



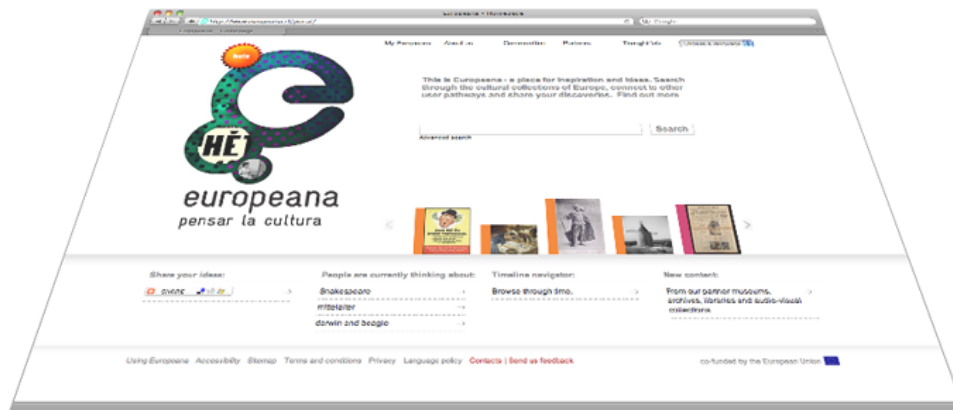
Highlights of Europeana v1.0 and other projects in the Europeana Group

Our political stakeholders

The Europeana v1.0 project began in January 2009 with eight members of staff. On 11 June 2010 the project passed its Mid-term Review and staff numbers had increased to 32. The reviewers commented appreciatively on how much had been achieved across such a complex set of tasks in a short time, while maintaining the backing of such a diversity of stakeholder groups. This is therefore an appropriate opportunity to look back over the highlights of the project so far, and to set these in the wider context of the Europeana programme.

Our progress is in tune with the positive commentary about Europeana being heard from the European Commission, the Council of Ministers, the European Parliament and Neelie Kroes, Commission Vice President and new Commissioner for the Digital Agenda.

This mood of approval has been growing since the Commission launched its consultation, *Europeana – Next Steps* in August last year. Responses were informed, thoughtful and positive, coming in from 118 organisations. They formed the basis of a report by Helga Trupel, Vice-Chair of the Committee on Culture and Education. Her report notes that ‘Europeana is a very important project, because it gives people easy access to European culture and heritage worldwide. Furthermore, it is of high importance for the development of a knowledge-based society and the fostering of cultural diversity’.



The Report was adopted by the European Parliament as a Resolution on 5 May 2010. The Resolution ‘stresses that Europeana should become one of the main reference points for education and research purposes’ and suggests it should be ‘integrated into education systems’ in order ‘to contribute towards transcultural coherence in the EU’. It also ‘emphasises that creating a sustainable financing and governance model is crucial to Europeana’s long-term existence’, and that ‘a substantial part of the financing should come from public contributions’ and ‘calls for the next Multiannual Financial Framework to provide several times more funding than that available to Europeana hitherto’.

Following the Resolution, Commissioner Kroes said: 'We very much welcome the European Parliament's strong support for our drive to make Europe's rich and diverse cultural heritage available online. Together, we have an obligation to ensure that our citizens, children and grandchildren can have access to our cultural heritage.'

The Resolution also highlighted the problems of orphan works, licensing and related IPR issues, and recommended action be taken to solve them. This issue was picked up again on May 19th when the Commissioner published the *Digital Agenda for Europe 2010-2020*: 'Fragmentation and complexity in the current licensing system hinders the digitisation of a large part of Europe's recent cultural heritage. Rights clearance must be improved, and Europeana should be strengthened.'

Addressing these and related 'copyright issues and licensing practices to facilitate the digitisation of copyrighted material – in particular out-of-print works and ... orphan works, which represent a large part of Europe's collections' are among the Terms of Reference of the Commissioner's recently appointed *Comité des Sages*, a group of three experts that includes Elisabeth Niggemann, Director General of the German National Library and Chair of both CENL and the Europeana Foundation.

