile & tablets, creative re-use, etc.

Check: www.opencultuurdata.nl/apps
Open Cultuur Data


Histogram | Maak ansichtkaarten op basis van oud-Nederlandse foto's

1. Haal foto's op voor jouw onderwerp

2. Kies jouw foto

Populaire onderwerpen: Hoofdalsoos, Vuurwerk, Sneeuw, Koud
Stedelijk Museum 's-Hertogenbosch
locatie: Den Bosch
budget: 1.000.000
bezoekers afgelopen beurt: 0
inkomen afgelopen beurt: € 0
uitgaven afgelopen beurt: € 0
collectie
FROM EXPERIMENT TO SUSTAINABLE BUSINESS

• How can ad hoc collaborations between internet entrepreneurs and cultural institutions grow into real relationships
• How can we develop business models that can benefit both cultural institutions and entrepreneurs in new ways?
• What kind of support system is needed to enable experiments grow into sustainable businesses?
LESSONS LEARNED

• Start small and with data that is out of copyright and/or of which you are the copyright owner, learn from your peers
• Invest in a community of developers / hackers and go outside of your buildings! Don’t be afraid…
• Track and measure the impact of open data so you can make more informed decisions about your online strategy
THANKS

Join us!

www.opencultuurdatal.nl

@OpenCultuurData
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BUNDESKUNSTHALLE

Weitere Informationen unter: www.mai-tagung.de

Anmeldung für den Newsletter: www.mai-tagung.de/MAI-Ling