



共享数字文化 促进社会和谐

Current Situation and Future Priorities of National Cultural Information Resources Sharing Project

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Development Center, Ministry of Culture**



National cultural information
resources sharing project

1. Current situation of the National Cultural Information Resources Sharing Project

Necessity of public digital cultural construction

Building a modern public cultural services system.

——Decision of the Central Committee of the Communist Party of China on Some Major Issues Concerning Comprehensively Deepening the Reform in the third Plenary Session of the 18th CPC Central Committee

As an important part of the public cultural service system, public digital cultural construction is a new platform and frontier of cultural construction under digitalization, informationization, and network environment. It uses information technology to expand important paths for public cultural service capacity and communication scope, which is of great significance to bridge the digital divide, meet people's demand for culture, enhance the cultural quality of the whole nation and construct the system of core socialist values.

(A Guidance on Further Strengthening the Construction of Public Digital Culture by Ministry of Culture and Ministry Of Finance)



Three major public digital culture projects for the benefits of people

National cultural information resources sharing project

Digital Library project

Public digital reading room construction plan

The Culture Sharing Project

Initiation

- April, 2002

Organization and implementation

- MOC and MOF

Construction objectives

- Using modern new technologies, sending excellent Chinese culture and modern social cultural resources to people nationwide to achieve joint construction and sharing of excellent cultural information.

Project positioning

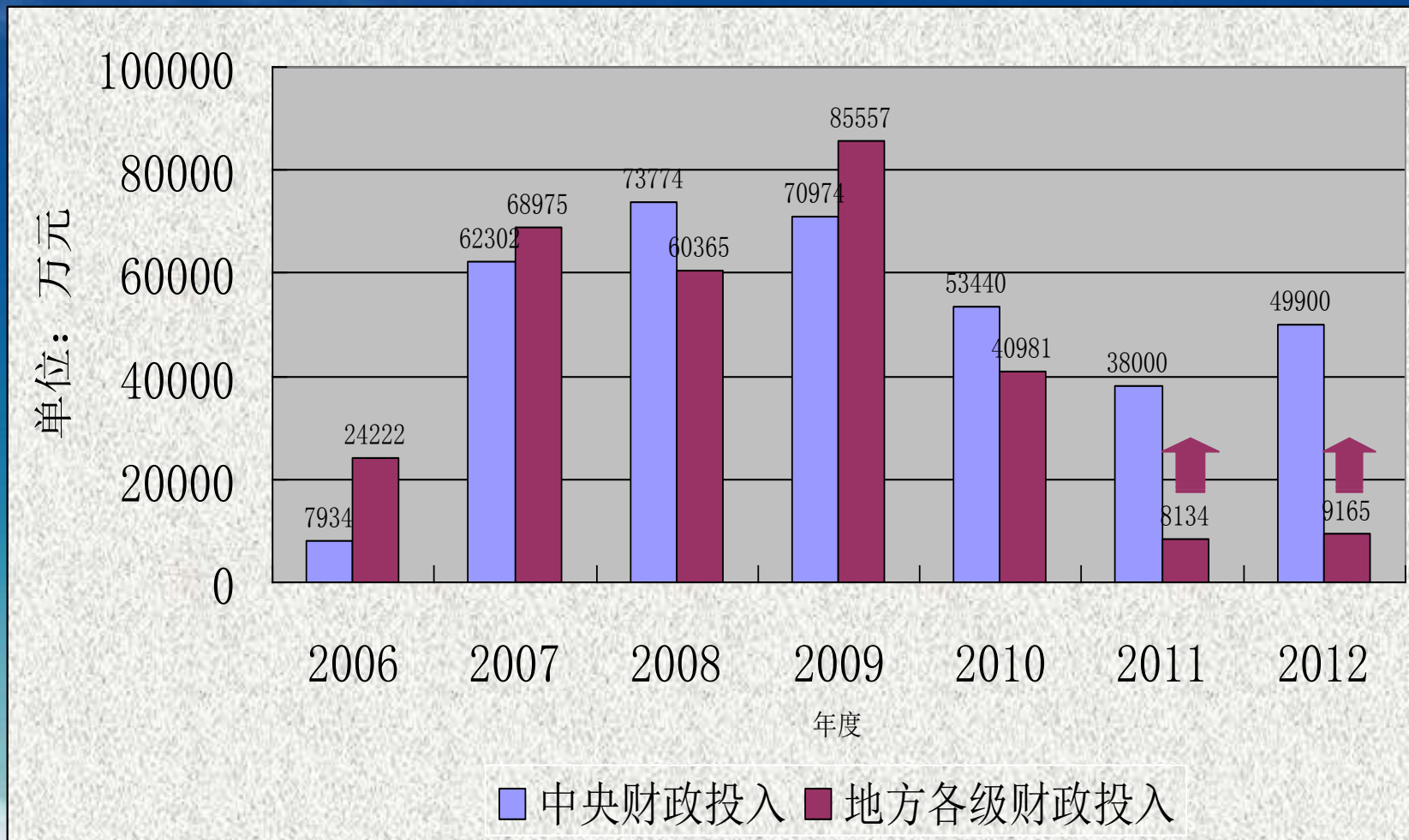
- Strategic and basic projects, major cultural projects for the benefits of the people, major cultural innovation projects of public cultural services.

