

Open Content today

A presentation by
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Douglas McCarthy (Europeana)

Journée Wikimedia Culture et
Numérique 2022

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10/100 Amédée Zayan



Today we will talk about

- Open access, copyright and licensing
- Challenges
- Open Content in practice
- Opportunities

Open access, copyright and licensing

Open access: upfront permissions for any reuse

“Open means anyone can freely access, use modify, and share for any purpose.”

The Open Definition, <https://opendefinition.org>

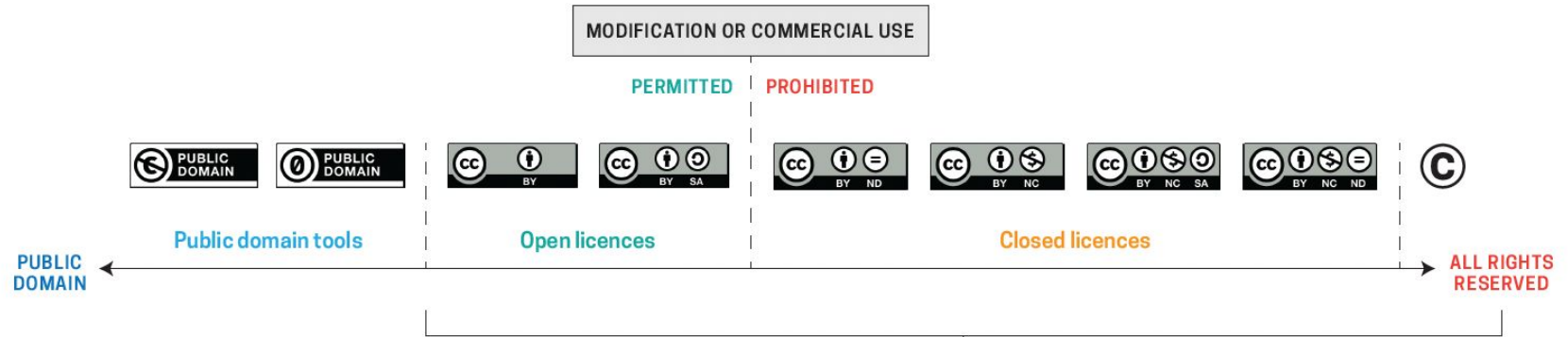


OPEN KNOWLEDGE
INTERNATIONAL

Open licences allow anyone to freely use, transform and share materials protected by copyright according to the terms of the license. This includes **commercial** reuse.

Licences can be applied **only** by the rightsholder.

