Europeana DCHE
11 May 2017  Jill Cousins, Harry Verwayen, Shadi Ardalan

Cycle Confortas (homme debout à côté d’un vélo avec volant au milieu d’une rue)
Agence Roi. Agence photographique c.1914, National Library of France
France, Public Domain
Search and Multilinguality

Content-based search means users can now search on colour, resolution, and sound quality and we've invested in multilingual capabilities to enrich the data. While introducing a new algorithm means our ranking effectiveness in Europeana Collections has improved by 24.1%
Questions on Annual Report 2016?
Europeana

Refined strategy

11 May 2017  Jill Cousins
Europeana 2020 Strategic update

It's three years since we launched our 2020 strategy. We're now at the halfway point; a good time to review our progress, refine and update our plans and make sure we're on course to meet our targets together.
Strategy refinement working group
The Europeana Strategy 2020, which positions Europeana as a multi-sided platform that facilitates interaction between the content and the user, is still largely valid.

But a shift in emphasis is needed to make us more effective in the execution.
PAIN POINTS

END USER SERVICES

RE USE SERVICES

DATA SERVICES

CORE

ROLES & RESPONSIBILITIES
So what do you mean in practice?
CHANGE PRIORITIES

1. easy & rewarding
2. Scale with partners
3. Engage people

CLARIFY ROLES & RESPONSIBILITIES
Making it easy & rewarding for CHIs to share high quality content

Roles & Responsibilities:

- Data Quality/ Control of use - Cultural Heritage Inst. Europeana Network
- Targets on Data Quality - MS
- Data enrichment/improvement: Aggregators
- Publishing etc - Europeana
Scaling with Partners

Roles & Responsibilities:

- Partnership Development: Europeana
- Audience Devt & Outreach: Education & Research providers, Creative Industry intermediaries
- Data Supply at high quality: Cultural Heritage Institutions, Europeana Network Association
- Challenges & Grants programmes Europeana & Advisory Boards
Engaging people

Roles & Responsibilities:

- Collection Curation: Domain & CHI experts
- Social media outreach: Europeana Network Assn, Europeana, Cultural Heritage Inst’s.
- Campaigns: Europeana, Europeana Network Association, Cultural Heritage Inst’s
- API, Search, Multilingualism, Europeana, Europeana Tech Community
What does this mean for you?

1. Easy & rewarding
2. Scale with partners
3. Engage people
Business plan 2017
“Spreading the word”
February 20
MARKETS & PRODUCTS
Impact statement: “(in 2020) decision makers in Cultural Heritage Institutions (CHIs) feel rewarded as active participants in a culturally connected platform for Europe, built on the principles of openness, mutuality and trust. Being part of Europeana has both connected them with peers and helped them to make their collections available, in high quality, with standardised rights statements that allow re-use, to the general public and for use in education, research, and creative industries”
Publish and implementing the new content strategy: with an emphasis on quality over quantity, we will liaise closely with expert hubs and aggregators to proactively identify new collections and partners for publication in Europeana. Selection will be based on user demand, quality and richness of content (Europeana Publishing Framework tier compliance) and theme alignment.

Update the Europeana Publishing Framework: clarifying the technical requirements for video, audio and texts. In late 2017 we also aim to introduce a metadata quality component to the framework as the tiers are currently based solely on the presence and licensing of media.
Performance Indicators

Mix of qualitative and quantitative measures

Key performance indicators 2017:
- Establish the components of a Net Promoter score baseline
- 60% of participating CHI rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tier 3 and 4 material to at least 16% of the total
Quick updates
11 May 2017  Jill Cousins, Harry Verwayen, Shadi Ardalan
2017 Q1 KPIs
Cultural Heritage Institutions

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of participating CHIs rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tiers 3 and 4 material to at least 16% of the total
## Cultural Heritage Institutions

### Tier ¾ added

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier ¾</td>
<td>8%</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>8.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tier Total March 2017, Percentage, and Difference with January 2017

<table>
<thead>
<tr>
<th>Tier</th>
<th>Total March 2017</th>
<th>Percentage</th>
<th>Difference with January 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54,358,074</td>
<td>100%</td>
<td>224,593</td>
</tr>
<tr>
<td>Tier 1</td>
<td>46,125,604</td>
<td>85%</td>
<td>0</td>
</tr>
<tr>
<td>Tier 2</td>
<td>3,514,355</td>
<td>6.5%</td>
<td>-157,298</td>
</tr>
<tr>
<td>Tier 3</td>
<td>1,322,583</td>
<td>2.4%</td>
<td>106,244</td>
</tr>
<tr>
<td>Tier 4</td>
<td>3,395,532</td>
<td>6.2%</td>
<td>-3,636</td>
</tr>
<tr>
<td>Tier 2-4</td>
<td>8,232,470</td>
<td>15.1%</td>
<td>-54,690</td>
</tr>
</tbody>
</table>
KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline for thematic collections
- >60% 4+ average user satisfaction for all thematic collections, exhibitions and blog (culture lovers)
- Reach of Europeana data:
  → Total impressions 3rd parties: 125 million
  → Total impressions social media: 75 million
  → Total engagement social media: 318 thousand
  → Traffic overall: 6 million visits
- Engagement on Europeana products
  → Returning visitors >30% average on all thematic collections
  → Downloads: 180 thousand
  → Click-throughs: 1.2 million
General Public: impressions third parties