The above demonstrates the extent to which Europeana has achieved high recognition and approval among key stakeholders and funders. Topics critical to the long term success of Europeana such as funding, sustainability, orphan works and the public domain have risen up the political agenda, and Europeana has been instrumental in this change. Furthermore, as the political programme has moved in our favour over the past year, so have responses from individual Ministries to our requests for funding. Our high-profile approval has to some extent off-set Ministries' reticence during the economic downturn.



Our end-user audience

From the opposite perspective, that of end-users, Europeana has also had a positive response. A particular highlight was winning the Erasmus Award for Networking Europe in October 2009. Awarded by the European Society for Education and Communication and selected from 230 contenders by an jury of international experts, the encomium said: 'The long way to an integrated cultural space in Europe has been shortened by realising Europeana. In bridging European cultures, [we] see the great merit and outstanding achievement of Europeana.' The Erasmus endorsement gives us a valuable seal of approval as we position Europeana in our key educational target market.

Through Daniel Teruggi's Work Package 1, Europeana has engaged with end-users extensively to discover more about their needs, expectations and behaviour on the site. The online user survey in May 2009 was answered by over 3,000 users, the majority in the 40-60 age range. It yielded positive results about loyalty and frequency of site usage, and highlighted some concerns about ease of access to content and search functionality.

Focus Groups in Sofia, Amsterdam and Glasgow in late 2009, and the Media Lab sessions at the end of 2009 suggested a range of improvements that our target audiences need in order to get the best from the site. The Work Package also commissioned two external experts to assess the navigation and usability using seven sets of standard heuristics. Results across all tests were good, and the report, published in September 2009, provided a brief list of suggested improvements.

A User Testing Panel has been recruited and met for the first time in the spring in Paris. The panel comprises 25 individuals who had sent Europeana feedback, both negative and positive, and who have agreed to do tests, complete surveys and meet up annually for face to face discussions. The panel is from diverse backgrounds and countries but predominantly in the 18-35 age range, both because they were under-represented among online survey respondents and because they are seen by the Commission as an important target for Europeana.

All of these testing mechanisms revealed important user needs and perceptions that have informed the user requirements for the Rhine and Danube releases.



Tracking a user's eye movements in the Media Lab



School student at the Focus Group in Amsterdam

Our content providers

Promoting content aggregation is a strategic imperative in order to secure Europeana's long-term success. The first goal was to establish the baseline, which Athena did in July 2009, distributing a Survey for Aggregators to record shared issues, activities, services and strategies. It was followed by a Master Class at the Plenary Conference in September 2009 and an Aggregators' Round Table in Lund during the Swedish Presidency. These resulted in the Aggregators' Handbook, published in May 2010, and the Council of Content Providers and Aggregators. The Council now has 98 members, and recently held elections to appoint six officers who will sit on the Europeana Foundation Board. The Content Council is chaired by Nick Poole from Collections Trust UK, the Vice-Chair is Anne Bergman-Tahon from the Federation of European Publishers and the Secretary is Henning Scholz from the Museum für Naturkunde, Berlin.