Attention from the party and the state

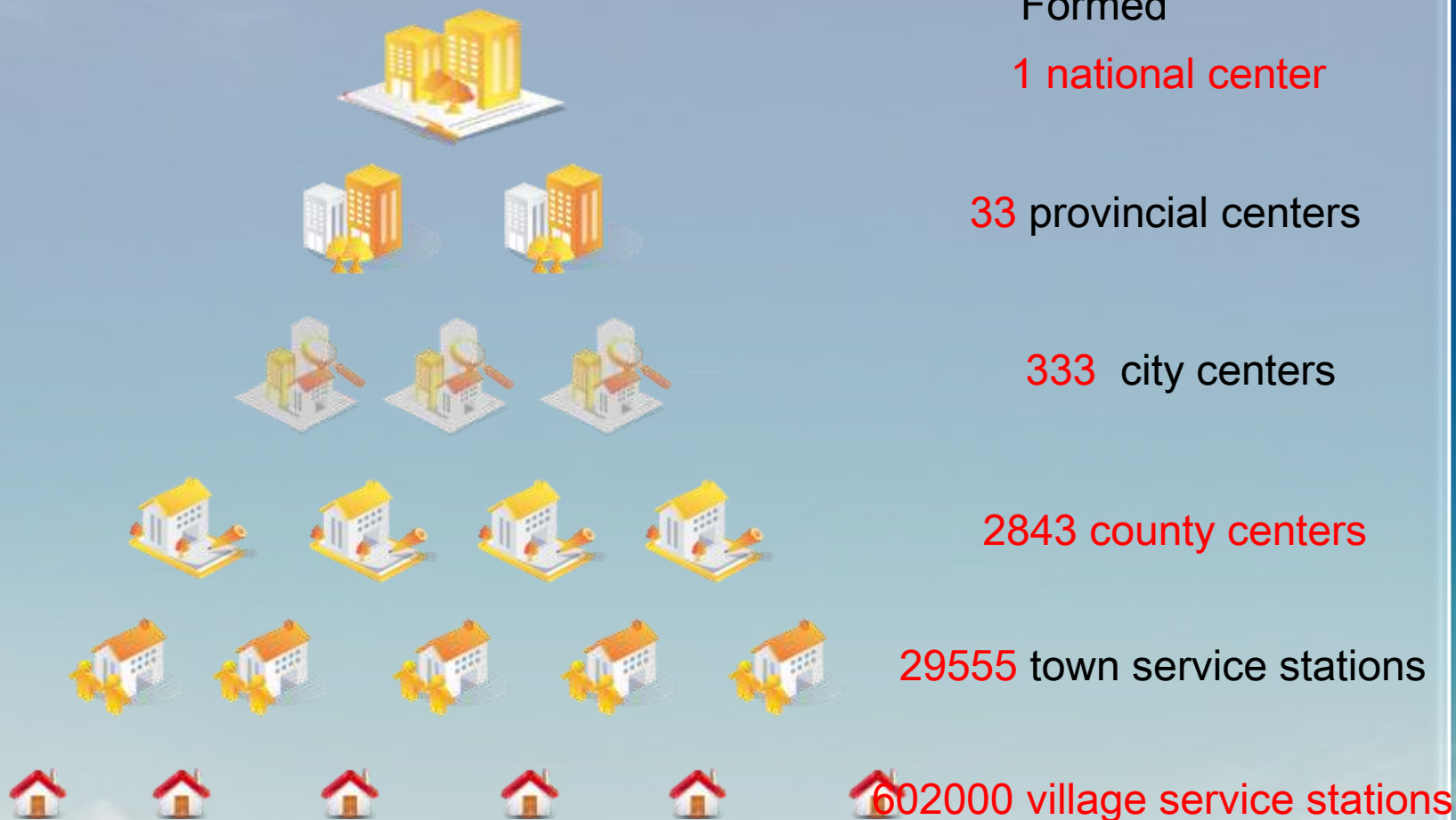


It has been included in a number of important documents, such as the 11th Five-year Plan for National Economy and Social Development Plan, the 12th Five-year Plan for National Economy and Social Development Plan, Outline of the Cultural Reform and Development Plan during the National “11th Five Year Plan” Period, Outline of the Cultural Reform and Development Plan during the National “12th Five Year Plan” Period, China's National Strategy on Informatization Development: 2006-2020. State leaders have made important instructions on many occasions and inspected the cultural sharing project grassroots service stations.

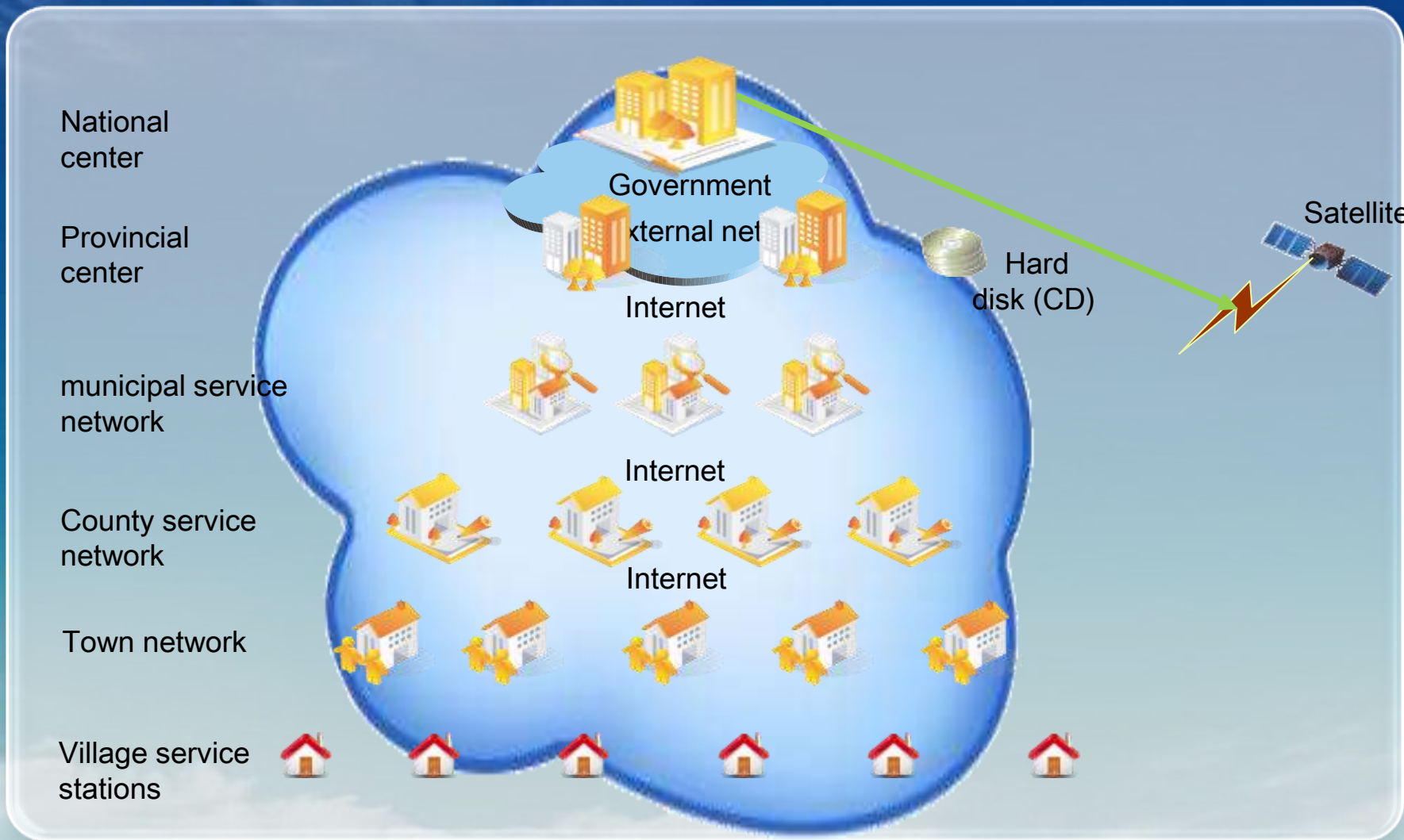
Financial input system has been gradually formed



