Project Acronym: Euromuse  
Project Title: Euromuse.net  
Contract Number: C046229  
Starting date: 01.01.2008  
Ending date: 31.12.2010  

Deliverable Number: D4.4  
Title of the Deliverable: Full Deployment Plan  
Task/WP related to the Deliverable: WP4  
Type (Internal or Restricted or Public): Public  
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Contractual Date of Delivery to the CEC: T0+35 (November 2010)  
Actual Date of Delivery to the CEC: 22\textsuperscript{nd} December 2010  

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1 Executive Summary

The document starts with an introduction into the deployment objectives of the euromuse.net project in chapter 2. Following a short description of the service, its origins and the target groups, the deployment activities and results of actions from the last three years will be summarised in chapter 3. Important aspects of the roll out strategy and next steps will be presented in chapter 4, which contributes to the Sustainability Concept of the project. This entire document is intended to be a complement to the Sustainability Plan of the euromuse.net project that has been set up as a result of euromuse.net deployment and sustainability activities.
2 Introduction to euromuse.net and target groups

2.1 euromuse.net – service description and origin

euromuse.net is a public online service based on a database that provides multilingual information on museums and their exhibitions. The current eTEN project deploys the existing service to develop a wider pan-European data collection to be reused by different actors in the cultural and tourism fields. In particular the contents of the database are made available to the tourism community via the Harmonise service. Euromuse.net offers both, a ‘one-stop’ web tool to the greatest exhibitions in Europe for the public as well as a special data interface called Harmonise to import and export structured data from the museums to further users, e.g. in tourism.

Project Objectives:

- increase the awareness of museum services in general;
- provide information on temporary and permanent exhibitions and outstanding museum collections throughout Europe;
- improve the connection between existing marketing and promotion channels of the tourism industry and the cultural sector over the euromuse.net database;
- integrate euromuse.net’s rich content into the online offers of European and national marketing services in the long run

The general idea of the euromuse.net project is to better connect the museum sector with its relevant target groups – both on a professional and on a non-professional or private level. euromuse.net services will support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum professionals. It will help to create easily accessible information about exhibitions and museums all over Europe.

This takes place by offering the information on complementing services: on the website http://www.euromuse.net, mainly directed to the general public and accessible for free and via tools for structured data exchange with databases of tourism industry and other tourism players.

The euromuse.net portal was originated by a group of major European Museums consisting of the National Gallery in London, the Musée du Louvre in Paris, the Reunion des Musées Nationaux in Paris, the Rijksmuseum in Amsterdam, the Staten Museum for Kunst in Copenhagen, the Kunsthistorisches Museum in Vienna and the Staatliche Museen zu Berlin (as members of the SPK Foundation).

The first prototype was launched in autumn 2003 and operated by the National Gallery London and the SPK foundation until the end of 2007 financed by own resources and by own staff. By now (from 2008-2010) a consortium comprising partners from the cultural heritage sector in Germany, Austria, Italy, Belgium and Finland developed a wider pan-European data-collection of cultural heritage information to be re-used by different actors in the cultural and tourism fields, made available via the Harmonise service (http://www.harmonet.org).
2.2 Target groups

Euromuse.net sees itself as a service and an intermediator at the same time. It aims to inform on a multilingual basis on exhibitions taking place in museums all over Europe. It aims to inform the relevant target groups interested in exhibitions, which are:

2.2.1 Target group: Museums

Museums, professionals and museum organisations at local, national and international level, who can participate in the service and promote their own museum’s offers more effectively by that. At the same time museums are enabled to look into what’s happening inside the European museum scene.

2.2.2 Target group: Tourism services

Tourist boards, tourism organisations and networks, which can develop personalised tourism packages for their customers through the information offered at the service. Because the requests of professional and private users normally differ, the project offers special access for tourism industry users besides the euromuse.net website. Tourist operators can receive structured and xml formatted data-packages via Harmonise export from the euromuse.net database. The commercial users of this functionality are requested to pay a contribution for this service provided.