Impressions of Europeana content on third-party platforms

Jan  
Feb
General Public: reach

Traffic on Europeana end-user products
Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon

Number of pages indexed by Google

#pages indexed by Google

January  
February  

February  
6,587,314

January  
February
General Public: Engagement

Downloads, media views & click-throughs

- #Downloads
- #Media views
- #Click-throughs

January to February
General Public: Engagement

Engagement on Europeana & Europeana Thematic Collections

<table>
<thead>
<tr>
<th></th>
<th>All Europeana</th>
<th>Art</th>
<th>Music</th>
<th>1914-1918</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages/session</td>
<td>3.47</td>
<td>10.37</td>
<td>11.26</td>
<td>3.81</td>
</tr>
<tr>
<td>Avg session duration</td>
<td>2.31</td>
<td>7.16</td>
<td>7.47</td>
<td>2.34</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>54%</td>
<td>20%</td>
<td>11%</td>
<td>66%</td>
</tr>
<tr>
<td>Returning visitors</td>
<td>21%</td>
<td>30%</td>
<td>27%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Research

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- **Consolidate partnerships with the two (2) research infrastructures that make Europeana data available**
- Three publishable case studies from grant funding
Education

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Develop three new educational partnerships that make Europeana data available
Creative Industries

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- **Minimum of 20 new products and services inspired by or developed with Europeana content**
Performance indicators

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- Minimum of 1,800 Network Association members
- Six active Task Forces
- Five active Working Groups
Quick Updates: Hosting, Generic Services, MS Financial Contributions & Pro Pages, Presidencies

11 May 2017  Jill Cousins & Shadi Ardalan
22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
Europeana Hosting will be IBM/SLTN - in Germany & UK
22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin
Agence Rol. Agence photographique
1921, National Library of France
France, Public Domain
Migration in the Arts and Sciences

Partners:
Europeana Foundation (NL)
Netherlands Inst Sound & Vision (NL)
Catholic University Leuven (BE)
Narodowy Instytut Audiowizualny (PL)
National Archives of Hungary (Hg)
National Library of Lithuania (LT)
Narodna biblioteka Srbije (SV)
Wikimedia (NL, UK) (Associate, non-funded partner)

To showcase migration to, from, within Europe and the effects migration has had on European Culture
“Reading is that fruitful miracle of a communication in the midst of solitude.”

Marcel Proust

#AllezLiterature
Rise of Literacy in Europe

Partners:
Narodna in univerzitetna knjižnica (SI) Europeana
Foundation (NL)
Ethniki Bibliothiki Ellados (GR)
Koninklijke Bibliotheek (NL)
Narodna biblioteka Srbije (SV)
Bibliothèque nationale de France (FR)
National Library of Scotland (UK)
Latvijas Nacionālā bibliotēka (LV)
Biblioteca Nacional de Portugal (PT)
Staatsbibliothek zu Berlin - SPK (DE)
CNR - Opera del Vocabolario Italiano (IT)
ICCU (IT)
Llyfrgell Genedlaethol Cymru (UK)

To show the use of written text in Europe (6th to 20th century) and tell the story of the rise of literacy in European Culture
22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin
Agence Rol. Agence photographique
1921, National Library of France
France, Public Domain
Since 2008 and to date, twenty eight countries have contributed €4,469,916 to Europeana.

Mid-term sustainability in 2016 & 2017:

- **MS’ commitments towards mid-term sustainability**
  €420,950 for 2016
  €264,500 for 2017

- **Received to date**
  €412,950 for 2016 and 2017
Member States Financial Contributions for 2016

- Recently received Hungary’s contribution
- Croatia and Germany are expected to pay
Member States Financial Contributions for 2017

- 2017

  - Invoicing process started with Austria, Estonia, Ireland, Italy, Latvia, Lithuania, Luxembourg, Portugal, Romania, Slovenia and Sweden

  - Countries with participating Generic Services project partners will be approached to consider co-funding: France, Greece, Hungary, Poland, Serbia and UK.

  - Italy has paid €20,000.
22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin
Agence Rol. Agence photographique
1921, National Library of France
France, Public Domain
Member States Dedicated Space on Pro

Welcome to this dedicated area for European Union Member States.

