

JUNE 2026



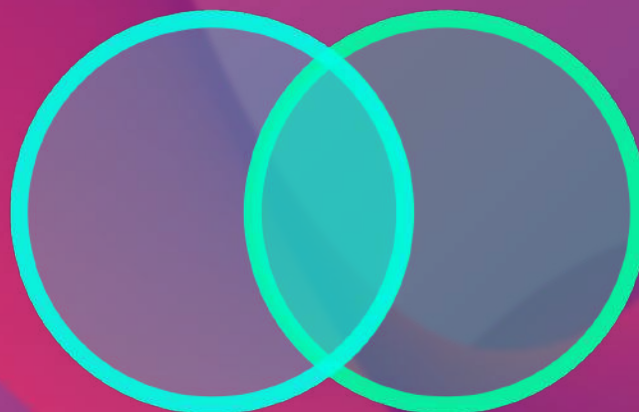
Digital Commons

Special Focus #13
Social Media Observatory



Co-funded by
the European Union

Data Scientists



Insight Strategists

Insight Scientists



LEVERAGING THE POWER OF THE EARLY ADOPTERS



Co-funded by
the European Union

01 CCIs Community

Social Media Observatory

02 Digital Commons

Special Focus #13

03 Feudal Futures

Nextatlas Trend

01

CCIs Community

Social Media Observatory



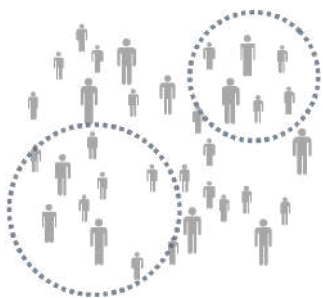
Co-funded by
the European Union

Our Methodology for ekip

A. COMMUNITY CREATION

01. USER DETECTION

The community is formed by selecting pre-identified users from Nextatlas' early adopters, adding EU policy-related profiles, and then by analysing European creatives' profiles on Behance platform.

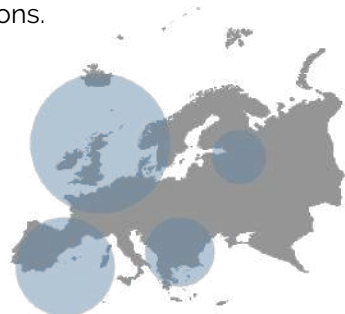


02. FILTERING PROCESS

User profiles undergo screening to ensure a higher quality of content within the community. To meet the criteria, profiles must not be spammers, should refrain from posting sponsored content, must ensure a substantial amount of content contribution to conversations, and must be located in Europe.

03. REGION ANALYSIS

Countries within Europe are segmented into the four identified macro-regions, and the presence of profiles is recalibrated to achieve a balanced representation across the different regions.



04. INDUSTRY ANALYSIS

The cultural and creative industry to which each profile belongs is determined.

05. FINE TUNING

Additional factors such as gender and the presence of voices representing macro and micro realities are evaluated to ensure diversity

B. CONTENT EXPLORATION

01. CONTENT ANALYSIS

User-generated content within the community is scrutinised employing NLP techniques alongside a proprietary Computer Vision model. This approach allows the extraction of insights from both textual and visual elements.

02. CONTENT CLUSTERING

A. Top-down clustering

In the top-down approach, predetermined areas of interest are established by associating selected keywords and grouping related content accordingly. This technique aids in exploring the community's perceptions on specific topics.

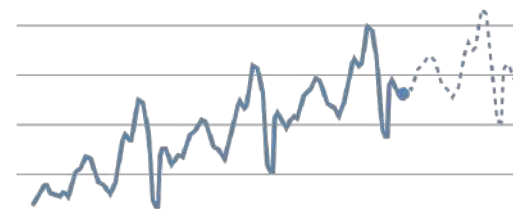
B. Bottom-up clustering

The bottom-up approach automatically groups content with similar keywords or shared topics, revealing spontaneously emerging themes from user conversations.

C. EMERGING THEMES

01. THEME ANALYSIS

Upon identifying emerging themes, an in-depth analysis is conducted to pinpoint the key elements of conversations related to the analysed topics. This includes identifying the regions and industries most engaged with these topics.



02. INSIGHT GENERATION

Different kinds of information are gathered and subjected to human-curated analysis to unearth meaningful insights and identify compelling directions for further exploration.



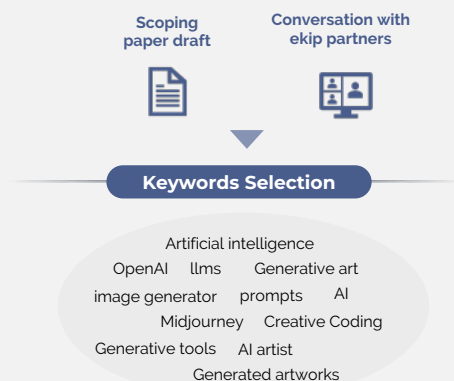
Co-funded by
the European Union

Our Methodology for ekip

A. PREPARATORY PHASE

01. Keyword Selection

Once the policy area is chosen, a **structured list of keywords** is created to define the boundaries of the policy space. This is derived from **an initial ekip partners' list and preliminary documents**.



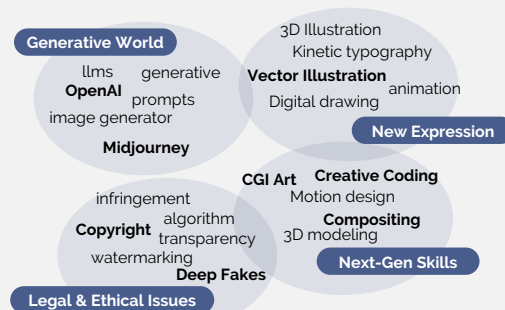
Industry-focused policy areas

If the policy area focuses on a specific industry (e.g., "Inclusivity in the Gaming Industry"), an **industry-based taxonomy** is created and applied as a filter for the topic-specific terms



02. Clustering

To refine the analysis, both **qualitative and quantitative clustering techniques** are applied to categorise discussions in a manner that best addresses the research questions.



These clusters represent **distinct yet interconnected subtopics** within the broader policy domain.

03. Data Filtering

Keywords are employed to filter and extract conversations that are relevant to the policy area.



B. DATA ANALYSIS

Within each identified cluster, a data analysis is conducted to extract meaningful insights from user posts. Specifically, the analysis determines:

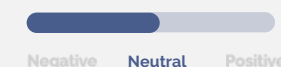
- User Information:** The regional provenance and CCI (Cultural and Creative Industries) sector of users engaged in discussions.



- Most Related Keywords:** Identification of the most frequently occurring keywords in conversations within each cluster.



