

# Europeana

Europeana is the EU digital platform for cultural heritage, collecting and providing online access to almost 58 million of digitised items – books, music, artworks and more from around 3500+ libraries, archives, audio-visual collections and museums across Europe.

There are two main websites that are currently part of the Europeana Platform:

- **Europeana Collections Website** that is the main front-door for visitors to access collections aggregated by Europeana.
- **Europeana Pro Website** that is a community site for the different professional communities that support Europeana. The site includes information for Cultural Heritage Institutions, Aggregators, Networks' members, Educators, Researchers, and API users. This DSI operates as a multi-sided platform intending to create value for end-users, cultural heritage institutions and creative re-use.

End-users are various: the content made available on **Europeana Collections** can be used by teachers, artists, professionals in cultural institutions and creative fields but also anyone looking for information on culture. Europeana brings together over 3500 cultural heritage institutions, i.e. museums, galleries, libraries and archives who are digitizing their collections. By sharing their collections, these institutions are able to reach a wider audience. One of the objectives of Europeana is to improve the conditions for re-use and facilitate the take-up of digitalized cultural content in other sectors, such as in research, tourism or the creative industries.

The Core Service Platform allows Cultural Heritage Institutions (CHIs) to connect and share their collections and metadata across sectors and borders. CEF support also facilitates the coordination and expansion of **the Europeana Aggregators' Forum** (EAF) and **the Europeana Network Association** (ENA) to promote capacity-building and cross-border collaboration between cultural institutions and professionals, as well as cultural and digital innovation.

Generic Services link Member States' Cultural Heritage Institutions and their national infrastructures with Europeana CSP by supporting them in increasing the amount of content and metadata accessible through Europeana, improving its quality or providing tools for end users.

The European Commission fuels the policy debate and brings stakeholders together to improve the framework conditions for digitisation and digital preservation through meetings **of the Commission Expert Group on Digital Cultural Heritage and Europeana** (DCHE). This group monitors progress on the implementation of the **Commission's Recommendation of 27 October 2011** on the digitisation and online accessibility of cultural material and digital preservation and acts as Europeana governance body providing Europeana Commission with advice on tactical matters.

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## Highlights



### Generic Services Projects

**€16.2 million** in **25** Member States and the UK.  
**24** were awarded grants for implementing Europeana.

More info on the Generic Services:

[HaDEA](#)



### Use & deployment

Since 2019, the **Europeana Collections** website has been **visited almost 22 million times** and **users have downloaded more than 1,126,000 items**.

During Covid-19 pandemic, **Europeana** offered digital access to European cultural heritage material at a time when museums had to stay closed

## Indicators

As the CEF funding of the Core Service platform came to an end in Q4 2022, this is the cut-off date for the last monitoring activities linked to this work strand. The monitoring of the Generic Services projects presents the state of play by Q4 2022. 7 generic services projects are still under implementation and are foreseen to be completed by 2023.

