



# Europeana: next steps



Cinema Expert Group,  
Brussels,  
19 September 2011



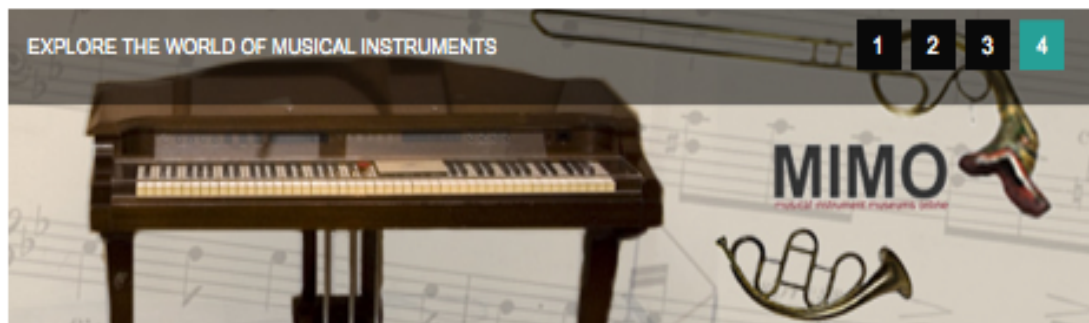
europaena  
think culture

Paintings, music, films and books from Europe's galleries, libraries, archives and museums. [Find out more](#)

Search



[Advanced search](#)



Share your ideas:

People are currently thinking about:

Da Vinci

Exploring Europeana:

Browse through time

New content:

From our partner museums, archives, libraries and audio visual collections

Creating access to Europe's cultural heritage

A historical map of Europe and its surrounding regions, including Asia and Africa, with various geographical labels and decorative elements. The map is titled 'EVROPA recens descripta' and 'Guiljelmo Blaeuw'. It features a grid of latitude and longitude lines, and includes illustrations of ships and animals. The map is oriented with North at the top.

# Europeana & Film heritage

What do users want?

What can we do to improve access?



# Europeana & Film heritage

Strategy  
Users/Use/Mobile  
Content  
Barriers/Solutions



# PUBLIC DOMAIN

## USERS

- Trusted source
- Ease of use
- Reuse
- In my workflow



## PROVIDERS

- Visibility
- Services
- Revenue



## POLICY

- Inclusion
- Leadership
- Education
- Economic growth



## MARKET

- Straightforward route to content
- Access to the network
- Premium services
- Brand association

DESIRE to access CULTURE

INSPIRATION PARTICIPATION

INFORMATION FUSION / web 2.0  
USER = also CREATOR

High quality content

one shared European identity

Society is connected through culture  
SHARING for public good

EVROPA  
recent descripta  
Guiljelmo Blaeuw.

# Europeana Strategic Plan 2011-2015

1

**Aggregate**

Build the open trusted source for European cultural heritage content



2

**Facilitate**

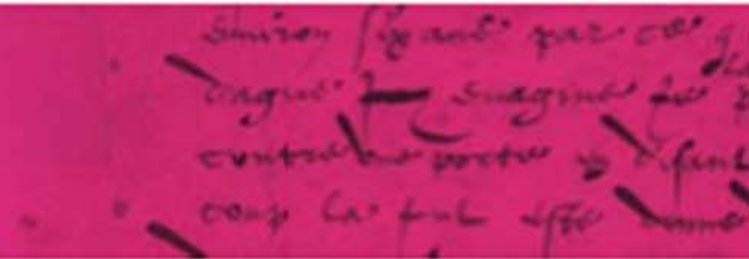
Support the cultural heritage sector through knowledge transfer, innovation and advocacy



3

**Distribute**

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



4

**Engage**

Cultivate new ways for users to participate in their cultural heritage





# What do we know about users and use of Audio Visual Material?

- Logfile analysis
- Reuse

beta

europeana  
think culture

## Refine your search:

By provider

By country

By type

By language

By date

By rights

## Actions:

Save this search

[Login](#) | [Register](#)

No image? Click through the colour block to see the item. We are still loading...

bruxelles

Search

[Refine Search](#) [Advanced search](#)

Matches for: bruxelles

All

Texts (18,672)

Images (29,235)

Videos (1,995)

Sounds (114)



Results 13 - 24 of 50,016

Page: 1

2

3

4

5

6

7

8

9

10

share



Reclamekaartje van wagenmakerij Jones Fr...  
Hannotiau  
1850  
AMusO (Oudenaarde)  
MovE



Gelegenheidsdrukwerk van la Société Phil...  
1850  
AMusO (Oudenaarde)  
MovE



Reclamekaart van Restaurant Grand Eperon...  
H. Borremans  
1850  
AMusO (Oudenaarde)  
MovE



Anoniem, 45-toerenplaat met marsliederen...  
Het Stadsmus, Hasselt  
Erfgoedplus.be



Muziek - Cours de musique de Bruxelles  
AMusO (Oudenaarde)  
MovE



Reclamekaartje van zitmeubelmaker J.H. V...  
J. Vanderborgh  
1850  
AMusO (Oudenaarde)  
MovE