- Sentiment Analysis:** Calculation of the average sentiment score of posts within each cluster, offering insights into the overall attitude (positive, negative, or neutral) toward the topic. This helps to highlight potential pain points or emerging needs.



- Post Selection:** A curated set of posts is extracted based on their relevance to the topic. The higher the number of selected keywords present in a post, the more on-topic it is deemed.

AI-generated art is coming at us at a remarkable speed.
JOURNALIST, WESTERN

Every AI product should have a label that allows anyone to know its origin.
JOURNALIST, SOUTHERN

Our Methodology for ekip

C. REPORT

Qualitative Evaluation

The collected data is examined both in absolute terms (e.g., the most engaged CCI on the topic) and in relative terms (e.g., which CCI sectors are most relevant to specific clusters through **over-index analysis**). A qualitative evaluation is conducted to ensure that the insights derived are relevant to the overarching research questions.

For each cluster, 3 slides summarise the main findings and data

Slide A

The first slide contains a **concise summary** of the main findings of the cluster, designed to facilitate independent interpretation of the data.



Slide B

In the second slide, **regional relevance** and **top CCIs** are illustrated



Slide C

Key conversations that highlight **emerging needs** or relevant viewpoints are combined with trending tags and sentiment analysis. This slide is designed to unpack the key insight.

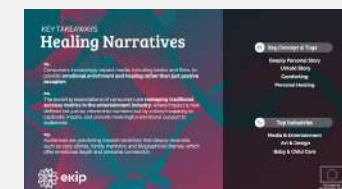


D. TREND CORRELATION

A **trend from the Nextatlas platform** is selected based on its values and significant implications for the analysed policy area. The trend data, derived from the Nextatlas community, provide an opportunity to explore **consumer perspectives**.

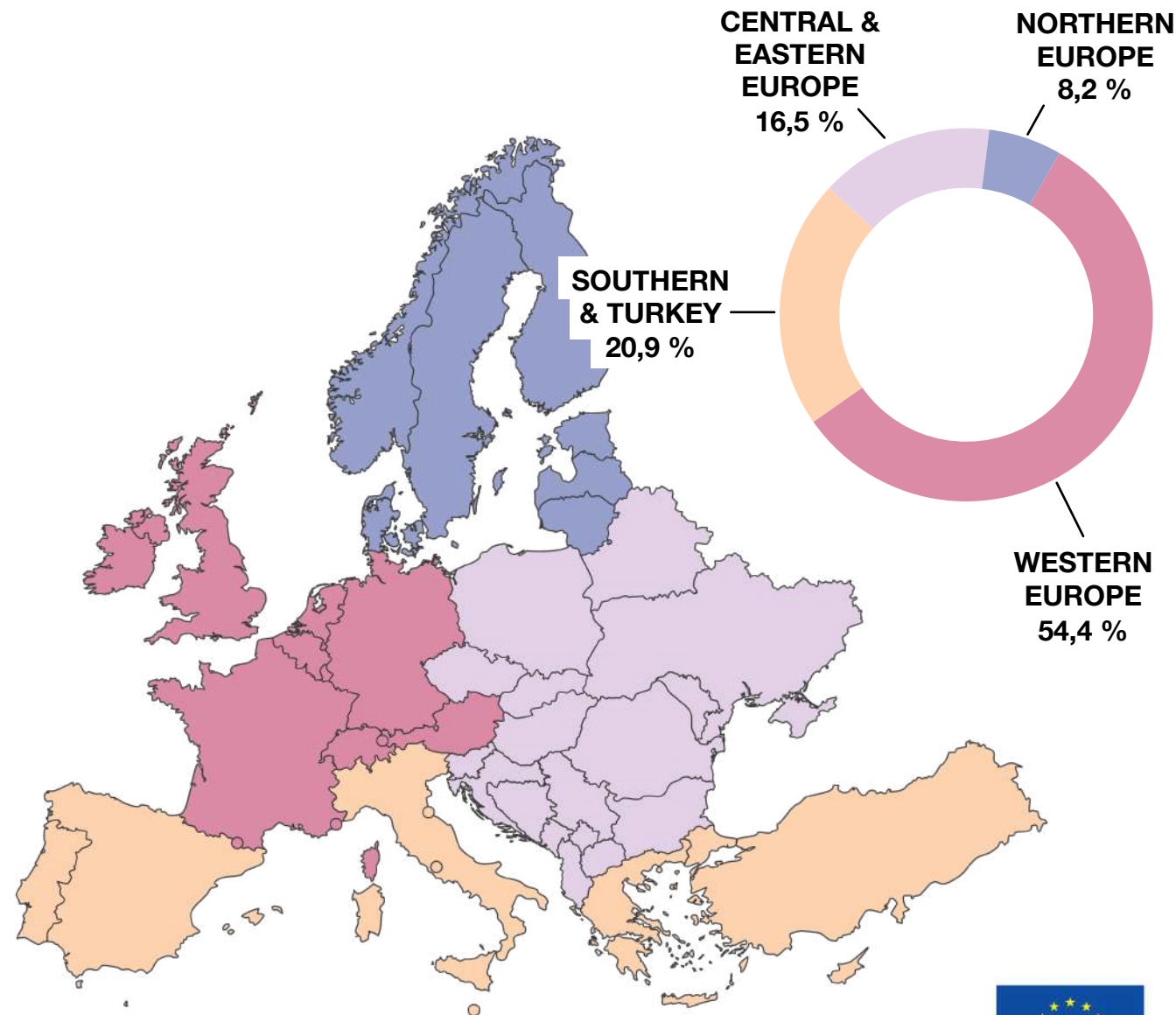
The following elements are reported:

- Main Metrics:** Timeline of the trend, key components, industries involved, and top tags associated with the trend.
- Business Case Studies:** Integration of real-world case studies relevant to the CCI industry, showcasing practical applications of the trend.
- "What's New?" Section:** A synthesis of the main findings, highlighting potential future implications and emerging dynamics within the policy area.