2.2.3 Target group: general public

The general public, tourists or art lovers from Europe but also on the more international scale, who are enabled to receive a rich set of information on cultural events organised in European museums. The multilingual euromuse.net website aims to enable interested museum visitors to find all the relevant information in their language.
3  **Impact and results of Deployment activities**

The deployment activities within the euromuse.net project aimed at these objectives:

- To set-up the deployment sites for piloting the service with the target users and to encourage the use of the euromuse.net service by other museums and tourism organisations.
- To fully understand the requirements of pilot users, and identify potential for customising the service, to encourage feedback, comments and suggestions from stakeholders and experts beyond the project, as valuable pointers towards subsequent improvements of the service.
- To define the roll out strategy of the final service, and identify the maintenance and operational activities.

The first objectives will be reflected in this chapter again, while the roll out strategy will be part of chapter 4.

3.1 **Setting up the Deployment sites for piloting the service with the target users and encouraging the use of the euromuse.net service by other museums and tourism organisations**

3.1.1 **Setup of Deployment sites**

The partners successfully set up the deployment sites until month four of the project. Regarding the process, the respective deployment sites primarily started its work on the museums of the project participants in Germany, Italy and Austria. This happened in the first months of work package 4. Within 2008, the Deployment activities concentrated on Germany, Italy and Austria. At the end of 2008 the Austrian project partner KHM left the consortium, while two new partners from Belgium (OKV) and from Finland (SML) requested to join the consortium. In expectation of the allowance of this request, both of them started to work and set up deployment sites in Finland and Belgium. Several museums have been won to participate in the euromuse.net portal.

3.1.2 **Encouraging the use of the service (museums)**

One of the most visible results of the work of the deployment sites is the successful increase of museums participating in the euromuse.net service. The number of more than 390 museums currently participating in euromuse.net (in the end of November 2010) considerably exceeds the number of 250 museums participating in euromuse.net, which has originally been foreseen in the Technical Annex. This is an increase on 170% in comparison to the end of 2009 and an increase of more than 275% in comparison to the beginning of the project. Especially the strong increase in the number of museums participating within the last months of 2010 is a very welcome confirmation of the successful deployment within the euromuse.net project.

Not only the number of museums has increased, but also the number of countries, which are represented on euromuse.net. Museums from 24 European countries are represented on the euromuse.net portal now, which is two more countries than in 2009, e.g. thanks to first museums from Croatia and Cyprus, which have joined euromuse.net.
Museums from these countries are presented on euromuse.net

Co-operations with regional or national museum and exhibition portals to provide content have been strengthened within the project. Euromuse.net now is connected to several databases automatically providing exhibition information to the portal.

Besides the membership of single museums, the euromuse.net project also built up co-operations with regional or national museum and exhibition portals. Some national or regional museum associations maintain a website, where they publish exhibition information on behalf of their member museums. These organisations are often commissioned with public relation exercises - to spread out the museums information.

Within the fourth milestones, these co-operations have been strengthened and refined to lower the work load necessary to perform updates with the effect that updates take place completely automatically respectively started manually, but without the need of manual refinements in the euromuse.net backend now. Reaching this level is the best guarantee for securing the ongoing co-operation.

Currently, the euromuse.net portal is connected to the OKV and SML portal. Both of them have been connected to the portal via Harmonise. Further on, the National Museums in Berlin as
well as the Kunsthistorisches Museum Vienna are connected via Harmonise and import data automatically. Because these museums organise many exhibitions a year, the editorial effort is much lower to import these exhibitions manually than entering the complete information manually.

Further on, euromuse.net co-operates with the Croatian Museum Documentation Center, which is currently providing exhibition and museum information to euromuse.net as well. Further portal providers in Great Britain, the Netherlands, Italy and other countries have been contacted and/or declared interest to join.

Due to the need to agree on the data schemas and adaptations on the partner’s side to align to the euromuse.net needs, it took more time than previously expected, to reach a quality level, that the import works completely automatically on the technical level, without the need to refine the entries manually.

