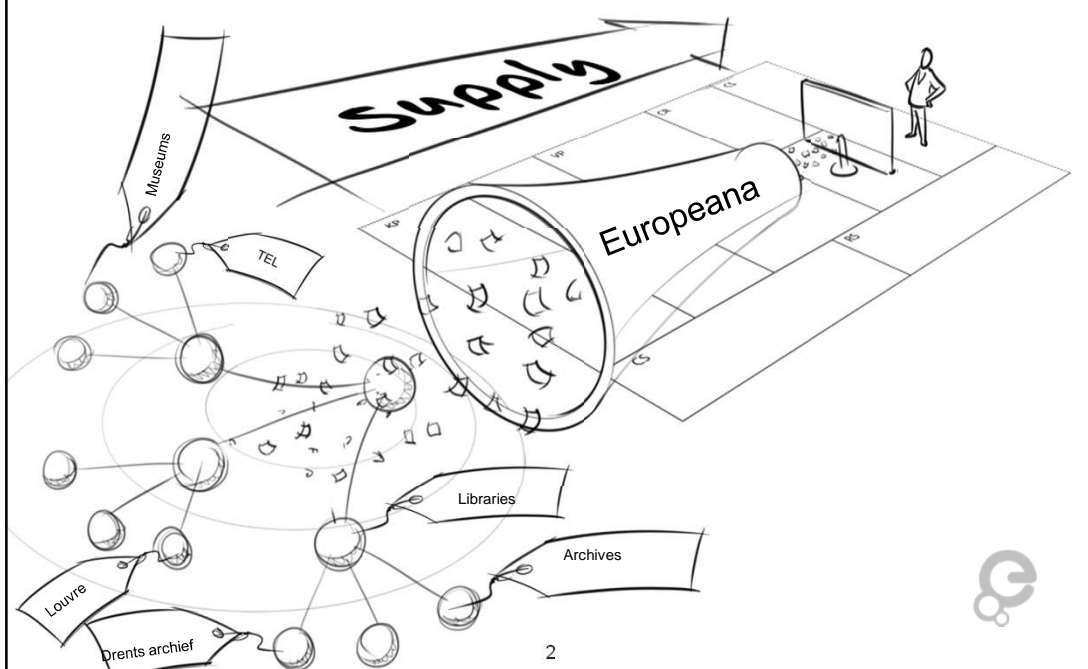
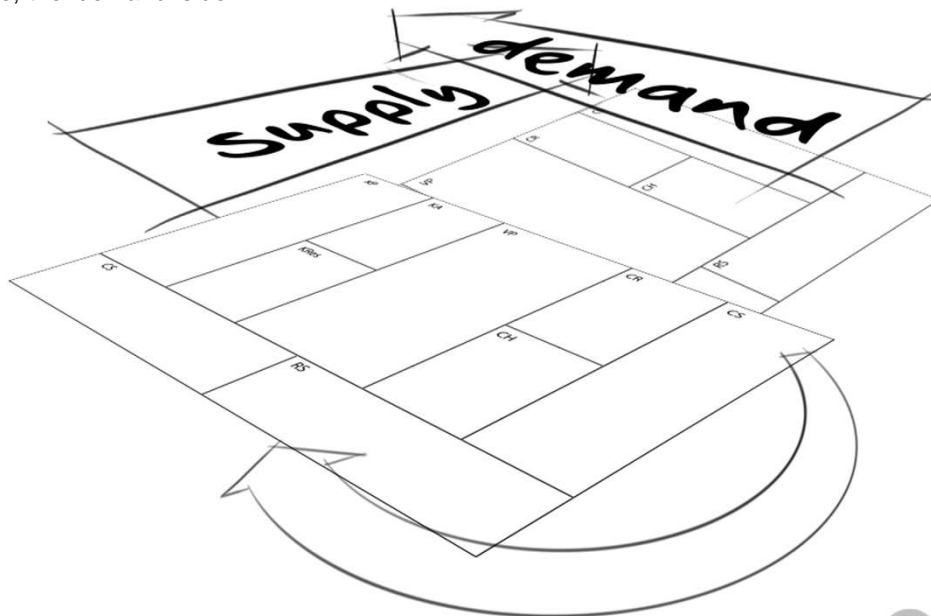




The first phase of the work of Europeana (2008) focussed on making our heritage available in a uniform, interoperable way. This meant a lot of effort establishing a network and aggregation infrastructure; the 'supply' side.