Creative Commons

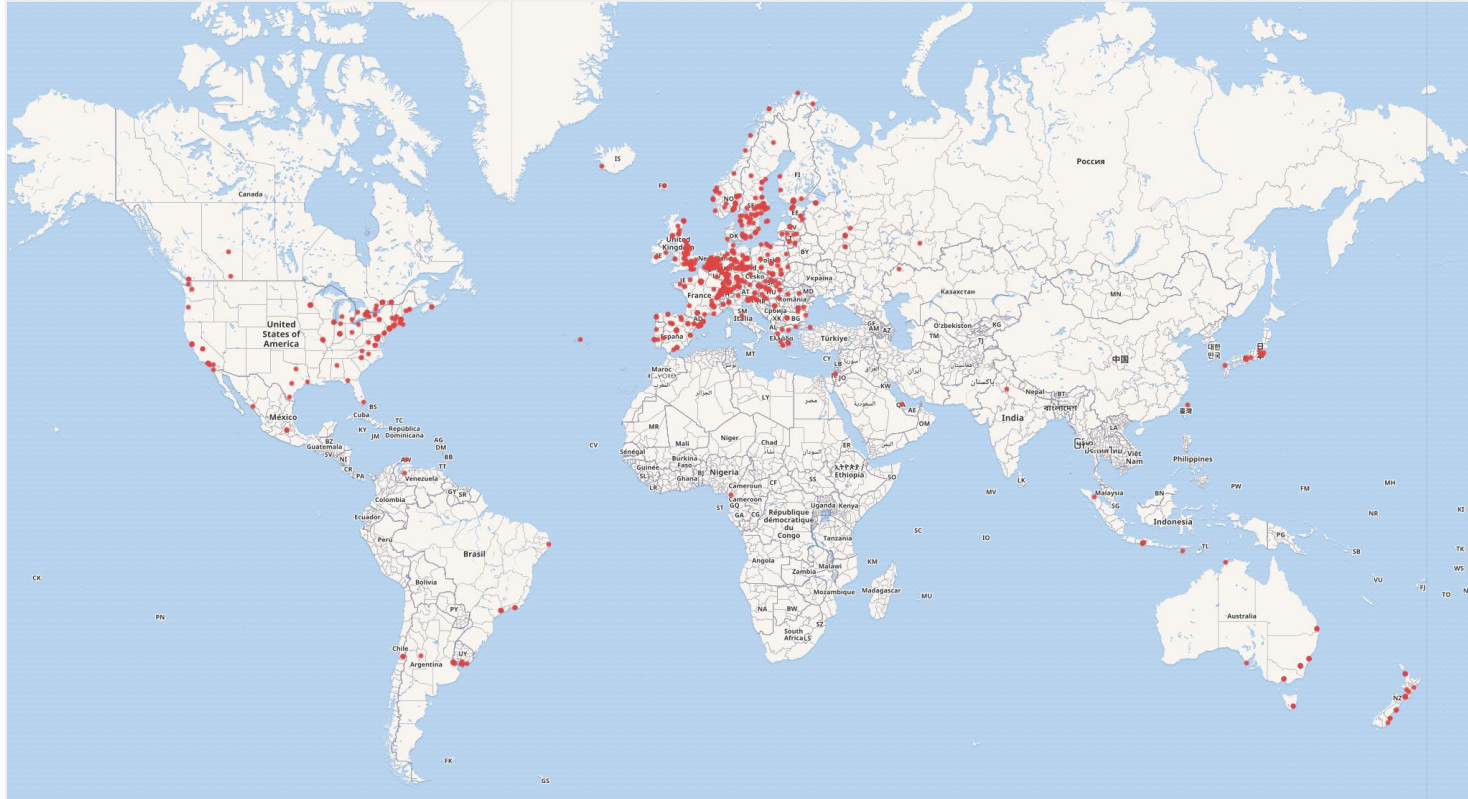


REQUIRES A
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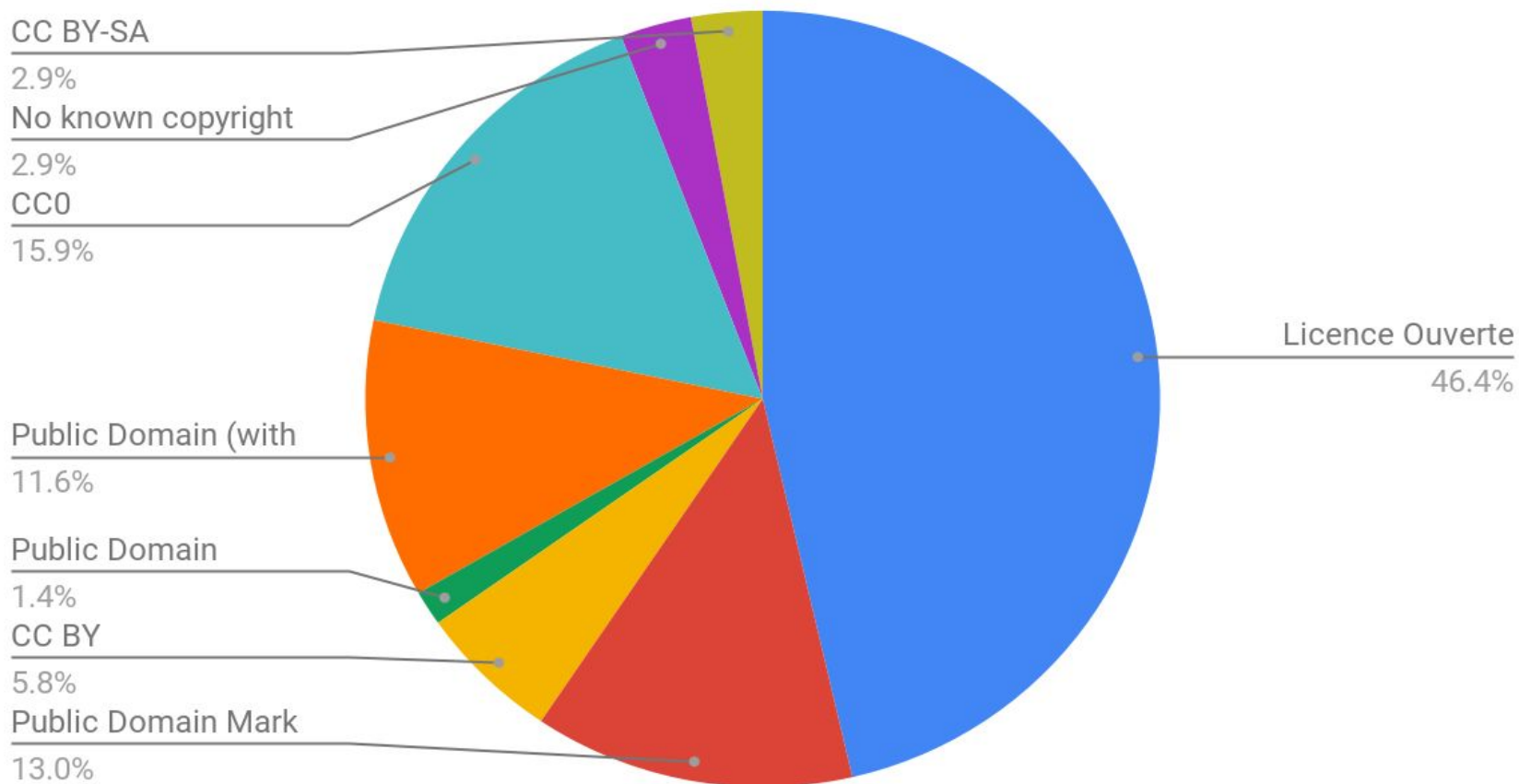
LICENCE OUVERTE
OPEN LICENCE