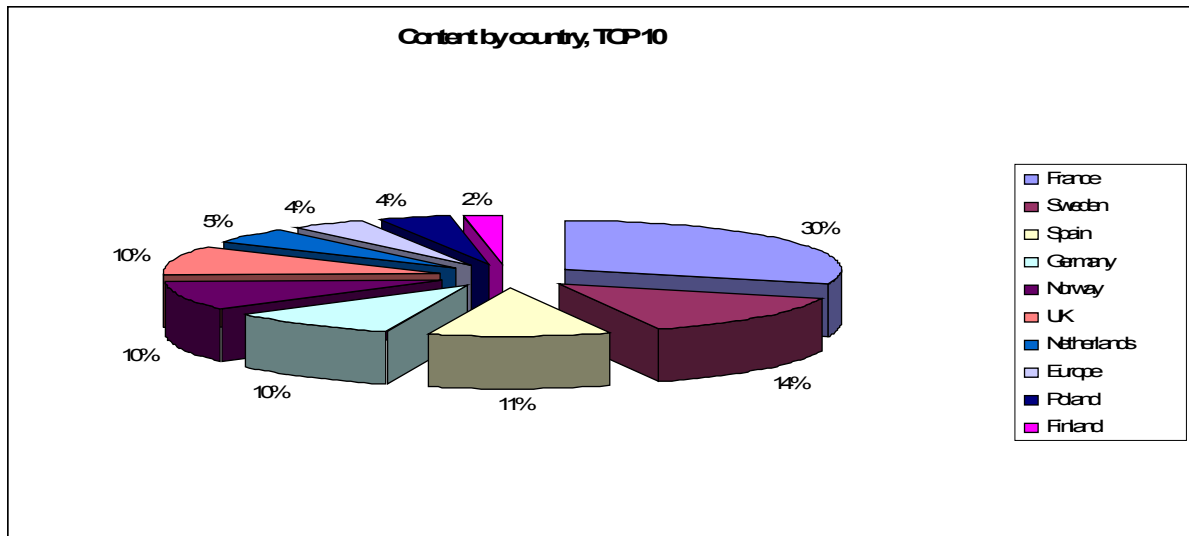
The aggregation model has achieved its aim of scaling up content provision: to date we have ingested 10,777,149 objects, achieving our target for 10 million items for the Rhine release by summer 2010.

The Europeana Content Strategy was published in August 2009. It identified those countries providing less than 1% of our content and highlighted the poor representation of materials other than image, and focused our collection efforts on achieving greater parity.

Significant steps have been taken: Europeana Local, for example, recently delivered 1.75 million items, including large collections from Austria, Poland, Spain and Slovenia which were previously under-represented.



Mały żebrak czyli Módl się i pracuj : powieść
Courtesy of the National Library of Poland



Europeana content by main providers, June 2010

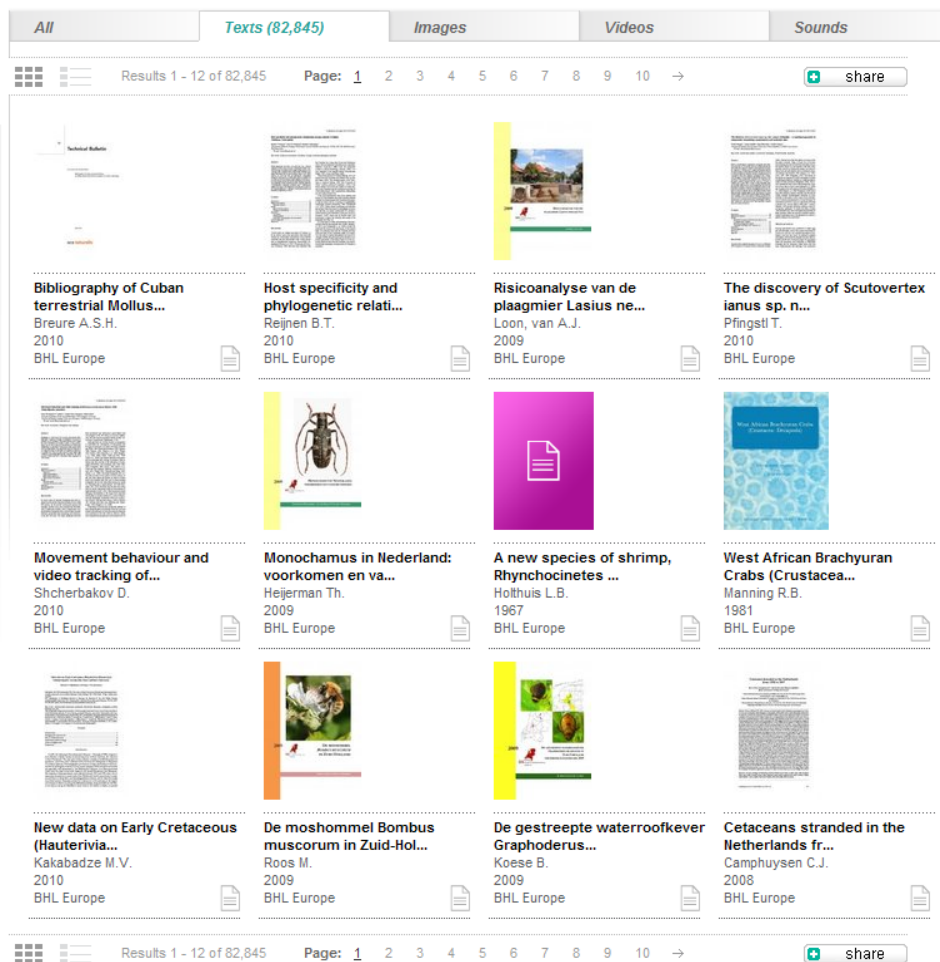
We have brought in substantial quantities of audiovisual material; however, film and sound remain proportionately under-represented at this stage. New material from the European Film Gateway includes documentaries from the 1910s featuring urban life in Paris, Prague and Madrid, and the former Dismarc project, which is now the audio stream of Europeana Connect, has submitted 35,000 recordings. These include a large collection of Polish folk music from the immediate post-war period.

