

# Plattform-Ökologien in Kunst und Kultur - Modelle und Entwicklungspfade

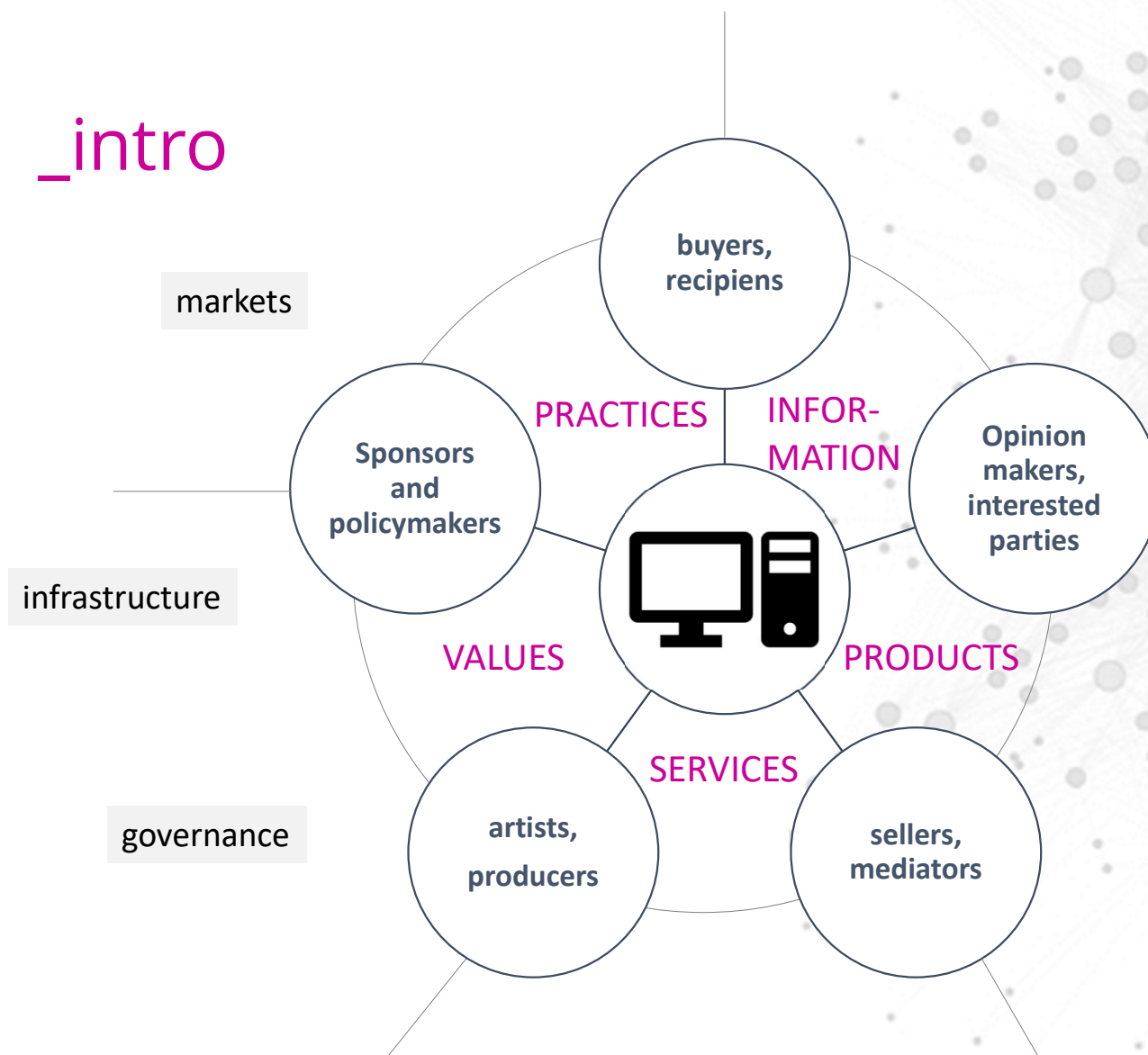
## Platform Ecologies in Art and Culture - Models and Development Potentials

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Dr. Diana Betzler  
[kontakt@dianabetzler.net](mailto:kontakt@dianabetzler.net)  
<http://www.dianabetzler.net>



# \_intro



- Platform ecologies are diverse
- Platform ecologies constantly evolve (platform evolution)
- Platform ecologies are extremely dynamic

# \_challenges for the cultural landscape

## General

- Economic freedom
- Freedom of expression and information
- Privacy rights (protection from harm, truthfulness)
- Protection of intellectual property
- Data security (Availability and compatibility of data trusted data rooms)
- Procedural guarantees

## Specific

- Global digital divide in cultural representation
- Equality of access, participation and production
- Diversity of cultural expressions
- Income for artists and creatives

....or chances?



