



europeana

Kultur. Denken

# Aggregator Workshop

Finland, 20 November 2012

Annette Friberg, Business Development Manager

- 
- 1. The strategy and plans,**
  - 2. Aggregation,**
  - 3. Collections,**
  - 4. User Statistics,**
  - 5. Sustainability**



europæana  
think culture

# Strategic Plan 2011-2015

strategic plan  
2011-2015

# Strategic Tracks

The following four strategic tracks represent the results of our consultation and analysis. They are the means by which Europeana will continue to deliver value to our stakeholder groups in the years 2011-2015. These four strategic tracks - aggregate, facilitate, distribute and engage - underpin Europeana's future direction and business success.

## 1 Aggregate

Build the open trusted source for European cultural heritage content

- Source content that represents the diversity of our cultural heritage
- Extend the network of aggregators
- Improve the quality of the metadata

## 2 Facilitate

Support the cultural heritage sector through knowledge transfer, innovation and advocacy

- Share knowledge among cultural heritage professionals
- Foster research and development of digital heritage applications
- Strengthen Europeana's advocacy role

## 3 Distribute

Make their heritage available to users wherever they are, whenever they want it

- Upgrade the Europeana portal
- Put content in the users' workflow
- Develop partnerships to deliver content in new ways

## 4 Engage

Cultivate new ways for users to participate in their cultural heritage

- Enhance the users' experience
- Extend our social media programmes and use of web 2.0 tools
- Broker a new relationship between curators, content and users



