CCEyes

Recommendations on **Innovative Business Models** across CCI sectors focusing on cross-sector collaboration

WHITE PAPER

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Visual Identity

BetaSeries

**Co-funded by
the European Union**

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Abstract

Digital transformation offers Cultural and Creative Industries (CCIs) an opportunity to examine and enhance their operations through a lens that focuses on data understanding, sharing and reuse. While this shift towards the digital promises new business opportunities, it also requires new capacities, resources and a mindset shift. This can be especially demanding for medium, small, and micro enterprises in CCIs.

This white paper advocates support towards cross-sectoral data sharing between CCIs to ensure that they can leverage the benefits of digital transformation. By creating infrastructures and capacities for data sharing among CCIs, Europe can enable especially the small CCI actors to pool resources and forge stronger collaborations, thus overcoming fragmentation and scale challenges.

This white paper distils the results and learnings from the Creative Europe co-funded project "CCI Thrive – Bespoke Business Models and Innovative Practices of Cross-Sectoral Cultural and Creative Collaboration" (2022-2024)[1]. It provides recommendations for productive measures and actions towards cross-sector data sharing. In order to address concerns about sharing data, the project collaborators have created a functional platform including compelling applications that serve as tangible demonstration and proof-of-concept for the benefits that cross-sector data sharing can generate, such as innovative business models, unexplored revenue streams, and the identification of new audience segments.

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1   CCI Thrive (cci-thrive.eu)

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Digital Transformation and the Relevance of Data

The exploration of new technologies and digital workflows for the CCI sectors is directed towards innovative creative productions and enhancing business processes. The CCI Thrive partnership investigated **new business models** emerging within the digital transformation and examined how **cross-sector collaboration** can create new business opportunities, especially for micro, small and medium enterprises (MSMEs). We specifically focused on technologies supporting data access, sharing, and business analytics, notably on AI technologies.

There is a considerable divide between public institutions focusing on cultural heritage and contemporary art on the one hand, and for-profit sectors like film, TV, music, and games on the other, when it comes to employing new technologies, data management, and revenue generation. The divide which runs through all CCI sectors, stems from different motivations, funding models and values. This distinction influences the perception and utilisation of data and data analysis in various industry sectors.

Our initial focus was on leveraging cutting-edge digital technologies to **enhance the competitiveness** of the cultural and creative sectors, fostering creativity, innovative business opportunities, and access to new markets. Globally, within the platform ecosystem, players in these industries are already using smart technologies to innovate products, business models, and revenue streams. Data access is crucial for growth, competitiveness, innovation, and maintaining content diversity in production.

Effective data sharing hinges on understanding shared business needs, extracting insights from cross-sector data, and maximising data utility. Achieving interoperability across companies, countries, and sectors remains a challenge, but technical solutions can facilitate data sharing by consolidating metadata intelligently. This approach streamlines data-sharing processes without necessitating a universal metadata standard, although data management tasks still remain salient.

The project implementation was steered by the exploration of opportunities for new business and business models in the context of the digital transformation. As AI gained prominence as a crucial factor in shaping the digital evolution, the focus shifted towards data sharing as a vital strategy to empower the fragmented and vulnerable creative and cultural industries in Europe, enhancing their competitiveness and economic independence. Beginning with detailed conversations on metadata models, interoperability of metadata and data management, the journey quickly evolved into a pragmatic and robust approach, resulting in the creation of an **operational prototype** for an **AI-driven cross-sector data-sharing platform: CCEyes**.[2]

Digital platforms such as Netflix, Spotify, Apple music, Steam are reshaping the creation and distribution of economic values by facilitating exchanges between entities like production and B2C distribution to better align creations with audience expectations. This shift is crucial for the creative and cultural industries, where strong Intellectual properties often develop across sectors influenced by international platform strategies in TV series, gaming, movies, and music. This is especially true as the final users have adapted their consumption modes to these non-linear segmented services. The rise of platforms in the CCI sectors is, therefore, restructuring cultural production and distribution, necessitating specific governance rules and funding models, especially to safeguard the production capabilities and livelihoods of artists, a concern highlighted during the Covid pandemic.