Reclamekaartje van Noord station te Brus...  
Herman  
1850  
AMusO (Oudenaarde)  
MovE



Reclamekaartje van paraplu- en wandelsto...  
P. Stevens  
1850  
AMusO (Oudenaarde)  
MovE





# Europeana Logfiles

## Use of Sound & AV Material

sound tab   video tab   text tab   image tab

### STATIC

Number of uses of media-specific search tab	34,462	73,816	341,375	330,318
<i>% visits using a media-specific search tab</i>	<i>1.594</i>	<i>3.413</i>	<i>15.786</i>	<i>15.275</i>

**Demand outstrips  
supply**



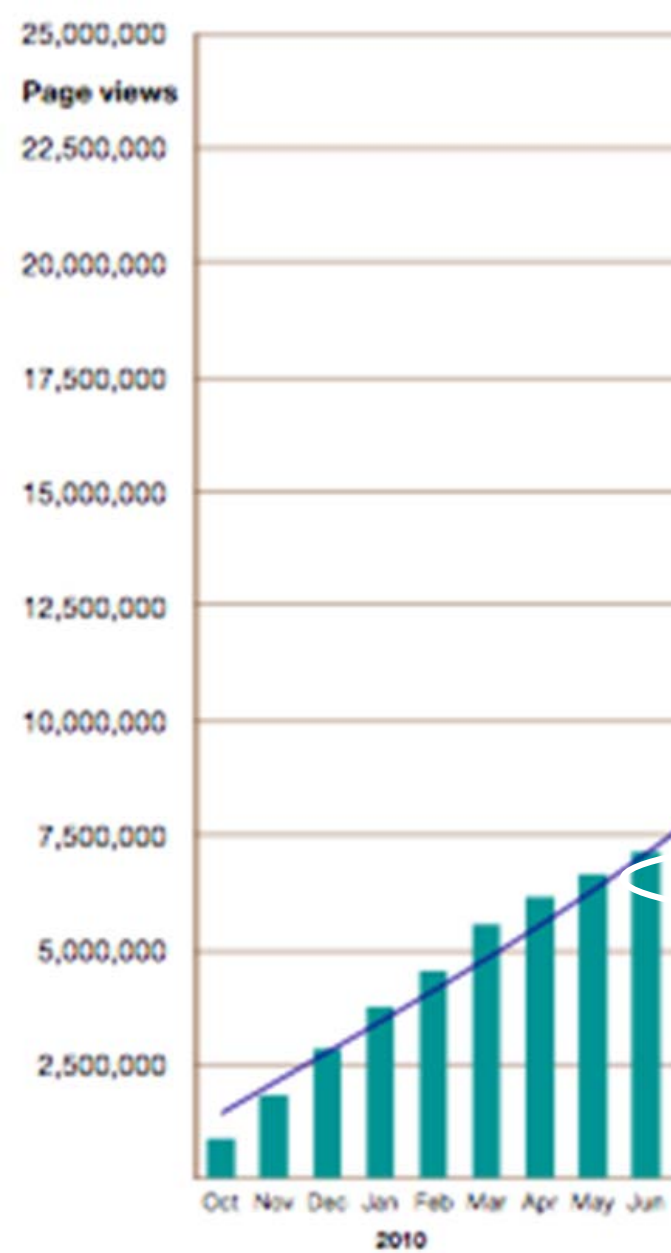
**Europeana**

Culture on the go