Regional Distribution

10K+ profiles observed
across various platforms

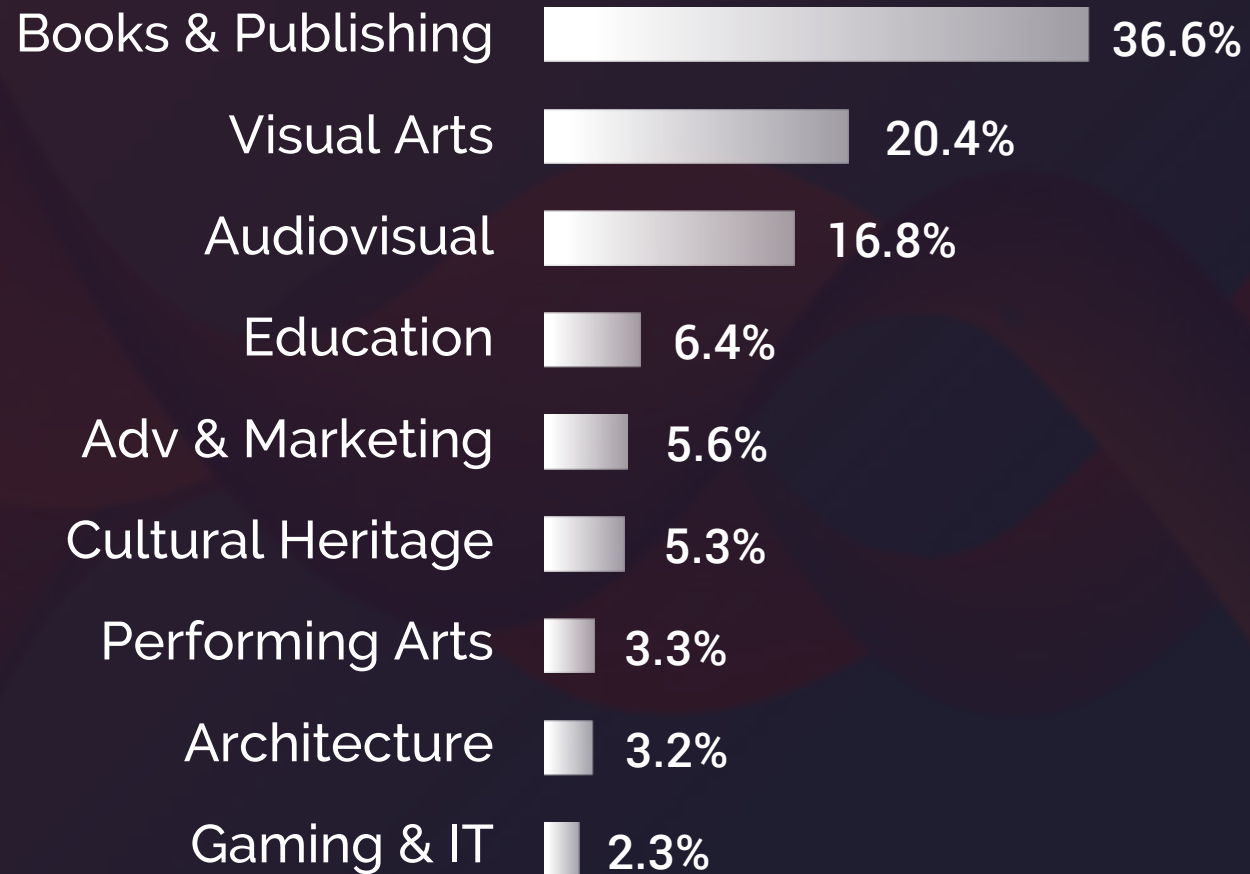


The "**Regional Distribution**" pertains to the profiles within the established creative community



Co-funded by
the European Union

Creative & Cultural Industries



The "*Industry Distribution*" pertains to the profiles within the established creative community



Co-funded by
the European Union

02

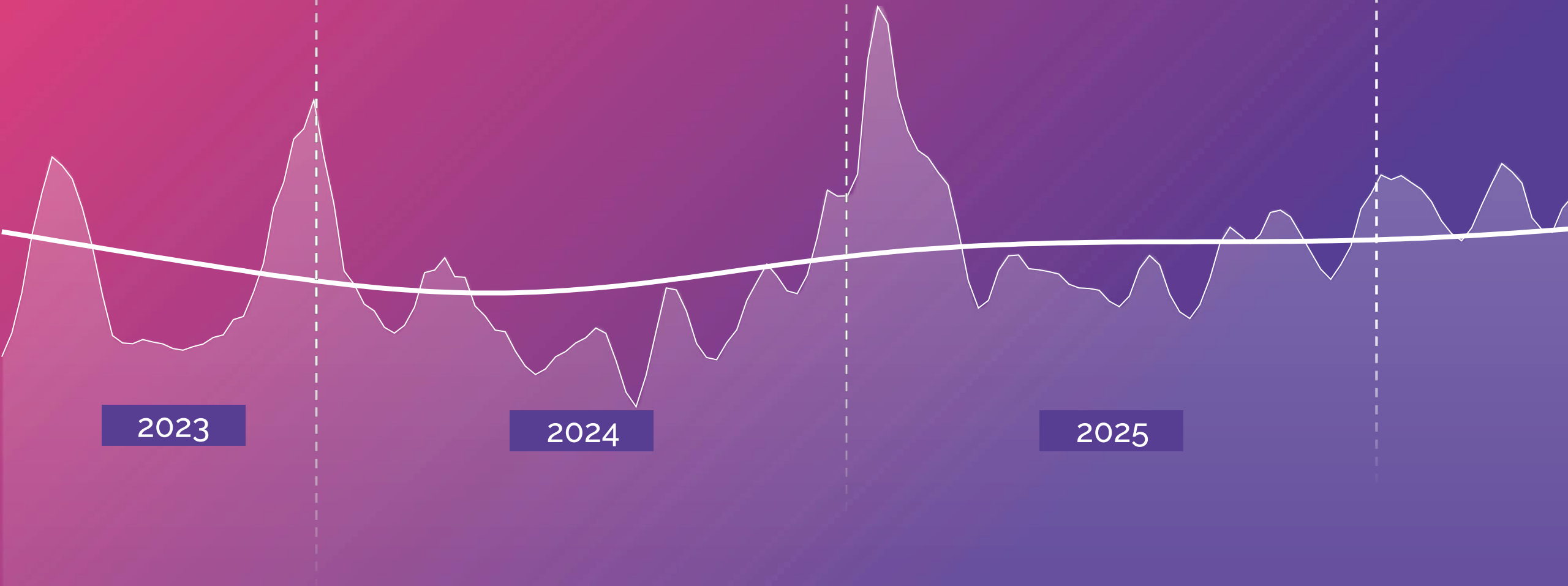
Digital Commons

Special Focus #13



Co-funded by
the European Union

Digital Commons





Digital Commons

Community Archives

Digital Preservation Open Licensing

Open Knowledge

Public Domain

Creative Commons

Wikimedia Commons

Open Data Open Web

Participatory Design

Community Ownership

Participatory Governance

Civic Engagement

Urban Commons Citizen science

Digital Democracy

Civic Infrastructure

Local Digital Infrastructure

Digital Sovereignty

Algorithmic Transparency Data Rights

Responsible AI Open Infrastructure

Digital Public Goods AI Governance

Platform Accountability Data Portability

Federated Networks

Cultural Value

Social Value Creative Participation

Digital Heritage Collective Authorship

Public Value Archive Access

Creative Rights Shared Stewardship



Cluster A
**Digital
Commons**

**Digital
Commons**

Cluster D
**Governance,
Participation &
Urban
Innovation**

Cluster B
**Open
Infrastructure &
Digital Rights**

Cluster C
**Culture,
Creativity &
Social Value**



Co-funded by
the European Union

Cluster A

Digital Commons



This cluster captures the broad conversation around Digital Commons as **open, shared and community-maintained digital resources**. Posts frame the topic through familiar infrastructures such as open access, Wikipedia, Creative Commons, open source models and public digital repositories.