3.1.3 Encouraging the use of the service (museums)

The euromuse.net project aims to offer the data from the euromuse.net portal to third parties using the data for their proper purposes. Within the euromuse.net project, it was possible to establish contact to several tourism services and to identify the needs prevalent in this industry. The euromuse.net portal is connected to the Harmonise network. Euromuse.net information can be used by the partners connected to Harmonise by using the Harmonise-euromuse.net connection. Beyond the general connection to this network, which aims to exchange travel and tourism information within an international network in travel and tourism the euromuse.net portal has established and/or is currently establishing co-operations with:

TomTom

At the end of 2010 TomTom – an international company offering navigation devices – has declared an interest to co-operate with euromuse.net. Currently, the co-operation is being prepared to start an export of euromuse.net data to the TomTom devices as soon as possible. The locations of the euromuse.net museums will be exported to the TomTom navigation devices, where the museums will be shown like POIs (Points of Interest). Users of the navigation devices by TomTom will receive information on museums through this co-operation.

TomTom is the world’s leading provider of location and navigation solutions. Headquartered in The Netherlands TomTom serves more than 45 million people who use TomTom solutions every day, in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the Internet or mobile phones.

European Travel Commission (ETC)

The European Travel Commission has declared its interest to co-operate with euromuse.net to display exhibition information on the www.visiteurope.com tourism portal. Euromuse.net provided an interface displaying exhibition information aligned on the special needs of ETC and available at http://euromuse.harmonet.org/14 which is already integrated into the ETC’s website at http://www.visiteurope.com/development-area/euromuse/ but has not been launched officially. Next steps depend on the schedule of the ETC.
3.2 Fully understanding the requirements of pilot users, identifying potential for customising the service, encouraging feedback, comments and suggestions from stakeholders and experts beyond the project as valuable pointers towards subsequent improvements of the service

To find out more about the needs of the euromuse.net target groups, the project has undertaken high efforts to find out about requests towards the service and the customers needs. Starting from a point, where a simple website, completely free of user interaction tools, the project consortium has received an intense knowledge about its audiences in the past three years, i.e. by holding workshops and user trainings, by implementing tools to receive user feedback and by performing surveys for each target group. First investigations on user data were held by the introduction of the exhibition alert service.

3.2.1 Exhibition alerts

With the exhibition alert, a customisable exhibition information service sent out via eMail once a month, which has been started at the end of 2009, the euromuse.net users could firstly sign in and register at the euromuse.net service. Combined with the registration some user data were surveyed. By this data the euromuse.net project was able to get a more detailed impression about the users of the portal.

AGE of the recipients of the exhibition alert

<table>
<thead>
<tr>
<th>Year of Birth (GROUPED)</th>
<th>AGE (GROUPED)</th>
<th>Number of recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>no age</td>
<td>71-80</td>
<td>8</td>
</tr>
<tr>
<td>1930 - 1939</td>
<td>61-70</td>
<td>35</td>
</tr>
<tr>
<td>1940 - 1949</td>
<td>51-60</td>
<td>130</td>
</tr>
<tr>
<td>1950 - 1959</td>
<td>41-50</td>
<td>110</td>
</tr>
<tr>
<td>1960 - 1969</td>
<td>31-40</td>
<td>92</td>
</tr>
<tr>
<td>1970 - 1979</td>
<td>21-30</td>
<td>66</td>
</tr>
<tr>
<td>1980 - 1989</td>
<td>11-20</td>
<td>8</td>
</tr>
<tr>
<td>1990 - 1999</td>
<td>0-10</td>
<td>0</td>
</tr>
<tr>
<td>2000 - 2010</td>
<td></td>
<td>599</td>
</tr>
</tbody>
</table>

People aged between 40 and 60 are the dominating group of exhibition alert recipients – more than 50% of the user’s which have entered the year of birth belong to this group.
Provenance of recipients (by country)

The 599 recipients of the exhibition alerts are grouped like follows:

- 532 are from European countries
- 521 are from Western European countries
- 11 are from Eastern European countries
- 20 are from countries outside Europe
- NORTHERN AMERICA: United States, Canada
- LATIN AMERICA: Colombia, Brazil, Belize
- ASIA: Jordan, Israel, Laos, Bangladesh, Bhutan, Japan (3), Russian Federation (5)
- AUSTRALIA/OCEANIA: Australia, Vanuatu
- 47 have not entered information about the country they come from

The exhibition alerts have been disseminated actively in the countries of Belgium, Italy and Germany by the euromuse.net project consortium. The big majority of recipients from these countries can be seen as a dissemination result.