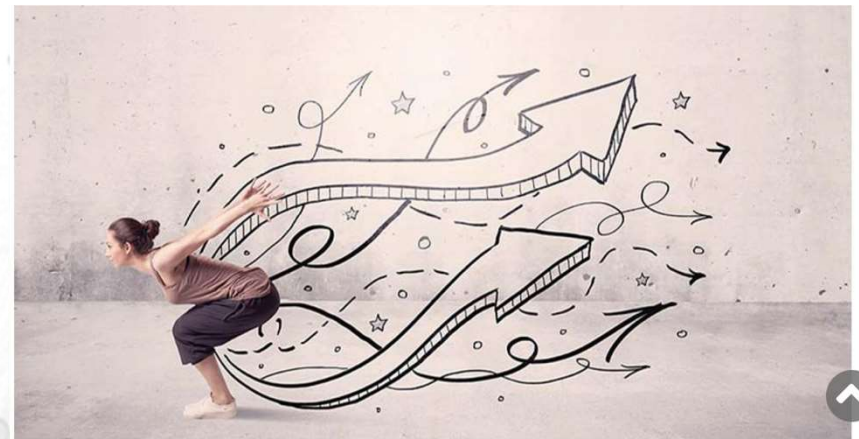
# \_platform policies

The rise of “platform policies”

## EXAMPLES

- Investment and tax obligations for streaming providers (Switzerland: "Lex Netflix" within Film Act).
- Creative Europe: Promotion of the development of regional and national platforms (for emerging artists)
- EU Resilience Program: e.g. Spain AVS HUB
- EU: Digital Services Act (DSA), Digital Markets Act (DMA)); transparency in use of algorithms, rules against inappropriate behavior
- UNESCO: Support to Collaborative Platforms in Contemporary Art Production and Cultural Industries, Serbia

## European platforms



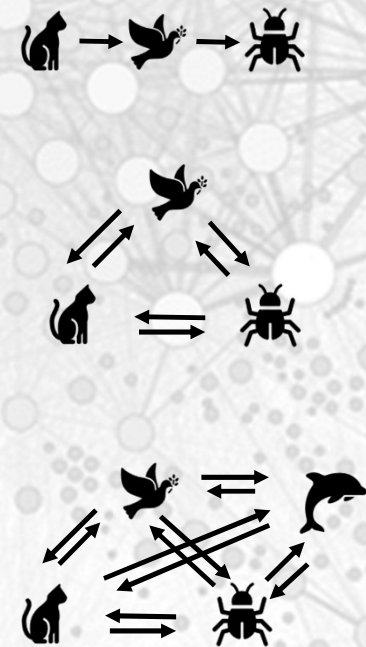
Source:  
<https://culture.ec.europa.eu/creative-europe/culture-strand/european-platforms>

# \_business models // typologies 1

platform model	role of platform	example
pipeline	mediator between byer and seller, fixed prices	often b2b, e.g. virtual book shop
listing fee	facilitator of discovery, variable prices, commission to platform	amazon, Christie's
2-sided	enabler, rules regarding openness, governance, logistics and pricing, transaction fee	Uber, airbnb, Superrare
multi-sided	orchestrator of multiple entities, transaction fees, all directions	Tourism platforms (hotels, guides, museums, events...)
membership fee	User pays monthly membership or subscription fee for access	netflix, spotify, samsungs` the frame television

**Others:** Lead Fee, White Label, **Freemium**, 1-Sided Model, Re-Sale, Affiliates & Referrals, API Monetization, Data Monetization, Dynamic (Surge) Pricing, Pay-As-You-Go, Embedded Finance, Private Label, **Token Based**, **Platform Cooperative**, Nonprofit based on voluntary engagement, and more....