The strongest signal is a shift from simple access to **shared stewardship**. Users value Digital Commons because they make **knowledge and culture easier to share**, but they also question **how open resources can remain democratic, cared for and protected from AI and big tech extraction**.

The conversation is led by **Gaming & IT** and is most active in **Western Europe**, followed by Central and Eastern Europe. Sentiment is broadly **neutral-to-positive**, reflecting appreciation for open resources alongside concern over who controls, benefits from and maintains them.

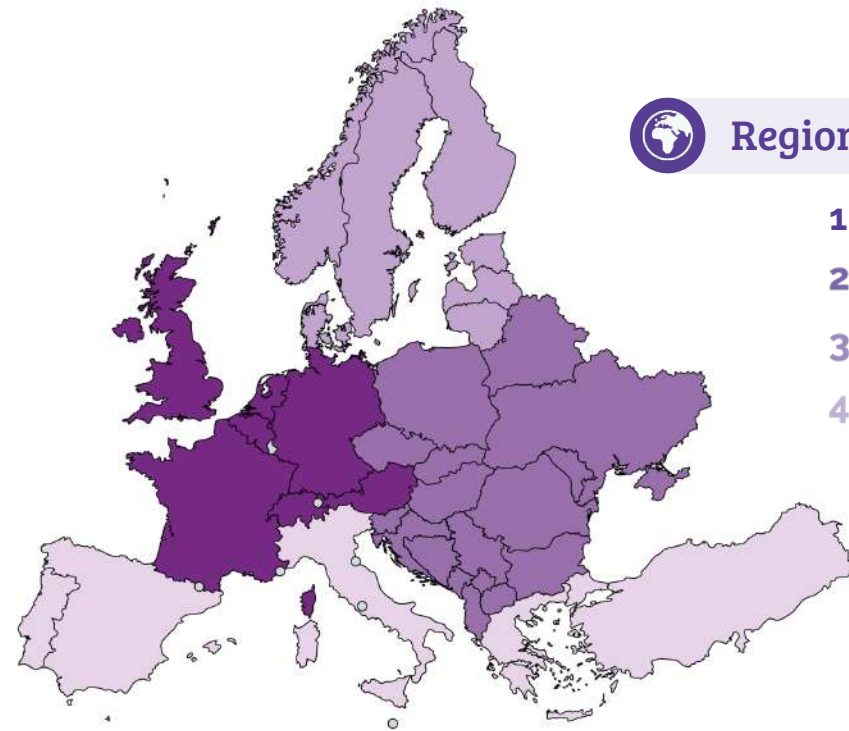


Co-funded by
the European Union

Cluster A

Digital Commons

This cluster captures the broad conversation around digital commons as open and shared digital resources. It includes open knowledge, open data, public domain, open source, Wikipedia, Wikimedia Commons, Creative Commons, open archives, digital preservation, and civic tech.

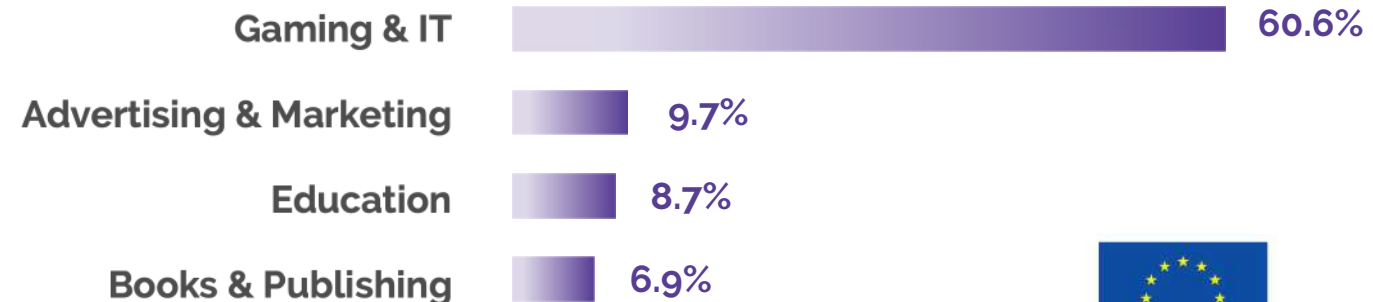


Regional Relevance

1. Western
2. Central and Eastern
3. Northern
4. Southern and Turkey



Top CCIs



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



Co-funded by
the European Union

Cluster A

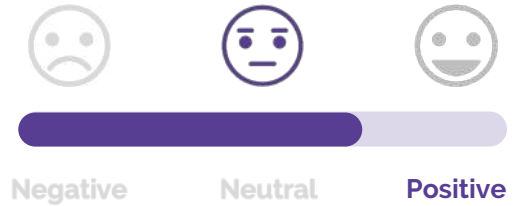
The conversation is shifting from access to stewardship: Digital Commons are valued because they make knowledge and culture easier to share, but users increasingly question how open resources can remain democratic, cared for and protected from AI and big tech extractions.



Key Concept & Tags

Open access
Wikipedia
Creative commons
AI businesses
Sovereignty

Posts' Sentiment



Emerging Conversations

“This recognition speaks not only about my convictions in free software and AI, but also about the **human side, and how digital commons fit into our society.**”

GAMING & IT, WESTERN

“During Milan Design Week, the user describes Digital Commons as “digital resources — software, platforms, archives or content — **open to everyone, not belonging to one person or company, but created, used and cared for by a community.**”

VISUAL ARTS, SOUTHERN & TURKEY

“I used to think open source was all we needed for decentralisation... now I think **open-source models are more like open-source browsers in the early web.**”

BOOK & PUBLISHING, WESTERN

“A tax on big AI businesses should **support the creative commons...** generative AI free-rides on unpaid creative work.

EDUCATION, WESTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.



Co-funded by
the European Union

Cluster B

Open Infrastructure & Digital Rights



This cluster captures a more strategic layer of the Digital Commons conversation: **the need to build public digital infrastructure that can reduce dependency on centralised platforms**. Posts frame the issue through digital sovereignty, data governance, Digital Commons EDIC, digital public goods and open infrastructure for media, publishing and cultural knowledge.

