



Contributos para o aumento da democracia digital

Assembleia da República de Portugal - 23 Sep 2016

Antonio Vargas
João Nunes

Valores que a tecnologia facilita atingir...
... e 3 ferramentas gratuitas do Google para o fazer.

Transparência



Google Street View

Aproximação



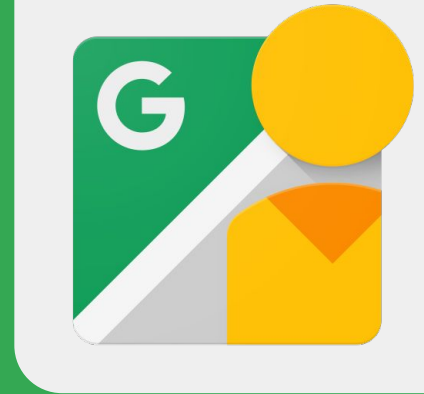
Google Arts & Culture

Participação



YouTube

Google Street View em Portugal



Special Contents em Portugal

As primeiras Special Collects em Portugal realizaram-se em 2010, com o nosso equipamento mais antigo, o “Trike” (um triciclo equipado com uma câmara Street View). Um dos primeiros locais que foram captados no âmbito do nosso projecto, foi o Centro Histórico de Évora.

Em 2014 voltámos a Portugal para expandir a cobertura do Street View no território Nacional. Com os nossos equipamentos Trekker e Trolley captámos mais de 50 lugares de interesse cultural ou histórico.



Maravilhas de Portugal

Durante anos temos trabalhado para estabelecer parcerias com entidades públicas e privadas, o que nos permitiu capturar mais de 50 espaços arquitetônicos e naturais que abriu no ano passado, como:

- [Mosteiro dos Jerónimos](#)
- [Mosteiro da Batalha](#)
- [Mosteiro de Alcobaça](#)
- [Castelo de Guimarães](#)
- [Palácio Nacional da Pena](#)
- [Parque Natural da Serra da Estrela](#)
- [Castelo de S. Jorge](#)
- [Sé Catedral de Braga](#)
- [Vila de Óbidos](#)
- [Ruínas de Conímbriga](#)
- [Estádio do Sport Lisboa e Benfica](#)

Para poder captar estes lugares específicos, utilizamos duas das nossas tecnologias de captação de imagens em 360º:

- [O Trekker](#)
- [O Trolley](#)

