



# EuropeanaTV Pilot

## *Europeana Space Opening Conference*

*Venice*

*October 16, 2014*

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# The EuropeanaTV pilot



# Two scenarios

- Local scenario
- Broadcast scenario

# Local scenario

- Elderly in living room: re-living the 1960 Olympics





# Local scenario

- Elderly in living room: re-living the 1960 Olympics



# Local scenario

- Elderly in living room: re-living the 1960 Olympics



# Broadcast scenario



**History In Pictures**

@JustHistoryPics



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Tearing the Berlin Wall down, 1989.

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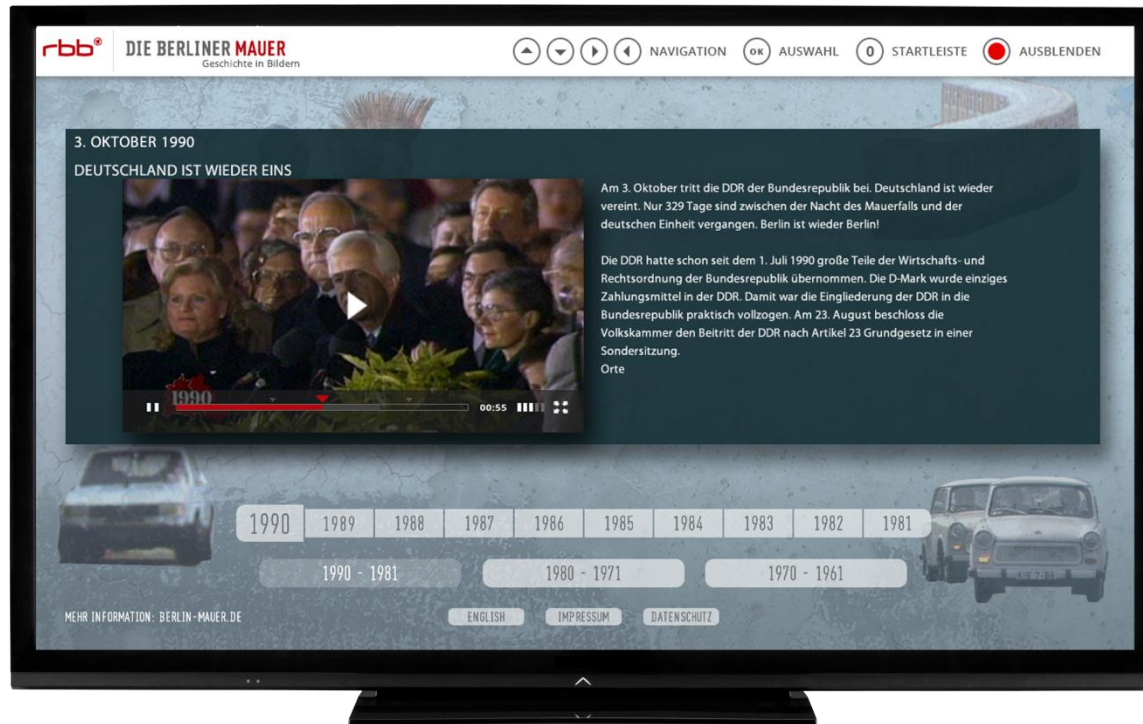
# Broadcast scenario

- Fall of the Berlin wall: Chance discovery of rich cultural content



# Broadcast scenario

- Fall of the Berlin wall: Chance discovery of rich cultural content



# EuropeanaTV toolkit & Hackathon





# Hackathon & Monetization

- EuropeanaTV pilot hackathon discussed in round table session on **interactive television** at the MPJC





# Hackathon & Monetization

- Museum/film archives
- Television networks
- Media production companies
- Entertainment industry
- Communication/advertising
- Artists
- Television network providers
- OTT services



# Hackathon & Monetization

- The EuropeanaTV hackathon will be held in April 2015 in **The Netherlands**



**waag society**



# Connection with Europeana

- Find ways to integrate with Europeana API
- Outcomes of the pilot will land in Europeana Labs

# The EuropeanaTV pilot

The road to creative (re-)use of audiovisual content is open; we provide the building blocks.

***#AllezCulture!***

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