Hungari



Bohemi

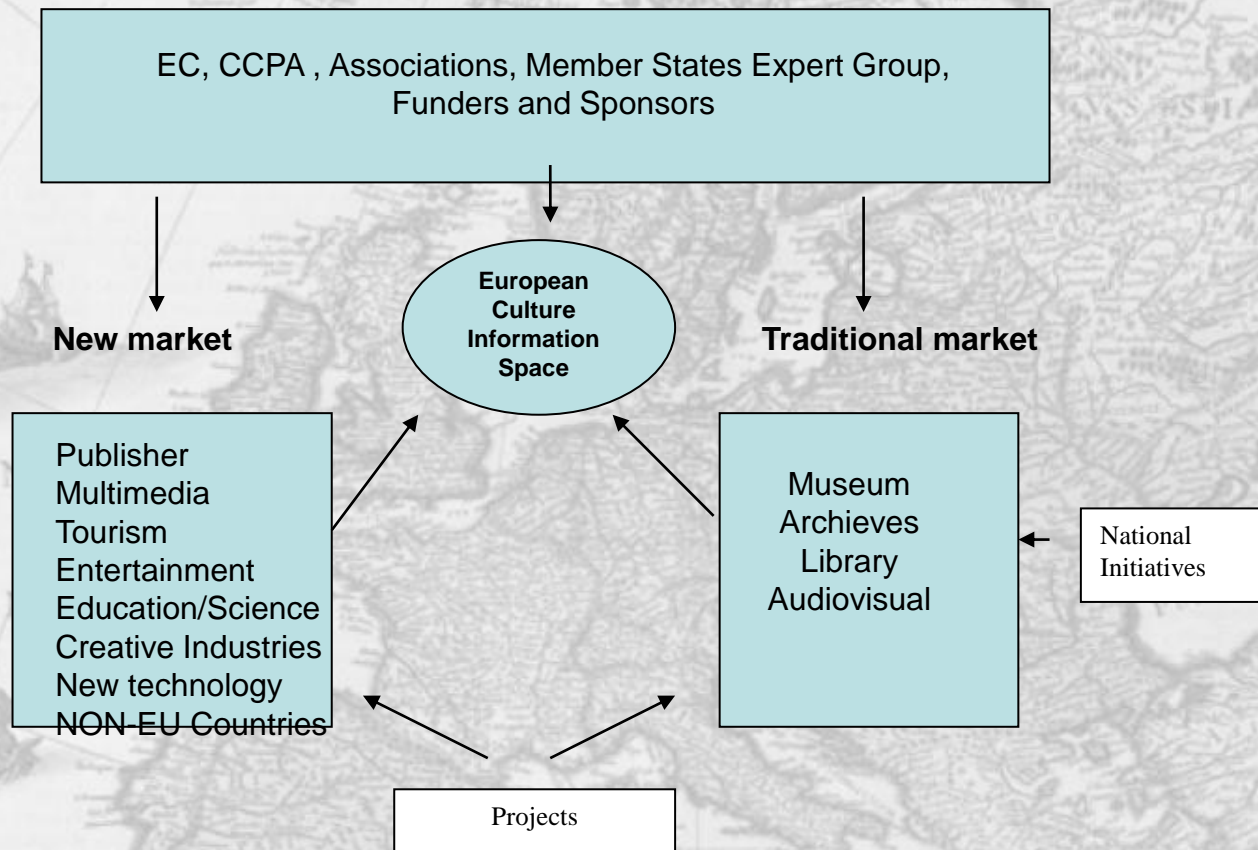


Poloni

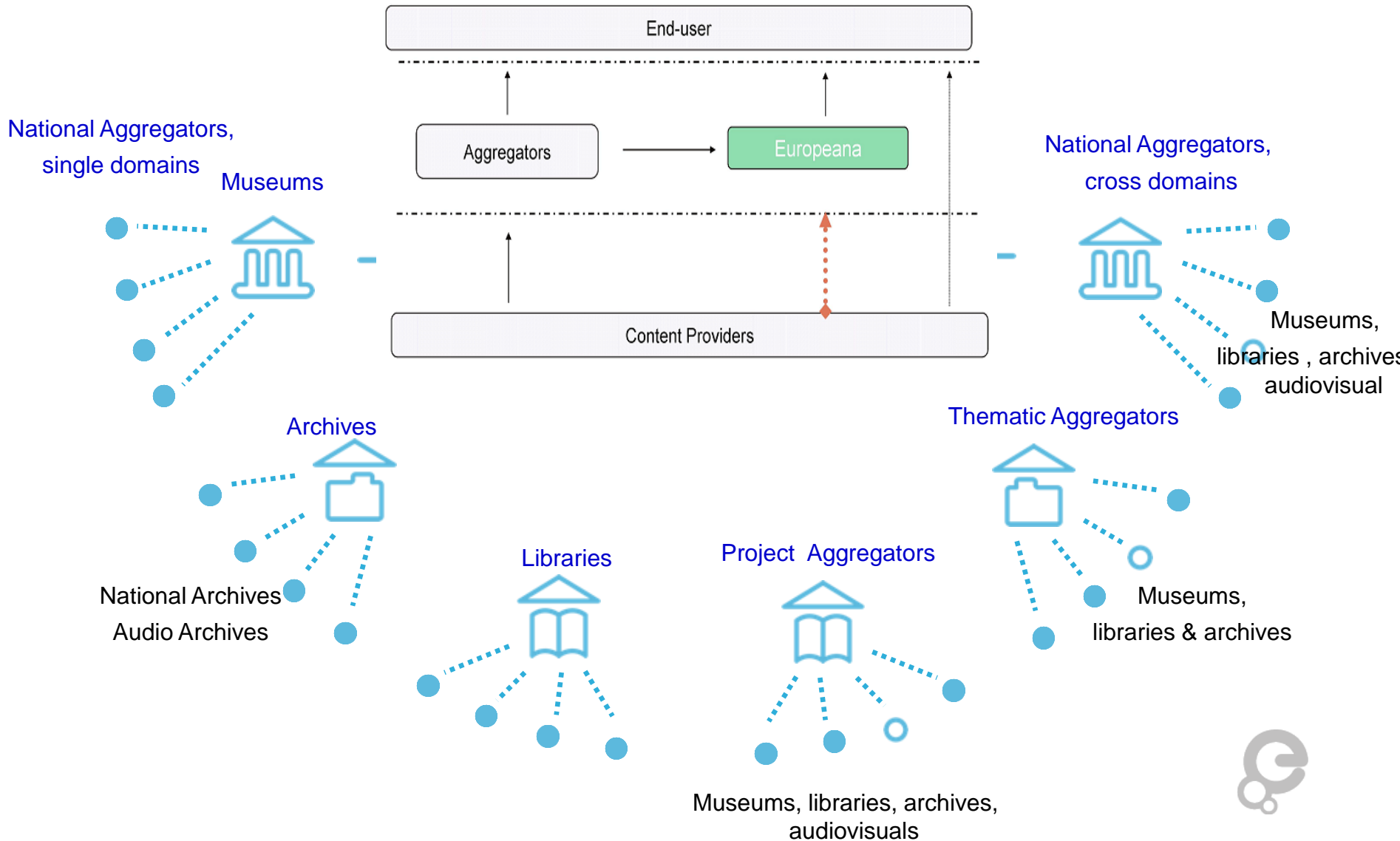


Poloni

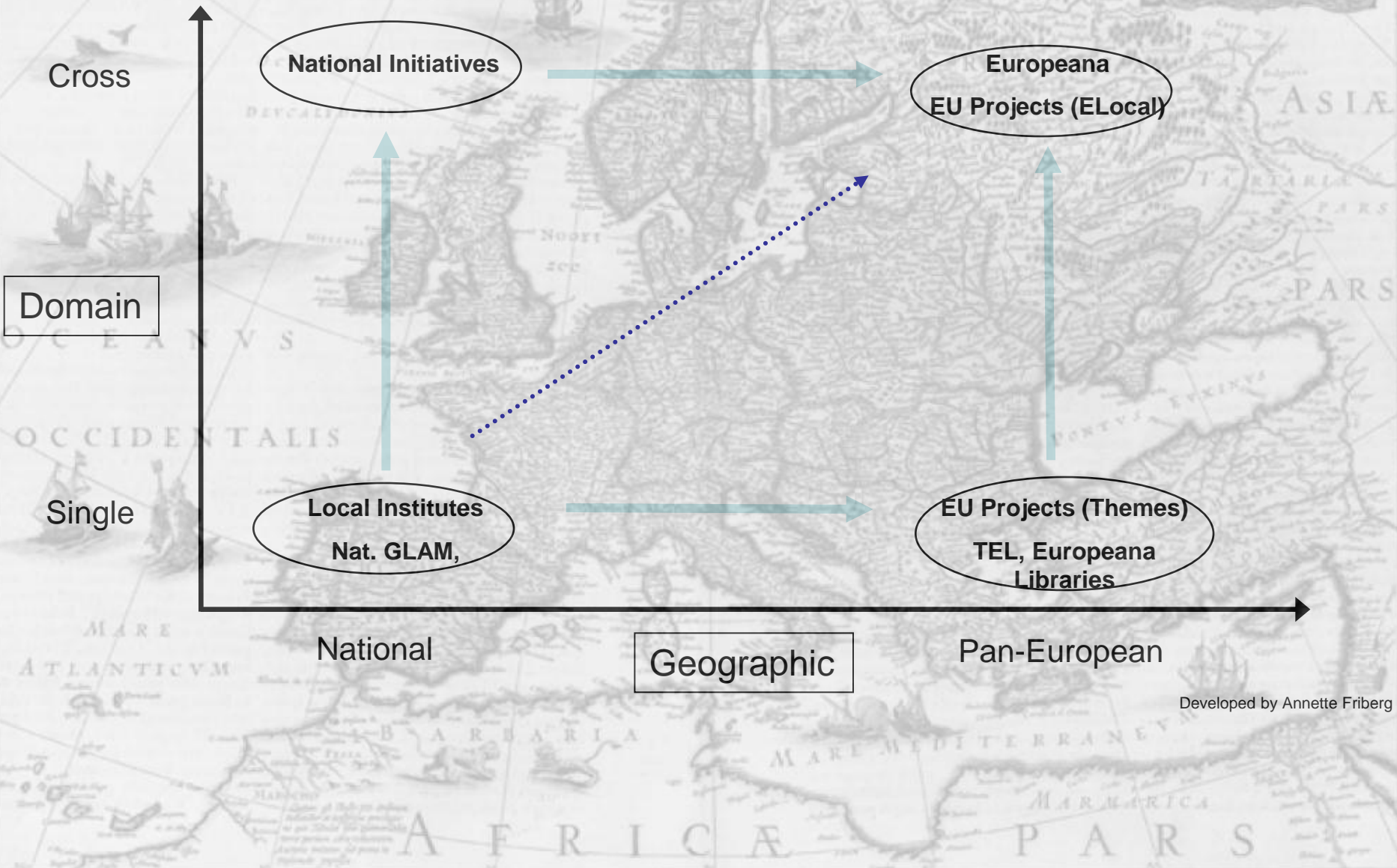
# Europeana Network



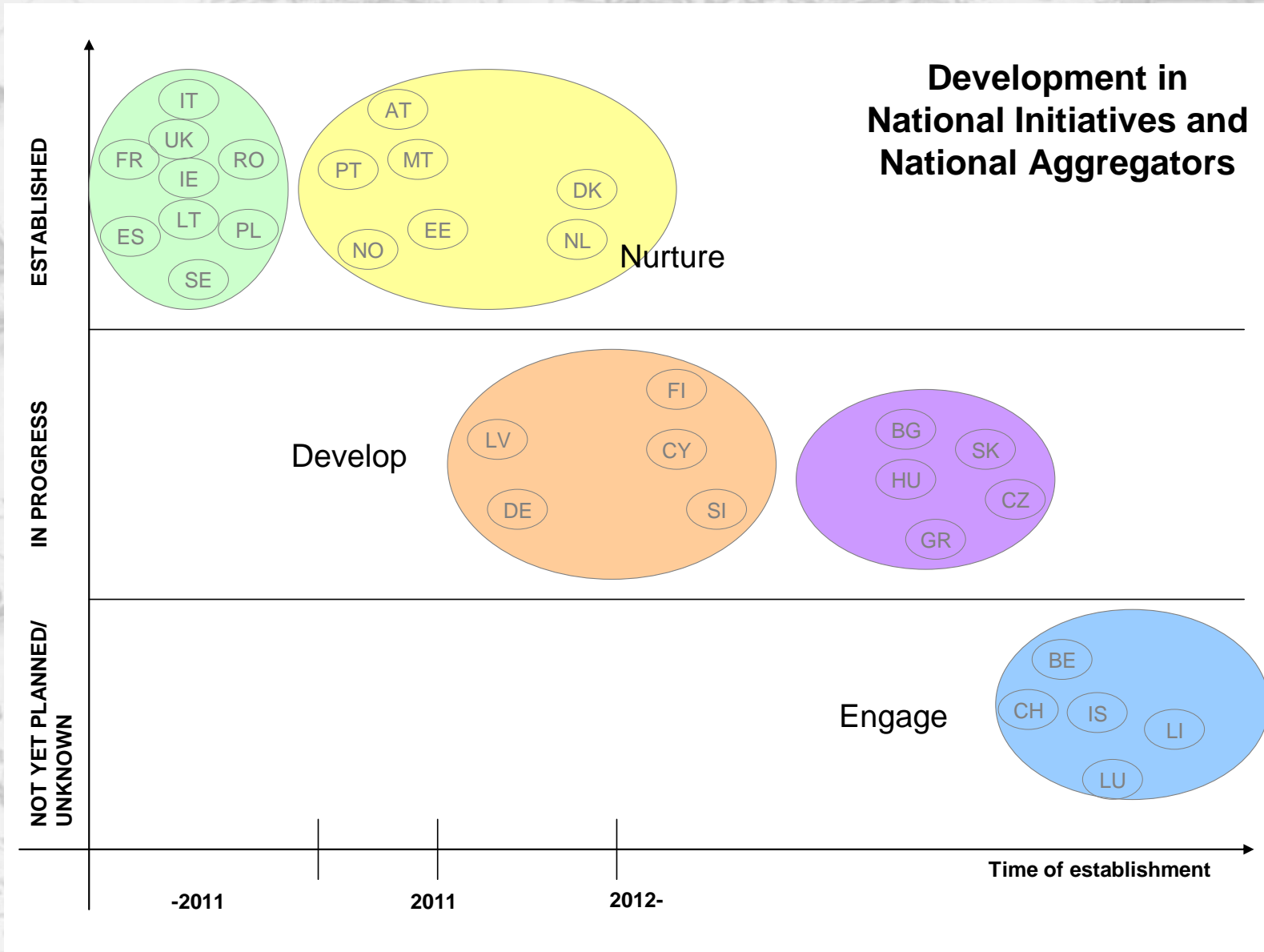
# Who provides to Europeana?



