



Europeana DSI 2– Access to Digital Resources of European Heritage

DELIVERABLE

D2.1: EUROPEANA COLLECTIONS PLAN

Revision	1.0
Date of submission	1 December 2016
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Dissemination Level	Public



Co-financed by the European Union
Connecting Europe Facility

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
0.1		Adrian Murphy, Europeana Collections Manager	Europeana Foundation	1st draft
0.2	8-11-2016	Remy Gardien, Senior Product Owner	Europeana Foundation	Comments
0.3		Nienke van Schaverbeke, Head of Europeana Collections	Europeana Foundation	Comments
0.4	17-11-2016	David Haskiya, Product & Services Director	Europeana Foundation	Comments
0.5	21-11-2016	Eleanor Kenny, Head of Communications	Europeana Foundation	Comments
1.0	29-11-2016	Adrian Murphy, Europeana Collections Manager	Europeana Foundation	Document finalised

Statement of originality:

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1 Purpose of this Document

This plan covers our ambitions, activities and high level milestones for the period July 2016 until September 2017 (funded under DSI-2). It will be evaluated on an ongoing basis against implementation, results and actual landscape to ensure effectiveness.

1.1 Relationship to Other Documents

This document follows strategy and direction described in Europeana Strategy 2020, Europeana Foundation Business Plan 2016, and Europeana Content Strategy. Specific details of two thematic collections can be read in Europeana Fashion Collections Plan (deliverable D2.2) and Europeana Photography Collection Plans (deliverable 2.3). Information in this document is based on Europeana Collections User Survey 2014 and 'Europeana as online cultural information service' benchmarking study report by Trilce Navarrete, DEN Foundation (September 2016).

2 Elevator pitch

Developments under DSI2 will make Europeana Collections a stronger product for both end-users and data partners. Improvements will be achieved through extending core functionality and developing new functionality.

3 Vision and strategy

Europeana Collections is a multilingual website for individuals and professionals to discover, research and enjoy Europe's wealth of digital cultural resources. Europeana Collection is a key element of the Europeana's multi-sided platform.

Europeana Collections connects three market areas: 1) institutions that provide cultural metadata and content; 2) end-users who want to use cultural heritage data for personal interest, research or study; 3) re-users who use cultural heritage in their own services, tools, research and apps.

We want the cultural heritage collections held in Europeana to be viewed, shared, used and re-used wherever and whenever possible.

To support both audiences and data partners, we are developing the Europeana Collections website further to make sure that its contents are presented in the best way possible.

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During DSI2, new features and functionality will be added to Europeana Collections to improve the user experience both for end-users and data partners.

Thematic collections provide an attractive, well-designed user experience to help users discover Europeana's cultural heritage content on specific themes curated, selected and developed by cultural heritage partners throughout Europe. New thematic collections with a focus on fashion, World War I, photography and newspapers will be developed in addition to the two existing thematic collections on music and art.

Functionality will be developed to improve core aspects of user experience on Europeana Collections, such as search which will be improved by an entity database which auto-suggests terms to users, and developing subject-specific search filters, as well as more prominent links to cultural heritage providers.

User engagement will be extended by new functionality, such as creating user sets and giving users to ability to contribute their own content. Data partners will benefit from new ways to curate and contribute content to Europeana Collections.

4 Business Model

Below we have attached the business model canvas of Europeana Collections: the primary channel through which Europeana Foundation connects its end-user audience segments and data partners.

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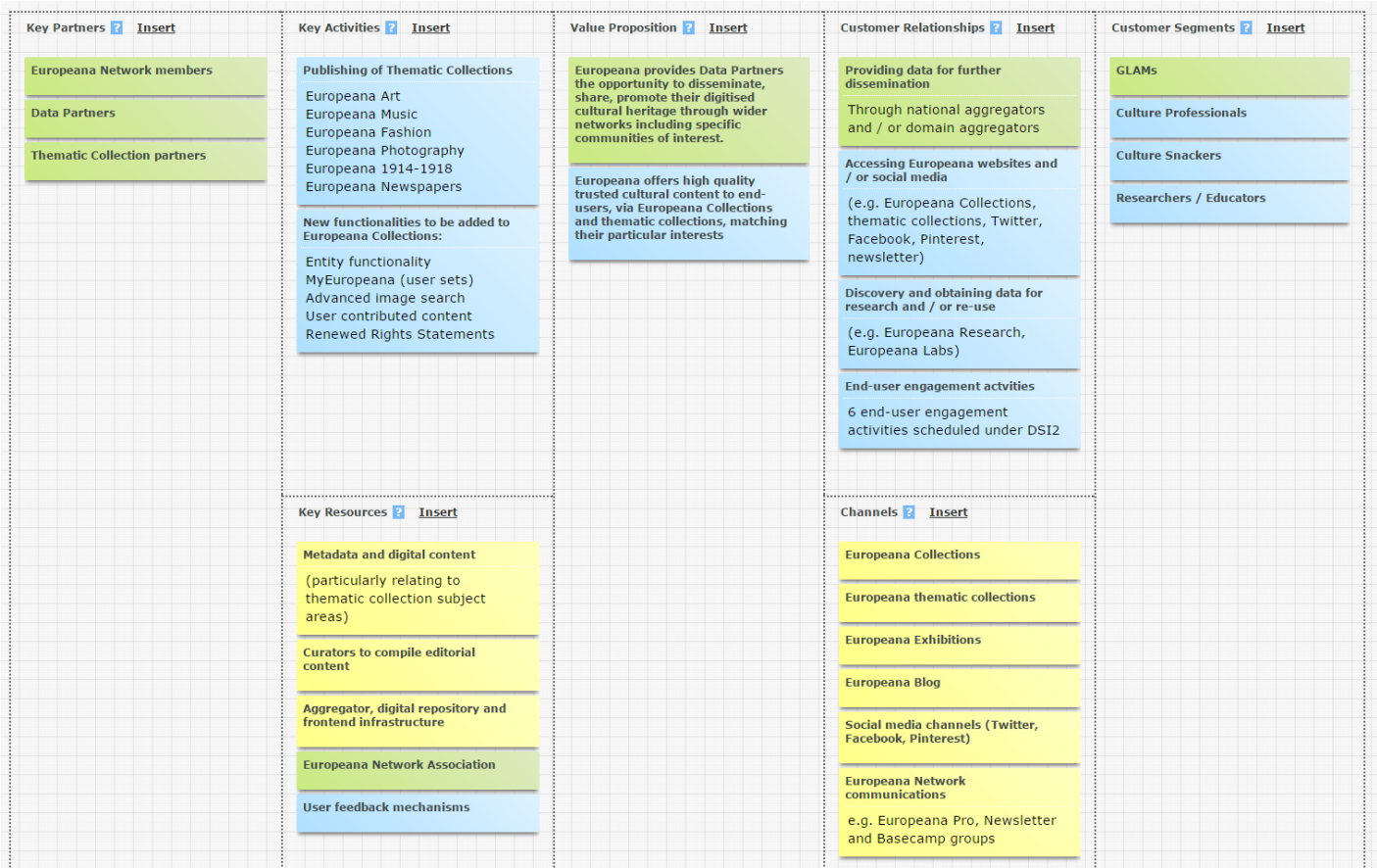