PrestoPrime worked with us on a set of guidelines to help audiovisual content providers understand the policy and process for making material available to Europeana through PrestoPrime's Competence Centre.

| Total content | Image | Text | Video | Sound |
|---------------|-----------|-----------|--------|--------|
| 10,777,149 | 7,179,832 | 3,435,790 | 94,872 | 67,143 |

A potential provider of audio material in 2011 is Musical Instrument Museums Online [MIMO]. To date they have been setting digitisation standards for instruments and finalising specifications for the common data model for musical instruments description. MIMO are due to channel content to Europeana next year, as will EUscreen, another major audiovisual aggregator. EUscreen will bring in the rich history of European broadcasting, and is at present selecting content and finalising its metadata schema. User Generated Content [UGC] will have an important role in EUscreen, and the project leader is working with Europeana on our policy for UGC, taking into account issues of rights, authenticity and mediation in a multilingual environment.

Our first tranche of scientific content - 82,000 items - from Biodiversity Heritage Library Europe is now featured in Europeana. It includes content from the Natural History Museum (London) and Naturalis (Leiden). Thirty thousand items from national libraries in Europeana Travel is in the ingestion pipeline via The European Library, and University College London has recently completed work on the dark portal that will channel content in from the research libraries.



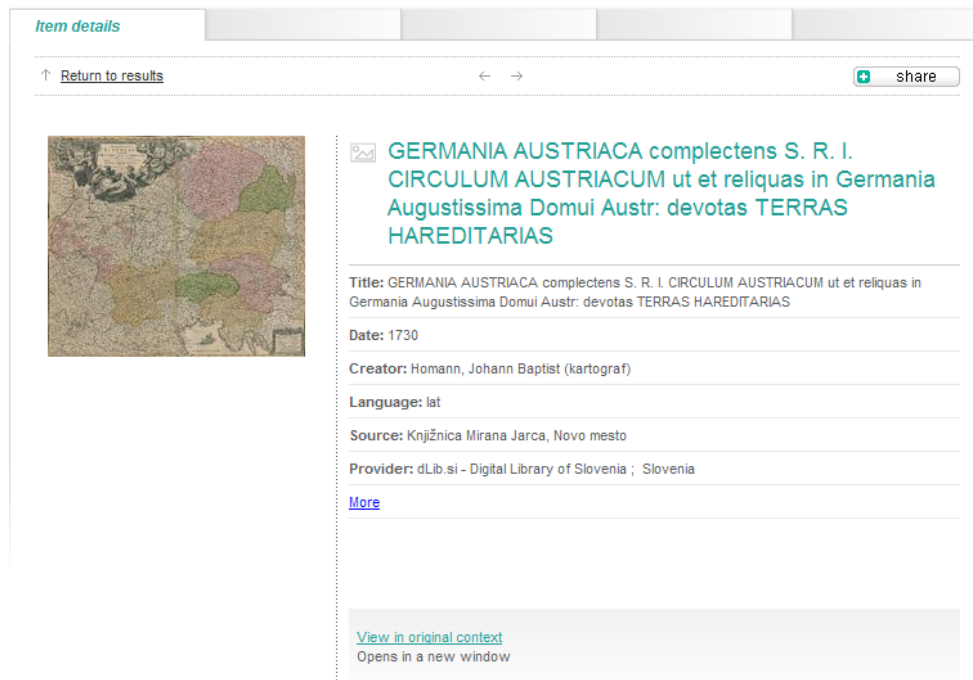
Europeana.eu screenshot of biodiversity heritage results

