



# IPR related to digital content

Vilnius, ICT2013

7° November 2013

9.00 – 10.30



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# Antonella Fresa

Antonella Fresa

Promoter SRL, Italy

Private SME



# Activities related to IPR

Promoter is currently partner of 3 Europeana-related projects:

- EAGLE
- EuropeanaPhotography
- Europeana Space

In particular in EuropeanaPhotography Promoter provides:

- Technical coordination and management
- Wp leader for IPR and Sustainability
- Support to the dissemination

# IPR issues

Big discussion is on-going for rights labeling of the digital content sent to Europeana.

Europeana's position so far: Public Domain Mark should also apply to digital copies of works which are themselves in the public domain.

Content providers' concern: to preserve their economic models that are in part based on charging fees for access and / or use of medium and high resolution copies of the works in their collections, which are under the public domain or under copyright.

This applies to private agencies, but also to public bodies that, in a context of decreasing public budgets, need to preserve alternative funding sources.

# Proposed solutions

Free re-use of the **thumbnail images** of public domain works posted on Europeana is accepted by the content providers, but they want to retain the right to establish their own terms of use – including the ability to charge - for **larger / higher resolution versions** of the same images as accessible from their own websites.

## Proposed solution:

To refine the Europeana rights label of Public Domain Mark (PDM): the work itself is in public domain and the use of the thumbnails is free

AND

To apply a more restrictive license to the high-resolution digital copies of public domain works, as regulated by the content owner and specified on his own website.



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# Jacqueline Cawston

- Jacqueline Cawston
- Serious Games Institute
- Coventry University
- [jcawston@cad.coventry.ac.uk](mailto:jcawston@cad.coventry.ac.uk)





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# Shakespeare Byte Size

10:31

Welcome X

Shakespeare's Birthplace 1830

Custom Etching

Print

Tea Towel

consectetur adipiscing elit. Aenean a

Cancel

Events Map Scan Info Shop



10:31

Shakespeare's Birthplace

Stratford Location

10:31

Stratford Maps

Stratford

Maps

Events Map Scan Info Shop

ICT PSP

ICT POLICY SUPPORT PROGRAMME



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# BT Digital Archives





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# BT Digital Archives



## The BT Digital Archives

[Search BT Archives](#)[Academic Study](#)[Mosaics](#)[My Research List](#)[Help](#)

Death of George V, engineers receiving pay for laying temporary cables, 1936 (TCB 473/P 1167)

[Sign in](#)[Search the archives](#)[About BT Archives](#)

Username

Search the archives by finding number or by keyword. The catalogue will be updated regularly with descriptions of additional material.

The BT Digital Archives was created through a collaborative project between Coventry University, BT and The National Archives. It was funded by [Jisc](#) as part



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# Mandela27



EU Culture project in partnership with South Africa

- Interactive cultural map of Europe and South Africa
- DIY Exhibition in galleries, museums and schools
- Serious Game depicting life on Robben Island
- Teaching materials
- [www.mandela27.eu](http://www.mandela27.eu)



Culture

*'With the support of the Culture Programme of the European Union'*



- **Marion Doyen**
- **Coventry University**
- **Higher Education Institution**



# Activities related to IPR

Coventry University is Coordinator for two EU-funded projects, each with a strong focus on IPR:

- **RICHES** (Renewal, Innovation and Change in European Society) – FP7 SSH.2013.5.2-2 Transmitting and benefiting from cultural heritage in Europe (STREP)
- **E|Space** (Europeana Space – spaces of possibility for the creative re-use of Europeana's content) – ICT-PSP-CIP 2013 2.1.b (BPN)

and in 2010, with Siobhan Davies Dance, launched **Siobhan Davies RePlay**, the UK's first online dance archive, funded by the UK's Arts & Humanities Research Council.

# IPR issues

**RICHES:** CH is composed of a **wide range** of arts practices – many undertaken by single makers/authors.

- Most copyright focuses on **the single author** and the protection of the text/object through exclusive rights for the owner.
- This presents challenges in **transforming analogue to digital**, to **co-creation** methods of new work; and to **developing legal frameworks** for future CH.