CIBER Research Limited  
12 September 2011



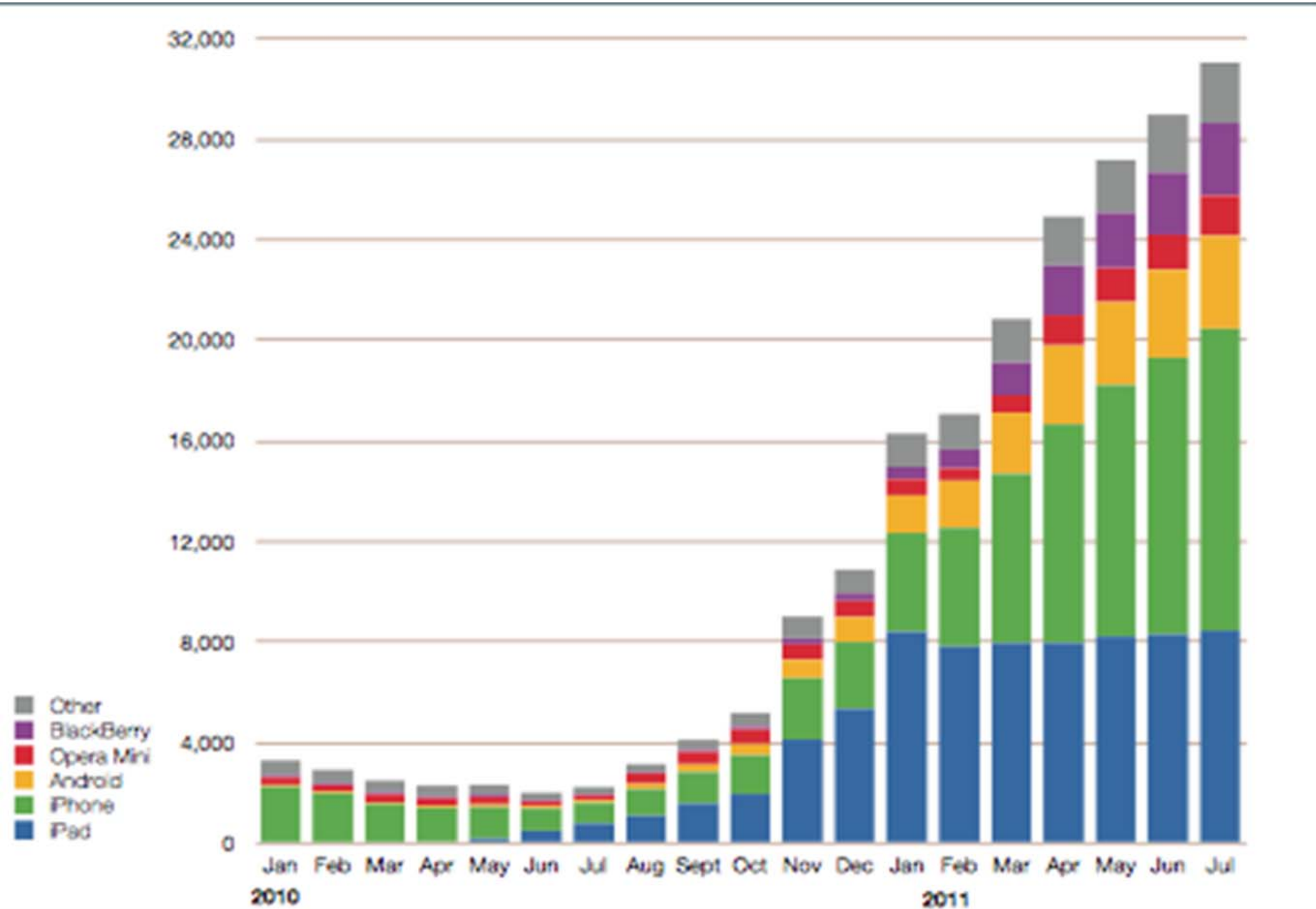
europaena  
σκέψου πολιτισμό



Cumulative monthly growth of Europa December 2009 to July 2011

User type	April 2011 (000s)	Dec 2011 (000s)	Dec 2012 (000s)	Estimated monthly growth rate
Normal user	322	642	1,805	9%
One shot	275	509	1,282	8%
Mobile	18	68	493	18%
Heavy user	4	6	13	6%
<b>All users</b>	<b>620</b>	<b>1,218</b>	<b>3,579</b>	<b>11%</b>
Mobile as % of all users	3.3%	5.9%	15.9%	

Growth rates and CIBER projections for numbers of European users April 2011 forward to December 2012