## Uptake

**21,949,067**  
visits on the Europeana Collections website since 2019

**1,126,352**

downloads from Europeana Collections website since 2019

**72%**

of active data aggregators that use standardized copyright statements

**1,504**

learning resources using Europeana data

**16**

work(s), product(s) or service(s) using Europeana content

**83%**

average user satisfaction rate of Europeana Collections & exhibitions

**72%**

of digital objects available on Europeana Collections in Tier 2 quality or above

## Service Availability

**100%**

Average uptime of the Europeana Collections website

**100%**

Average uptime of the Europeana APIs

**100%**

Average uptime of the Europeana Metis Framework

## Financial Monitoring

**€ 54,344,573**

CEF Core Service Platform funding

**€ 16,243,020**

CEF funding through Generic Services Projects

## CEF Building Blocks reused by Europeana

Europeana is reusing eArchiving and eTranslation

# Indicators



## Europeana > Uptake > Visits on the Europeana Collections website

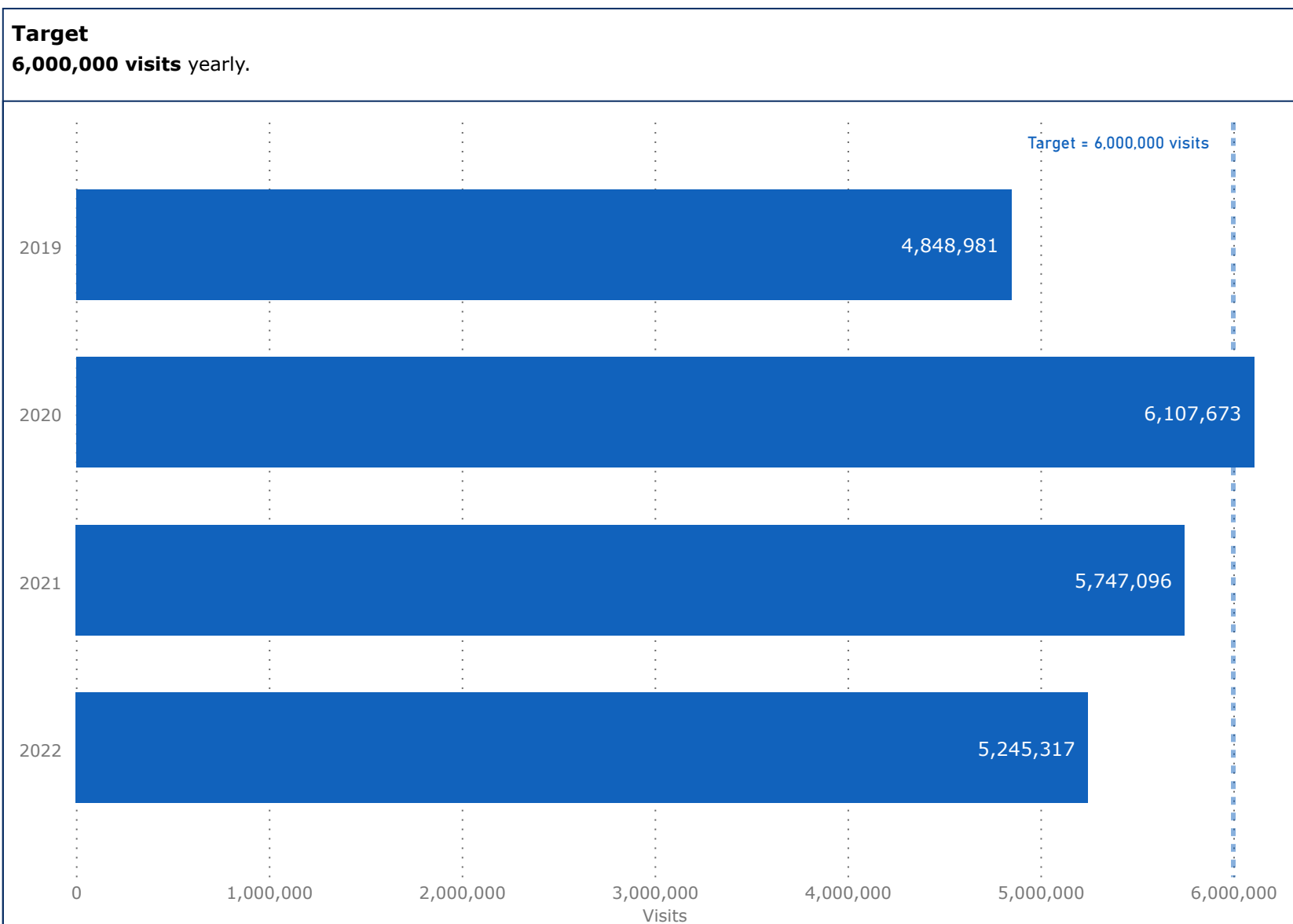
This indicator measures the **number of visits on Europeana Collections**. The baseline for this number is the first data collection in Q3 2019 (1,086,747 visits), but the graph refers to the situation by the end of Q4 2019.

A visit is considered to be a group of user interactions with a website that takes place within a given timeframe. The definition is based on Google's definition of "session". A single user can open multiple sessions.

There are two methods by which a session ends:

- **Time-based expiration:** (i) after 30 minutes of activity, (ii) at midnight
- **Campaign change:** if a user arrives via one campaign, leaves, and then comes back via a different campaign