Contribution-based digital platforms, whether for-profit or non-profit, play a growing role in enabling new forms of creation, engagement, and dissemination of artistic works and knowledge in the creative and cultural domains. With the emergence of Open AI and upcoming European AI models, there is a renewed focus on the importance of data for entrepreneurs in the CCI sectors, although there remains a significant knowledge gap in data education, management and AI applications for these businesses.

The emergence of the digital platform economy within the creative and cultural sectors has facilitated the development of diverse new

2   CCEyes (cceyes.eu)

business models made possible by digital technologies, data-driven analytics, and direct connections with consumers.

AI technology was likened to a digital "umbrella" technology that both encompasses and relies on other data-generating tools. The value of AI lies in its ability to enhance entrepreneurial frameworks and operations. Throughout our discussions with experts in CCIs, many acknowledged the relevance of AI within their particular field and have begun integrating it into their work. However, as is also the case for other industries, it may require some time before the full impact on their business becomes apparent, allowing them to refine their utilisation of this technology.

The Strategic Value of Data

Cross-sectoral collaboration in the creative and cultural industries refers to partnerships and initiatives that involve a range of different actors, such as public institutions, private companies, non-profit organisations, academic institutions, and cultural entities, coming together to achieve common goals, drive innovation, and create shared value within the creative ecosystem. This collaborative approach leverages the unique expertise, resources, and perspectives of each sector to address complex challenges, foster creativity, and promote cultural exchange. The role of data in collaborative scenarios offers a broad range of strategic options.

—— Audience Insights

Data provide valuable insights into audience behaviours, preferences, and demographics. This information helps cultural organisations tailor their content and programming to better meet the expectations and interests of their target audiences, leading to increased consumption and attendance.

—— Content Curation and Recommendation

Data enable more personalised content curation and recommendation systems. By analysing user interactions and preferences, cultural platforms can suggest relevant content to users, enhancing their overall experience and increasing their engagement.

—— Rights Management

Metadata associated with digital content provide information about rights ownership, usage restrictions, and licensing agreements. Properly managing these metadata ensure that intellectual property rights are respected, and that content is used in accordance with legal and contractual obligations.

—— Preservation and Access

Metadata play a crucial role in the preservation of and access to digital cultural heritage. By documenting contextual information such as creation date, creator information, and historical significance, metadata ensure that cultural artifacts are properly documented and accessible for future generations.

—— Discoverability

Metadata improve the discoverability of digital cultural content. By including descriptive information such as titles, descriptions, and keywords, cultural organisations can make their digital collections more easily discoverable through online search engines and digital platforms.

These benefits are currently only harvested in silos (e.g. the databases owned by companies) and if accessible publicly (for free or against payment), they are still presented only for one sector.

The interviewed stakeholders also stated that while training and awareness for the digital transformation seems to be increasing, it does not yet include AI and generative AI.

Collaboration and sharing data, knowhow and technologies are paramount to remedying this deficiency within the CCIs. That is why new and state-of-the-art approaches to develop innovative business models or enhance existing models with the help of data-driven digital technologies and related methods and processes move into focus.

To embark on this, a fundamental understanding of the prerequisites for data sharing is necessary. While the initial data for a shared platform would probably be provided by

organisations that already collect and aggregate data and, therefore, possess knowledge in data management, the focus is due to shift towards comprehending the potential and embracing the responsibility as data owners, custodians, or brokers to share data for the benefit of the entire industry. Consequently, the persuasive argument stems from the combination of data management expertise, infrastructure knowledge, and a business intelligence rationale that highlights the advantages of cross-sectoral data sharing. In pursuit of this, the consortium has developed realistic scenarios to illustrate how a shared platform could furnish the requisite knowledge to seize the opportunities presented through data sharing.

The Potential of Cross-Sector Collaboration

The results of CCI Thrive have shown that, while facing a multitude of barriers both externally and within the CCI, data sharing across CCI holds a considerable potential. Depending on the specific sector, CCI organisations may hold different views on which particular type of data holds value for them specifically or their sector generally, but the inter-sectorial potential for cross-sectoral data sharing remains strong, nonetheless. It enables creators to identify **global trends**, produce relevant and engaging content, strategically distribute their offerings, and make informed decisions supported by sales data. It enhances **audience understanding**, content monetisation, **franchising opportunities**, discoverability and many more aspects that would deliver mutual win-wins across many CCI.

