DEN

Dutch knowledge institute for
culture & digital transformation

Future-proofing libraries

Maaike Verberk, DEN

March 1st, LibraryON; Press Play! / online

DEN

Maaike Verberk

General director– maaike.verberk@den.nl

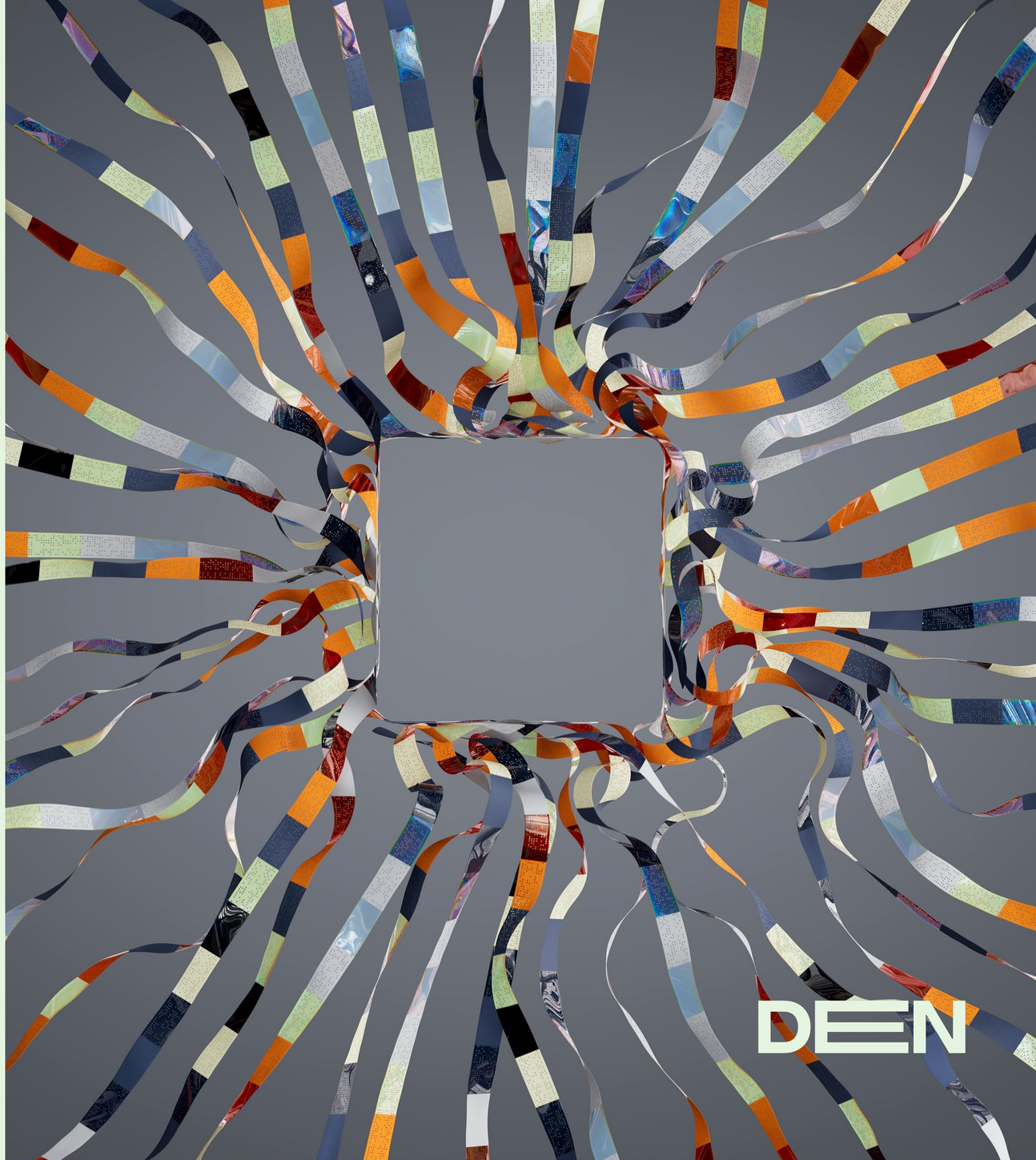
DEN, knowledge institute for culture & digital transformation

DEN is the driver of digital transformation for culture In the Netherlands.