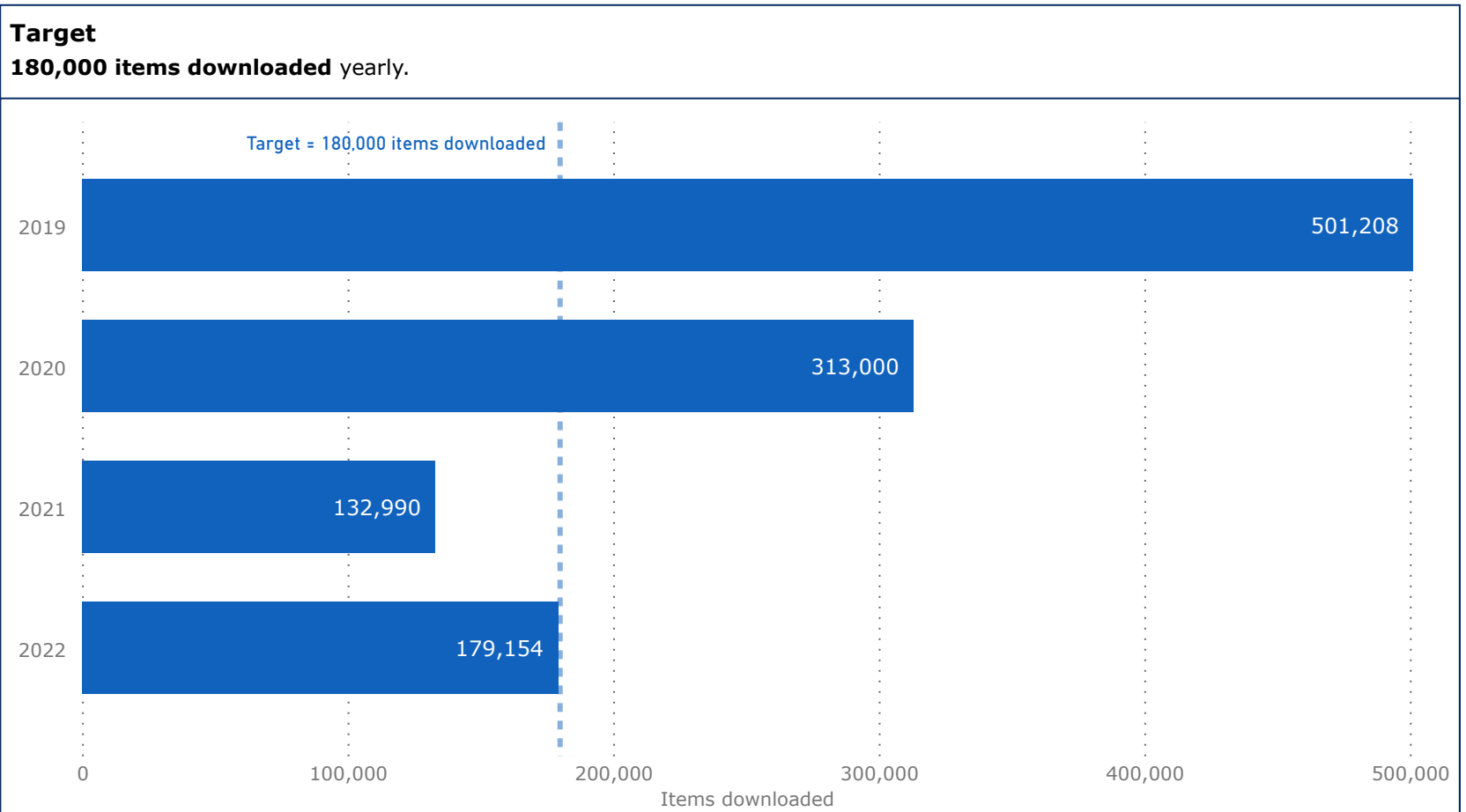
More information about sessions and campaigns can be found [here](#).



## Europeana > Uptake > Downloads from the Europeana Collections website

This indicator measures the **number of downloads from Europeana Collections**. The baseline for this number is the first data collection in Q3 2019 (116,467 downloads), but the graph refers to the situation by the end of Q4 2019.

On a record page Europeana users can download an item by pressing the download button. A download button is available for all items that have a direct link to a digital object. This applies to approximately 70% of Europeana items. Number of downloads is measured by counting every time a user presses the download button.





## Europeana > Uptake > Percentage of active aggregators that use standardized copyright statements

This indicator measures the **percentage of active aggregators that integrated RightsStatements.org in their infrastructure** at the time of yearly data collection. The baseline for this percentage is the first data collection in Q3 2019 (61% of active integrators), but the graph refers to the situation by the end of Q4 2019.