Image: Business Model Canvas for Europeana Collections. Link: <https://canvanizer.com/canvas/w2dbIE0NZ2UQJ> CC BY-SA

4.1 Audiences

In 2015, Europeana Collections received just under 5 million visits from almost 4 million users¹ in 235 territories / countries. The average visit lasted for 2 minutes and 5 seconds, and visited more than 3 pages.

Users of Europeana Collections are segmented into broad categories which have been defined as culture vultures and culture snackers. Results from the Europeana 2014 User Survey suggest a well-educated user base for Europeana Collections. User research in 2015 and 2016 underlined these categories and gave insights into user motivation and needs.

We want to reach users and engage more deeply with the users of our portal and do so in collaboration with our network of content providing partners.

¹ 4,958,481 visits from 3,987,271 users from 1 January 2015 to 31 December 2015

During DSI2, understanding the users of Europeana Collections will be an important aspect of our work. We will further segment our user base to understand how to develop functionality and features to lead to increased user satisfaction.

Culture vultures (Culture professionals)

These are individuals who are dedicated culture enthusiasts. They have a strong interest in cultural heritage and probably a good knowledge about specific area(s). While having a broad general interest, a culture vulture also typically has a special interest in, and knowledge of, one or a small number of specific topics, subjects, styles or genres. They usually have a higher education and/or are dedicated lifelong learners. These users have the need of search for resources for specific topic(s) online and via other channels, to find resources to use in their own work or gain knowledge, expertise or inspiration.

Cultural snackers

These individuals enjoy viewing culture-related content on the Internet, and share it with friends and followers, but the information on cultural heritage is just part of their daily information consumption.

For both categories, Europeana is seen as a valuable source of information. Users value that Europeana Collections brings together cultural heritage from all over Europe digitally, for free. This provides the following benefits:

- Convenience.
- Saving time.
- Inspiration

Users describe Europeana Collections as 'Valuable', 'Professional', 'Original' and 'Useful'

Culture vultures use this content for work and/or research. Items found are used in presentations, research and as a reference.

Users who don't use the portal professionally use the portal with a clear purpose in mind. They are for example interested in the history of a certain topic, place or their family.

Europeana Collections' users are looking for high quality trusted cultural content matching their particular interest. They want to be able to use, reuse and contribute to this content for their own purposes because it matches their interest and passion.

The main driver for usage of Europeana Collections is content, with user research showing that search is the most used functionality. User research in 2014 showed that the most common reason for visiting Europeana Collection was to explore within a topic. More users are motivated by interest in a topic rather than a need to locate a specific item on the site. The content is considered trustworthy, useful and of high quality.

Finding relevant content was among users' biggest frustrations. Our plans under DSI2 intend to improve this.

4.1.1 User reach, feedback and satisfaction

For the duration of the DSI2 project, aim that Europeana Collections will receive 7.1 million visits with downloads of media objects by users reaching 225,000.

Europeana Collections receives user feedback via a button which appears on all pages where users can report comments, corrections and bugs. Feedback is also received via social media profiles.

We aim that 60% of users responding to user satisfaction surveys will rate their experience of using Europeana Collections satisfactory or above. We will measure this by running a poll on Europeana Collections for two weeks every 2 months. In one week, we will measure user satisfaction using a 1-5 Likert scale. In the second week, we will use the widely adopted Net Promoter Score methodology to gauge user satisfaction. Use of Net Promoter Score will also allow us to benchmark user satisfaction against other organisations and websites. 1155 respondents took part in a trial of these methods in September 2016.

4.2 Value Proposition

Europeana Collections makes it easy for Cultural Heritage Institutions to get better value from their Cultural Heritage assets. We believe that making the digital content available as open as possible will result in a greater appreciation and increased interest for cultural heritage for all our partners.

Europeana Collection (and all activities and products of Europeana Foundation) have the following values: mutual (of benefit to data partners and end-users), reliable (trustworthy, providing quality content, data and rights statements) and usable (a user-friendly interface which enables findability and discovery).

Europeana Collections is a unique website linking collections across countries and across sectors. This is an important strength of Europeana Collections. Europeana Collections also makes available a diverse range of cultural heritage object types: text, images, sound recordings, video and 3D objects.