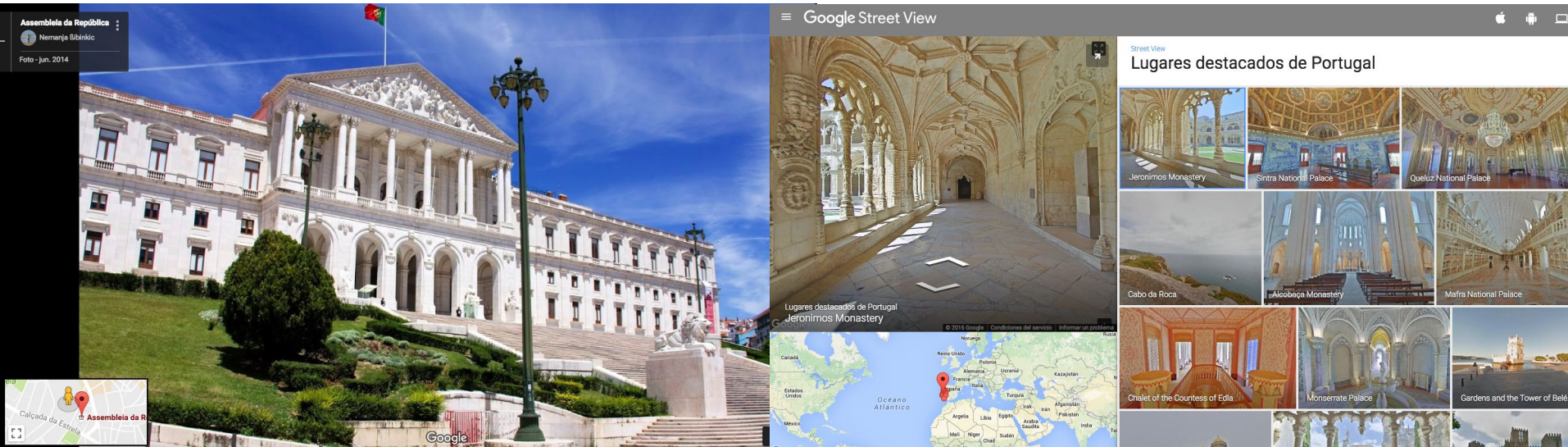


O que propomos à Assembleia da República de Portugal

De:
Apenas uma imagem
no Google Maps



Para:
- Visita Interior 360° virtual
- Experiência de realidade virtual



Google Cultural Institute em Portugal



EXPANDING PARTNERSHIPS

850+ partners
from 60+ countries



1,550
digital exhibits

6.4 million
unique artifacts



REACHING GLOBAL AUDIENCES

240 million
page views

41 million
users worldwide

TOP 20 COUNTRIES BY VISITS

United States, France, United Kingdom, Russia, Italy,
Germany, Japan, Canada, Poland, Turkey, Brazil,
Spain, Mexico, India, Australia, South Korea,
Netherlands, Argentina, Belgium, Colombia