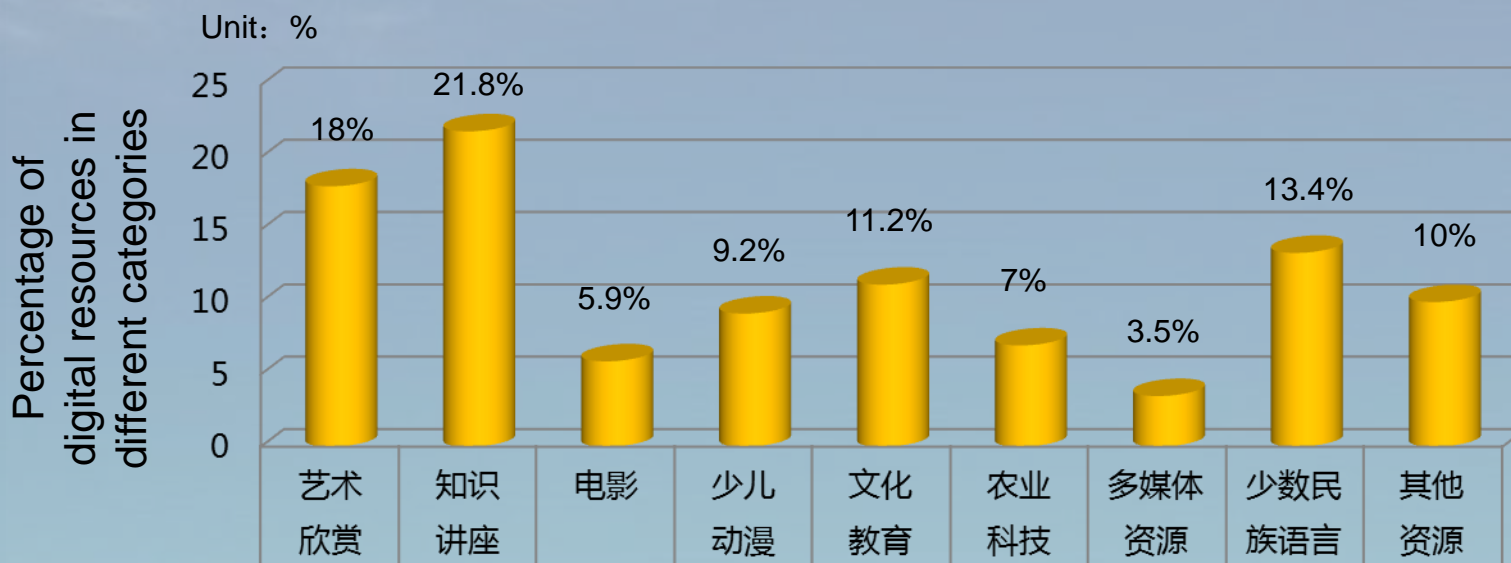
Six-tier service network



Transmission model



Size of resources construction

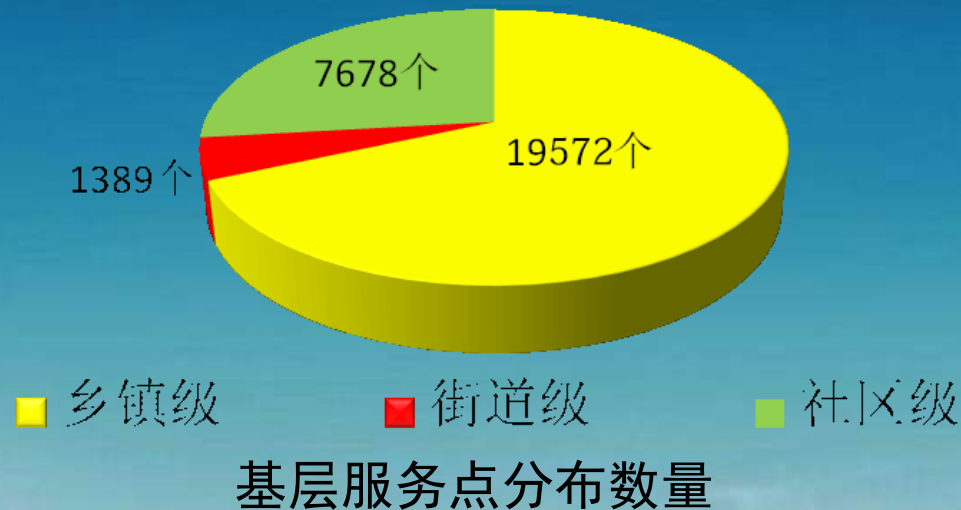


The resources of the development center includes 67025 episodes video of 35520 hours, 93900 audio materials of 23006 hours, 54972 digital books, 3704 types of journals, and 1715 class hours of audiovisual courseware.



Public e-reading rooms construction in full swing

A public e-reading room service system with safe contents, standard services and wide coverage has been formed.



II. Future priorities of the NCIRS project

Three transformations

建设方式从铺摊建点的规模化建设向专业化和品牌化转变

工作重点从侧重设施建设向侧重管理服务转变

发展模式从单一化向社会化转变

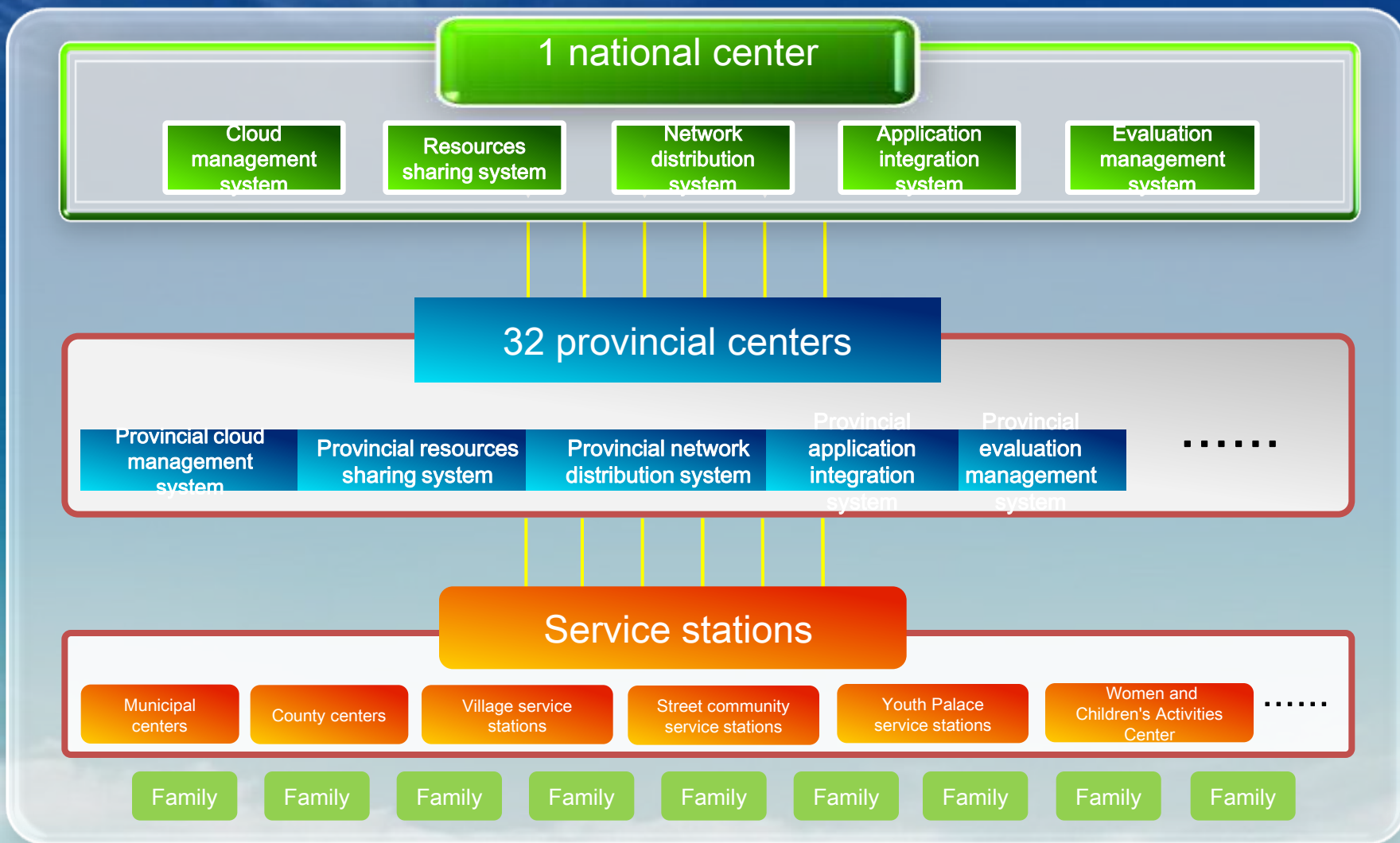
◇ **Constructing two platforms and striving to achieve the transformation of public digital cultural services technology platform from scale to specialization**

◇ **Promoting three networks and strive to bring public digital cultural services to people**