Open Content today



Wikidata query: <https://w.wiki/4u32>

France: open licences and rights statements



Challenges to Open Content

- Pressure on GLAMs to generate €€€€ from digital assets
- Scarce human, financial and technical capacity – and executive support
- Modern copyright
 - Long-lasting, complex
 - Corporate lobbying
 - Term extension *ad nauseam*
- Power of the status quo



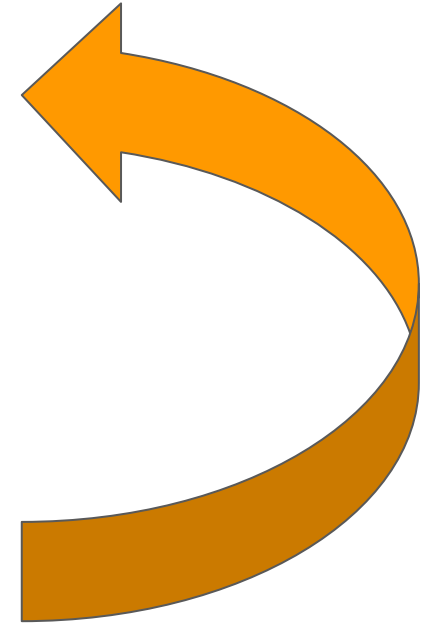
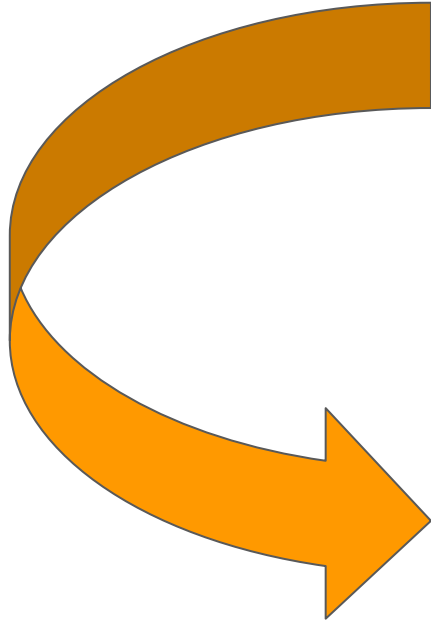
Who and what are institutions for?



Mission



Access policy



The consequences of **closed** access

ART HISTORY NEWS

Research. Exhibitions. Auctions. Discoveries. Opinions.

Museum image fees - a call to arms

September 26 2017



Picture: *Musee du Louvre*, via [Radford University](#)

AHN has always urged museums to accept the future. Five years ago, most museums in the UK were still attempting to ban photography. Now, happily, very few do. But the next frontier in the battle for museum modernity involves image reproduction fees. These fees are killing art history, and it's time we did something about it.