We identify trends, support innovation, we develop knowledge and tools, stimulate partnerships and educate.

We make digital transformation actionable for cultural professionals.

LibraryOn: Press Play, March 1st 2024



Mission

DEN stimulates and supports cultural professionals and cultural organisations to put their audiences center stage, create additional value in the digital realm and increase their relevance in a changing society where digital innovation is default.

The urgency of digital transformation

LibraryOn: Press Play, March 1st 2024

DEN

ChatGPT

DEN

a Wilde striking. Photograph:
acion/Shutterstock

Actors on strike: Hollywood stars join the picket line – in pictures

DEN

Legal tech teams turn to AI to advance business goals

Our case studies highlight how the latest tools are helping speed up legal work

High potential: legal technology providers have been keen to see how generative AI could be applied to legal tasks © Yuri Arcurs/Alamy

Tom Saunders OCTOBER 19 2023

0

DEN

Contradicting research results in The Netherlands

Young People
(GENZ, born between 1995-2009)
are reading less and less ?

Or are they spending more time
reading than a few years before?

Jongeren lezen het minst en steeds minder, ook boeken

Het leespubliek van boeken bestaat vooral uit oudere mensen. Het leesgedrag van jonge generaties loopt achteruit.

KORT •

Onderzoek: Nederlandse jongeren lezen juist steeds meer

Rachel Kloek
14 september 2023 • Leestijd: 1 min

Changing audience behaviour

Los Angeles Times

ENTERTAINMENT & ARTS

The theatergoing habit is broken. How do venues get people back in seats?

New York Times' Michael Paulson writes:

"The pandemic was an accelerant [...] But the issues at the heart of this crisis — the aging of the audience, the growing role of streaming media in people's entertainment diets, the decline in subscriptions as the way consumers plan their theatergoing — were underway before it."

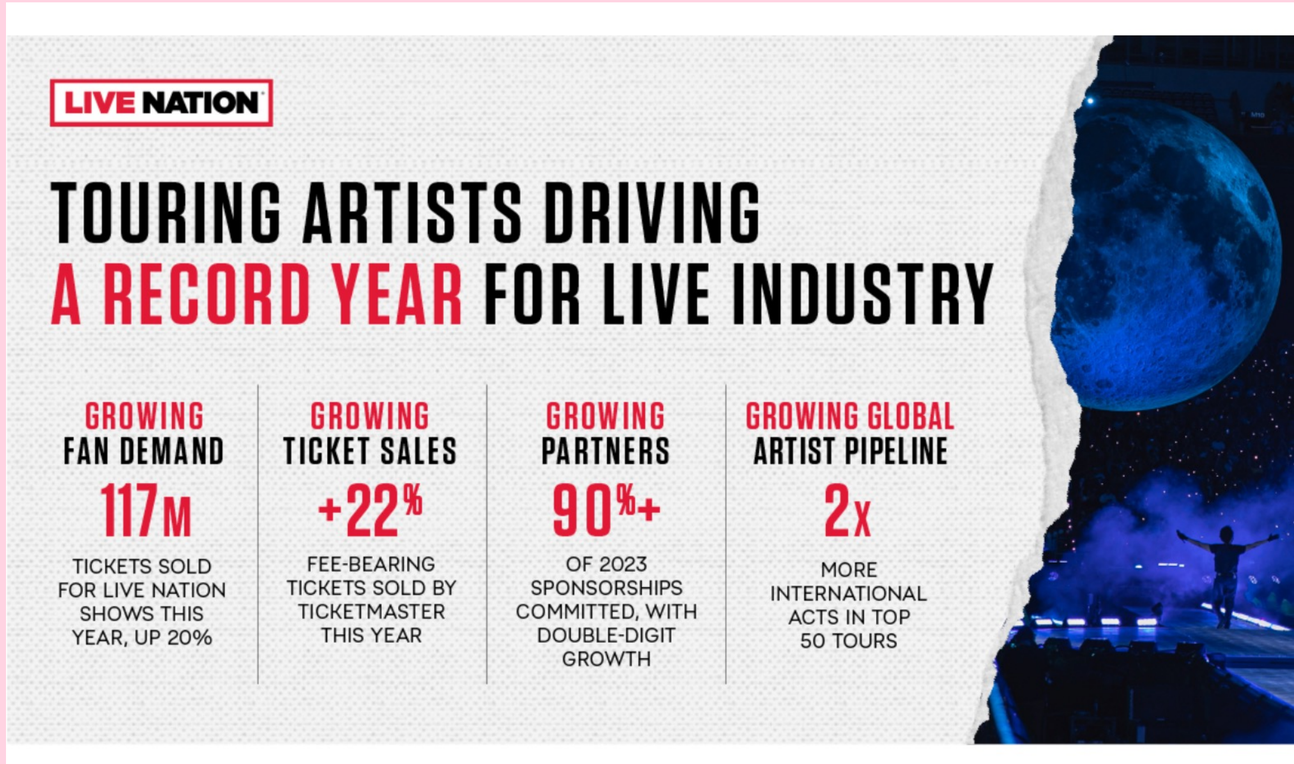
Government data shows slower return of audiences for some art forms