Despite of that, it can be seen, that the service is used by user’s from all over the world. Especially the fact, that no dissemination of the exhibition alert has taken place outside Europe.
### 3.2.2 Benchmarking

Euromuse.net is not the only service in the Internet providing information on museums and exhibitions. Besides the museums themselves, there are city portals, portals run by local, regional and sometimes national services like e.g. museum associations and also some international services. There are dozens of websites which deal with culture in their specific way, either they inform on museums and their exhibitions like www.euromuse.net does or publish information on museum objects or collections, like www.europeana.eu or www.michael-culture.org do.

In 2010 the euromuse.net consortium has conducted a benchmarking of more than 60 online services (an exhaustive list of the compared services can be found here: http://www.euromuse-project.net/int_docs/sustainability/benchmarking_competitors-2010-06-25.xls), which deal with similar topics as euromuse.net does, to find out about the most important competitors. The results of this benchmark confirm the extraordinary position the current euromuse.net service has within the competitors already now.

In a second step it has been identified, which of these services are really competing with euromuse.net and which are not. Some are active in different markets, some are complementary to the service of euromuse.net and some have been identified like potential co-operation partners.

In the opinion of the euromuse.net project consortium, the USP of euromuse.net is a combined offer of high quality information. Starting from the euromuse.net mission statement, the very basic criteria for a competitor is given, if the other service fulfils at least two of the following criteria:

- 1) The service offers information from at least two countries (At the end of 2010 euromuse.net offers information from museums from 24 countries in Europe)
- 2) The service offers information on exhibitions in museums (not only on museums) (euromuse.net offers information on temporary and permanent exhibitions as well as on the organising museums. Each entry on euromuse.net comprises a title, a short description, a detailed description, information on opening hours, admission fees, the venue (address), image(s) and links to the specific offer at the museum’s website as well as to the homepage of the museum)
- 3) The service offers information on exhibitions in English or in more than one language, especially for museums situated in countries where English is not the officially spoken language, which is the case for most of the euromuse.net participants (euromuse.net offers each entry in the national language spoken in the country, where the museum is located as well as in English)

A first analysis showed:

- none of the competitive services fulfils the three criteria at the same time
- only few services fulfil two criteria at the same time, which are
  - austellungsportal.net, europeanmuseumguide.com fulfil with criterion 1) and 2)
  - zerodelta.net, muuseum.ee, museen-in-muenchen.de fulfil criterion 1) and 3)
  - museicomuneroma.it fulfills criterion 2) and 3)
• information on museums and basic information (like addresses and link to museum homepage) is much more often than information on (temporary) exhibitions (probably due to the fact, that this information does not change as fast as temporary exhibition information, it is easier to maintain and is valid for a longer period)

• the more detailed the published information is, the lower is the extent of the service (number of exhibitions, number of museums considered)

• the lower the number of languages considered, the higher the extent of the service and the information depth

• the lower the geographical range of the service, the higher is the quality level of information

• online ticketing is nearly not available outside the single museums’ websites

So far, we can say euromuse.net is unique in its approach to offer the most complete sets of information and bi-lingual information at the same time.

3.2.3 User surveys

The euromuse.net project consortium has conducted several actions to exactly identify the user’s needs and requests towards the service. All these actions aimed to identify the strategy for the ongoing deployment and development of the euromuse.net service as well as to find about the potential to generate revenues.
The surveys represent an important step to align the service to the target users’ needs and to set up a sustainability strategy which bases on reality. While smaller surveys have been conducted all over the project duration, the results of the three major surveys which individually target each of the relevant target groups of euromuse.net are currently under evaluation. The results from the surveys, which are currently under evaluation, will be published in the Sustainability Strategy available at the end of this year.