4.3 Market Landscape

As a website featuring aggregated content from across museums, galleries, libraries and archives, Europeana occupies the same space as the following sites:

- Digital Public Library of America (DPLA)
- Trove - museum, library and archive content relating to Australia
- DigitalNZ - museum, library and archive content relating to New Zealand
- Qatar Digital Library - <http://www.qdl.qa/en>
- Dibrary - National Digital Library of South Korea
- ArtUK - website displaying art held in UK public collections

Each of the above sites offer similar features and functionality to Europeana Collections, although Europeana is differentiated from these geographically by having unique content from cultural heritage institutions across Europe. Equally, Europeana has a similar advantage over national collection websites and the sites of individual cultural institutions through aggregating content from across Europe.

Commercial image banks (such as Shutterstock, iStockphoto and more) offer designers, developers and more the ability to find imagery to use in their work. Europeana Collections offers this too, and with the advantage of more unique, historical and culturally valuable content, many of which is openly-licensed.

Europeana Platform and its Collections has a unique place in the market landscape by providing free access to trusted cultural heritage content. Europeana Collections 2014 User Survey shows that trust in Europeana Collections as a source is high, based on collaboration with European cultural heritage institutions in a mutually beneficial network. This unique value proposition is what differentiates Europeana Collections from other sites providing access to digitised culture from cultural heritage institutions (such as Wikipedia, Google Arts and Culture and Flickr Commons)

5 Thematic Collections

Thematic collections showcase cultural treasures of Europe on the Europeana platform, showing visitors more curated collections from Europe's rich and diverse cultural heritage on a specific theme. These collections provide unique and trustworthy, often re-usable and cross-domain datasets presented in a user-friendly way.

Thematic collections help position Europeana Collections as a content platform beyond simply search and discovery to curation and context. By presenting subject-specific editorial as well as

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search and browse functions, thematic collections engage Europeana Collection's more dedicated and casual users with digital heritage through multiple formats.

This updated service allows us to deepen our collaboration with partners in the Europeana ecosystem who want to use the Europeana platform and its thematic collections capability to reach wider audiences.

Using customised Europeana API search queries, Europeana's thematic collections segment Europeana Collections content based on themes and sufficient data quality. These pre-defined queries simplify the process of finding relevant subject-specific content, leading to a better user experience. Thematic collections are recommended to feature a minimum of 100,000 items. This content is sourced from Europeana's Publishing Framework's Tiers 2, 3 and 4 - ensuring that users get the possible content experience and benefitting data partners who give us the best possible content.

Supporting their themes, Europeana Collections can also feature editorial content such as exhibitions, blog posts, timelines, playlists, browse entry points which both help visitors discover more of the content within and offer a more curated, content-led approach.

Europeana Collections also offer visitors advanced browsing capabilities to aid searching the content thematically, as well as theme specific functionalities and features.

By segmenting our collections thematically, they can be better marketed towards specific communities of interest and practice and also provide those communities with a better user experience (see above). Theme segmentation will also make it easier to reach out to these communities and ask them to improve our data via annotations, corrections and contributions. Initial results indicate that this approach is successful. Statistics for the calendar year in 2016 (to date) show much higher level of engagement within thematic collections, with users viewing more pages, spending more time, and returning more often through thematic collections than on average.

Europeana thematic collections are established in collaboration between Europeana Foundation and curating partners. Both parties are responsible for continuing to acquire and aggregate relevant content as well as updating the thematic collection through on-going curation of blogs, exhibitions, and other editorial content.

Thematic collections are promoted through Europeana-branded social media profiles (Twitter, Facebook, Pinterest), and through the Europeana email newsletter. Selected Thematic Collections are supported by dedicated social media profiles as described below.

To increase audience participation with thematic collections, up to 6 end user engagement activities will take place during the DS12 project period. The activities will be coordinated by Netherlands Institute for Sound and Vision.

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Thematic collections will act as pilots for new functionality and features which will first be developed for specific thematic collections with a view to being adopted throughout the Europeana Collections platform, once fully developed, tested and researched with users.

In late 2015, we launched Europeana Collections and its first two thematic collections - Art and Music, with 4 additional thematic collections to be launched within the DSI2 project: on the themes of Fashion, Newspapers, Photography and World War One.

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5.1 Europeana Art

EUROPEANA ART

Explore 1,365,915 paintings, drawings, prints and other artworks from across Europe.

WHAT'S NEW
EUROPEANA 280
28 COUNTRIES X 10 HIGHLIGHTS
Art history

EXHIBITION
FACES OF EUROPE

EXHIBITION
CHAPTER 7: TOWARDS ABSTRACTION

APP
ART STORIES FACES

RECENT ADDITIONS

Universitätsbibliothek Heidelberg	1,453 Items
TUC - Trade Union Congress Libr...	193 Items
Thorma János Múzeum - Kiskun...	104 Items

From the cave painters of Altamira to the Surrealists, from ancient Roman sculpture to modern design, **Europeana Art** introduces you to artists and artworks from across the whole of Europe.

Curated by: [Europeana Foundation](#)

1,313,493 Images
50,566 Texts
1,265 Videos
471 3D objects
120 Sound recordings

NEWS MORE...

Look at this woman! Judith makes history
A whole book is devoted to Judith as she is the embodiment of courage, self-sacrifice, and patriotism linked to female beauty. She has always captured the imagination of artists and her story has been presented in countless variations in many ...

Art Stories FACES – a new educational game for children
A couple of months ago Europeana organized the Europeana Labs Challenge February 2016 to try to increase innovative re-use of the digital cultural heritage material available on our website. Today we'd like to present to you one of the winners ...

Do you love fairy tales? Meet Queen Summer
Did you love fairy tales growing up? Perhaps, as an adult, you still enjoy their magic, often brought to life through beautiful illustrations. There are plenty of fairy tales in Europeana Collections, but one, Queen Summer: The Journey of the ...

Image: Europeana Art homepage

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Launched in late 2015, Europeana Art is a thematic collection of almost 1.5m artworks from institutions across Europe, including paintings, drawings and prints. It is supported by an external [Advisory Board](#).