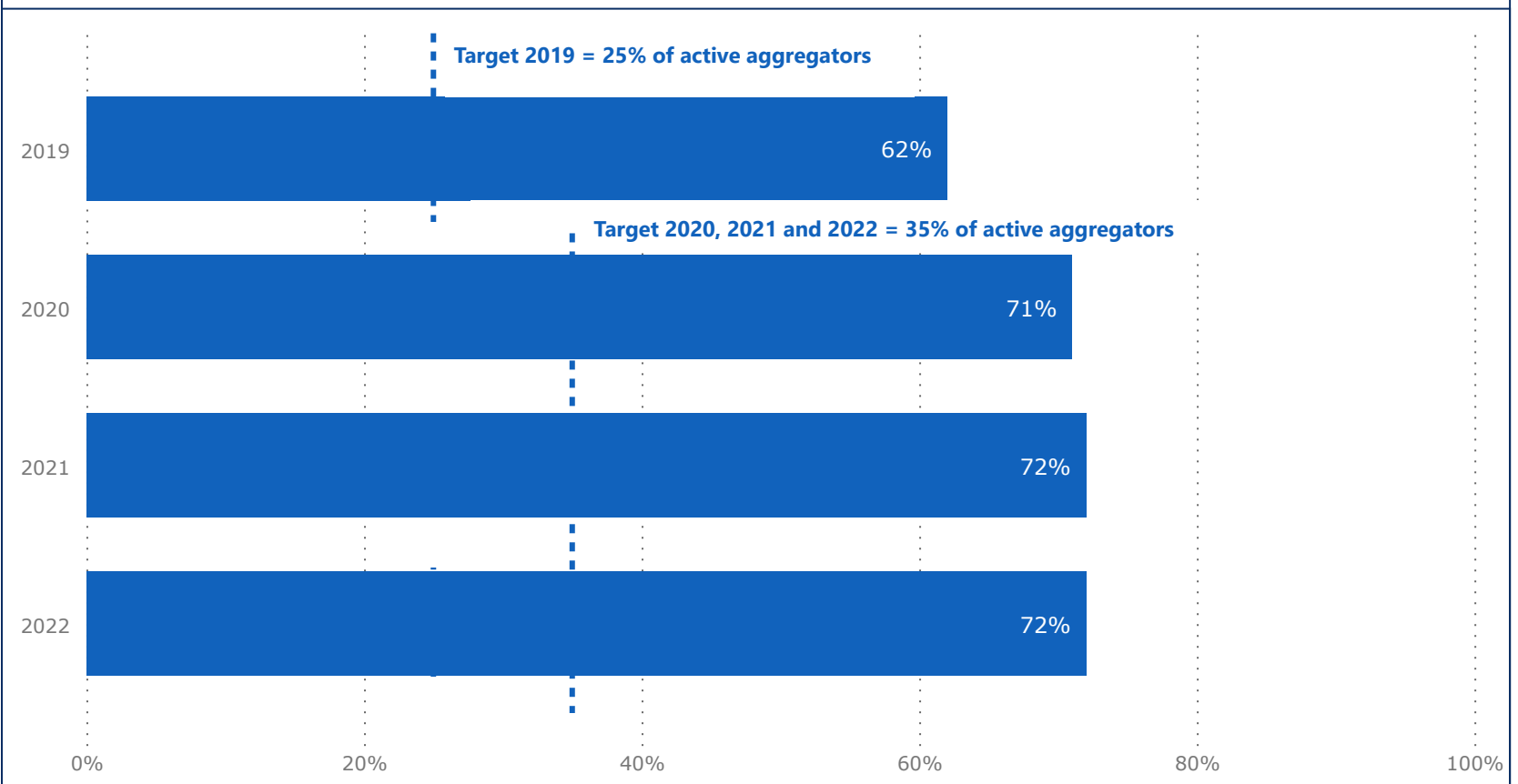
Aggregators are part of a network of more than 30 institutions who do the data harvesting from cultural heritage institutions. They also help to model the data, expand the network of institutions and help with copyright queries. Aggregators supply around 90% of all content to Europeana. Aggregators are considered active if they have updated or published their data in Europeana in the past year.

RightsStatements.org is a consortium that provides a set of standardized rights statements that can be used to communicate the copyright and re-use status of digital objects to the public. Those right statements are supported by major aggregation platforms such as Europeana. RightsStatements.org is considered as integrated when aggregators' data providers can select the statements during the data mapping process.

