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

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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

- 1 national center
- 33 provincial centers
- 333 city centers
- 2843 county centers
- 29555 town service stations
- 602000 village service stations
Transmission model

- National center
- Provincial center
- Municipal service network
- County service network
- Town network
- Village service stations
- Government external network
- Hard disk (CD)
- Satellite
- Internet
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.
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

建設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

1 national center
- Cloud management system
- Resources sharing system
- Network distribution system
- Application integration system
- Evaluation management system

32 provincial centers
- Provincial cloud management system
- Provincial resources sharing system
- Provincial network distribution system
- Provincial application integration system
- Provincial evaluation management system

Service stations
- Municipal centers
- County centers
- Village service stations
- Street community service stations
- Youth Palace service stations
- Women and Children's Activities Center

Family Family Family Family Family Family Family Family Family
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

2013年下半年

2014年~ 2015年

基础云环境

资源共享系统

应用集成系统

网络分发系统

评估管理系统

业务平台滚动建设

国家中心建设指南申报指南

第一批六个地区实施方案

第二批八个地区申报建设方案

第三批十个地区

第四批八个地区
Special application of National Public Cultural Digital Support Platform
Platform Framework of National Public E-reading room Management Information System
◇ Constructing two platforms and striving to achieve the transformation of public digital cultural service technology platform from scale to specialization.

◇ Promoting three networks and striving to bring public digital culture services to people.

◇ Building a series of branch service items and striving to improve public digital cultural service standards.

◇ 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.
China Cultural Network Television Framework

Resources
- Sharing project
  - Lectures
  - Stage art
  - Films and TV
  - Agriculture technology
  - Cartoons
  - Migrant rural worker
  - Mass culture
  - Ethnical minorities
  - Regional characteristic culture

Channels
- IPTV
- Internet TV
- Two-way digital TV

Services
- Home version
- Station version

Devices:
- Television
- Mobile phone
- Computer
- PAD
China Culture Network Television Station Version and Home Version

Station service page
Station version
Projector
TV
Computer

Home service page
TV
Mobi phon
Com puter
pad

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
Choose “Characteristic culture”

Click Zhejiang library to watch programs
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.
National Digital Cultural Network

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

- Extend user terminal
- Innovate service mode
- Build a whole media public digital cultural service new format based on modern new technologies.

- Improve page presentation and enhance user’s experience
- Optimize technical framework and add functional modules
- Increase use ratio of cultural sharing project digital resources and encourage people to participate in public cultural activities.
Webpage of National Digital Cultural Network
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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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.
Digital corridor of 5000 km in the border area

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.

Covering 18 provinces

Objectives

- Wide coverage
- High efficiency

- 消除盲点，连点成线，连线成网
- 整合边疆特色资源
- 增强阵地服务能力和流动服务能力
- 提升边疆地区公共文化旅游服务效能，打造品牌

充分发挥公共数字文化在稳边戍边中的作用
切实维护我国的文化安全与文化主权
打造宣传社会主义中国美好形象的窗口及边疆公共文化服务的品牌

全国文化信息资源共享工程
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

全国文化信息资源共享工程
Chinese traditional cultural digital inheritance plan
Chinese traditional cultural digital inheritance plan
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 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

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 “brining cultural gifts back home” “I can help with your ticket home - book train tickets for migrant workers.”

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.
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 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.
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

- Historical cultural library
- Ethnic minority language and culture library
- Art library
- Practical rural technology library
- Lecture library
- Service library for the disabled
- Local characteristic cultural library
- Migrant worker service library
- Library for the juveniles
- People’s culture library
- Healthy life library
- Migrant worker service library
- Service library for the disabled
- Local characteristic cultural library
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Prospects
Thank you!
Your comment is welcome!