We share updates about Europeana, best practices and common solutions for common issues within the digital cultural heritage sector. Here you find country reports and links to other areas of Europeana Pro with specific information relevant to Member States. For any other information please contact shahid.ardalan@europeana.eu.
Inside Europeana Newsletter

Link to first issue of Inside Europeana

Foreword

In the first quarter of 2017, we published Europeana’s Regulated Strategy 2021: A Call to Culture Business Plan 2017. Europeana is a platform for cultural heritage. It is an important tool for creative and innovative projects. The operational side of the Content Strategy and data requirements were specified in a new version of the Europeana Publishing Guide.

60 years of the Treaty of Rome: reinforcing the European dream

25 March marked the 60th anniversary of the Treaty of Rome, one of the most important treaties of the European Union. On this occasion, 27 European heads of states gathered at Campidoglio Palace, and Jean-Claude Junker, head of the European Union, spoke about the role of culture. His speech, "Opening the regime of the European Union", underlined the European dream is still valid.

Read the full story

Hidden jewels

In February, Europeana celebrated the launch of a dedicated Art Nouveau season, exploring the depth and diversity of this influential art movement. The season includes an online exhibition, featuring fifty artworks from more than twenty museums, and a series of six guest blogs contributed by curators and partners. The stories illustrate how Art Nouveau can be understood by its essence in art and culture.

Editor’s pick:

Guest post: Júlia Kalmár, Head of Collection at the Budapest School of Graphic Art in Budapest. Highlights the importance of graphic arts within Art Nouveau and how Hungarian artists were inspired by Native folk culture.
Sample country report Austria

Austria and Europeana: a Digital Briefing

Digital Assets in Europeana: 2,062,220 (on 9 January 2017)

Funding

- To date, Austria has contributed €100,000 to the funding of Europeana.
- To date, Europeana enabled contribution of €1,954,641 from the budget of the EU to fund Europeana projects in Austria.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Project</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIT Austrian Institute of Technology</td>
<td>Europeana Creative, D521</td>
<td>€440,367</td>
</tr>
<tr>
<td>Austrian Institute of Technology GmbH</td>
<td>Europeana Sounds</td>
<td>€514,556</td>
</tr>
<tr>
<td>Austrian National Library</td>
<td>Europeana Awareness</td>
<td>€931,440</td>
</tr>
</tbody>
</table>
Pro Space, Newsletter & Country Reports
Presidencies

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
1921, National Library of France
France, Public Domain
Maltese Presidency

Europeana for Education and Learning
Policy Recommendations

Europeana Foundation
May 2015
Increase the data quality

<table>
<thead>
<tr>
<th>Country</th>
<th>Total January 2017</th>
<th>Percentage</th>
<th>Difference with October 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>4.406.217</td>
<td>8.44%</td>
<td>-164.030</td>
</tr>
<tr>
<td>Netherlands</td>
<td>6.236.918</td>
<td>11.47%</td>
<td>-21.084</td>
</tr>
<tr>
<td>Germany</td>
<td>5.830.910</td>
<td>10.73%</td>
<td>200.800</td>
</tr>
<tr>
<td>France</td>
<td>5.826.391</td>
<td>10.72%</td>
<td>1.225</td>
</tr>
<tr>
<td>Norway</td>
<td>5.365.970</td>
<td>9.87%</td>
<td>205</td>
</tr>
<tr>
<td>Spain</td>
<td>4.691.052</td>
<td>8.63%</td>
<td>109.166</td>
</tr>
<tr>
<td>Italy</td>
<td>4.059.292</td>
<td>7.47%</td>
<td>2.936</td>
</tr>
<tr>
<td>Sweden</td>
<td>3.694.510</td>
<td>6.80%</td>
<td>20.166</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.436.749</td>
<td>6.32%</td>
<td>2.498</td>
</tr>
<tr>
<td>Poland</td>
<td>2.672.092</td>
<td>4.92%</td>
<td>0</td>
</tr>
<tr>
<td>Austria</td>
<td>2.140.620</td>
<td>3.94%</td>
<td>46.223</td>
</tr>
<tr>
<td>Denmark</td>
<td>1.622.612</td>
<td>2.99%</td>
<td>149</td>
</tr>
<tr>
<td>Belgium</td>
<td>1.509.826</td>
<td>2.78%</td>
<td>2.689</td>
</tr>
<tr>
<td>Finland</td>
<td>1.068.944</td>
<td>1.97%</td>
<td>0</td>
</tr>
<tr>
<td>Hungary</td>
<td>990.459</td>
<td>1.82%</td>
<td>0</td>
</tr>
<tr>
<td>Europe</td>
<td>805.512</td>
<td>1.42%</td>
<td>32.849</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54.358.074</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>222.924</strong></td>
</tr>
</tbody>
</table>
The Europeana Publishing Framework sets out four scenarios for sharing collections with Europeana.