Metadata

The content team has improved and automated much of the process of content ingestion, in particular by developing the Content Checker. Aggregators can check their data functions correctly and their own providers can see their content display in a dummy Europeana interface. Any changes needed to data fields or mapping become apparent at that stage, and the onus is on the aggregator and their providers to refine the data before final submission.

We have worked with projects on data reconciliation; for example with Archives Portal Europe [APEnet] to map from the archival standard format EAD to the Europeana format ESE. This has resulted in a planned contribution of c.550 000 archival items currently in the ingestion process. In similar vein, Athena has developed a new harvesting XML schema – LIDO (Light Information Describing Objects). Both APEnet and Athena have in common their desire to enable the potentially rich metadata that museums and archives create to be used in the service environment of a portal.

APEnet – and Daniel Pitti, who maintains EAD – also contributed significantly to the Europeana Data Model [EDM], version 5 of which is now ready for sign off by the domains next month. Compared to the ESE’s lowest common denominator approach, EDM offers a step change of increased richness. The developers of the EDM held four meetings for representatives of the library, museum, archive and audio-visual domains in Berlin. Domain experts provided real-world examples, and the data model developed is compatible with EAD, CIDOC-CRM, LIDO and MARC, and with the main standards in the audiovisual world as a result of major input from PrestoPrime. The EDM is also backwardly compatible with ESE.



The screenshot shows the 'Item details' page for a historical map. The title is 'GERMANIA AUSTRIACA complectens S. R. I. CIRCULUM AUSTRIACUM ut et reliquas in Germania Augustissima Domui Austr: devotas TERRAS HAREDITIONARIAS'. The metadata includes: Title: GERMANIA AUSTRIACA complectens S. R. I. CIRCULUM AUSTRIACUM ut et reliquas in Germania Augustissima Domui Austr: devotas TERRAS HAREDITIONARIAS; Date: 1730; Creator: Homann, Johann Baptist (kartograf); Language: lat; Source: Knjižnica Mirana Jarca, Novo mesto; Provider: dLib.si - Digital Library of Slovenia ; Slovenia. There is a 'More' link and a 'View in original context' link that opens in a new window.