Europeana Art features a variety of regularly updated editorial content, including blog posts, online exhibitions, and highlighted collections. Europeana Art editorial activity is focussed around thematic campaigns ('seasons') which promote high-quality art from partners across Europe. The purpose of seasons is to encourage partner collaboration and inspire audience engagement.

DSI2 Europeana Art activity will include:

- [Faces of Europe](#) (April-September 2016), Europeana's largest online exhibition to date, presented in seven chapters and totalling over 15,000 words. Features more than 80 artworks from 29 countries. Audience feedback on Faces of Europe has been very positive so far. Every exhibition chapter has achieved high levels of audience satisfaction, with the majority of users saying they would recommend the exhibition to their friends.
- [The Colossus of Leonardo da Vinci](#) (25 October 2016) the first partner exhibition (using our new exhibition CMS) with Museo Galileo, Florence. It tells the story of one of the most audacious artistic and technological challenges of the Italian Renaissance: Leonardo's project to cast an equestrian bronze statue, over seven metres tall, in memory of Francesco Sforza. In just over a month, the exhibition has been visited by almost 4,000 with more than half of surveyed users saying they were extremely likely to recommend the exhibition.
- [Art Nouveau](#) season (early 2017) will explore the depth and diversity of this influential art movement, by highlighting partner institutions holding important Art Nouveau material. The season will encourage audiences to explore Art Nouveau's distinctive geographic variations, its manifestations in various media (jewellery, poster design, ceramics) and discover the work of influential artists. Editorial content will include an online exhibition and guest blog posts from partners, supported by active promotion. A Wikimedia engagement event is also planned.

Europeana Art is not expected to require unique product development during DSI2, but will benefit from existing planned functionality, particularly image similarity search development (detailed below).

5.2 Europeana Music

Return to Home / Europeana Music

OUR SITES LANGUAGE

EUROPEANA MUSIC

Add a search term

Explore 273,447 music recordings, pieces of sheet music and other music items from across Europe.

Antonio Salieri
 Wolfgang Amadeus Mozart
 Hugo Wolf und Alban Berg
 [More people...](#)

Antonio Draghi
 Anton Bruckner
 Correspondence of famous composers
 [More topics...](#)

WHAT'S NEW **TIMELINE** **EXHIBITION** **PLAYLIST**

LISTEN TO THE COLLECTION WITH EUROPEANA RADIO
TRAVELLING THROUGH TIME WITH SOUNDS
RECORDING AND PLAYING MACHINES
LISTEN TO A SELECTION OF PIECES BY VARIOUS CLASSICAL COMPOSERS FROM THE 18TH AND 19TH CENTURY

RECENT ADDITIONS	
The British Library	1,224 items
Music Library of Greece of The F...	630 items
Phonambient	295 items

The Europeana Music Collections brings together a selection of the best music recordings, sheet music, and other music related collections from Europe's audio-visual archives, libraries, archives and museums. This month the Austrian National Library introduces you to music manuscripts as well as correspondence and documents of several classical composers with a focus on Antonio Salieri. Find out more about the Music Collections.

Curated by: [Europeana Sounds](#)

142,824 Images
63,712 Sound recordings
53,071 Texts
13,836 Videos
4 3D objects

FIND EUROPEANA MUSIC ON SOCIAL MEDIA:

[Twitter](#)
[Facebook](#)
[LinkedIn](#)

NEWS [MORE...](#)

Beyond Amadeus – the forgotten operatic legacy of Antonio Salieri
 If someone is asked today, which operas of Antonio Salieri he or she knows, most of them will not come up with an answer, which is not surprising. The operas of Salieri had already started vanishing from stage even before ...

Classical composers, music manuscripts and correspondence
 Notation can be seen as the foundation of the creative output in classical music. Music autographs, manuscripts and sketches manage to give an insight into the composer's mind and a glimpse to his way of thinking. They open up an ...

Voices from the past still echo today
 While visiting the various regions of France, one might wonder what he might have heard in those places a century ago. Ferdinand Brunot, the founder of the Archives of the Spoken Word, embarked on three recording tours in 1912 ...

Image: Europeana Music homepage

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Launched in late 2015, Europeana Music is a thematic collection of more than 250,000 music-related collections from around Europe, including music recordings, pieces of sheet music, musical instruments and more.

Europeana Music features curated editorial content through blog posts, online exhibitions and content highlights. Managed by the Europeana Sounds consortium, editorial plans for Europeana Music are arranged in a calendar and currently rotated by member organisations on a monthly basis. An online exhibition for Europeana Music is planned for early 2017.

Europeana Radio, developed under the Europeana Sounds project, was launched in September 2016 giving users a way to discover and listen to the music from Europeana Music. Europeana Radio presents songs and music from the Europeana Music Collections. Users will be able to listen to these in two stations (Classical Music; Traditional and Folk Music) on Europeana Collections.

Europeana Music is an established thematic collection which does not require additional functionality developments during DSI2. The manner of editorial curation acts as an example of best practice for how Europeana Foundation wish thematic collections to be managed in future.

5.3 Europeana Fashion

Launching as a new thematic collection in early 2017, Europeana Fashion will showcase more than 800,000 records from more than 30 institutions from across Europe, including historical dresses, accessories and catwalk photographs². It will be managed by the Europeana Fashion International Association. Europeana Fashion has been available in beta since October 2016.

Europeana Fashion will feature curated editorial content through blog posts, online exhibitions and highlighted content. Whilst existing thematic collections feature a landing page design focused on searching, Europeana Fashion will introduce a new landing page design which focuses on promoting editorial content and encouraging users to browse content (with less focus on searching). New functionality to view browse and search results in a grid view will be developed to better represent images sourced from Europeana Fashion and enhance their visual representation.

Europeana Fashion will pilot new and innovative search functionality, which in time will be adopted for Europeana Collections. Specific fashion-related facets (such as designer, item type, technique) will help users filter their searches to find specific content. A date filter will help users narrow searches to find content relating to time periods.

