

# Po Fwyaf A Roddwch, Mwyaf A Gewch

Jill Cousins: Cyfarwyddwr Gweithredol, [Europeana](#)

Lluniodd Europeana [Fframwaith Cyhoeddi](#) (fideo) ar y cyd â'r sefydliadau treftadaeth ddiwylliannol sy'n cymryd rhan ynddo er mwyn sicrhau mwy o eglurder am fanteision posibl agor data i fyny a gwella ansawdd. Mae'r fframwaith hwn wedi cael ei gyfieithu a'i weithredu ar hyd a lled Ewrop i helpu sefydliadau i ddeall manteision gallu agor eu data i fyny. Bydd astudiaethau achos o fyd amgueddfeydd, archifdai a llyfrgelloedd yn cael eu defnyddio i ddangos canlyniadau mabwysiadu dull mwy agored, gan roi sylw i'r cadarnhaol a'r gwyddol.



## Europeana Publishing Framework

Here you see how the different tiers of the publishing framework work. In this example we use images. For video, audio, text and 3D, please see the Europeana Publishing Framework Appendix.

TIER	DIRECT LINK TO OBJECT PROVIDED	RIGHTS STATEMENTS	EUROPEANA API DISPLAYS	BENEFITS (CUMULATIVE)
1 Europeana as a <b>search engine</b> . 'I want people to find my collections'	No	Any from the <a href="#">Europeana licensing Framework</a>	Metadata, no direct link to object	<b>Findability</b> - indexed by search engines, linked data technology <b>Web traffic</b> - click-throughs to your site <b>Analytics</b> - from our statistics dashboard
2 Europeana as a <b>showcase</b> . 'I want people to find and view my collections on Europeana'	Yes. Minimum of 800+ pixels wide	Any from the <a href="#">Europeana licensing Framework</a>	Metadata plus direct link to object	<b>Use in thematic channels</b> - providing context and relation to other collections on Europeana <b>More marketing</b> through Europeana
3 Europeana as a <b>distribution platform</b> for non-commercial re-use. 'I want people to find, view and use my collections - but not for commercial gain'	Yes. Minimum of 1,200+ pixels wide recommended	Any from the <a href="#">Europeana licensing framework</a> that allow for some re-use	Metadata plus direct link to object and can filter to show only re-usable objects	<b>Impressions</b> - collections viewed on platforms outside of Europeana <b>Use in Europeana's existing partnerships and projects</b> in e.g. education and research <b>Use in apps and services</b> by third parties
4 Europeana as a <b>free re-use platform</b> . 'I want people to find, view and use my content - however they want'	Yes. Minimum of 1,200+ pixels wide recommended	Any from the <a href="#">Europeana licensing framework</a> that allow free and open access	Metadata plus direct link to object and can filter to show only re-usable	<b>Use on open platforms</b> like Wikimedia <b>Use by creative industry and tourism sectors</b> <b>Use in commercial apps and services</b>