



### **Panel 3: Intermediaries & Users & Artists**

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#### **What to expect in terms of better access to or experience of cultural heritage thanks to new technologies?**

We create 400 million tweets per day, we up-load 48 hours of video material on YouTube in one minute, we change Facebook status 4 billion times per week. In less than two days world population generates as much information as we did from year 0 to 2001!

Taking those facts under consideration we will try to point out two key parameters important for attractive and efficient presentation and promotion of cultural content/goods through new ICT:

#### **1. Content selection**

It should always be remembered that content is the single most important feature of every cultural app. This means content has to be engaging, worthwhile, and in particular suitable for mobile use.

- Is it valuable content?
- Is it easy to read/watch/listen to and understand the content? For example when using a mobile device, users are often in a noisy and distracting environment, so information should be even easier than usual web content aimed at desktop use.
- Does it require updates? Updating can be a tricky aspect of mobile apps.
- How to adapt content to device features?

#### **2. Choosing the platform**

When developing a device-specific app, it is necessary to decide on all the different devices that are going to be supported.

The first thing to take into consideration is market share!

You are kindly invited to join us!