The strongest signal is that openness alone is not seen as enough. Users are asking for the conditions that make openness durable: governance structures, data rights, interoperability, ethical AI models and protection from platform capture. In this cluster, Digital Commons are less a repository of shared resources and more a power question — **who controls the systems that culture, media and public knowledge depend on?**

The conversation is led by **Gaming & IT** and is most active in **Central and Eastern Europe**, followed by Western Europe. Sentiment is **positive**, suggesting optimism around sovereign infrastructure and digital public goods, but the posts also reveal urgency around big tech dependency, cultural autonomy and accountable governance.



Co-funded by
the European Union

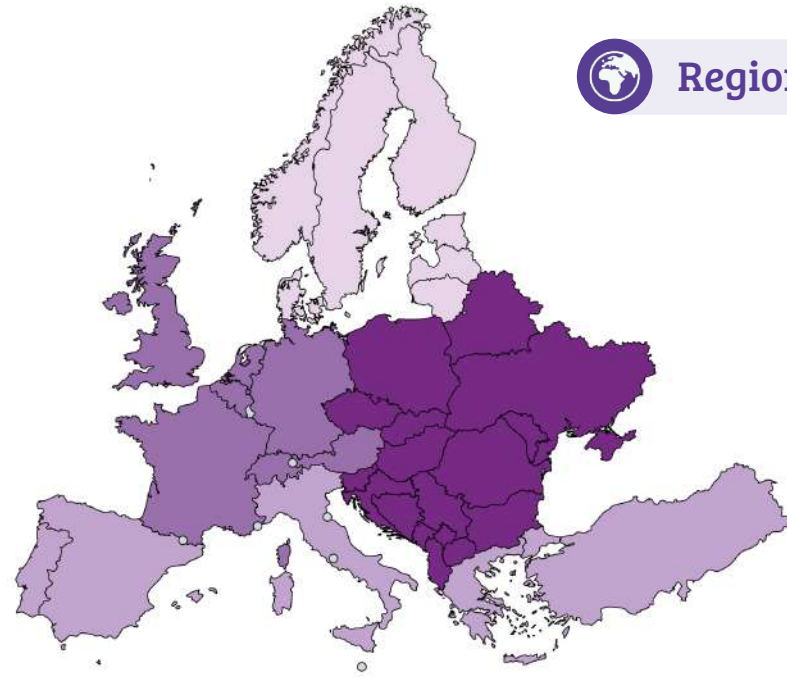
Cluster B

Open Infrastructure & Digital Rights

Exploring how digital sovereignty, open infrastructure, data rights and platform accountability are discussed across the CCI community.



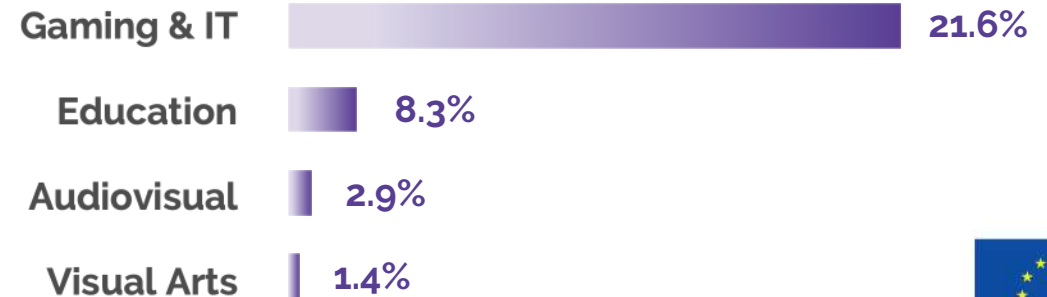
Regional Relevance



1. Central and Eastern
2. Western
3. Southern & Turkey
4. Northern



Top CCIs



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



Co-funded by
the European Union

Cluster B

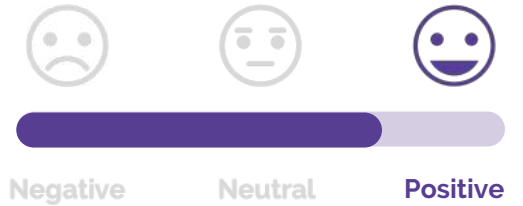
Creatives are asking for Digital Commons to become real public infrastructure, not just open resources. There is a need for systems that reduce big tech dependency, protect data rights, support ethical AI, and give culture, media and knowledge communities more control over their digital futures.



Key Concept & Tags

Digital Sovereignty
Public Digital Infrastructure
EDIC
Data Governance
Digital Public Goods

Posts' Sentiment



Emerging Conversations

“ A big step toward **digital sovereignty**. Today the Digital Commons EDIC officially launched to **reduce dependency on global platforms** and to give governments, businesses and citizens real digital choice built on European values.
GAMING & IT, WESTERN

“ “Important IIPP report on why Europe must move beyond incrementalism in digital sovereignty. EuroStack isn't about replicating existing models — it's about **building public digital infrastructure and governance structures...**”
EDUCATION, WESTERN

“ “We believe culture and media shouldn't be controlled by any centralized tech platform or venture-backed corporation. As we continue to build open infrastructure for the future of publishing, Ghost is now recognized as a **Digital Public Good**.”
GAMING & IT, WESTERN

“ We also need to build the decentralised, democratic alternatives, Public Digital Infrastructure, Digital Commons. Once we've **broken big tech's power**, so much else becomes possible.
BOOKS & PUBLISHING, WESTERN



Co-funded by
the European Union

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.

Cluster C

Culture, Creativity & Social Value



This cluster explores **how cultural value is being translated into digital and data-based systems**.

Posts frame the conversation through cultural data observatories, Creative Commons signals, GLAM data trusts, digital heritage, open educational resources and multilingual internet access.

The strongest signal is that culture is no longer discussed only as creative output or social impact, but as something that needs to be **accessed, measured, preserved and reused**. Digital Commons become relevant here because they can make cultural resources more visible, searchable and inclusive across archives, education, heritage and creative platforms.

The conversation is led by **Education** and is most active in **Southern Europe and Turkey**, followed by Northern Europe. Sentiment is **positive**, reflecting optimism around the role of digital tools and open infrastructures in making cultural value easier to share, recognise and protect.