### Target

**25% of active aggregators having integrated RightsStatements.org in their infrastructure** in 2019.

**35% of active aggregators having integrated RightsStatements.org in their infrastructure** in 2020, 2021 and 2022.



## Europeana > Uptake > Learning resources using Europeana data

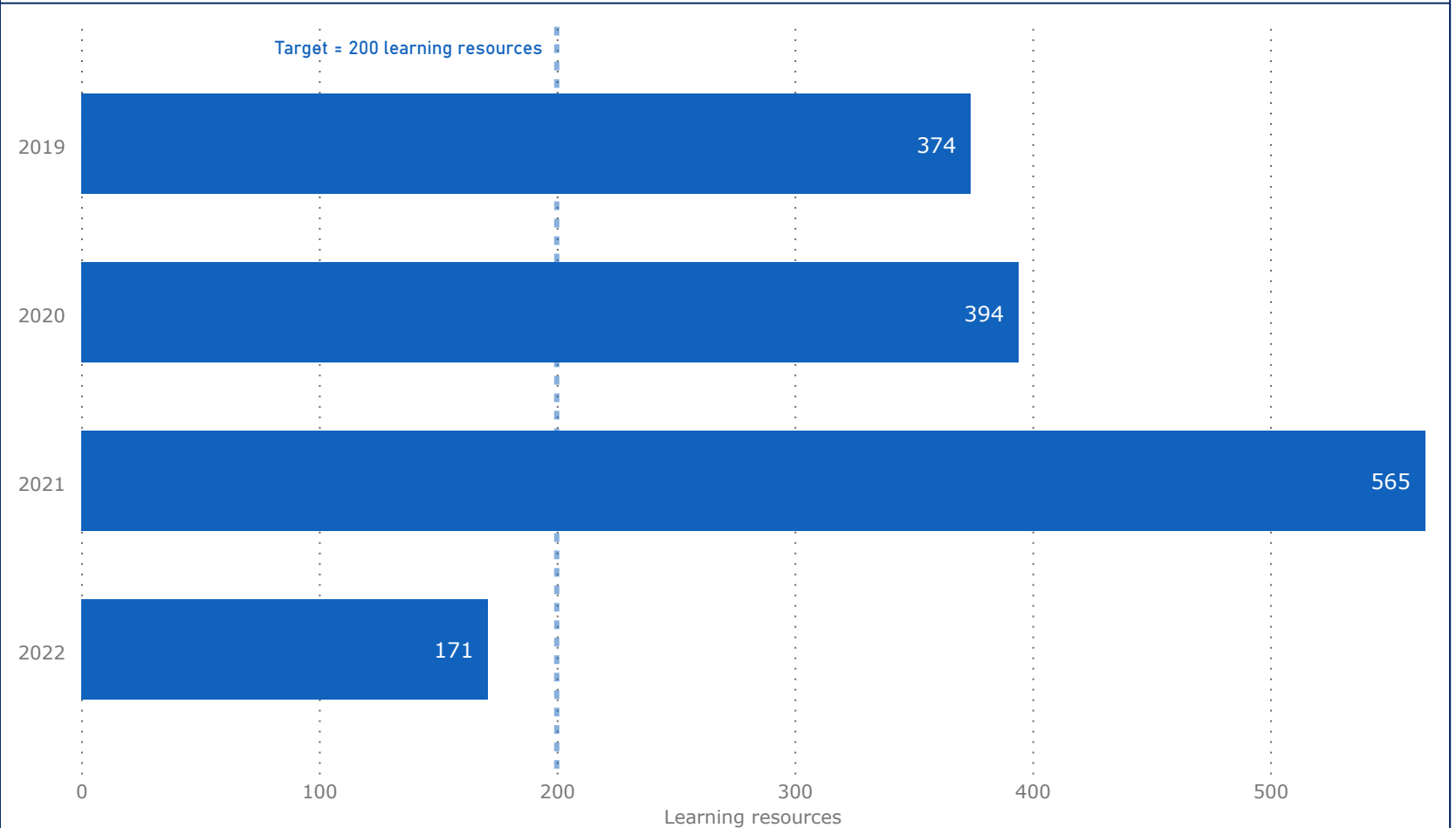
This indicator measures the **number of learning resources using Europeana data**. The baseline for this number is the first data collection in Q3 2019 (0 learning resources), but the graph refers to the situation by the end of Q4 2019.

Europeana broadly defines 'learning resource' as a digital material or tool that supports the learning and teaching process in the classroom. The learning resources can be of various types:

- Lesson plans,
- Stories of implementation of these scenarios,
- Massive Open Online Courses (MOOCs) (Europeana MOOC in EN, ES, PT and soon in FR and IT),
- Teacher Training Kit,
- Webinars on Europeana resources for education.