ENGAGING ONLINE VISITORS

675,000+
user created galleries

Average time
on the site



Average time
on each item



8.7 million
Cultural Institute
followers

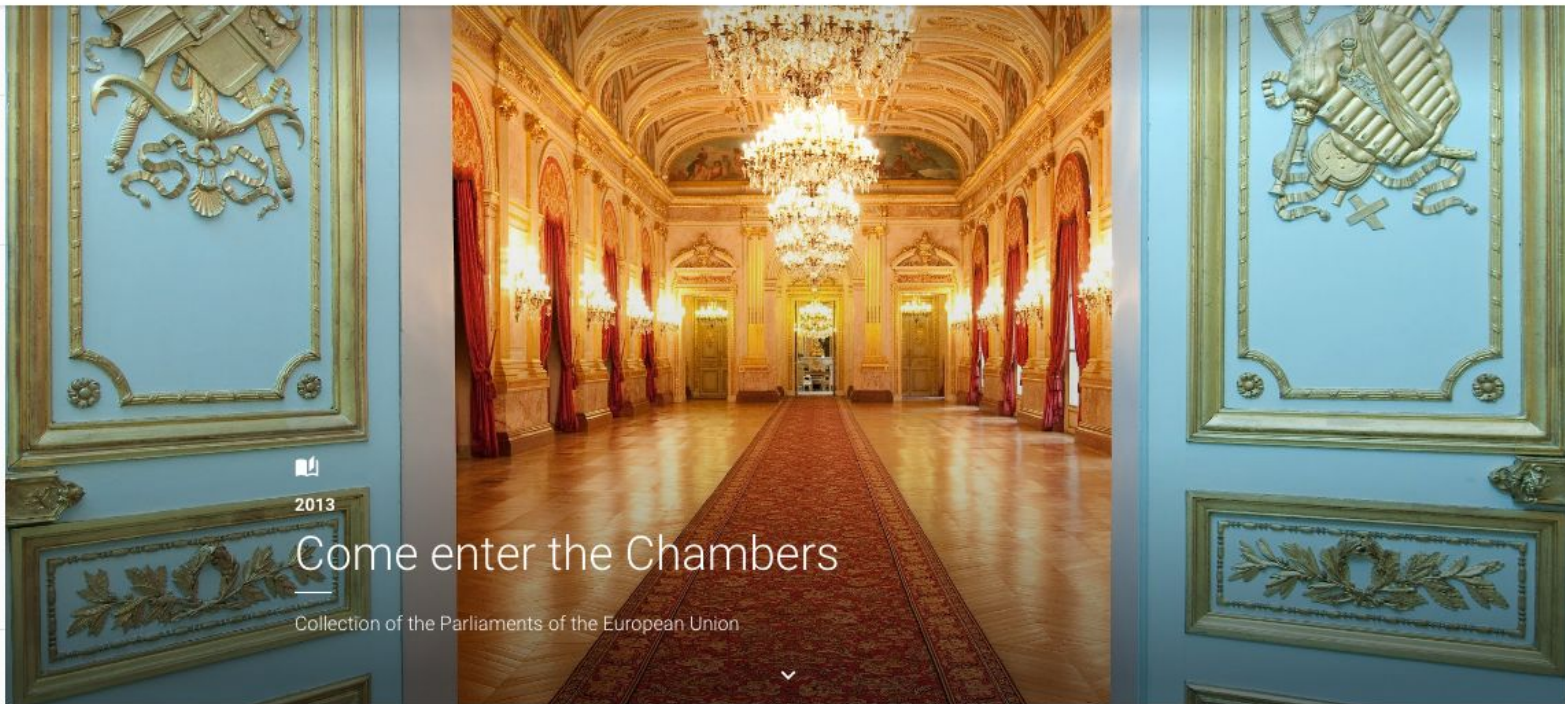
12.4 million
Art Project followers

Exposição dos Parlamentos da União Europeia

Google Arts & Culture



- Home
- Partners
- Projects
- Artists
- Mediums
- Art Movements
- Historical Events
- Historical Figures
- Places
- Favorites
- About
- Send feedback



2013

Come enter the Chambers

Collection of the Parliaments of the European Union

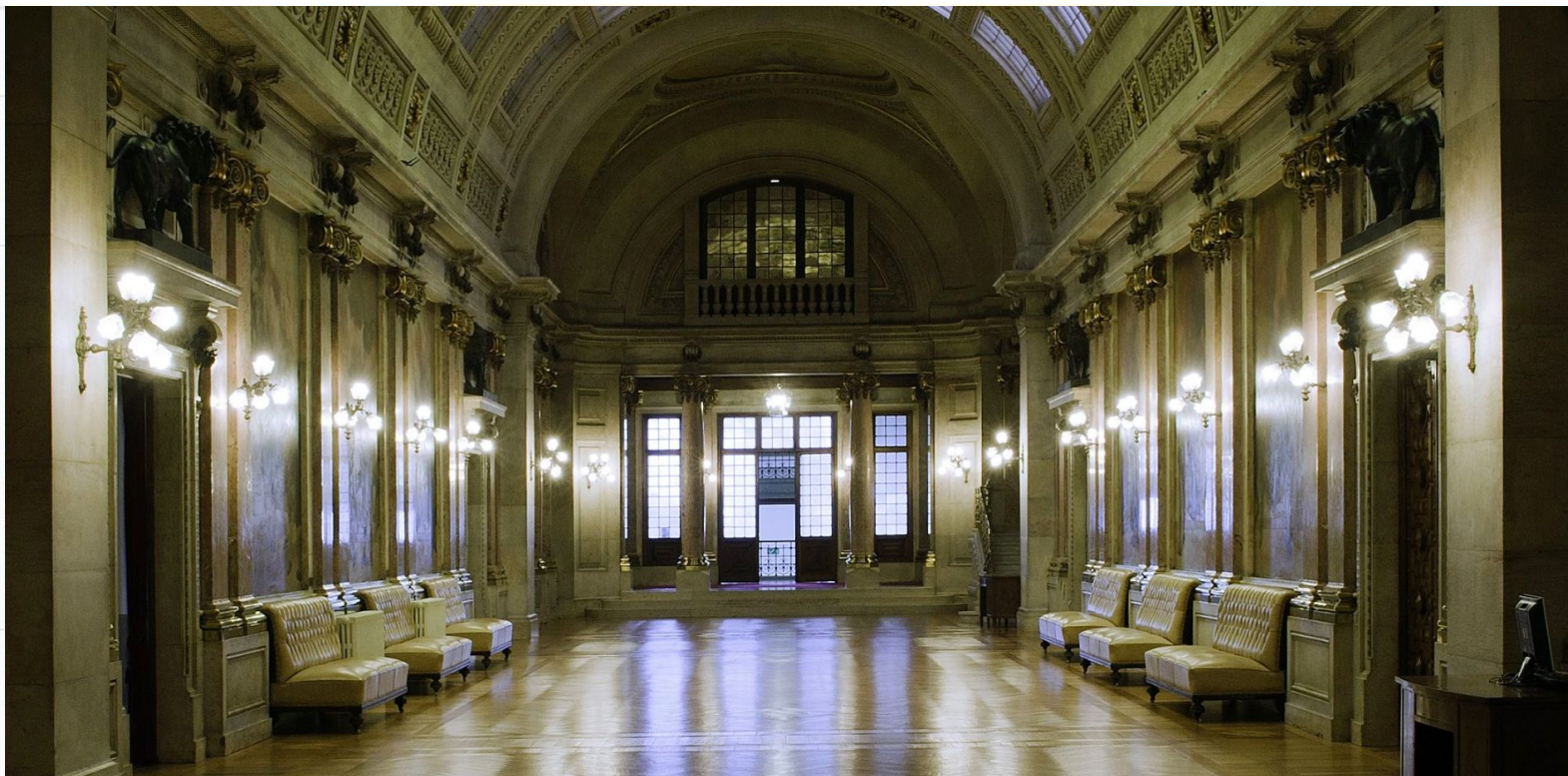
Discovering Parliaments in the European Union

