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MILE

Self-Assessment Report

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eContentplus

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a multiannual Community programme to make digital content in Europe more accessible,
usable and exploitable

¹ OJ L 79, 24.3.2005, p. 1.

The purpose of D6.3 Self-Assessment Report is to measure the progress and results of the project against the expected results and performance and success indicators as set out in the Description of Work.

Expected result 1: Definition of a single harmonious Metadata Classification System

Performance and success indicators

1. European Member participation in MILE event on survey and analysis
2. Completion of internet survey questions about current state of Metadata. Classification, Metadata Search & Retrieval and Metadata roles in IPR
3. Report on proposed metadata system

Assessment

1.1 MILE successfully identified and gathered international experts involved in the development of metadata for digital image access, to participate in seminars, surveys and workshops, defining metadata issues and solutions.

1.2 The decision to invite speakers from within and outside the European Union was based on maximising the level of expertise. Speakers came from backgrounds in:

- Commercial image libraries and archives
- Non profit museums and collections
- Academic research
- Consultancy and training for people working with images
- Software development and technology provision
- Information planning
- Design and implementation of knowledge structures, including thesauri, classification schemes and taxonomies, academic linguistics, translation, multilingual thesaurus development, automatic translation development
- EU projects funded under the eContentplus Programme
- National and international IPR legislation.

1.3 MILE joined forces with:

- CEPIC Congress – which brought together picture agencies from all over the world
- IPTC – which brought together newspaper publishers to discuss technical standards.

CEPIC has great global scope, and MILE was justified in scheduling 3 of its seminars during the international congress by the presence of an expert and international audience.

1.4 MILE has provided useful opportunities for networking, for knowledge exchange and for collaboration. Without MILE's work to integrate the visual arts

in a 360-degree fashion, such work would merely exist in isolation and with little regard of the issues presented by stakeholders.

1.5 MILE has been universally commended for engaging high calibre, appropriate speakers. Furthermore, MILE has been overwhelmingly congratulated by partners and industry members for a thoughtful approach spanning the key operational issues (classification, search & retrieval & IPR) which inhibit greater public access to works of art online. It is worth noting that these issues are central to some of the European Commission's major current programmes, including Europeana and the i2010 European Digital Libraries Initiative.

1.6 MILE's achievement in bringing together public and private sectors for the first time has been a measurably successful result in terms of European participation and in delivering several concrete outcomes of practical benefit.

1.7 In collaboration with project partners, MILE continually researched the image metadata environment, using the information as a guide to developing target audiences. Consequently, Europe-wide participation in workshops and seminar-based surveys was achieved. To further encourage European participation, MILE's final survey was translated into 4 EU languages (other than English). Translating the final survey had a positive impact with one third of responses each from the EU, the US and from the UK. Although MILE would have preferred to have seen greater participation from within the EU, the responses are valid in that they illustrate that metadata is a global problem which, in a global industry, should be approached as such.

1.8 Network Partners and speakers collaborated in the creation of all surveys and workshops about the current state of Metadata Classification, Metadata Search & Retrieval and Metadata roles in IPR, including the baseline and final surveys, and analyses. There was a good degree of contribution and effort from some of the project partners. Improved methods for analysing project demands, prior to project initiation, may have provided time constrained partners with the necessary information to better manage their contributions.

1.9 MILE successfully developed 5 surveys:

1.9.1 Metadata classification

Questionnaire

Agreement on common metadata fields

1.9.2 Metadata search & retrieval survey

Mapping workshop

1.9.3 Metadata IPR survey

IPR questions

1.9.4 Orphan Works survey

- 1.9.5 Final survey, including
 - Metadata classification questions
 - Metadata search & retrieval questions
 - Metadata IPR questions

Metadata classification, metadata search & retrieval and metadata IPR surveys were combined to form the baseline survey:

1.10 Due to the high levels of seminar attendees and their subsequent participation in baseline and final surveys, the management team decided to capitalise on the available participation; additional questions and questionnaires were placed on the MILE website and emailed to target audiences.

1.11 The report proposing a metadata system confirmed that the expected result of a single harmonious metadata classification system, defined by a single metadata standard was not, in practice, a realistic outcome since no single standard or schema exists that fits everyone's needs. Since proposing a single harmonious solution was a key goal of the project, MILE sought to define an alternative solution for harmonising metadata classification. Developing interoperability at metadata schema level was found to be a viable alternative that would ultimately harmonise metadata and increase access to, and use of images. This is a significant result which has the potential to strongly influence the way metadata is used in conjunction with image collections and works of art in general. MILE's work secured the report on the proposed metadata system and informed project guides for metadata interoperability, providing justification for MILE's performance and provision in metadata classification. MILE would have benefitted

1.12 Further to the above, addressing some of the classification issues depends less on technical solutions and more on long-term cultural and organisational change. Hence, MILE's work may be developed with further investigation into the advantages of combining IPTC headers, SPECTRUM and a Photoshop panel as an ideal solution to the issues confronting cultural organisations creating and capturing metadata.

