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The Economic Potential of Cultural Heritage for the ICT Industry

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THE BROAD CONVERGENCE
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Structure

- Cultural Heritage & General economic properties
- ICT potentials in market segment
 - Types of uses – products
 - User groups
- Technological developments

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1. CULTURAL HERITAGE



Definition

- Cultural heritage are all remains of human activity !
- Cultural heritage are those monuments and sites the competent national authority has declared and historic artifacts in museums and libraries.
- Cultural heritage is a common good and cannot only be handled as an other consumer good.
- *Will here mainly treat it as those physical remains of human activity designated by competent authorities and / or having an major historic attraction value*



Types of values

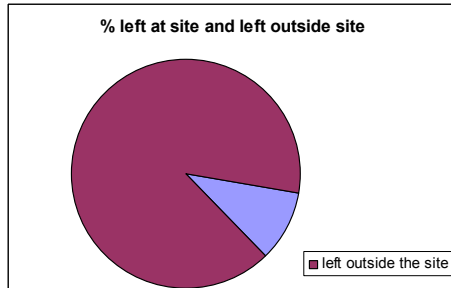
- Experience value
- Knowledge values
- Use value;
i.e. pecuniary value

- Cultural Heritage has multiple values
- Experience and Knowledge are difficult values to assess in monetary terms
- Unless they are actually put to use – and transposed to use values. Values are non exclusive and all are present in each object.
- Will concentrate on use value

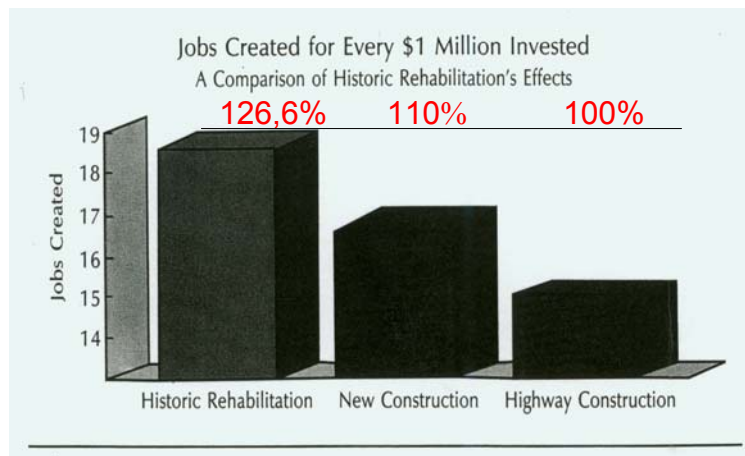


ECONOMY OF SECTOR - structure

- Only 6-10% of the visitors daily spending is left at CH site, the rest flows to society around the site.
- English Heritage, Directorate for Cultural Heritage



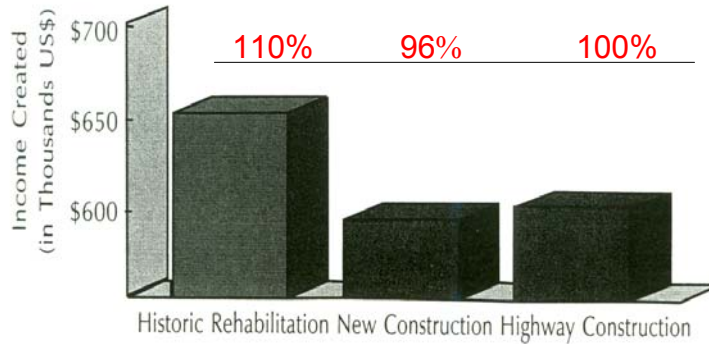
ECONOMY OF SECTOR – competitive advantage





ECONOMY OF SECTOR – competitive advantage

Income Created for Every \$1 Million Invested
A Comparison of Historic Rehabilitation's Effects

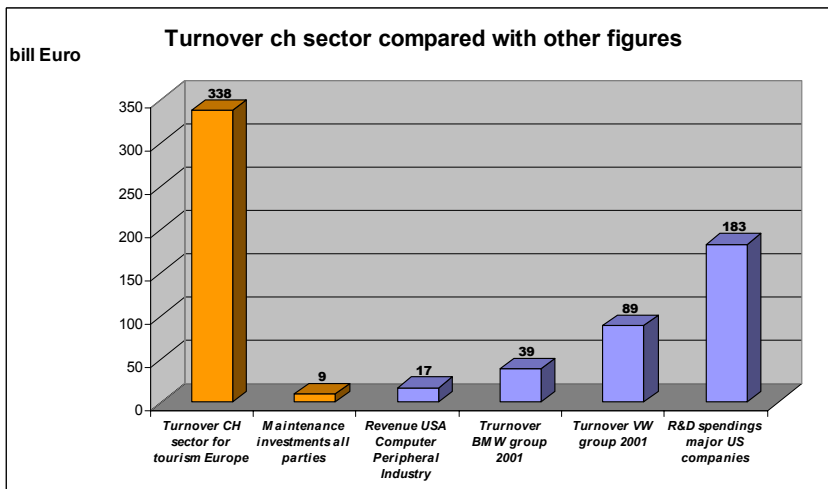


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ECONOMY OF SECTOR Turnover



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ECONOMY OF SECTOR – summary

- Generates employment for app. 8 million persons and a turnover of 335 bill Euro year.
- Historic rehabilitation creates 13% higher return on investments than new construction and 16,5% more jobs. It also produces 1.243 times less waste
- Historic rehabilitation creates app. 10% higher return on investment than highway construction and 26,6% more jobs



BUSINESS OPPORTUNITIES

- Tourist related – information, events, experiential, transport, hotell & resturants
 - Tourist sector fastest growing in Europe
 - 30% of foreign income earnings
 - Manpower intensive
- Crafts & businesses related to crafts
- Construction, rehabilitation
- **Information systems and related applications**
- **Use in education and other research and science related fields**
- **Spinn off's to other sectors**



ICT POTENTIALS IN MARKET SEGMENT

- Entertainment / Edutainment
 - Use cultural heritage buildings costumes etc.
 - laser technology for 3D rendering, high definition dvd (usable for video and TV and Film (**one source technology**) and digital manipulation techniques
 - Games
 - TV
- Information management for target groups
 - Management / Public administrations
 - Multimedia programmes necessary
 - Museums & Libraries
 - Tourists



ICT POTENTIAL SEGMENT

- Educational programmes schools & universities
- Multimedia – ex. Leonardo works of Medici University
 - Professional production software
- General public
 - digitised encyclopaedias – ‘live’ battles; animated history
- Management software (for administrations and multi property owners).
 - Multimedia



DISTRIBUTION & TECHNOLOGY DEVELOPMENT

- Mutual interests in developing the net as a transport and access media
- Interested in broad band to facilitate access and content transport
- Displays technologies for mini-screens and outdoor display
- High resolution technology for
 - content value added and
 - 3D rendering
- Laser for 3D models – walkthrough – guides, games and edutainment

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