# Aggregation Space





# Evolving during time...

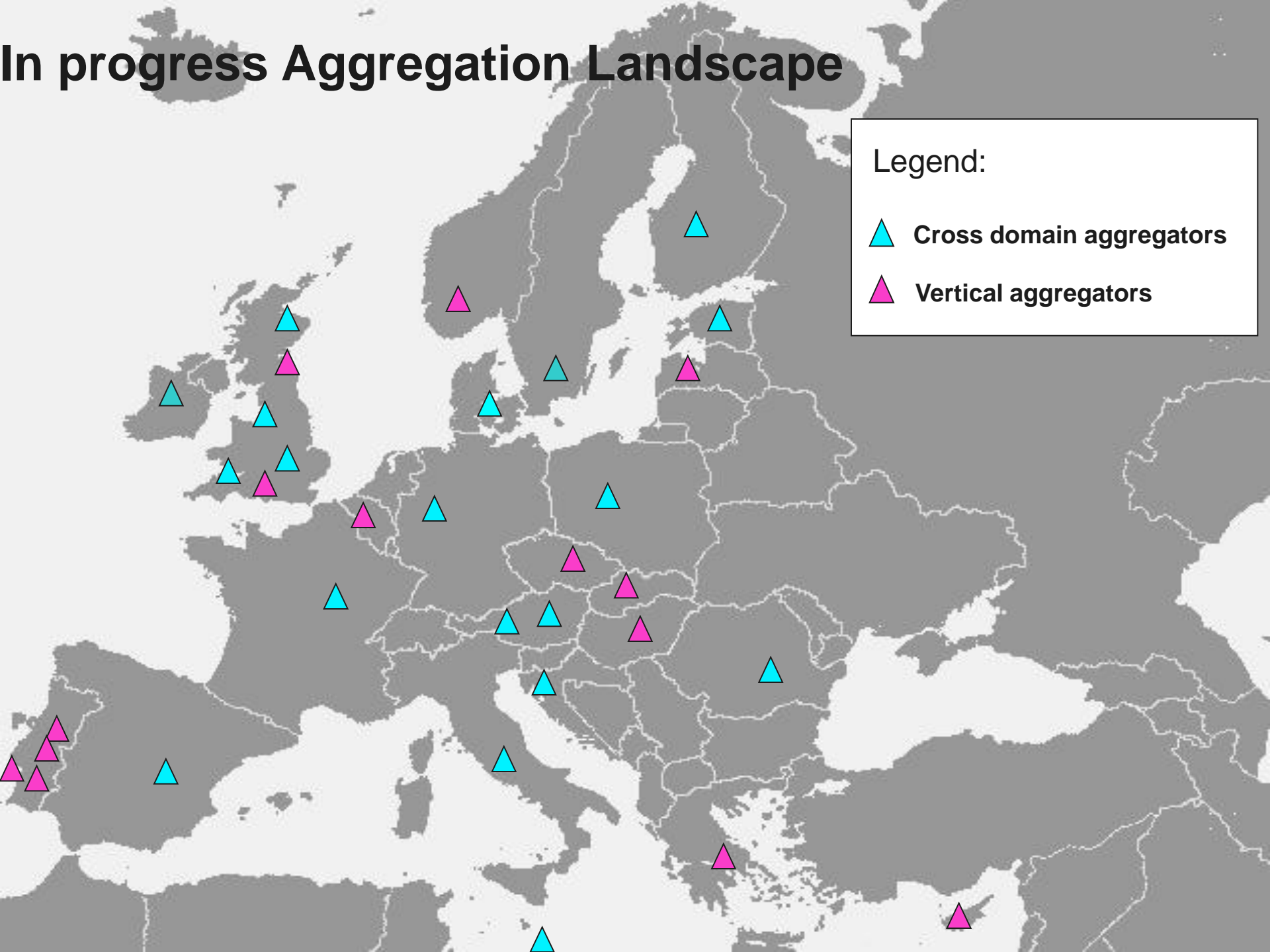




# In progress Aggregation Landscape

Legend:

-  Cross domain aggregators
-  Vertical aggregators



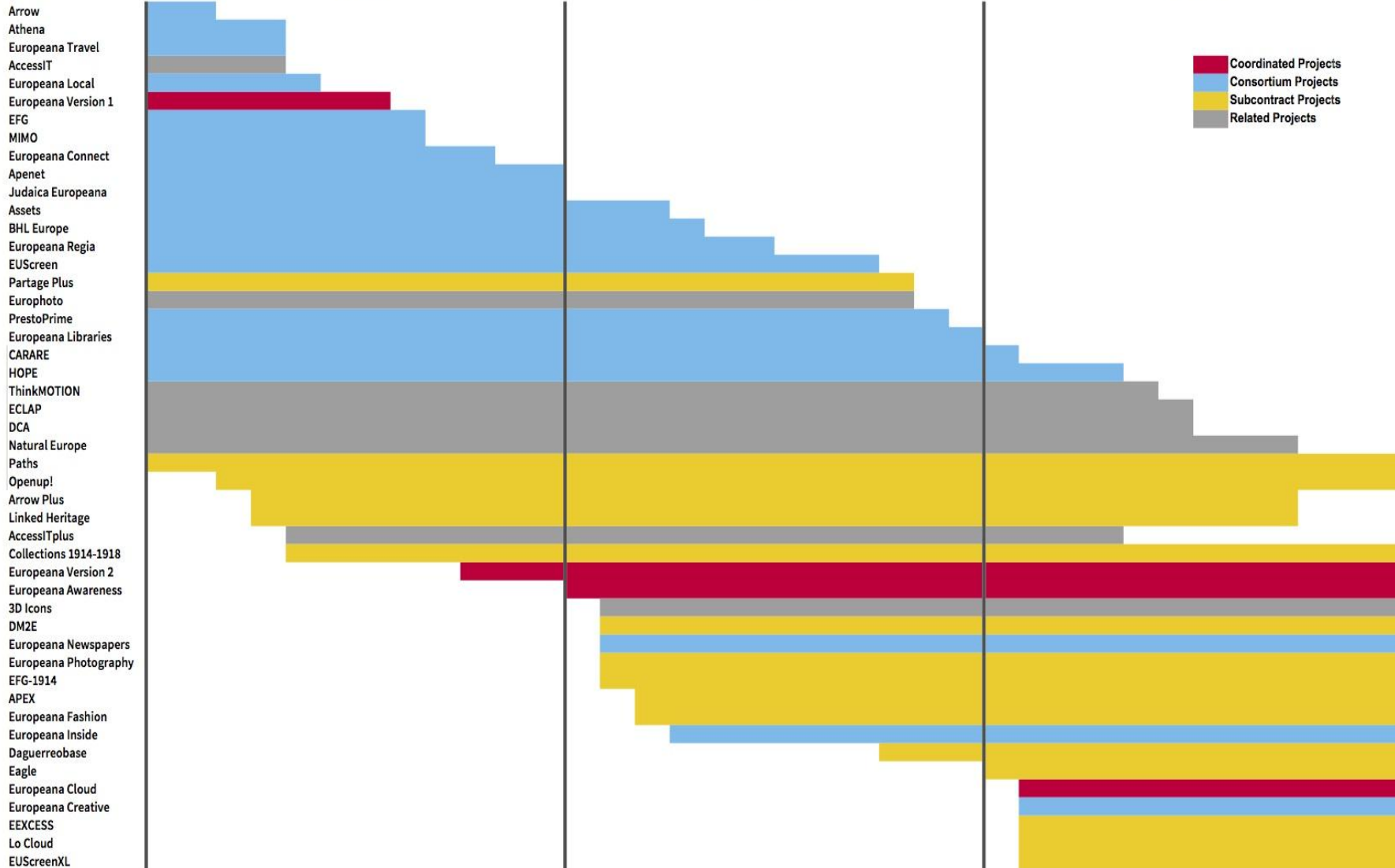
# Europeana Project Ecosystem

Jan-11 Feb-11 Mar-11 Apr-11 May-11 Jun-11 Jul-11 Aug-11 Sep-11 Oct-11 Nov-11 Dec-11 Jan-12 Feb-12 Mar-12 Apr-12 May-12 Jun-12 Jul-12 Aug-12 Sep-12 Oct-12 Nov-12 Dec-12 Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13 Jul-13 Aug-13 Sep-13 Oct-13 Nov-13 Dec-13

