**Table 1: Utilisation logics for digital content**

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| **Utilisation Logic** | **Societal Engagement (A)** | **Safeguarding of Heritage-related Knowledge (B)** | **Scientific Infrastructure (C)** | **Marketing Ends (D)** |
| **Practice**  **(Provision)** | Open and free | Contextualised | Free for Science | Fee |
| **Prioritised Strategy** | Distribution/  Participation | Protection of Reputation/  Quality Assurance | Scientific Recognition | Revenue/  Marketing |
| **Orientation Framework** | Society | Culture | Science | Economy |
| **Self-image** | Laboratory of Knowledge | Archive of Cultural Goods | Research Institute | Cultural Entrepreneur |
| **Prioritised Mandate** | Open Access | Scientific Documentation | Research | Profitability |
| **Degree of Openness towards Open Access** | Very High | Medium | High | Medium |