² Existing editorial content from the previous stand-alone website <http://www.europeanafashion.eu> will be migrated to this new Thematic Collection.

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Object record pages on Europeana will show more prominent links to the providing partners, displaying the logos of cultural institutions. This functionality will be piloted with the Europeana Fashion thematic collection before being adopted throughout Europeana Collections.

Europeana Fashion will launch with a showcase of the thematic collection alongside a pop-up exhibition using selected Europeana Fashion content in January 2017.

Further details on Europeana Fashion can be read in [Europeana Fashion Collections Plan \(D2.2\)](#)

5.4 Europeana 1914-1918

Launching by summer 2017, Europeana 1914-1918 will be a thematic collection of stories, films and historical material about the First World War from across Europe. Europeana 1914-1918 will be a migrated form of the existing website Europeana 1914-1918.

It will bring together content / resources from three major European projects, each dealing with different types of First World War material. The result is an archive that allows the national collections of libraries to sit beside personal stories and treasures and important film archives.

Since 2011, Europeana 1914-1918 has worked with partners in 22 countries to hold Collection Days, family history roadshows where the public can bring their documents, artefacts and stories from the First World War to be scanned or photographed and added to the archive.

It features:

- stories from the public in a 22 countries have taken part, digitising c. 200,000 items
- A digital collection of over 400,000 pieces of material from national library collections in eight countries that found themselves on different sides of the historic conflict
- 650 hours of films and related material on the First World War including newsreels, documentaries, fiction films, propaganda and anti-war films.

A newly-established Advisory Board, comprising of experts from digital humanities, cultural heritage institutions and World War 1 researchers and other experts, will advise on the future opportunities.

Europeana 1914-1918 will feature curated editorial content through blog posts and virtual exhibitions as well as giving access to more than half a million historical records. The first exhibition will be in place in December 2016.

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Our aim is to move Europeana 1914-1918 from a standalone site to an integrated part of the Europeana Collections platform. Features and functionality from the existing Europeana 1914-1918 will be migrated to Europeana Collections, providing a stronger base.

Europeana 1914-1918 will pilot new and innovative search and crowd-sourcing functionality. Specific facets relating to World War I (such as object type) will help users filter their searches to find specific content. Functionality to allow users to contribute their personal stories and content relating to World War I will be developed, alongside ways of allowing users to manage their contributions. This will ensure that Europeana 1914-1918 has a unique perspective on the First World War, showing it from every side of the battle lines and with insights from every point of view.

Users will be able to tag and transcribe content to ensure that metadata about the content is improved.

Europeana Transcribe is a crowdsourcing initiative for the transcription of digital material from the First World War, compiled by Europeana 1914-1918. Transcriptions will be sent back to the digital archive, to make their contents more accessible. The public will help to unlock these important documents, making them readable and searchable for years to come.

Between Q1 and Q3 of 2017, Europeana 1914-1918 will partner with Wikipedia to undertake projects relating to the on-going centenary commemorations of World War 1. The projects will promote open-access and re-use of heritage in Europe, and awareness of Europeana in general, through engaging the Wikimedia community. Activities will range from promoting open access culture to collaboration between Wikimedia communities and a Europeana partner organisation. The results will be showcased and promoted through Europeana's network.

Europeana 1914-1918 will be supported by dedicated Europeana 1914-1918 social media profiles on Facebook, Twitter, Pinterest and a quarterly email newsletter.

5.5 Europeana Photography

Europeana Photography will launch in summer 2017 and be managed by [Photoconsortium](#) at Leuven University. This thematic collection will present over 450,000 photographs from 19 partners in over 13 countries, giving access to over a century of photographic heritage. Editorial content will include blog posts, curated online exhibitions and highlighted collections.

A customised Europeana API search query will be required to create Europeana Photography. Europeana Photography is not expected to require unique product development during DSI2.

Further details on Europeana Photography can be read in [Europeana Photography Collections Plan \(D2.3\)](#)

5.6 Europeana Newspapers

Launching in late 2017, Europeana Newspapers will be a thematic collection giving access to digitised newspapers dating from the 18th century to the first half of the 20th century from across Europe. It will be managed by State Library of Berlin.

It will feature curated editorial content through blog posts and virtual exhibitions as well as giving access to more than 3.5 million newspapers.

Displaying newspapers from the collections of dozens of libraries across Europe in multiple languages, Europeana Newspapers will give unprecedented access to European newspapers for search, research, re-use and download.

New functionality will underpin the development of Europeana Newspapers. Specific ways for users to browse and filter the newspapers content will develop (e.g. browse by title, by date of publication, by place of publication). Building on developments in the 2012-2015 Europeana Newspapers project (funded under the European Commission's CIP 2007 – 2013 programme), a dedicated newspaper viewer will be developed to allow users to simultaneously view both a scanned newspaper and a transcript of its text.

Europeana Newspapers will launch at the end of the DSI2 project period. In the time prior to launch, alongside working on the functionality developments above, emphasis will be placed on developing projects and ways for users (primarily researchers and developers) to use, research and develop on the data in contrast to the thematic collection interface.

Further details on Europeana Newspapers will be available in the Europeana Newspapers Collections Plan to be prepared by M7.

