The European Film Gateway
Public Report on Years 1 and 2 of the Project

The European Film Gateway – A Portal for Film Archives

<u>The EFG Project</u>

Today, digitised collections of moving images and film-related material are growing fast, yet many of these materials are inaccessible because they are stored on local servers or physical storage media only.

Initiated by the Association des Cinémathèques Européennes (ACE) and the Europeana Foundation, the European Film Gateway (EFG) is a 3-year project to develop an online portal of the same name, which will provide unprecedented access to about 700.000 digital film-related objects – images, texts, videos. The EFG consortium unites 21 partners in a ground-breaking alliance to deliver technology and content, among them 15 European film archives and cinémathèques.

EFG addresses a number of key issues for access to digital content, namely, technical and semantic interoperability, metadata standards as well as best practices for rights' clearance and IPR management of cinematographic works.

The Deutsches Filminstitut – DIF e.V. co-ordinates the project co-funded by the Community programme eContent*plus*. The EFG project started in September 2008 and will end in 2011. This report focuses on the project's first two years preparing for the main outcome of the EFG project: the EFG portal.

<u>The EFG Portal</u>

By late 2010 a first version of the web portal is expected to be publicly accessible. An internal beta version of the EFG portal is already available and is currently undergoing thorough testing regarding all features and functionalities based on the data collected in the common EFG database. First usability tests were carried out with the project partners in workshops during the EFG Plenary Board Meeting, which took place in Frankfurt on 30 September and 1 October 2010. Regarding the collection of user feedback, EFG cooperates with the University of Applied Sciences in Hamburg, which will carry out a seminar titled 'Who discovers cinema's past in the digital

present? – Target group oriented user analysis for the web portal European Film Gateway (EFG)'. From February through August 2011, the portal will be presented in a series of launch events organised by the EFG partner archives in several European countries.

Screenshot: Start page of EFG portal

Screenshot: Search results (images)

The European Film Gateway and Europeana

The European Film Gateway is linked to Europeana.eu, the cultural website governed by the Europeana Foundation. Europeana.eu offers search capabilities through millions of digital items provided by Europe's museums and galleries, archives, libraries and audio-visual organisations. Some of these are world famous; others are as yet hidden treasures.

Even though the EFG portal is not publicly available yet, so far almost 310.000 records with links to digital objects collected in the EFG database have been delivered to Europeana. By contributing to Europeana, EFG adds to making Europe's diverse cultural heritage available to a wider public via a single access point.

The EFG project numbers the Europeana Foundation amongst its partners and participates actively in the discussions of the Europeana network. The Association des Cinémathèques Européennes, a leading partner in the EFG project, serves as a member of the Executive Board of the Europeana Foundation.

Expected Results by the Project's End

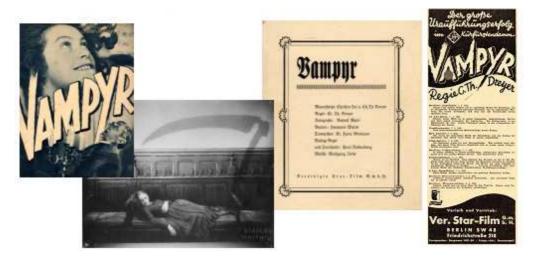- A digital showcase featuring selected collections of Europe's film archives – the European Film Gateway portal itself

- Agreement on common interoperability standards for film archives and cinémathèques

- Best practices for rights' clearance and IPR management of cinematographic works

- Access to Europe's film heritage through Europeana.eu.

Material Contributed by EFG

The EFG content providers, mostly film archives and cinémathèques, will give access to parts of their digitised holdings including 65 individual collections.