**Targets of the surveys**

The surveys directed to the participating museums addresses topical areas like how the museums have noticed euromuse.net, what are the benefits/problems in their participation and how potential services and fee models could be structured. The survey is closing with a ranking of the importance of certain services which could be offered by euromuse.net.

The survey directed to the tourism services addresses needs of tourism operators and the way euromuse.net could support to fulfil them. The questionnaire addresses the information offer of euromuse.net on a very specific level to identify, which information is exactly needed by whom. The commercial potential of the service towards the tourism services is addressed in the questionnaire as well.

### 3.2.4 Website statistics

The website statistics show an unbroken upwards tendency since the project start. Despite a summer time decrease of users, the average number of website visits in November of 2010 is higher than one year before. Comparing November of 2009 and November of 2010, which are both top level months in the relevant year, the web statistic shows:

- the number of Page Views has nearly quadrupliacted (from 246,855 to 922,971)
- the number of Hits has more than tripled (from 500,350 to 1,571,303)
- the number of Visits increased more than one third (from 954 to 1,313)
- the number of Unique-IPs is enhanced by 16% (from 13,338 to 15,630)

This figures show that euromuse.net has been visited by more Internet surfers than ever before and that the use of euromuse.net has intensified. Increased average visit durations (from 00:01:07 in Nov 2009 to 00:01:38 in Nov 2010) and more pages visited by each visitor (2,36 pages in 2009 and 2,80 pages in 2010) confirm this impression. Surprisingly, the Soccer World Cup lead to a decrease of visitors in the summer of 2010, which has equilibrated with the ending summer again.

The screenshots taken from the web statistic tool at the end of 2009 and the end of 2010 give more detailed information on the development of website statistics.
3.2.5 Languages at the website

Progress has been achieved especially in the broader internationalisation of the euromuse.net portal to the most widespread European languages. The euromuse.net portal interface is now available in twelve languages (Croatian, Dutch, English, Finnish, French, Galician, German, Italian, Polish, Portuguese, Romanian and Spanish), which is four more languages than in 2009 and eleven more languages in comparison to the beginning of the project.

Within 2010 further translations of the euromuse.net website interface have been added. When the translations of the website navigation to Croatian, Polish and Romanian will be ready and published at the end of 2010, the euromuse.net portal will be available in 12 languages, which
are Croatian, Dutch, English, Finnish, French, Galician, German, Italian, Polish, Portuguese, Romanian and Spanish. Thus, the content languages of euromuse.net and the navigation languages get more and more congruent and the aim of offering the major European languages comes closer. The Eastern and South-Eastern European regions get much better possibilities to use the euromuse.net portal through the language extension also to languages spoken in those regions. In the beginning of the eTEN project, euromuse.net was available only in English. At the end of 2008 the interface had been translated into Italian and German.

### 3.2.6 Web 2.0 strategy

Within the project the euromuse.net consortium set up a Web2.0 strategy to reflect the current developments taking place in the web. While this has originally not been intended within the TA, the need to consider this important shift was agreed between project consortium, reviewers and project officer. Agreed on the review meetings, the project used some of the funds foreseen for technical adjustments like “first steps” to integrate web2.0 elements to the euromuse.net portal, which are:

- customisable exhibition alerts and exhibition reminders
- RSSfeeds with the latest entries on the portal
- a facebook profile and export of exhibition information to facebook.com
- a twitter profile and export of exhibition information to twitter.com
- Geo-coordinates for each museum to display the position of the museum on a map
- Social Bookmarking on different bookmarking services.

And further extensions, which are currently under implementation:

- an improved keywording system
- a TagCloud to better contextualise the entries on euromuse.net
- date export facilities to electronic calendar systems
- geobased search tools like radial search and advanced map display
4  Defining the roll out strategy of the final service and identifying the maintenance and operational activities

4.1 Ongoing Deployment from 2011 on and Sustainability Strategy

The project activities will focus on four dimensions, strongly aligned to its targets respectively stakeholder groups.

