



Licensing Strategies and Business Opportunities of the Second Phase of National Digital Archive Program in Taiwan

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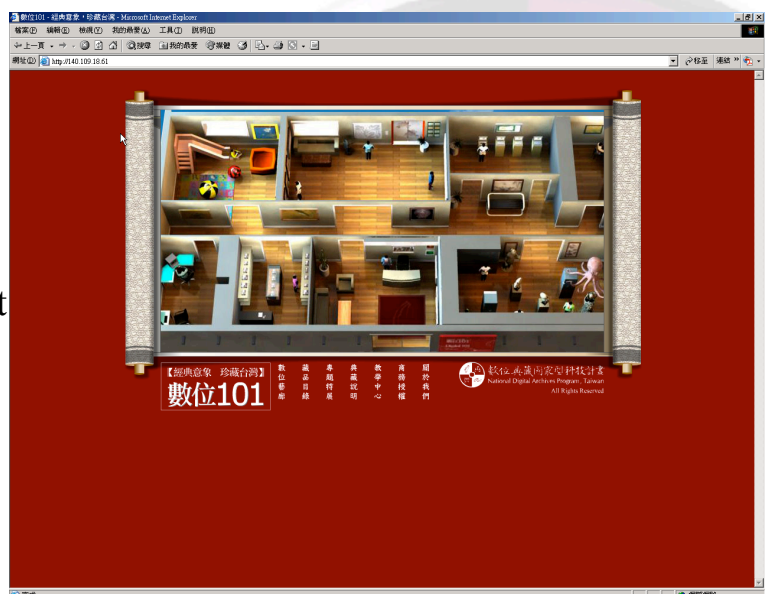
(Some of the slides are adapted from previous NDAP presentations.)

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Public Exhibition System: Digital 101

Public exhibition system: We emphasize the importance of user interface, to embrace the varieties of audience background. These spaces would act like the metaphor of digital online life that shape the NDAP community.



<http://digital101.ndap.org.tw>

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Digital 101 <http://digital101.ndap.org.tw/>

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Challenges of Digital Archives in Business Opportunities: Linking Digital Archives and IPRs

Issues Arising from Industrial Environment of Digital Archives in Taiwan



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- Ambiguities in current intellectual property rights Regulations on digital contents.
- Necessity & difficulties to distinct content with commercial value from those without commercial value.
- Difficulties arising from pricing model of intangible assets
- Potential conflicts between public interests and private interests

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Proposed Licensing Strategies in the Second Phase of NDAP

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Core Concepts on Second Phase of NDAP

- Second phase: 2007~2011
- Goals
 - ⇒ Unfold the cultural and natural diversities of Taiwan
 - ⇒ Develop and integrate digital content and technology into the areas of education, research, industry and society
 - ⇒ Establish the international cooperation networks



Strategies of Second Division

- Objective : Develop and integrate digital content and technology into the areas of education, research, industry and society
- Strategies :
 - ⇒ Add values to commons(public assets) and build up connections between industry and academic.
 - ⇒ Enhance logistic mechanisms of commons to accelerate accumulation of cultural and research resources.
 - ⇒ Facilitate interoperability of commons to create more value-added opportunity.
 - ⇒ Expand communication channels to bridge digital divide.
 - ⇒ Improve users environment of commons to enrich digital content.



Licensing Strategies and Implementation Structure: Commercial Licensing

- Encourage content holders and industries to join the licensing exhibitions (e.g. Licensing International)
- Improve and formalize appropriate local licensing mechanism
- Help to train more international licensing specialists
- E-Marketplace
 - ⇒ Implement the licensing mechanism
 - ⇒ Clarify the license controversies and draft comprehensive and explanatory guidelines
 - ⇒ Enhance the flexibility for customers to search contents with the provisions of different licenses, and help to build up abilities for content holders to choose/change licenses
 - ⇒ Survey and Understand the attitudes and behaviors of different players on the online market to improve licensing services



Digital 101: Licensing Center

數位典藏應用服務分項計畫主要扮演典藏單位與業界之間的橋樑角色，使典藏單位瞭解業界加值技術的發展及內容的需求，讓業界獲知典藏單位數位化成果及商業化需求，媒合二者的需求，促成其於加值授權及商品開發方面的合作契機。其中加值授權更為將典藏數位化成果商品化之首要步驟。

『數位典藏商務授權』著重於將數位資源由公部門的公共資訊轉化為民間企業可以授權與交易的數位物件，促使數位資源的加值與應用能夠成為民眾學習、研究及生活所需的元素，並創造新興的數位內容產業。