DEN

Audiences are elsewhere…

- Live Nation: ‘live music is bigger than ever, with global demand driving the industry to record levels’

- BBC celebrates record breaking figures in iPlayer and BBC Sounds in 2023



Netflix Gained Almost 6 Million New Subscribers In Q2 After Cracking Down On Password Sharing

By Radhamely De Leon

Published July 19, 2023, 6:34 p.m. ET

DEEN

Survey on amateur artists (NL. 2023)

Research results on **online educating and sharing:**

‘Almost a third of the practitioners educate themselves online.’

In addition, the internet and social media are many used platforms **to share their creations**.

Especially for amateurs that practice writing, dancing, photography, film drawing, painting, sculpting, etc.

LibraryOn: Press Play, March 1st 2024

‘Edutech is a gamechanger’

Intelligent technology is going to fundamentally change education.

EdTech companies: rise in revenu expected from € 1 billion in 2020 to over €20 billion in 2027.

LibraryOn: Press Play, March 1st 2024

28 sept '22 00:01

Onderwijsraad: opmars slimme tech is 'gamechanger', strenge spelregels zijn nodig

Ardi Vleugels

Intelligente technologie kan leren levensecht maken, bijvoorbeeld met virtual reality-brillen in de klas.

The rise of immersive experiences

“Purpose built venues designed to accommodate immersive and digital experiences are appearing around the world,

quickly becoming cultural and entertainment anchors of their respective neighborhoods.

“All the world’s a stage”:
The rise of immersive experiences

The rise of e books

Driven by convenience, cost and environmental factors.

The Rise of E-books: Exploring the Growing Popularity of Digital Reading

30 June 2023 By **Markus Reily** — **0 Comments**

LibraryOn: Press Play, March 1st 2024

DEN

The future of e books

- Integration of virtual and augmented reality technology
- Use of artificial intelligence and machine learning to personalize the reading experience

LibraryOn: Press Play, March 1st 2024

The rise of audio books

Driven by the experience of being more connected, the ablity to multitask, the storytelling experience and learning a language.

Published September 9, 2023

Lend me your ears... The rise of audiobooks in recent years

The rise of audiobooks is changing the way we consume content. The versatility of audiobooks is surely transforming our content experience.