Mobile page views by platform  
January 2010 to July 2011

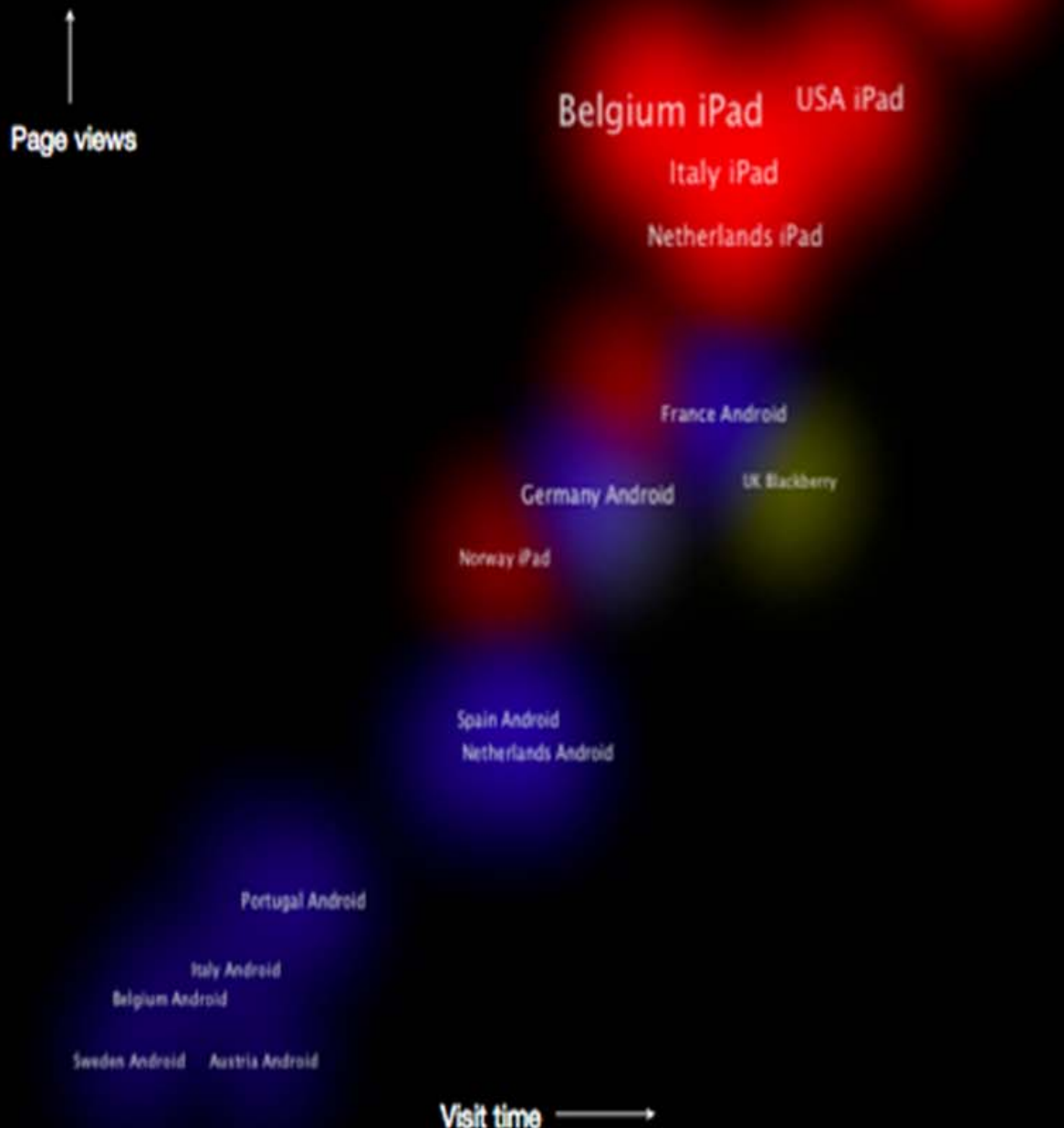
# Most popular mobile platforms

## Europeana mobile use and users

This graphic identifies the mobile platforms and countries that make the most intensive use of Europeana. The blobs are scaled to the number of individual users and the colours represent the iPad (in red), iPhone (in blue) and Blackberry (in yellow).

The message is very clear: the iPad tablet provides a user experience that encourages longer, deeper sessions in Europeana and this represents a step change in behaviour compared, for example, with Android users.

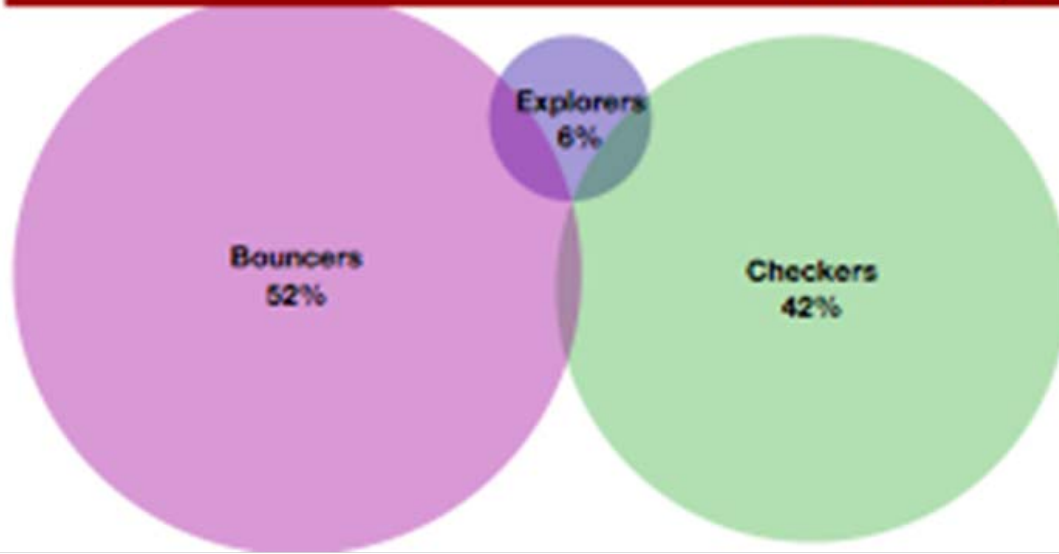
French iPad users have pulled away from the pack as the largest group and the most intensive consumers of Europeana on the go.