**Source:** <https://www.euro-freelancers.eu/4-key-platform-economy-business-models/>



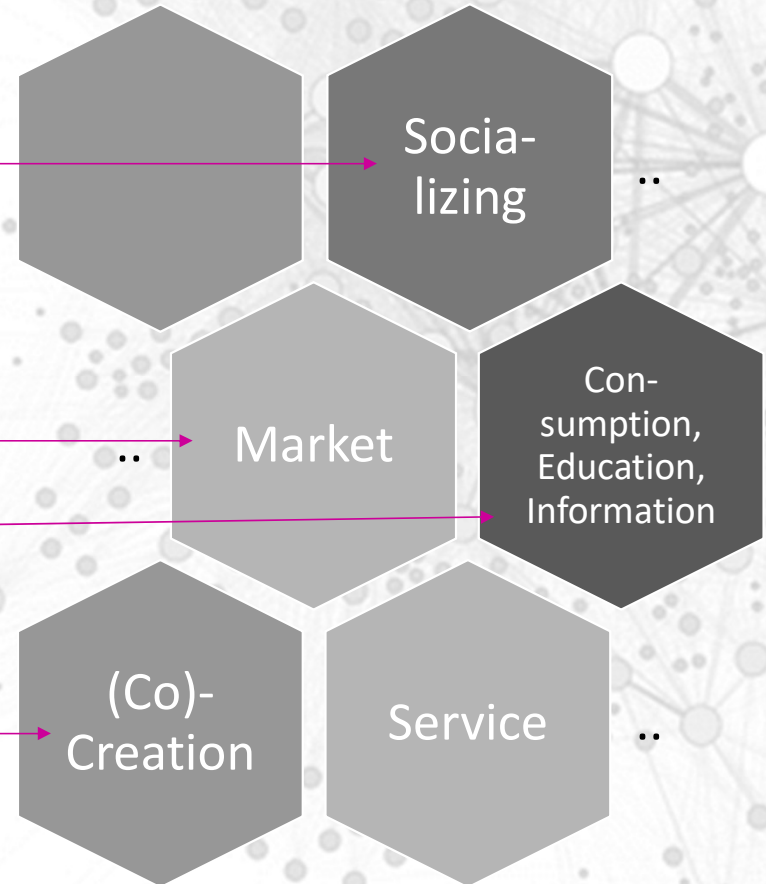
## \_purposes // typologies 2

e.g. associations (branch, regional, artists, cultural organizations, producers).

e.g. auctions

e.g. archives, public media

e.g. gaming, design



# \_examples: PlaySuisse

## „Service Public“

- National. 17 radio and 7 television programs
- Regional. 26 licensed local radio stations and 13 regional television broadcasters.
- Online offer: apps, podcasts, social media news
- Information platform SWI swissinfo.ch
- Advertising ban
- Playsuisse use. 17% (1,1 mio., occasionally)

## Financing SRG SSR

- Media levy („Abgabe für Radio und Fernsehen“; 80 percent)
- Commercial income (15 percent)
- Other (5 percent)

### Unbegrenzter Zugang zu den Sendungen der SRG – Kostenlos

Play Suisse bietet Ihnen das Beste an SRF-, RTS-, RSI- und RTR-Produktionen und -Koproduktionen. Da Play Suisse über die SRG finanziert wird, fallen für die Nutzung des gesamten Angebots keine zusätzlichen Kosten an.

**SRG SSR**

RSI

RTR

RTS

SRF

### Entdecken Sie die Schweiz – ohne Sprachbarrieren



Neuerscheinungen, Erfolgssendungen und das Beste aus unseren Archiven. Jeweils in Originalversion mit Untertiteln auf Deutsch, Französisch, Italienisch und vereinzelt auch auf Rätoromanisch oder in verschiedenen Synchronfassungen.

# \_examples: MX3.ch

„Service Public“

- A music platform from SRF3, Virus, Couleur3, Rete3 and Radio Rumantsch.
- Musicians have the opportunity to present their music to the five radio editors and the rest of the world.
- Fans, organizers and labels can also register here and start looking for Swiss creations.
- On average, well over 100,000 people visit Mx3 during a month.
- 30.813 Swiss Bands registered.
- Users, club labels and festivals from all over the world.