**E|SPACE:** Content providers and users of digital cultural content need to know:

- The **rights that they are dealing with** – copyright law on authorship, ownership, scope, application, lawful use, infringement and enforcement.
- Providers need to know what **rights they want associated with their content** over the longer term and how this is done (rights labelling).
- Users need to understand the processes of **clearing rights** (even where content is correctly labelled); what rights they might want to clear and for what purposes.
- **Technical possibilities** for labelling at the point of creation and of licensing.



# Proposed solutions

**RICHES:** to develop a **roadmap of the copyright legal landscape** and to explore ways in which a **copyright framework** may be adapted or established which will:

- support co-creation processes and the communities which develop round them and provide a legal framework for open and shared dissemination : **changing methodologies and community-building**
- ensure that new skills, methodologies and outputs can be translated into the digital economy by new generations of skilled workers: **changing working practices and jobs markets**
- balance the needs of the heritage institutions to find niche markets for digitized CH against the co-creation strategies of users: **changing roles of the intermediaries**

**E | SPACE:** a Best Practice Network whose objectives are to:

- Provide tools for the identification of IP rights in Europeana and related content
- Develop a **typology of business models and IPR strategies** for the creative use and re-use of European content
- **Roadmap Europeana content** that is now available for use and model its reuse
- Improve **rights labelling** of content in Europeana
- Raise awareness about **procedures for clearing rights** for exploitation of creative content
- Highlight the role that **technical protection measures** can play in relation to digital content
- Create a **platform for the exchange** of open content
- Harmonise tools and knowledge resources into the Content Space.



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# Andrea de Polo

Andrea de Polo  
Fondazione Alinari  
(non profit organization)



# Activities related to IPR

Alinari Foundation is currently involved in 2 EU projects:

- EuropeanaPhotography
- Bbinding

For EuropeanaPhotography, Alinari Foundation provides:

1. historical photographic content,
2. involvement in dissemination activities
3. participation to IPR discussions, thanks to the long experience in the field of Photography of Fratelli Alinari IDEA SpA (the company was established in 1852)

# IPR issues

- Alinari is involved to protect the photo copyright and the content copyright, (for example thanks to an agreement with the Italian Ministry of Culture, work or art and sensible data are protected online).
- Alinari try to harmonize and find consensus between the public/private sector for content licensing.

# IPR Contribution

- Alinari is a registered trademark and the photos from the Alinari repository are copyright protected. For this reason Alinari always inform the end users that in order to use Alinari content it is necessary to request a formal licensing permission authorization.
- Involvement in the discussion for the possibility to share educational content in respect also of possible IPR or copyright conditions.
- Alinari is involved on Orphan Works discussions and to verify the correctness of the data and information attached to the images, in full respect not only of (possible) IPR restrictions, but also on the scientific value (and accuracy) of the Alinari photographic collections to be delivered.



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# Viktorija Jonkutė

Viktorija Jonkutė

Lithuanian Art Museum

Public institution



# Activities related to IPR

Lithuanian Art Museum participated/ is participating in **EU projects**:

- EuropeanaPhotography (35 national content providers)
- ATHENA
- Linked Heritage
- AthenaPlus
- Europeana Space (in negotiation)

**National projects:**

- Implementation of Lithuanian Integral Museum Information System LIMIS in Lithuanian Museums
- Development of the Virtual Electronic Heritage System (VEPS)
- Integrated data bank and national cultural heritage portal  
[www.epaveldas.lt](http://www.epaveldas.lt)

# IPR issues

- Interaction between The Ministry of Culture of the Republic of Lithuania or other governmental institutions and memory institutions: Lithuanian cultural policy and strategy.
- Methodology for partnership between memory institutions and other content providers.
- Informal meetings and expert conferences, programmes and directives for cultural heritage and intellectual property rights.
- The particular status and type of objects: Orphan Works, exhibits of folk art, applied art, etc.
- Specific historical, social context: exhibits of the Soviet Union period, unknown or emigrated authors and owners.
- The mentality of Lithuanian museums' specialists.
- Unfavorable legal framework and institutional representative - lawyer for all specific cases.