5 MIN READ

The future of audio books

- AI- enabled voice to personalize the the experience
- Tekst-to-speech software can ensure mass conversions of books into audio formats
- Translating the originals to different regional languages makes the audiobooks more accessible
- Reducing the costs

LibraryOn: Press Play, March 1st 2024

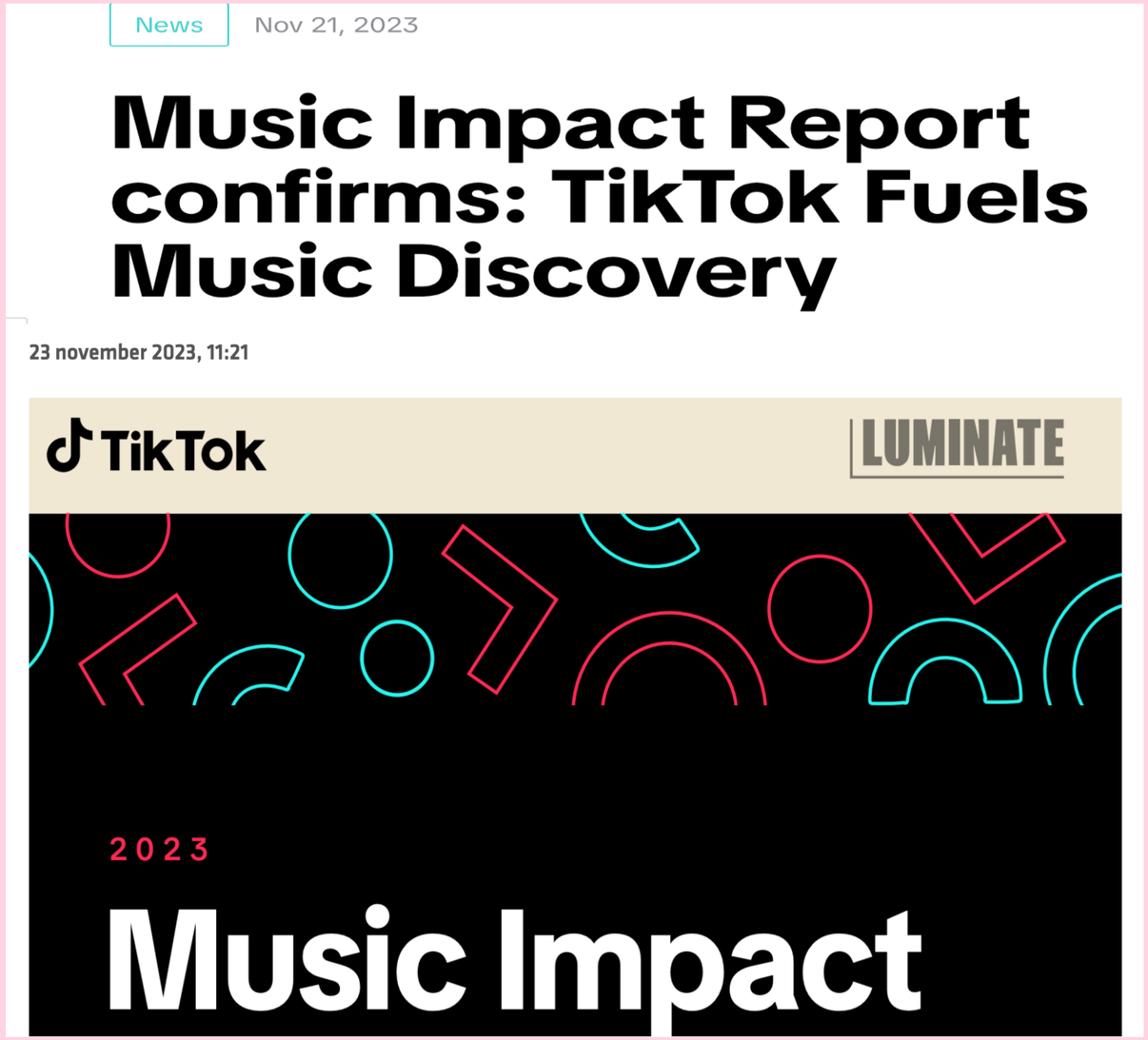
How TikTok's BookTok craze is 'making reading cool again'

