APPENDIX 1: OPEN CONTENT EXCHANGE PLATFORM

INTRODUCTION

Information on open content and licensing is now widely available yet it is often dispersed or only relevant to particular audiences. Much of this information is advocacy material aimed at cultural heritage institutions encouraging them to open up their collections. Much less of this information is aimed at potential users of the content offering advice on how to use open content.

The E-Space project targets new audiences, including creative industries and individuals who are likely to reuse open content and may well want to monetise it. There currently is no collective body of information aimed at them. The *Open Content Exchange Platform* brings together materials on the topic of reuse of open cultural heritage content with this new community in mind. Through a web-publishing platform developed with Omeka software, access is offered to a variety of resources such as guides, case studies, videos, papers, books and presentations for use by a global network of cultural institutions, including content holders, creative industries and hackathon attendees.

The *Open Content Exchange Platform* contains guidelines for licensing with respect to the reuse of openly licensed and public domain materials and the development of open strategies for business modelling. It also contains a directory of sources on openly licensed content (Open Collections) and several high profile blog posts and articles, including those written collaboratively with E-Space content providers. Results from the *Open Content Exchange Platform* will further inform research and policy making in the cultural heritage sphere, specifically around business models for open cultural content.
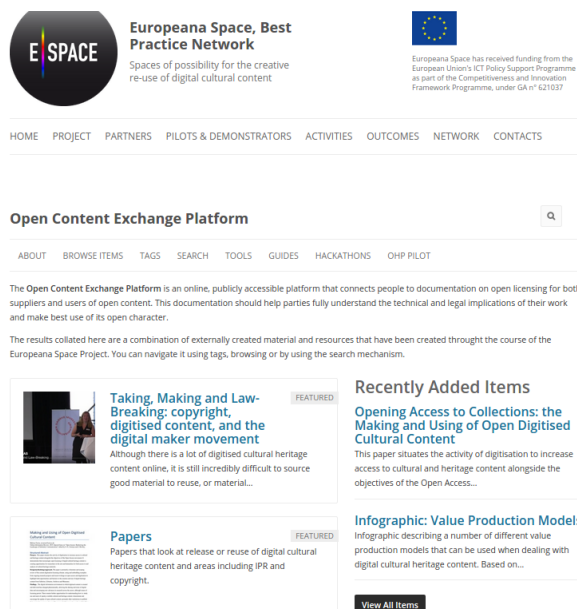

Figure 1: Frontpage of the Open Content Exchange Platform

The content in the platform has been collected in consultation with the OpenGLAM community[1] facilitated by Open Knowledge as well as the E-Space project consortium, in addition to new content being created within the E-Space project itself.

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[1] http://openglam.org/

CONTENT

The Open Content Exchange Platform connects people to documentation that helps both users and suppliers of open content fully understand the technical and legal implications of their work and make best use of its open character.

The results collated are a combination of externally created material and resources that have been created through the course of the E-Space project. The following types of resources have been included in the platform:

- **Blog posts** that focus on the reuse of open content and the challenges it poses

- **Books** on releasing or reusing cultural heritage content

- **Case studies** looking at possibilities for the reuse of digital cultural heritage material by cultural institutions

- **Guides** that support those who are sharing or reusing open content.

- **Lists** of resources or documents related to IPR in the cultural heritage sector

- **Papers** that look at release or reuse of digital cultural heritage content and areas including IPR and copyright.

- **Presentations** on the topic of reuse of openly licensed and public domain materials and related issues

- **Policies** that support release or reuse of cultural heritage content

- **Projects** that are working in a related area to Europeana Space

- **Reports** that consider the reuse of open content and the associated challenges

- **Tools** that may be of use for those interested in releasing or reusing open content

- **Videos** of people presenting on areas related to IPR for the Cultural heritage sector

In the next sections, the various types of resources and certain content highlights will be further illustrated.

