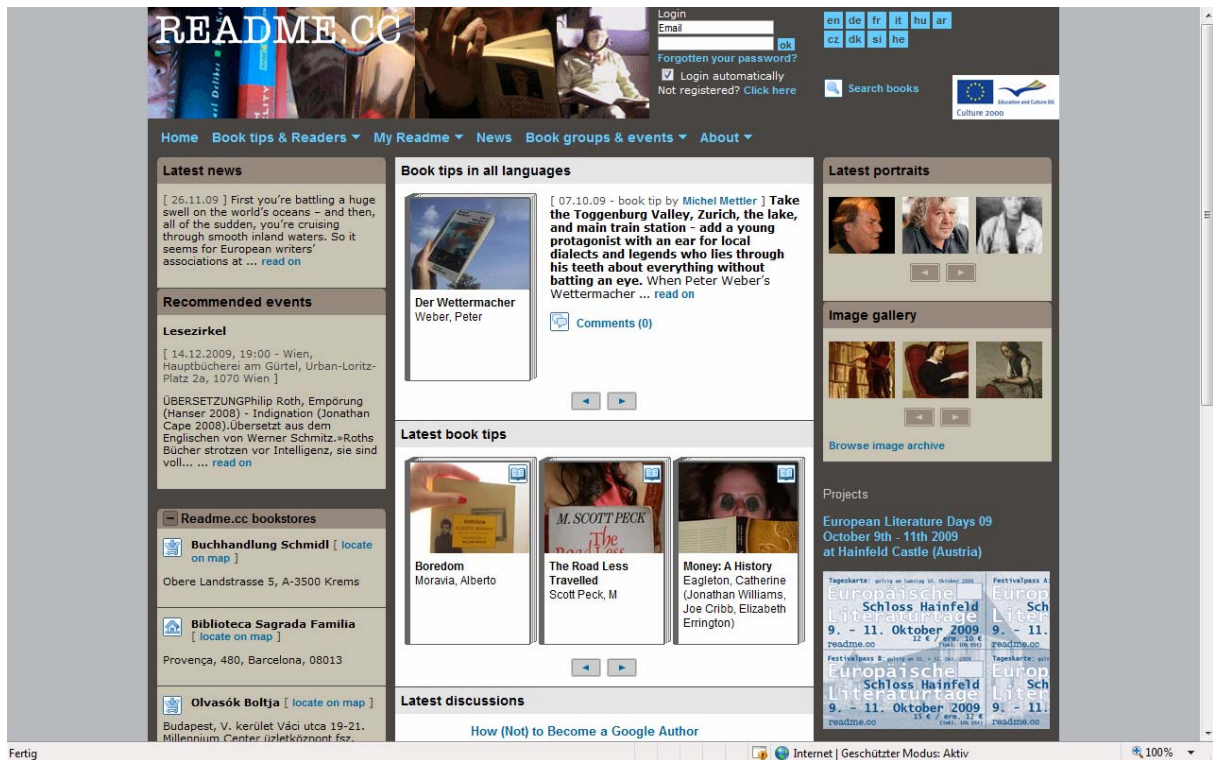


# Case Study

## Readme



### Profile

Website's name / Domain	http://www.readme.cc
Country of origin	Austria
Geographical scope	European, international
Language/s / tackling of language issues	Whole website in Czech, Danish, English, French, German, Hungarian, Italian, Arabic and Hebrew

### Website owner

Contact	p&s melk Donaulände 23 A-3642 Aggsbach Dorf Walter Grond melk@ps-culture.net
Type of organisation	Association
Description of the owner organisation	Readme.cc is part of the Austrian p&s melk association which is a network of artists, humanists and creative people working in the cultural sector. The network focuses on establishing a bridge between analogous and digital cultural spheres. They aim at providing a shared domain for artists and humanists, promoting and enhancing cultural activity and fostering exchange at a national and international level.

Importance of the website within the organisation structure

The website [readme.cc](http://readme.cc) is one project of p&s melk which is an important facility to encourage dialogue, debate and exchange about authors and literary texts. It is a network and exchange platform for authors and readers across Europe and on an international level.

**Description of the website’s mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated**

With the multilingual website [www.readme.cc](http://www.readme.cc), an advanced Web 2.0 application, the project has the potential to build a European network for readers and authors. [Readme.cc](http://readme.cc) also initiates virtual meetings in Second Life and real meetings in various locations across Europe.