Despite snobbishness in some quarters, book coverage on TikTok has encouraged a new generation of readers

CHARLIE ELIZABETH CULVERHOUSE | 6 Dec 2023

TikTok fuels music discovery

- TikTok users discover AND share new music content on social or short-form video (SFV) platforms than the average user of social or SFV platforms
- TikTok connects local artists with global audiences
- TikTok users generate financial revenue off platform



LibraryOn: Press Play, March 1st 2024

Characteristics Gen Z (born between 1995-2009): disruptive compared to previous generations

- Gen Z expects personalised interactions through various channels, they value individuality.
- Gen Z enjoys sharing and likes to take part in conversations on topics that interest them personally.
- Values are important: trust, integrity and transparency.
- They are drawn to organisations that take social responsibility.

Characteristics Gen A: (born between 2010-2024)

"This newest generation are part of an unintentional global experiment where screens are placed in front of them from the youngest age as pacifiers, entertainers and educational aids. "

@McCrindle Research

- shorter attention span
- gamification of education,
- increased digital literacy

LibraryOn: Press Play, March 1st 2024

Digital society

- Digital innovation in society increases and will never disappear.
- The audience of the future grows up in a digital world.
- The use of digital technologies is crucial to reach, connect and maintain audiences.
- Growing possibilities for new and additional value creation in the digital realm.

LibraryOn: Press Play, March 1st 2024

Digital transformation

LibraryOn: Press Play, March 1st 2024

DEN

‘The biggest part of digital transformation is changing the way we think.’

– Simeon Preston,

LibraryOn: Press Play, March 1st 2024

Digital transformation for a cultural organisation

‘Digital transformation refers to the **fundamental changes** in

customer interactions and customer experiences,
value propositions and business models,
operational processes, and in the management and use of information,

as a result of the impact of digitalisation on organisations and society.’

- Rick Maes, emeritus professor University of Amsterdam

Digital leadership
#1 Succesfactor in the proces of digital transformation:

- Digital transformation requires fundamental changes and these are 10% technology oriented and 90% people oriented.

- It touches upon all aspects of your organisation: culture, strategy, processes, network, skills...

- It requires an integrated approach reflected in a digital strategy that is alligned with your organisational mission and goals

DEN

Digital leadership

LibraryOn: Press Play, March 1st 2024

DEN

Top 3 competences

1. *Develop and execute a digital strategy*

2. support an innovative organisational culture

3. Stimulate new collaborations and networks

Tools to support the development of a digital strategy

LibraryOn: Press Play, March 1st 2024

DEN

Digital Strategy:

“90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy.’

MIT Sloan and Capgemini

It is important to explicit the choices for expanding your value creation and navigating the digital landscape while alligning with the organisational missions, goals and possibilities.