2011

2012

2013



# Europeana Project Ecosystem

2011

2012

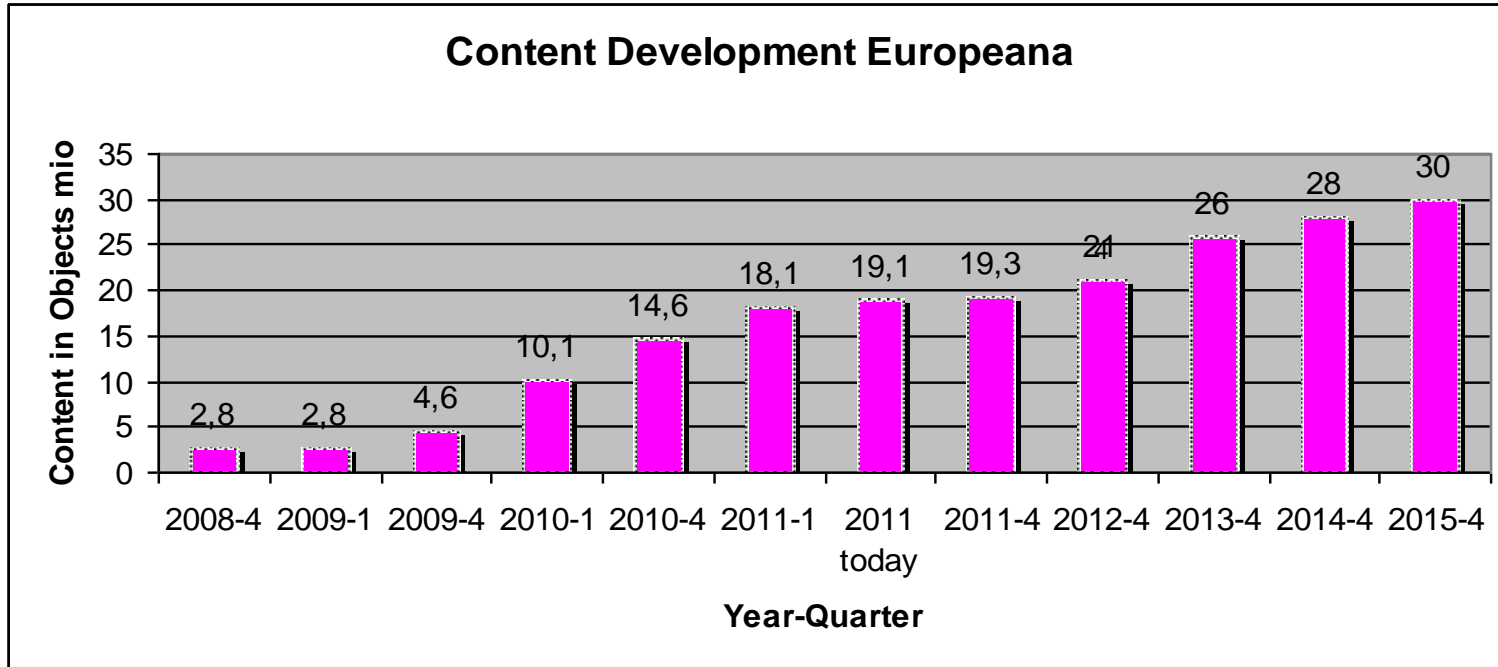
2013

Every single row represents:

€4 million investment

- 50 persons from 30 institutions sharing a common goal
- 30 months work programme
- Approx 1 million new data

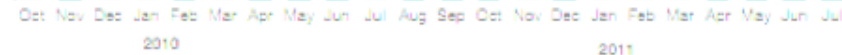
And as of now, Europeana represent ....



140 aggregators and other data providers, representing ...

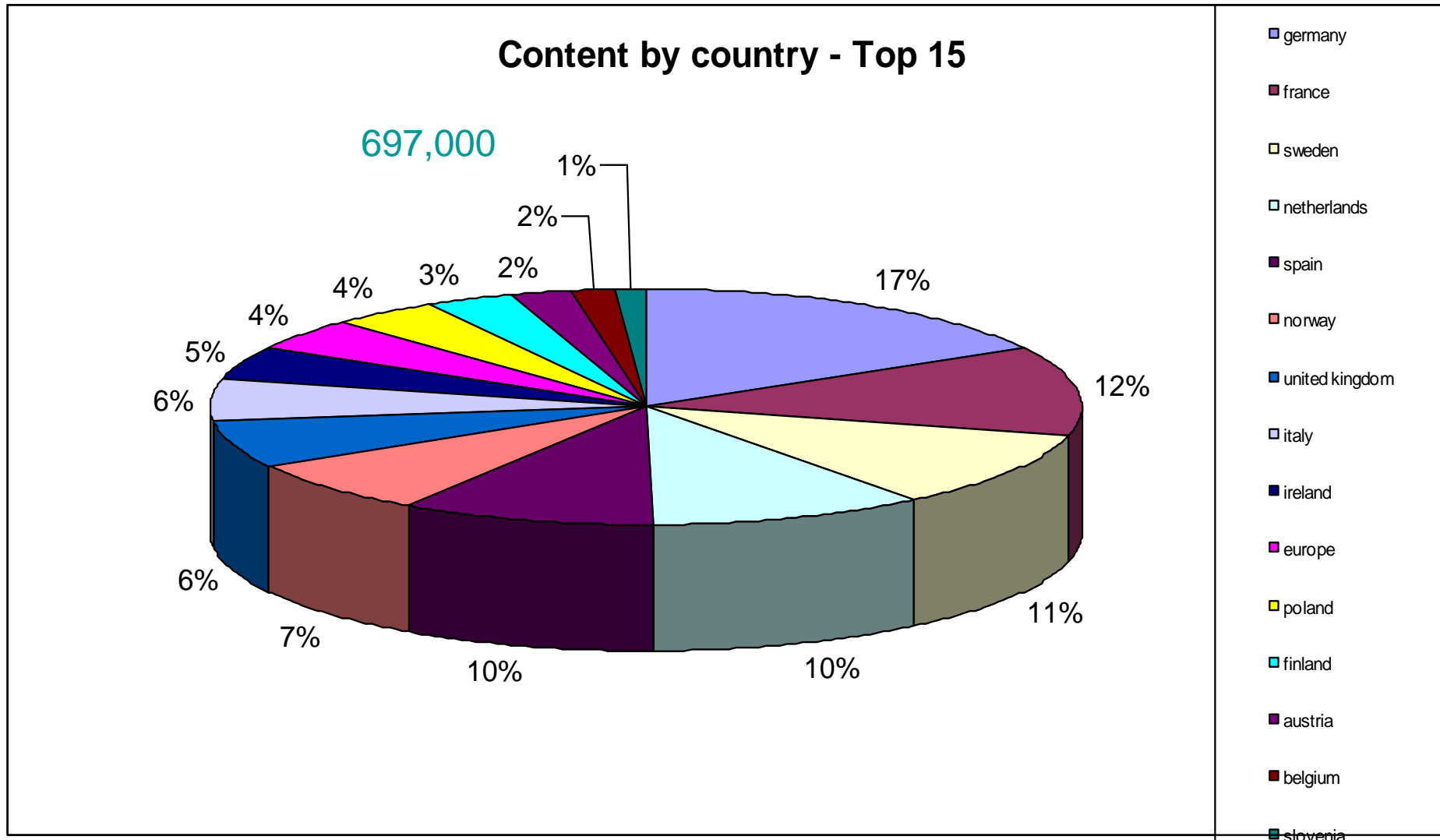
- 140 direct providers collecting
- 22,3 million objects 2012 from
- 2,200 museums, libraries, archives  
audiovisual collections

and growing!