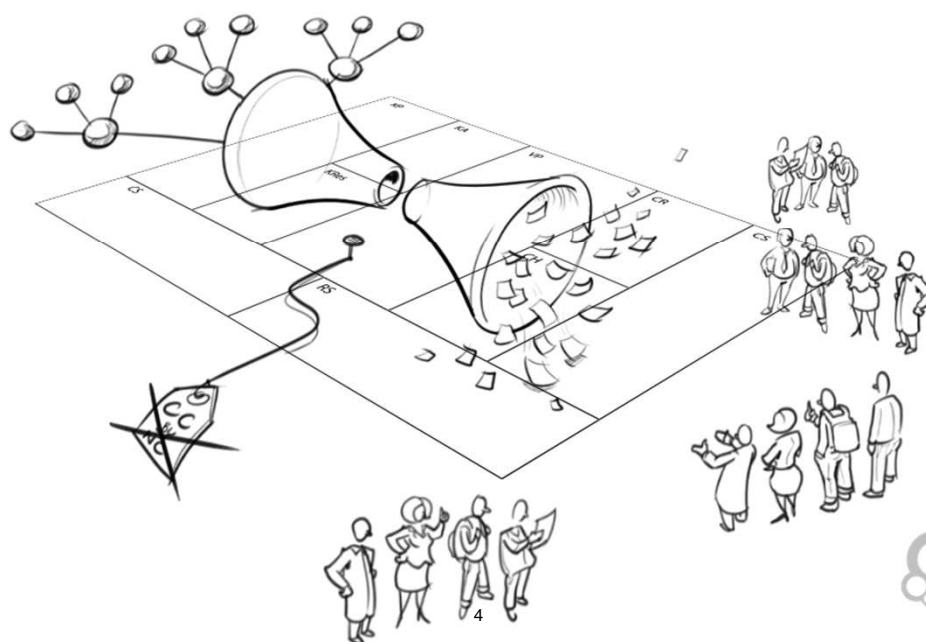


By 2010 we were able to start the second phase of the work, focussed on making the metadata more accessible to individuals, professionals and creative industries across Europe; the 'demand' side.



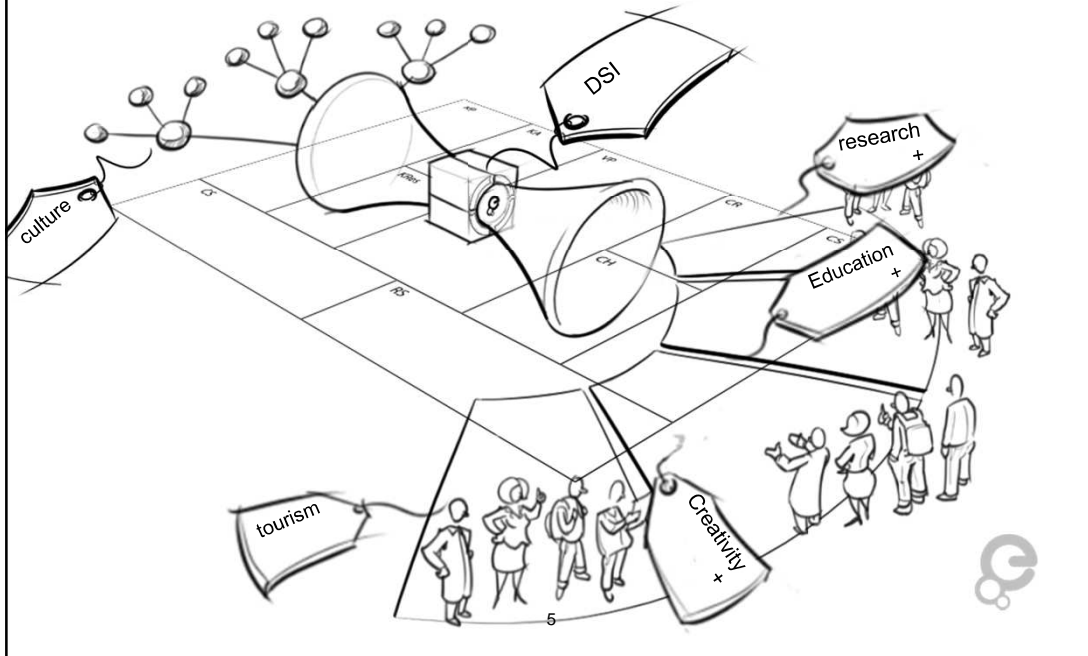
3

One of the most important changes was to make the metadata available under a more open licensing structure: **the CC0 Public Domain dedication for metadata.**