Object metadata in Europeana.eu

Code

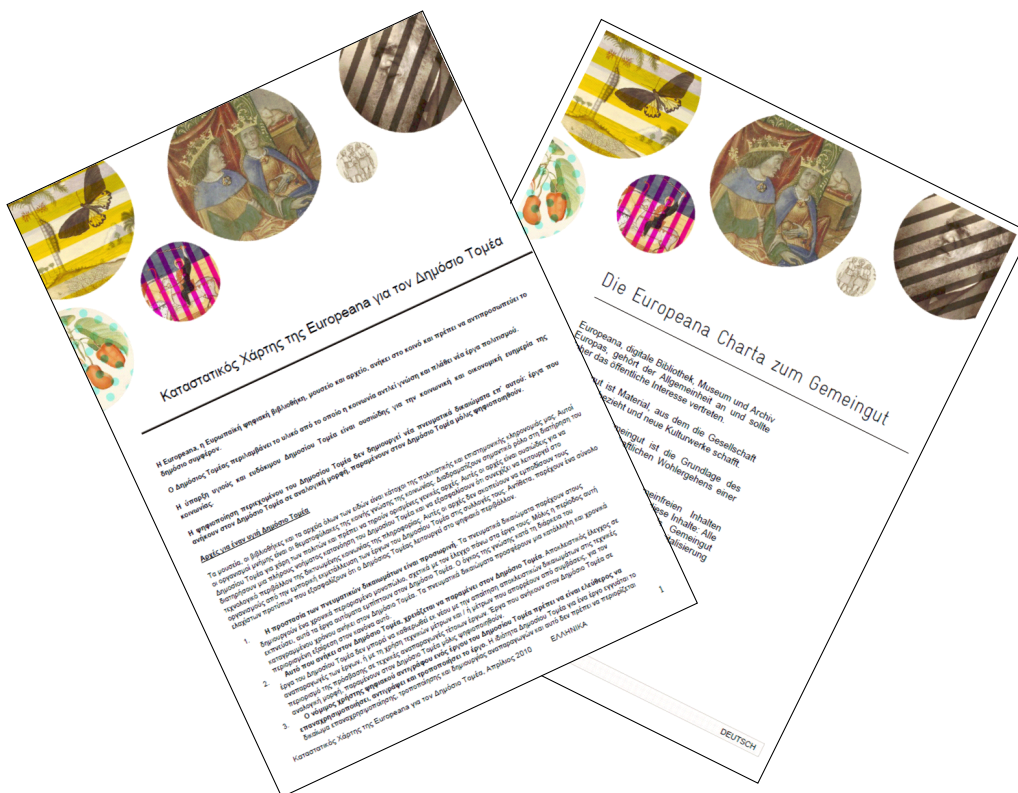
Another development at the interface between Europeana and our associated projects is Europeana Labs, where our source code is made available and those working with us on the core technology, such as Europeana Connect, can contribute to and test their application code. Similarly, partners – for example new aggregators such as the German Digital Library or the Norwegian ABM-Utvikling [Archives, Libraries, Museums Development] – are re-using our code via the Labs interface.

Currently dozens of partner developers are using Labs to harmonize development efforts and share code. Using Labs makes people more aware of software quality, as it opens code up for peer review and the quality improvement bought about by this process has been significant. Labs will soon be opened up to the wider Open Source community to enable them to use and contribute code, developing applications that use Europeana content, and returning their innovations to the Europeana code base.

This principle of re-use of open resources to generate innovation, creativity and knowledge is at the heart of the European Commission’s objectives for Europeana. This was reinforced by the Commission’s support for the recent publication of the Public Domain Charter. The Charter’s fundamental principle – that a change in format does not constitute a change in legal status – was subsequently reflected in the language of the European Parliament’s 5th May Resolution, which is covered above.

The outcome of the Charter that will have most impact on both providers and users are the operational consequences required by the Commission - that the rights associated with a digitised item must be clearly labelled so users will be able to exclude content from their results that requires payment or doesn't comply with the Public Domain Charter. Rights labelling will become a requirement when submitting content to Europeana by the end of this year.

The Charter was published in English, French, Spanish, Polish, Italian and German, to which Greek was subsequently added. It attracted positive attention; the University of Florida’s digital library director, for example, blogged that ‘this is one of the best documents I’ve seen in terms of explaining the necessity and difficulty of balancing support for open and free public access with the costs of creating and maintaining digitized content.’

