



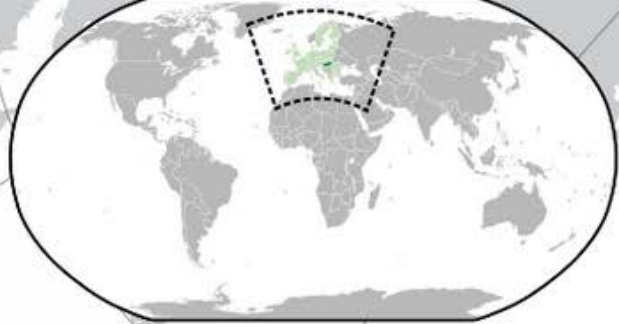
Museum Digitization in Hungary – The Past, the Present and the Future

Krisztián Fonyódi, Museum of Fine Arts, Budapest (Hungary)

Hungary

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- 93,030 square kilometers
- European Union since 2004
- United Nations, NATO
- middle power country
- 57th largest economy by nominal GDP
- the 15th safest country in the world.

Budapest - 2 million inhabitants

816 museums

A nighttime photograph of the Hungarian Parliament Building, a grand neoclassical structure with a prominent dome, illuminated against a dark sky. In the foreground, the Chain Bridge spans the Danube River, its white stone piers and suspension cables clearly visible. The city lights and the bridge's reflection are visible in the water.

Hungary

Museum Digitization in Hungary

- Digitization: the future of the country



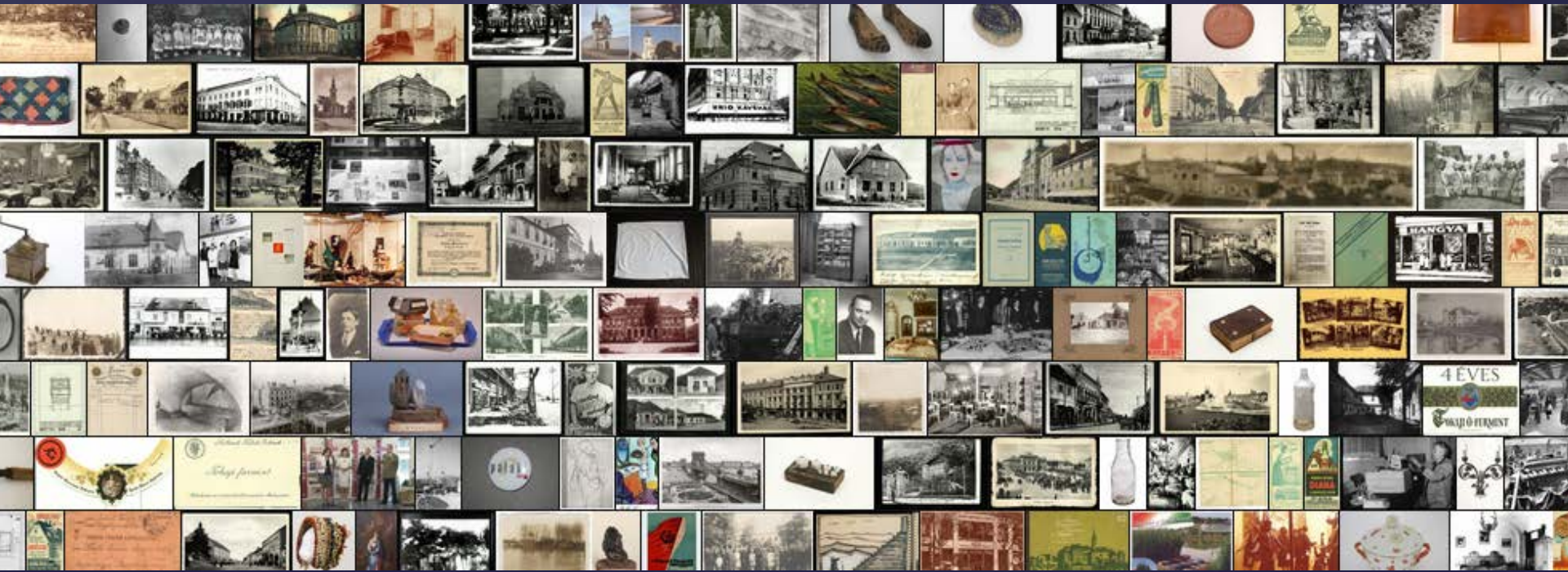
Museum Digitization in Hungary

Digital Welfare Programme (DJP)

- development and accessibility of wireless and wired networks
- the digital content they offer
- the development of the citizens' digital competency

Museum Digitization in Hungary

The Digital Welfare Programme (DJP) regards public collections, including museums, as content providers of decisive importance.