— **Digital transformation benefits:**

- Audience outreach: Digital platforms enable cultural organisations to reach broader and more diverse audiences beyond physical limitations.

- Innovation and collaboration: Digital tools foster innovation in creative expression and collaboration among artists, leading to new forms of cultural production.

- Data-driven insights: Digital technologies provide valuable data insights that can inform decision-making and improve audience engagement strategies.

- Economies of scale: producers from different CCIs can join forces to acquire in common multi CCIs IPs, share marketing costs on first party data and knowledge.

- Sustainability: Digital distribution reduces the environmental impact associated with physical goods, contributing to environmental sustainability in the sector.

Increasingly, the awareness of data taking centre stage in the digital transition has been growing, with global players taking the lead and demonstrating the benefits of owning and working with large data pools.

The stakeholders we interviewed, confirmed that pooling data as proposed by CCI Thrive would be very interesting for the sectors. Recommendation tools – which require data – would be highly important for SME players that are too small to develop marketing segmentations and study their audiences. There is notable lack of marketing education, all the focus is on sales. Audience segments, if properly analysed and understood, could be smaller and thus much more dynamic. But also rights availabilities is not a service or platform offered by a search engine. Currently, it is far too difficult (mostly only possible by desk research manually) for small players to identify the potential for IP adaptations which would greatly help to recruit audiences across sectors.

Another concern mentioned by the interviewees was the danger of the dominance of non-European content providing the input for generative AI. CCIs need to acti as a unified industry, which needs closer ties among the players from different sectors, to mitigate the current disadvantage of that dominance.

— **Opportunities arising from cross-sectoral data-sharing:**

Data sharing and integration enable stakeholders from different sectors to access and analyse relevant information, including audience demographics, cultural trends, consumption patterns, and market insights. By sharing data sources and integrating datasets from diverse sectors, collaborators gain a **comprehensive understanding of the cultural landscape** and identify opportunities for

collaboration or competition analysis. Currently, the data is not complete, qualitative and expansive enough to provide reliable analytics. For instance, obtaining a list of animation films and series on SVOD platforms remains a challenge as the data is not shared, if we want rich data including IPs origins.

Data-driven decision-making enhances the effectiveness and impact of cross-sectoral collaboration by providing **evidence-based insights and actionable intelligence.**
By analysing data on audience preferences, content consumption habits, and market trends, collaborators can make informed decisions about project design, resource allocation, IP investment, media spent and strategic partnerships.

Data analytics and audience segmentation enable collaborators to tailor their offerings and engagement strategies to specific audience segments, preferences, and behaviours. By **leveraging data-driven personalisation techniques**, such as targeted marketing campaigns and curated content recommendations, collaborators can enhance audience engagement and satisfaction across

sectors. E.g. for cinemas where ticketing is increasingly done online, the future lies in audience segmentation and customisation of content offers so that differentiated targeting is applied.

Data analytics enable collaborators to **monitor and evaluate the performance** of collaborative projects, initiatives, and partnerships. By tracking key performance indicators (KPIs) and analysing project metrics, collaborators can assess the impact, effectiveness, and ROI of cross-sectoral collaboration efforts, allowing for continuous improvement and optimisation. Stakeholders said in the interviews that they would like the industry to disclose money spent (P&A) to see the gross and net revenues of the industry.

Data-driven **innovation and co-creation** initiatives leverage data analytics and insights to drive collaborative ideation, experimentation, and creativity. By analysing data on emerging trends, consumer preferences, and technological advancements, collaborators can identify opportunities for innovation, develop new products and services, and co-create value across sectors.

Case Study for a Data-Sharing Space: The CCEyes Platform

We designed the platform CCEyes[3] with the understanding that an operational tool can demonstrate on a small scale the effect of data sharing is worth a lot more than complex specifications of metadata models, architectures, data management specifications, etc.

This is especially so, knowing that the average CCI entrepreneur is not much invested in technological knowledge and usually has no resources for employing experts to investigate the potential benefit of new technology for their business processes (in contrast to artistic production where they might be more inclined to explore new technologies).

