Aggregating content for Europeana: The MUSEU workflow

Marzia Piccininno – MICHAEL Culture Association

Berlin, 15-16 February 2016
9.30 – 9.50
**Aggregating content for Europeana: the MUSEU workflow,**
Marzia Piccininno, Michael Culture Association

9.50 – 10.10
**Best practice: museum-digital.de. Local museums towards Europeana.**
Stefan Rohde-Enslin, Institut für Museumsforschung

10.10 – 11.30
**Introduction into LIDO**
Regine Stein, Bildarchiv Fotomarburg

11.30 – 11.45
Coffee break

11.45 – 13.00
**Introduction into working with MINT**
Nikos Simou, National Technical University of Athens

13.00 – 14.00
Lunch

14.00 – 17.00
**Practical session on the use of LIDO and MINT**
Coordinating digitization in Europe and deploying new services

• Not-for profit organisation
• Founded in April 2007 under Belgian law
• Gathers professionals working in the field of digital cultural heritage
• Members: from all over Europe & beyond including public agencies, cultural institutions and private organisations.
• Funded by the European Commission as a cultural network (2010)
• MCA is member of Culture Action Europe
• **MCA and NEMO: partnership agreement**
Goal
Promoting and valorising European cultural heritage

Activities
• Networking
• Technology watch and dissemination of best practices
• Participation in European and international projects
• Training and publications
• Management and development of services

Offices
Paris – Roma - Brussels
Europeana DSI - Digital Service Infrastructure
1st April 2015 – 31th May 2016

Call: Connecting Europe Facility – Telecommunications 2014 - Europeana - Core Service Platform

Objectives
• continue to connect the online collections of Europe’s cultural heritage institutions
• innovate the aggregation infrastructure
• boost the distribution infrastructure
• work towards long-term financial stability through business model innovation

27 partners
Stichting Europeana Europeana Foundation (EF): leader
MCA: full partner as aggregator for museums

http://pro.europeana.eu/project/europeana-dsi
Europeana works with three types of aggregator:

- National/regional level
- Domain-level (libraries, archives, museum, AV)
- Theme-focused (fashion, architecture)

MUSEU is the aggregator for the museums.
Since 2008
Your goal may be this…
...or this

EUROPEANA ART HISTORY

Art Nouveau posters

Japanese objets d'art

Spotlight on Botticelli

Spotlight on Alexander Roslin

Spotlight on Hokusai
What kind of data?
Data Exchange Agreement – DEA

• All content providers have to sign the Data Exchange Agreement (DEA) before the publication of their content

• Download the form at: http://pro.europeana.eu/page/the-data-exchange-agreement

• Sign two copies and send them to Europeana (address in the text)
Data Exchange Agreement

• All metadata submitted to Europeana will be published as open data under the terms of the Creative Commons Zero Public Domain Dedication (CC0).

• Each digital object (which includes the associated preview) that is available via Europeana needs to carry a rights statement that describes its copyright status. If an object is in the public domain, it must be labelled as being in the public domain.
What is LIDO

LIDO is an XML harvesting schema. The schema is intended for delivering metadata, for use in a variety of online services, from an organization’s online collections database to portals of aggregated resources, as well as exposing, sharing and connecting data on the web. It is not intended to be used as a basis for a collection management system or to support loan and acquisition activities.

The strength of LIDO lies in its ability to support the full range of descriptive information about museum objects. It can be used for all kinds of object, e.g. art, architecture, cultural history, history of technology, and natural history.

Find the LIDO specification [here](#). Get introductory material [here](#).

www.lido-schema.org
Developed by NTUA in the ATHENA project

Used by many EU projects and Europeana

http://mint-projects.image.ntua.gr/museu/
Regine Stein
head of Information Technology at Deutsches Dokumentationszentrum für Kunstgeschichte - Bildarchiv Foto Marburg
Mapping to LIDO
r.stein@fotomarburg.de

Nikos Simou
Senior Researcher at National Technical University of Athens
Use of MINT
nsimou@image.ntua.gr

Marzia Piccininno
project manager at Michael Culture Association
Workflow, Europeana
marzia.piccininno@michael-culture.eu
The aggregation workflow

6 steps

1. Make your digitized cultural Heritage objects and metadata available online
2. Import your metadata in MINT
3. Map to LIDO using MINT
4. Make a successful transformation to LIDO
5. Preview your records
6. Publish to the MINT OAI server
Textiltryck "Teheran", svart botten | Josef Frank, Svenskt Tenn AB (Production)


Creator: Josef Frank, Svenskt Tenn AB (Production)
Contributor: Svenskt Tenn AB (Donator)
2 – Import your metadata in MINT
3. Map to LIDO using MINT
4 – Make a successful transformation to LIDO

<table>
<thead>
<tr>
<th>Item</th>
<th>Mapped Item</th>
<th>EDM</th>
<th>Europeana</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Parthenon</td>
<td></td>
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<td></td>
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<tr>
<td>Parthenon South Peristyle</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Caryatids</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Parthenon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parthenon East Pediment</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

