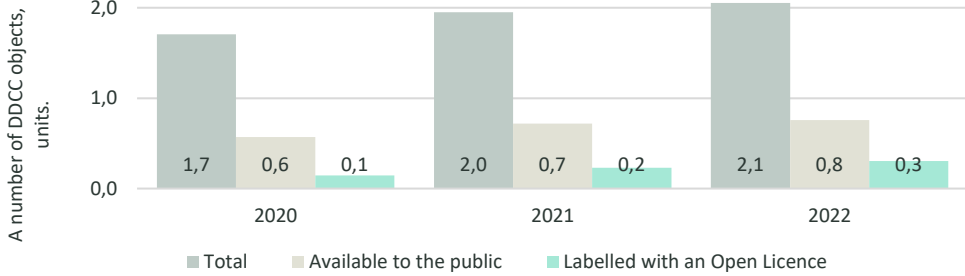


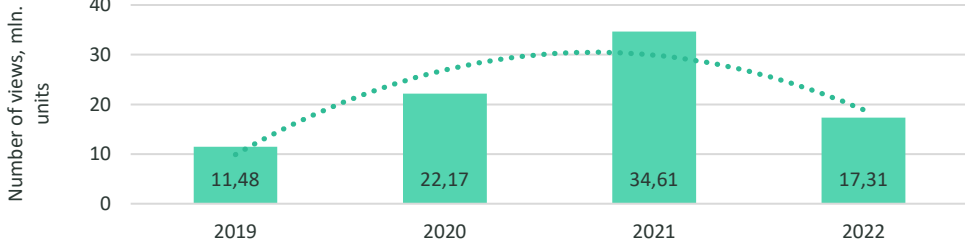
Current situation

Number of digital and digitised cultural heritage objects



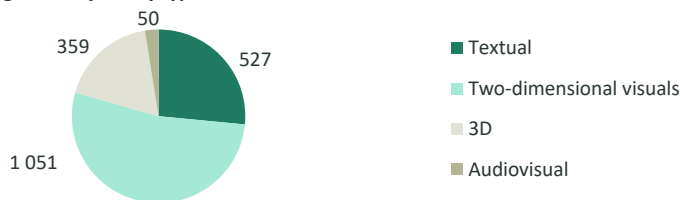
- **Share of digitised cultural heritage:** 10% of all cultural heritage objects under protection.
- **Share of digitised cultural heritage in the public domain:** this share has been increasing and currently represents 37% of the total digitised cultural heritage.
- **Share of content labelled with an open content licence:** this share has been increasing and currently represents 15% of the total digitised cultural heritage.

Number of views of digital and digitised cultural content



- **Number of views:** the increase in the number of views started during the COVID-19 crisis with 34.6 million views. In the first year after the COVID-19 crisis, the number of views fell to 17.3 million.

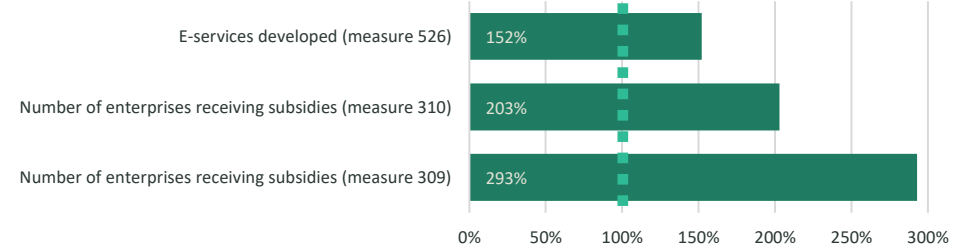
Digitised objects by type, thous. items



- **Digitised objects by type:** more than 75% of digitised objects are textual or visual two-dimensional objects.

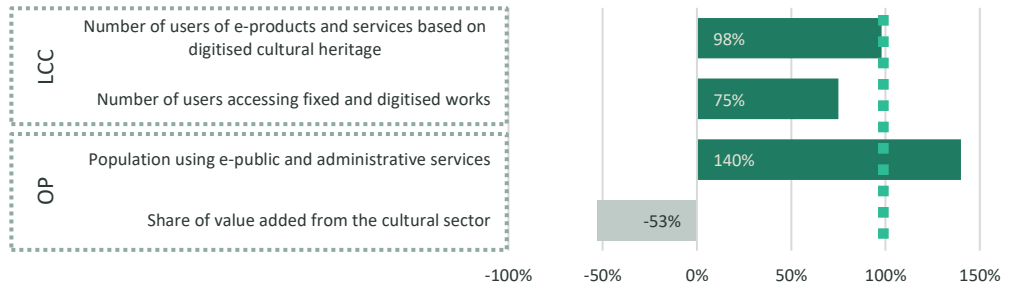
The impact of investments

OUTPUT INDICATORS (ONLY FOR OPERATIONAL PROGRAMME (OP), NO OUTPUT INDICATORS FOR THE CULTURE SUPPORT FUND (CSF))



Output indicators are met and exceeded. This means that the required product has been developed, enabling the desired impact to be achieved

OUTCOME INDICATORS



Although not all outcome indicators have been achieved, it should be stressed that this is due to external factors and not to the investments themselves.

ACTIVITIES AND IMPACTS



Support for digitisation activities

More content has been made available for viewing, increasing the accessibility and openness of culture. At least 207 thous. items were created. DDCC objects (10.1% compared to 2022 level)

LSF and
OP 526
measures



Create and modernise the DCHP

More content has been made available for viewing and the ease of viewing has improved. Attracted an additional 2.96 million content views in the first year of the project (17% of the 2022 figure)

OP 526
measure




Supporting the activities of the CCI sector and the arts

Contributed to the growth of contemporary Lithuanian cultural content.