To test a low-threshold approach, we took "content" as a focus which touches a wide range of "narrative- or theme-based" sectors and productions (books, films, games, podcasts, theatre, exhibitions etc.) and a respective challenge that all of them are confronted with: for any new content idea, there already has been some content formerly produced and consumed on the market. Knowing what has already been produced and its success or failure when and with whom would immensely help a CCI producer to assess the potential of new project and identify competition, co-producers, or partnerships. This approach has proven highly successful. From interviews and live presentations of the prototype, the feedback showed that people grasped the potential and could imagine the relevance for their business. They could easily in their minds scale up the demonstrator to envisage what it could do with more and better data. The result of our investigation and approach was the development of a visual and interactive live demonstration which proves to be the most impactful method for sparking interest and fostering the necessary creativity to envision the demonstration's potential application in a future context.

Three Scenarios of Potential Benefits

To create such a platform, a reference scenario was required. Consequently, we developed a series of three scenarios that we felt are convincing in their ability to address current common needs and challenges across various sectors:

- Facilitating and stimulating cross-sector collaborations and partnerships.

- Adapting creative productions for target audiences.

- Identifying and understanding underserved audiences.

—— Stimulating cross-sector collaborations and partnerships

Adapting content across sectors, like turning a book into a movie or game, requires understanding success in different industries. Sharing data enhances this practice significantly. Platforms like IMDbPro provide insights into upcoming productions across sectors, offering valuable information without the need for multiple subscriptions. This knowledge can offer a competitive edge, attract investor support, and streamline planning. Small enterprises benefit from platforms that facilitate partnerships, enabling resource sharing and coordinated marketing efforts. Such collaborations empower entrepreneurial perspectives within artistic groups. Securing intellectual property rights is crucial for the platform's development.

—— Adapting creative productions for target audiences

Profiling your audience is now a vital competitive factor as audiences enjoy a variety of creative works across sectors. Access to audience data beyond basic success metrics is limited, hindering informed decision-making in production and marketing. Sharing audience data can help predict trends and support cross-border content circulation, encouraging investments in dubbing, subtitling, and marketing in diverse markets.

—— Identifying and understanding underserved audiences

Underserved audiences, unlike niche ones, are often marginalised and overlooked by cultural creators. Understanding and profiling

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3   The landing page cceyes.eu ; Users can register with the Platform then use it: platform.cceyes.eu ; Documentation: Platform documentation: docs.cceyes.eu ; API documentation: api.cceyes.eu/docs

these groups require resources due to limited data availability, as mainstream productions prioritise revenue generation. By collecting and sharing audience data, cultural actors can address gaps in offerings, tap into market opportunities, and contribute to shaping a more inclusive cultural landscape in Europe, aligning with Sustainable Development Goals (SDGs) and attracting funding support.

The CCEyes Prototype

Informed by these three scenarios, a prototype was developed showcasing the valuable insights that exploring even a limited amount of cross-sector data can provide. This prototype serves as a live demonstration, offering inspiration for new productions and aiding in informed decision-making. To create this operational test platform, publicly available data, such as Googlebooks, was utilised via an API. While a European database would have been preferred, the necessity to use non-European data highlights the potential for European database holders to consider greater openness in the future.

Data accessibility challenges persist, even for published information like annual reports or articles. The lack of technical readiness and knowledge hinders data retrieval and sharing,

leading to limited databases. Major data owners like Netflix and Amazon may withhold data due to their competitive advantage. To foster collaboration among SMEs in CCIs, a well-designed platform economy is crucial.

By utilising "low-risk data" such as product names and release years in our prototype, we demonstrate the value of sharing data across sectors, paving the way for more comprehensive and richer datasets.

The overall purpose is to suggest a European open data platform that links low-risk data sourced from various CCIs and uses advanced AI technologies to process this data:

- Allowing queries in natural (European) language(s) to search for CCIs content matching a request: "find a content concept within CCIs";

- Displaying the results with possible filters directly in the platform UX or as an export for further use by CCIs applications on BI tools, even other AI tools like ChatGPT;

