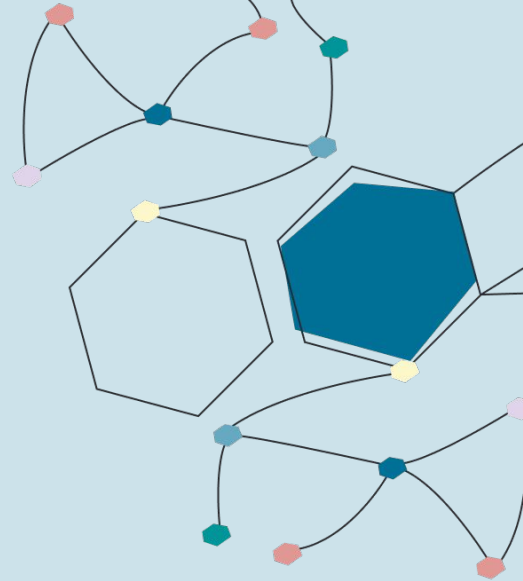


The Common Data Exchange Platform

publiq vzw from Flanders (Belgium)





Karel De Rudder

Manager Data Collection and Processing

EU-Conference Ghent (7-9th february 2024)

“Empowering the cultural and creative sectors in data driven audience development”

Highlights

- Sharing Practices: web space with videocaptures and reports:
<https://audiencedata2024.hybr.live/en/archive>
 - Programs to empower humans and organisations in data literacy
 - Methods for sharing data in interoperable standards
 - Applications to collect, analyse and ‘feed’ audience data

THE GHENT MANIFESTO

Data-driven audience development of the European cultural and creative sectors



The Ghent Manifesto

What is the Ghent Manifesto?

- The Creation of a European Policy Forum
- Initiated by the Ministers of the Flemish, French and German speaking communities and the Belgian Presidency of the Council of the EU
- Driven by the digital revolution and accelerated by Covid
- The use of data Analysis and Tools:
 - Meaningful relations with existing audiences
 - Identify and engage new audiences
- EU Work Plan for Culture: **digital transformation** as key element through supporting collaboration

Therefore the Ghent Manifesto is an invite to go from a **shared ambition to action and collaboration**

Principles and ambitions

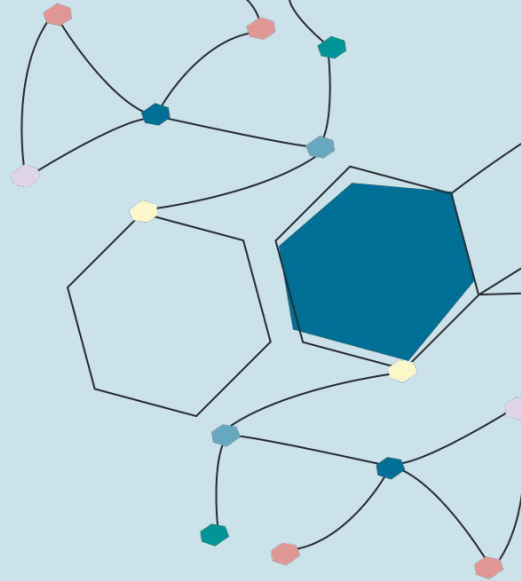
Undertake action in:

- **Build knowledge** development and understanding of data-driven audience development opportunities in the European CCS by sharing policy insights and research findings.
- **Inform EU, national and sub-national governments** in strategic decisionmaking on audience data and development policies with regard to the use and exchange of audience data, application of data standards and the development of interoperability of audience data and infrastructure.
- **Connect European organisations** in the CCS with digital experts and different levels of government to promote interaction and discussions on audience data use and exchange.
- **Strengthen innovation and growth** in the European CCS by supporting crosssectoral collaboration and international partnerships in audience data and data infrastructure.
- **Activate the digital transformation of EU Member States and cultural organisations** less engaged in data-driven audience development by fostering the exchange of best practice, promoting know-how in the cultural and creative sectors, and encouraging partnerships and synergies to support artists and creative professionals where the European dimension can have an added value.

What can we do?

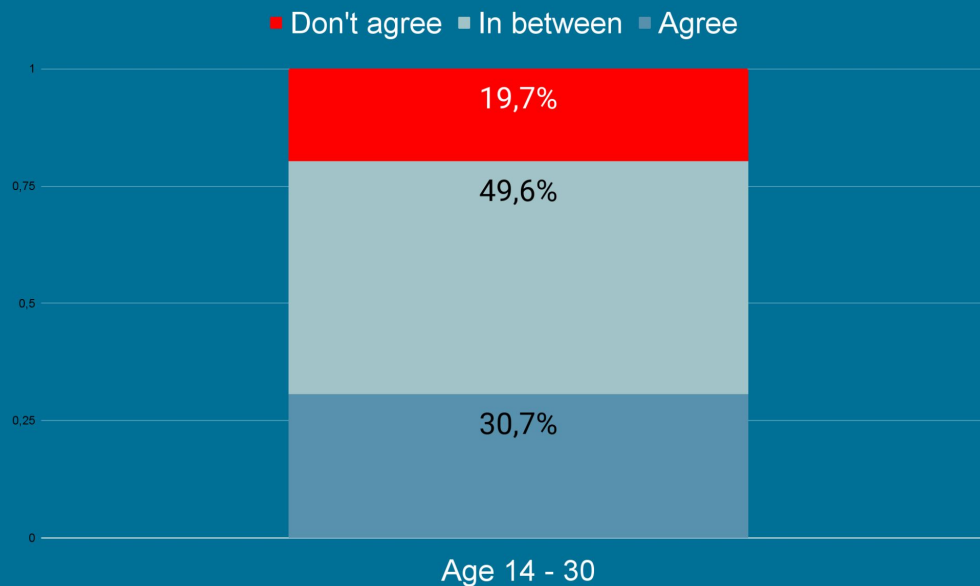
UiTwisselingsplatform

A datamesh platform for the cultural sector

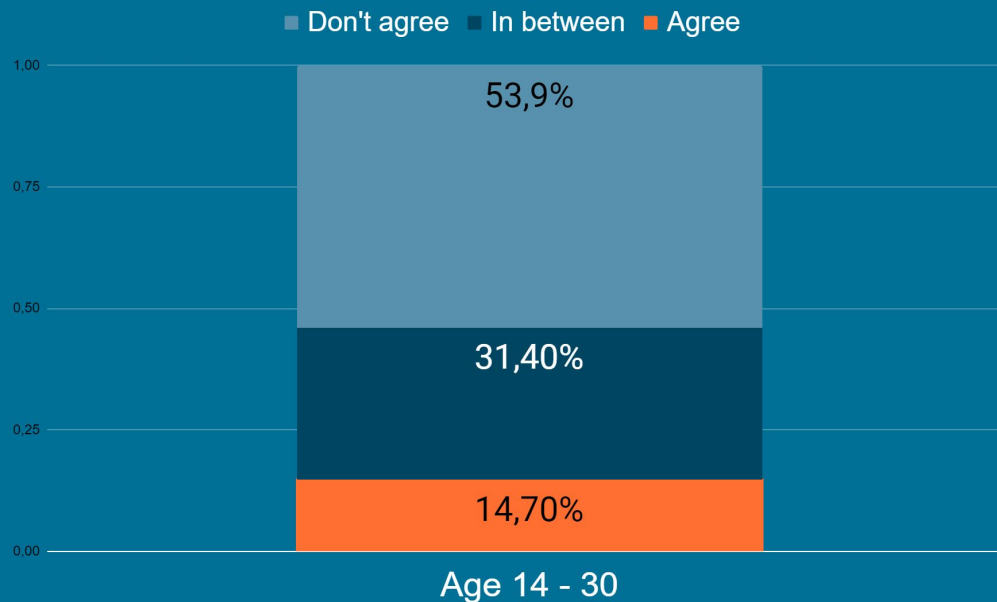


“I sometimes find it **difficult** to **stay informed** about the range of **cultural activities** that interest me.”