Expected result 2: Definition of a single harmonised translation system for Metadata Search & Retrieval

Performance and success indicators

1. Document on Metadata Search & Retrieval including translation aspects

Assessment

2.1 The search & retrieval section of the project attracted strong participation from MILE's European partners and representatives of all key interests including: Image users

- Copyright licensing sales teams
- Image cataloguers
- IT professionals

2.2 Discussions concerning translation aspects were augmented by key speakers from professional organisations currently involved in search & retrieval including: The European Heritage Network Thesaurus Team; The MACS Project (the Conference of European National Librarians); The CACAO Project; technology experts experienced in creating automatic translation/ keywording tools, including Kursiv and Babylon, and experts involved in academic research and thesaurus development.

2.3 MILE is the first project to deliver preliminary research into metadata search & retrieval, its development, application and use in the image industry. As such, it has made a significant contribution in investigating inhibiting factors and solutions for metadata-based search and retrieval. MILE's investigations were based on a broad skill set, producing measurable scientific explanations that went some way to explaining the practical problems found within the industry. Through its extensive work, the project has defined the key issues for user access, translation methods (automatic and machine) and thesauri development.

2.4 The expected result of a definition of a single harmonised translation system for metadata search & retrieval has not been supported by MILE's research. This is because of the lack of availability of a translation system that has been developed specifically for digital image use, and because of the semantic difficulties in matching meanings of words and phrases, which may vary in different languages. Consequently, MILE's document on metadata search and retrieval (Appendix 1) will recommend the following: best practice guides for developing metadata; strategies for more comprehensive and reliable multi-lingual search across multiple natural language datasets; translation methods and options currently emerging from companies such as Kursiv.

Expected result 3: Improvements to the understanding and practice of Metadata IPR

Performance and success indicators

1. Document on Metadata IPR
2. Evaluation report on attempts to overcome IPR restrictions such as 'creative commons' and 'due diligence'

Assessment

3.1 MILE brought together international IPR experts from the academic and professional worlds to define problems with IPR in the image. Speakers included specialists in:

- Media and entertainment law
- Research
- IPR advocacy and representation
- Copyright registries
- Information law
- Trade associations on copyright
- Practitioners and professionals involved in image copyright management (commercial and private sectors)
- Technology providers of image licensing, tracking and management.

3.2 Such diversification of skills and expertise has led to a necessary understanding of both the scope and the barriers facing the image industry as a whole, with regard to legislative issues. Since the broader issue of the management and attribution of IPR in digital cultural content is beyond the scope of this project, MILE narrowed its focus to IPR metadata problems currently preventing wider accessibility and use of digital images, successfully examining two distinct issues - developments in piracy prevention technologies and copyright metadata. MILE explored stakeholders' and users' needs regarding copyright metadata issues; investigating potential legislative and non legislative solutions, and examining, technological solutions, as well as the commercial case for improved IP protection. MILE has pioneered investigations towards ways in which metadata can act as a vector for Rights Management information, making a significant contribution to rights management.

3.3 MILE's final report defines current problems for metadata IPR and surmises potential problems. Investigations into potential legislative and non-legislative solutions has resulted in

- Pre-eminent guide to raise awareness around licensing procedures amongst image users. See appendix 2
- Evaluation report on attempts to overcome IPR restrictions through picture licensing e.g. Creative Commons, rights licensing standards e.g. Plus



Coalition, registries and technological solutions e.g. digital watermarking and 'due diligence'. See final report

3.4 MILE also recognises a clear need for continued consultation with stakeholders on how to further explore image licensing standards and rights registries such as PLUS beyond the lifecycle of MILE.

3.5 The extensive work undertaken by MILE provides valuable recommendations for the need for more work to be done both at European and Member State level to raise more awareness surrounding digital image use and educate users about the legal consumption of digital images.

Expected result 4: Industry wide awareness of problems being investigated and solutions being proposed by the MILE project consortium

Performance and success indicators

1. A dissemination and promotion campaign
2. Guides on the project website
3. RSS news feeds to European image libraries
4. Partner member promotion within their own Member states by utilising their press contacts to publish press releases
5. Partner member trade association co-operation

Assessment

Dissemination and awareness campaign

4.1 The project has continually assessed its PR strategy and maintained the Project Database which now stands at 6,410 international industry contacts. This has been a significant tool in marketing the project and expanding its reach for broad dissemination throughout Europe;

4.2 MILE's Project Website is now number 1 in Google ranking, has achieved target-breaking levels of hits and maintains a level of incorporating awareness-raising and project information within an attractive and user-friendly interface.