- Facilitating seamless integration with external applications for further visualisation or processing of the results within CCIs.
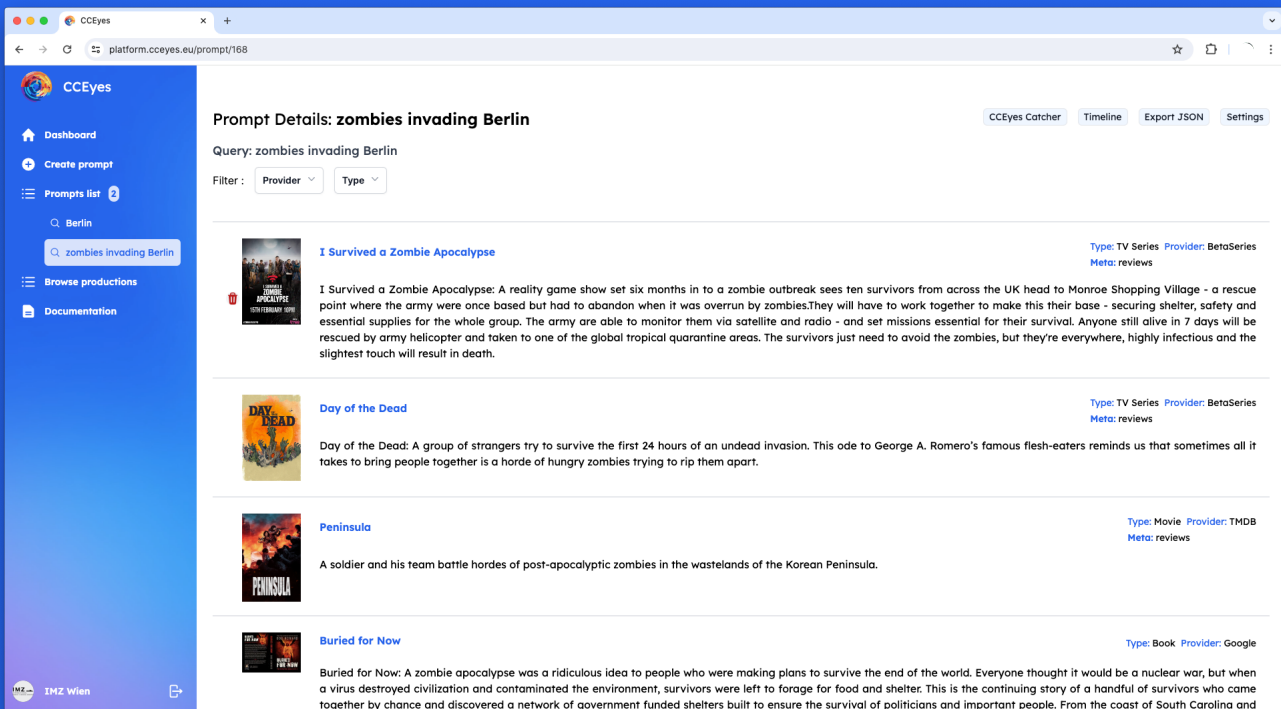
Example: The query "zombies invading Berlin" provides a list of content matching by declining order of meaningful proximity from the TV Series, Book, Games (and so on) industries.

Fig 1. CCEyes Platform query example

Examples of Applications Using CCEyes Results

In addition to this feature which in itself can be quite inspirational, the platform, being open source, allows for integration with external applications that can analyse or visualise these results. To showcase the potential uses of the result list, two applications have been developed for CCEyes:

CCEyes Catcher Application

The app CCEyes Catcher, created by BetaSeries, is a data visualisation tool that displays the content list along with audience impact. This tool addresses producers' requirements to understand the potential reach and impact of their content concepts.