## Services.

- Parametric radio
- Tools for registered: Contacting, communication, booking, contracts, own playlists, selling function, curated radio playback, support for SUISA, artist presentation

## \_examples SAPA

- Schweizerisches Tanzarchiv + Schweizerische Theatersammlung STS
- Foundation, Bern, Zurich, Lausanne
- 200,000 data records, of which around 120,000 relate to people, institutions, productions and places related to the performing arts in Switzerland and 80,000 to the documents kept in collections.
- Expert services
- Open access to metadata
- Financing:  $\frac{3}{4}$  public,  $\frac{1}{4}$  private institutions (mostly foundations)



## \_examples: KIM.ch

- Collection of cultural assets (KIM.collect)
- Digital presentation of the cultural treasures, events, and informations of museums of Baselland (KIM.portal), more than 50.000 objects
- Collaboration and knowledge sharing among each other (KIM.connect)
- Financing: Stiftung Museen Basellandschaft, Swisslos, European Commission
- Voluntary engagement.
- More than 20 years experience

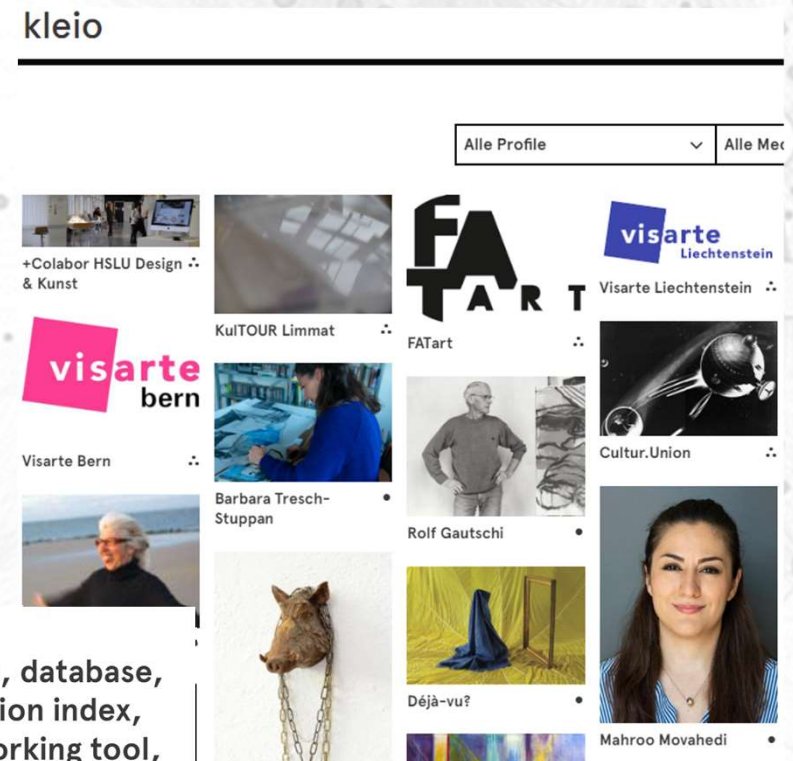


40 museums and arts organisations from Baselland and other partners

## \_example: Kleio.com

- All people and institutions from culture, art, design and research
- Around 2.000 profiles, mostly Switzerland
- Subscription (monthly fee)
- Data storage
- Grassroot, community-driven, social oriented
- Multi-sided, personalized (forthcoming)
- Until 2021, no public financing, voluntary engagement, 1/3 self-generated revenue, private (owner, family and friends) investments.
- In 2022 transformation project, Canton Zurich

**kleio is your**  
website, lookbook, portfolio, database,  
catalogue raisonné, collection index,  
estate and bequest index, working tool,  
think tank, research directory, network,  
platform, community




# \_examples iazzu.com

## “Marketing- and Communication-Tool”

- Digital presentation of arts works
- For professional, “listed” artists, DACH-Region
- Artists, galleries, and museums
- 30.000 collectors
- + 30% sales conversion
- AI-function: Presentation of arts in private rooms
- Financing: Private investments
- Subscription (monthly fee)

Multi Platform	?	✓
Tailormade	?	✓
Data Entry	?	✓
Online Viewing Room		✓
3D Visualization		✓
Augmented Reality	?	✓
Direct Communication	?	✓
Reengagement	?	✓
Rich Content Integration	?	✓
12+ Currencies, 4 Languages	?	✓
Personalized Analytics	?	✓
Data Privacy	?	✓
Ad-Free	?	✓



**IAZZU FOR EXHIBITORS AND ARTISTS**

We help you go digital and reach more art lovers!