O que propomos à Assembleia da República de Portugal

Google Arts & Culture



- Home
- Partners
- Projects
- Artists
- Mediums
- Art Movements
- Historical Events
- Historical Figures
- Places
- Favorites
- About
- Send feedback



Descobrir o Palácio de São Bento

Youtube em Portugal

Alguns dados

O YouTube em Portugal

QUANTOS
UTILIZADORES +18
VISITAM O YT POR
MÊS?

QUANTOS
UTILIZADORES VÊM
VÍDEOS NO YT POR
DIA?

QUAL É A DURAÇÃO
MÉDIA POR SESSÃO
DE CADA
UTILIZADOR?

O YouTube em Portugal

4.4M

3M

51 MINUTOS

(60 minutos/ logged in users*)
1.8M daily logged users

55% Mobile

2.5% TV Screen (5x 2015)

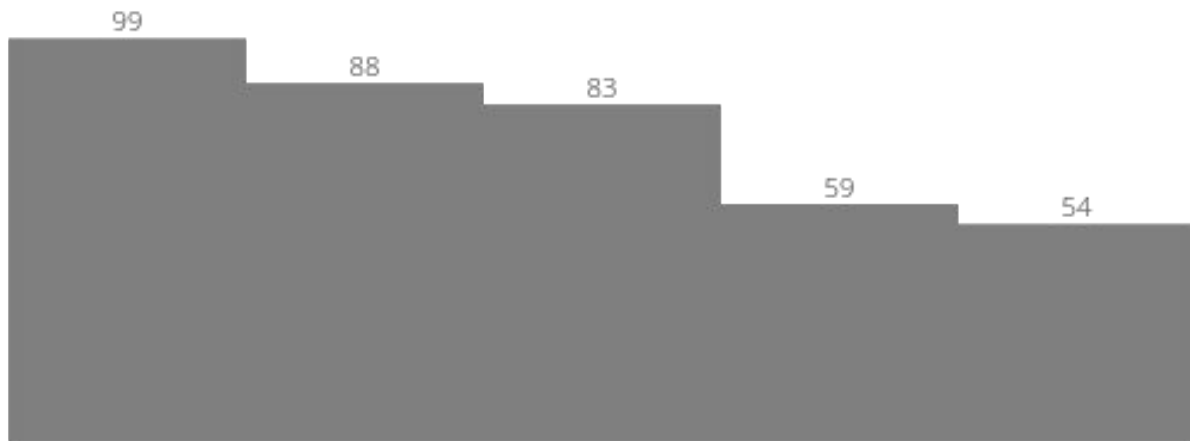
Quase 8 em cada
10 internautas
usam o
YouTube...
....pelo menos uma
vez por mês

78%

A utilização do YT é alta entre os internautas de todos os grupos etários – em particular nos mais jovens

'YouTube usage at least once per month across age groups'