CCEyes Catcher is an external app recomputing this list with extra criteria such as popularity by type of production.The popularity and ratings information have been imported when available and all sized onto 1-10 ranges to visualise homogeneous insights even if the initial inputs are very different (for instance a 10 popularity for a TV series corresponds to many more viewers than a 10 popularity for a book).
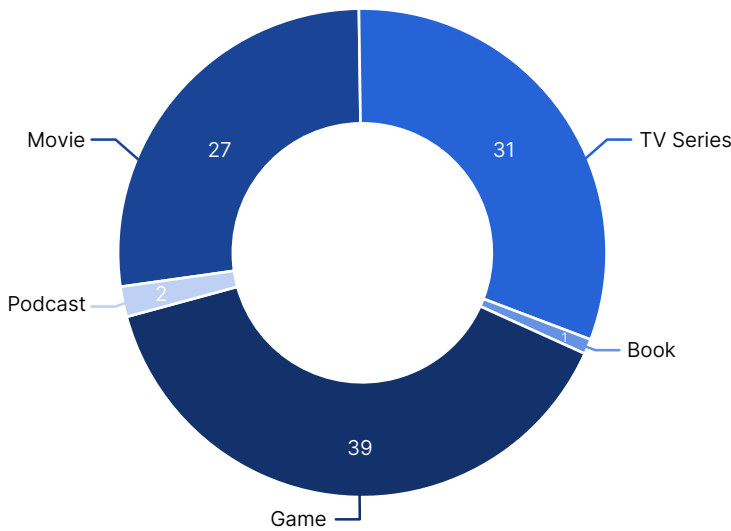
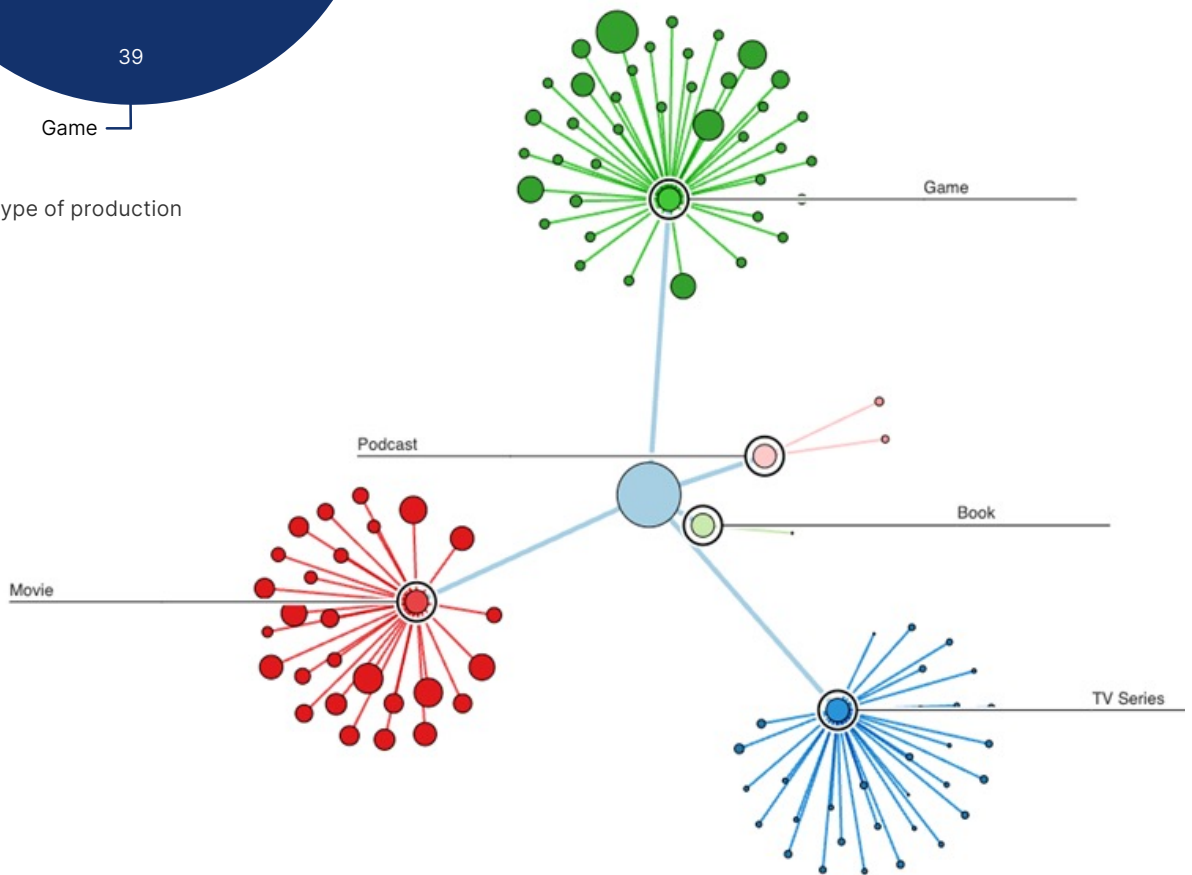

Fig 2. Breakdown by type of production

Fig 3. Productions sizes are relative to user ratings

CCEyes TimeLine Application

With this visualisation tool developed by ArtCentrica, we explored an existing tool that ArtCentrica had developed for their own platform and now adapted for CCEyes. This tool assists producers in determining the optimal timing for marketing their content concepts.

