

Digital Britain/ Digital Landfill

The Challenge to Heritage and HE/FE

These slides online at...

<http://www.slideshare.com/nickpoole>

Twitter...

#presentationFAIL

WAKE UP!!!!!!

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Building Britain's Future



A new European Commission

A weak Pound against the Euro

A recessionary economy

5-10% reduction in public expenditure

Increasing emphasis on a 'Digital Economy'

Increased pressure on HE/FE & Heritage to generate value

Digital Britain

5 priority areas:

1.Modernising wired & wireless Broadband infrastructure

2.Providing a favourable climate for investment in Digital

3.Securing high-quality public-service content

4.Developing the nation's Digital skills

5.Securing universal access to Broadband



Treasury Priorities

Twin programmes:

- Public Value Programme
- Public Sector Efficiency Programme
- Aiming to recoup efficiency savings of approx. £30bn
- In addition to Gershon savings of £26.5bn

A belief that e-content and e-services can be harnessed to both public value and more efficient use of taxpayer money

Collections
Trust



We have two options...

Option 1: Take the value of the last 10 years of investment in e-content, consolidate it and use it to create a clear, articulate and compelling consumer-facing, market-competitive offer which shows how we're contributing to a Digital Britain

Option 2: Argue amongst ourselves, spend a lot of time talking about STANDARDS and INTEROPERABILITY, and let the last 10 years of digitisation turn into Digital Landfill

10 problems we share

10 problems we share

MONEY

(what exactly *is* a Digital Economy?)

10 problems we share

POLITICIANS

(all change!)

10 problems we share

Collections
Trust

TRUST

(can I choose the crowd?)

10 problems we share

PROJECTS

(Next!)

10 problems we share

MANAGERS

(would you like a Business Case with that?)

10 problems we share

COPYRIGHT

(aaaaaaaaaaaaaaaaaaaaaargh)

10 problems we share

USERS

(you want to do *what* with my content??!)

10 problems we share

STRATEGY

(everyone's got one)

10 problems we share

DIGITAL

(what is a Digital agenda anyway?)

10 problems we share

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MARKETING

(if you build it, they probably WON'T come)

The Heritage sector

The Heritage sector is becoming a public service broadcaster

- Public broadcasters can do things which commercial ones can't because those things may not have a direct economic return
- Over £200m invested in heritage/culture sector e-content in 10 years
- In spite of this, the level of public investment isn't sufficient (nor will it ever be) to do the whole job
- Cultural heritage organisations are also having to monetise their output to survive