Base: local internet users



Under
25 years

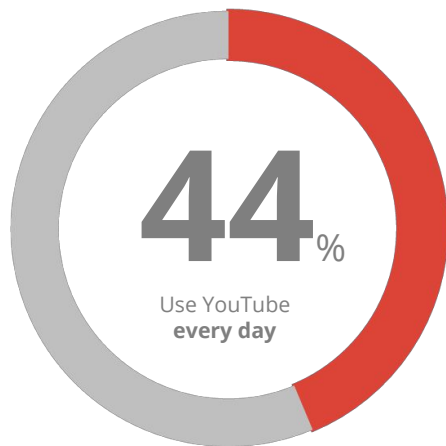
25-34 years

35-44 years

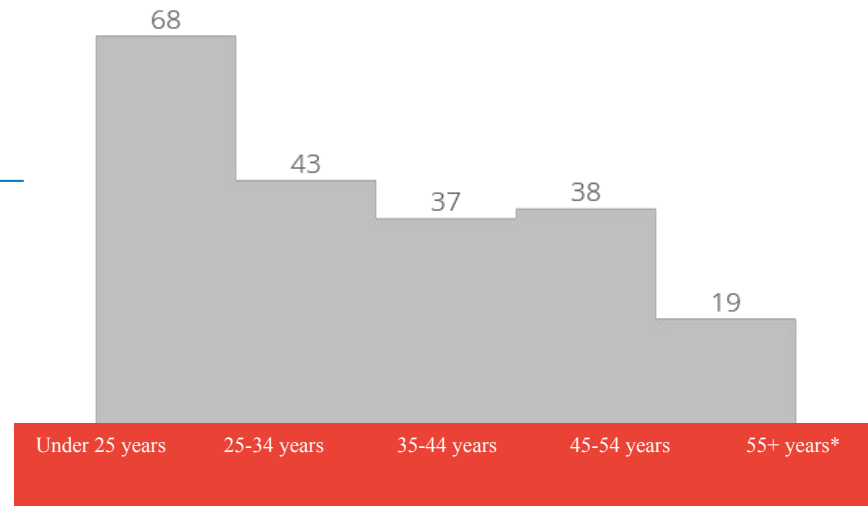
45-54 years

55+ years

Especialmente jovens <25 usam o YT todos os dias

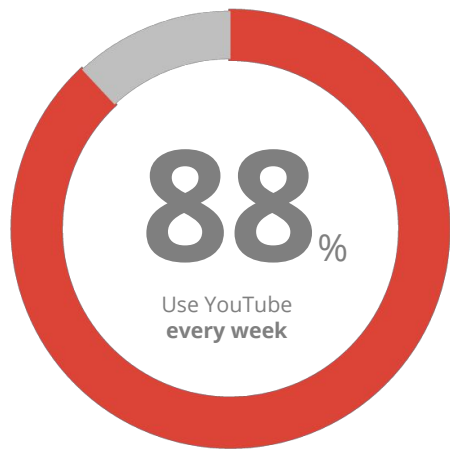


Daily
YouTube usage
across age groups

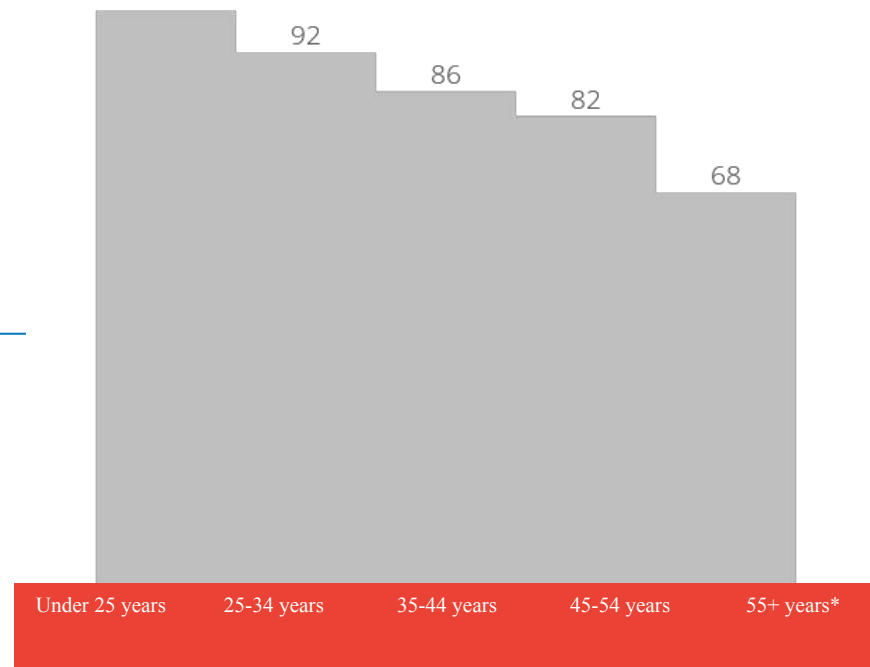


*Low base n<60 & n>30

A grande maioria dos internautas visitam o YT pelo menos uma vez por semana



Weekly
YouTube usage
across age groups



*Low base n<60 & n>30

Youtube para instituições públicas e Governos

Boas práticas e Casos de Uso

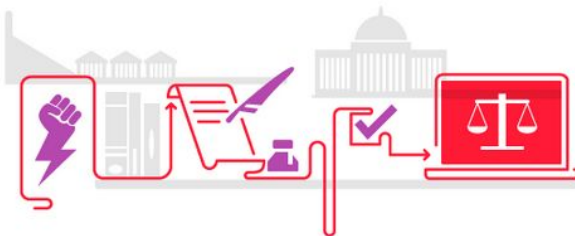
YouTube for Government

As a government official, communicating effectively is key. Use YouTube to strengthen your online presence, control your story and engage your audience wherever they are.