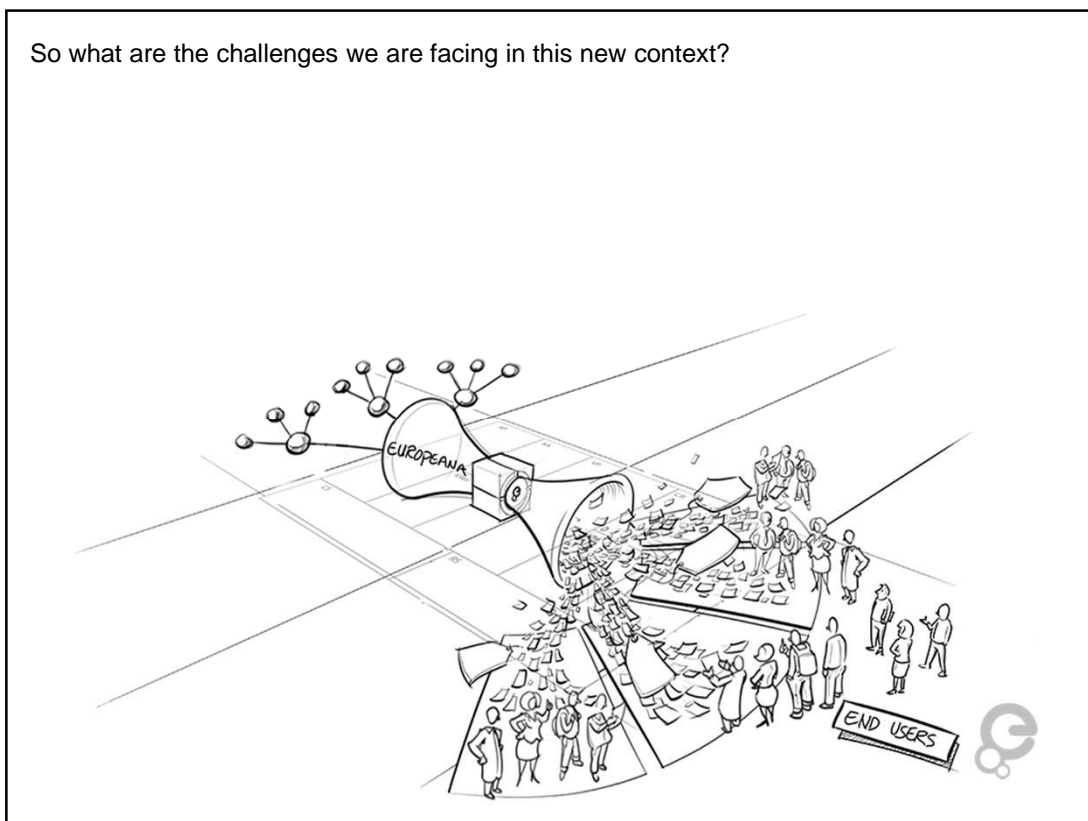


4

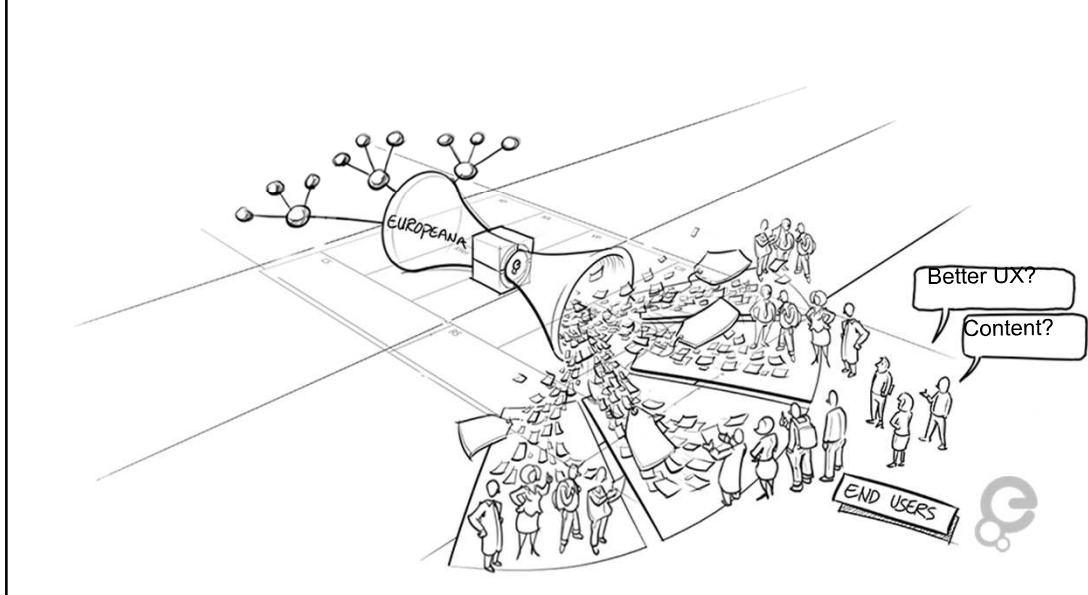
Looking forward to the period after 2015, Europeana is positioned to become a true 'Digital Service Infrastructure that services the Cultural Heritage Institutions in Europe and several well defined markets.