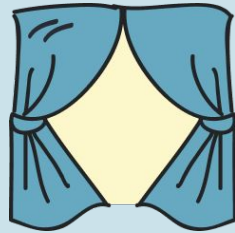
“I am aware of interesting activities to do in my spare time in my neighborhood”



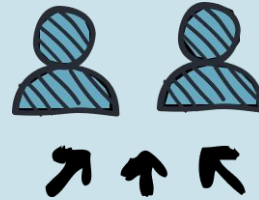
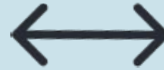
“In my neighborhood there are few things to do for people my age”



Platform to match activities with participants

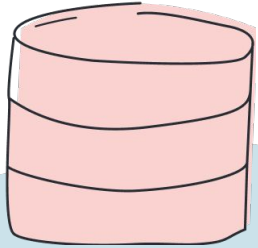


Activities

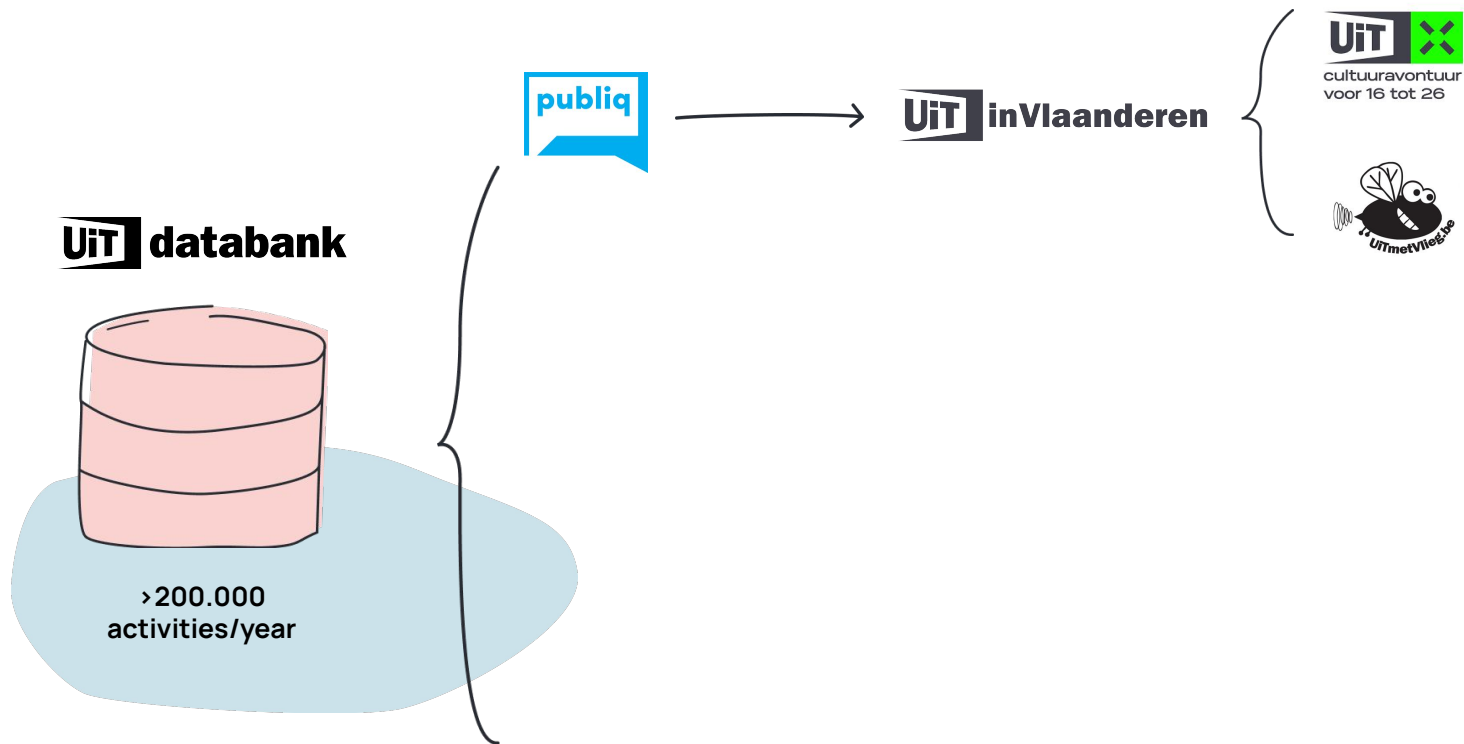


Audiences

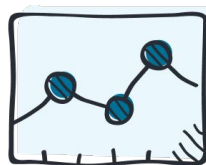
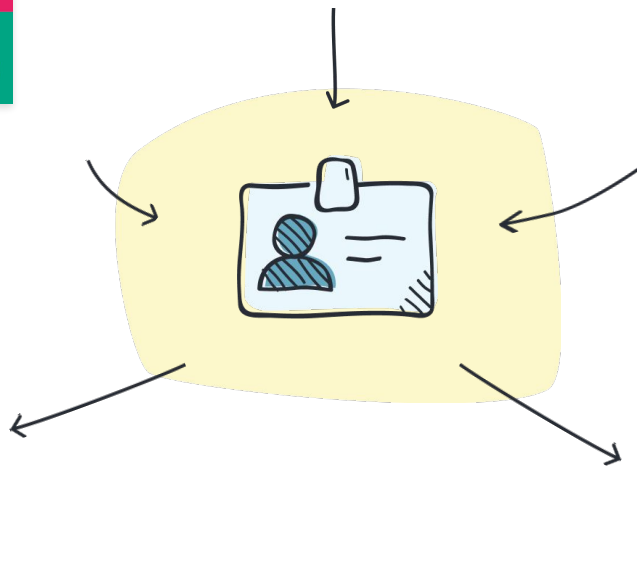
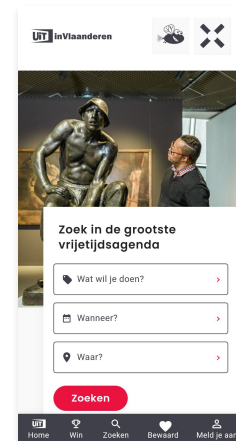
Uit databank