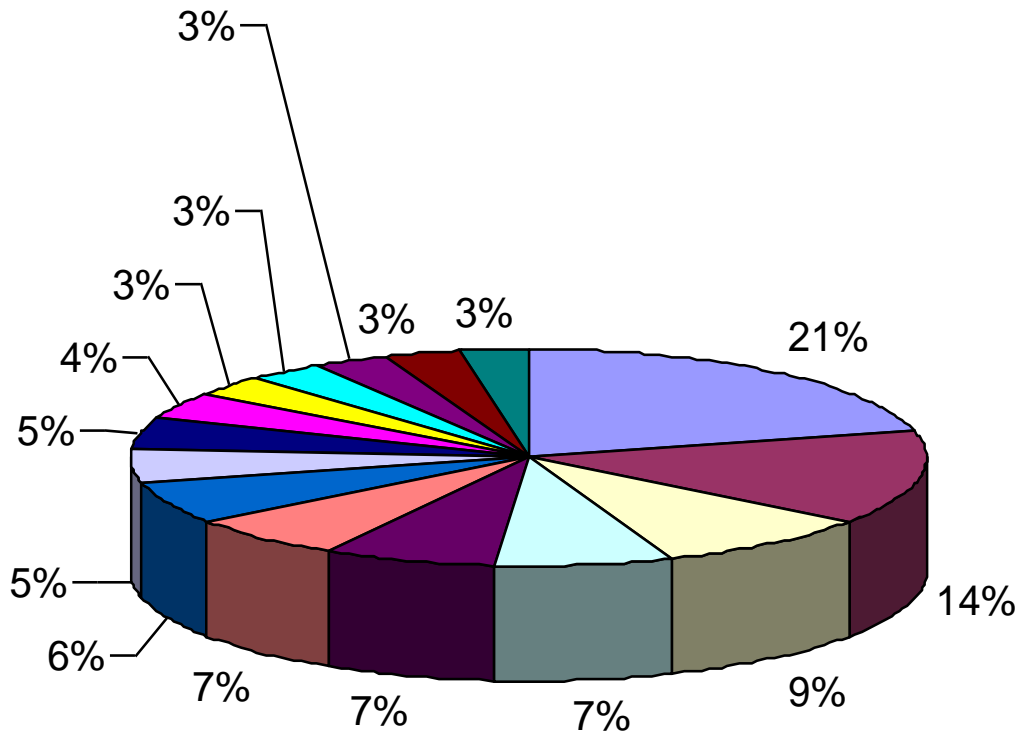
# 22,3 million objects in Europeana

## 20,8 from 15 countries, October 2012



# Top 15 providers, 18,8 mio = 86%

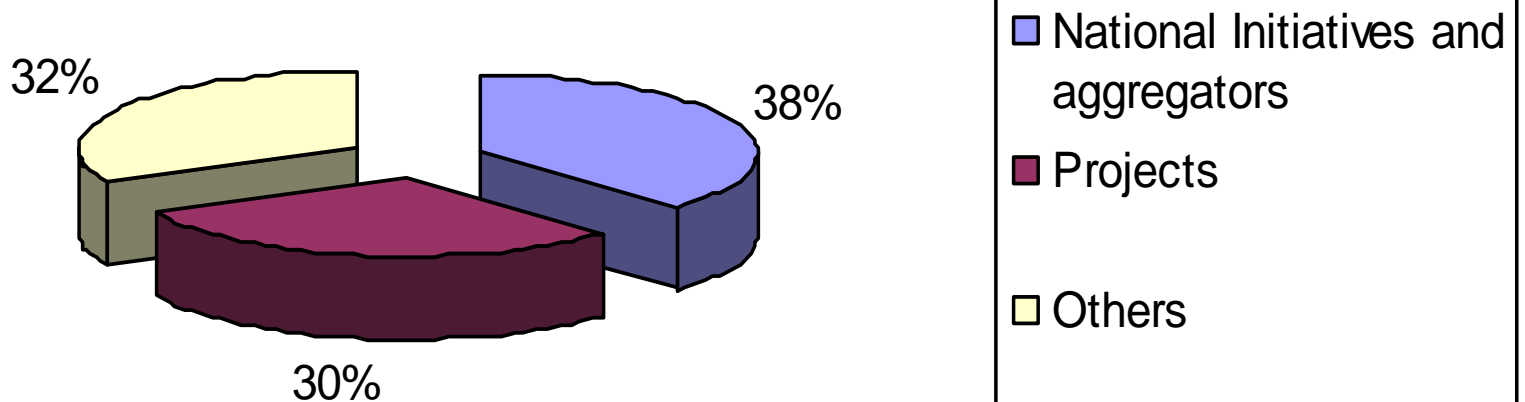
Top 15 of content providers



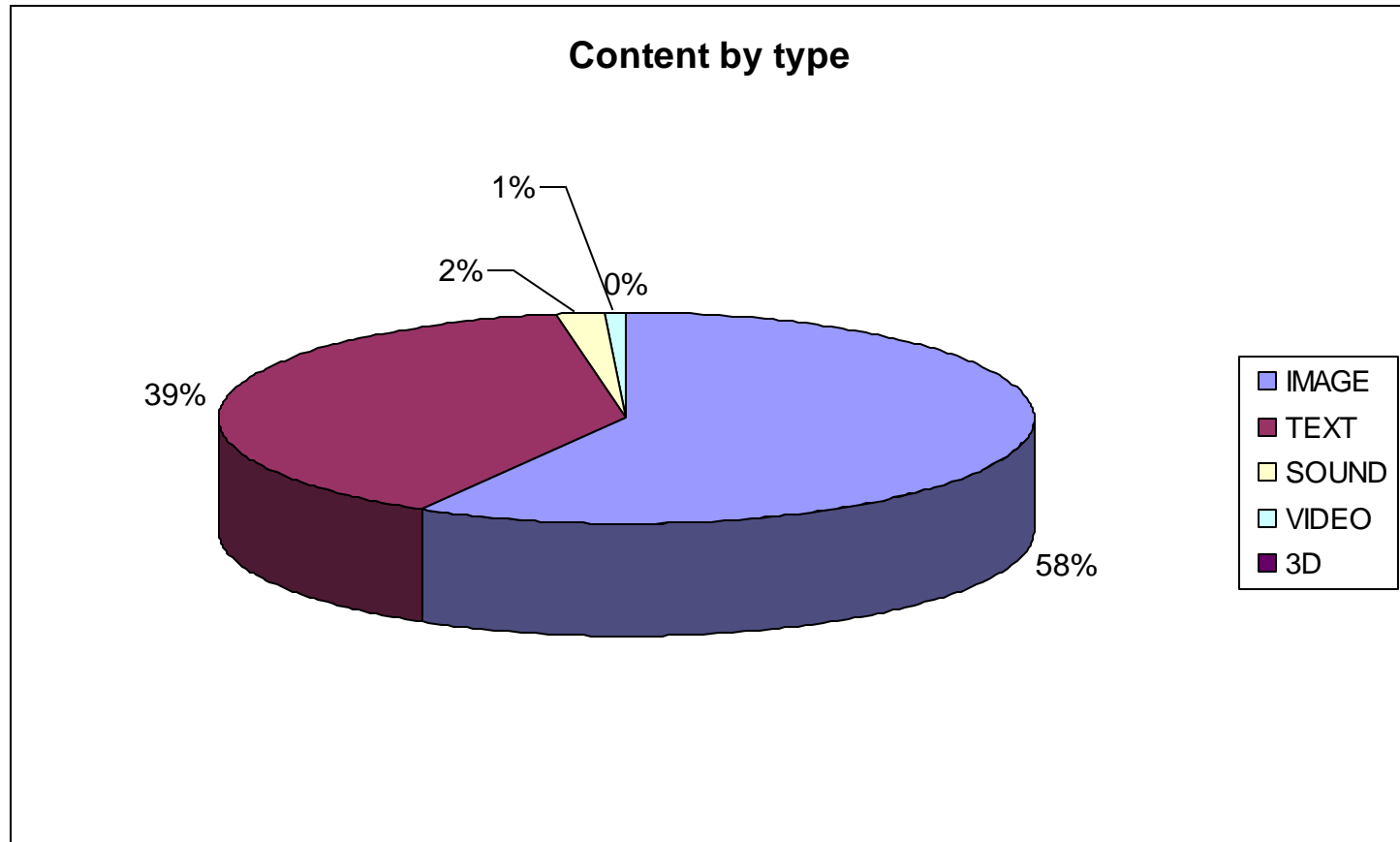
- The European Library ; Europe
- Athena ; Europe
- Hispana ; Spain (was Elocal)
- Norsk Kulturråd ; Norway (was Elocal)
- CARARE ; Europe
- Swedish Open Cultural Heritage ; Sweden
- Saxon State and University Library, Dresden / Deutsche Fotothek
- moteur Collections ; France
- Irish Manuscripts Commission ; Ireland
- CultureGrid ; United Kingdom (was Elocal)
- Bayerische Staatsbibliothek ; Germany
- OpenUp!
- Archives Portal Europe
- Federacja Bibliotek Cyfrowych ; Poland (was Elocal)
- EFG - The European Film Gateway