OPEN CONTENT: OPEN COLLECTIONS

With the rise of the open movement, more and more cultural institutions are providing online access to their content and allow digital resources to be freely reused. Libraries, archives and museums publish their collections through their own websites and can make it findable through portals such as Europeana and DPLA as well. The Open Collections page, accessible from http://openglam.org/open-collections, provides a global and curated overview of open cultural content online for anyone interested in finding and using such material, such as those working in GLAMs, creative industries, artists, designers, organisers of hackathons and the general public.
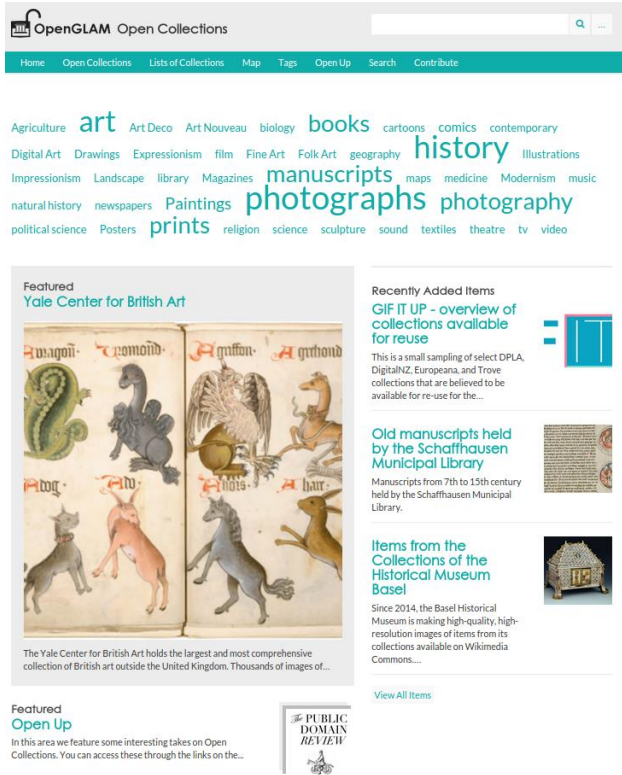
Figure 2: Frontpage of Open Collections

The page collates details of open collections from around the world that provide digital scans or photos that can be freely used without any restrictions, which means that they are licensed in a way that is compliant with the Open Definition. It also includes links to resources that aggregate open cultural data collections together in a central repository, such as Europeana and DPLA (under 'Lists of collections'). Similar to the Open Content Exchange Platform, it is delivered through Omeka, which means you easily search, locate collections on a map, comment on or tag collections. Searching by tag allows you to quickly look for material that fits your purpose.
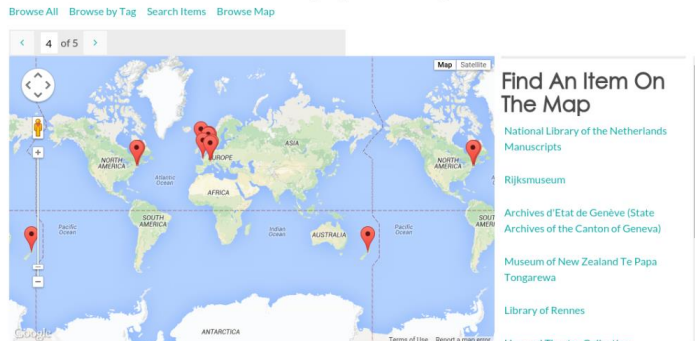

Figure 3: Browse collections on the world map

A part of the collections fully meet the OpenGLAM principles[2], for example by keeping works for which copyright has expired in the public domain by not adding new rights to them. These collections have been awarded the OpenGLAM Badge of Approval and are displayed through the Open Up page.

Figure 4: OpenGLAM Badge of approval

The Open Collections resource has been compiled with the help of the OpenGLAM working group[3]. Currently there are 65 open collections and 10 lists of open collections in the database: new collections can be submitted by filling in the form on the Contribute page.

BLOG POSTS AND ARTICLES ON OPEN CONTENT

The Open Content Exchange Platform also collects background stories and articles highlighting the work of cultural heritage institutions that have opened up their collections to help build a cultural commons.

One of these is the Curator's Choice series[4], developed by The Public Domain Review in collaboration with OpenGLAM. Each month a guest article is written by a curator from a cultural heritage institutions on a set of open digital works. Through this blogging series, some of the most appealing and interesting openly licensed digitised works surface to show what an incredible resource the digital public domain can be.

Another series consist of blogs written by E-Space project partners on the OpenGLAM blog[5], in which both the work of project partners is illustrated, but also certain issues around availability of open content and possible uses of open content in areas such as education are stressed.

DOCUMENTATION ON OPEN LICENSING

An important share of the platform's resources focuses on licensing of open content material. Indicated by tags such as 'licence', 'copyright' and 'Creative Commons', you can find reports, papers and guides on different types of open licences, exemplary open licence policies from cultural heritage institutions and practical guidance on choosing the correct licence. Some useful resources to start with include:

- Guide - Open Content - A Practical Guide to Using Creative Commons Licences[6]: Publication by the German Commission for UNESCO, the North Rhine-Westphalian Library Service Centre and Wikimedia Deutschland. Media attorney Dr. Till Kreutzer elaborates on the advantages of Creative Commons licenses and exemplifies different usage scenarios of the different licenses.

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[2] http://openglam.org/principles/
[3] http://openglam.org/working-group/
[4] http://openglam.org/curators-choice/
[5] http://openglam.org/category/E-Space/
[6] WikimediaDE, "Open Content - A Practical Guide to Using Creative Commons Licences," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/185

- Guide - Open definition: Guide to open licensing: Guide to open licenses[7] - not written by lawyers.