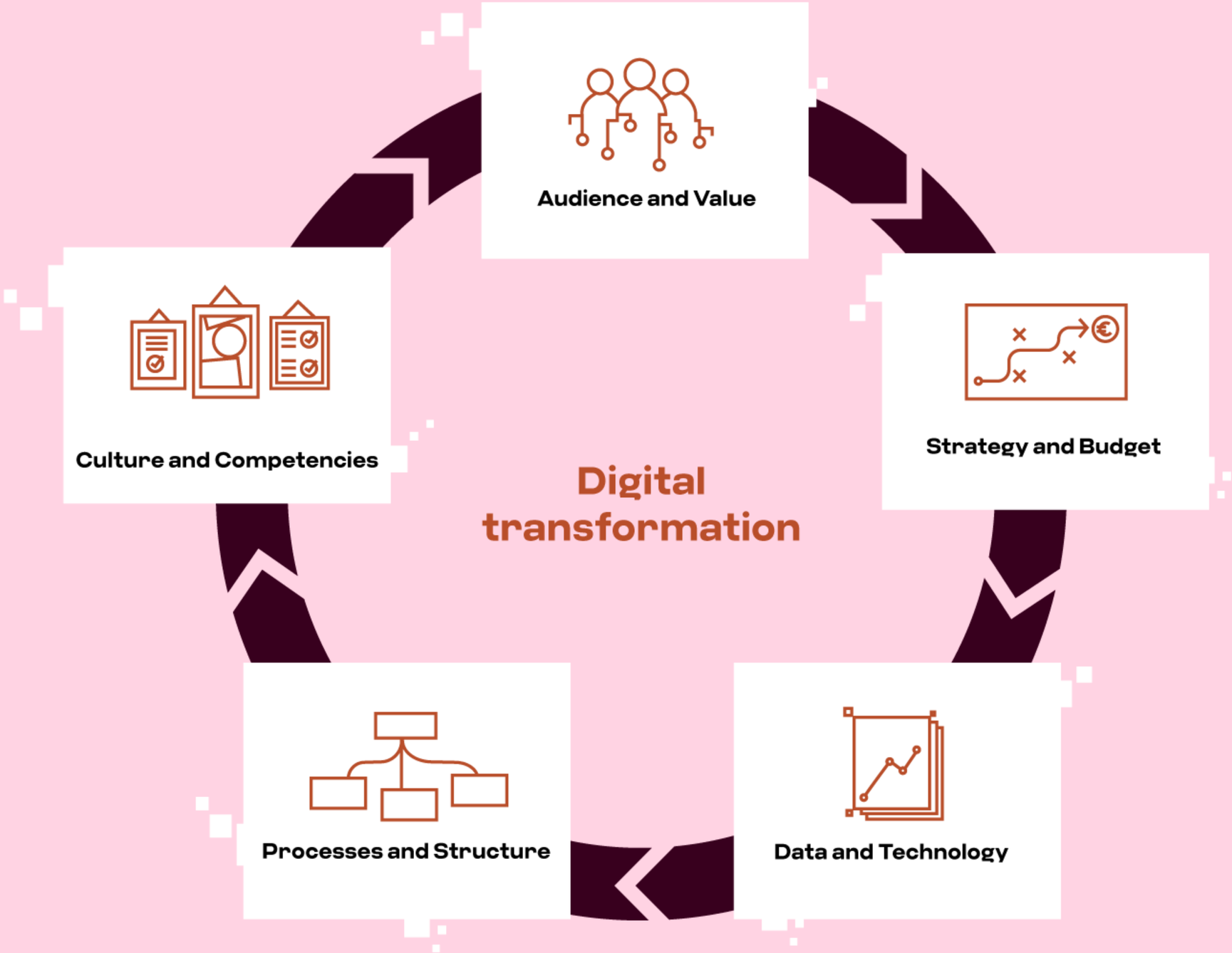
Digital transformation Scan

Scan on five aspects of digital transformation in a cultural organization.

1. Strategy and budget
2. Data and technology
3. Workprocesses and organisational structure
4. Organisational culture and competences
5. Audience and value

LibraryOn: Press Play, March 1st 2024

DEN


Audience and Value
Strategy and Budget
Data and Technology
Processes and Structure
Culture and Competencies
Digital transformation

1. Starting

You are at the start of the digital transformation of your organisation.

2. Learning

Your organisation is developing skills and gaining knowledge about digital transformation and new technologies.

3. Executing

Your organisation is able to implement and execute digital transformation initiatives.

4. Connecting

You are progressing from separate initiatives to strategy-driven digital activities.

5. Integrated

Your digital ambitions are integrated in your strategy with the audience at the center.