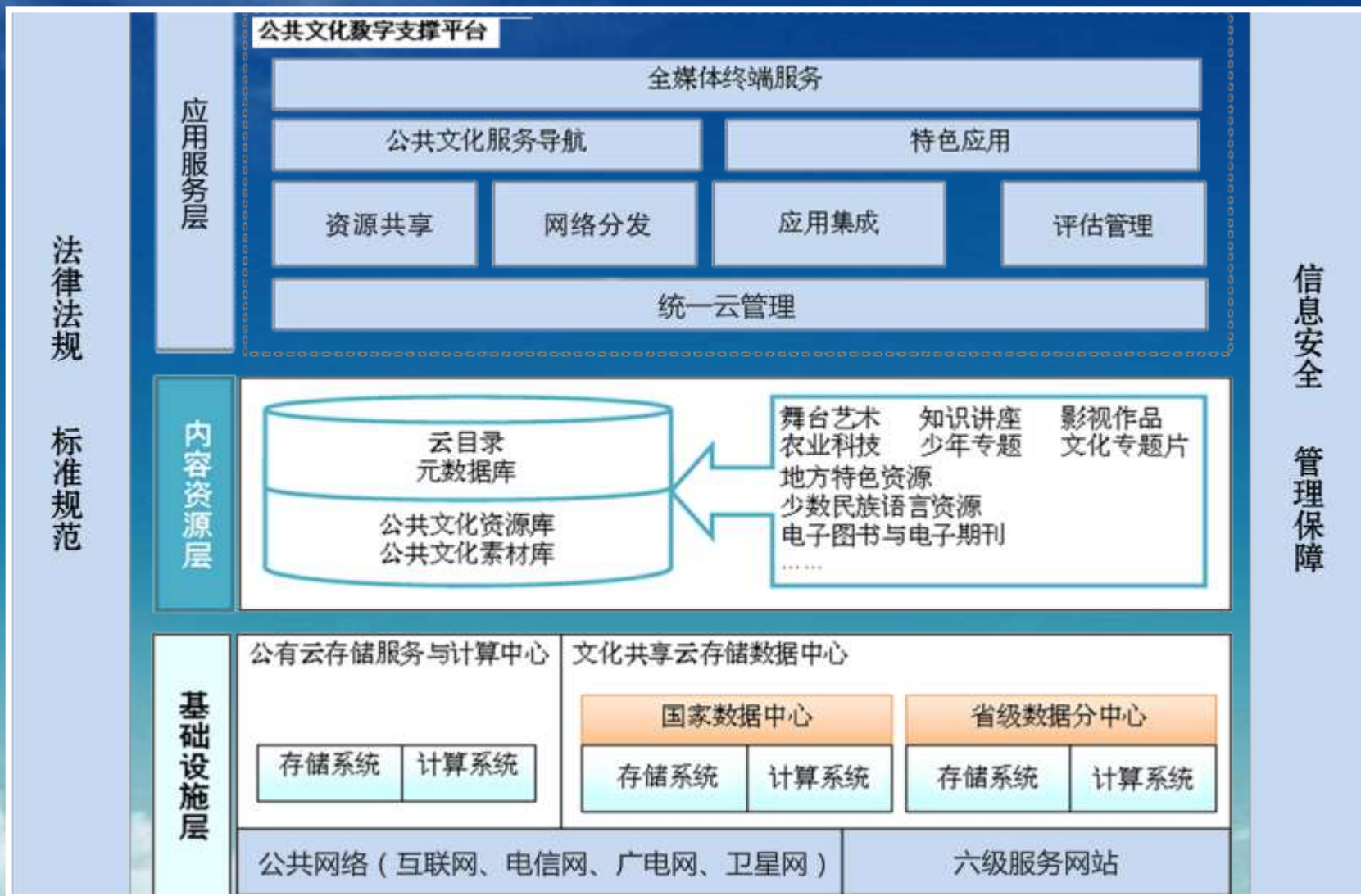
◇ **Building a series of brand service items and striving to enhance the service level of public digital cultural service level**

◇ **Strengthening coordination and management and constructing a public digital cultural resources database with rich contents while advancing the policy research and system design of public cultural service system.**