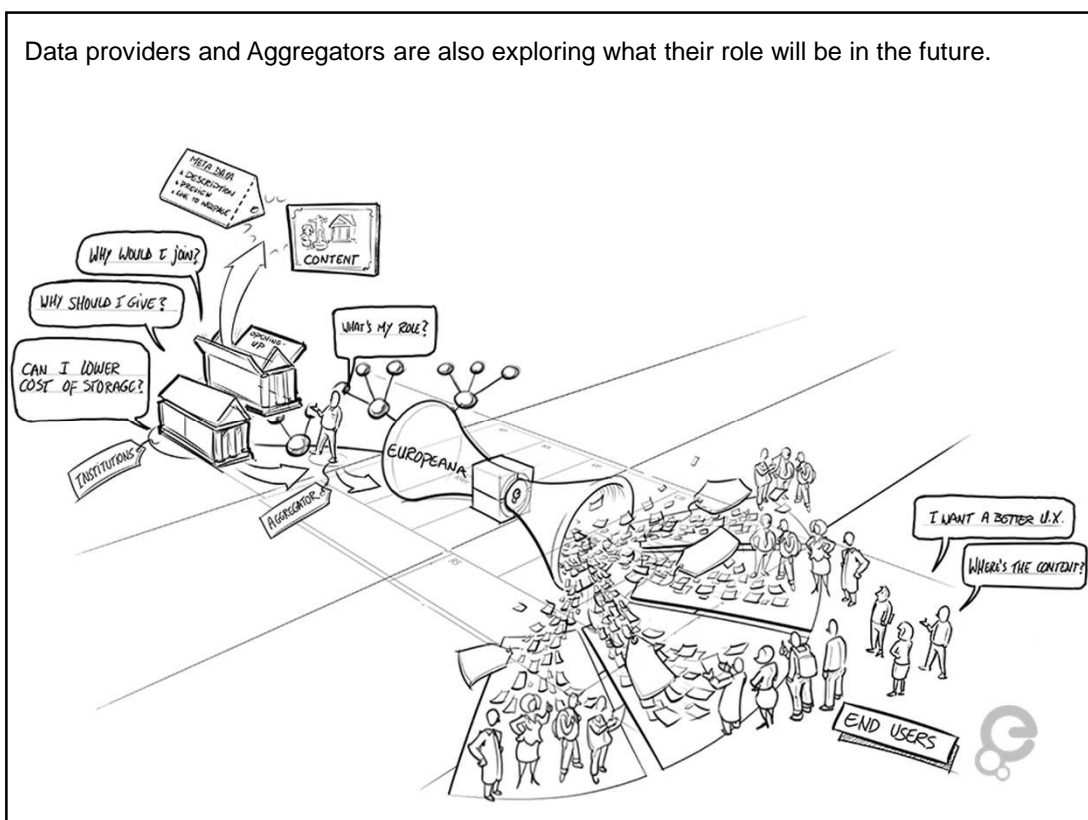
So what are the challenges we are facing in this new context?



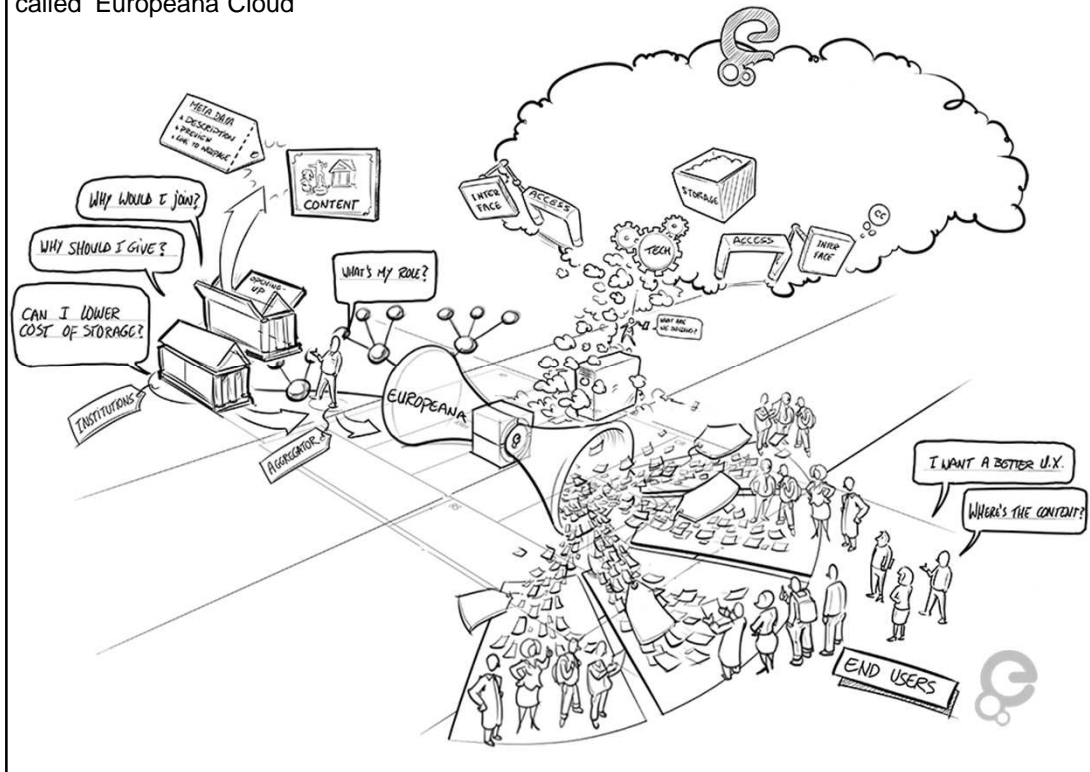
Users, both professionals and individuals, have indicated that they want more direct access to content and overall a better user experience.