[YouTube for Government](#)[Get set up](#)[Maximize your channel](#)[FAQs](#)

Get started

Set up your channel so you can start reaching your audience.



Google for
Government



Construa a sua presença

Rep. Cathy McMorris Rodgers

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#) [Q](#)



Meet Cathy

19,794 views 2 months ago

<http://solu.gop.gov/>

Now in her fifth term representing Washington's Fifth District, McMorris Rodgers hails from a farming family with deep roots in Eastern Washington, where she grew up working with her parents and brother at their orchard and fruit stand in Kettle Falls. She was the first in her family to graduate from college and later earned an Executive MBA from the University of Washington. After rising to become minority leader in Washington's State House, she was elected to Congress, where she serves on the House Energy & Commerce Committee and has been a member of Republican leadership since 2009. As Conference Chair...

[Read more](#)

GOP Labs

<http://goplabs.tumblr.com>



The Forgotten 15

by Rep. Cathy McMorris Rodgers

2,232 views



Balance the Budget: Now is the Time

by Rep. Cathy McMorris Rodgers

19,457 views
CC



Republican Women Fighting for a Balanced Budget

by Rep. Cathy McMorris Rodgers

1,026 views



Where's Obama's Plan?

by Rep. Cathy McMorris Rodgers

1,916 views



Attorney General Holder Believes in the "George ..."

by RepDennisRoss 2,001 views



House Republican "America Needs"

7,430 views

Regulatory Roundtable

Listening to Eastern Washington job creators discuss how burdensome federal government regulations affect their industries.



Explique os seus assuntos e interaja com o seu público



Subscribe to Tim's channel!

0:19 / 3:16

Uncle Sam's Unlimited Plan: Learn more about this costly gover...

Rep Tim Griffin · 590 videos

42,214

465 11

Like About Share Add to

This video player shows a man in a dark suit and tie speaking. A red banner at the bottom of the video area says "Subscribe to Tim's channel!". The video progress bar shows 0:19 / 3:16. The title is "Uncle Sam's Unlimited Plan: Learn more about this costly gover...". The channel name is "Rep Tim Griffin · 590 videos". The view count is 42,214, with 465 likes and 11 dislikes. The bottom navigation bar includes "Like", "About", "Share", and "Add to". A blue arrow points to the "Subscribe to Tim's channel!" banner.



0:40 / 3:16

Uncle Sam's Unlimited Plan: Learn more about this costly gover...

Rep Tim Griffin · 590 videos

42,214

465 11

Like About Share Add to

This video player shows a diagram with a cell tower on the left, two blue human figures in the middle, and a smartphone on the right. Green arrows point from the tower to the figures and from the figures to the phone. The phone screen shows a character resembling Uncle Sam. A blue arrow points to the top right corner of the video player area.

Explique os seus assuntos e interaja com o seu público



Faça-o em directo

Browser address bar: https://www.youtube.com/my_live_events

YouTube logo and navigation menu

CREATOR STUDIO

- DASHBOARD
- VIDEO MANAGER
- Videos
- Live Events**
- Playlists
- Search History
- Likes

COMMUNITY

CHANNEL

ANALYTICS

CREATE

Send feedback

Live events: Do it live!

Whether you're recording a concert, a sports event, a talk show, or just yourself, now you can stream your event — live and direct — right to your audience. [Learn more](#)

Enable live streaming

Webcam friendly

Got a webcam? Then you're just a few clicks away from creating your very own live event.

Engage your audience

Now you can interact with your fans in a whole new way. Reply to viewer comments live on air!

Professional controls

Customize your audio/video, monetize your show with ads, make a highlight reel, and a whole lot more.

YouTube logo

Language: English | Country: Worldwide | Safety: Off | Help

System tray: Google, Chrome, Mail, YouTube, 09:56, Wi-Fi, Battery, User profile

Faça-o em
directo



Earned Income Tax Credit

n. The Earned Income Tax Credit is a federal tax credit that encourages and rewards work. In 2010, the EITC helped more than 27 million working families and individuals.