# Division by structure

Europeana top 15 providers 18,8 million objects



# Type of content

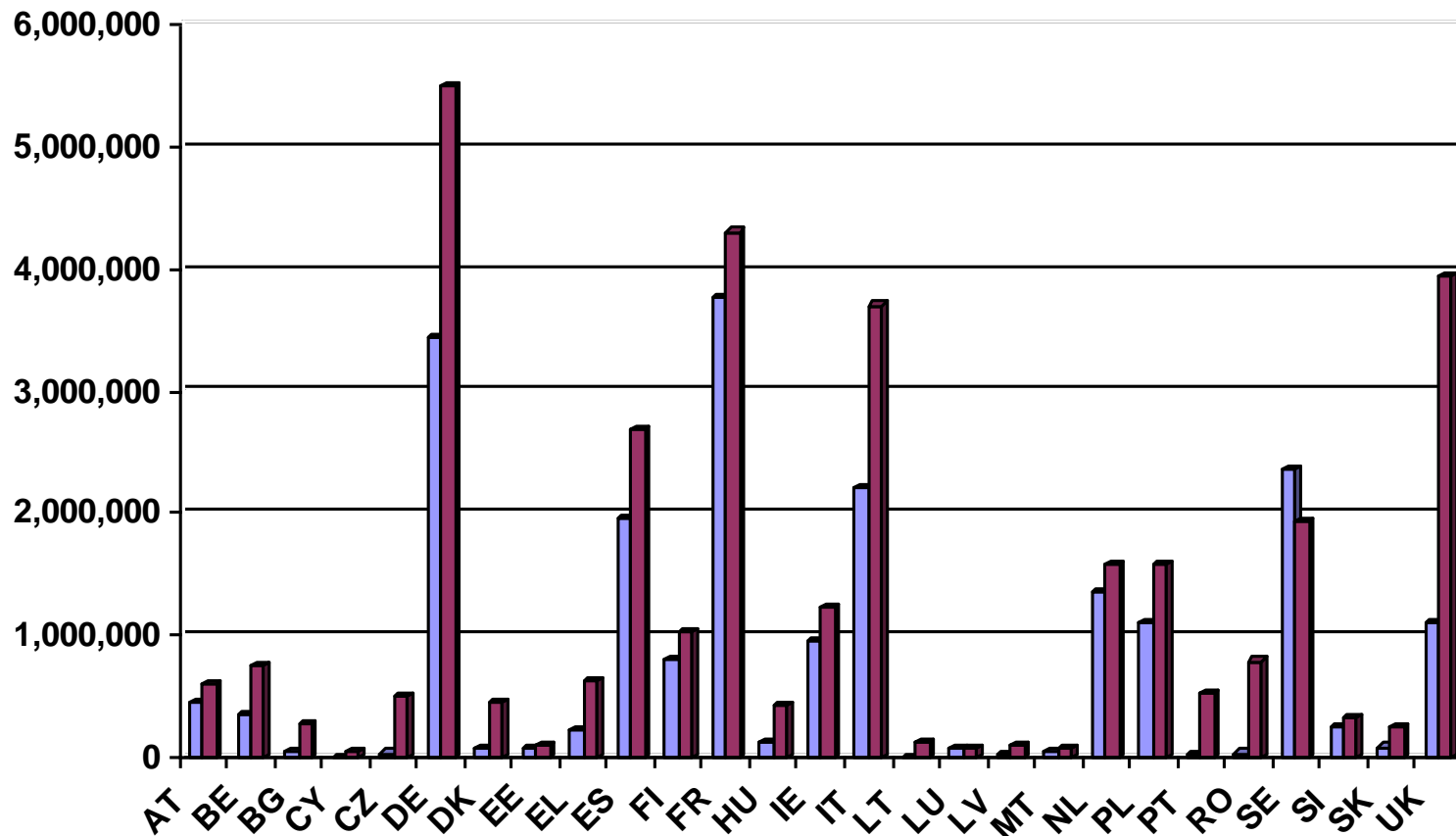




# Finland

## EC recommendation Nov 2011

At 01/06/12 Target 2015



# Finland and involvement in projects

12 partners in 16 projects

KANSALLISARKISTO	APENET
KANSALLISARKISTO	APEX
MUSEOVIRASTO	ATHENA
HELSINGIN YLIOPISTO	BHL-Europe
YLEISRADIO OY	DISMARC
HELSINGIN YLIOPISTO	EAwareness
KANSALLINEN AUDIOVISUAALINEN ARKISTO	EFG

HELSINGIN YLIOPISTO	Europeana Newspapers
HELSINGIN KAUPUNKI	EuropeanaLocal
HELSINGIN YLIOPISTO	EuropeanaTravel
AALTO-KORKEAKOULUSAATIO	EUscreen
TAIDETEOLLINEN KORKEAKOULU	EUscreen
TYOVAEN ARKISTON SAATIO	HOPE
HELSINGIN YLIOPISTO	Natural Europe
LAPIN YLIOPISTO	Natural Europe
HELSINGIN YLIOPISTO	OpenUp!
MUSEOVIRASTO*NATIONAL BOARD OF ANTIQUITIES	PARTAGE PLUS
SIBELIUS-AKATEMIA	VARIAZIONI

# Finland contribution Nov 2012

- [Athena \(489,610\)](#)
- [The European Library \(188,607\)](#)
- [National Library ... \(11,867\)](#)
- [OpenUp! \(3,231\)](#)
- [Svenska litteratu... \(2,890\)](#)
- [EFG - The Europea... \(699\)](#)
- [Helsingin kaupung... \(97\)](#)
- [BHL Europe \(30\)](#)

**TOTAL 697,031**

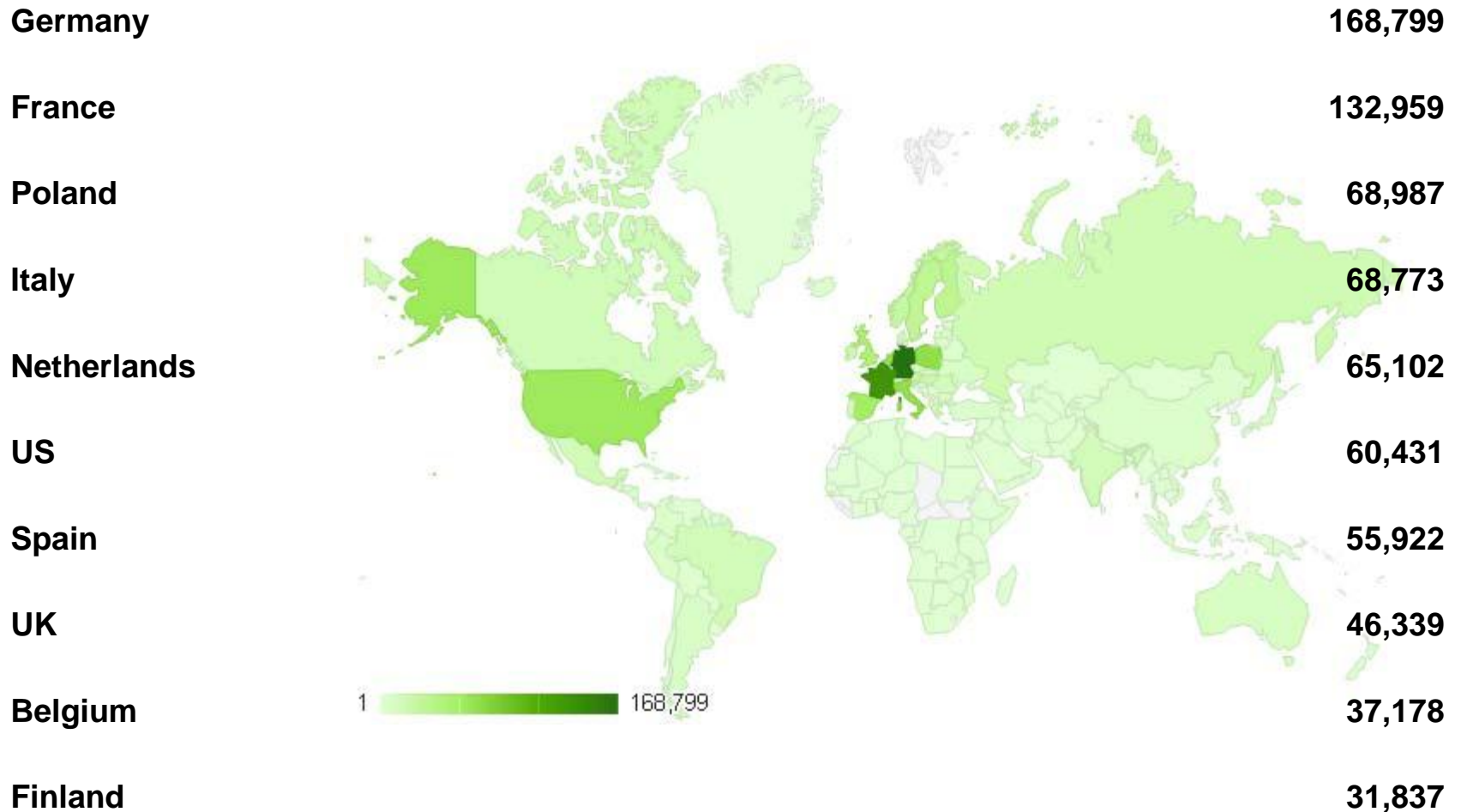
# Metadata and Collections



# WEB TRAFFIC Q3 2012

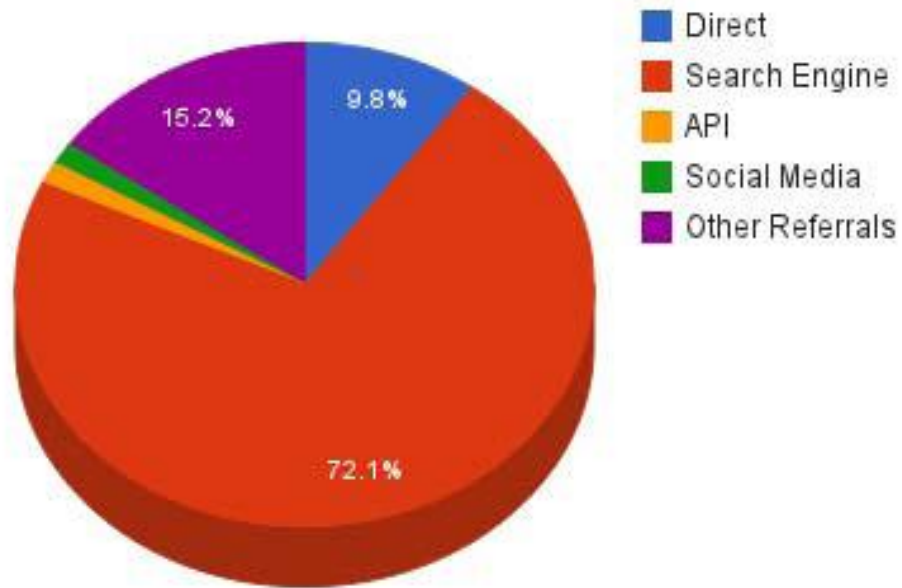
- **1,151,037 Visits** **2.68%** Decrease from Q2 2012 **104.43%** Increase from Q3 2011
- **911,439 Unique Visitors** **2.04%** Decrease from Q2 2012 **106.49%** Increase from Q3 2011  
*Unique Visitors is the number of unduplicated (counted only once) visitors to Europeana.eu during Q2 2012*
- **4,726,948 Page Views** **8.10%** Decrease from Q2 2012 **68.07%** Increase from Q3 2011  
*The total number of pages viewed. Repeated views of a single page are counted*
- **00:02:27 Average Visit Duration** **6.59%** Increase from Q2 2012 **3.11%** Decrease from Q3 2011
- **48.82% Bounce Rate** **13.59%** Decrease from Q2 2012 **12.62%** Decrease from Q3 2011  
*Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left Europeana.eu from the entrance page)*

