"Managing digital content in the educational market: what role for repositories?"

With the support of

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Sala Notturno – Centro Servizi - Blocco D
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Bologna Fair Centre - Piazza Costituzione, 6
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Consortium Partners

"MANAGING DIGITAL CONTENT IN THE EDUCATIONAL MARKET: WHAT ROLE FOR REPOSITORIES?"

The Eleonet Conference is addressed to educational publishers, educational institutions' delegates as well as new players entering the e-learning value chain and aims at providing an outline of the European market of digital educational content, by focusing on the most relevant initiatives currently undertaken at national and international level.

The conference will present the Eleonet (European Learning Objects Network) project and its role in the European market of digital educational content.

After the presentation of the main findings from the market survey on the European e-learning value chain carried out within the Eleonet project, a demo of the Eleonet system will follow in order to present its approach to the management of digital content in the educational market.

The conference will then focus on existing repository's experience of the e-learning market in order to highlight the main features of the services offered both to publishers and content providers and to final users (i.e. schools, students) within their specific domestic market.

The Eleonet Project – Overview

Eleonet – European Learning Object Network is co-financed by the European Commission within the framework of the eTEN programme. It aims at extending the scope of the DOI to European eLearning environment by implementing a specific DOI application profile for Learning Objects. The DOI (www.doi.org) is a new standard identifier for any digital intellectual property entity, which main features are:

✓ Network actionability through the internet
✓ Persistent identification
✓ Semantic interoperability

The expected outcome of the Eleonet project is a system to register DOIs on LOs with a specific DOI Application profile.

The registration system currently features:

✓ A web site available in 4 language (English, Italian, Spanish, German)
✓ A multilingual search engine which allows learning communities and lifelong learners to search the DOIs and related educational metadata database; the search engine will include both simple and advanced search by widely accepted criteria, such as educational level, subject, type of use, age range, etc.
✓ A web editor allowing content producers to easily create DOIs and related LOM metadata according to a metadata schema interoperable with the existing standards
✓ A tool for the XML upload of DOI and related metadata, allowing multiple DOI registrations at once

For more information please visit www.eleonet.org .

CONFERENCE PROGRAMME

h. 9.30 – Registration

h. 10.00 - The digital educational content market – The European Scenario and Eleonet role
Speakers:
Cristina Mussinelli – AIE Eleonet project leader Italy
Giulia Marangoni – AIE Eleonet partner
Silvia Panzavolta – INDIRE Eleonet partner
Gabriella Scipione – CINECA Eleonet partner for technology

Which is the actual market for digital educational content in Europe? Which are the main players involved (content producers, intermediaries, learning communities)? Which are the emerging needs for learning that digital publishers should address? And what about the role played by economic, political and social factors (i.e. presence of public initiatives, penetration of technologies, features of the educational system, etc.) for the success of digital educational publishing?

The main findings from the market survey by Eleonet on four European countries (Germany, Italy, Spain, UK) and data from national and European observatories on the sector will be illustrated so as to highlight different emerging scenarios. A demo of the Eleonet system will be presented in order to explain its approach to the management of digital content within the educational market.

h. 11.30 – 12.30 - Educational Repositories: Case Studies from the European value chain
Speakers:
Tsuneo Yamada – NIME (Japan)
Maciej Dzióbek - Young Digital Planet (Poland)

The representatives of national and European initiatives for the creation of digital educational content repositories will present their own experience of the market, with a special attention to the key features of the service offered:

✓ Digital educational content offer (i.e. learning resources typologies and quantity)
✓ Services offered to final users (i.e. B2C and/or B2B customers) as well as to content providers
✓ Main users of the services offered (i.e. schools, universities, teachers, educational publishers, other players), emerging needs and perspectives for furthers added value services development.
✓ Overall scenario (i.e. Public and/or Private funding supporting learning objects production, funding for ITC diffusion in the educational environment, schools/universities attitude toward the use of digital educational material, etc).
✓ Other added value services and promotional strategies

h.12.30 – 13.00 - Conclusions
Questions and Answers - Closing remarks