### Target

**200 learning resources using Europeana data** yearly.

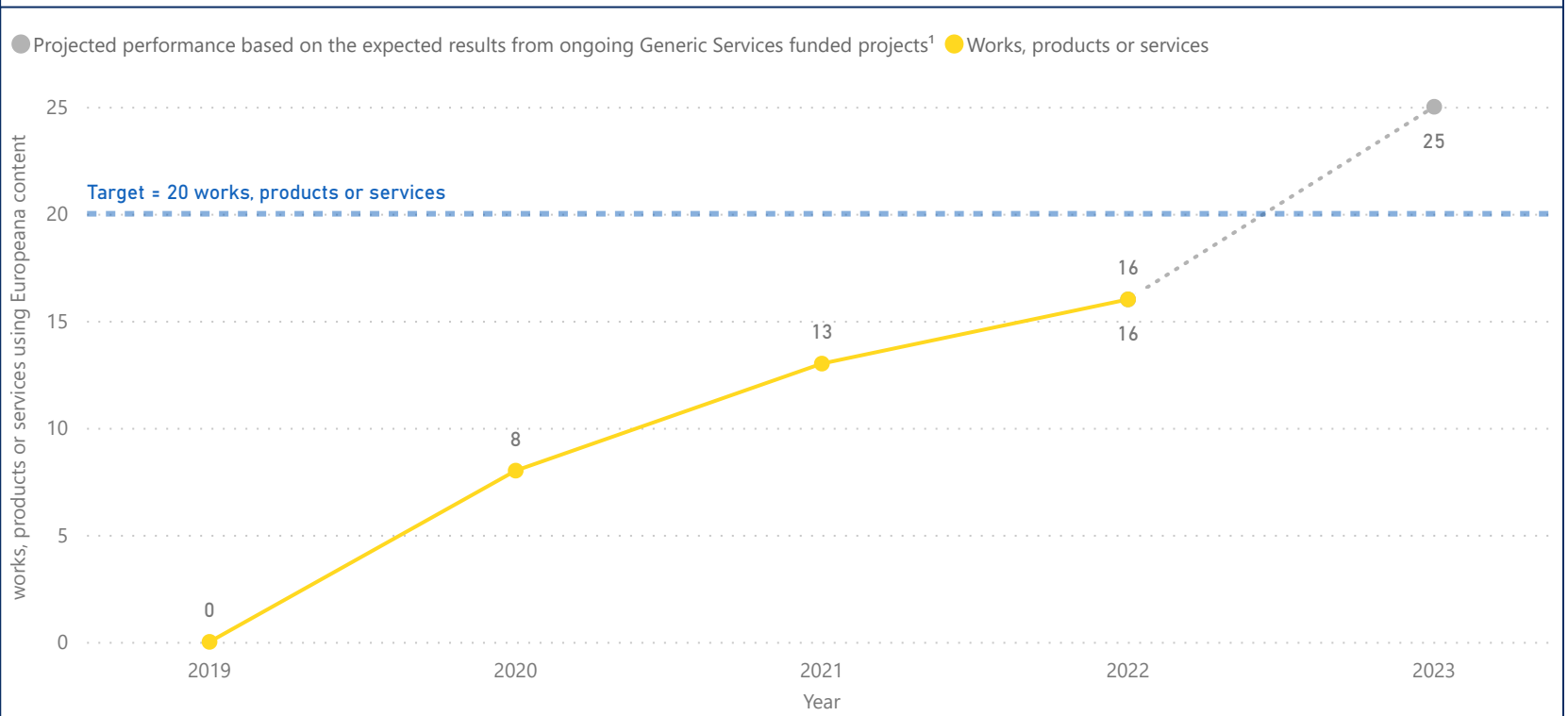


## Europeana > Uptake > Works, products or services using Europeana content

This indicator measures the **number of works, products or services (e.g. applications, games, artistic creations, etc.) using Europeana content** and financed as Generic Services Projects. The baseline for this number is the first data collection in Q3 2019 (0 work, product or service), but the graph refers to the situation by the end of Q4 2019.

Creative industries combine the creation, production, and distribution of goods and services that are cultural in nature and usually protected by intellectual property rights.

**Target**  
**20 works, products or services using Europeana content**, by the time all CEF Generic Services funded projects are implemented in 2024.



<sup>1</sup> Expected results based on current data, subject to confirmation at project validation phase