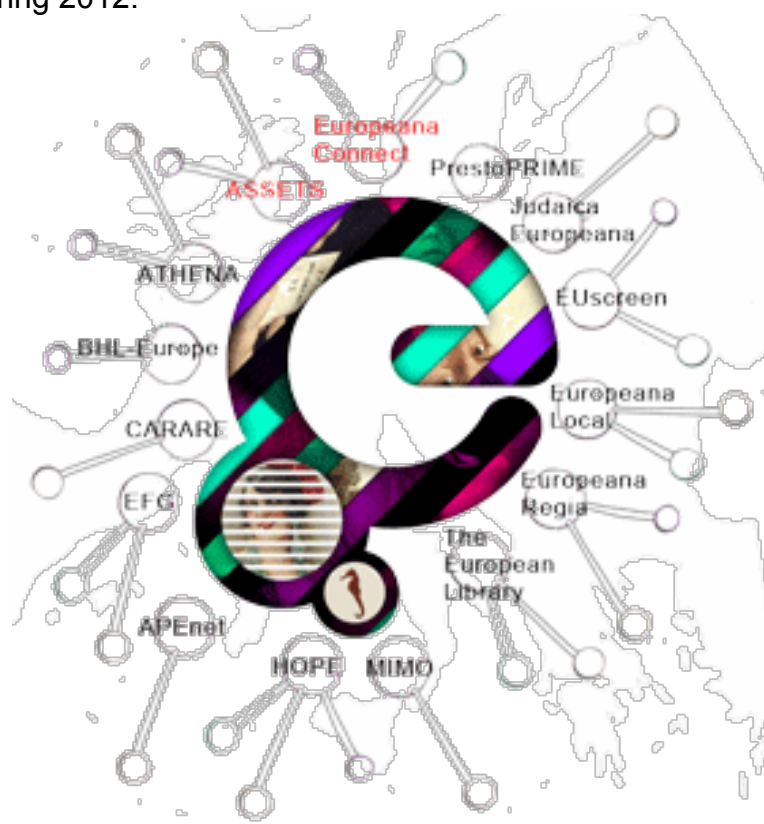


The protracted consultation and detailed debate that characterised the gestation of the Charter was reflected on a smaller scale during the drafting of the Data Provider and Aggregator Agreements. It is a mark of the value of the Europeana forum at a number of levels – the Foundation, the network partnership, the cross-domain technical workgroups – that several complex and seemingly intractable issues have found resolution. The Agreements were undertaken with the help of EuropeanaConnect WP4, who also aided and abetted the work on the Charter. To date 76% of the partners with whom we need a contractual relationship have signed, or signalled their intent to sign, their Agreement.

An important by-product of the Agreements are the Terms of Use. These have also been drafted as part of EuropeanaConnect's work and are now in their acceptance stage, ready for implementation in the Rhine release. The Terms cover the use of Europeana data, for example in the context of an API.

EuropeanaConnect have developed significant new user-focused applications, including annotation tools, a mobile interface and the ability to browse by combining time and space. These and others were demonstrated last month in Berlin and are expected to become part of the Rhine release.

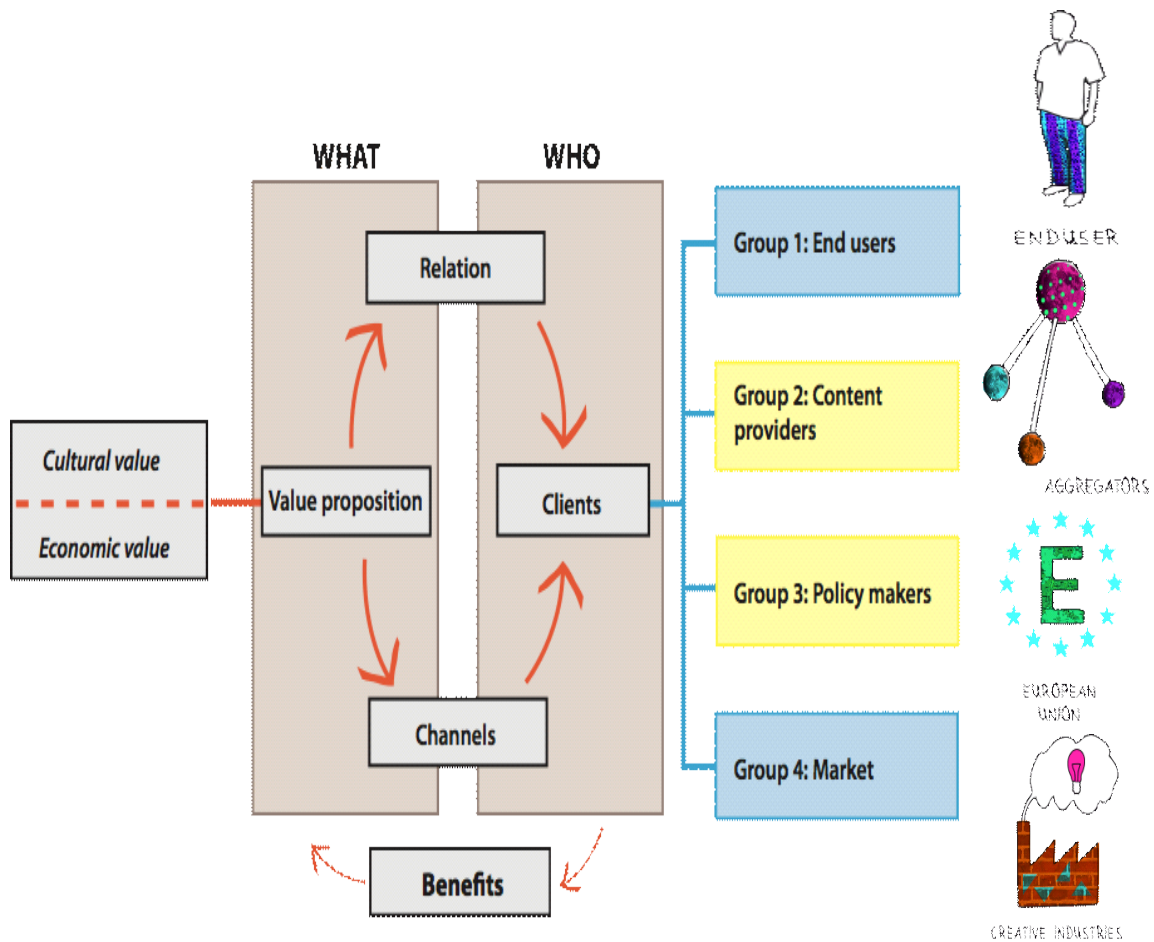
Further new content provider projects have recently begun, including Europeana Judaica, Heritage of People's Europe [HOPE], the architecture and archaeology provider CARARE and Europeana Regia, which is digitising manuscripts from royal libraries. Finally, the new project that will develop semantic search and refine results ranking in Europeana, Assets [Advanced Service Search and Enhancing Technological Solutions], launched this spring and will run until spring 2012.