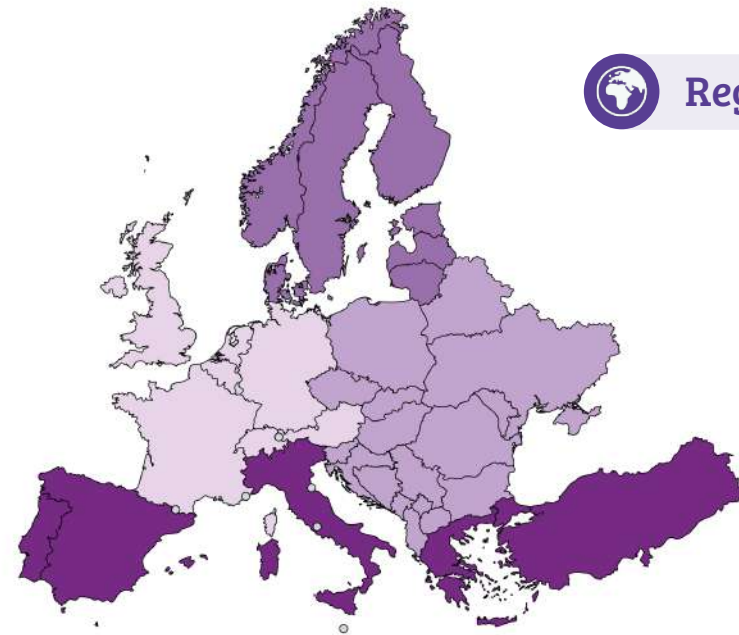


Co-funded by
the European Union

Cluster C

Culture, Creativity & Social Value

Exploring how cultural value, public value, social impact and creative rights are discussed across the CCI community.



Regional Relevance

1. Southern and Turkey
2. Northern
3. Central and Eastern
4. Western



Top CCI



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



Co-funded by
the European Union

Cluster C

Digital Commons help cultural value become easier to access, measure and share.

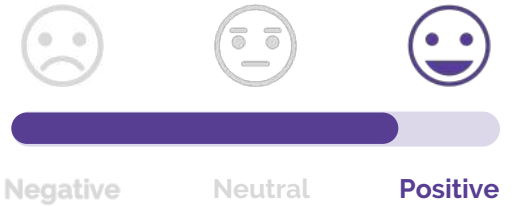
Practitioners talk about how culture is moving into digital and data-based systems, making cultural resources more visible, reusable and inclusive.



Key Concept & Tags

Public Value
Social Return
Culture
Local communities
Cultural Preservation

Posts' Sentiment



Emerging Conversations

“The Centre will be leading a new scoping project to develop a **blueprint for a national cultural data observatory**...”

AUDIOVISUAL, WESTERN

“Creative Commons is proposing a set of signals that **enable creators to signal to AI how their work can be used**.”

EDUCATION, WESTERN

“Just released: Our latest **whitepaper examining galleries, libraries, archives and museums' role in ethical AI development**. Through the Choral Data Trust Experiment, we're pioneering new models for responsible AI training and **data governance**.”

ARCHITECTURE, WESTERN

“Creative health is a pillar of #SocialPrescribing. Longstanding arts on prescription programmes have **shown good social return**...”

BOOKS & PUBLISHING, WESTERN

“Draft guidelines to monitor 3 key CI recommendations on **multilingualism**, digital heritage & OER were discussed at UNESCO EX today. We invite **engagement to strengthen impact and advance inclusive knowledge societies**.”

EDUCATION, CENTRAL & EASTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.



Co-funded by
the European Union



Cluster D Governance, Participation & Urban Innovation

This cluster explores how digital tools are changing the way people take part in research, governance, heritage and civic decision-making. Posts frame **participation through citizen science, open governance, digital democracy, community ownership and AI-enabled access to cultural memory.**

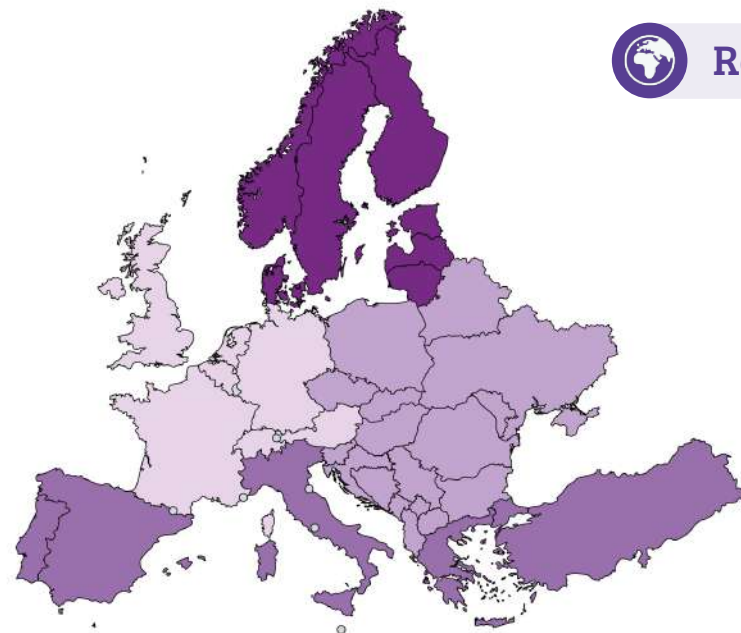
The strongest signal is that participation is becoming more active and distributed. Citizens are not only being consulted; they are helping shape research agendas, **contribute to knowledge, access heritage, and influence how digital systems are used in democratic and cultural contexts.**

The conversation is led by **Education** and is most active in **Northern Europe**, followed by Southern Europe and Turkey. Sentiment is **strongly positive**, reflecting optimism around digital participation as a way to make governance, cultural access and public innovation more open, inclusive and community-led.

Cluster D

Governance, Participation & Urban Innovation

Exploring how participatory governance, citizen science, civic infrastructure and urban commons are discussed across the CCI community.



Regional Relevance

1. Northern
2. Southern and Turkey
3. Central and Eastern
4. Western



Top CCIs



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



Co-funded by
the European Union

Cluster D

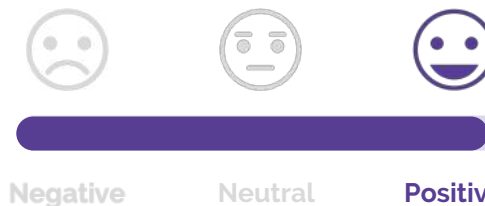
Digital participation is becoming a shared governance practice, where citizens, communities and cultural actors use digital tools to shape research, democracy, heritage access and creative decision-making.



Key Concept & Tags

Community Ownership
Participatory Design
Collective
Citizen science
Civic engagement

🧠 Posts' Sentiment



💬 Emerging Conversations

“How can citizens shape research, innovation and public policy? A new OECD report shows how Citizen Science is driving change and how governments can support it.”

GAMING & IT, WESTERN

“Through open governance and active citizen participation, we can pave the way for a more resilient democratic future.”

EDUCATION, WESTERN

“Day 3 of Ctrl+S Culture 2025 wrapped up the conference with an inspiring look at how AI is reshaping access to creativity, memory work, and inclusive participation in cultural heritage. From AI-driven storytelling and archival revival to community-led digital practices...”