National Public Cultural Digital Support Platform



System Framework of National Public Cultural Digital Support Platform



Standards of National Public Cultural Digital Support Platform

Digital Cultural Resources



Organization



Storage



Classification

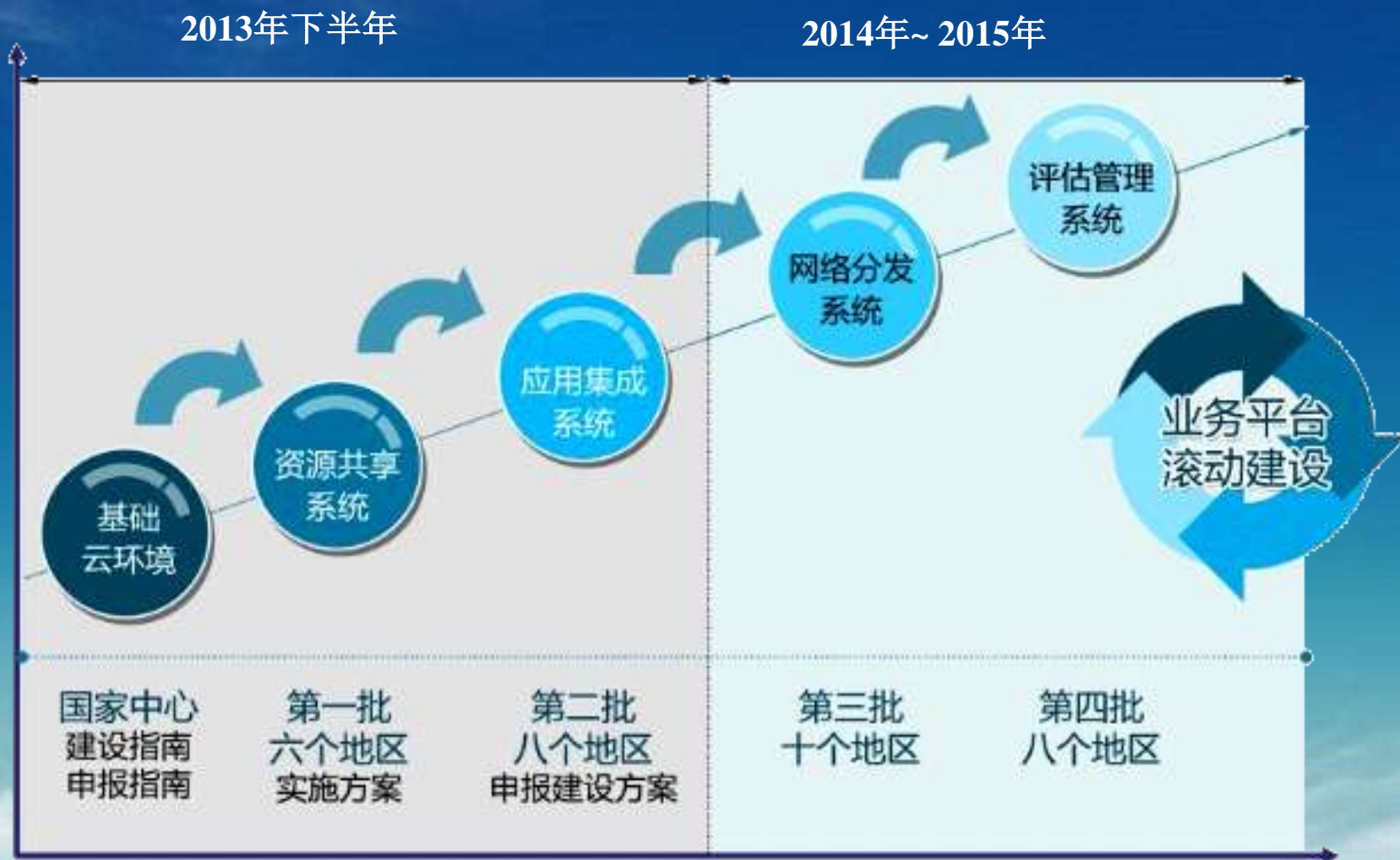


Exchange



Copyright
protection

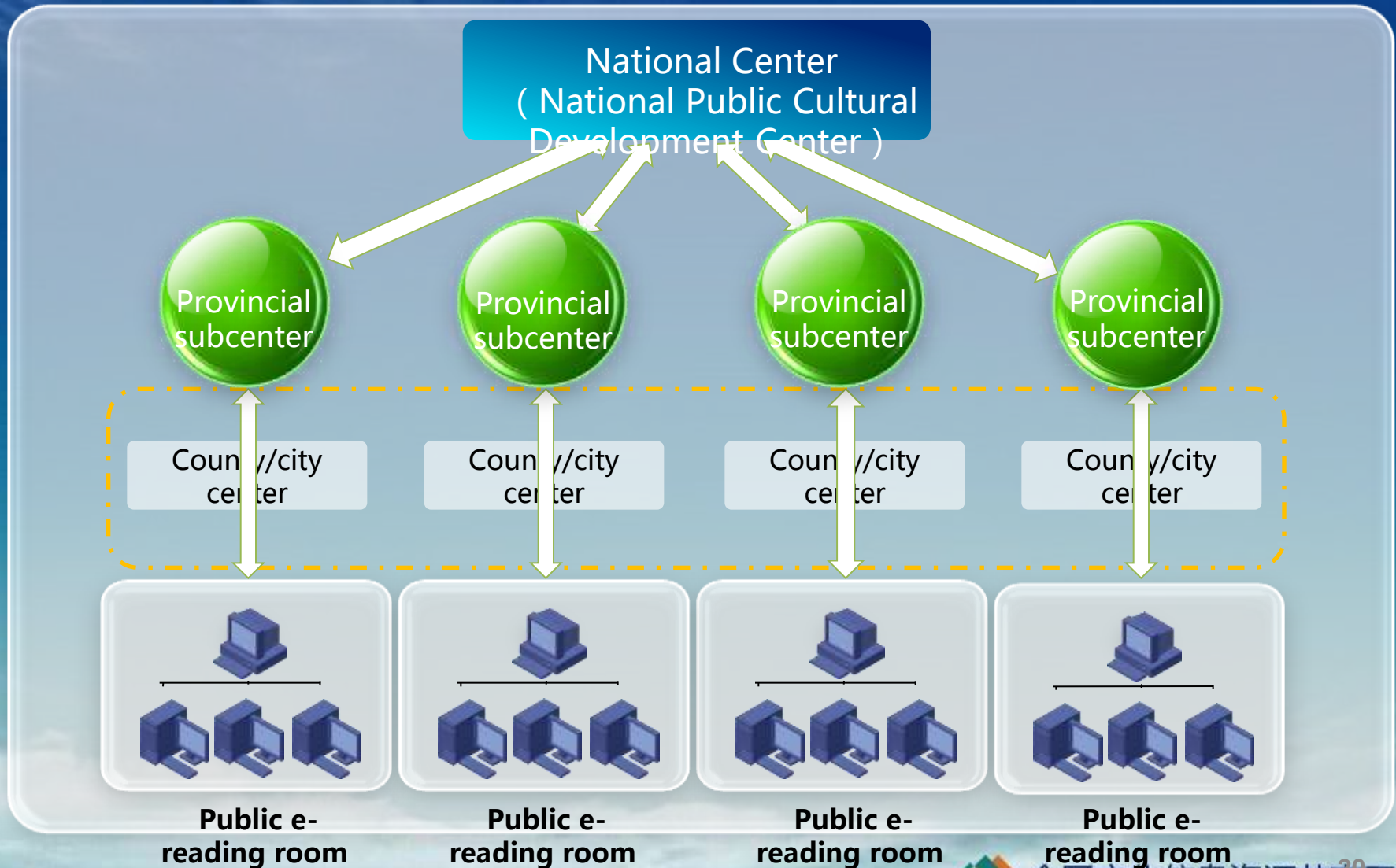
Schedule of National Public Cultural Digital Support Platform



Special application of National Public Cultural Digital Support Platform



Platform Framework of National Public E-reading room Management Information System



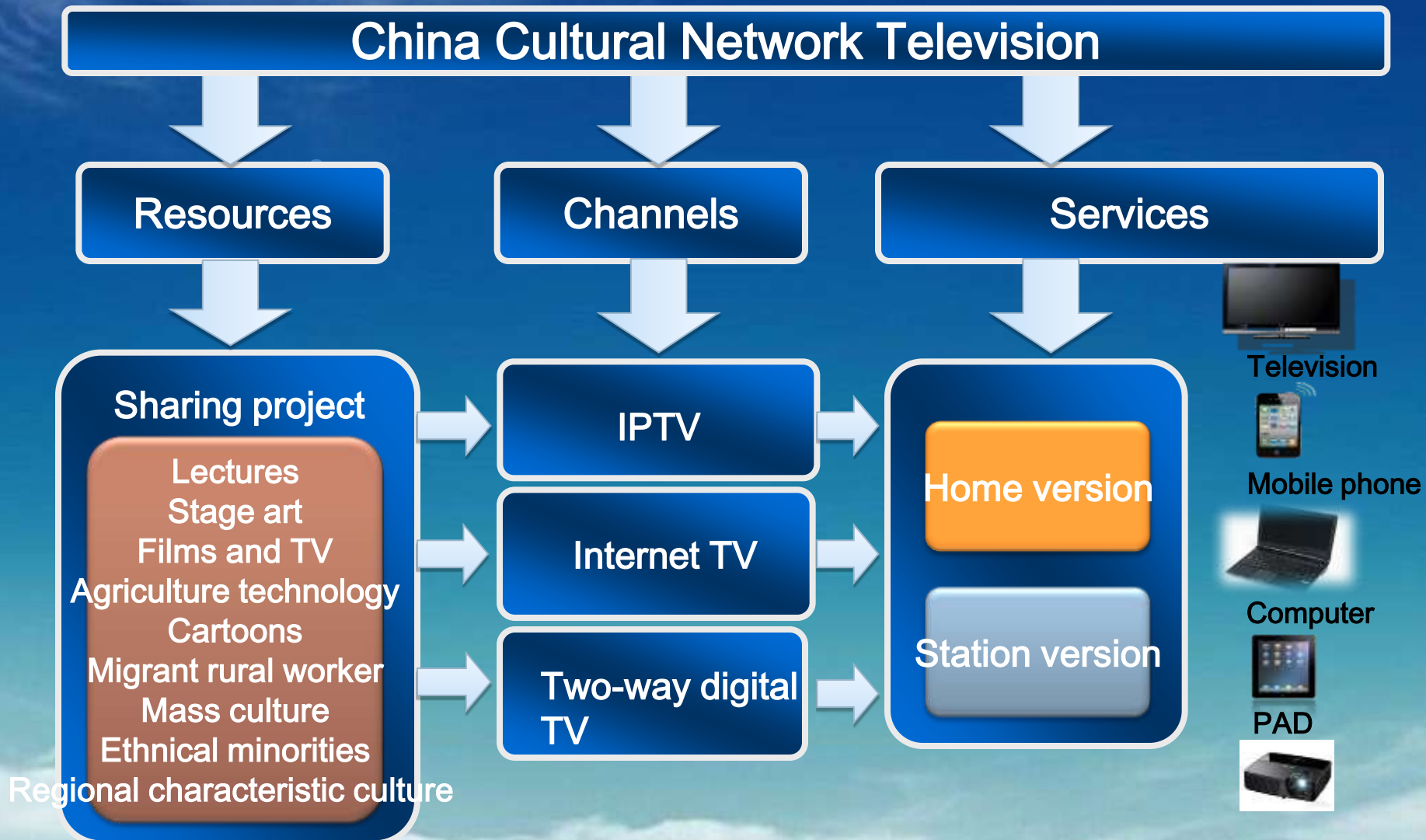
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China Cultural Network Television Framework



China Culture Network Television Station Version and Home Version



服务场所：文化共享工程服务点及公共电子阅览室（包括文化馆/站、图书馆、美术馆、博物馆、乡镇综合文化站、街道/社区文化中心，村文化室等）

服务场所：居民家庭

Launch Page of China Cultural Network Television



文化部全国文化信息资源共享工程



全国文化信息资源共享工程

China Culture Network Home Version

Choose “Characteristic culture”



Click Zhejiang library to watch programs



China Culture Network Television **Station Version**



Background
media
resources
database



Multimedia cultural
interaction broadcasting
terminal

- China cultural network television has two-way interaction functions, which can integrate a large amount of "grassroots" programs, stimulate vitality of grassroots culture and enrich cultural resources database.