**IAZZU FOR ART LOVERS**

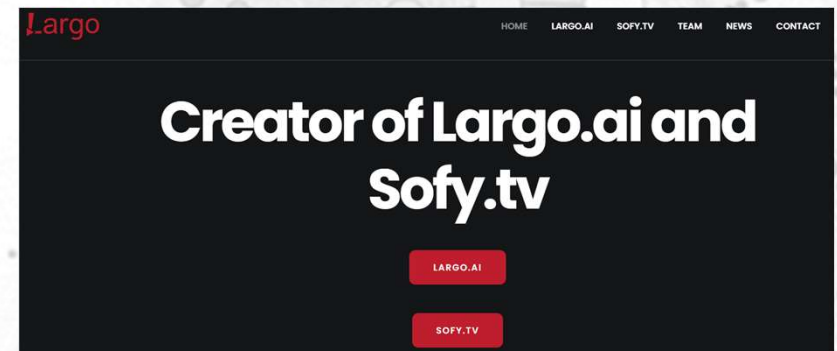
The world of art at your fingertips!

# \_examples Largo.ai

## „Film-making-platform“

- Features for filmmaking and pitching (per subscription), AI, process procurement, script writing
- Connecting movie producers and distributors
- 1.000 film projects
- Scope. Europe and North America
- Finance: ½ Public, ½ Private, 35 percent user income

Cross-financing with Sofy.tv: Short movies (pay per movie, or rental).



# \_inventory

Platform Name	Main Function	Business Model(s)	Financing Structure	Sphere	Scope
Play Suisse	Consumption, Education, Information	service public, free	Public	Public	Switzerland
MX3.ch	Market	service public, multi-sided, free	Public	Public	Switzerland
SAPA	Consumption, Education, Information	one-sided, free	Public/ private	Public	Switzerland
KIM.ch	Consumption, Education, Information	two-sided, free	Public	Public	Canton Basel-Land
Kleio.com	Social	multi-sided, subscription	Private/ public	Civic/ Private	Switzerland, International
lazzu.com	Market	2-sided, subscription, listing fee,	Private	Private	Germany, Austria, Switzerland
Largo.ai	(Co-)Production	multi-sided	Private/ Public	Private	Europe and North America

## Learnings (so far)

- Platforms with archive-character offer information open to public, little of no user participation.
- Grass-roots, private, and public initiatives, a lot of «hidden» civic engagement!
- Often publicly financed, clash between scope of reach and financing structures platform policies?
- Businessmodels still in their infancy. Sustainability?
- Still open: Questions of open data (Hackathron, open.ch9

# \_opportunities and needs

How can we foster platforms in arts and culture in Switzerland and elsewhere?

- ORIENTATION (where? why? for what?)
- COMPETENCIES (how?)
- COOPERATION (with whom and how?)
- FINANCiNG (platform adequate)

DISCUSSION:

<http://www.dianabetzler.net/lounge>

Login: fresh



# \_thank you

To Sylvain Gardel, Alex Meszmer, Jan Lässig,  
Sami Arpa, Romana Kunz, Fosca Tóth, Anina  
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more.....



# \_contact

**Diana Betzler, PhD** is senior researcher, consultant and lecturer.

Her research centers in the fields of arts, public policy and sociologie, with special interests in digital transformation, organisation theory, cultural production, and cultural policy. She is owner of the start-up SparksNet.

## Contact

Dr. Diana Betzler

[kontakt@dianabetzler.net](mailto:kontakt@dianabetzler.net)

<http://www.dianabetzler.ch>

Or via LinkedIn

<https://www.linkedin.com/in/dianabetzler/>