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# Julia Fallon

- Julia Fallon
- IPR & Policy Advisor, Europeana Foundation



# Activities related to IPR

- Europeana Awareness undertook a review of suitability of the Licensing Framework during Q2-3 2013:
  - Discussion Paper released,
  - Workshop held,
  - 21 Recommendations
  - <http://pro.europeana.eu/web/europeana-awareness>

# IPR issues

- **Recommendation 7:** Modify the Europeana Data Model so that ddm: rights statements are provided at the level of individual digital objects instead of the level of all representations. Implement a transition strategy that informs data providers about this possibility.
- **Recommendation 8:** Highlight the existing guidelines for the use of the two Public Domain statements supported by the Europeana Licensing Framework (PDM and CC0)
- **Recommendation 15:** Introduce an additional metadata field that can be used to indicate that a digital object is available for purchase on the site of the Data Provider. This metadata field can be used by data providers on a voluntary basis in combination with other rights statements.
- **Recommendation 16:** Work with data providers that are currently using the rights reserved - paid access statement to ensure that they correctly use the rights statement for collection where the access to the full digital object is conditional on a payment.



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# Evgeny Kossev

## Evgeny Kossev

Regional Museum of  
History – Stara Zagora



## Public Organization



# INSIDDE Project Review

- Title: “**IN**tegration of technological **S**olutions for **I**maging, **D**etection, and **D**igitisation of hidden **E**lements in artworks”
- Acronym: INSIDDE
- Duration: 36 months (from January 2013 – December 2015)
- Budget:
  - Total budget: 3 643 065 €
  - EC contribution: 2 897 106 €
- Objective: **Unveiling unknown features** – hidden paint layers, overpaintings, possibly underdrawing steps, brushstroke textures, sealed contents – **of both 2D and 3D artworks for enhancing the knowledge-sharing of and the access to the digitised surrogates** of the original cultural resources

# Scientific and Technical Objectives

- Development of graphene derivatives and the corresponding **high performance graphene based nonlinear components** for the efficient generation and detection of terahertz signals
- Development of a **cost-effective high-performance 2D and 3D terahertz imaging and spectroscopy system** for the specialised digitisation of artworks
- Development of **new techniques to process and analyses terahertz images** for extracting valuable information of terahertz images obtained from paintings
- Development and improvement of techniques and modification of existing equipment for a **better modelling of paintings and 3D artworks**
- **Integration of digital surrogates** of artworks **into Europeana**
- Development of a **smartphone application based on Augmented Reality** for museums



# Consortia

- **Treelogic**
  - Spain
  - [www.treologic.com](http://www.treologic.com)
- **ITMA Technology Materials**
  - Spain
  - [www.itma.es](http://www.itma.es)
- **3DDynamics**
  - Belgium
  - [www.3ddynamics.eu](http://www.3ddynamics.eu)
- **Regionalen Istoricheski Muzei Stara Zagora**
  - Bulgaria
  - [www.museum.starazagora.net](http://www.museum.starazagora.net)
- **Universidad de Oviedo**
  - Spain
  - [www.tsc.uniovi.es](http://www.tsc.uniovi.es)
- **Technische Universiteit Delft**
  - The Netherlands
  - [www.tudelft.nl](http://www.tudelft.nl)
- **Consiglio Nazionale delle Ricerche**
  - Italy
  - [www.ino.it](http://www.ino.it)
- **Centro Regional de Bellas Artes de Oviedo**
  - Spain
  - [www.museobbaa.com](http://www.museobbaa.com)



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# Consortia and roles

C oordinator

 treelogic

P artners



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 ITME  
MATERIALS TECHNOLOGY

 TU Delft  
Delft University of Technology



INO-CNR  
ISTITUTO  
NAZIONALE DI  
OTTICA

 Regional  
Museum  
of History  
Stara Zagora



MUSEO DE BELLAS ARTES DE ASTURIAS

# IPR issues

- IPR Committee Board – management of background/foreground features of the project; agreement on IPR issues included in the Consortia Agreement
- Compliance of digitalized heritage images to EU legislation
- Conditions to use digital images of cultural heritage for education, research, personal goals and promotion
- Exceptions

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THANK YOU FOR THE ATTENTION !!!



[www.insidde-fp7.eu](http://www.insidde-fp7.eu)