>200.000
activities/year







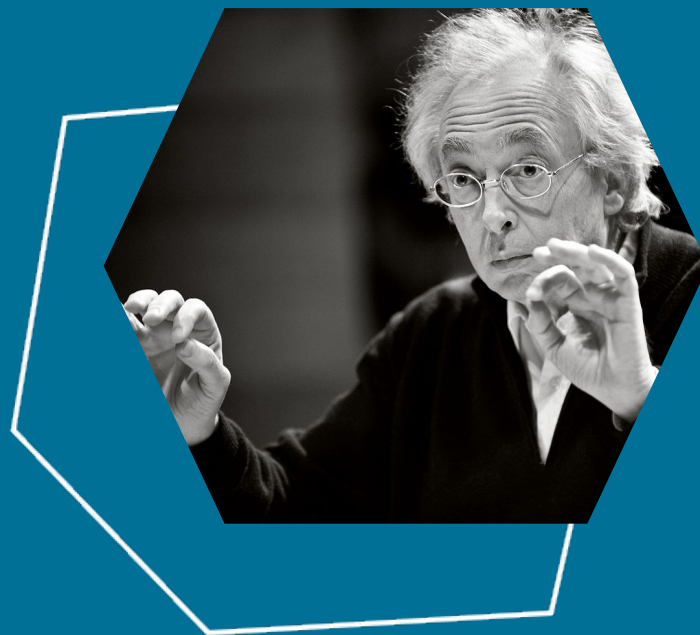


The image features a background of blue curtains and rows of blue seats. In the center, the text "podium 19" is displayed in white. The word "podium" is in a lowercase, sans-serif font, and the number "19" is in a large, bold, sans-serif font. Several vertical bars of different colors (light blue, yellow, blue, red, yellow, magenta, cyan) are positioned around the text.

podium 19



Briqueville
Post Metal



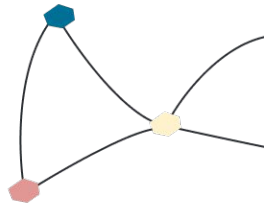
Collegium Vocale
Baroque

Data from individual cultural organisations

Lots of 'poor' data:

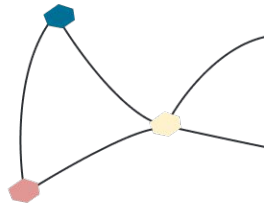
- Many **occasional visitors**
- Only data from the **ticket buyers** themselves, not from their fellow visitors
- No data about **what they do elsewhere**
- No data about our **potential audiences**
- No **socio demographic** data
- **limited knowledge and tools** to make data analysis

→ There already is a lot of data, but it is scattered everywhere, difficult to access and impossible to combine



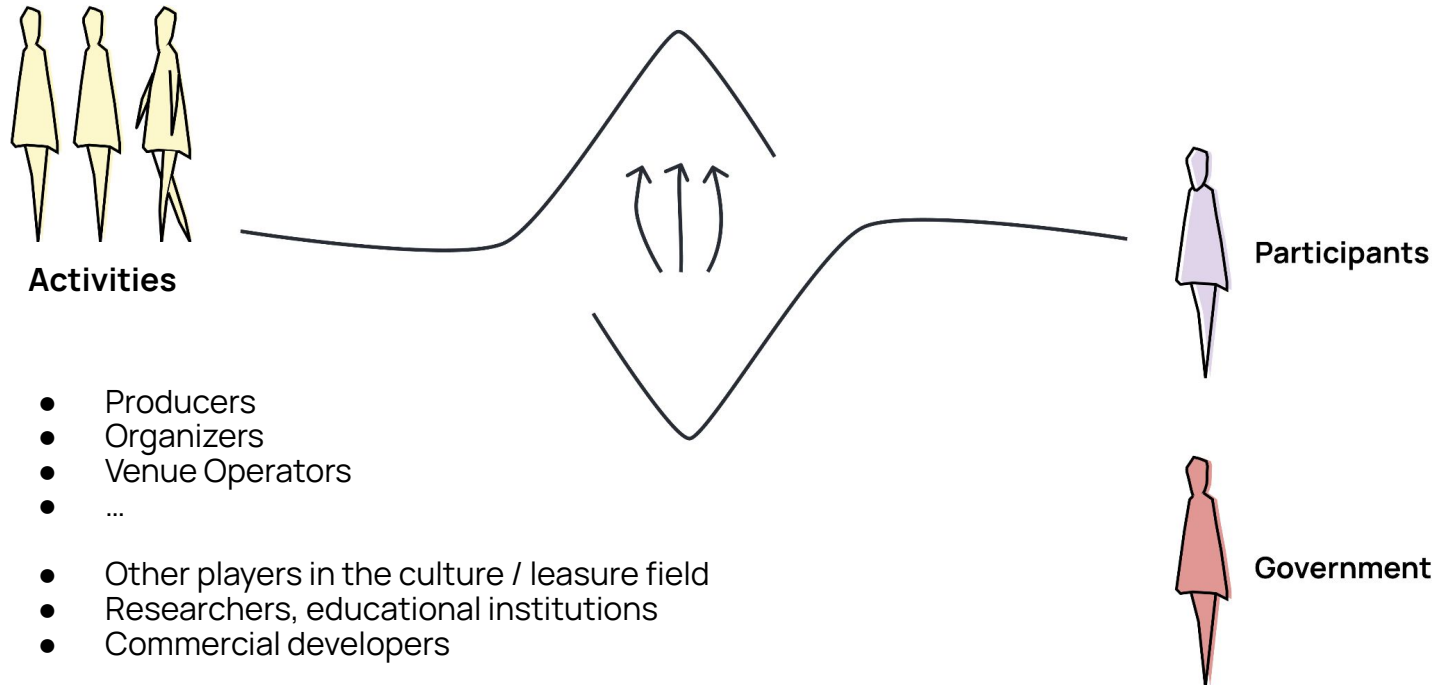
By combining data, we can provide...

- ...the greatest **convenience** in finding and booking activities
- ...the best possible **recommendations**, beyond the boundaries of individual organizations, with a bit of '*broadening of taste*' if possible
- ...the best possible **insights** in audience **behavior and needs and unserved audiences**
- ...the best possible **insights** in **core audiences** and **most promising segments** per organization