Upload



Mobile
phone

PAD

National Digital Cultural Network



www.ndcnc.gov.cn

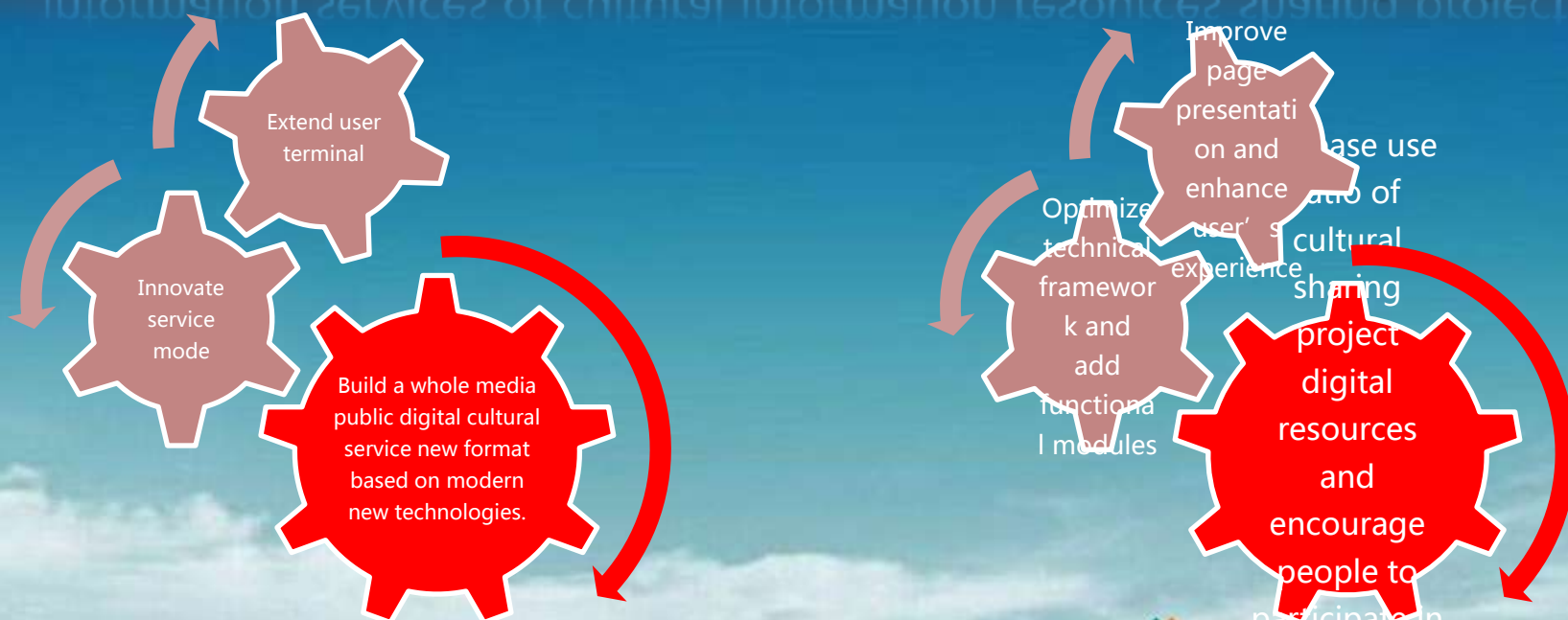
23 channels

News

Resources service

Public cultural system

A comprehensive digital cultural network platform which can best demonstrate cultural broadcasting, social education, and grassroots information services of cultural information resources sharing project.



Webpage of National Digital Cultural Network

全国文化信息资源共享工程
National Digital Cultural Information Resource Sharing Project

文化新闻 公共文化 共享课堂 地方特色 经典诵读 农家天地 游城务工 阳光少年 快乐生活 绿联人行 书香园地 十年共庆



精品资源 最新资讯 最新动态



民间故事 中国民间
民间故事 中国民间

民间故事 中国民间



全国文化信息资源共享工程
National Digital Cultural Information Resource Sharing Project

文化新闻 公共文化 共享课堂 地方特色 经典诵读 农家天地 游城务工 阳光少年 快乐生活 绿联人行 书香园地 十年共庆

地方特色专题浏览



精品资源

- 第八届中国民间文化论坛今起举行 启动仪式半圆 2012-08-05
- 梁思成林徽因故居修缮开工 恢复原文物原状 2012-08-05
- 文化部等开展大规模展演 119台剧目上座 2012-08-05
- 专家解读“国产片保护月”，不科学 作用不大 2012-08-05
- 第八届中国民间文化论坛今起举行 启动仪式半圆 2012-08-05
- 梁思成林徽因故居修缮开工 恢复原文物原状 2012-08-05
- 中国纪录片年度中行进 纪实题材缺失成本投入大 2012-08-05
- 私立博物馆如何走出困境？亟待转向公益文化 2012-08-05

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全国精品文化资源推荐

- 辽宁文艺交流展演：传播发展..
- 专家称文化遗产有尊严，不能因..
- 互联网后的品牌建设
- 图书馆转型之路，从“书本位”到..
- 辽宁文艺交流展演：传播发展..
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Launch of “cultural sharing project column ” in the military political works website



On November 1, Yang Zhijin, Deputy Minister of MOC, Zhou Tao, Director of the Publicity Office of the PLA General Political Department paid a special visit to No. 79 unit of Beijing Weishu 66381 troops to survey the trial use of the “cultural sharing project column” of the military politic works network.

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Digital corridor of 5000 km in the border area

Objectives

Choosing 100 strategic and representative township grassroots service stations in 18 provinces (regions) and Xinjiang Production and Construction Corps in coastal and border regions, promoting the digital cultural service allocation standard of 1800 town grassroots service stations; focusing on towns and building 18000 cultural stations in border area in grassland pasture, border ports, frontier sentries, frontier markets to increase the coverage of digital cultural services in the border areas.