5.7 Thematic Collections Activities Timeline

Thematic Collection	Activity	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017
Europeana Art	Activity / event	Europeana 280 engagement event	Europeana 280 engagement event			
	Exhibition	Faces of Europe: Europeana 280 exhibition	Leonardo da Vinci exhibition	Art Nouveau		Art in 1914-1918 (TBC)
	Blog			Art Nouveau season	Art Nouveau season	
	Browse Entry Point		Leonardo da Vinci x3	Art Nouveau x3	Art Nouveau x3	War / Art themes x 3 (TBC)
	Social Media	Twitter, Facebook, Pinterest	Twitter, Facebook, Pinterest	Twitter, Facebook, Pinterest	Twitter, Facebook, Pinterest	Twitter, Facebook, Pinterest
Europeana Music	Activity / event		Europeana Sounds Hack-a-thon			
	Exhibition			Exhibition Europeana Sounds		
	Blog			Blogs x 3	Blogs x 3	Blogs x 3
	Browse Entry Point			Browse entry point x 3	Browse Entry Point x 3	Browse Entry Point x 3
	Social Media			Twitter, Facebook,	Twitter, Facebook,	Twitter, Facebook,
Europeana Fashion	Activity / event	Beta Launch	Official Launch event at NISV			
	Exhibition				Exhibition	

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	Blog			Blogs	Blogs	Blogs
	Browse Entry Point			Browse Entry Point x 3	Browse Entry Point x 3	Browse Entry Point x 3
	Social Media			Twitter, Facebook, Pinterest, Instagram, Tumblr	Twitter, Facebook, Pinterest, Instagram, Tumblr	Twitter, Facebook, Pinterest, Instagram, Tumblr
Europeana 1914-1918	Activity / event		Collection Day / Transcribathon	Collection Day / Transcribathon Wikipedia engagement campaign begins	Collection Day / Transcribathon Thematic collection launch including Transcribathon launch	Collection Day / Transcribathon
	Exhibition		Exhibition: Sausages and cigars for Christmas			Art in 1914-1918 (TBC)
	Blog			Blogs	Blogs	Blogs
	Browse Entry Point				Browse Entry Point x 3	Browse Entry Point x 3
	Social Media	Twitter, Facebook, Pinterest, Slidebeam / Storymap	Twitter, Facebook, Pinterest, Slidebeam / Storymap	Twitter, Facebook, Pinterest, Slidebeam / Storymap	Twitter, Facebook, Pinterest, Slidebeam / Storymap	Twitter, Facebook, Pinterest, Slidebeam / Storymap
	Activity / event			Beta launch	Official launch event	
Europeana Photography	Exhibition				The Pleasure of Plenty	
	Blog			Blogs Pic of the month	Blogs Pic of the month	Blogs Pic of the month

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	Browse Entry Point				Supporting exhibition	Supporting exhibition
	Social Media			Twitter, Facebook, Pinterest, LinkedIn	Twitter, Facebook, Pinterest, LinkedIn	Twitter, Facebook, Pinterest, LinkedIn
Europeana Newspapers	Activity / event				End-user engagement activity (e.g. Hackathon)	Beta launch of thematic collection
	Exhibition					
	Blog					Blog
	Browse Entry Point					Browse Entry Points x 3
	Social Media	Twitter, Facebook, LinkedIn	Twitter, Facebook, LinkedIn	Twitter, Facebook, LinkedIn	Twitter, Facebook, LinkedIn	Twitter, Facebook, LinkedIn

6 Editorial Outputs

6.1 Europeana Exhibitions

Europeana Exhibitions showcase objects, artworks and more from Europeana Collections in a new, curated and visually appealing format. While Europeana Collections is a website for partners to showcase their content, Europeana Exhibitions provides an online tool to add context, share knowledge and bring together content from across institutions, nations and themes. Exhibitions bring collections to life by adding invaluable curatorial information and insights and creating engaging stories.

Europeana Exhibitions are a key editorial output to support thematic collections. Under the DSI1 project, a new exhibitions content management system was developed to integrate with thematic collections both visually and technically. Faces of Europe, for Europeana Art, was the first exhibition to be developed on this platform.

By the end of 2016, selected existing exhibitions on a previous platform will be migrated to the new platform. Over the DSI2 period, 10 new exhibitions will be developed, each relating to a thematic collection. A full timeline can be seen below.

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Exhibitions are created in a user-friendly Content Management System to allow text and image upload and editing. The CMS is designed to support easy embedding of other curated formats created in external platforms e.g. interactive storymaps and timelines and playlists for video and audio from YouTube/Vimeo and SoundCloud.

In DSI2, we will be developing ways to open the CMS to partners to curate their exhibitions on the platform. We will work together with selected partners and use their experience to build improvements into the Content Management System, making it easier for them to use and allows them to build their own exhibitions. Full guidelines and instructions will be also produced to provide to partners.

6.2 Europeana Blog

Europeana Blog is a short-form blogging platform where stories are shared about Europeana Collections content and data partners, adding more curation and context than object records. Content varies from topical and timely content (such as vintage photography of the football World Cup) to more thematic content (such as “Life on St Kilda”, “Did Columbus really see mermaids?”)

Europeana Blog features openly-licensed content which can come from one collection or multiple sources. In addition to blog posts on Europeana Collections content, the blog also features posts relating to Europeana campaigns and other end-user facing activities. It is one of Europeana Collection's primary communication tools for end-users (and complements the europeana Pro blog, aimed at Europeana Network and other professional users).

Analysis of the blog in summer 2016 found that the largest sources of traffic for Europeana blog were organic search and sharing (via social media and other methods). Europeana Blog sends a small number of traffic to Europeana Collections. While the number is small, these users are more engaged: they stay on Europeana Collections almost twice as long and view twice as many pages as all users.

In this project period, the aim is to improve these metrics. Europeana wants to use the blog in a more effective way by stimulating sharing, browsing and click-through and stimulate brand-engagement. Better links between Europeana Blog and Europeana Collections will be developed to ensure that all potential traffic between both is optimised.

With a view to opening the blog to Thematic Collection partners to curate and maintain editorial content as part of the overall Thematic Collection, editorial calendars and procedures for Europeana Blog will be strengthened. Content categories will be developed and refined, giving users more understanding what to expect, giving partners more opportunities to be involved and integrating Thematic Collections more.