## Categorising Europeanana users by information seeking behaviour

Europeanana mobile use and users

Cluster	% of mobile users	Nickname	Brief description
I	52%	<i>Bouncers</i>	Visits that involve a single page view only
II	42%	<i>Checkers</i>	Relative brief (1 min 51 secs) visits involving a single search and viewing 3 or 4 pages
III	6%	<i>Explorers</i>	Relatively long (10 mins) research-intensive sessions characterised by 4.5 searches and viewing 12.7 pages





Related content:

- Musikalische Werke [Musikdruck] / 5,5
- Musikalische Werke [Musikdruck] / 7,2
- Musikalische Werke [Musikdruck] / 7,3

Actions:

- Add a tag →
- Save to My Europeana →
- Embed →
- Translate details →
- [Login](#) | [Register](#)

liszt via crucis

Search



[Advanced search](#)

Matches for: liszt via crucis

Item details

[Return to results](#)

share



Musikalische Werke [Musikdruck] / 5,7

Title: [Musikalische Werke](#)

[Via crucis](#)

**Marta Manfioletti**

*"I performed this music last week! Thanks Europeana for providing free music sheet of such a beautiful music"*

RE-USE



YOU ARE READING

August 29, 2011

By Lauri

In News

No comments yet

### Baroque Music

Baroque music — like all music — divides opinions strongly: some people enjoy its rich texture and abundant decorations while others might feel that all Baroque music sounds the same with popular chord progressions being used over and over again. The era of Baroque music often means the period from the beginning of the 17<sup>th</sup> century to 1750, the year Johann Sebastian Bach died. Famous composers from the Baroque era also include, among others, **Johann Pachelbel**, **Henry Purcell**, **Antonio Vivaldi**, **Georg Philipp Telemann** and **Domenico Scarlatti**. The Baroque era in music started over 400 years ago but many pieces from that era are still being played. Here's a couple of examples of typical Baroque music!



From left to right: Henry Purcell (1659–1695), Antonio –1741) and Johann Sebastian Bach (1685–1750).

The first piece of music is a suite from the British Henry Purcell's *Aeneas*, which was based on the fourth book of *Virgil's Aeneid* first British operas ever made and thus a significant piece of mu



Antonio Vivaldi is another renowned composer from the Baroque era. He is

SEARCH THE BLOG

Enter the search query and press ENTER.

ABOUT EUROPEANA

Europeana enables people to explore the digital resources of Europe's museums, libraries, archives and audio-visual collections. It promotes discovery and networking opportunities in a multilingual space where users can engage, share in and be inspired by the rich diversity of Europe's cultural and scientific heritage. On this blog you will find short updates on Europeana content, special events and things we are working on.

RECENT POSTS



FACEBOOK

Facebook widget showing 'Europeana.eu on Facebook' with 7,496 likes and a photo of 'WikiLovesMonuments'.



Sign Up

Facebook helps you connect and share with the people in your life.



- Wall
- Info
- Europeana
- Discussions
- Photos
- Notes
- Questions

## About

European cultural and scientific heritage online

7,523

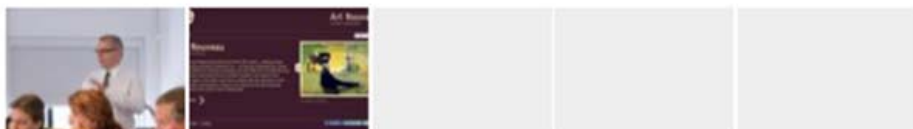
like this

See All

## Europeana.eu



Society/Culture



Wall

Europeana.eu · Everyone (Top Posts)



Europeana.eu

Only a few more days before we launch our new interactive video project. HTML5 and popcorn.js technology will turn the story about an unusual friendship in WW1 into a truly rich and new experience. Stay tuned!

6 hours ago · Like · Comment

Inma Holgado, Volim Spavat, Florian Wiencek and 11 others like this.



Europeana.eu

WikiLovesMonuments photo contest has just started! Submit your best pictures in September and win some great prizes. More about the rules and awards below.

Great prizes to be won this September in Wiki Loves Monuments! | europeana

blog.europeana.eu

Europeana is one of the partners in Wikimedia's Wiki Loves Monuments event. We host two prizes in the competition that is on from the beginning till the end of September 2011.

September 1 at 4:51am · Like · Comment

Annette Strauch, Amgueddfa Biwtiffwl, Manuel Ángel Mosegue and 11 others like this.



Europeana.eu

It's already been two years since the untimely death of th Michael Jackson. Here is a sample of some great content on Europeana.

[Michael Jackson, 30 ans de carrière]

europeana.eu

Pour les trente ans de scène de Michael JACKSON, la star un concert très attendu à New York. Cela faisait onze ans apparu en public aux États-Unis. A l'occasion de la




[Advanced search](#)

### Item details

#### Related content:



Animal type peluche :  
Elmo Chatouille-moi



[Jean-Marie Le Clézio]



Public Enemy

#### Actions:

Add a tag →

Save to My Europeana →

Embed →

Translate details →

[Login](#) | [Register](#)



[Michael Jackson, 30 ans de carrière]

Title: ⓘ [Michael Jackson, 30 ans de carrière]

Date: 2001-09-07

Description: Pour les trente ans de scène de Michael JACKSON, la star donnera ce soir un concert très attendu à New York. Cela faisait onze ans qu'il n'était pas apparu en public aux Etats-Unis. A l'occasion de la sortie prochaine de son nouvel album, rétrospective de la carrière du chanteur.