LCC, OP
309, 310
measures

Foreign country analysis

THE NETHERLANDS



Challenges:


- Data standardisation
- Lack of human resources
- Lack of digitisation competences (publicity, description)

Advantages of the DDCC system:

- Digital Heritage Network in place
- Collective marketing and dissemination (from research to joint virtual exhibitions)
- Plans a single DDCC system

- Implementing data management standards**
- Consolidated marketing, dissemination (the network of DDCC managers provides marketing services to the network members)**
- Adapting content for people with disabilities**

POLAND



Challenges:


- Lack of funding
- Lack of digitisation competences (publicity, description)

Advantages of the DDCC system:

- Workshops for target groups (educators and researchers/community)
- Creates a unified DDCC portal (to increase accessibility, quality)

- Training, workshops for targeted professional groups**
- Adapting content for people with disabilities**

DENMARK



Challenges:

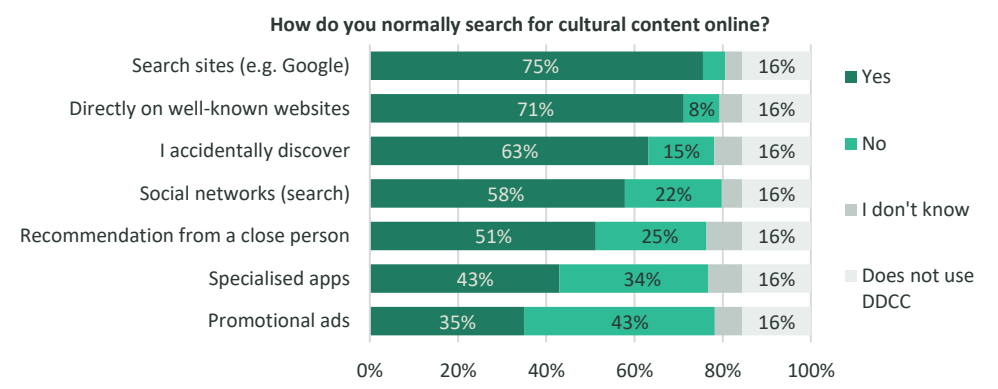
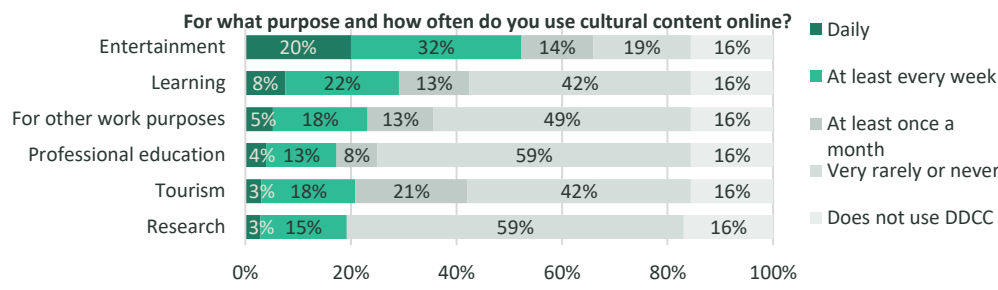
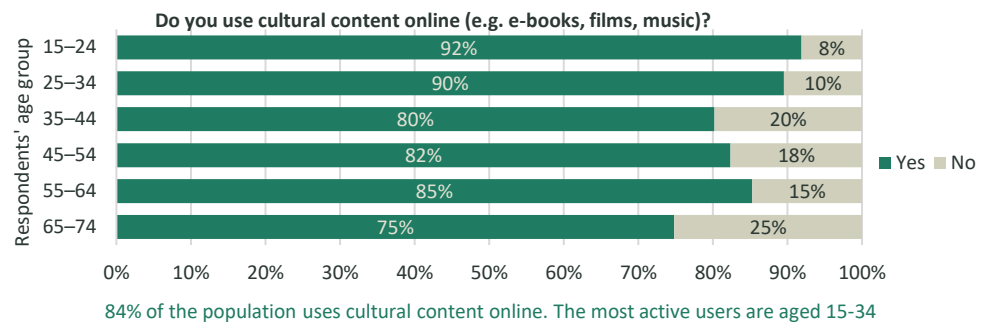
- Lack of human resources
- Standardisation of data

The DDCC system:

- Publicised on social networks
- One DDCC portal (but not all institutions are online)
- Archiving of online resources
- Copydan organisation is in place to deal centrally with copyright acquisition

- Using social networks to disseminate the DDCC**
- Centralised copyright solutions (collective acquisition)**
- Upgrading the skills of staff in cultural institutions**
- Adapting content for people with disabilities**

Survey of users



User profiles



Profile of a typical user

15-34 years old

review sites - social networks and YouTube

For entertainment or educational purposes
Audio and audiovisual format

Information search - Google or on regular websites



In addition, two further user profiles are identified that need to be addressed when planning the dissemination and content of the DDCC



Profile of an older user

- Lithuanian content
- Used for tourism purposes
- Audiovisual form
- Search on specialised platforms



Educator user profile

- Used for professional educational purposes
- Collections specially adapted for the educational process
- Need for training or workshops

The primary objective is **to attract** the user to use the DDCC



Spread content where the user uses it first:
Disseminating and publicising the DDCC on social networks



Ensuring search engines to find content:
DDCC search settings (SEO and others)



Prioritise the most attractive formats for dissemination:
Audio and audiovisual content



Attract professionals through a specialised collection:
Specialised collections or tools/forms of the DDCC

Recommendations

