THE DIGITAL HERITAGE MARKETPLACE

The Digital Heritage Marketplace is a European B2B marketplace specialized on digital applications and content for cultural heritage destination management.

The challenge

Especially for small and mid-scale museums, tourism agencies and destination managers it is challenging to present their assets in the digital space and use digital apps to support the visitor experience. Despite the large number of service providers specialized in application and content development, key issues are to find best solutions, minimize costs for customization and to gain visibility and awareness by visitors.

The Digital Heritage Marketplace core services

- A marketplace to trade fixed-cost, customable applications and content specialized in Cultural Heritage businesses and public authorities.
- Certification and accreditation services for applications and content.
- Link to an operational environment for digital applications and content, including open access software, hosting, assistance and maintenance (in conjunction with the Digital Heritage Development Platform).

Target customers

Target customers are a) problem owners as small and medium galleries institutions, tourism offices, tourism providers demanding certified, cost-cutting, highly visible and secure applications and b) solution providers as application and content developers demanding a successful sales and exploitation channel.

Business model

Revenue streams are generated via initial listing and certification fees, and sales provisions. Costs include technical development, certification, marketing & sales, contracting and legal issues.

Go-to-market strategy

Phase 1: 2022-2023: Kickstarting structure and initial population with applications via a project funding
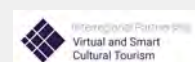Phase 2: 2023-2024: Prototyping to approve viability and revenues
Phase 3: 2024-2025: Launching stage
Phase 4: from 2025: Extension

CONTACT INFORMATION

The Digital Heritage Marketplace is a joint endeavour supervised by the Time Machine Organisation and the EU S3 Partnership for Virtual and Smart Cultural Tourism. It will be operated by an operational company. More information:

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