CULTURAL HERITAGE,
SOUTHERN & TURKEY

“Good piece on lessons from digital democracy and the implications for using AI to scale up participation — its main message: focus on the results and not just who inputs.”

EDUCATION, WESTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.



Co-funded by
the European Union

03

Feudal Futures

Nextatlas Trend

Feudal Futures

Digital infrastructures are beginning to feel less like neutral tools and more like territories of power. Platforms, cloud systems and AI compute concentrate control, while users depend on them to work, create, communicate and participate. In response, mistrust in centralised systems is pushing people toward smaller forms of autonomy: self-hosted tools, encrypted groups, local networks and decentralised commons.



INSIGHT

The call for digital autonomy reflects fear of losing freedom to invisible tech infrastructures

INSIGHT

Communities carve out alternative infrastructures, building small autonomous systems at the edges of control

Centralized Decentralized

+111%
Decentralized
Trust

+68%
Regulatory
Clarity

INSIGHT

Platforms resemble sovereign powers, concentrating control while users navigate dependence and fragmented autonomy

INSIGHT

Rising interest in self hosting reflects a deeper mistrust in Big Tech's data control



Co-funded by
the European Union

The highlighted percentages represent the year-over-year growth in mentions on social media for the indicated concepts and tags

KEY TAKEAWAYS

Feudal Futures

01.

Infrastructure is becoming power.

The platforms and systems that organise work, culture, communication and visibility increasingly act like territories. To participate, people pay through data, attention, subscriptions or dependency on closed ecosystems.

02.

Compute is becoming the new land.

In an AI-driven world, access to compute power determines who can build, automate, analyse and influence. The unequal distribution of compute creates a new hierarchy of digital power.

03.

Autonomy is becoming local and partial.

People are not fully leaving centralised systems, but they are creating small spaces of control at the edges: self-hosted networks, encrypted groups, local infrastructure and community-led platforms.



Key Concept & Tags

Technofeudalism

Digital Autonomy

Compute Infrastructure

Open Source Social

Corporate Influence



Top Industries

Technology

Finance

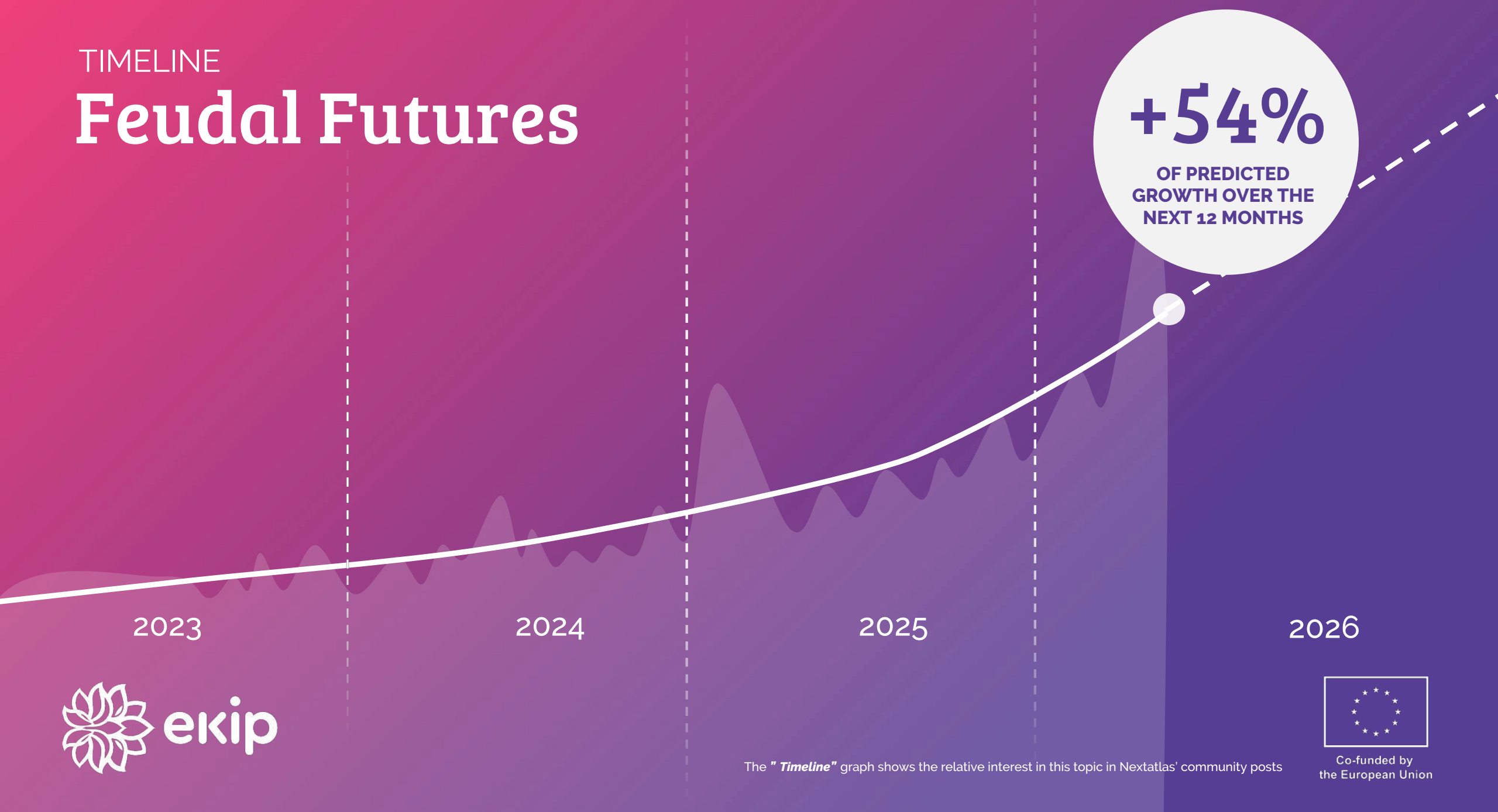
Architecture & Spaces



Co-funded by
the European Union

TIMELINE

Feudal Futures



The "Timeline" graph shows the relative interest in this topic in Nextatlas' community posts



Co-funded by
the European Union

CASE STUDY

Cultural Memory Lab helps archives reclaim control over digital preservation

The **Cultural Memory Lab**, led by TechSoup with Gray Area and supported by Filecoin Foundation for the Decentralized Web, helps community-based archives, libraries, museums and cultural organisations explore **decentralized strategies for preserving collective memory**. Running from March to June 2025, the lab supports selected teams through microgrants, mentorship and Gray Area's DWeb for Creators course.