1) To build up co-operations with the cultural organisations or umbrella organisations providing or maintaining the information on the cultural heritage sites: Besides co-operations with single museums participating, the euromuse project also builds up co-operations with local, regional or national museum and exhibition portals and public information providers. Often the national or regional museum associations are commissioned with public relation exercises on behalf of their members and maintain websites with information on exhibitions.

2) To establish contact to enable the tourism services and the interested public or cultural tourists to access the information by integrating it onto touristical websites. Partners already co-operating with Euromuse are the European Travel Commission (http://www.visiteurope.com) or the Greece culture website (http://www.e-arddrops.com). They are displaying latest exhibition entries on euromuse.net via RSSfeed provided. Hence, euromuse.net follows an approach of intermediating between culture, tourism and interested bodies.

3) To raise the awareness for the service in the general public and in those channels where the target groups interested in international cultural offers and cultural tourism can be found: On websites of culture, on advertisements in the context of exhibition presentation in magazines and newspapers on the communication channels of the partners' networks. Combined with accurate enrichment of the data with tags and keywords and efforts in search engine optimisation, which effects in higher rankings of the euromuse.net content on search engines like google.com, yahoo.com or bing.com people looking unsighted for culture information at the Internet will be directed to the euromuse offers and thus greater visibility for culture in Central Europe will result.

4) To implement of a mobile scenario: While the first shift to Web2.0 has been taken into account, the most recent development in the web is the shift towards mobile applications. Even, if euromuse.net is mainly a tool for planning exhibition visits (in advance), this trend has been recognised and taken into account. A mobile scenario is integrated into the ongoing development, to enable tourists to access exhibition information from euromuse.net on their mobile devices at the place of their vacation.

4.3 Sustainability Concept

All the results of the separate Deliverables will be aggregated in the project consortium’s Sustainability Concept, which describes the results of the project’s surveys, the next steps and the financial strategy to maintain and extend the service also in future. It is available at the project website at http://www.euromuse.net/project/index.php?t=documents
4.4 Set-up of the euromuse.net-Asscociation

The euromuse.net – das Ausstellungsportal für Europa e.V. association will be a non-profit association under German law which is organised with a non-profit character.

The association will have the following not-for-profit objectives:

- Support of the members on their way towards the “knowledge society” through the introduction and utilization of information and communication technologies, preferably the promotion of cooperative publishing and documenting of information about European museums’ offers.
- Strengthening the accessibility of the cultural heritage in Europe for interested public and professional user groups.

The association will carry out activities such as:

a) the procurement / development and provision of tools and structures in knowledge management for cultural heritage institutions, in particular for the museums (web portals, web services, translation tools, editorial support, market surveys, vocabularies, standards) and their active support

b) operation and development of data and server infrastructure for use by all members and internet use by the general public

c) advising and training members to use these tools

d) the provision of digital content on museums and their exhibitions provided by the members

e) distributing the digital content of the members to national and international scientific and cultural portals

f) conducting / participating in research and development projects in the field of cultural and scientific heritage

g) cooperation with universities, research institutes and other institutions of cultural heritage and cultural tourism

h) support, coordination and implementation of education and training of members

i) establishing co-operations and partnerships with services or operators in the tourism sector.

The euromuse.net – das Ausstellungsportal für Europa e.V. association will be lead by a 5-7 members board, responsible for the management of its activities and services. It will be funded by its membership fees and through its own activities.

Details concerning the set-up of the euromuse.net association are described in Deliverable D6.3 Analysis of the legal alternatives, which is available here: http://www.euromuse.net/project/index.php?t=documents

4.5 Participation in HarmoSearch project

To keep up with the recent development in the tourism sector and the ongoing development of the Harmonise interface, the lead partner SPK from the euromuse.net consortium participates in the HarmoSearch project, which has started in December of 2010 and aims to align the
Harmonise interface to current market needs. Detailed information about this R&D project will be available at www.harmosearch.eu from 2011 on.