6.3 Homepage Features

Each season, a new large banner image is added to Europeana Collections homepage ('hero image'). This image will be themed to align with seasonal images (e.g. spring, summer, autumn, winter) or to promote current exhibitions, thematic seasons or campaigns, data partners or other relevant content. Landing pages for each thematic collection also feature hero images, which are changed more frequently. Hero images are always sourced from openly-licensed content.

Europeana Collections' homepage features tiles linking to each thematic collection (these can also be reached by a top-level drop-down menu). Remaining tile spaces will be rotated on a monthly basis, linking to current exhibitions, thematic seasons, third party apps, data partners or other relevant content.

7 New functionalities on Europeana Collections

To support both audiences and data partners, we are developing the Europeana Collections website further to make sure that its contents are presented in the best way possible.

During DSI2, new features and functionality will be added to Europeana Collections to improve the user experience both for end-users and data partners.

Developments described above for thematic collections are intended to act as pilots or tests where the functionality is developed with a specific content set or user in mind. Once this functionality has been developed, researched, tested and user feedback has been analysed and implemented, the functionality can be adopted more widely on Europeana Collections.

More universal functionality which will be developed to improve the overall user experience for Europeana Collection is described below.

7.1 Entity functionality

To improve search and discovery on Europeana Collections, new functionality based on an Entity API will be added. Entities include persons, places, topics (subjects, genres, styles), types, periods, events and works. The first release of entity functionality will focus on the first 4 types listed here, with functionality based on periods, events and works to follow in later releases.

This API will be incorporated into Europeana Collections search function to suggest entities as potential search results to users. This will aid users find material on well-known and verified

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search terms. This will ensure a more satisfying and reliable search experience, so that users can know they will find the content they are searching for. This will be launched in M4. Our aim is that 30% of all user searches will match to an entity from the entity database.

Additional functionality will follow by the end of DS12 project. While searching, users will be able to see search results and browse for pages that represent entities. Each entity page will include basic information about the entity (in multiple languages), other entities related to it and display items in Europeana related to the entity (e.g. items about a topic or created by a person).

The image shows a wireframe of a search results page for 'Bach, Johannes Sebastian'. The page layout includes a search bar at the top with the query 'Bach, Johannes Sebastian'. Below the search bar, there are filters for 'REFINE YOUR SEARCH' including Type, Date, and Country. The main content area displays search results for 'Johann Sebastian Bach (1685-1750)', including a biography, a portrait, and a list of famous works with audio player thumbnails. The results list includes 'Air on the G String (1722)', 'Toccata and Fugue in D minor (1717)', 'Prelude for Organ Chorale No. 1 (1715)', 'Fugue No 2 in C Minor (1742)', and 'Two Part Invention No 1 in C (1722)'. Each result includes a title, a brief description, and a 'View at: National Library of France' link.

Image: Example wireframe of how Entity functionality

7.2 User Sets (MyEuropeana)

Functionality will be introduced to Europeana Collections by the end of the DSI2 project period to facilitate users creating their own sets of Europeana Collections content. This functionality will encourage personal discovery and curation for users who create sets and offer sharing mechanisms to encourage dissemination through their networks.

This functionality is intended to provide an improved user engagement experience and aid user retention. User feedback and satisfaction surveys have indicated that users would find this to be useful and valuable functionality for professional users of Europeana Collections.

The exact specifications of this functionality will be developed in advance of its launch through user research and analysis.

7.3 Advanced Image Search

Encouraging further discoverability and browsing, a feature in development during DSI-2 is the ability for users to search for images using another image (one already in Europeana Collections or uploaded by the user) as the starting point and finding the images similar to it.

Content-based discovery services will be developed to support image search by similarity and to support improving and extending the existing browse by colour functionality.

This will support not only image based discovery and browse in Europeana Collections but will also be made available for 3rd party use via APIs documented on Europeana Labs.

7.4 User-Contributed Content

A feature in development during DSI-2 is the ability for users to upload stories and content to Europeana. This feature will first become available for the First World War theme (Europeana 1914-1918; described above) and will be developed to be a feature that can be applied to select themes only.

Since 2011 Europeana 1914-1918 has worked with partners in 22 countries to hold Collection Days, family history roadshows where the public can bring their documents, artefacts and stories from the First World War to be scanned or photographed and added to the archive. As part of DSI2, we have furthermore introduced Data Enhancement Events, such as Transcribathons, where the public can work in teams to transcribe archive documents.

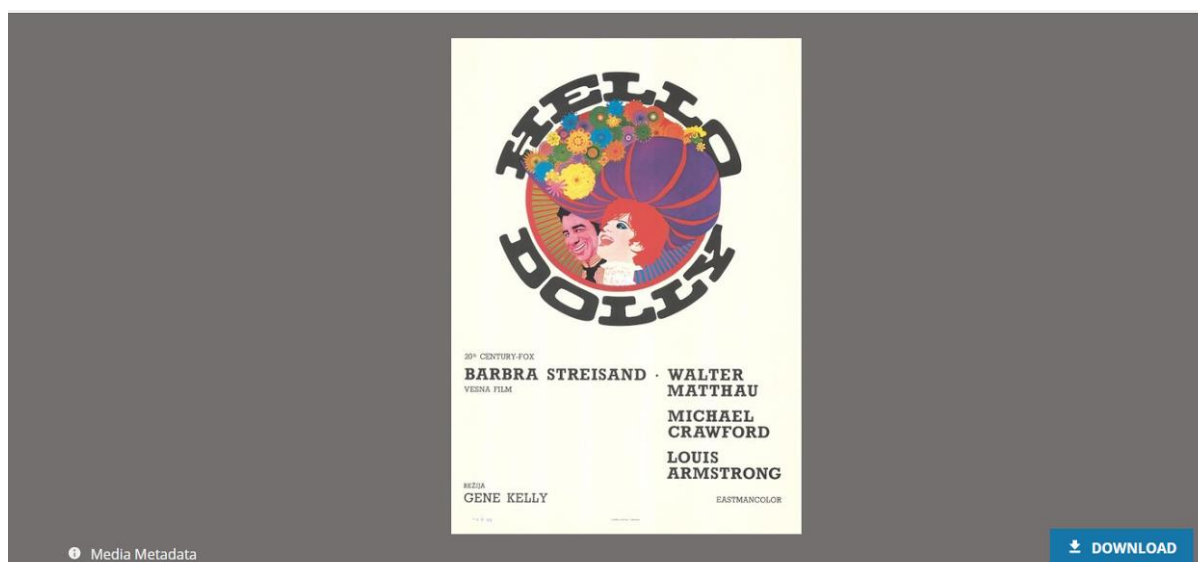
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We aim to hold six Collection Days and Data Enhancement Events (e.g. Transcribathons) across Europe.