Across the cohort, projects use IPFS and Filecoin to turn decentralized technology into practical preservation tools. Selected initiatives include **a Black Queer Archive in Kansas City, a Zapotec biocultural knowledge archive in Oaxaca, and an open-source repository for durable medical equipment designs**. Each project treats memory not as static content, but as something communities should be able to access, govern and protect over time.

<https://grayarea.org/initiative/cultural-memory-lab/>



Cultural Memory Lab

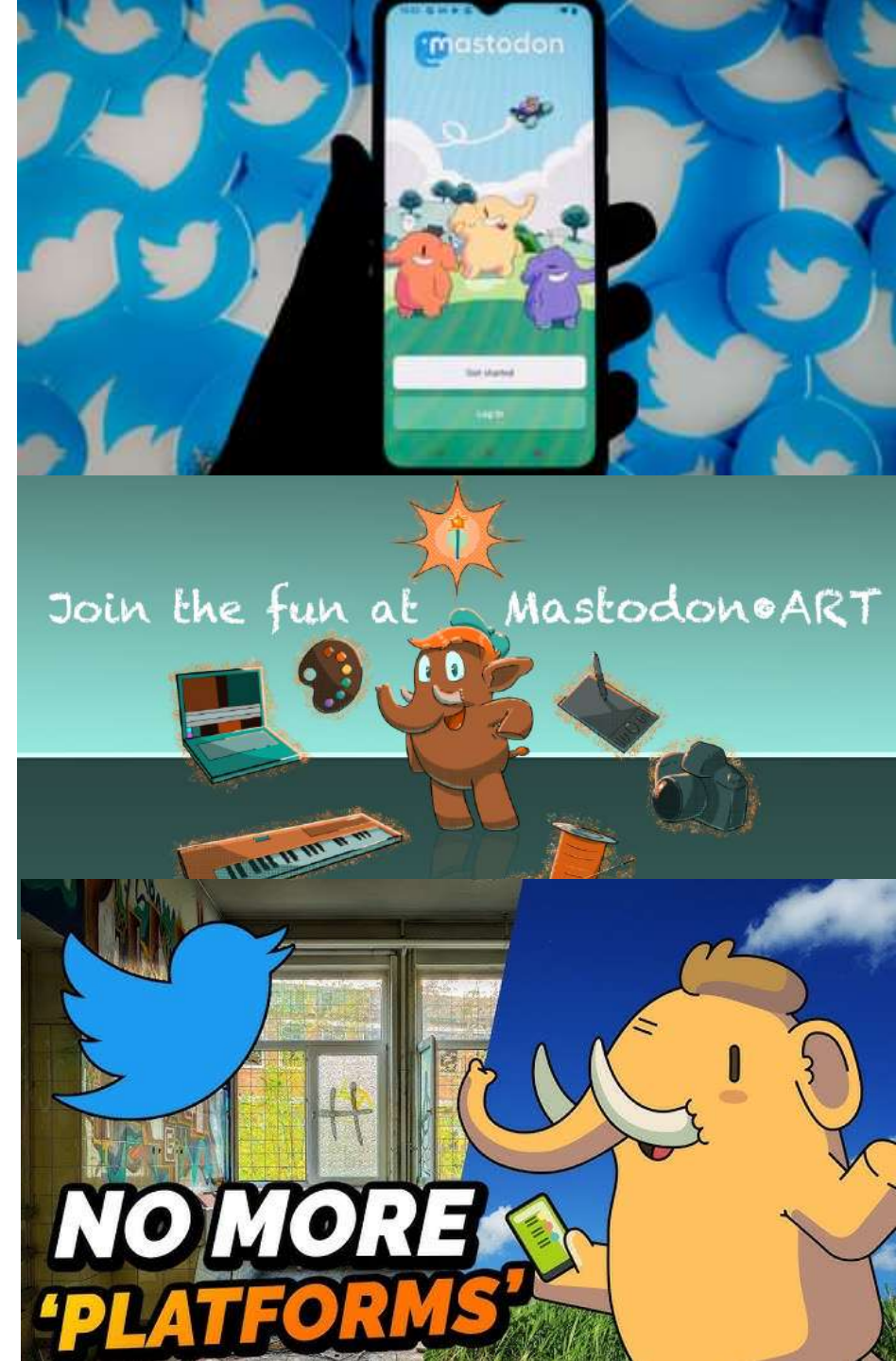
CASE STUDY

Mastodon.ART shifts creative social media from platform reach to community control

Mastodon.ART is an independent, community-run space for **artists and creative people** on Mastodon, the decentralised and open-source social network. Instead of relying on one central platform, Mastodon works through interconnected servers, where each community can define its own rules, moderation style and cultural norms.

For artists, writers, illustrators, musicians, photographers, game developers and makers, this creates a different kind of creative social space: less driven by algorithmic visibility and more shaped by **shared context, community trust and direct exchange**. Mastodon.ART's Patreon describes it as a home on the Fediverse for creative people since 2017, while Mastodon's wider model supports posts across text, images, video and audio without ads or clickbait.

<https://mastodon.art/about>



WHAT'S NEXT?

Feudal Futures

01. INFRASTRUCTURE AS POWER

Digital power is moving from visible platforms to the infrastructures behind them: cloud systems, data pipelines, AI compute and access layers. Cultural and creative actors will need to understand not only where their content circulates, but who **controls the systems that make creation, visibility and participation possible**.

02. FROM OPEN ACCESS TO SHARED STEWARDSHIP

Access alone is no longer enough. As open resources are increasingly used by platforms and AI systems, **Digital Commons will need stronger models of care, governance and reciprocity**. The next phase will reward infrastructures that make shared knowledge not only available, but protected, maintained and fairly governed.

03. SMALL COMMONS, STRONGER TRUST

As mistrust in centralised systems grows, people will look for smaller and more trusted digital spaces: self-hosted tools, encrypted communities, local networks and community-led platforms. These spaces will not replace dominant platforms completely, but **they will offer pockets of autonomy where communities can organise, share and collaborate with more control**.

04. COMPUTE AS THE NEW DIVIDE

In an AI-driven environment, compute power is becoming a new form of wealth and influence. The ability to train, run and access advanced systems will shape who can innovate and who remains dependent. For CCI, this raises a new question: **how can cultural and creative communities access the tools of the future without becoming locked into extractive infrastructures?**

ACKNOWLEDGEMENTS:

DEBORA BAE

Head of Insights
debora.bae@icoolhunt.com

GRETA CAPPELLINI

Trend Researcher
greta.cappellini@nextatlas.com

PRANJAL PATEL

Trend Researcher
pranjal.patel@nextatlas.com

CONTACTS:

LUCA MORENA

CEO
luca@icoolhunt.com

ERICH GIORDANO

Head of Business Development
erich.giordano@icoolhunt.com

Thank you



Co-funded by
the European Union