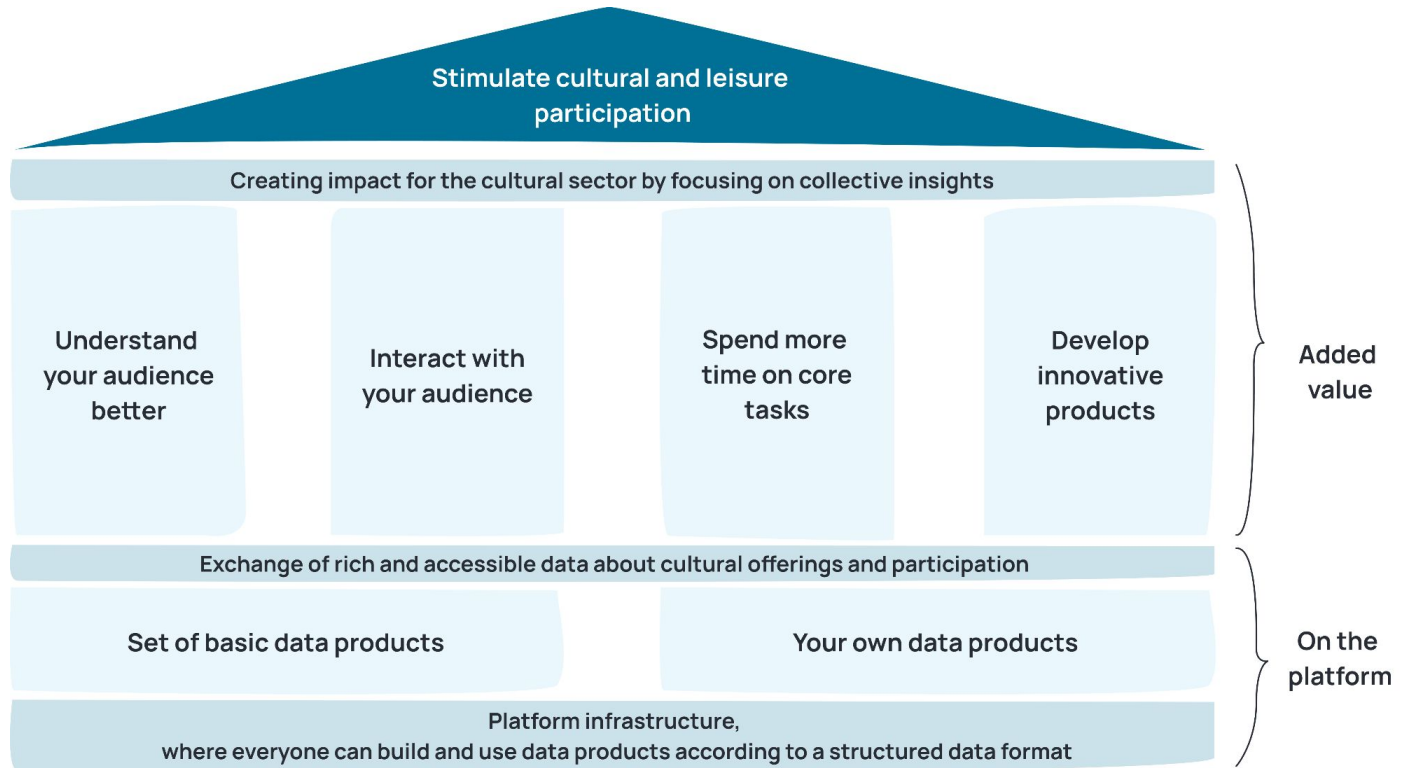




Connecting supply & demand



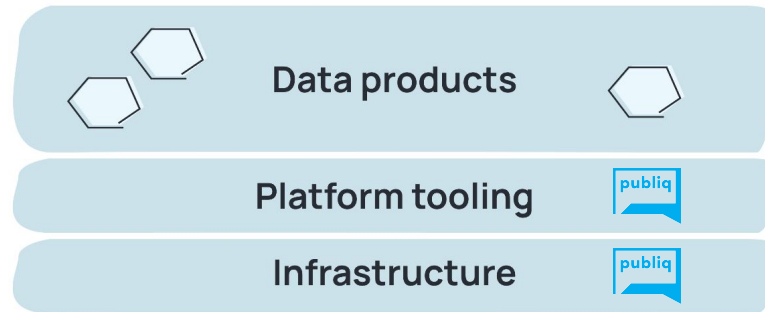
Product vision



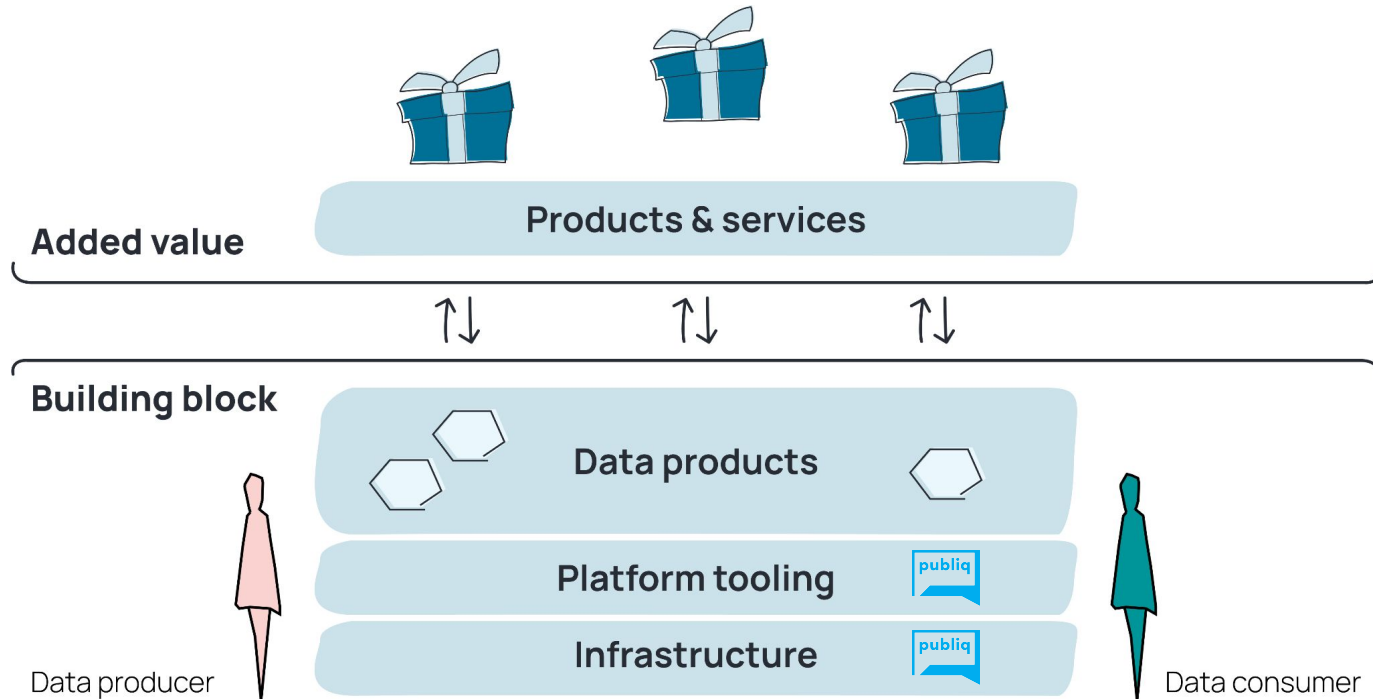
Setup UiTwisselingsplatform

What if we try to facilitate all these challenges with a data platform?