7.5 Renewed Rights Statements

Europeana and the Digital Public Library of America (DPLA) have developed common and renewed rights statements, which will be hosted and co-managed by the Europeana Foundation at rightsstatements.org.

New rights statements for both new and existing metadata have been implemented in October 2016.



The screenshot shows a digital record for the movie 'Hello Dolly!'. At the top is a poster for the film, featuring the title in a stylized font with flowers and the faces of Barbra Streisand and Walter Matthau. Below the poster, the text reads: '20th CENTURY FOX BARBRA STREISAND · WALTER MATTHAU VERENA FILM MICHAEL CRAWFORD LOUIS ARMSTRONG MEDIA GENE KELLY EASTMANCOLOR'. Below the poster is a 'Media Metadata' tab and a 'DOWNLOAD' button. The record details are as follows:

Title	Hello Dolly; Barbra Streisand, Walter Matthau, Michael Crawford, Louis Armstrong; režija Gene Kelly	FIND OUT MORE View at National And University Library Of Slovenia ↗
Classifications	Type: Filmski plakati Subject: Filmski plakati	CAN I USE IT? No Re-use CC BY Copyright: ↗
Properties	Size: 71 x 50 cm Format: 1 plakat Language: Slv	SHARE f t p + t

Image: New rights statement in use on Europeana Collections (November 2016)

7.6 Multilingual Interface

Almost two thirds (62%) of Europeans say they only watch films or series in their national language(s), so a multilingual interface is an important feature of Europeana Collections³.

³ Standard Eurobarometer 83, http://ec.europa.eu/public_opinion/archives/eb/eb83/eb83_en.htm

Europeana Collections is currently available in 22 European languages⁴. Our intention is to publish Europeana Collections in the 24 official languages of the European Union. Multilingual access involves translation of wording used throughout the interface of the website. We intend to put in place a more formal process to work with cultural heritage partners across Europe to achieve this.

8 Promotional and Engagement Activities

8.1 Promotional Activities

Europeana Foundation will support promotional activities for Europeana Collections. An end-user promotion and awareness raising plan will be developed and implemented to support the take up of Europeana end-user services by targeted audiences and will be formulated and implemented in context of Europeana's broader communications approach.

We will use our well-established social media profiles (including Twitter, Facebook, Pinterest) to promote access to and use of Europeana Collections, and promote openly-licensed timely and thematic content on these platforms. Twitter and Facebook will be updated daily, while there will be a minimum of one new Pinterest board each month.

Our email newsletter will be sent monthly in both French and English to more than 50,000 subscribers, promoting new exhibitions, blogs, campaigns, Europeana Collections content, functionality and other features.

During mid-2017, an overarching thematic campaign using Europeana content will be executed, again with the aim of increasing public awareness of our shared cultural heritage and of Europeana as a resource.

8.2 End-User Engagement Activities

Up to six end-user engagement activities will take place during the DSI2 project period. The activities will be coordinated by Netherlands Institute for Sound and Vision. These aim to increase audience participation with the subject areas and content of the thematic collections.

Engagement projects will focus on different types of engagement: for example, crowdsourcing, co-creation, transcribathons etc

⁴ Bulgarian, Catalan, Croatian, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish

Resulting in a public engagement campaign with media appeal, the activities will focus on the value that audience participation can add to Europeana thematic collections.

8.3 Wikipedia Campaign

In Q2 and Q3 of 2017, Europeana 1914-1918 will partner with the Wikimedia community to undertake projects relating to the on-going centenary commemorations of World War 1. The projects will promote open-access and re-use of heritage in Europe, and awareness of Europeana in general, through engaging the Wikimedia community. Activities will range from promoting open access culture to Wikimedia communities to collaboration between Wikimedia communities and a Europeana partner organisation. The results will be showcased and promoted through Europeana's network.

9 Europeana Collections Plan Summary

During the DSI2 project, we are developing the Europeana Collections website further to make sure that its contents are presented in the best way possible. New features and functionality will be added to Europeana Collections to improve the user experience and add value both for end-users and data partners.

Thematic collections provide an attractive, well-designed user experience to help users discover Europeana's cultural heritage content on specific themes curated, selected and developed by cultural heritage partners throughout Europe. Through the thematic collection approach, Europeana Collections aims to grow the number of Data Partners and improve data quality.

Thematic collections are equally intended to be better products for end-users, providing more subject focus, more thematic editorial content and a more user-friendly experience. Initial results indicate that this approach is successful. Statistics show much higher level of engagement within thematic collections, with users of thematic collections viewing more pages spending more time, and returning more often.

Under DSI1, we have begun this process by publishing two thematic collections (Europeana Art and Europeana Music). Under DSI2, we will publish Europeana Fashion, Europeana Photography, Europeana 1914-1918 and Europeana Newspapers. Learning from our experiences of Europeana Art and Europeana Music, we intend to further involve partners in the curation and marketing of new thematic collections and further develop our relationship with our data partners.

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The developments described above will result in Europeana Collections and Europeana's thematic collections being a stronger product for both data partners and end-users, further strengthening the Europeana eco-system and brand.