XML failed LIDO v1.0 validation

- cvc-complex-type.2.4.b: The content of element 'lido:titleSet' is not complete. One of ['http://www.lido-schema.org'"appellationValue"] is expected.
- cvc-complex-type.2.4.a: Invalid content was found starting with element 'lido:recordType'. One of ['http://www.lido-schema.org'"recordID"] is expected.
- cvc-complex-type.2.4.b: The content of element 'lido:legalBodyName' is not complete. One of ['http://www.lido-schema.org'"appellationValue"] is expected.
- cvc-complex-type.2.4.b: The content of element 'lido:legalBodyName' is not complete. One of ['http://www.lido-schema.org'"appellationValue"] is expected.
- cvc-complex-type.2.4.b: The content of element 'lido:resourceRepresentation' is not complete. One of ['http://www.lido-schema.org'"linkResource"] is expected.
- cvc-complex-type.2.4.b: The content of element 'lido:resourceRepresentation' is not complete. One of ['http://www.lido-schema.org'"linkResource"] is expected.
5 – Preview your records
6 - Publish EDMs to the MINT OAI server

http://panic.image.ntua.gr:9876/manager/projects/museu
What’s next?

• Alert Marzia!
• Publishing in the MINT OAI server is not publishing in Europeana!
• Europeana has to harvest the new datasets.
• The publication in Europeana is done in a few days.

• Guidelines about:
  - use of MINT
  - LIDO metadata schema
  - Europeana DEA
  - Europeana Rights Statements
  - Europeana Portal Image Policy
  - Europeana publication framework
CONCEPT

WHAT YOU GIVE IS WHAT YOU GET
Europeana Publishing Framework

http://pro.europeana.eu/publication/publishing-framework
<table>
<thead>
<tr>
<th>Tier</th>
<th>Direct Link to Object Provided</th>
<th>Rights Statements</th>
<th>Europeana API Displays</th>
<th>Benefits (Cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No</td>
<td>Any from the Europeana licensing Framework</td>
<td>Metadata, no direct link to object</td>
<td>Findability - indexed by search engines, linked data technology</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Web traffic - click-throughs to your site</td>
</tr>
<tr>
<td>2</td>
<td>Yes. Minimum of 800+ pixels wide</td>
<td>Any from the Europeana licensing Framework</td>
<td>Metadata plus direct link to object</td>
<td>Analytics - from our statistics dashboard</td>
</tr>
<tr>
<td>3</td>
<td>Yes. Minimum of 1,200+ pixels wide recommended</td>
<td>Any from the Europeana licensing framework that allow for some re-use</td>
<td>Metadata plus direct link to object and can filter to show only re-usable objects</td>
<td>Use in thematic channels - providing context and relation to other collections on Europeana</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>More marketing through Europeana</td>
</tr>
<tr>
<td>4</td>
<td>Yes. Minimum of 1,200+ pixels wide recommended</td>
<td>Any from the Europeana licensing framework that allow free and open access</td>
<td>Metadata plus direct link to object and can filter to show only re-usable objects</td>
<td>Impressions - collections viewed on platforms outside of Europeana</td>
</tr>
<tr>
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<td>Use in Europeana’s existing partnerships and projects in e.g. education and research</td>
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<td>Use in apps and services by third parties</td>
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<td>Use on open platforms like Wikimedia</td>
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<td>Use by creative industry and tourism sectors</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>Use in commercial apps and services</td>
</tr>
</tbody>
</table>

**Tiers**

1. Europeana as a search engine.
   - ‘I want people to find my collections’
2. Europeana as a showcase.
   - ‘I want people to find and view my collections on Europeana’
3. Europeana as a distribution platform for non-commercial re-use.
   - ‘I want people to find, view and use my collections - but not for commercial gain’
4. Europeana as a free re-use platform.
   - ‘I want people to find, view and use my content - however they want’
• Content providers are invited to inform the Europeana end users about the terms under which the digital object and the corresponding preview can be used.
• The URL is submitted in the <edm:rights> field.
• **13 types** of rights statements: [http://pro.europeana.eu/structure/rights-statement-guidelines](http://pro.europeana.eu/structure/rights-statement-guidelines)
## Europeana rights

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>The Public Domain Mark (PDM)</td>
</tr>
<tr>
<td>2</td>
<td>Out of copyright - non commercial re-use (OOC-NC)</td>
</tr>
<tr>
<td>3</td>
<td>The Creative Commons CC0 1.0 Universal Public Domain Dedication (CC0)</td>
</tr>
<tr>
<td>4</td>
<td>Creative Commons - Attribution (BY)</td>
</tr>
<tr>
<td>5</td>
<td>Creative Commons - Attribution, Share Alike (BY-SA)</td>
</tr>
<tr>
<td>6</td>
<td>Creative Commons - Attribution, No Derivatives (BY-ND)</td>
</tr>
<tr>
<td>7</td>
<td>Creative Commons - Attribution, Non-Commercial (BY-NC)</td>
</tr>
<tr>
<td>8</td>
<td>Creative Commons - Attribution, Non-Commercial, Share Alike (BY-NC-SA)</td>
</tr>
<tr>
<td>9</td>
<td>Creative Commons - Attribution, Non-Commercial, No Derivatives (BY-NC-ND)</td>
</tr>
<tr>
<td>10</td>
<td>Rights reserved – Free access</td>
</tr>
<tr>
<td>11</td>
<td>Rights reserved – Paid access</td>
</tr>
<tr>
<td>12</td>
<td>Orphan works</td>
</tr>
<tr>
<td>13</td>
<td>Unknown</td>
</tr>
</tbody>
</table>
Thank you!

Marzia Piccininno – MICHAEEL Culture Association

marzia.piccininno@michael-culture.eu