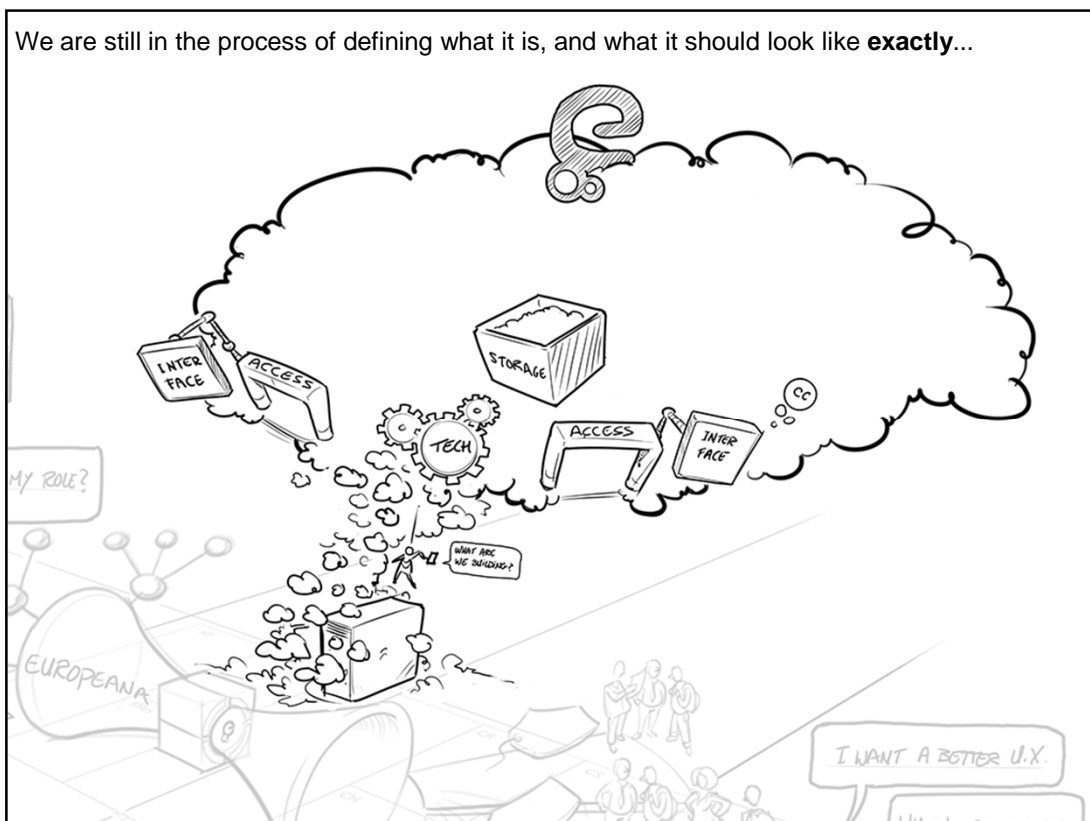
Data providers and Aggregators are also exploring what their role will be in the future.

