Europeana: Rights Labeling

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The user experience
Rights information about content (EDM: rights)
Rights information about previews on Europeana
The content itself remains on the site and under the control of the provider.
Preview & Digital Objects are licensed as described in “EDM: rights”

Layer #1: Digital objects (on the site of the provider)

Layer #2: Previews (lower quality versions of #1)

Layer #3: Metadata (descriptive object information)

EDM:rights

CCO
Twelve Rights Statements available for EDM: rights

- Public Domain & unrestricted re-use
- Creative Commons Licenses
- Rights Reserved statements
- Unknown rights statement
Evaluating the Licensing Framework
Evaluation of the Licensing Framework

Europeana Awareness undertook a review of suitability of the Licensing Framework during Q2-3 2013:

– Discussion Paper released,
– Workshop held,
– 21 Recommendations (D5.3)

– http://pro.europeana.eu/web/europeana-awareness
Licensing Framework: three design principles

• All metadata that is published by Europeana must be available under the same terms that encourage reuse.

• Each digital object that is available via Europeana must carry its own rights statement.

• Previews are treated as an instance of the digital objects from which they are derived.
Recommendations: Previews

- **Recommendation 6:** Establish a Europeana Network task force to develop minimum quality criteria for previews on Europeana and explore the possibility of embedding rights metadata in preview files.

- **Example:** at least 2048 * 1536 pixels with no visible watermarks (this is the minimum requirements established by the content reuse framework).
Recommendations: Digital Objects

- **Recommendation 7**: Modify the Europeana Data Model so that edm:rights statements are provided at the level of individual digital objects instead of the level of all representations (aggregations).

- **Recommendation 8**: Highlight the existing guidelines for the use of the two Public Domain statements supported by the Europeana Licensing Framework (PDM and CC0)
Recommendations: Available Rights Statements

- **Recommendation 11:** Add a new rights statement (as outlined above) to the list of available rights statements that can be used with Digital Objects representing works that have been identified as Orphan Works in line with the requirements of the national law implementing Directive 2012/28/EU of the European Parliament and of the Council of 25 October 2012 on certain permitted uses of orphan works.

- **Recommendation 12:** Work with OHIM to explore the possibility to link Europeana metadata records that refer to orphan works to the corresponding record in the single European database.
Recommendations: Available Rights Statements

- **Recommendation 13:** Modify the existing unknown rights statement in line with the above to clarify that it is not intended for use with orphan works. Review all digital objects currently labeled with the unknown rights statement to see if it is properly used.

- **Recommendation 14:** Retire the rights reserved - restricted access statement.
Recommendations: Available Rights Statements

• **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 collections where the access to the full digital object is conditional on a payment.
Recommendations: Available Rights Statements

• **Recommendation 17**: Rename the rights reserved - free access statement into 'free access - no reuse' and the rights reserved - paid access into 'paid access - no reuse' and replace all references to 'item' and 'work' by 'digital object'
Relevant to Europeana Photography:

- **Recommendation 6**: Establish a Europeana Network task force to develop minimum quality criteria for previews on Europeana and explore the possibility of embedding rights metadata in preview files.

- **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.
Rights label per category
(as percentage of total)

03/12: 15% Public Domain, 27% Creative Commons, 54% All Rights Reserved
06/12: 15% Public Domain, 28% Creative Commons, 51% All Rights Reserved
08/12: 16% Public Domain, 28% Creative Commons, 51% All Rights Reserved
10/12: 17% Public Domain, 29% Creative Commons, 50% All Rights Reserved
12/12: 17% Public Domain, 37% Creative Commons, 36% All Rights Reserved
3/13: 19% Public Domain, 39% Creative Commons, 34% All Rights Reserved
7/13: 20% Public Domain, 41% Creative Commons, 30% All Rights Reserved

Legend:
- Green: Public Domain
- Yellow: Creative Commons
- Orange: All Rights Reserved
- Red: Unmarked
Thank you!

Questions?

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