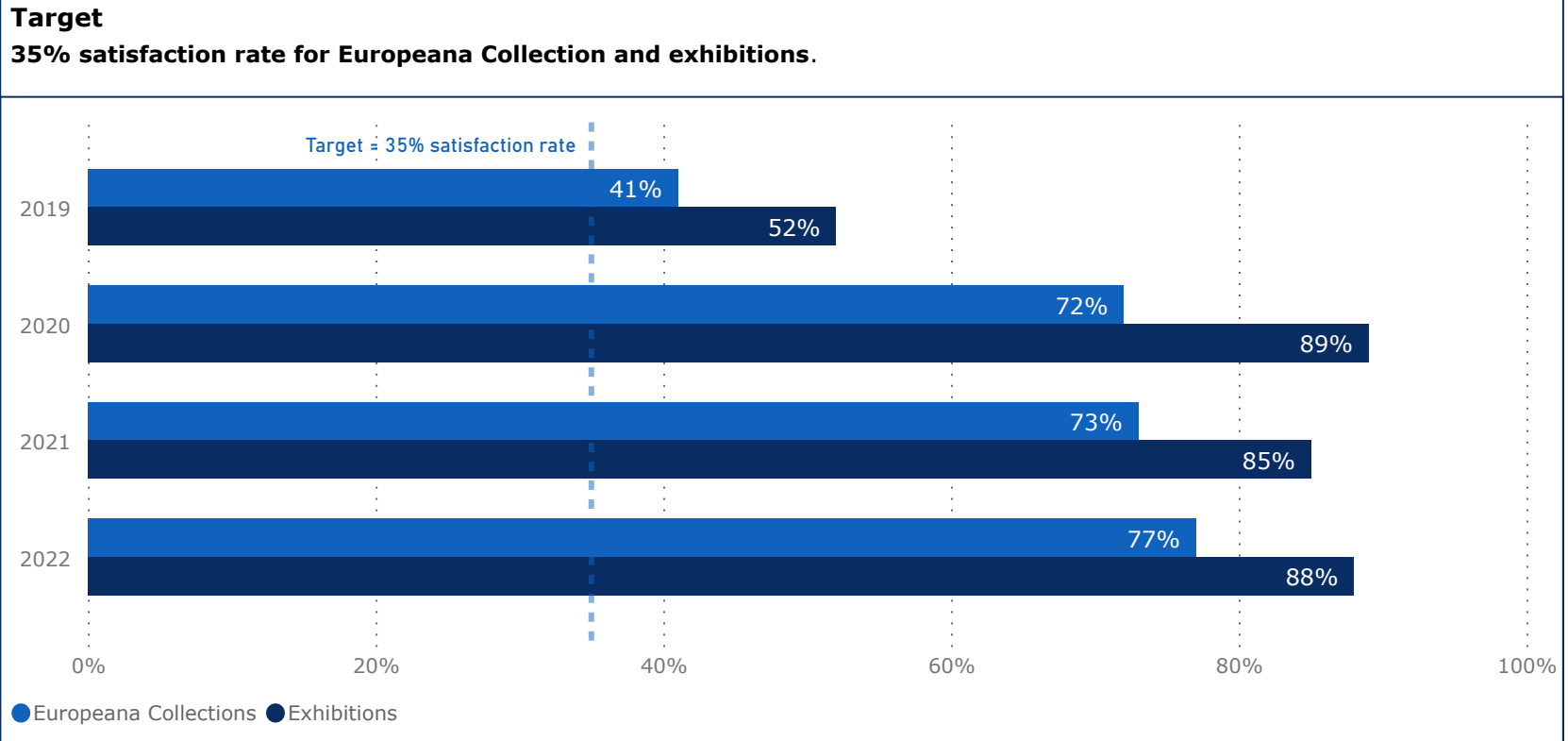
9 additional work, product or services are expected to use Europeana content through Generic Services Projects by 2023.



## Europeana > Uptake > User satisfaction of Europeana Collections and exhibitions according to the Net Promotor Score

This indicator measures the **satisfaction rate of Europeana Collections and exhibitions according to the Net Promotor Score (NPS)** at the time of yearly data collection. The baseline for this number is the first data collection in Q3 2019 (41% for Europeana Collections and 52% for exhibitions), but the graph refers to the situation by the end of Q4 2019.

Europeana uses Net Promoter Score (NPS) that measures the willingness of users to recommend Europeana products/services to others. It can be used as a factor for estimating users overall satisfaction with and loyalty to Europeana products/services. The NPS is measured three times a year for a period of one week on Europeana Collections showing a pop-up window to users asking the question: 'How likely are you to recommend Europeana to a friend or colleague?' and two open follow up questions 'What did you like?' and 'How could we improve?'. Users can select a value between 1 (not likely to recommend) to 10 (extremely likely to recommend). NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent.