Language: fr



o/mpeg

de l'Audiovisuel

t National de l'Audiovisuel

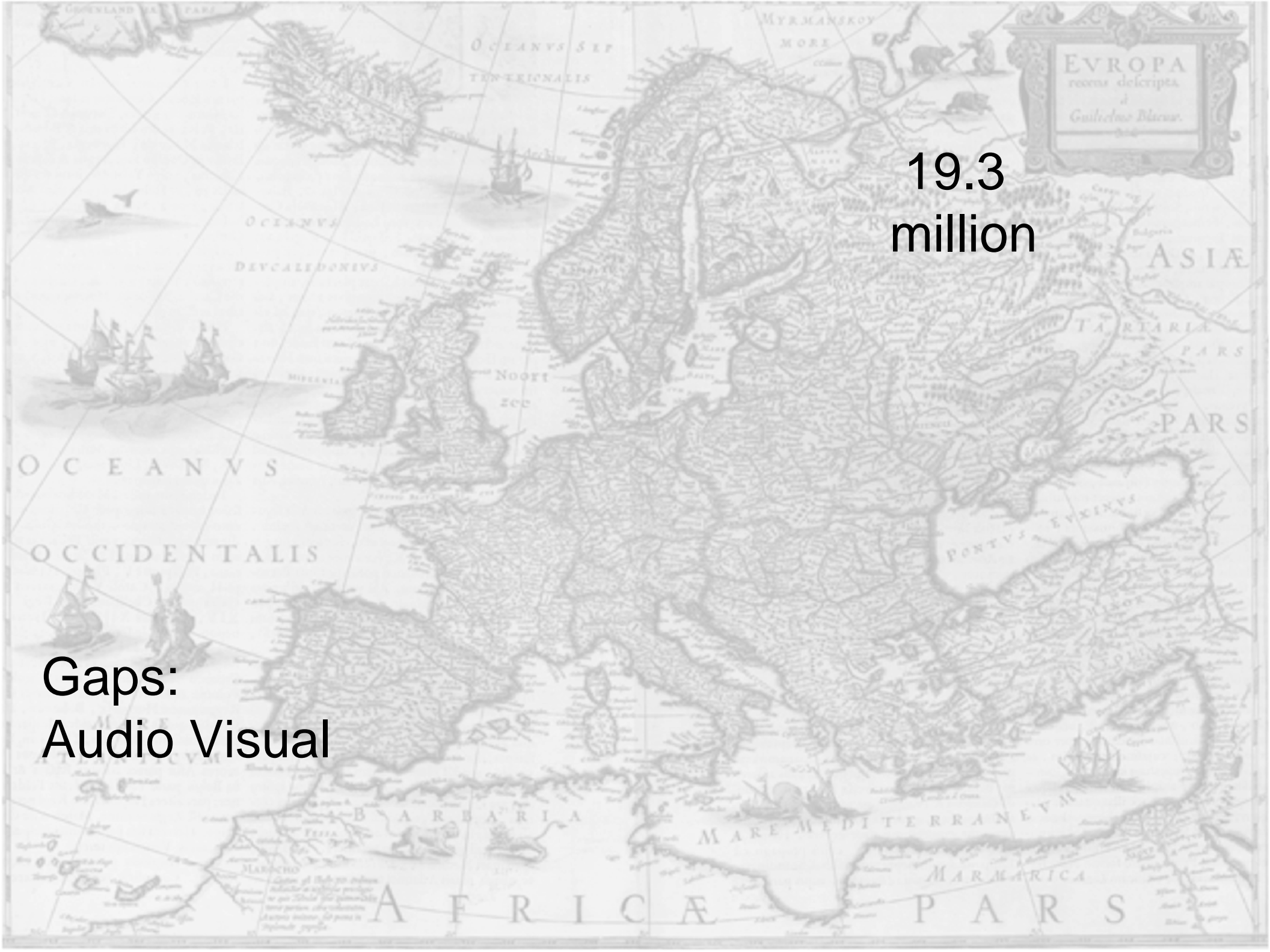
onal de l'Audiovisuel ; ⓘ France

[View in original context](#)

Opens in a new window



# Audio Visual Content



19.3  
million

Gaps:  
Audio Visual

# Sound

# Video

# Europeana & Film Heritage

What's stopping us?



# Europeana & Film Heritage

IPR preventing digitisation  
and therefore access






# Europeana & Film Heritage

Profess  
recomm  
'term  
where




Europeana  
link culture

ated content:

 Karaoke - Auld Lang Sine

 Karaoke - The Christmas Song

 Karaoke - Oh Holy Night

ons:

a tag →

e to My Europeana →

ied →

relate details

cliff richard

Search

[Advanced search](#)

Matches for: cliff richard > TYPE:SOUND

Item details

[Return to results](#)



 Paid Access

 **Karaoke - Mistletoe and Wine**

**Title:**  Karaoke - Mistletoe and Wine

**Creator:**  Cliff Richard (Karaoke) (Performer)

**Format:** 00:00:30 (preview duration) ; 00:03:34

**Source:**  The Orchard  
 <http://www.theorchard.com/>

**Europeana rights:** [Rights Reserved - Paid Access](#)

**Rights:** 2005 Ameritz Music Productions

**Data provider:**  Ameritz Music Ltd.

**Provider:**  DISMARC - EuropeanaConnect ;  Europe

[More](#)

Croatia, Slovenia and Sweden. Austria and Estonia abstained.

ion  
011)

# Europeana & het Audio Visual Deficit

## What can we do?

- Orphan Works Directive – lobby to explicitly include sound and film **Public Interest Lobbying**
- Start talks on an AV equivalent of Out of Commerce Memorandum of Understanding **Tonight 17.45**
- Sign the new Europeana Data Exchange Agreement to ensure the AV material that is there can be found

Result of long series of negotiations with content providers & aggregators.