# Visits geographic, top 10

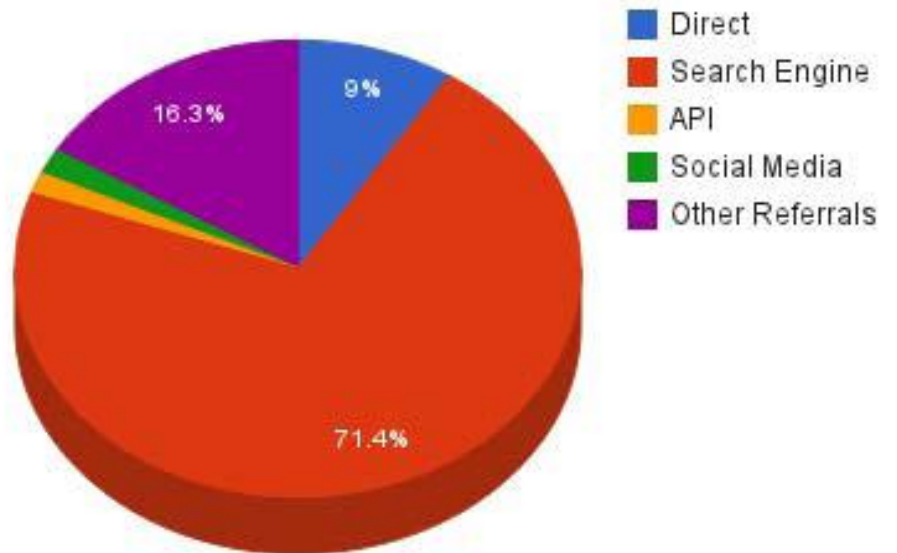


# Traffic breakdown

Traffic Breakdown: Q2 2012



Traffic Breakdown: Q3 2012





# Next Generation

- Workflow
- Education
- Technology



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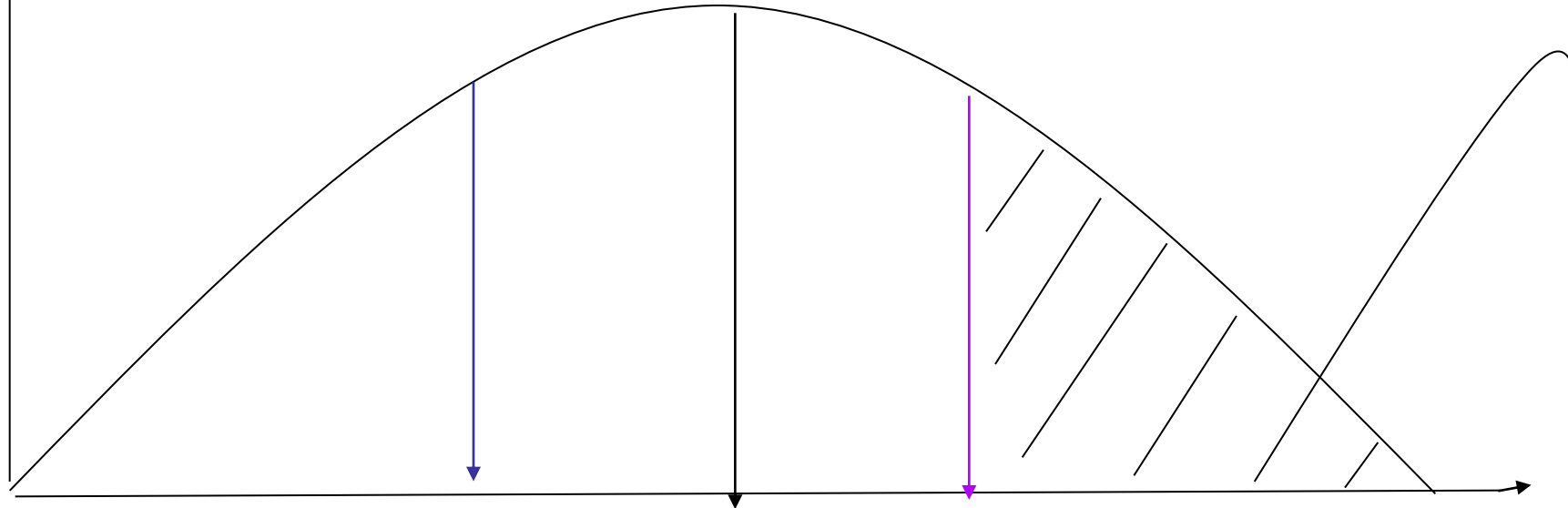
**Sustain the work,  
data, knowledge  
and collaboration**

The background of the slide is a photograph of a bright blue sky filled with large, white, fluffy clouds. The text is overlaid on this background.

# Sustain the work from projects

Content &  
Partners

Content & Partners



Year 1

Year 2

Year 3

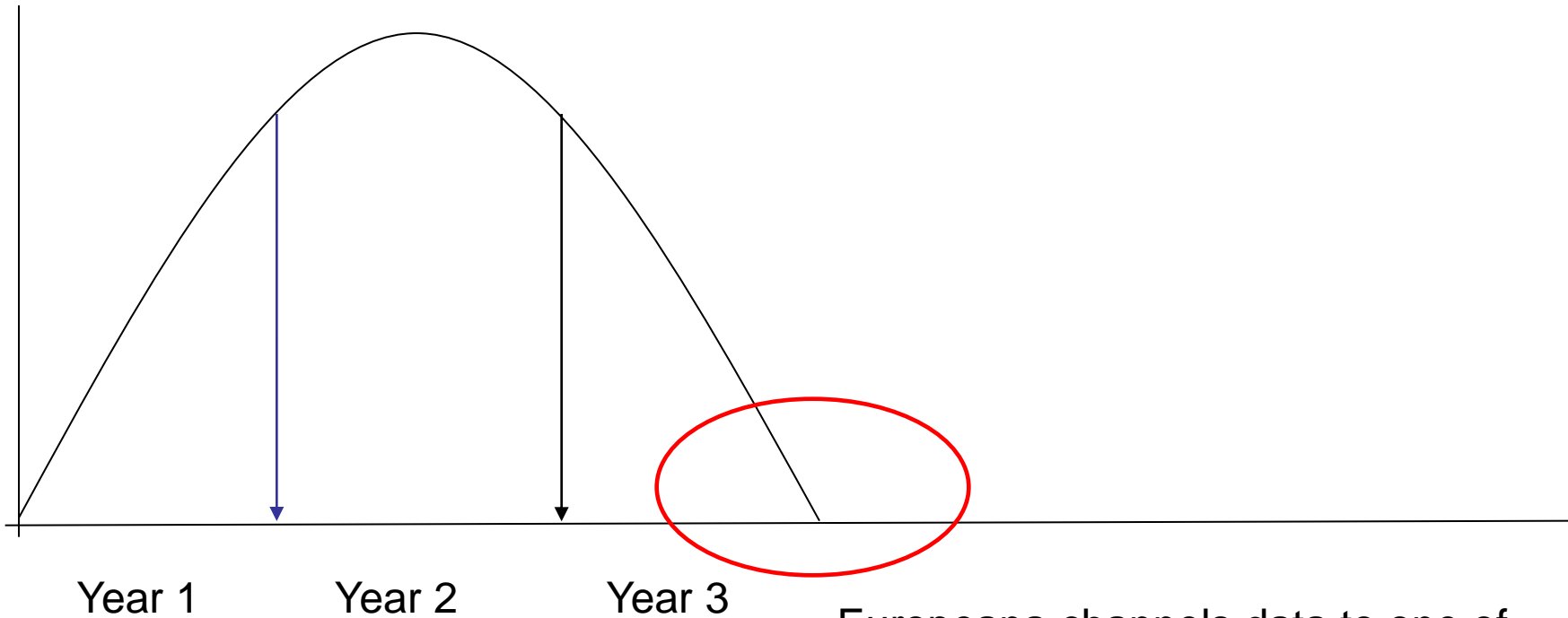
Year 6?