Piloting of Frontier Digital Corridor in Inner Mongolia

打通数字文化服务

“最后一公里”

技术人员指导牧民下载浏览数字资源



牧民爷孙使用平板电脑观看视频资源



借助智能手机下载浏览蒙文电子书



Chinese traditional cultural digital inheritance plan



ORIGINAL
CHINESE OPERA CLASSIC ANIMATION
生·旦·净·末·丑



Chinese traditional cultural digital inheritance plan



Sound of Your Heart: Audio library

音频馆功能



Webpage of Sound of Your Heart: Audio library

首页
分类查询
专题
排行榜
新作推荐
名家资源
无障碍声明
指纹登录


评书曲苑


相声小品


名曲赏析


影视同声


传奇故事


心声励志


健康新生


文学素养


欢乐少儿

热门听书排行榜

 第1名 智圣东方朔 连丽如 已收听 6406 次	 第2名 乡村爱情交响曲 赵本山 小沈阳 王小利 已收听 4016 次	 第3名 老庄的智慧 傅新荣 已收听 3336 次	 第4名 新三国演义 陈建斌 陆毅 于和伟 慕远 于荣光 已收听 3117 次
 第5名 谁知女人心 刘世英 南惜武 马雅舒 刘雷华 已收听 2783 次	 第6名 茶馆 陈宝国 已收听 2550 次	 第7名 求医不如求己 胡雅 已收听 2468 次	 第8名 孟子 白云出岫 已收听 2377 次

热门专题

 七夕：团圆爱情 专题简介：七夕，含蓄浪漫的中国情人节，天边牛郎织女在遥遥相望三百多个日子 已收听 190 次	 好山好水，夏日好心情! 专题简介：湖白、瀑布、高山、森林、沙滩、竹海、清泉，一湾碧水，几座楼台，名 已收听 262 次	 中国十大古琴曲 专题简介：“高山流水”、“梅花三弄”、“夕阳箫鼓”、“汉宫秋月”、“阳 已收听 579 次	 让经典照亮童年 儿童节专题——让经典照亮童年 专题简介：经典是一盏心灯，不仅照亮孩子的童年，还会照亮孩子的一生。 已收听 437 次
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Service of Sound of Your Heart: Audio library



“Sound of Your Heart: Audio Library”

In March, 2013, Yang Jinzhi, Deputy Minister of MOC and Lv Shiming Vice Chairperson at China Disabled Persons' Federation paid a special visit to Beijing School for the Blind to survey the trial usage of the audio library.

Chongqing Cultural Sharing Project Migrant Workers Service Federation



Chongqing Cultural Sharing Project Migrant Workers Service Federation is founded based on the current service network of Chongqing Cultural Sharing Project, the unit willing to carry out migrant workers service activities, and the migrant worker service institutions or projects. It has formed a long term service system which has organization guarantee, has various service methods and can carry out specific service activities.

Special Service of Chongqing Cultural Sharing Project Migrant Workers Service Federation

重庆市文化共享农民工服务联盟

“关怀农民工子女”惠及100余名留守儿童。



我们的特色服务



“共建共享”惠及重钢职工3万余人。

Chongqing Cultural Sharing Project Migrant Workers Service Federation carried out characteristic services such as migrant worker library, migrant worker art classes, migrant worker sunshine apartment, and migrant worker digital cultural homeland.

Chongqing Cultural Sharing Project Migrant Workers Service Federation uses “Chongqing Migrant Worker Day” and Spring Festival and other festivals to carry out activities such as “bringing cultural gifts back home” “I can help with your ticket home-book train tickets for migrant workers”.

Chengdu public digital cultural ecological space



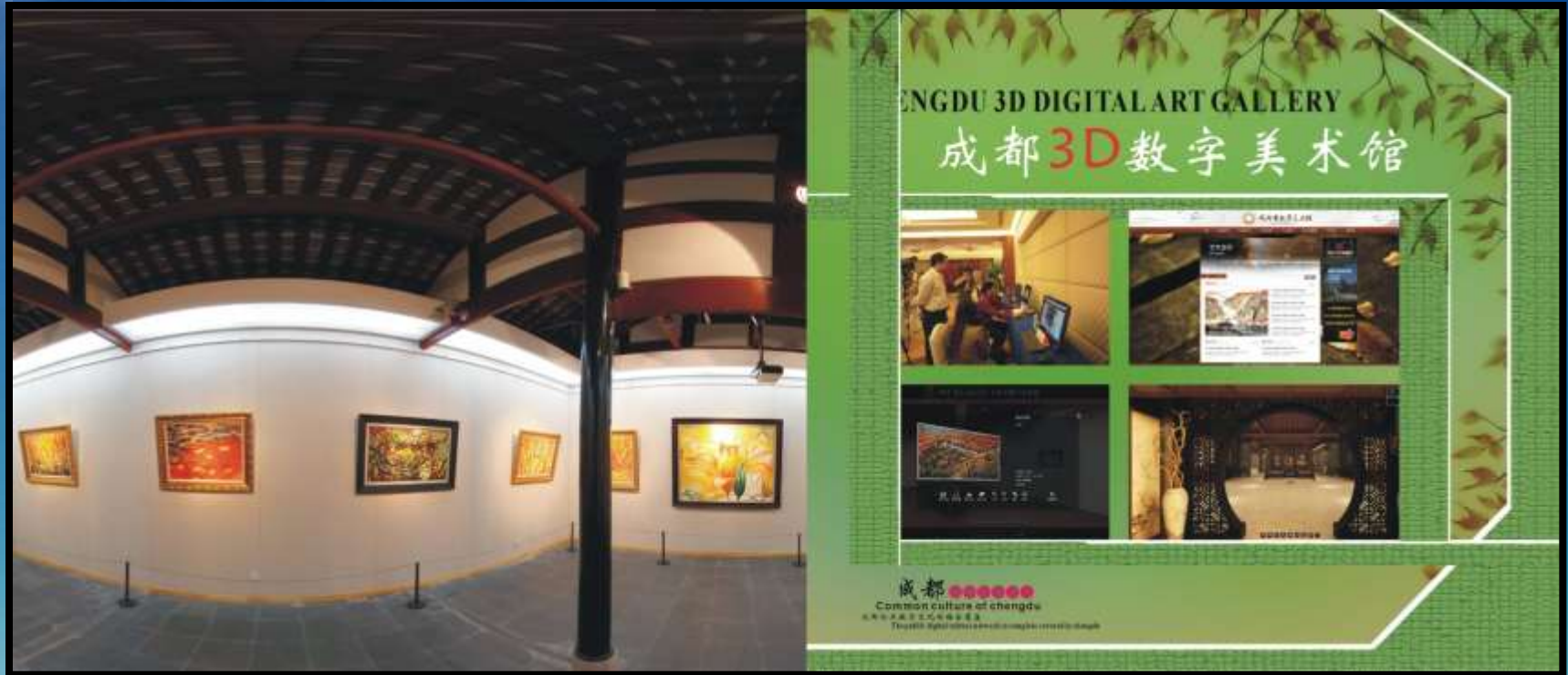
Chengdu has 20 districts, cities, and counties, with a resident population of more than 14 million. The public digital cultural resources of the city reached 125TB. 100% of the urban and rural population can use all the public digital cultural resources for free.

Panoramic experience platform of Chengdu public digital cultural ecological space