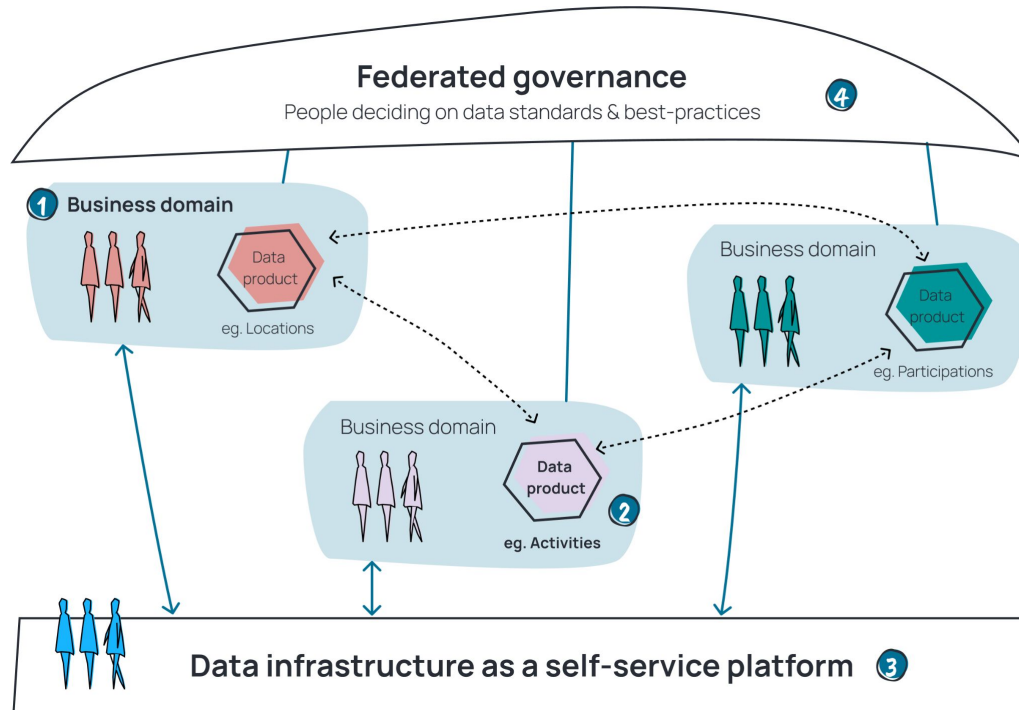
publiq, together with the Flemish Government, set up the UiTwisselingsplatform (= ExchangePlatform), designed as building blocks.