Europeana  
foundation

www.europeana.eu  
Koninklijke Bibliotheek  
Prins Willem-Alexanderhof 5  
Postbus 50427  
2509 LK Den Haag  
Nederland

## Europeana Data Exchange Agreement

### Parties:

Europeana Foundation (formerly EDL Foundation)  
Koninklijke Bibliotheek  
2509LK The Hague, T  
+31 70 314 0952  
www.europeana.eu  
Jill Cousins  
Executive Director  
+31 70 314 0952  
jill.cousins@kb.nl

Address:

Phone:

URL:

Name of authorised Person:

Title/Role in organisation:

Work Phone:

Work Email:

And

Name of organisation:

Address:

Phone:

Email:

URL:

Name of authorised Person:

Title/Role in organisation:

### whereas

- Europeana has the objective to provide access to Europe's cultural and scientific heritage;
- Europeana has, for this purpose, undertaken the task of ingesting, indexing, enriching and making available descriptive metadata and previews on objects that are part of that heritage;
- Europeana thereby intends to benefit both the holders of these objects and the public at large;
- Europeana has no intention to include any data in its database other than such metadata and previews;
- the Data Provider has and/or can create metadata and previews that are appropriate to form part of this database;

Published today

the Data Provider is willing to make (a part of) these metadata and previews available for this database, under the conditions of this agreement;

in some domains and metadata, and as a result whatever data is given to Europeana is called, for purposes of this agreement;

Europeana wishes to make all metadata in its database available for reuse to all its Data Providers and the public at large.

to the following:

### Article 1

#### Definitions

**CC0 1.0 Universal Public Domain Dedication:** The Creative Commons Universal Public Domain Dedication as published at: <http://creativecommons.org/publicdomain/zero/1.0/>. The version of CC0 1.0 Universal Public Domain Dedication that is published on the Effective Date is attached to this agreement as **Annex**.

**Content:** a physical or digital object that is part of Europe's cultural and/or scientific heritage, typically held by the Data Provider or by a data provider of the Data Provider.

**Content Providers and Aggregators:** The Council of Europeana, as established in accordance with article 5, paragraph 1 of the articles of association, on which this agreement commences, in accordance with article 5, paragraph 1 of the articles of association, its data and its machine interfaces, all without necessarily being limited to the following: <http://europeana.eu/portal/data-usage-guide.html>.

# Europeana Strategic Plan 2011-2015

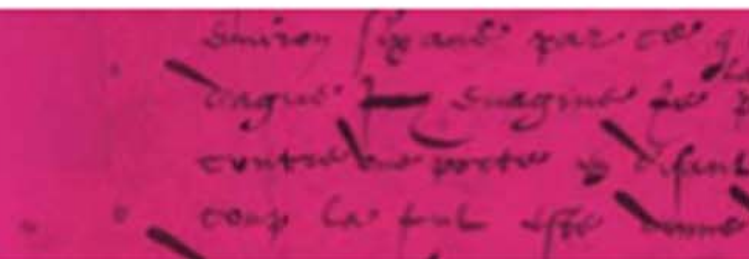
**1** **Aggregate** Build the open trusted source for European cultural heritage content



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



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



**4** **Engage** Cultivate new ways for users to participate in their cultural heritage





# AV Material Brings History Alive



europaana  
Erster Weltkrieg

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Choose a language ▾

## World War One in pictures, letters and memories

*The First World War in everyday documents* (Erster Weltkrieg in Alltagsdokumenten) is now collecting material in Germany or with a German connection.

Do you have pictures, letters, postcards, souvenirs or other items from 1914-1918 relating to Germany or German people? Do you have a story or anecdote to tell about those involved or affected? Please add it to the online archive so the world can see it.

[Add to the archive](#)

[Explore the archive](#)

[About us](#)

### Editor's pick

#### An act of courage and a gift of friendship



L.A.C. Bernard Darley (Service no. 28345), R.A.F., was commended for fighting a fire at Workshop No. 2 M.T.R.D. Royal Air Force, St Omer. He entered a burning building and fought the fire from within to prevent the explosion of two petrol filled tanks and the possibility of an electrical fire spreading to a nearby power station, at great risk to his own life.

He was assisted through the entire operation by a German Prisoner of War named Otto Arndt of the 139th P.O.W. Company. The two became friends. Otto crafted Bernard a matchbox (pictured here) as a gift and a reminder of their joint act of courage.