Filters enable a visualisation per Regions of Interest (ROIs): TV series, movies, books, podcasts, artworks, games. This list will evolve and be enriched with the CCEyes expansion.

Fig 4. Timeline visualisation for the prompt "games in Italy"

Ingested Sample Data

To demonstrate the application, BetaSeries and ArtCentrica have uploaded low risk data from their own aggregated and retrieved data:

BetaSeries has uploaded:

- Its own TV series metadata (one of the biggest in the world with more than 35k titles).

- Its usage / audience proprietary database, converted in a low-risk data with ratings and reach converted into simple interoperable 1 to 10 scale.

- Other CCIs data collected from B2C platforms with BetaSeries tools, on a temporary basis and waiting for CCI partners to join the CCI Thrive initiative with their own databases. So far, BetaSeries presents metadata (and limited audience and reach information as this parsed data are public open access data only): Google (Books), Steam (Games), TMDB (Movies), Podchaser (Podcasts).

ArtCentrica has uploaded a first database of art & fashion content. For the CCEyes demonstrator a preliminary subset of about 300 items were selected, from the MET museum and Uffizi Galleries.

As the platform is operational, it can evolve and be enriched with other data with the aim to cover extensively and in depth the European CCIs data basis presented as Regions of Interest (ROIs).

Name	Type	Productions
BetaSeries	TV Series	16977
Google	Book	611
Steam	Game	3111
TMDB	Movie	9852
ArtCentrica	Artworks	487
Podchaser	Podcast	2665

Fig 5. Identification of ROIs

Integration of CCEyes Results

Both Centrica and BetaSeries will also integrate their proprietary application (CCEyes Catcher and Timeline) directly in their B2B solutions to provide their clients with other CCIs insights helpful in their businesses. This integration capabilities of CCeyes results demonstrate the concrete cross marketing input this platform enables between CCIs.

Potential expansions

CCEyes shows the potential of an open European data sharing space for CCIs and a powerful marketing tool for producers including small independent structures.

Beyond this project, we can foresee the following evolution to this demonstrator:

- Enrich the data pool with European data provider (data aggregators and data owners) to deliver an efficient service and gain industry credibility, sourcing them from all sectors such as Spotify for music and podcasts, national book aggregators, game publishers and platforms, heritage platforms such as Europeana.

- Provide technical support to facilitate data provision for SME not familiar with data management and aggregation.

- Integrating European AI engines such as Mistral AI or Aleph Alpha to counter the non-European dominance in the field of technology and services.

- Implement a business model for sustainable operation, affordable for SMEs across Europe, but attracting visibility internationally.

- Providing a prompting assistant tool: Users should be able to find exactly what they want based on the prompt they write.

- Map and identify the biggest offer and demand gaps through feedback and usage aggregation analytics.

- Ensure interoperability for other data space (such as the cultural heritage data space or the media data space).

- Developing more applications answering needs for visualisation & new KPIs (customer recruitment).

Recommendations to Stimulate Data Sharing

To stimulate data sharing and, consequently, cross-sector collaboration and partnerships, there is a need for compelling business scenarios and arguments for crossing the threshold to the data management and using data-based intelligent technology.

Two stakeholder groups are key to implementing this vision:

- Entrepreneurs in the CCIs who create data and need access to skills, technologies and infrastructures to share and make use of CCI data;

- Policy-makers and public institutions of the European CCI and its sectors such as e.g. DG EAC and the EIT Culture and Creativity who are in charge of fostering the CCI sectors.

If the CCEyes demonstrator generates an understanding of the value of data sharing with CCI entrepreneurs and decision-makers, then this is in itself a first success as it initiates breaking down a widespread reluctance to invest into data and related technology. What a demonstrator however cannot do, is to provide the framework conditions that provides data management such as supplying technology, knowledge and resources to actually support and maintain a common database and its tools. While CCEyes as a prototype works with data that are publicly available and displayed (such as title, creator, year etc.), sharing richer and more specific data such as audience data would need a "safe space" to remain within approved and controlled usage without losing the competitive value of these data. As high-quality data collection and management require significant resources, in particular

with large databases and diverse, culturally-sensitive data sources to organise, there must be a tangible benefit for sharing these data with a return on the investment (e.g. new revenue sources, or increased audience etc.) and a compensation for the resources invested (such as a monetisation scheme for providing certain data sets).

