



Flanders
State of
the Art



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Policy perspectives on AI

Digital Transformation of the cultural sector

Policy context for digital transformation

Vision paper



Programmatic approach



Priority developments

Clear and coordinated agenda

➔ collective processes
datadriven ecosystems
digital maturity level

Objectives to which AI can be applied

Broadening and deepening relations with the audience

Developing a digital ecosystem

Creating a digital cultural treasure trove

Continuous innovation through experimenting and learning

Broadening and deepening relations
with the audience

Knowing your audience
Customized communication

Belgian Presidency of the Council of the EU

- Priority: Digital transformation of the cultural and creative sectors
- Know your audiences! Importance of European cooperation
- How?
 - Council Conclusions on data-driven audience development
 - [European conference](#)
 - Structural collaboration: [Ghent Manifesto](#)

AI versus creation

- AI as subject of creation (without applying it)
- Use of AI in the creation proces but not necessarily as part of the result
- Use of AI in the creation proces when it determines the form

Perceived threats

- The Algorithm as gatekeeper for selection and curation
- AI might take over creative work

Opportunities

- It allows a focus on what art really is
- Inclusion of audiences
- Inclusion of creators



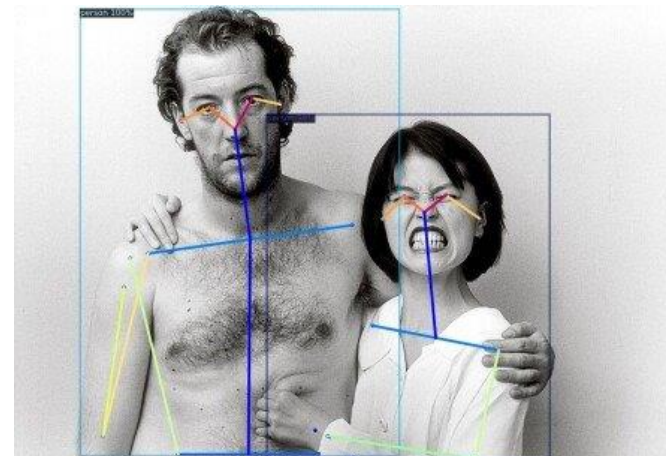
Creating a digital cultural treasure trove

Improving the usability and findability of digital content

➔ To increase efficiency in operational processes

AI used for

- speech, entity and face recognition
- restoration of film
- ...



EFRO
EUROPEES FONDS
VOOR REGIONALE
ONTWIKKELING



Europese Unie

Example: [GIVE](#) (meemoo)

CULTUUR,



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➔ **Standardisation of data** in order to enhance dataquality

Solid tradition of delivering open data, publishing on wikimedia-platforms, ...

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➔ **Creation of a value framework** to express public values through projects

How to deal with authenticity, polyphony, bias, ambiguity, fake news?

Specific role for musea, archives, ... to act as moderators

Continuous innovation through
experimenting and learning

➔ To increase the digital maturity and the innovation capacity of the cultural sector

Focus

- Digital leadership
- Strategic and operational skills
- Catering for different maturity levels
- Tools (eg. funding) to support innovation



Example: automated detection of insects and gas (MoMu)

imec.digimeter 2023

Digitale trends in Vlaanderen

monitors the ownership and use of media and ICT in Flanders
gauges the attitude of the population towards technological developments



The use of AI adds to an increase in efficiency

Efficiency might become a fourth dimension of the digital divide

Council of Ministers of Culture

Strengthening the Cultural and
Creative Sectors:

Future-proofing in the age of
artificial intelligence

May 14th 2024



[cultuur/digitale-transformatie](#)