[Readme.cc](http://readme.cc) is the construction of a multilingual readers’ community and creates a multilingual pool of authors. [Readme.cc](http://readme.cc) wants to help 'Readme.cc authors' to demonstrate their literary talent across language barriers and national boundaries. Their key works is represented on the site through book tips (or reviews) and excerpts are available in many languages. Together with its event and media partners [Readme.cc](http://readme.cc) gives its authors the opportunity to appear and read at international literary events.

The site provides a European Archive of Literature (paying attention to copyright restrictions on the internet, and the documentation of literature within a European context)

It promotes an intercultural dialogue in the Mediterranean region by building websites (in Arabic and Hebrew) and integrating their editors into the European network of [Readme.cc](http://readme.cc).

The website provides a blog where readers can introduce themselves, present their favorite books and discuss with other users about books. Furthermore, the website provides information about upcoming events across Europe.

**Website facilities**

Kind of facilities	<ul style="list-style-type: none"> <li>• Blog</li> <li>• Document and photo upload</li> <li>• User profiles</li> <li>• Book recommendations</li> <li>• Commenting on books</li> <li>• Large book archive</li> </ul>	
Member / non-member facilities	Member facilities as well as non-member facilities	
Importance within the website content	The interactivity is the main aspect of the website, most of the website’s content is provided through user contributions and the website aims at facilitating communication among the user community.	
Frequency of usage	Number of visitors (monthly):	Average 70,000
	Frequency and number of uploads of contributors:	<ul style="list-style-type: none"> <li>- Editors (of partners in Austria, Germany, Switzerland, Great Britain, France, Denmark, Czechia, Hungary, Slovenia, Italy, Egypt, Israel) weekly uploads of 2 booktips, 1 news</li> <li>- Users (1,500 each day)</li> </ul>

Does the website show any results for working communication and debate on a European / cross-border level?		about 5 booktips daily
	Frequency of website updating by the website: owner	Weekly
	<p>The website has a large community of readers and authors and has encouraged exchange about European and international literature and the development of a similar website in the Mediterranean sphere. Apart from the virtual community, the association has organised several meetings across Europe like the yearly European Literature Days at Schloss Hainfeld.</p> <p>Furthermore, the website supports the enhancement of copyright policies for literature on the internet.</p>	

### Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The main target of readme.cc is to create a multilingual reader community and the creation of a European Archive of Literature.
	Cultural values	The network aims at encouraging intercultural dialogue and debate about European and international literature by providing the possibility of self-presentation of the readers and their interests and debate about literature between members. Furthermore, the website promotes European and international literature events and fosters the promotion of new authors. Another important value is the arrangement of copyright on e-books and e-book distribution.
Presentation, navigation, structure	The website is nicely presented and has a well-structured and easy to handle navigation. The structure especially focuses on the easy use of Web 2.0 facilities.	
Trustfulness	The website was developed as part of a project of the Culture 2000 programme of the European Commission and received a follow-up grant for three years.	
Main strength	Main strength is the availability of the website in ten languages.	
Main drawback	Main drawback is that the website only focuses on one artistic sector.	
Usage of communication facilities	The platform is used frequently and the online community functions like the Web 2.0 Community Facebook. The website encourages networking as well as discussion and debate on European literature and	

**Vision and recommendation of website owners**

Recommendations for the European Commission

Support for the establishment of a European cultural scene by enabling community gatherings and festivals as well as supporting the enhancement of communication between innovative projects and established institutions. Support of cooperation between European platforms. It should be obligatory to cooperate with other platforms and initiatives financed by the European Commission

Vision of further development of the website

readme-eBooks – eBook Server

The sale of literature and essays in eBook format via an international platform for authors and independent quality publishing houses.

In spring 2009, readme.cc used a working group with ordis.net to develop the technical and organisational conditions for a readme eBook server. Readme.cc was enabled to make use of the experience of a successful online sales portal for music which can now be used for an existing international literature platform. In 2010, readme.cc will put in place the readme eBook Server and offer the first readme eBooks.

“readme-eBooks” operates a server – under ownership of readme.cc, and closely linked to the readme.cc literature platform – for highbrow literary eBooks in a cross-language context. The distinction from commercial providers is that bestsellers and profits are not the main interest, but instead foster high-quality literature that nowadays is difficult to publish as well as create fair conditions for authors and publishers.

For 2010, the goal of readme-eBooks is to establish a 1.0 server and make available about 10 first eBook prototypes. This server will be integrated into the readme.cc system that offers information and therefore provides an orientation aid.

readme.cc aims to reinforce the European literature network with partnership events in literature houses or at book fairs.