



Europeana Media Policy

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This policy has been developed as part of the initiative to improve the features and functionalities of Europeana Collections and the Europeana APIs. This documentation reflects the requirements for the media files which are linked to from the provided metadata.

This document replaces the previous “Europeana Portal Image Preview Policy” document, which should no longer be used for reference. This document can be used in addition to Europeana’s data guidelines¹ and Publishing Framework².

Following these requirements will allow Europeana to:

- Generate thumbnail (preview) images based on media files, and show these images as part of the search results to help users find what they are looking for.

¹ <http://pro.europeana.eu/structure/data-guidelines>

² <http://pro.europeana.eu/publication/publishing-framework>



- Extract technical metadata from media files (e.g. mime-type, image size, colour) to allow for a richer search experience and to power functionalities such as enlarging and downloading images and other media.

Furthermore, following these requirements will aid developers in building apps and finding reusable content.

1. Metadata and media

Europeana will process (links to) media files as follows:

Metadata field	Tasks	Notes
edm:object	Generate 200px thumbnail Generate 400px thumbnail	It is recommended to provide edm:object only (and in this case will only be processed) if edm:isShownBy does not link to an image (for instance a video or a sound file).
edm:isShownBy	Generate 200px thumbnail Generate 400px thumbnail Extract technical metadata	Thumbnails will only be generated if edm:isShownBy links to an image. If not, edm:object will be used to generate it.
edm:hasView (for each)	Generate 200px thumbnail Generate 400px thumbnail Extract technical metadata	Thumbnails will only be generated if edm:hasView link to an image.

2. Retrieval of media files

In order to successfully retrieve a media file, the following requirements must be met:

- The link to the media file must be a valid URL³.
- The link must resolve to a media file directly, it cannot resolve to a webpage. Europeana ignores the URL if the mime-type of the page is "text/html".
- The link must not return more than one redirect before ending up on the media file.
- The media file must be able to be downloaded⁴ within a timespan of 30 minutes.
- The media file must have a valid mime-type⁵.

³ https://en.wikipedia.org/wiki/Uniform_Resource Locator

⁴ Europeana will only temporarily download the media file, which will be discarded after processing.

⁵ <http://www.iana.org/assignments/media-types/media-types.xhtml>



3. Thumbnail generation

The thumbnails are a smaller version of an image of the digital object. They directly affect the user click-through rate. Therefore it is quite important to provide the best quality image(s) you can.

Europeana will generate thumbnail (preview) images for display in Europeana Collections and via the APIs for media files which meet the following requirements:

- The media file has a valid mime-type and is recognised as an image (the mime-type begins with "image/").
- The media file is a JPG ("image/jpeg"), PNG ("image/png") or GIF ("image/gif").

The following thumbnails will be generated:

- An image with a width of at minimum 200 pixels.
- An image with a width of at minimum 400 pixels.

The following must be noted:

- Both sizes are minimum sizes.
- The height of the thumbnail will be dynamic in accordance with the aspect ratio.
- If an image is smaller than 200 or 400 pixels, the original width of the image will be used as size of the thumbnail⁶.
- If an edm:object is provided, it must represent the object. Default thumbnails representing the media type or the data provider/project logo are not allowed. Europeana will also not accept thumbnail images that contain a visible digital watermark.

4. Extraction of technical metadata

Europeana will extract metadata from media files to aid search in Europeana Collections and the APIs. This is what we refer to as technical metadata (e.g. the image size, image colours and duration of audio clips).

An overview of all the metadata which is extracted can be found in the EDM profile for technical metadata⁷.

⁶ Europeana does not recommend to use images which are smaller than 400 pixels in width.

⁷

http://pro.europeana.eu/files/Europeana_Professional/Share_your_data/Technical_requirements/EDM_profiles/Technical_Metadata_properties_20150217.pdf



5. FAQ and troubleshooting

Before contacting us please first make sure all requirements set in this policy are met. Below you will find an overview of some frequently asked questions and answers.

5.1. What kind of thumbnails should text, video and audio have?

The image(s) provided for the thumbnail(s) can be anything you choose to best represent the digital object. In the case of a book, the cover may be suitable, or where there is no title on the cover, a photograph of the title page. Choose something that will be interesting and discoverable to people browsing Europeana.

5.2. How long does it take to generate thumbnails and extract technical metadata?

When data is published in Europeana the process to generate thumbnails and extract technical metadata is already initiated. This process is continuous. The completion of this depends on several factors including the speed at which media files can be downloaded, the size of the dataset and the number of media files Europeana has to process overall. It may take up to several weeks for a dataset to be processed.

Please note that Europeana has a very conservative rate of processing media files. If the servers where your media files are stored are able to handle a lot of traffic please do let us know, so we can increase the rate for your media files and process your datasets faster.

5.3. How can I find out whether technical metadata has been extracted for my dataset?

When you do a search in [Europeana Collections](#) on your dataset, you can find a filter on the left side named "Only items with links to media". Enabling this filter will reduce the search results to those where technical metadata has been successfully extracted for one of the links in a record. As metadata extraction is an indicator that there is a direct link to a media file, this information is used to power this filter.

If certain records won't show up this doesn't necessarily mean that technical metadata hasn't successfully been extracted, it might be that they simply still need to be processed.

API users can do a search for 'media=false' to search for records where technical metadata extraction has not succeeded.

5.4. How can I find out whether a media file has a valid mime-type?

A mime-type is an indicator of the type of file and is a more reliable and narrower indicator of the file type than the extension. An example of a mime-type is "image/jpeg". Europeana



uses the mime-type to determine whether it needs to generate a thumbnail, or what kind of technical metadata to extract.

In the Google Chrome browser, the mime-type can be checked as follows:

- Open a new tab
- Click on the menu, click on "More tools" and select "Developer tools"
- A new window appears in the bottom, open the "Network" tab
- Open the media file in this new tab
- In the "Network" tab, click on the filename and then choose "Headers" on the right
- Under "Response headers", you can find "Content-Type", which is the mime-type

The mime-type needs to be a valid mime-type, which can be found here:

<http://www.iana.org/assignments/media-types/media-types.xhtml>

Document History

Version	Editor	Date	Comments
V1.0	Remy Gardien and Cécile Devarenne	11/05/2016	Final version after review