Research Information Network report

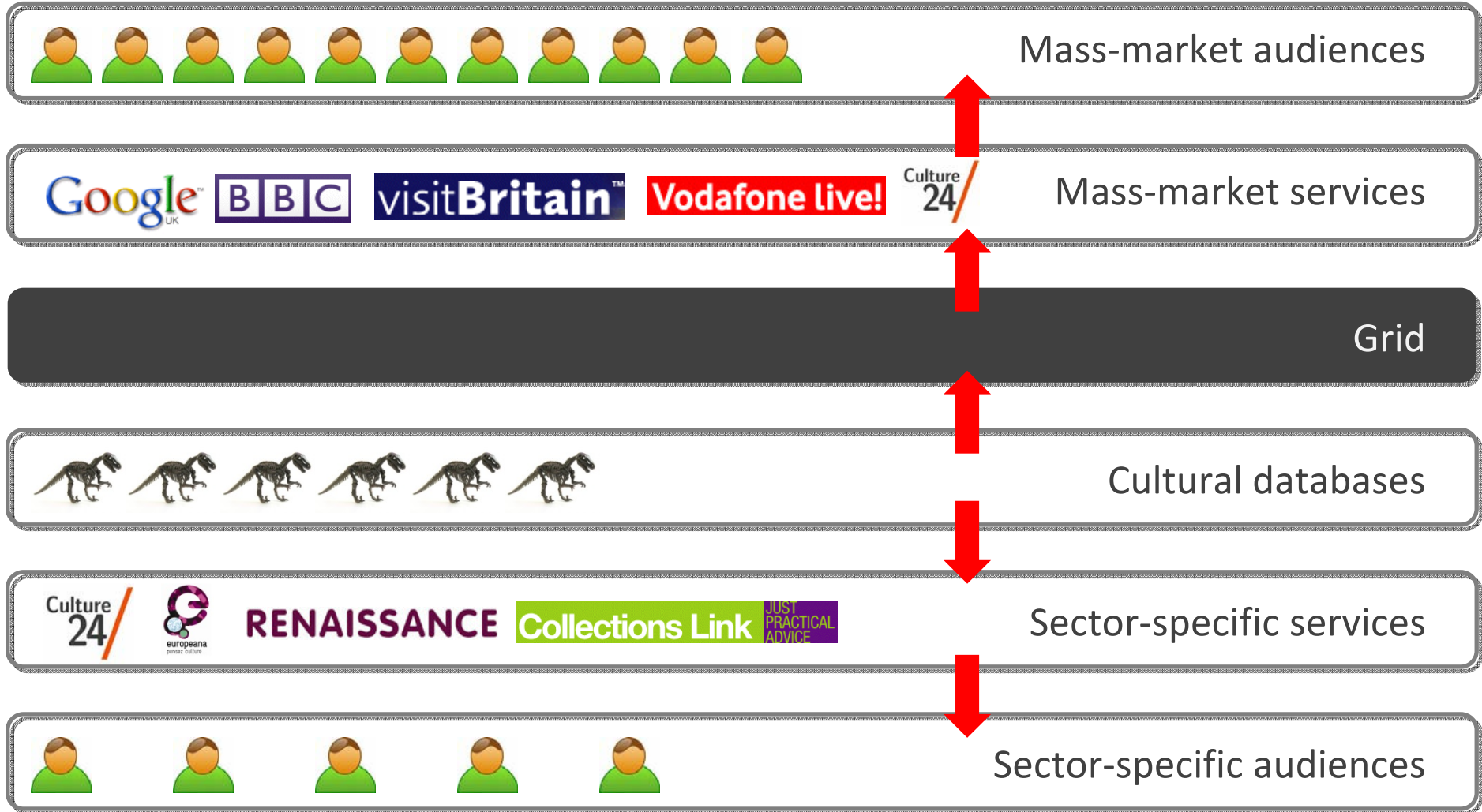
Discovering Physical Objects, Meeting Researchers Needs (RIN, 2008)

- Create a *Researchers Charter* to manage expectations
- Connect catalogues and databases together
- Put them online (irrespective of completeness)
- Connect museum and library databases
- Establish a virtuous cycle between Heritage & HE/FE

Our response...

Introducing the CULTURE GRID

- Let a thousand flowers bloom
- Aggregate content from everywhere
- Syndicate content to a mainstream audience via mass-media
- Generate content-based services for specific audiences (eg. researchers)
- Worry about copyright when we get sued



GEEK ALERT!

OPEN API OUT

RSS/OAI/SYNDICATION OUT

SDK (OUT)

RIGHTS, USERS & CONTENT MANAGEMENT POLICIES

JUST ENOUGH METADATA TO PERFORM

DIGITAL ASSET REPOSITORY

TAXONOMY, CLASSIFICATION & MANAGEMENT TOOLS

RESTful PERSISTENT URI

SWORD

OAI

SDK (IN)

But we could do more...

Joint e-content procurement (JISC Collections)

Joint priorities through the UK Research Councils

Collaborative prioritisation of Digital Content Creation

Collaborative research/scholarship/interpretation

Collaborative recycling of the past 10 years of digital content & services

Collaborative approaches to licensing & orphan works

Be each other's point of entry for user-generated content

A structured, strategic & collaborative approach to e-content

Demonstrating how HE/FE & Heritage jointly contribute to a thriving Digital Britain

We are not alone

Print media

Broadcast media

Commercial publishing

The Military

Supermarkets

Corporations

If we don't

Inefficient use of resources

Risk of duplication & proliferation

Failure to exploit economies of collaboration

Dissonant voices at a political and strategic level

A decade of Digital Landfill!

A look to the future

Computing will be mobile & convergent

We'll abandon wired networks for wireless

Data will become a 'salt and pepper' commodity

Differentiation will be by the addition of value

Information 'silos' will come to be replaced by channels

Everything will syndicate to everything else

The vision of linked data across the e-content environment

<http://openculture.collectionstrustblogs.org.uk>

<http://www.collectionstrust.org.uk>

<http://www.collectionslink.org.uk>