## Europeana > Uptake > Quality tiers of digital objects available on Europeana Collections

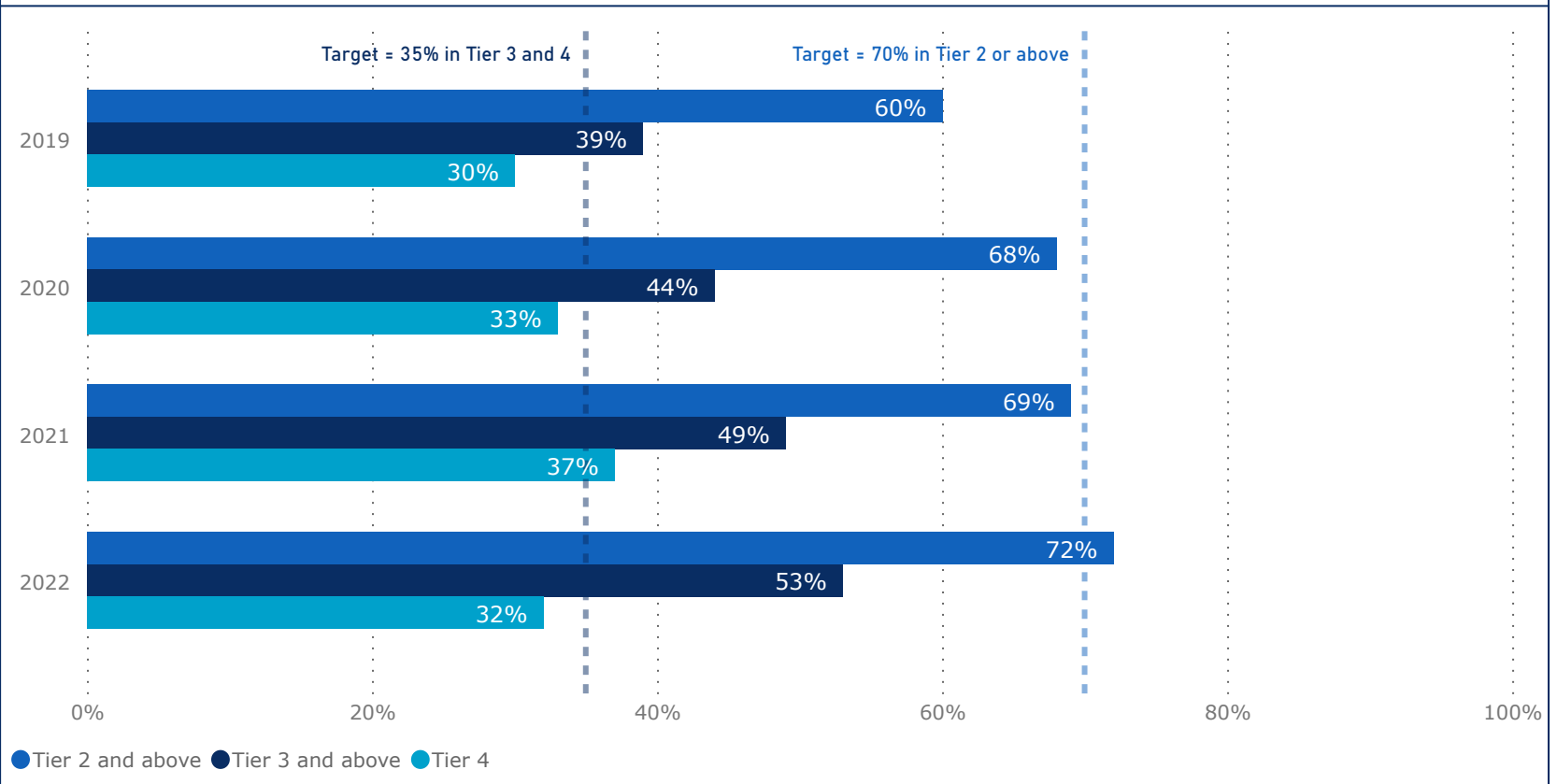
This indicator measures the **percentage of digital objects available on Europeana Collections in Tier 2 quality or above (Tier 1 is the lowest quality, Tier 4 is the highest quality), as well as in Tier 3 and 4**. The number taken into consideration for the calculation of the percentage is the number of the digital objects available at the time of yearly data collection. The baseline for this number is the first data collection in Q3 2019 (60% for Tier 2 and above, 39% for Tier 3 and above and 30% for Tier 4), but the graph refers to the situation by the end of Q4 2019.

Digital objects can be of different types: image, text, audio, video, 3D.

Standards of quality of content provided to Europeana is outlined in the [Europeana Publishing Framework](#) (EPF). The framework has four Tiers of criteria relating to the quality of the content, but also the licensing framework for reuse. Minimum requirements and technical criteria applicable to particular Tiers and for different types of digital objects are described in more detail in the [Europeana Publishing Guide](#).

### Target

**70% of data in Tier 2 or above, and 35% in Tier 3 and 4, yearly.**





# Europeana Milestones

All the **Europeana** milestones defined within the CEF Monitoring framework were successfully achieved. A detailed overview of the milestones can be found in the table below.

Milestone title	Start date	End date	% complete	Status
Aggregators data quality work plans	01 January 2019	30 September 2019	100	Completed
Browse functionality released	01 January 2019	31 December 2020	100	Completed
Launch of new Europeana Pro	01 January 2019	31 December 2020	100	Completed
Metis strategic recommendations	01 January 2019	31 December 2020	100	Completed
Resolution of low quality data in tier 0	01 January 2019	31 December 2020	100	Completed
Two new thematic collections created	01 January 2019	30 September 2019	100	Completed
Version of Metis updated	01 January 2019	30 September 2019	100	Completed