The collections selected serve as examples of digitised content held in the film institutions. Around 80% of the content accessible via EFG are images – film stills, set photos, posters, set drawings and portrait photographs. 10% of the content are textual material like scripts, correspondence, film censorship visa and rulings; for print: out-of-print books, film programmes and reviews. Another 10% are actual moving images, the majority of them being newsreels, short documentaries, commercials but also selected feature films or trailers. Currently, the complex rights situation regarding film works prevents film archives from giving access to a large amount of moving images held in their stock.

A selection of material on VAMPYR (Carl Theodor Dreyer, FR/DE 1932) available on EFG portal

Results in Years 1 and 2

EFG is a 3-year project tackling significant issues and its major outcome, the European Film Gateway portal itself is scheduled for year three. Nonetheless it has so far produced a number of public results ["deliverables"] as anticipated in its plan. The work is divided up into sections called "workpackages".

Workpackage 1 worked in the background on the needs of users of the future EFG portal. One public result of the work is an essay by Thomas Ballhausen on the history and function of film archives which is published on the EFG website. The University of Applied Sciences in Hamburg became associated with the project and will help establish user surveys and carry out user evaluation of the portal in year three.

Workpackage 2 was active in the area of technical and semantic interoperability and access and addressed issues arising from the fact that common interoperability standards have not yet spread widely in the film archival community. For public use it produced an assembly of best practice procedures and practices in the form of background documents called Guidelines and Standards on the EFG website.

The guidelines provide background information for film archives on how to implement harvesting-based interfaces in the archives' local databases. Mapping rules between the EFG Schema and Europeana Semantic Elements V3.1 were drafted, implemented and refined. An Authority File and Metadata Editor tool is being implemented to enable archives to merge doublets and to establish relationships between film works and persons directly within the EFG database as one of the necessary preconditions for a user-friendly search and display of film-related information and content on the EFG portal. A public version of these tools will be available via the Europeana ThoughtLab. As a result of these activities, the EFG Information Space could be populated with more than 270.000 metadata records describing objects from 30 collections held in 10 archives. Starting from April 2010, EFG data is harvested monthly by Europeana.

Workpackage 2 also produced [D 2.2] Common interoperability schema for archival resources and filmographic descriptions. It enables the consolidation of the data held in the various heterogeneous source databases of the EFG content providers in a common format.

Workpackage 3 worked in the background on content enrichment, data cleaning and semantic interoperability. Comprehensive EFG vocabularies were established and translated into 11 different languages. The contributing archives matched their local terms to the EFG vocabularies in order to allow a homogenised and multi-lingual display of their data in the EFG portal. The EFG vocabularies and their translations were provided to the FIAF (Fédération Internationale des Archives du Film) Cataloguing Commission, which requested to align their activities aimed at modernising and re-issuing the "FIAF Glossary of Filmographic Terms" with the EFG activities in WP3.

Workpackage 4 produced the specifications for the public European Film Gateway portal which will launch publicly in late 2010 and launched a tender to find a sub-contractor to build the front-end of the portal. The contract went to the Berlin-based company,]init[, which has an impressive track record in this field. Workpackage 4 also produced D 4.3 Guidelines for Digitisation, digital storage and retrieval. At launch, the portal will include material from 10 archives. Material from the other 5 content partners will follow shortly after. Ready for the portal's launch a good deal of translation work has been done.

Workpackage 5 worked on intellectual property rights, addressing issues arising from the fact that in many European countries, works of film are especially affected by copyright regulations rendering digital preservation and especially digital access a highly difficult and legally complex task. A "Report on legal frameworks in European Film Gateway (EFG) consortium member states" [D5.1.] was produced by the eye Film Instituut [formerly known as "Nederlands Filmmuseum"] and is freely available. For the EFG web portal to eventually become an ever-growing space, adequate rights clearance procedures are needed, which are outlined in a special internal report.

A Research Report on open content models was made available in the public section of the EFG web portal. EFG worked closely with Europeana on the draft Europeana Data Provider and Europeana Data Aggregator Agreements and on the Europeana Public Domain Charter. Dialogue with internal and external stakeholders continues.