DEN

DEEN

Digitale transformatie | Onderwerpen | Kennis & inspiratie | Tools | Academie | EN / NL

Fase 1
Jouw organisatie is startend

Uitkomst: 1/5
Je staat aan het begin van de digitale transformatie van je organisatie. Hoe zorg je ervoor dat iedereen in de organisatie dezelfde taal gaat spreken zodat je een goed voorbereide start kunt maken met digitale transformatie? Waar begin je? Ontdek het op deze pagina.

Je persoonlijke resultaten zijn per e-mail aan je verzonden

← Digitale Transformatie Scan

In het kort: zo zet je de volgende stap

Stel je nieuwsgierig op, zorg dat de organisatie bereidwillig wordt om met digitale transformatie aan de slag te gaan.

Doe kennis op over digitale transformatie en innovatie en laat je inspireren door andere organisaties. Hierdoor krijg je niet alleen zicht op welk ambitieniveau je aanspreekt, maar ontwikkel je ook een gemeenschappelijke taal in je organisatie waarmee iedereen onderdeel wordt van de digitale transformatie. Tegelijkertijd kan je écht een eerste start maken door concrete acties in gang te zetten. Een digitale strategie helpt je hierbij.

Onze cursus innovatief werken kan je helpen een eerste stap te maken. Naar de cursus

Onderwerpen

- Publiek van toekomst bekeken
- Digitale strategie
- Digitaal beleid

Deel je uitslag

Advies per onderdeel

Hier zie je je uitkomst per onderdeel en ons advies om de volgende stap te nemen.

1 **Strategie en budget**
Huidige uitkomst: Startend
+ toon toelichting

2 **Cultuur en competenties**
Huidige uitkomst: Startend
- verberg toelichting

Een innovatieve organisatie ben je niet alleen. Breng in kaart welke digitale kennis en competenties je denkt nodig te hebben. Verbind talent aan je organisatie op het gebied van IT, digitale marketing en digitaal leiderschap. Of verken of bestaande medewerkers deze (verborgen) talenten in kunnen zetten of ontwikkelen.

Verdiep je verder:

Meer verdieping →

LibraryOn: Press Play, March 1st 2024

Futuring: A guide to the audience of the future to start new conversations with your team, guided by future scoping

A 5 step guide to future scoping using four scenarios.