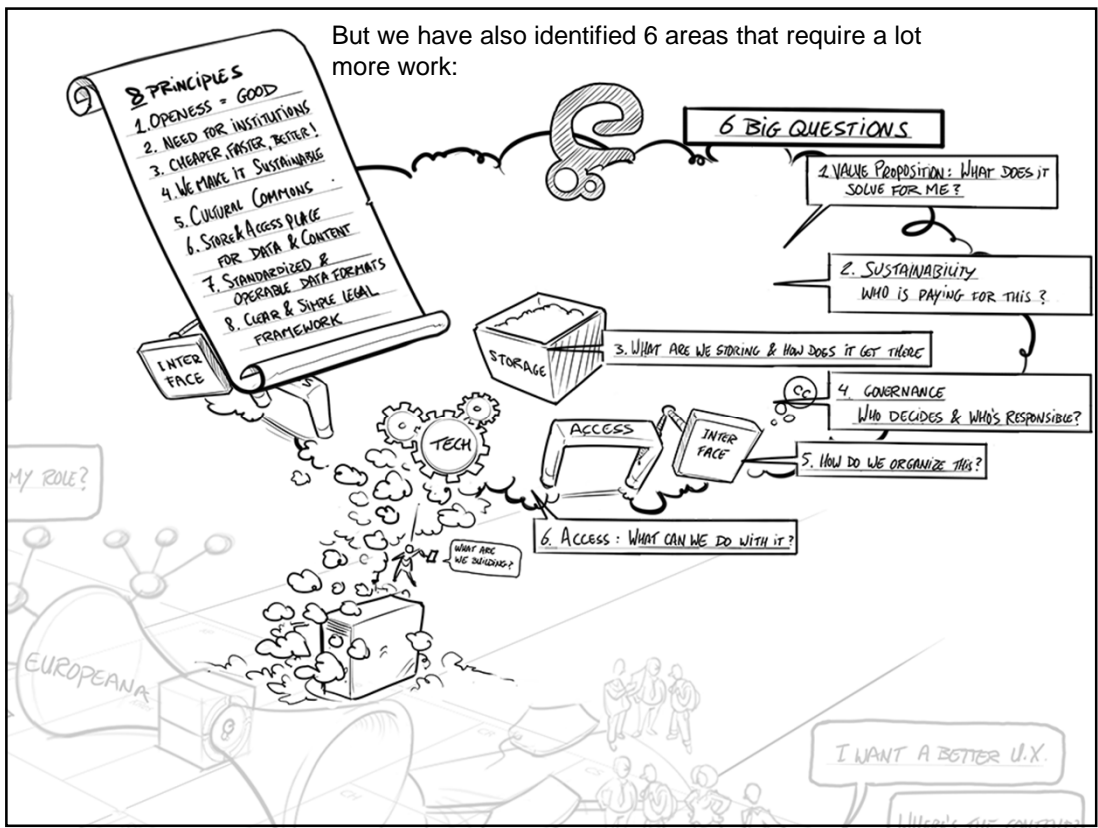
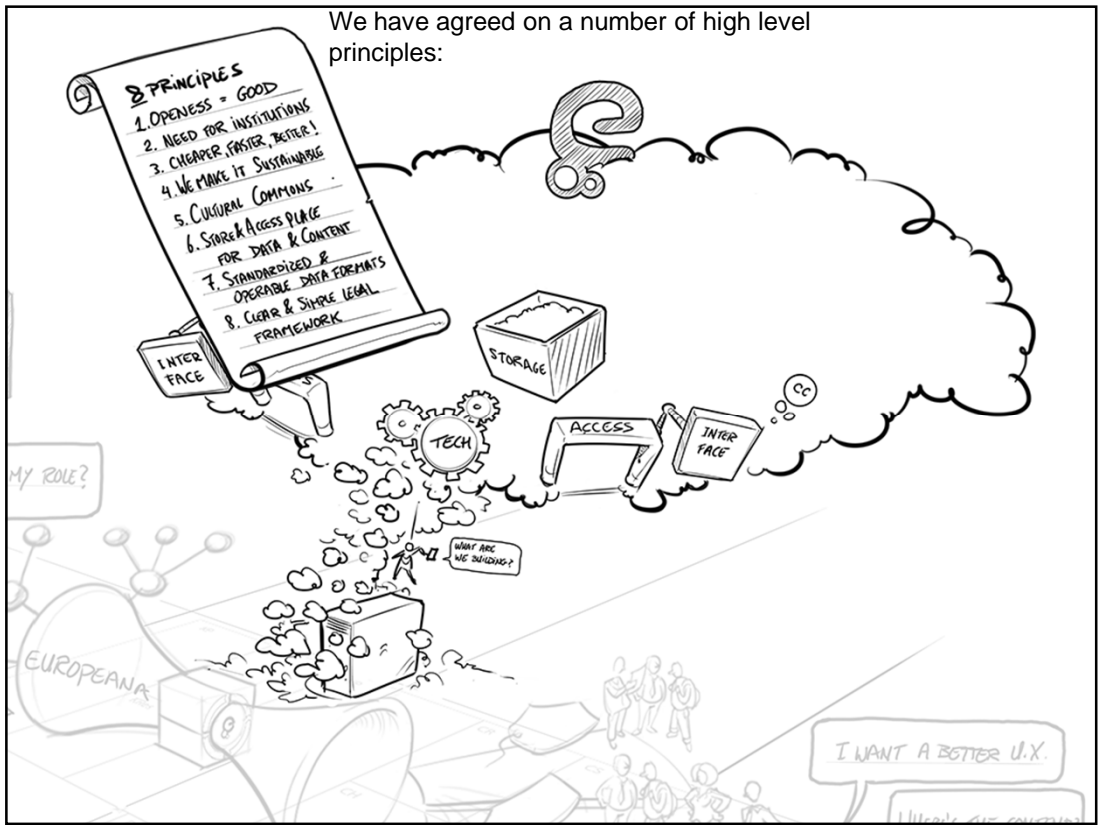


To meet these challenges some of these issues we are developing a new infrastructure called 'Europeana Cloud'