The Europeana Group of Projects

Our business model and value proposition

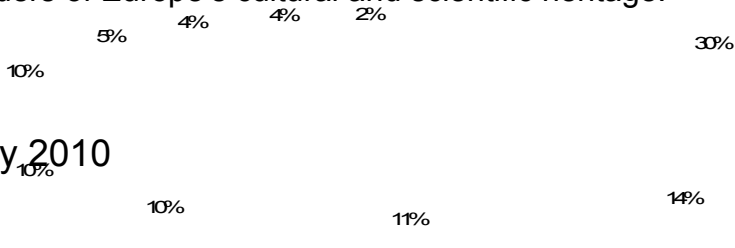
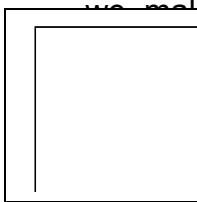
Finally, our progress should be understood in terms of the development of our business model. Much of the above has been framed in relation to this, focusing on our stakeholder or client groups. Europeana's business plan, from which the model below is drawn, was in place as the v1.0 project launched, and has guided the progress of Europeana towards a sustainable, open source, open data operational service.



Our business focus has moved to identifying where and how we add value for each of our client groups. The success of the operational Europeana service will be dependent on our gaining a better understanding of what each group needs from Europeana, and what their priorities are. We are looking at how well we fulfil those needs, and which activities we must prioritise and resource in order to add most value and therefore create most benefits.

In other words, we are defining our value propositions by identifying closely with customer problems, defining solutions that address each problem, and creating services based on these solutions. As an example, content providers have indicated that they experience problems with developing new services because their metadata does not always include the desired elements, such as geo-location data. Europeana is in a good position to enrich the metadata that is provided to us. A value proposition that we can develop could therefore be to provide enriched metadata back to the content providers.

In conclusion and as the highlights above demonstrate, Europeana is positioned well as we make the transformation to an operational service. We are defining robust value propositions from our focus on stakeholders; our role facilitating knowledge transfer in domains and partners has borne fruit; our application of innovative technologies in the cultural heritage sector has won recognition and emulation. All of this has been achieved by virtue of the strength of the new alliance that has been forged between the members of Europe's cultural and scientific heritage.



- France
- Sweden
- Spain
- Germany
- Norway
- UK
- Netherlands
- Europe
- Poland
- Finland

July 2010