Last update: 15/03/2017

Europeana is evolving. Technology is ever improving. The future Europeana offers the inspired, creative or entrepreneurial the ability to take what our data partners provide and use it. For innovation. For education. For research. For business. For personal enjoyment.
A search engine - Tier 1

What you give | What you get

Any Europeana rights statement and a direct link to a >0.1 megapixel media file (for image collections)
A showcase - Tier 2

WHAT YOU GIVE | WHAT YOU GET

Any Europeana rights statement and a direct link to a digital object (e.g. >0.5 megapixel for image collections)
Non-commercial re-use - Tier 3

Re-usable license (incl. CC BY-NC) and a direct link to a digital object (e.g. >1.0 megapixel for image collections)
Free re-use - Tier 4

Open license and a direct link to a digital object (e.g. >1.0 megapixel for image collections)
National quality targets?
# 5 cool things

Business Plan 2017

10 May 2017
# 1
Launch Europeana Fashion
Europeana Fashion: live!
Europeana Fashion: Galleries
Online launch
# 2

Launch Europeana Photography
Europeana Photography

Explore 2,961,422 photographs and photography related items from across Europe
Key facts

- 1m+ images from the first 100 years of photography
- Curated by Photoconsortium
- Opening exhibition: *The Pleasure of Plenty*
- Launch event in Pisa at the Museo della Grafica on European Museums Night, 20 May 2017
- Launch campaign includes press release and social media
- Europeana’s fifth thematic collection

Group photo by the Tower of Pisa, 1935. Anonymous. Promoter Digital Gallery, CC BY-NC
# 3
Integration Europeana 1914-1918 / Transcribathon
Europeana 1914-1918 Collections

Explore 521,713 personal stories and institutional collection items from across Europe and the World

Add a search term

Browse
A Transcribathon event is a **competition** where teams compete with each other to transcribe handwritten texts online with the online tool [www.transcribathon.eu](http://www.transcribathon.eu).

Each team works together on the **transcription of a source document from Europeana 1914-1918** (for example a diary).

A **jury** awards points for the **quantity and quality** of the transcription and the **presentation** of the result, with a prize awarded to the winning team.
Students during Codeweek EU Event, Brussels (B), October 2016
Transcribe Europeana 1914-1918
Can you read what they wrote 100 years ago?

I just took part in the #Europeana #Transcribathon. Great project to digitise European history transcribathon.eu @europeana1914 @DSMeu

DG Connect's Claire Bury at @Europeana1914 #Transcribathon #GenerationCode #CodeEU
Europeana Transcribathon Campus

22-23 June 2017, Berlin State Library, Berlin (D)

2nd Int. Transcribathon

Transcription & Enrichment Workshops
(on annotation, Linked Open Data, Wikisource)

Experts discussions

Focusing on Europeana Newspapers & Europeana 1914-1918 content

Launch of Europeana 1914-1918 as a Thematic Collection
# 4

Entities in search, browse and display
Person page
# 5

Impact Framework
IMPACT

design, assessment & narration for cultural heritage professionals

Join our community  Read a recent case study
COMMUNITY

ratings 8+

68% 70% 68%

UNDERSTANDING AWARENESS SENSE OF COMMUNITY

N = 151

Q I II III

How much did this increase your understanding of WHV1?

How much did this increase your awareness of WHV1?

How much did this increase your feeling of community?
a toolkit: under development

We are developing a toolkit to help professionals use a common standard when undertaking an impact assessment within the cultural heritage sector. The toolkit guides you through the process of designing, assessing and narrating the impact of your activities.

design
Structure your campaigns, projects and organisational goals to help you understand the impact of these activities.

assessment
Learn how to measure & analyse your activities so that you can understand the impact you have on society.

narration
Tell the story of the impact you have on your society, industry and communities; of how you make our world better.
# xtra!

Artupyourtab
Art Up Your Tab with carefully selected artworks from the rich collection of Europeana.

Art Up Your Tab shows you an enticing, inspiring painting or photograph from the rich collection of Europeana with every new tab or browser window that you open. The digital library of Europeana contains approximately 30 million images from over 3,300 archives, libraries and museums. Art Up Your Tab brings you full-screen artworks from a frequently refreshed pool of carefully selected images that will pause your busy life for a brief moment and spark your imagination.
Thematic Collections
Next steps
10 May 2017 Jill Cousins
Man lieber Fritz!

Japen Domarketregel in meiner unbegrenzten Zeit. Ich glaube, das ist die wahrhaftige Weisheit. Ich schreibe dir diese Worte, um dir zu zeigen, wie ich dich liebe.

Mit freundlichen Grüßen,

[Handwritten text]