

eMuseum of Sport: A case of technological incubation at UERJ

This chapter intends to present a) a brief reflection about the current situation of digital museology, b) the eMuseum of Sport as a solution created in response to the isolation caused by Covid-19, the growing demand for digital content and interactive immersion, and to preserve the national sports collections, c) the support and results obtained through the partnership between the Gama Assessoria Startup and UERJ's Technological Incubator for Social Enterprises and Social Cooperatives (Itecs). To access Gama Assessoria's portfolio, go to: <http://gamaassessoria.com/>

It was in this sense that, upon evaluating the stages of development and the interactions happening between these actors linked to the eMuseum, it was possible to validate the experiences to create a theoretical baseline. In a bid to legitimize the theory of the practices occurring in the eMuseum, the "Chamem" model was created. It was proposed by Lamartine DaCosta and considered 6 areas that needed to be contemplated for the digital interactions to happen in the eMuseum, as shown in figure 1 (Pena, 2020, p.26).

Each area possesses a network of interlocutors responsible for their respective actions in the eMuseum. In this case, they are the participating public and private entities, as well as the collectors for each gallery and exhibition.

Through a documental analysis, which was conducted to survey the eMuseum of Sport's mediatic impact through digital data, internet data was analyzed through social networks Facebook and Instagram, and the eMuseum's website, where there are 9 exhibits and 9 virtual galleries created between June 2020 and January 2021. These digital means of communication have data analysis metrics which enable people to know how a certain post was received by the public that uses these networks.

It is important to note that the access indicators registered, in the beginning of 2021, 196 thousand users in the Portal and a reach of 9 million on project media and social networks, as shown in Table 4.

Table 4: Results

SPONTANEOUS MEDIA			
DESCRIPTION:	VEHICLE:	FREQUENCY:	REACH:
Interview with Bianca and news report about Maracanã exhibit	TV RJTV 1, on Globo	once	705 thousand homes
Interview with Bianca and news report about Maracanã exhibit	TV RJTV 2, on Globo	once	1,363,000 homes
Interview with Bianca and news report about Maracanã exhibit	TV Jornal das 10, on GloboNews	once	73,730 homes
News report about Maracanã exhibit	News website Globoesporte.com	once	35 million views per month
News Report about Olympic Committee Gallery	News website Globoesporte.com	once	35 million views per month
eMuseum of Sport Launch	Rádio Tupi radio station	once	210 mil listeners per minute around the country
SOCIAL NETWORKS			
INSTAGRAM	REACTIONS/LIKES		7,710
	COMMENTS		771
	SHARES		514
	SAVES		2,355
	CLICKS		51,402
	IMPRESSIONS		4,440,606
	REACH		3,163,934
FACEBOOK	REACTIONS/LIKES		12,850
	COMMENTS		2,056
	SHARES		899
	SAVES		169
	CLICKS		0
	IMPRESSIONS		1,885,654
	REACH		3,593,501
WEBSITE/ANALYTICS	VIEWS		196,054
	SINGLE VIEWS		71,636
	USERS		42,618

	LOCATION	https://www.emuseudoesporte.com.br/br/home
LIVE	VIEWS	5.230
	SINGLE VIEWS	2.014
	AVERAGE VIEWING TIME	1”30

The data above points to the eMuseum’s relevance in reaching people with the configuration of an eMuseum as digital innovation, especially in light of the changes undergone by our society due to the Covid-19 pandemic.

It is important to highlight the importance of the eMuseum of Sport’s incubation at UERJ, since it received all the necessary support, from the beginning, as listed below:

- 1) Holding a Hackathon to search for innovative technological solutions (Pena, 2019), with one study grant available for a student from UERJ
- 2) Supporting the eMuseum brand registration and the software registration at the INPI, as well as supporting the creation of partnership contracts.
- 3) Support while getting closer to the market and the government. Regarding the government, this rapprochement mostly happened through:

a) the obtention of resources through article 20 of the Innovation Law (Law 10973, of December 2nd, 2004), which states that “The agencies and entities of public administration, in matters of public interest, may directly contract ICT, non-profit private law entities or companies, isolated or in consortia, focusing on research activities and recognized technological training in the sector, with the goal of conducting activities in research, development and innovation that involve a technological risk, to solve a specific technical problem or to obtain an innovative product, service, or process (Text from Law 13243 of 2016) and;

b) the obtention of resources through article 18 of Law 9128 of December 11th, 2020, which establishes a partnership between the Office of Education and Public State Universities to support administrative, educational, and technological activities, among others.

Besides the benefit of being able to receive resources through the University, there was also the chance to provide services for state offices (Science and Technology, Education, Faperj, etc...). Due to all the reasons listed above, we conclude that the incubation of startups in universities is of extreme relevance to obtain effective results.

Book: A inovação em Novos tempos, Realidades e Transformações