



PRESS RELEASE

***IViR starts research project about online access to audio-visual heritage in The Netherlands***

The [Institute for Information Law](#) (IViR, University of Amsterdam) was awarded a prestigious NWO grant to carry out a research project on copyright issues that prevent both online access to as well as re-use of the audio-visual materials digitized in the mass digitization project [Images for the Future](#).

Between 2007 and 2014 the [Netherlands Institute for Sound and Vision](#) (Hilversum), EYE (Amsterdam) and the National Archives (The Hague) have successfully digitized 138.932 hours of audio-visual works as part of the publicly funded Images for the Future project. While the material is available for access via these institutions, they have not yet been made available online for the general public due to copyright concerns. As a result, the unprecedented societal and economic potential value mostly remains untapped as long as the digitized material cannot be made legally accessible for different audiences and for different purposes.

Because the largest part of the digitized audio-visual material consists of the public broadcasting collection, the emphasis of the IViR research project will be on this particular collection. Therefore IViR will work in cooperation with the Netherlands Institute for Sound and Vision and [Kennisland](#), already partners in the Images for the Future project. The research project will examine the obstacles which currently prevent online availability of broadcasting material and develop strategies to overcome the main obstacles that prevent the use of the digitized material.

Over the next 18 months, the research project will evaluate the legal and practical challenges in making the already digitized materials available online to the general public. It will also work with stakeholders, including rights holders, towards developing solutions that permit both the online access as well as the re-use of material by the public. To achieve this goal, a legal analysis of the copyright issues involved will be supplemented with an assessment of the practical challenges to provide a holistic image of the status quo. A series of interactive meetings will be held with stakeholders to facilitate overcoming the obstacles and provide the public with the benefit of freely accessing an important part of their cultural heritage.

The project has started on 1 July 2015.

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