Setup UiTwisselingsplatform



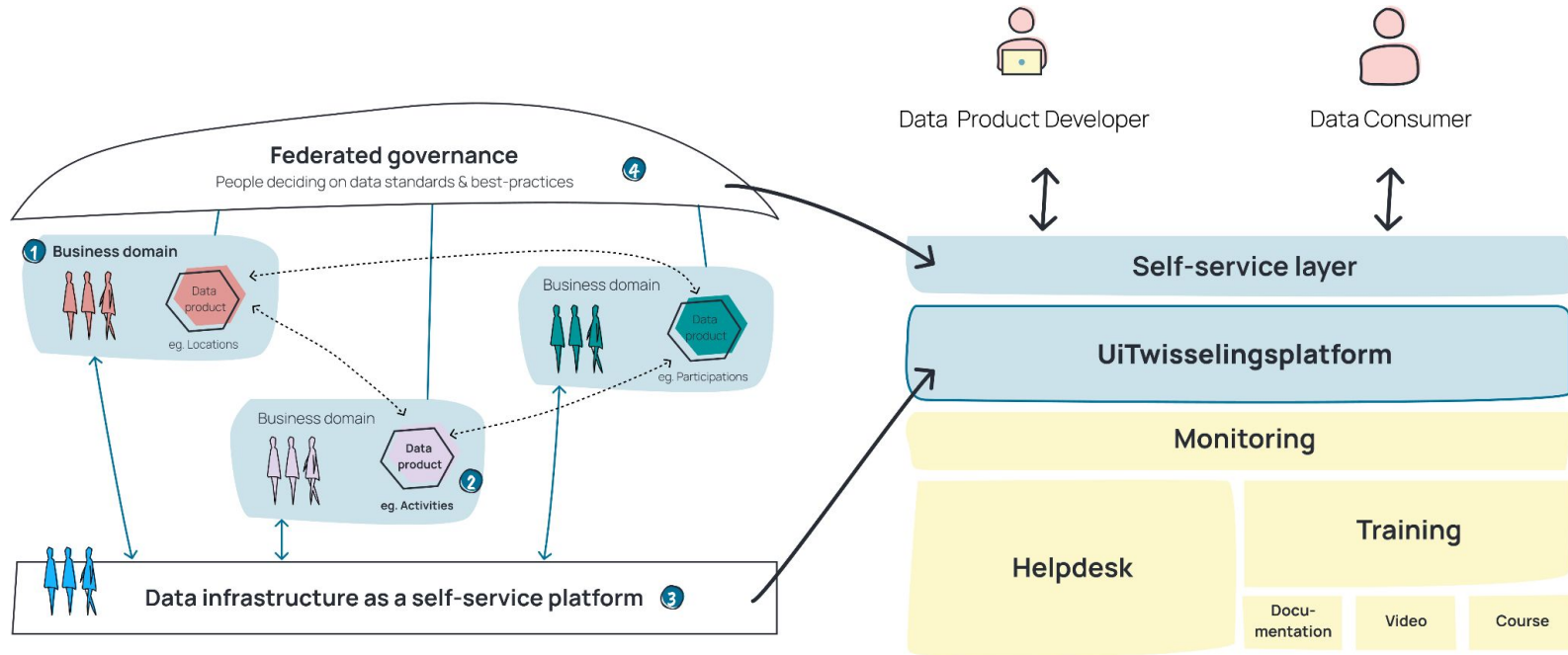
Enter the Data Mesh principles




**Not a technology,
more a set of principles:**

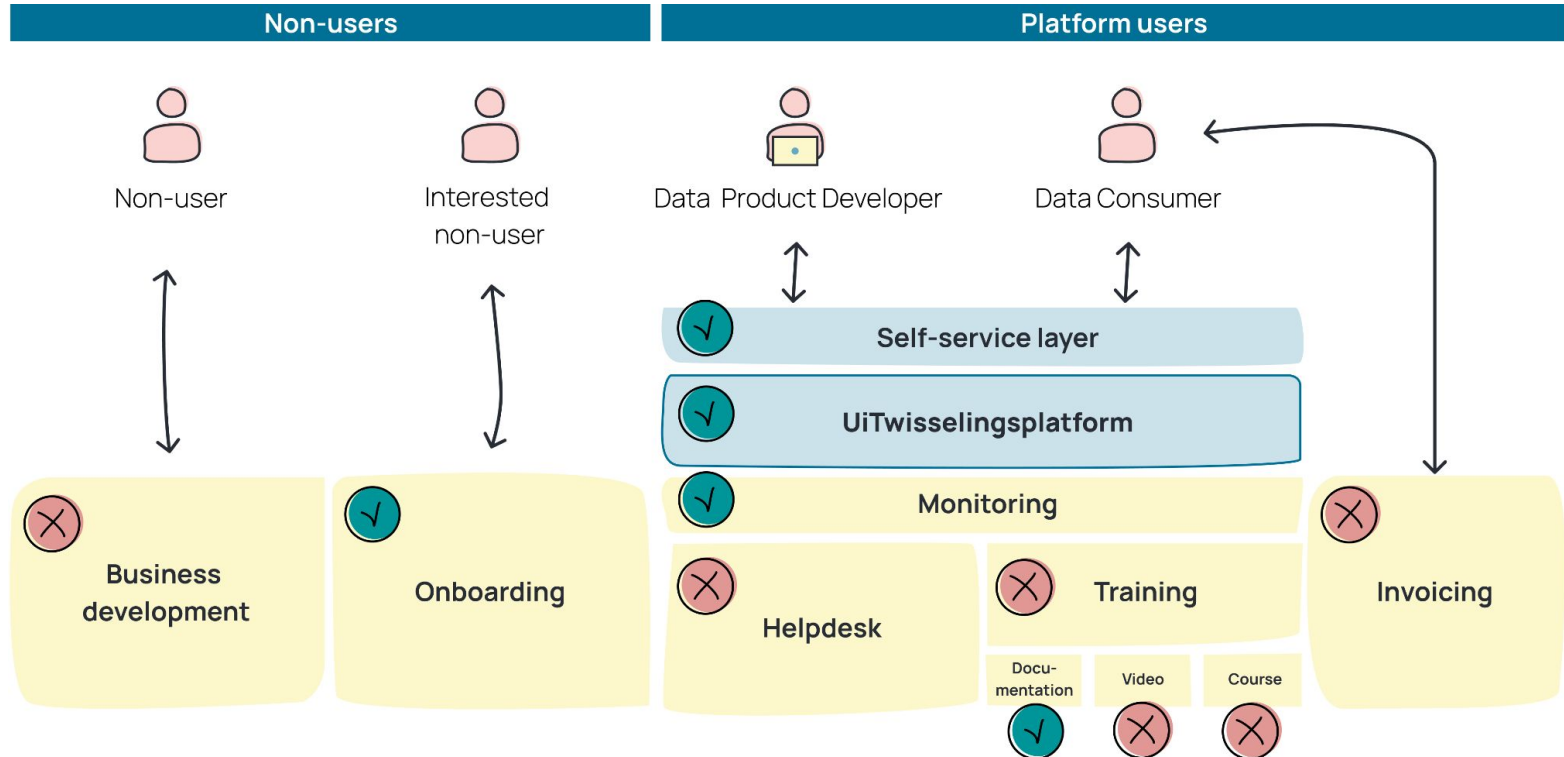
1. Domain oriented ownership
2. Data as a product
3. Infrastructure as a self service platform
4. Federated governance

Enter the Data Mesh principles

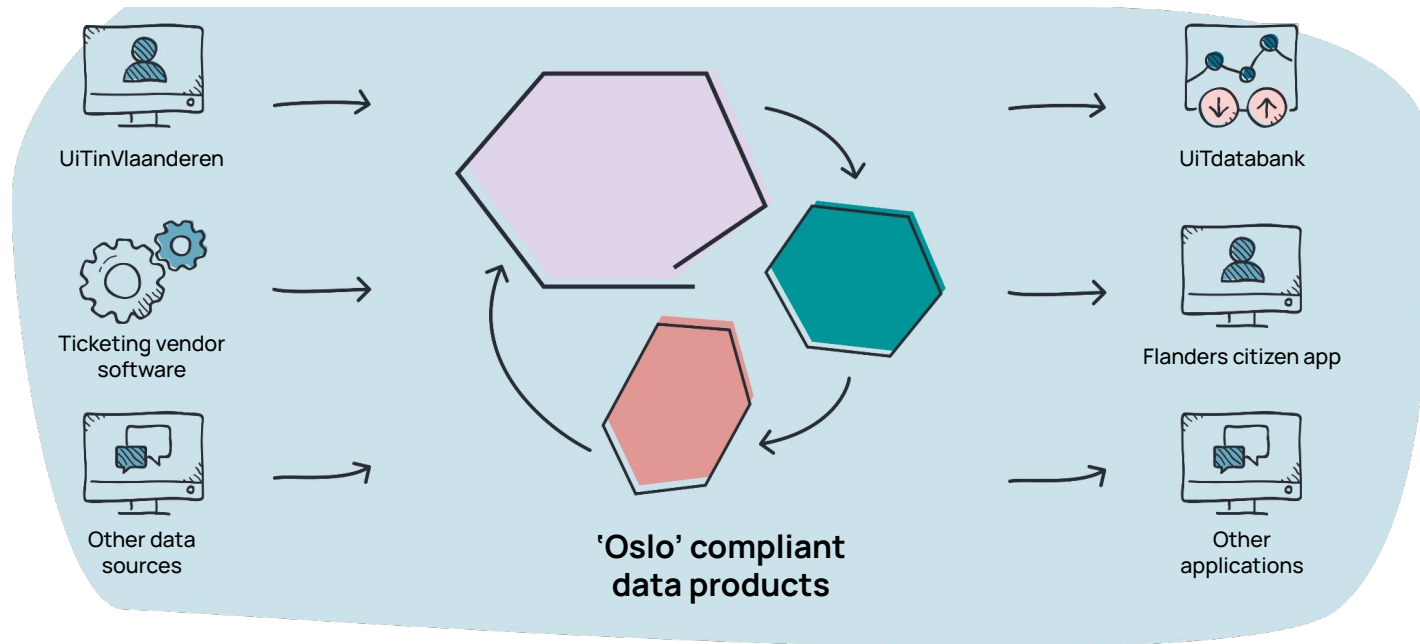


Functional capabilities

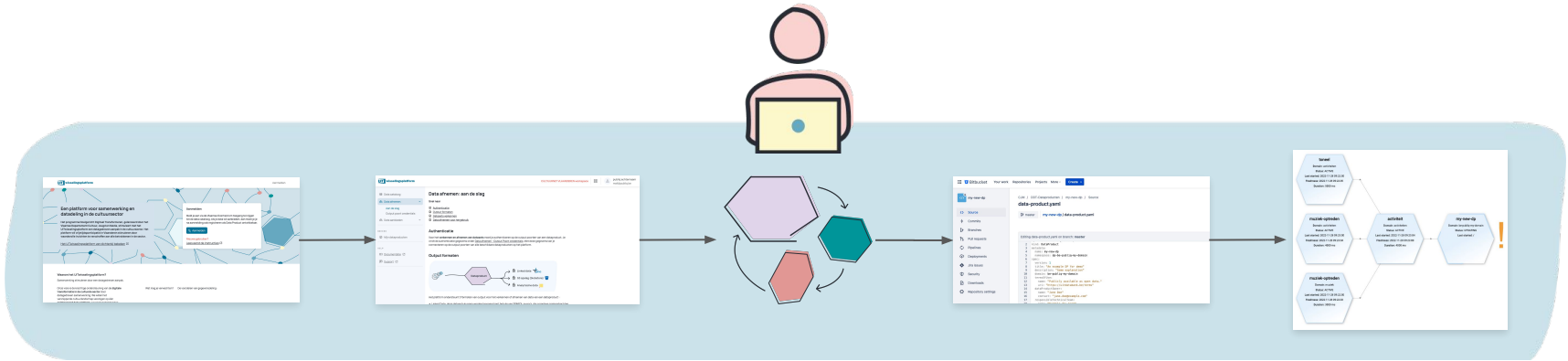
 Within scope of MVP



How to exchange data fluently?