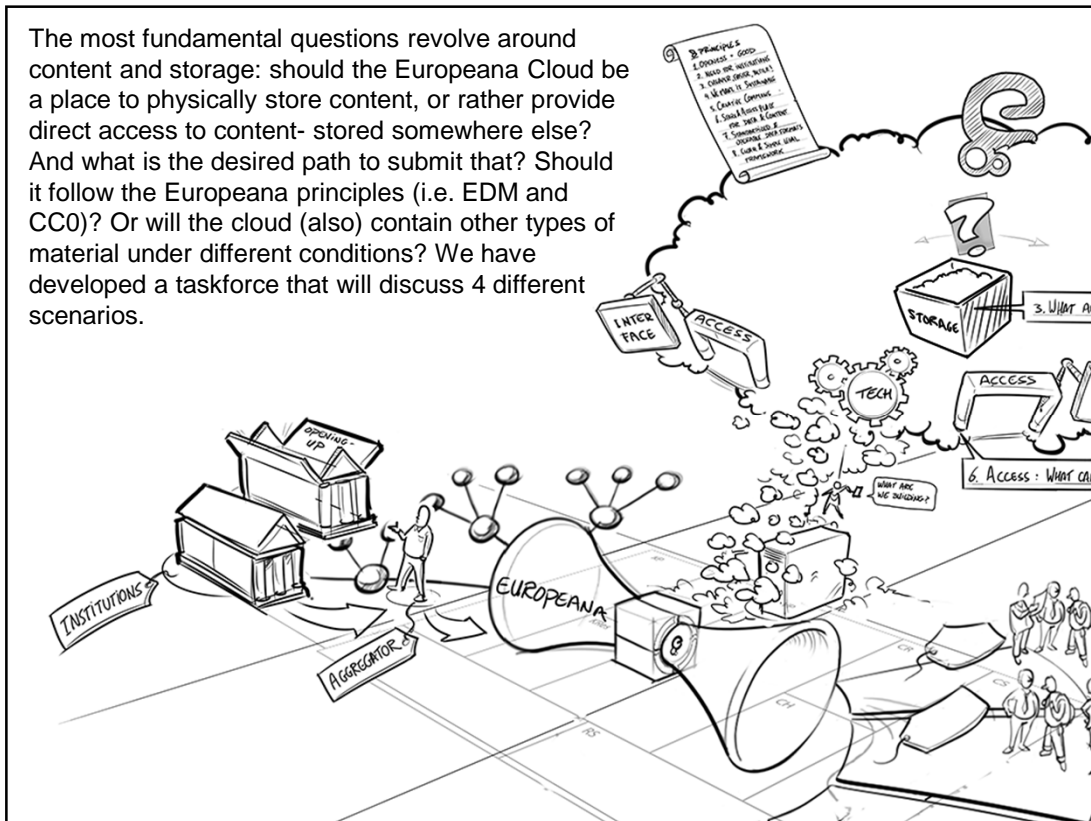


We are still in the process of defining what it is, and what it should look like **exactly**...