- Tool - Public Domain Calculation[8]: Calculators that offer a simple interface between consumers of content and the often complex set of national rules governing the duration of copyright, in order to determine the term of protection of a given work. You can also explore the research behind the Public Domain Calculators or embed the Calculators in your own projects.

- Policies: Digital Public Library of America Metadata Policy[9]: an exemplary open licensing policy that explains metadata use.

MATERIALS ON THE RE-USE OF OPENLY LICENSED MATERIALS

The Open Content Exchange Platform also including materials and examples on possibilities for creative reuse of open cultural content, with a special focus on the creative industry. These have been tagged with 'creative reuse', 'business models' and/or 'creative industries': some relevant places to start include:

- Guide - IPR Guidelines[10] - A guide to understanding copyright when reusing cultural data: The publication aims to help decision makers to choose what types of data to use for what products. For example using specific Creative Commons licenses in products and incorporating user generated data legally. The publication contains introductions in the policies, laws and regulations that need to be considered when reusing cultural data. It contains introductions in the policies, laws and regulations that need to be considered when reusing cultural data. It builds upon work, products and documents created and tested in other Europeana projects, such as Europeana Awareness, Europeana Sounds and Europeana Creative.

- Blogpost - Creative Reuse, Open Content & the Cultural Sector: A Brief History[11]: Opinion piece by Maarten Brinkerink of the Netherlands Institute for Sound and Vision on the value of open cultural data and its potential for creative reuse.

- Infographic - Value Production Models[12]: Infographic describing a number of different value production models that can be used when dealing with digital cultural heritage content.

E-SPACE RESOURCES

Finally, a part of the resources originate from the E-Space project itself: these include materials coming out of the different pilots, such as the Open & Hybrid Publishing pilot and the

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[7] Open Knowledge, "Open definition: Guide to open licensing," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/190

[8] Kennisland, Institute of Information Law (IViR), Bibliothèque nationale de Luxembourg (BnL), "Public Domain Calculation," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/194

[9] Digital Public Library of America (DPLA), "Digital Public Library of America Metadata Policy," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/170

[10] Lisette Kalshoven, Maarten Zeinstra (Kennisland), "IPR Guidelines - A guide to understanding copyright when reusing cultural data," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/240

[11] Netherlands Institute for Sound and Vision, "Creative Reuse, Open Content & the Cultural Sector: A Brief History," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/207

[12] Marieke Guy, "Infographic: Value Production Models," Open Content Exchange Platform, accessed December 2, 2015, http://E-Space.okfn.org/items/show/258

museums pilot that both have a special focus on openness, as well as infographics on copyright & IPR, orphan works and value production models and relevant E-Space reports.

These resources have all been tagged 'E-Space', while certain pilot resources have also been grouped together and are accessible from the top menu.

FUNCTIONALITY

The Open Content Exchange Platform has been built using Omeka, a free, open source content management system for online digital collections. Each resource is added as an item, with metadata for the title, description, identifier/url, creator, date, rights, format and type. In addition, items are tagged with a number of keywords describing their content.

Through the search interface, you can easily filter on specific content, or on specific tags. It is also possible to browse through the content, or a specific type of resources. Finally, items have been grouped together for easy access on several dedicated menu pages, such as Tools and Hackathons.
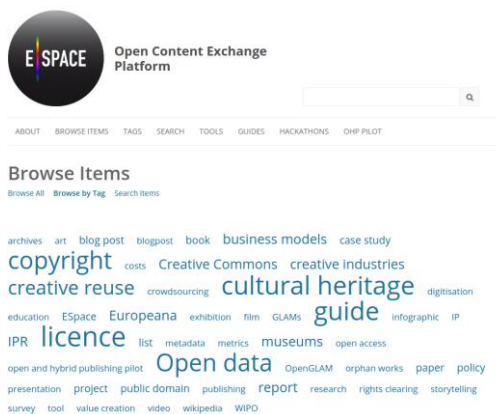

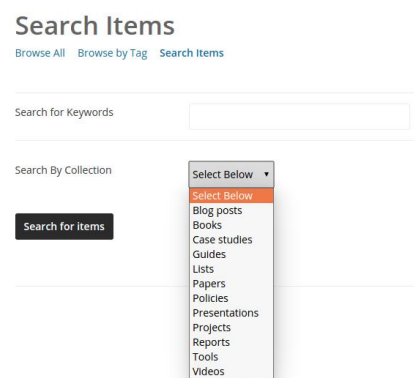*Figure 5: Browse by tag functionality*

Figure 6: Search by type and/or keyword

The search results can be filtered further, as well as exported in different output formats for future use and reference. Each item includes a reference field with the information required to refer back to the item, including access date and item link.