Museum Digitization in Hungary

Presentation and analysis of the achievements of museum digitization

- Significant efforts have been made in the past 10-15 years



Presentation and analysis of the achievements of museum digitization

- **Database building on the institutional level**
- **Digital strategy development**
- **The creation of search interfaces and service models**

Presentation and analysis of the achievements of museum digitization

Database building on the institutional level

- The MAMA (Database of Hungarian Museums) project started from 1996-97
- The Open-Air Ethnographic Museum
- Museum of Fine Arts – Hungarian National Gallery, Budapest



Gyümölcscsendélet papagájokkal és fehér kakaduvál



Presentation and analysis of the achievements of museum digitization

Results of database building efforts

- island-like, isolated digitization workshops
- collection databases mostly for own purposes
- the lack of standardization
- the variable quality of contents
- the lack of significant social utilization



Presentation and analysis of the achievements of museum digitization

Digital Strategy Development



Presentation and analysis of the achievements of museum digitization

Strategy development

- The Hungarian Information Society Strategy (MITS), including **the cultural sectorial strategy (2003)**
- **MANDALAT in 2012** - data policy **concept**: unifying and coordinating the digital contents of public collections
- creation a national aggregator

Presentation and analysis of the achievements of museum digitization

Results of strategic initiatives:

- lacking an action plan and the necessary resources the strategic plans can be claimed mainly successful in their theoretical preparation
- the earlier level of development of information technology did not allow the expected level of network cooperation, and the harmonization of various collection management systems
- the interests of the content provider were given priority, and not those of the users, therefore, the initiatives focussed mainly on the technical steps of digitization

Presentation and analysis of the achievements of museum digitization

The creation of search interfaces and service models

Several initiatives aiming at the aggregation of museum contents have been launched almost in a parallel manner since 2014-2015.

Two aggregation projects should be highlighted in the museum field:

MuseuMap (14 institutions, 54 000 objects)

MúzeumDigitár (76 institutions, 81 000 objects)

Presentation and analysis of the achievements of museum digitization

The creation of search interfaces and service models

Results:

- No museum aggregator
- No national GLAM aggregator



Digitization in figures

	Number of institutions	Names of institutional subsystems	Number of institutions belonging to the subsystem	Maintainer
Museums	816	national museums	13	state
		specialized national museums	16	state, foundation, business organization
		town museums with county rights	19	local government
		regional museums	64	state, local government
		thematic museums	33	state, local government, church
		museum collections of public interest	180	state, local government, church, private person, foundation
		exhibition spaces for museum collections	491	state, local government, church, private person, foundation

Digitization in figures

Collection items relevant for digitization is 25%

Total amount of collection items in museums	Amount of items to be digitized
59 million items	14.8 million items (25 %)

Digitization in figures

- only a small part of the items to be digitized have been digitized
- extremely variable quality
- it is highly questionable to what extent they meet the needs of today's users

Amount of digitized items	The proportion of digitized items compared to the aggregate of items to be digitized (%)
59 million items	8% (1.2 million items)

Digitization in figures

Survey on digitized items: (valuable items, researched items and items of interest)

- The "valuable" classification prevails, followed by the "interesting" and the "researched".



Digitization in figures

Accessibility indicators of the digitized items of museums



■
■
Accessible: 11 %

Vision



Vision

Public Collection Digitization Strategy (KDS) adopted in the
spring of 2017



Vision - Public Collection Digitization Strategy (KDS)

Basic premises

- Museums can only retain their decisive role in information management if they are able to exploit the opportunities offered by new technology.
- In the selection of museum items to be digitized **priority should be given to digitization for the purposes of publishing**
- Museum as a content provider
- The usefulness of museum content is seen as relevant in the areas of **public education and formal education** from the point of view of social utilization
- Close co-operation and a synergy with the sectors of formal and public education have priority

Vision - Public Collection Digitization Strategy (KDS)

The first phase of the implementation of the strategy, until 2020

- the proportion of digitized items of museums is close to 50% compared to the total number of items to be digitized (7.4 million items)
- creation of an content aggregator for all Hungarian musemus
- creation of an aggregator for the entire GLAM sector
- creation of digital learning materials based on museum content
- increase the other use of museum contents (touristic, creative industry)

Vision - Public Collection Digitization Strategy (KDS)

The second phase of implementation, until 2025

- the proportion of digitized items of museums is close to 100% compared to the entire number of items to be digitized (14.8 million items)
- WEB harvesting service
- Leading content provider for public education and formal education

Vision - Public Collection Digitization Strategy (KDS)

The National Digitalization Board (August 2017)

- the development and implementation of digitization pilote projects
- determination of the costs and methods of digitization

The first results of the pilot projects evaluations by the end of 2018



Thank you

Krisztián Fonyódi, Museum of Fine Arts, Budapest (Hungary)