Journey for a data product developer (technical perspective)



Access application

Check HOW-TO

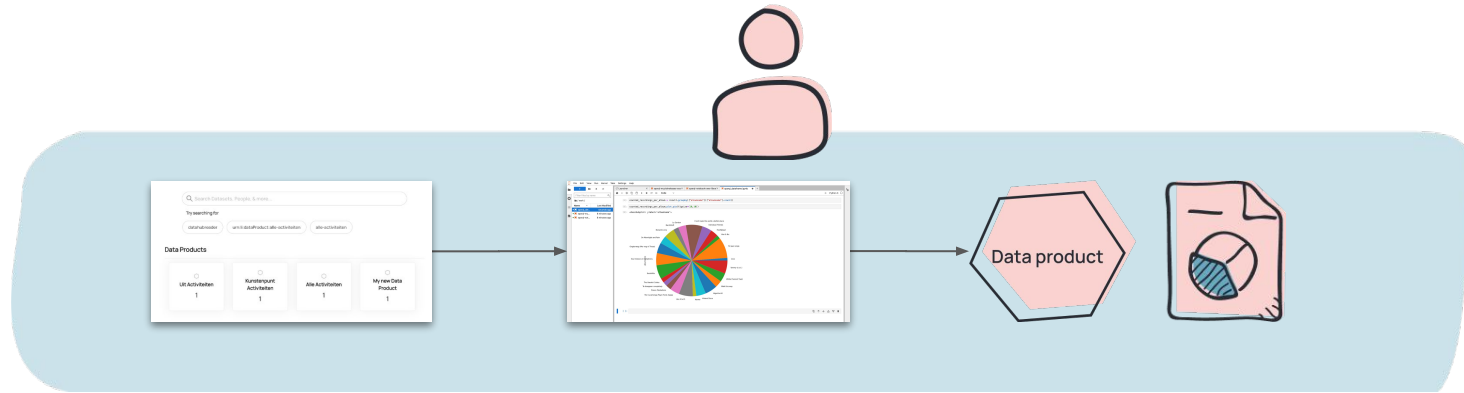
Transform data to Oslo in different languages

Publish to the platform on different output ports

Monitor and debug data products



Journey for a data scientist or analyst (technical perspective)