歡迎您進入數位典藏商務授權網。

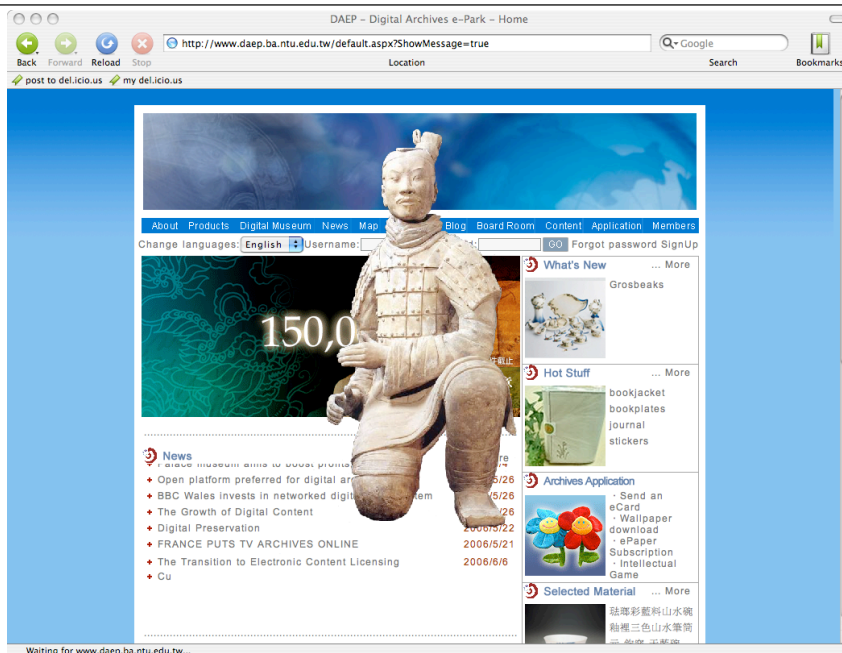
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Digital Archive E-Marketplace



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Licensing Strategies and Implementation Structure: General Public Licensing

- Cultivate and Spread the Idea of Public Licensing
 - ⇒ Facilitate the adoption of Creative Commons licensing in Union Catalog, which is open to the general public
 - ⇒ Introduce and promote Science Commons licensing scheme for research and development communities
- Set up appropriate licensing scheme for educational use purposes to encourage public access
- Encourage the adoptions of public licensing
 - ⇒ Cooperate with community colleges to build a public commons network
 - ⇒ Encourage the general public to upload/share/create personal digital archives

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Creative Commons Licensing Model

- Concepts
 - ⇒ Some right reserved
 - ⇒ Provide flexible range of protections and freedoms for authors, artists, and educators
- Three formats
 - ⇒ Human-Readable : Commons Deed
 - ⇒ Lawyer-Readable : Legal Code
 - ⇒ Machine-Readable : Digital Code
- Four elements
 - ⇒ Attribute
 - ⇒ Non-commercial
 - ⇒ Share alike
 - ⇒ No derivation



Creative Commons and NDAP

- Union Catalog
 - ⇒ Total entries in Union Catalog : 1,768,103 (2006.6.30)
 - ⇒ Union Catalog integrated with Yahoo!Taiwan Search
 - ⇒ We'll further encourage the Union Catalog adopt CC licenses in second phase
- Cooperate with Creative Commons Taiwan and other CC organizations



Union Catalog

- <http://catalog.ndap.org.tw/>
- Adopt OAI-PMH and XML
- Catalogize structure, browse by content topic, time, geo information and projects
- Provide full-text search and metadata search



Union Catalog

數位典藏國家型科技計畫_內容發展分項計畫:聯合目錄系統建置子計畫 - Microsoft Internet Explorer

數位典藏聯合目錄
Union Catalog of National Digital Archives Program

分類架構

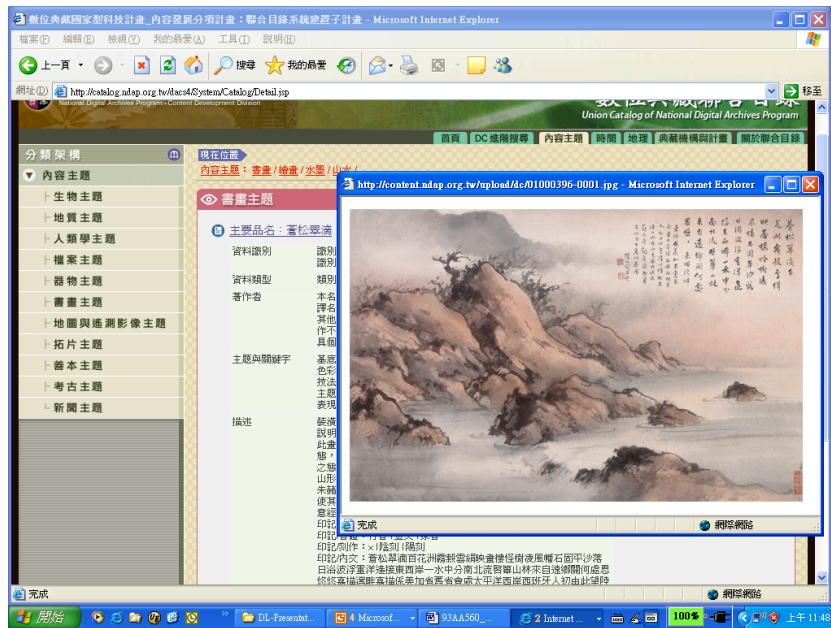
- 內容主題
- 生物主題
- 地質主題
- 人類學主題
- 檔案主題
- 書畫主題
- 地圖與遙測影像主題
- 拓片主題
- 器物主題
- 考古主題
- 新聞主題

現在位置: 內容主題

主題	英文主題	總數
生物主題	biology	共有 38,141 筆
考古主題	Archaeology	共有 13,180 筆
地質主題	Geology	共有 430 筆
人類學主題	Anthropology	共有 40,754 筆
檔案主題	Archives	共有 566,616 筆
器物主題	Artifacts	共有 5,243 筆
書畫主題	Calligraphy/Painting	共有 1,377 筆
地圖與遙測影像主題	Maps & Remote Images	共有 50,148 筆
金石拓片主題	Stone & Bronze Rubbings	共有 5,040 筆
善本古籍主題	Rare Books	共有 18,496 筆



Union Catalog



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Thank You

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