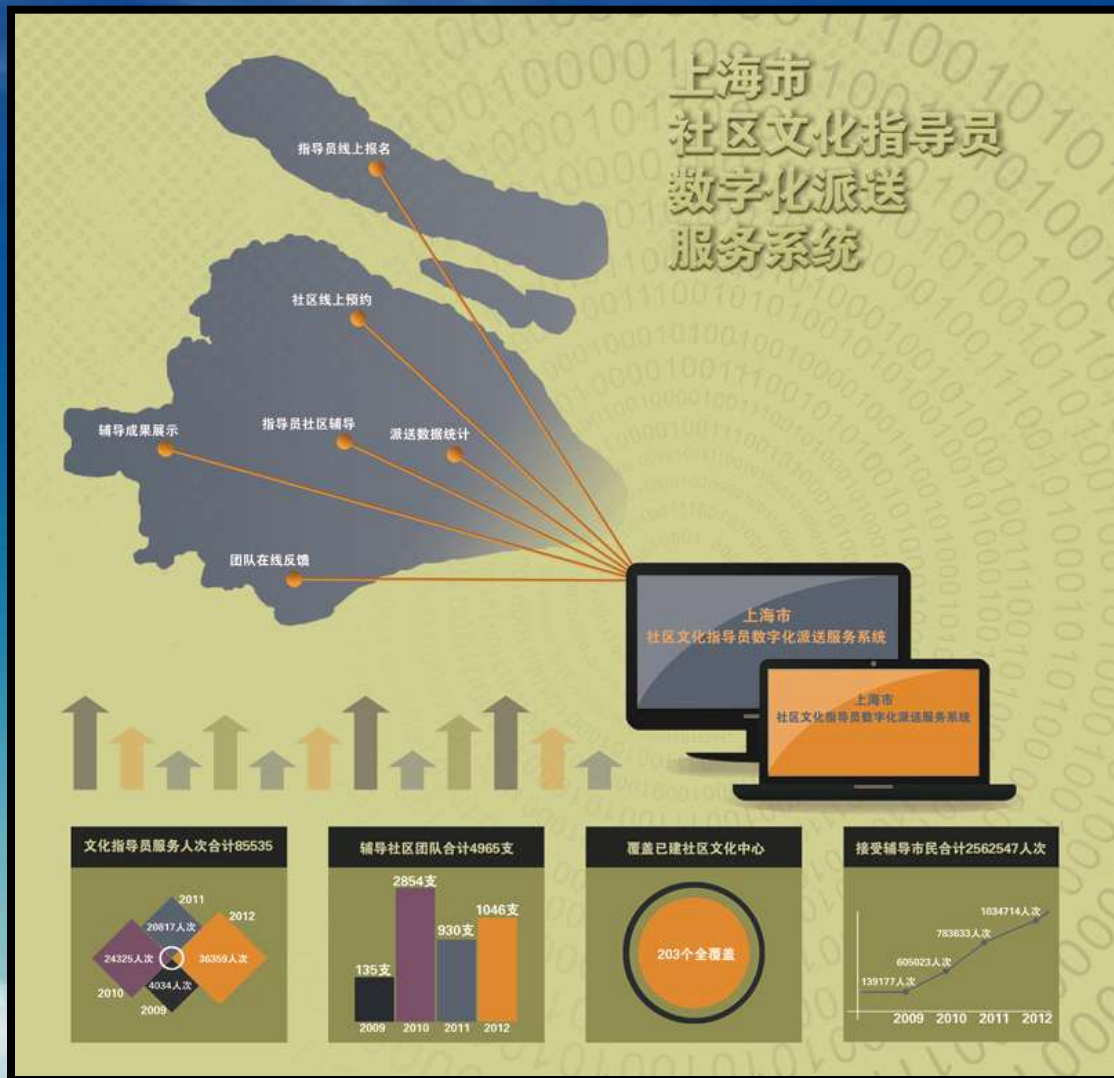
Chengdu Cultural Center digital panoramic art experience platform has three sections “art exhibition, art classroom and art theatre” and provide public digital cultural services for people for free.

Art gallery of Chengdu public digital cultural ecological space



Chengdu Art Gallery Online is known as “mobile art gallery which never closes”, where you can find introduction to pieces of art, creation background and comments from experts.

Shanghai community digital delivery from cultural instructor



Shanghai Oriental Community Culture and Art Instruction Center is a professional institution which carries out community digital delivery from cultural instructor. After years' of exploration and practice, the "guidance center" has developed and constructed an efficient and convenient digital delivery service system, uses Shanghai cultural instruction and delivery sources digital integration and sharing as a platform and has achieved the objective of "one-stop service to terminal" by various channels, and gained great feedback from grassroots units and community teams.

Shanghai community digital delivery from cultural instructor



Ping Xueying, a Hu Opera singer from Shanghai Hu Opera Theatre gave guidance in a community.

“Make your voice stand out.” The instructor gave the last minute instructions before the chorus competition.

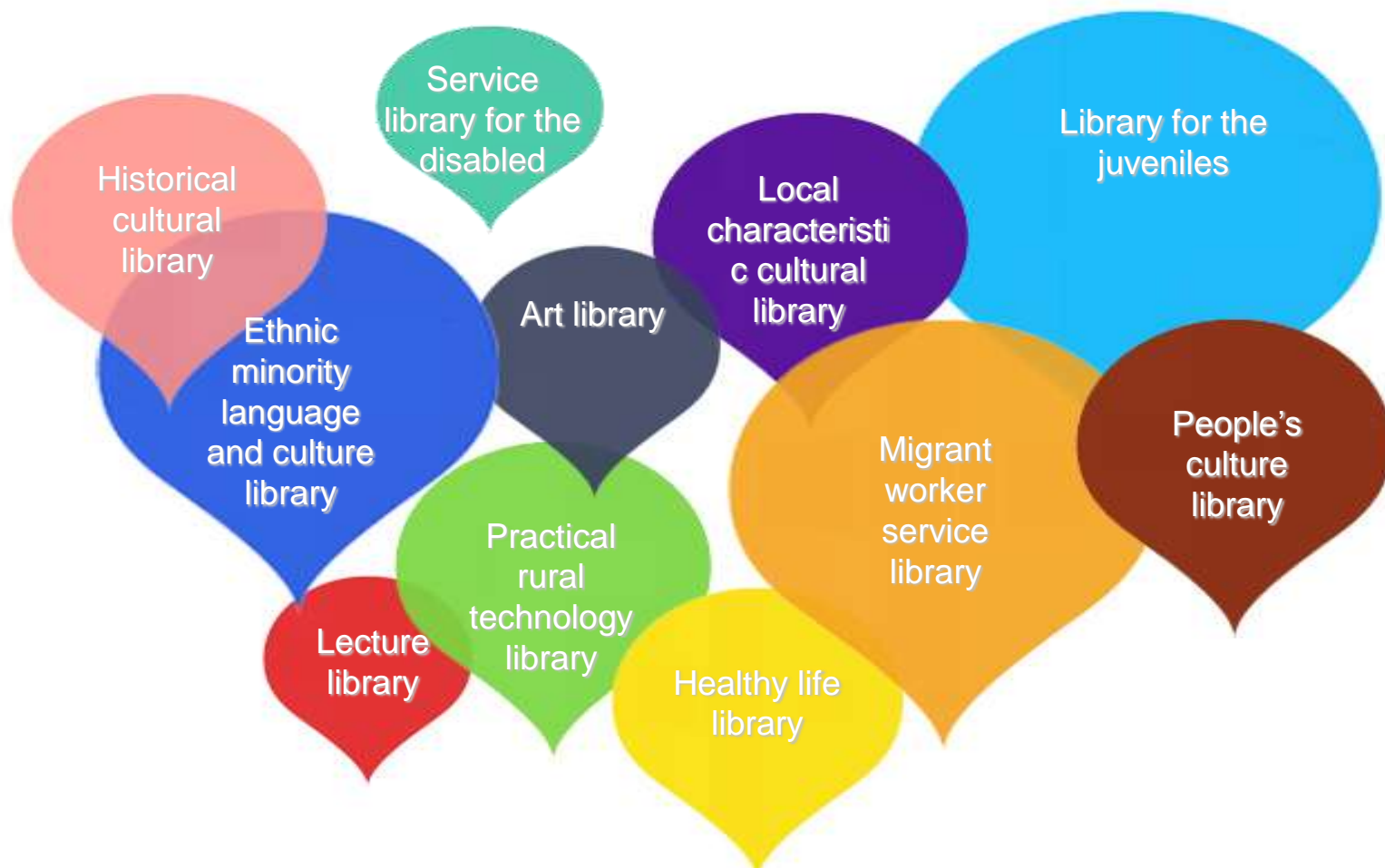
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Core resource library



Prospects



Thank you!
Your comment is welcome!