Explore
data products catalog

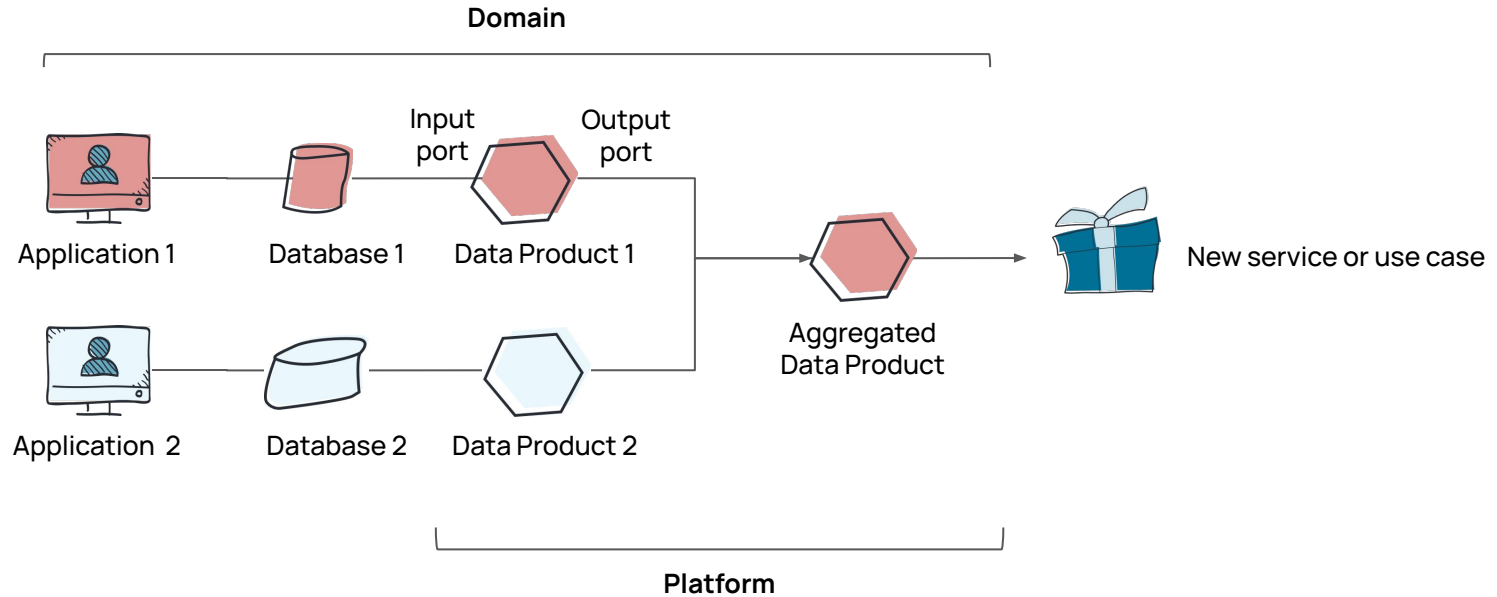


Find insights



Export insights
to new data product
or to visualization tools

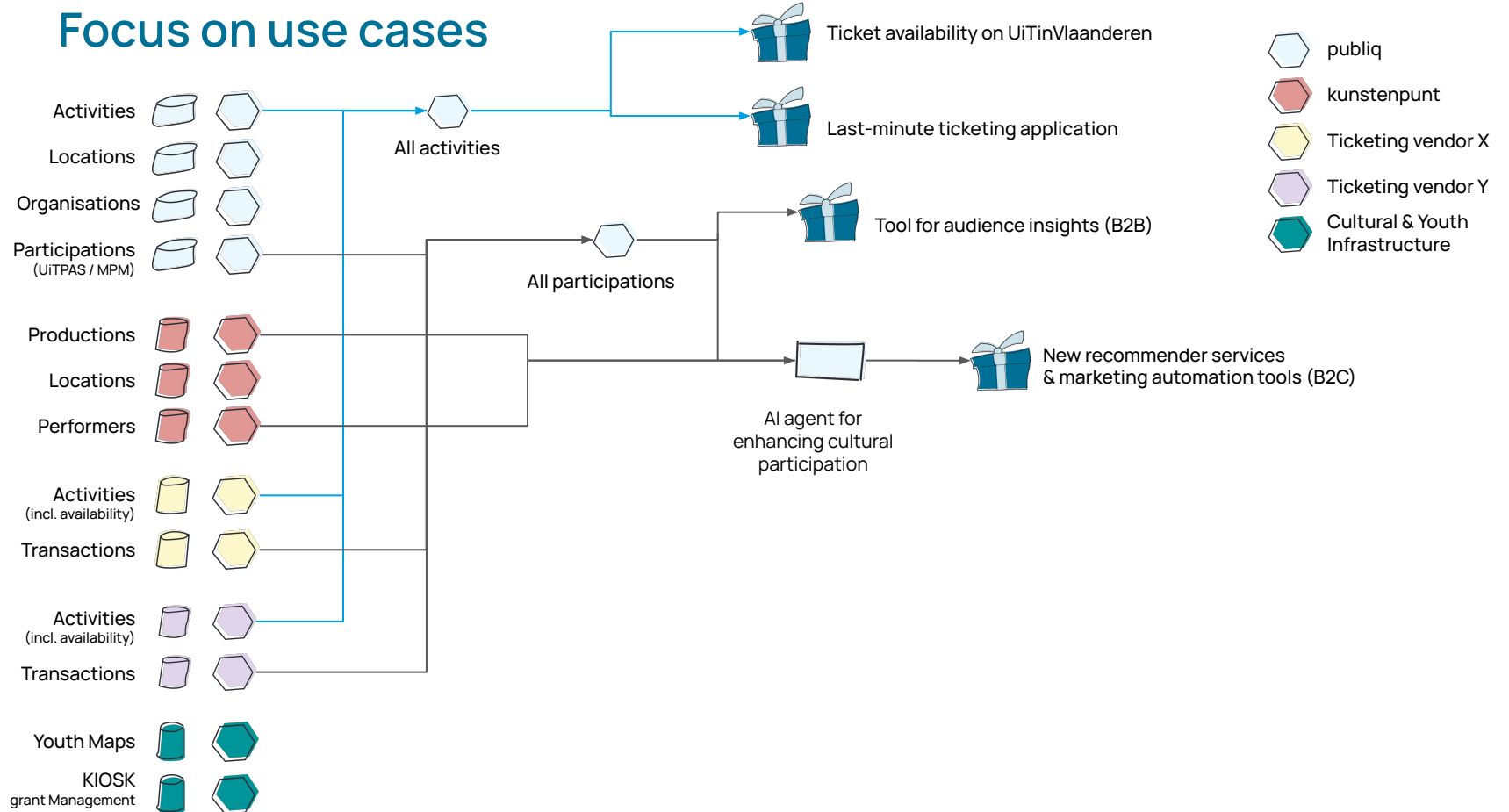
Zoom in on the concepts



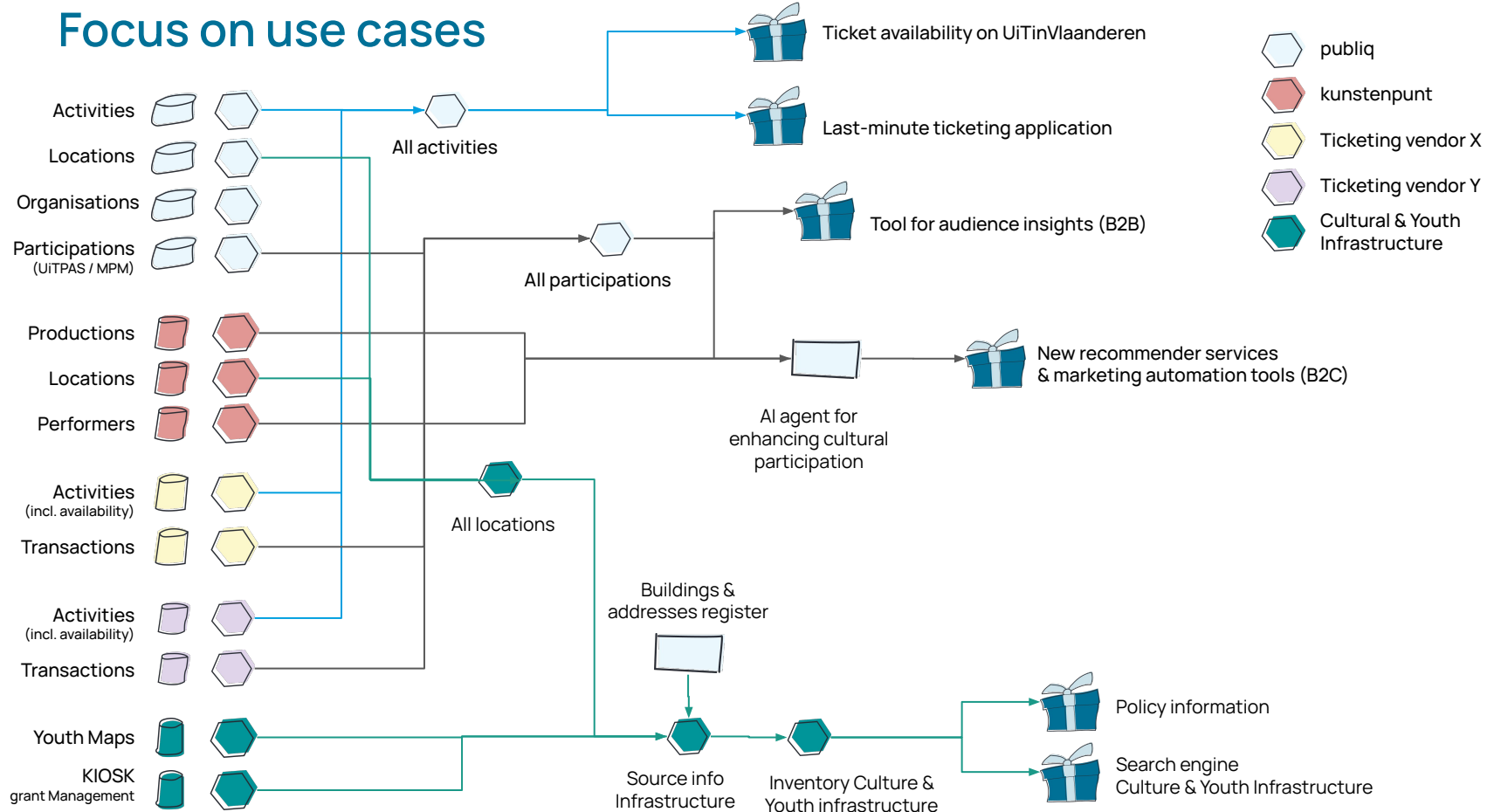
Focus on use cases



Focus on use cases



Focus on use cases



What's next?

→ Invest in use cases!



Tool for Audience Insights (B2B)



Combining knowledge graph with Generative AI (B2C)

→ The future lies in people & culture, not in the technology. We need:



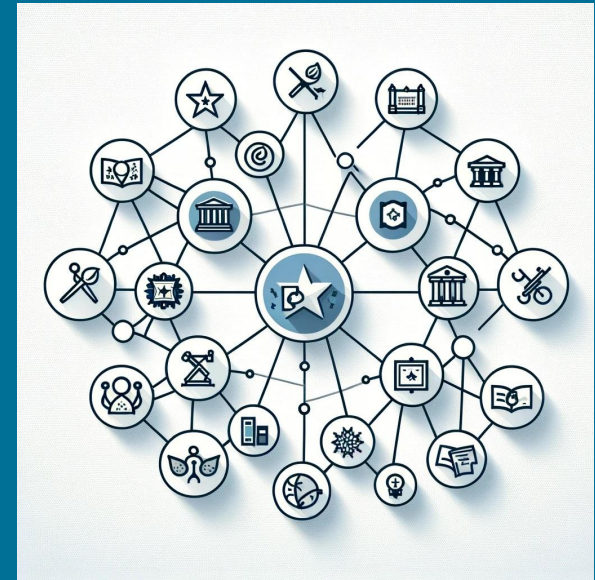
Clarity of vision



Simplicity



Empowered teams and focus on data maturity



Thank you!

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karel@publiq.be