PROFESSIONAL CAMPUS JOBS EVENTS RANKINGS STUDENT



The true costs of research and publishing

Kathryn M. Rudy considers the huge expenses of doing scholarly work in her field of art history

August 29, 2019

[Kathryn M. Rudy](#)

Twitter: [@katerudy1](#)

In academia, as everybody knows, it's publish or perish. But it turns out that it's also publish and perish: publishing, at least in my field of art history, leads to poverty. I am a full professor, fully employed, but I am contemplating getting a second job to support myself and my research. Paradoxically, the more successful I am, the poorer I get.



Source: Getty

Here I want to address a few major systemic issues that art historians encounter. Although writing illustrated publications is widely acknowledged to be a key part of our job, and required by hiring and promotions committees, our universities do not adequately support these activities. In fact, universities expect us to absorb enormous costs.

4.1.1 Photographies représentant des œuvres non protégées au titre du droit d'auteur

a. Réutilisation à titre gratuit

Le téléchargement et la réutilisation des photographies en moyenne définition figurant sur le site internet des collections et représentant des œuvres non protégées au titre du droit d'auteur (ci-après les « Photographies ») sont autorisés, à titre gratuit, pour toute utilisation non collective dans un cadre strictement privé, ainsi que pour les usages à vocation muséographique, scientifique et pédagogique suivants, limitativement listés :

- la projection et diffusion dans le cadre d'activités muséographiques, pédagogiques et scientifiques, telles que la reproduction sur des cartels, panneaux d'expositions, la présentation de visites conférences, l'animation d'ateliers pédagogiques, la délivrance d'enseignements et de formations et la tenue de colloques et séminaires ;
- l'édition de catalogues d'expositions ou de collections permanentes, de publications scientifiques et de thèses pour les éditeurs ayant leur siège dans l'Union européenne, dans la limite d'un seuil de tirage de mille cinq cents (1500) exemplaires, rééditions comprises ;
- les publications numériques à vocation scientifique ou pédagogique.

Toute utilisation d'une ou plusieurs Photographie(s) doit impérativement être accompagnée du crédit photographique tel que figurant sur le site internet des collections, ainsi que du permalien de la notice d'œuvre où a été téléchargée la Photographie.

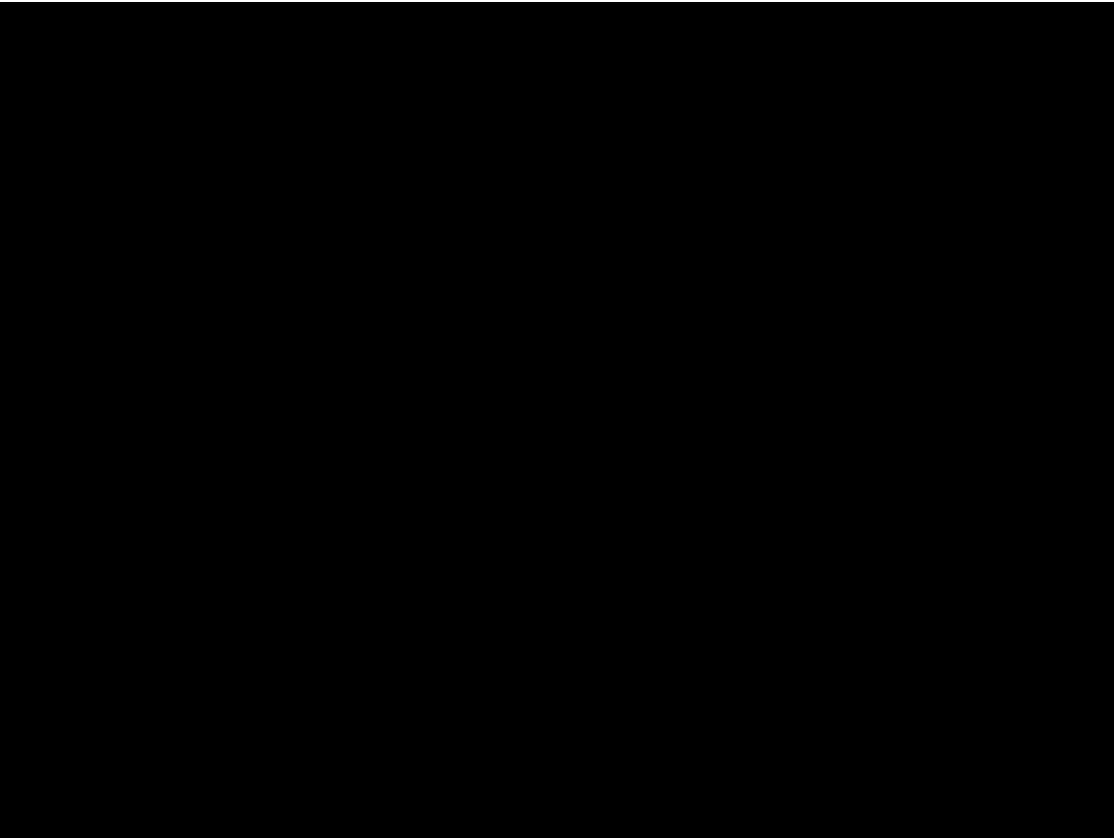
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Open Content in practice