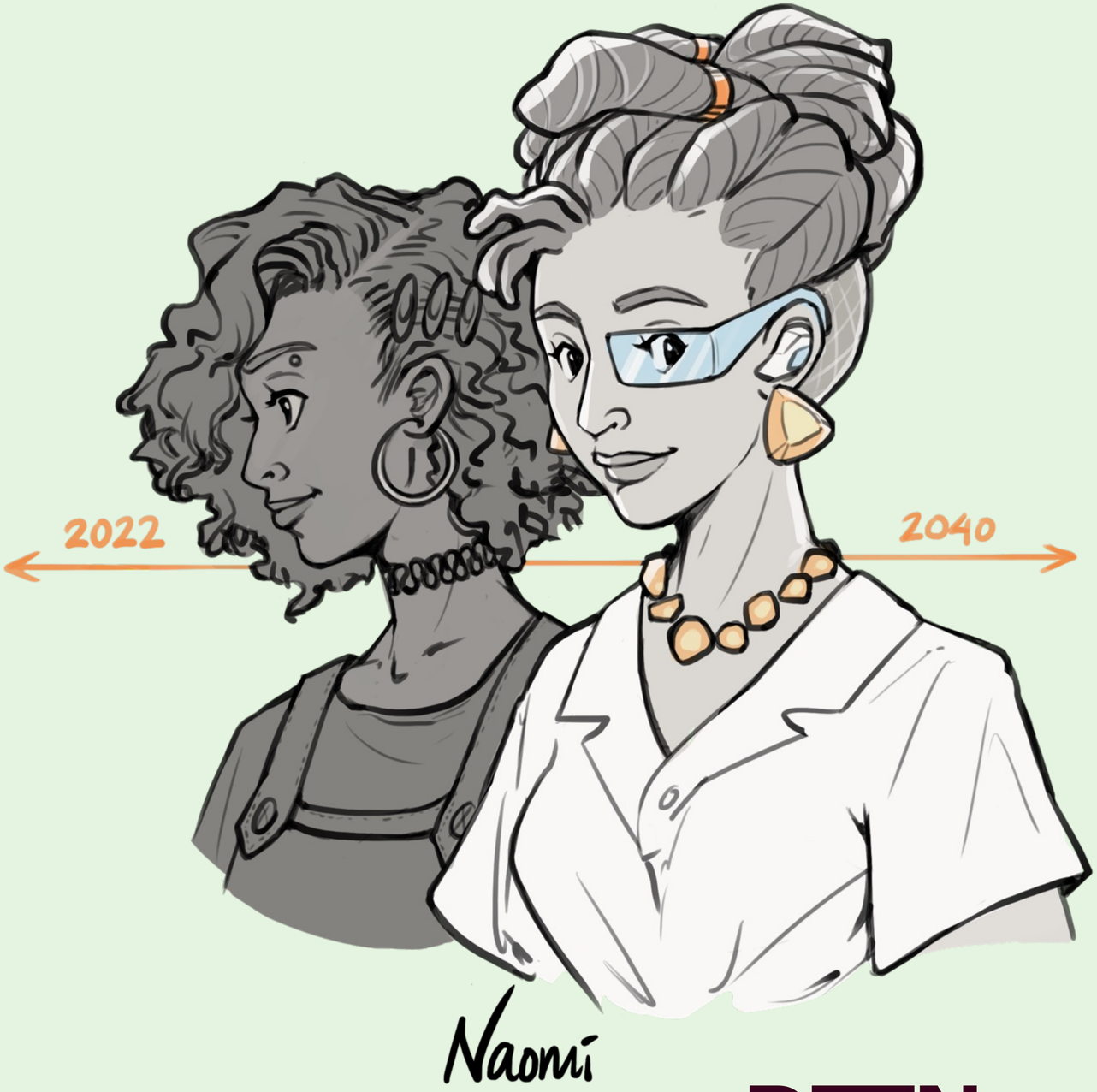
LibraryOn: Press Play, March 1st 2024

DEN

Futuring: scenarios for the cultural audiences of the future

- Futuring and practicing scenario dialogues makes your organisation more agile and resilient

- They are a solid basis to create a common vision for the future of a cultural organisation in a rapidly changing digital society with rapidly changing audience needs and expectations.



LibraryOn: Press Play, March 1st 2024

DEN

Active

Cohesive

Fragmented

Passive

DEN

An inspirational example: the digital strategy for the Library of Congres

"Digital techology enables us to sustain and expand services to all users, bridging gaps and strengthening connections. "

LibraryOn: Press Play, March 1st 2024

ital Strategy for the Library of Cong

An inspirational example: the digital strategy for the Library of Congres

“The Digital Strategy describes how we will use each interaction as an opportunity to move users along a path from awareness, to discovery, to use and finally to a connection with the Library through three main goals:

- Throwing open the treasure chest,
- Connecting, and
- Investing in the Future.

LibraryOn: Press Play, March 1st 2024

[Detail] The Adam Forepaugh & Sells Brothers. America's shows consolidate

ital Strategy for the Library of Cong

Wrap up

Digital transformation is a means for libraries to stay relevant in a changing society: new place making with knowlegde about changing audience behaviour.

To be succesful and benefit from sustainable new value creation, a strategic approach is necessary and therefor a leadership priority to create focus alligned with the mission of your library.

LibraryOn: Press Play, March 1st 2024

Questions?
Thank you!

DEN

Maaike Verberk, DEN
maaike.verberk@den.nl
den.nl/en