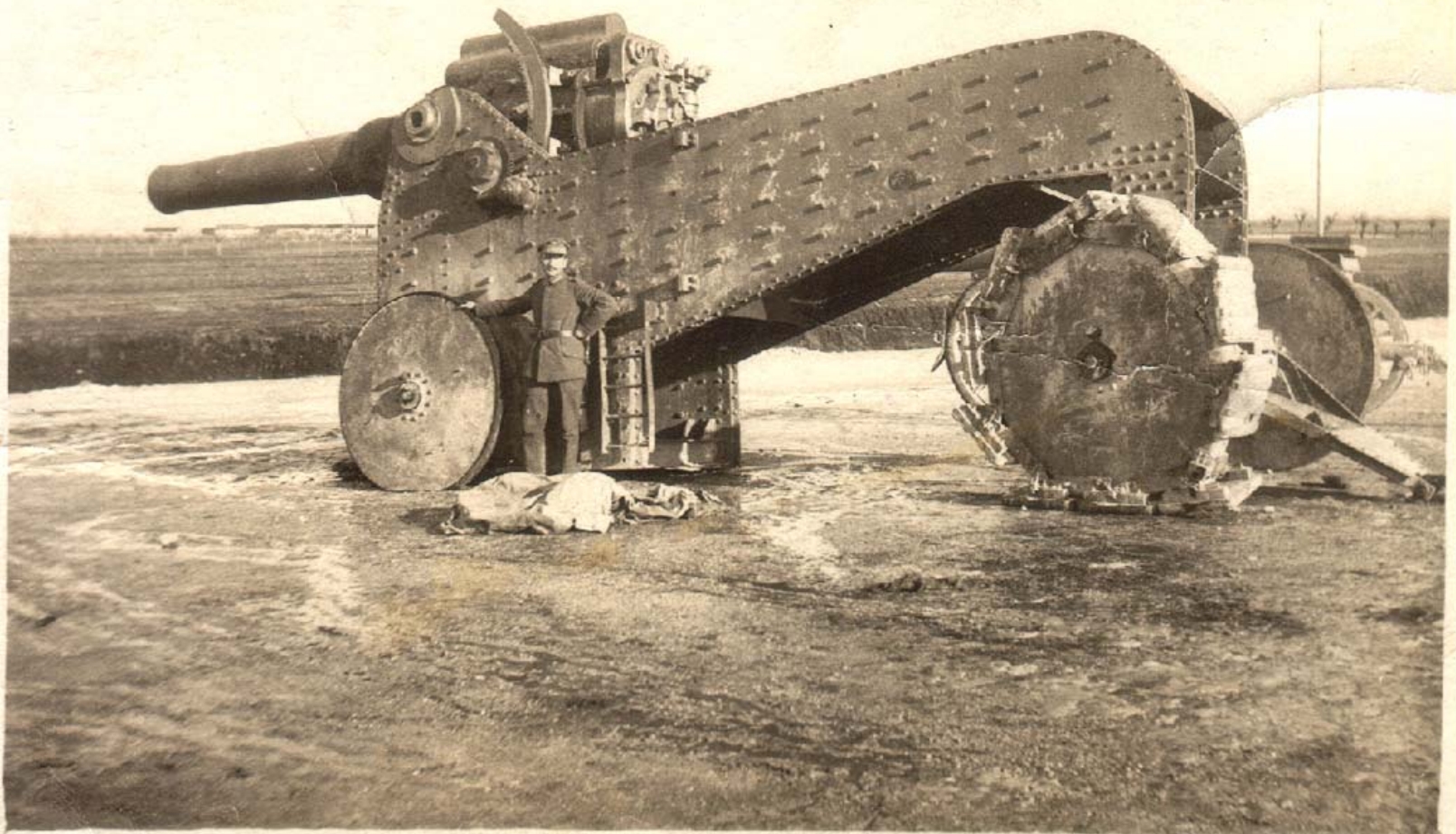
Images of the matchbox and papers detailing Bernard's gallantry were submitted to [The Great War Archive](#) by Bernard's great-granddaughter, Marilyn Jones of Sutton

Coldfield.

### Otto and Bernard



If you have more information about Otto Arndt, please [Add to the archive](#) and share it with us.



arden  
berg  
officers  
1918

This postcard was sent by Paul Ueberschär. It was from about May 1915 - July 1916 in France and Belgium, approximately September 1916 - May 1917 in Hungary and Romania, January - until at least March 1918 in Italy, especially Udine and the surrounding area, from where the postcard it with an "engine of 30.15 gun" means.

## Otto and Bernard

*Europeana wants to hear  
your family story  
about World War 1.*

*Share your  
photos, letters and  
other memorabilia on*

[www.europeana1914-1918.eu](http://www.europeana1914-1918.eu)



If you have more information  
about Otto Arndt, please [Add to  
the archive](#) and share it with us.



**THANK YOU**

**Jill.Cousins@kb.nl**