Aglaé Milcent-Trebuchet (France), *Tile with a kolf [old Dutch sport, cousin of golf] player*. Museum Rotterdam via Europeana. [Link to GIF](#).

Rijksmuseum, the Netherlands



Cleveland Museum of Art, Ohio, USA

VIRTUAL CMA DASHBOARDS

[Overview](#)
[Comparison by Work](#)
[Comparison by Department](#)
[Collection Online](#)
[Open Access API](#)
[Wikipedia](#)

Collection Online | Open Access API | Wikipedia

4mn

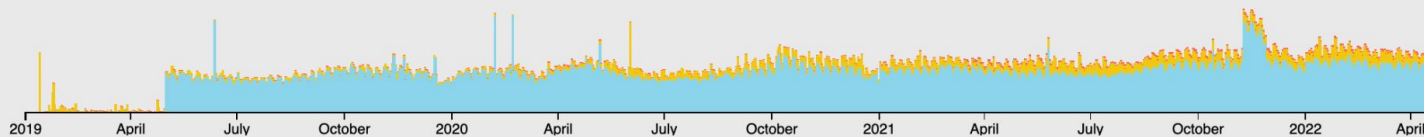
28mn

179mn

Collection Online Views

API Downloads

Wikipedia Views



Most Accessed Works

Preview	Title	Date	Department	Creator	Work Type	Collection Online Views	API Downloads	Wikipedia Views	Link
	Twilight in the Wilderness	1860	American Painting and Sculpture	Frederic Edwin Church (American, 1826-1900)	Painting	14 983	19 264	4 736	Link
	Fight between a Tiger and a Buffalo	1908	Modern European Painting and Sculpture	Henri Rousseau (French, 1844-1910)	Painting	14 435	19 875	433	Link
	Water Lilies (Agapanthus)	c. 1915-26	Modern European Painting and Sculpture	Claude Monet (French, 1840-1926)	Painting	12 108	31 451	268 169	Link
	Cupid and Psyche	1817	Modern European Painting and Sculpture	Jacques-Louis David (French, 1748-1826)	Painting	11 344	17 278	805 218	Link

Department

- Markera alla
- African Art
- American Painting ...
- Art of the Americas
- Chinese Art
- Contemporary Art
- Decorative Art and ...
- Drawings
- Egyptian and Ancie...
- European Painting ...
- Greek and Roman ...
- Indian and Southea...
- Islamic Art
- Japanese Art
- Korean Art

VIRTUAL CMA DASHBOARDS

Overview	Comparison by Work	Comparison by Department	Collection Online	Open Access API	Wikipedia
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Collection Online Views

64t

Objects

64t

Images

4mn

Views

Date Range

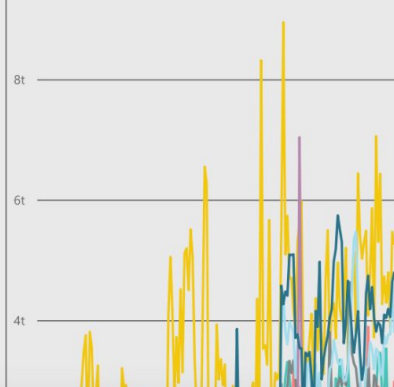
2019-01-01 2022-04-19



Most Viewed Works

Preview	Title	Creator	Date	Department	Views	Link
	Twilight in the Wilderness	Frederic Edwin Church (American, 1826-1900)	1860	American Painting and Sculpture	14 983	Link
	Fight between a Tiger and a Buffalo	Henri Rousseau (French, 1844-1910)	1908	Modern European Painting and Sculpture	14 435	Link
	Water Lilies (Agapanthus)	Claude Monet (French, 1840-1926)	c. 1915-26	Modern European Painting and Sculpture	12 108	Link
	Cupid and Psyche	Jacques-Louis David (French, 1748-1825)	1817	Modern European Painting and Sculpture	11 244	Link

Collection Online Views



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- Islamic Art
- Japanese Art
- Korean Art
- Medieval Art
- Modern European P...
- O...