This is where the public authorities and their institutions come into play: creating conditions and a positive environment by providing incentives such as funding or some form of tax relief, by promoting data collection and sharing, by offering a platform like CCEyes introduced and managed (at least at first) by a public body, or by designing calls or tenders in support of e.g. start-ups that provide SME in the CCIs with tools and technology that would facilitate data collection, aggregation and management.

Our main recommendations are based on the interviews with the stakeholders and the consultancy session with experts from the CCI:

Recommendations to policymakers

Facilitate and encourage access to CCI data:

- Enforce that publicly funded organisation holding data should share data and provide an API for open re-use of non-sensitive data.

- Homogenise across Europe the publication of data regarding public funding and increase vertical calls with cross collaborative guidelines.

- Fund CCI data-sharing pilots on a local level and measure their impact to better understand their socioeconomic value.

Support standardisation of content descriptions both on a political level and with financing its development. As long as data is a tool but not understood as a driver to grasp commercial potential, private players will not be motivated to define new standards. This should be positioned as a global economy potential. ISAN is a start. These types of standards need to be established across all sectors to fill gaps and allow all to join the data-driven technologies.

Provide low-threshold training programmes for CEOs and their data managers of SMEs:

- Why and how to collect, manage and provide access to data.

- How to prepare the data for sharing platforms with a priority on European technologies such as Mistral AI or Aleph Alpha.

Facilitate technical support:

- Create incentives for European IT providers (e.g. start-ups) to develop low-threshold systems or applications tailored to the CCI to facilitate data management.

- Create a European tech and research centre providing solutions, knowledge transfer and competence building measures for CCI operatives.

Shape funding programmes for CCIs and their service providers:

- To stimulate new business and business models at the intersection of sectors.

- For establishing a competence centre and organisations to manage shared spaces.

- Incentivise data sharing also in order to gain knowledge on shaping businesses and productions towards compliance with Sustainable Development Goals, in particular sharing information on environmental and social aspects.

Provide for concrete measures and tools that help develop European IPs, across sectors and trans-national.

Incentivise cross-sectoral events and platforms to show the relevance of data sharing and show the results through concrete case studies.

Provide means for a market-ready version of the CCEyes platform including expansion of its functionalities and data pool, as well as improving user experience through AI assisted query refinement.

Endow a public organisation with the operation of the data-sharing platform CCEyes following a business model that would be beneficial for SMEs in the CCI and provide for its further development to be fully operational.

Recommendations to CCI operatives

Invest training efforts into a better understanding of:

- what "useful and shareable" data are, how to generate them, how and which ones to share;

- which data you need to collect to enhance your business performance;

- which data you are ready to share;

- how AI works and is trained by data.

Ensure that native European technology adhering to ethical and trustworthy AI requirements is used and promoted.

Push for a European cross-sectoral "IMDB"-type of database richer in European data and in respect of data ownership. Contribute to the success of data spaces (notably TEMS – the data space for media, the Tourism Data Space and the Data Space for Cultural Heritage).

Gain a better understanding of other CCI sectors to discover new business opportunities. Use local CCI ecosystems to develop a shared understanding about data sharing.

Start collecting and sharing data on your audience to contribute to a comprehensive profile of a European audience. Share at least part of your revenue metrics for a better understanding and development of the European market.

Use open standards to share data, following the FAIR principles, of findability, accessibility, interoperability, and reusability.

Advocate with European festival organisers (e.g. The Next Web, the Web Summit, ARS Electronica the Berlin Film Festival, Cannes, Frankfurter Buchmesse) to **encourage more cross sectoral collaborations** through broadening calls for participation and the inclusion of dedicated tracks that encourage cross-fertilisation.

Conclusion

As a conclusion, we wish to emphasise that a common understanding of the bigger picture of the significant potential that data sharing across CCI sectors holds, could motivate industry players to embrace and leverage the digital transition.

A widespread recognition of the importance of sharing data and collaborating across sectors could assist in overcoming challenges to global competitiveness and fostering progressive growth of the European creative and cultural industries.

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