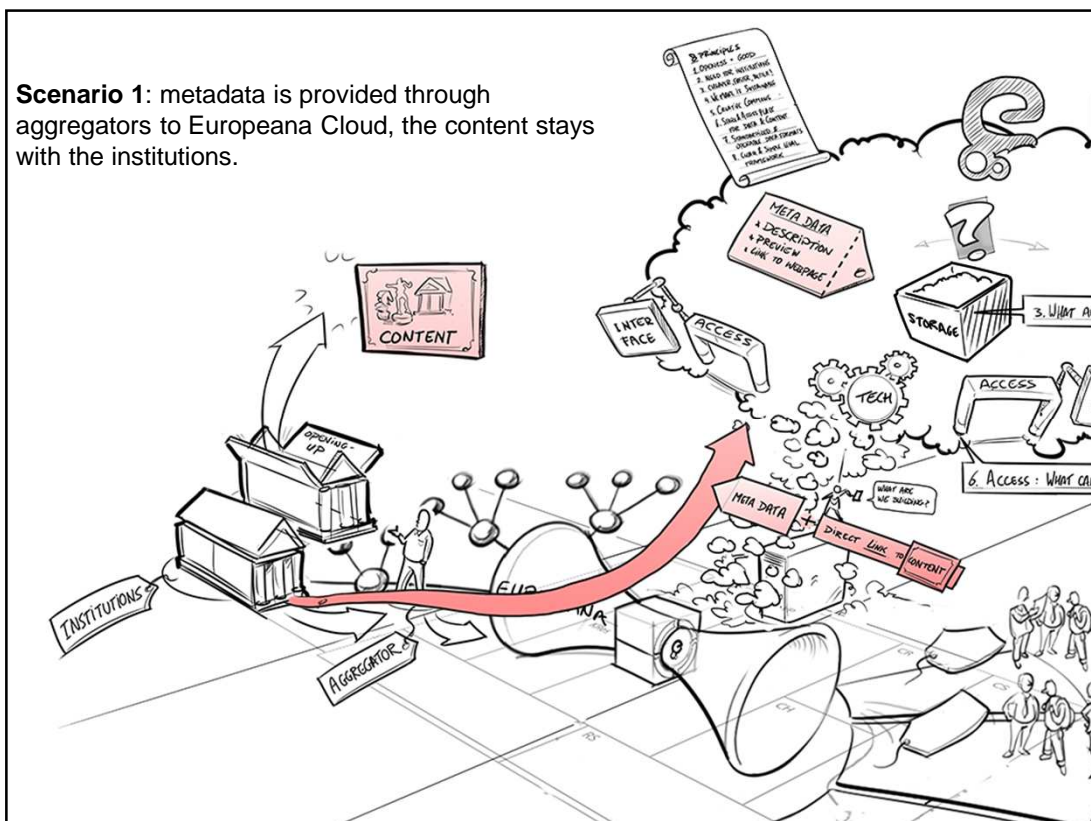


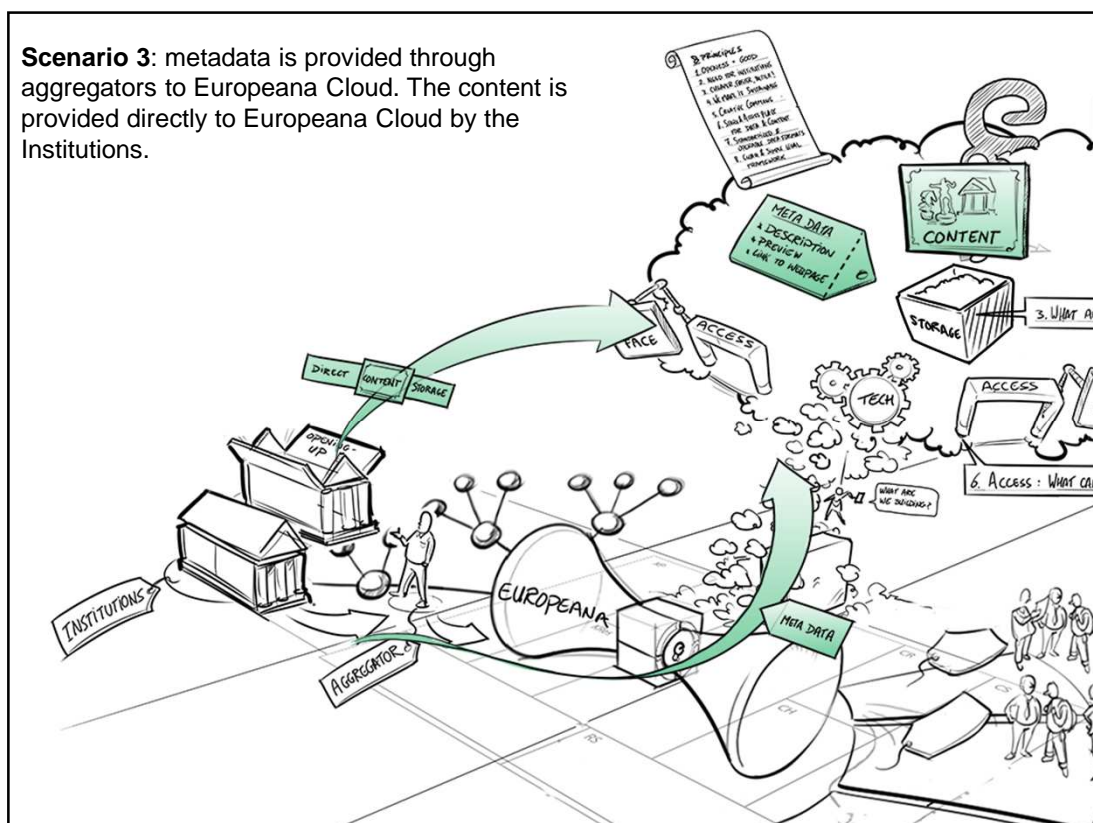
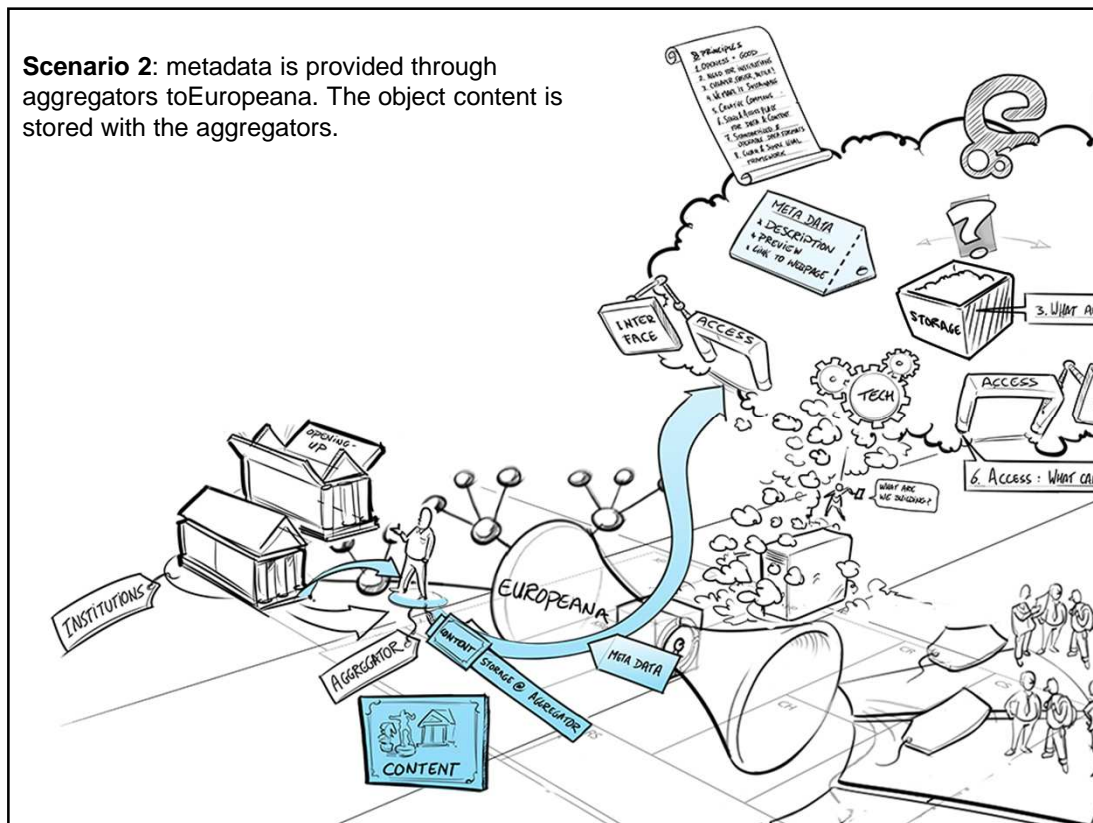


The most fundamental questions revolve around content and storage: should the Europeana Cloud be a place to physically store content, or rather provide direct access to content- stored elsewhere? And what is the desired path to submit that? Should it follow the Europeana principles (i.e. EDM and CC0)? Or will the cloud (also) contain other types of material under different conditions? We have developed a taskforce that will discuss 4 different scenarios.



Scenario 1: metadata is provided through aggregators to Europeana Cloud, the content stays with the institutions.





Scenario 3: metadata and the content is provided directly to Europeana Cloud by the Content Providers.