Wikipedia Open Access Views

64t

Objects

36t

Images

179mn

Views

Date Range

2019-05-01

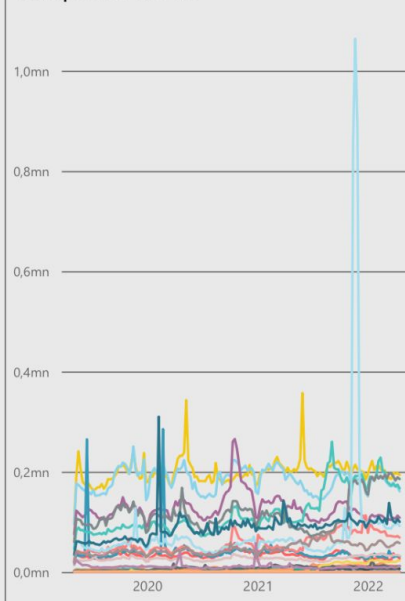
2022-04-21



Most Viewed Works

Preview	Title	Creator	Date	Department	Views	Lin ^
	Stele with Sakyamuni and Bodhisattvas		537	Chinese Art	10 562 913	↗
	Miracle of the Dragon		1600s	Chinese Art	10 562 913	↗
	Covered Tureen (Terrine du roi)	Sèvres Porcelain Factory (French, est. 1756), Charles Nicolas Dodin (French, 1734-1803)	1756-57	Decorative Art and Design	6 155 963	↗
	The Burning of the Houses of Lords and Commons, 16 October 1834	Joseph Mallord William Turner (British, 1775-1851)	1835	Modern European Painting and Sculpture	5 265 011	↗
	Caryatid Mirror		c. 1540-1296 BC	Egyptian and Ancient Near Eastern Art	4 074 281	↗
	Scent Bottle		c. 1775 (?)	Decorative Art and Design	4 007 371	↗

Wikipedia Views



Department

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- European Painting a...
- Greek and Roman Art
- Indian and Southeast...
- Islamic Art
- Japanese Art
- Korean Art
- Medieval Art
- Modern European Pa...
- Oceania
- Photography
- Prints
- Textiles



Brunnsmuseet in Sättra brunn, Sweden




WIKIPEDIA
Den fria encyklopedin

Huvudsida
Introduktion
Deltagarportalen
Bybrunnen
Senaste ändringarna
Slumpartikel (-bot)
Ladda upp filer
Stöd Wikipedia
Kontakta Wikipedia
Hjälp

Skriv ut/exportera
Skapa en bok
Ladda ned som PDF
Utskriftsvänlig version

Verktyg
Sidor som länkar hit
Relaterade ändringar
Specialsidor
Permanent länk
Sidinformation

Språk 
 Lägg till länkar

Wikipediastida Diskussion

Läs

Redigera

Redigera wikitext

Visa historik

Sök på Wikipedia



Wikipedia:Projekt GLAM/Open Sources/delprojekt [redigera | redigera wikitext]

< Wikipedia:Projekt GLAM | Open Sources



Open Sources

#brunnshack2022 ▶

Välkommen

Delprojekt

Vad vi har gjort

Planering

Var med du också!



Open Sources

https://sv.wikipedia.org/wiki/Wikipedia:Projekt_GLAM/Open_Sources/delprojekt

Open sources at the Sättra Brunn Museum

- Digitization of historical documents
- Georeferencing of historical maps
- Transcribing interviews and videos to increase accessibility
- Digital dissemination of cultural heritage resources



[Matsal i Sättra brunn, med folksamling utanför Västmanlands läns museum, Public Domain](#)

Conclusion: the opportunities of Open Content

- Makes cultural heritage accessible and reusable
- Drives digital reach and visibility for museums
- Fits with the fundamental purpose of heritage institutions
- Can be transformative *within* institutions (e.g. smarter resource allocation)
- Communicates positive intent to online audiences
- Empowers education, creativity and new knowledge

Thank you for listening.

**Your questions and comments
are welcome.**

Find us on Twitter:

[@Larissa_Borck](#)

[@CultureDoug](#)

