



Press release – for immediate release

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EUscreenXL announces registration for its conference on User Engagement - *From Audience to User: Engaging with Audiovisual Heritage.*

Date: 30-31 October 2014

Location: Casa del Cinema in Villa Borghese, Rome, Italy

EUscreenXL, the best practice network for Europe's television heritage, holds its 1st International Conference *From Audience to User: Engaging with Audiovisual Heritage.* The conference is hosted by Istituto Luce Cinecittà and it takes place in Rome on 30 and 31 October 2014. Registration for the event is free of charge. Places will be filled on a first-come, first-served basis.

Attracting audiences and engaging users with content is a key issue for archivists, broadcasters, educators and anyone publishing content online. Heritage projects and collection holders work hard to increase the amount of available digital heritage content that users can engage with. This conference aims to lift the veil on knowing how and why users interact with digital resources.

Engaging users means inviting them to participate in archival projects, collection enrichment and content dissemination. A user-oriented approach is crucial for both promoting online content and for developing sustainable futures for projects and institutions in the heritage sector. It also makes cultural heritage a more inclusionary process.

"This event is unique in the way it connects various aspects relevant to offering online access to large repositories of television content to highly demanding online audiences. It advances our thinking in using online video as an invaluable resource to learn, experience and create. It also inspires organizations as they consider their new position in a fully digital context."

Johan Oomen, EUscreenXL technical co-ordinator.

At the international conference, featuring keynote speakers Tony Ageh from BBC Archives and Katja Bargum from Finnish Broadcasting Company YLE, EUscreenXL will discuss the current challenges of audiovisual archives encounter when engaging users. The formulas for a functional web presence, approaches to different types of users and set-up of sustainable communities with online content will be discussed by archivists, scholars of cultural – and particularly audiovisual – heritage, web designers, data specialists and policy makers.

The conference programme consists of plenary sessions with keynotes and case studies by renowned experts in the field. Day two of the conference will be dedicated to interactive workshops on IPR and user experience as well as to open meetings of the networks of academics dedicated to the AV sector.

For more information and registration for the conference please visit <http://blog.euscreen.eu/conference>.

The Conference is organized by [National Audiovisual Institute of Poland \(NInA\)](#), [Istituto Luce - Cinecittà \(LUCE\)](#) and [the Netherlands Institute for Sound and Vision \(NISV\)](#), project members of EUscreenXL.

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About EUscreenXL

EUscreenXL is a three-year project co-funded in 2013 under the CIP ICT-PSP Programme. It aggregates a comprehensive body of professional audiovisual content and makes it accessible through Europeana and the EUscreen [portal](#). The project consortium consists of 20 leading audiovisual archives, excellent media scholars, skilled technical service providers and the European Broadcasting Union. EUscreenXL provides Europeana with large quantity of metadata records providing access to digital content held by European providers, and 20.000 high quality contextualised programmes for public access on the EUscreen portal (in addition to the 40.000 already presented on the portal).

Want to take a more active role? Learn how to [join our network!](#)
For event information and updates on the project visit project's [blog](#).