36:14 / 1:05:17

The 2014 State of the Union Address (Enhanced Version)

The White House · 4,567 videos

461,933

Subscribe 404,093

2,108 1,489

Promova audiências e eventos



The video player shows a live broadcast from C-SPAN3. The main subject is Seth Rogen, wearing glasses and a suit, speaking at a hearing. The hearing is titled "ALZHEIMER'S DISEASE" and is part of the "Senate Appropriations Subcommittee on Labor, Health & Human Services". A nameplate in front of him reads "Mr. Rogen". The video is currently at 0:57 of a 6:37 duration. The C-SPAN3 logo and "HD" are visible in the bottom right of the video frame. The video player interface includes a play button, volume control, and a progress bar.

Seth Rogen Opening Statement (C-SPAN)

C-SPAN · 4,011 videos

C-SPAN [Subscribe](#) 56,580

6,009,111

36,890 1,438

Estude e aprenda com a sua audiência

DASHBOARD

- VIDEO MANAGER
- CHANNEL SETTINGS
- ANALYTICS
 - Overview
 - Earnings reports
 - Estimated earnings
 - Ad performance
 - Views reports
 - Views**
 - Demographics
 - Playback locations
 - Traffic sources
 - Audience retention
 - Engagement reports
 - Subscribers
 - Likes and dislikes
 - Favorites
 - Comments
 - Sharing
 - Annotations (Beta)
- INBOX
- Daniel Sieberg

[Send feedback](#)

Overview > Views

Content: Ana Marie Cox and Jim Geraghty Hangout

Geography: Search for locations

Date range: Lifetime

Ana Marie Cox and Jim Geraghty Hangout with Google.

VIDEO Uploaded: Feb 23, 2012 - Duration: 48:37 - Lifetime views: 249

Lifetime (Feb 23, 2012 – Feb 18, 2013)

Monetizable views will be removed at the end of February. [Estimated monetized playbacks](#) are a better indicator of your performance. [More info](#)

VIEWS 249	MONETIZABLE VIEWS 54	ESTIMATED MINUTES WATCHED 385*
--------------	-------------------------	-----------------------------------

Line chart | Map

Daily stats | Compare metric

*Estimated minutes watched data is not available before September 1, 2012.

Confidential & Proprietary

O que propomos à Assembleia da República de Portugal

De:
Apenas resultados de
outros no YouTube



Para:
- Um canal organizado
- Ser a Assembleia o motor da divulgação
da informação

assembleia da república



Filters



Vai Chamar Palhaço ao Teu Pai Assembleia da República 26

LUSITANIATV

2 years ago • 45,728 views



Um dia na Assembleia da República - Infominuto

RTP

3 years ago • 628 views

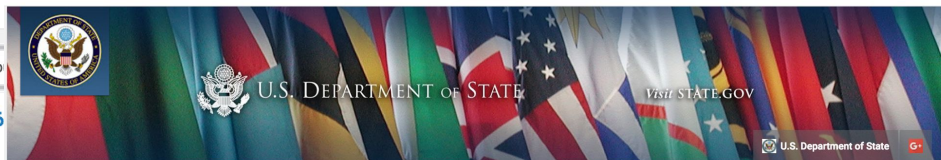
Neste episódio, o InfoMinuto troca por miúdos o Parlamento: quem se porquê e para quê. Para além disto, ainda ...



ASSEMBLEIA DA REPÚBLICA: Aprovou em definitivo o Orçar do Estado

TVM Moçambique

1 year ago • 3,196 views



U.S. Department of State

Subscribe 48,362

Home Videos Playlists Channels About



Secretary Kerry Speaks on the Trans-Pacific Partnership

1,101 views 4 days ago

U.S. Secretary of State John Kerry gives remarks and answers questions on the Trans-Pacific Partnership, at the Woodrow Wilson Center for International Scholars, in Washington, D.C. on September 28, 2016. A transcript is available at <http://www.state.gov/secret...>

Related channels

- The White House
- RT
- CNN
- Ruptly TV
- AFP news agency
- Reuters

Uploads



Daily Press Briefing - September 30, 2016

2 days ago • 1,606 views

Deputy Spokesperson Mark Toner leads the Daily Press Briefing at the Department of State on September 30, 2016. A full transcript is available at...