Workpackage 6 deals with dissemination of the project and networking. Initially it is concerned with making the EFG project visible. This continues in year 3 of the project when, nevertheless, the emphasis of marketing activity begins to focus on the portal itself.

Workpackage 7 is tasked with addressing and solving issues relating to the sustainable governance and financing of the EFG portal as a continuing public service. The EFG executive board consisting of representatives from nine EFG content providers agreed a viable framework in a number of meetings. Significant progress has been made on governance and advanced drafts of essential contractual documents are undergoing finalisation. Europeana WP1 is also addressing the problems of the financial sustainability of aggregators and the two projects share their learning.

Making the EFG Project Visible

In its first and second years the EFG project does not have a service to promote to the general public. That will come later when the EFG portal comes on stream. The main audiences envisaged for news of the project and its technical outcomes are professionals in the film archive and film library areas and professionals interested in digital libraries, particularly those active in the Europeana-related cultural domains of libraries, museums, archives and audio-visual archives. The primary dissemination tool is the EFG website with its regular news and newsletters, which has been available since September 2009.

The EFG project amplifies its message to the professional film archive world by using the ACE [Association des Cinémathèques Européennes] network for Europe and the FIAF [The International Federation of Film Archives] network for the rest of the world. Its news service which has attracted more than 900 subscribers mainly targets this specific audience. In addition, EFG presents its plans and results at film archive conferences and events.

EFG works closely with Europeana to reach its target audience of professionals in the domains other than film - libraries, museums, archives and audio-visual archives. It coordinates its dissemination planning with that of Europeana and uses the Europeana news channels to reach across sectoral boundaries. It participates in or presents at major cross-sectoral events and also uses suitable media such as the online web magazine Ariadne.

The EFG project is an important member of the Europeana group of projects and has as a main aim to spread news and understanding of its contributions to Europeana and relevant aspects of related projects to the professional film archive community. It does so through its News service, its Newsletter and presentations at appropriate sectoral events.

The EFG Newletter, of which so far 4 issues were produced, aims to inform partners and professionals from the film heritage sector as well as the wider Europeana network about topics and events related to the EFG project. Coverage includes public outcomes of EFG, upcoming events as well as the latest developments concerning Europeana.

To support EFG partners' dissemination efforts a project fact sheet, a poster, a brochure template for translation and a standard powerpoint presentation were also made available.

Partners

Association des Cinémathèques Européennes, *Frankfurt/Brussels* | Cinecittà Luce S.p.A, *Rome* | Cinemateca Portuguesa, Museu do cinema, *Lisbon* | Cineteca del Comune di Bologna | CNR-ISTI, *Pisa* | Det Danske Filminstitut, *Copenhagen* | Deutsches Filminstitut - DIF e.V., *Frankfurt* | Eremo srl, *Cupramontana* | Europeana Foundation, *The Hague* | *EYE* Film Instituut Nederland, *Amsterdam* | FernUniversität Hagen | Filmarchiv Austria, *Vienna* | Kansallinen Audiovisuaalinen Arkisto, *Helsinki* | La Cinémathèque Française, *Paris* | Lichtspiel – Kinemathek Bern | Lietuvos Centrinis Valstybés Archyvas, *Vilnius* | Magyar Nemzeti Filmarchívum, *Budapest* | Národní filmový archiv, *Prague* | Nasjonalbiblioteket, *Oslo* | reelport GmbH, *Cologne* | Tainiothiki tis Ellados, *Athens*

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Links to related projects or further information

EFG: www.europeanfilmgateway.eu

Europeana: www.europeana.eu

Europeana Foundation:

http://version1.europeana.eu/web/europeana-foundation/introduction

Association des Cinémathèques Européennes: www.acefilm.de

filmarchives online: www.filmarchives-online.eu

Ariadne: http://www.ariadne.ac.uk/issue58/eckes-segbert/