4.3 MILE is currently looking into newer technical options (such as Ning), which could provide a useful basis for more proactive networking and sustaining the project into the future.

4.4 The MILE website and forum information has been updated regularly and includes seminar presentations and resources, increasing their value. Reciprocal links between all MILE's partners and guest partners are fully active; MILE's forum continues to be a repository for discussion, and MILE now has profiles on Twitter and Facebook;

4.5 MILE coordinated with the CEPIC Congress for 3 of its seminars to reach CEPIC's full international audience and exceeded its target audience number by nearly 300%. Furthermore, seminars achieved all of MILE's target audience numbers

4.6 Project information and presentations are regularly updated on MILE's website for public users; in addition the Resources page is undergoing redevelopment for more readability and easier navigability;

4.7 MILE has continued its PR campaign for the Orphan Works database and following a series of consultation meetings with IPR experts has now formed an



alliance with The WATCH File, to recommend and help populate its copyright registry;

4.8 The Orphan Works database has been live since June 2008 and has been presented to high-level figures in meetings with The WATCH File, National Portrait Gallery and Museums Copyright Group. Following these meetings MILE has now formed a working alliance with The WATCH File, to recommend and help populate its copyright registry. In this way MILE will prevent duplication of The WATCH File's substantial work on tracing copyright holders, publicise WATCH and thus work towards ameliorating the Orphan Works issue;

Guides on the project website

4.9 MILE has developed metadata and metadata IPR guides and will place them on the project website at the end of the project;

Partner member and partner trade association promotion

4.10 Partners and partner member trade associations have co-operated with MILE through exploiting their European contacts, attending seminars and promoting MILE within their own Member states, and through published press releases;

Expected result 5: Creation of database of Orphan Works

Performance and success indicators

1. Report on existing problems
2. Report on possible solutions
3. Recommendations from partners on methodology for Orphan Works database

Assessment

5.1 Metadata IPR brought together international IPR experts from academic and professional worlds including:

- Policy developers
- Advocacy and representation
- UK Intellectual Property Office
- US Copyright Office
- Library of Congress
- The Publishers Association
- Canadian Copyright Board
- Trade associations
- Copyright collecting societies
- Practitioners and professionals involved in image copyright management

to evaluate the current working models regarding Orphan Works.

5.2 MILE investigated potentially useful aspects for recommendation to the EC, such as the 'Safe Harbour' and 'Fair Use' exceptions, and notifying a user of an image's Orphan status by attaching an Orphan Works symbol. It also saw the launch of MILE's Orphan Works database, and monitored growing support among delegates for a non-legislative solution to the Orphan Works issue in the form of a collective licensing approach.

5.3 MILE's report on existing problems for Orphan Works recognised multi-faceted, multi-territory, multi-national and international problems, identifying a magnitude of problems that were beyond the scope of the project. MILE clarified a number of points in its working group discussions including:

- Definition of the process for de-orphaning a work;
- Definition of what constitutes sufficient proof of ownership of rights to a work;
- Evaluation of suitability of collecting societies for extended licensing model / licensing arrangements;
- Definition of how a work becomes an Orphan;
- Definition of an Orphan Work;

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- Survey each industry sector's suggested approach to Orphan Works;
- Develop MILE's Orphan Works database into a portal;
- Evaluate how many institutions or stakeholders' databases are compatible for portal inclusion;
- Monitor the developments of PLUS and similar organizations;
- Determine what MILE's Orphan Works database can do under The Berne Convention;
- Establish who should manage any authority registries and resolve conflicts between rights holders and institutions;
- Define what metadata needs to be embedded in an Orphan Work;
- Evaluate whether the 'safe harbour' aspect of the US Bills should be considered by Europe;
- Establish whether Orphan Works should be flagged with a watermark (or other technical mechanism) to highlight it as such;
- Create harmonised definitions of terms for an international platform;

5.4 MILE explored due diligence, copyright metadata management and technical solutions as potential methods for overcoming IPR restrictions for Orphan Works problems. MILE focused on finding real, practical ways for dealing with Orphan Work images in day-to-day work, from the perspectives of all users including commercial image suppliers, clients, collecting societies, educational establishments and cultural heritage institutions.

5.5 Orphan Works legislation is an ongoing international issue. Any practical solution for dealing with them in daily business is dependent upon the establishment of best practice models throughout the industry which are reinforced by National legislation. In addition to standardising rights fields, MILE has recommended deeper investigation into licensing rights frameworks that will facilitate the practical management of these assets in commercial and non-commercial environments.