**2011:** Athena, Elocal, Ev1, EFG,  
Connect, ApeNet

# 1. Project Ends

Content &  
Partners

Project

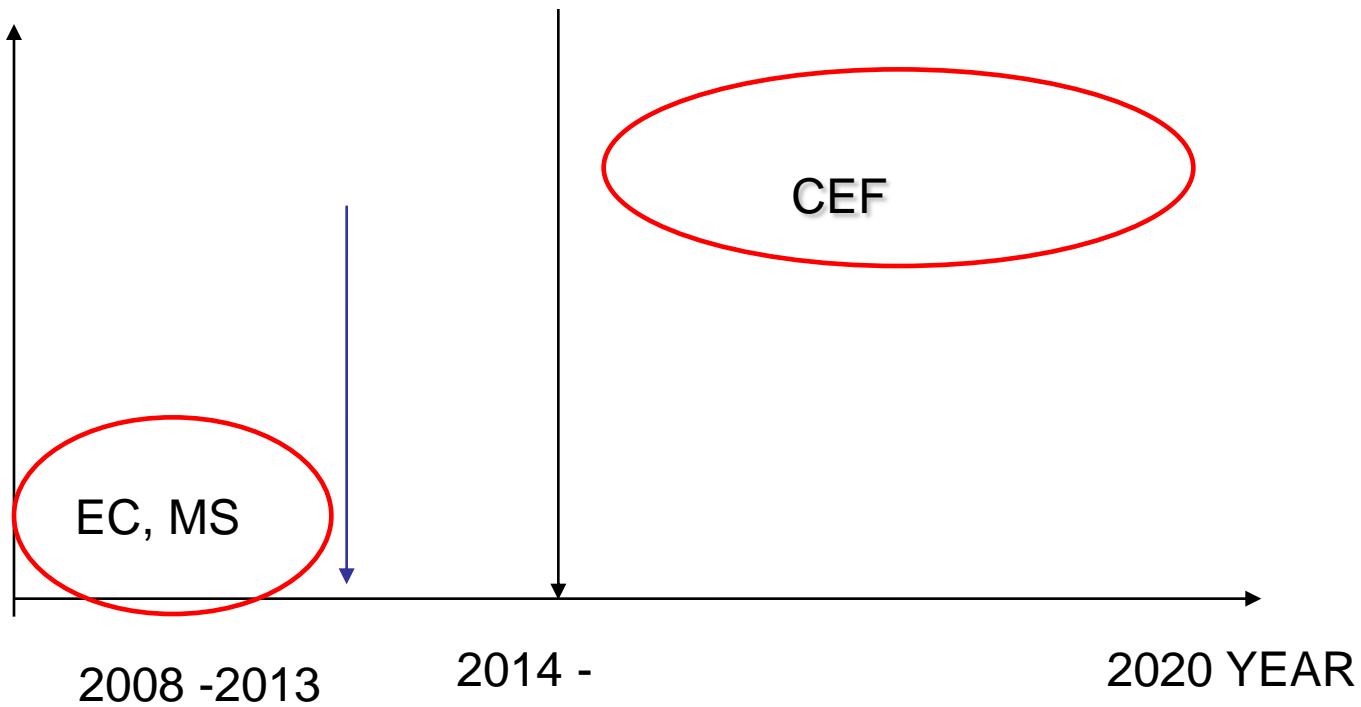


Europeana channels data to one of the three routes:

1. National Aggregator
2. Project
3. Directly to Europeana

# Funding

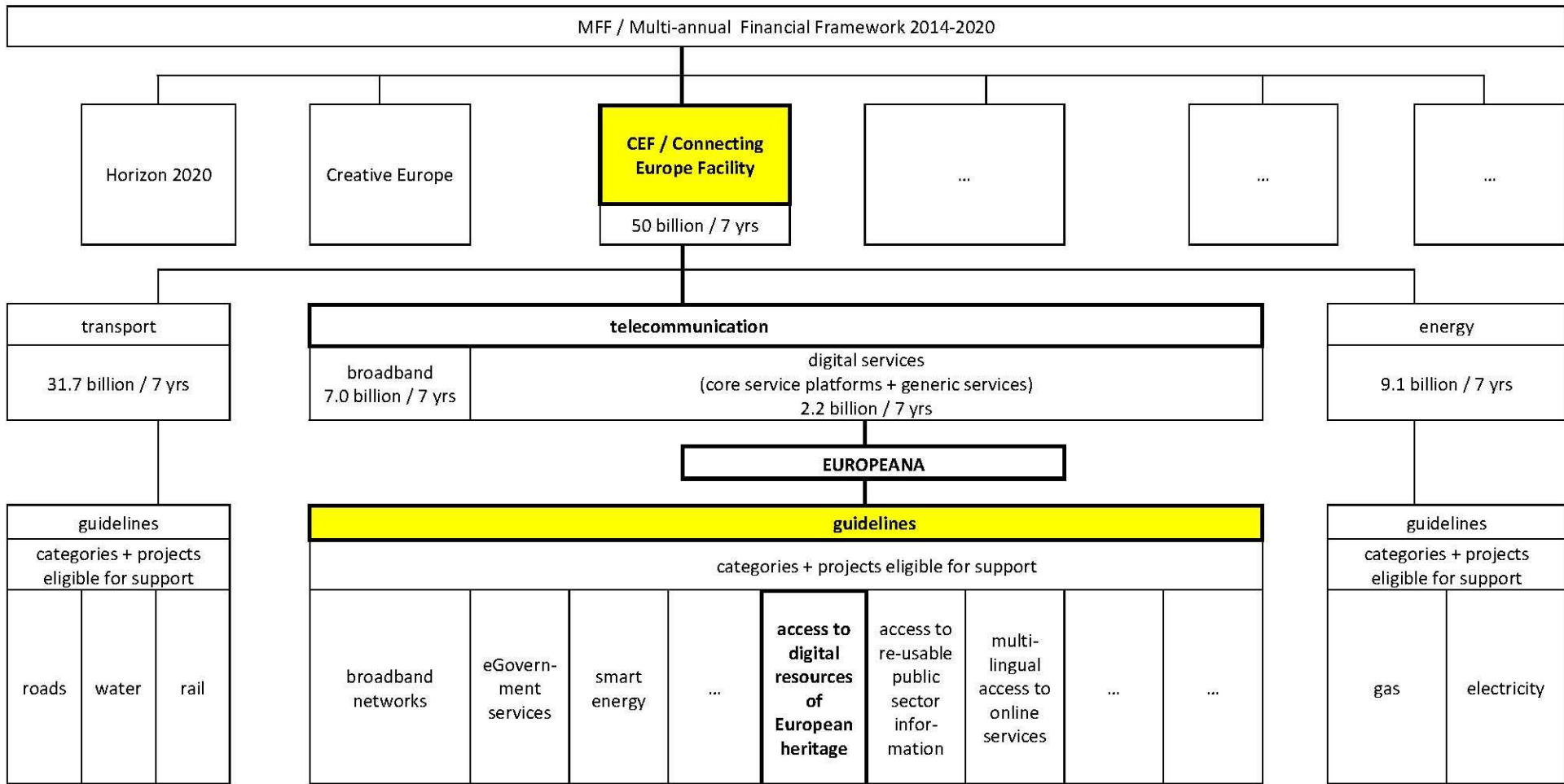
Europeana and the Eco-system of Projects



Support is needed!

# STRUCTURAL FUNDING FOR EUROPEANA

010 – Member States request EU Commission to propose a sustainable model for financing Europeana beyond 2013 (Key Action 15 of the Digital Agenda for Europe)



012 – two legal texts (CEF + Telecom Guidelines) have to go through the full legal process of co-decision (Member States / Council + EU Parliament) – large number of committees involved

June 2012 – Member States / Council accepted under CEF 100 % funding for core service platform Europeana; all other platforms 75 %; generic services 75 % (aggregation – crowd sourcing facilities – user-friendly services – competence centres on digitization and preservation – content repositories). So far, no objections voiced in Parliament

Main thread – overall budget MFF will be reduced = reduction CEF budget. Division of budget over separate sectors of CEF is unknown. We have to battle for sufficient funds for digital services

We have to make a strong case of digital services contributing to growth – creating jobs – creating societal benefits – **Please raise awareness !**

- Partner Strategy and Development Plan
- Collections and Content Strategy and Development Plan
- Aggregator Forum
- Nationale Aggregator workshops
- Europeana Office
- Europeana Network

# Europeana Network – a strong European collaboration

More than 500 partners are registered, more than 200 participate in the annual meeting.

<http://pro.europeana.eu/web/guest/about/network>

Check Europeana Network Linked In site  
Set up or/and participate in EN Task forces  
Annual General Meeting 2012 takes place  
in Berlin 27 November. Join Us!

Connect to:

[www.europeana.eu](http://www.europeana.eu) [blog.europeana.eu](http://blog.europeana.eu)

And remember to;

Register to Europeana Network at [pro.europeana.eu](http://pro.europeana.eu)








# Issues for National Aggregation

1. Joint ventures – collaboration
2. Aggregation and partner structure
3. Mobilise content providers to contribute
4. Sustainability
5. GLOCAL, think GLObal act loCAL



*Europeana belongs to all of us,  
created by all of us and to be  
shared by all us*

Thank you