In the HarmoSearch consortium SPK represents the needs of museums concerning the export and import of exhibition data to tourism services. SPK is responsible for bringing in advanced user scenarios and to advise the consortium concerning the needs of the cultural heritage sector using the interface.
5 Remaining challenges

Despite of successful deployment results, the project is aware of some challenges in the last three years. Even, if described in previous reports, those are not to omit in the final deployment report. The feedback received, either by participating museums or by interested euromuse.net users or stakeholders have delivered valuable feedback and made us aware of specific needs or difficulties not expected.

In general, the feedback the project group receives concerning euromuse.net is positive. The stakeholders normally like the way the euromuse.net portal displays the information and they agree to the kind of information displayed. The multilingualism of the portal is seen as one of its major unique selling proposition (USP), especially in comparison to competitors. The backend and the entry forms are easy to overview and understand and the data maintenance can be handled within reasonable effort, according to our users comments. A main reason to participate in euromuse.net for the museums is often to increase their own visibility on the European level in the Internet, which would be difficult and of high effort for a single museum. The connection of euromuse.net to tourism services is seen as a further advantage.

Challenge I: Different lead times in tourism and cultural sector

The euromuse.net project is aware of the need to provide information as early as possible to serve the needs of the tourism sector in an ideal way. At the same time, euromuse.net depends on the provision of this information by its participants, the museums, and it has to deal with an existing “market” of museums, which do not always provide the information according to the needs of the tourism sector. As long as the museums themselves do not offer information about their exhibitions in lead times demanded by the euromuse.net stakeholders from tourism, euromuse.net can not always deliver this information as demanded.

Though the lead times of announcing temporary exhibitions on euromuse.net could be improved by museums offering this information earlier, we have to point out that the euromuse.net service is the fastest service on the market, due to the automatic connection on Harmonise as well as due to its continuous contact to its participants and the easy way to update the data.

Challenge II: Expectations of completeness

Differing expectations from tourism sector representatives concerning the technical development and standard of the museum sector will have to be considered in future discussions with tourism professionals.

Especially when speaking with representatives of national tourism services, the project often has been confronted with the expectation, a service providing exhaustive information on exhibitions on euromuse.net, which means information on all (or most of the) exhibitions in most of the museums all over Europe on a multilingual basis is something which should obviously be there and must be easy to provide. While the tourism sector is working with data exchange technologies much longer than the cultural or the museum sector does, the standard seems to be much more advanced in the tourism sector and the expectations as well.

Challenge III: Communication about technical issues with museums

A key challenge for the euromuse.net project on the long run will be the communication about the Harmonise interface. Since the euromuse.net team is usually only in contact to a single person in charge of contact at the participating museum, the integration often depends on the
continued support of this person. That is why it is of major importance to serve this person with the information needed the best possible and offer easy services. Because the contact persons (mainly working in public relation departments) often do not have a technical background, but it is necessary to understand at least basic procedures of data exchange techniques to establish the co-operation, the deployment sites had to be very supportive and will had to prepare the information needed as easy as possible.
6 Conclusions and Outlook

The euromuse.net service has successfully been deployed from 2008 to 2010 and fulfilled the objectives defined in the Technical Annex. The service now has reached a much higher level in quality as well as in quantity than at the beginning and exceeded some of its contractual obligations within the eTEN project. Starting with a central service edited by one single person in 2008, the euromuse.net platform now is deployed to a real European scale. This is valid not only for the museums presenting their exhibitions, but even more for the users of the service from all over Europe and the World.

The deployment of the project has contributed considerably to put the service on this advanced basis and given the opportunity to learn about the stakeholders and their needs - even, if Internet projects never reach an end (and services depending on up-to-date information do even less).

With the setup of the euromuse.net – das Ausstellungsportal für Europa e.V. association, the (former) project consortium is ready to go on now to a further deploy euromuse.net in future.