



## Europeana Content Strategy

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This document combines the work of Task 4 and Task 5 and sets out a comprehensive Content Strategy that addresses the content objectives for Europeana as well as the organisational and process aspects of reaching these objectives.

### Europeana v1.0

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## 1 Introduction

The main objective of the project Europeana v1.0 is to create an operational service; Europeana.eu. The operational service will be launched in Summer 2010 (Rhine release) and aims to give access to 10 million items of Europe's cultural and scientific heritage. The prototype of Europeana.eu, launched in November 2008, currently gives access to nearly 5 million items. This document sets out Europeana's Content Strategy, and is the result of the work of Europeana v1.0 work package 2, task 4 and task 5.<sup>1</sup>

### **Task 4 – Partner Strategy**

*In coordination with WP1, WP5 and the project coordinators, a partner strategy will be developed and executed with the aim to:*

- *reach 10m objects in Europeana by 2010,*
- *ensure a wide support and participation from institutions and aggregators for Europeana, Member States and other stakeholders,*
- *leverage the projects related to Europeana that contribute content and*
- *ensure a wide variety of content in Europeana across the domains and Member States.*

#### Subtask 4.1 Partner Development Strategy

*With the input of WP1 Task 5.1, WP2 Task 3 and the projects related to Europeana v1.0 will create a Partner Development Strategy, which will help achieve the above goals. The Partner Development Strategy will look at:*

- A. National and domain/vertical aggregators*
- B. The relationship between Europeana v1.0 and related projects*
- C. New markets and countries*

### **Task 5 – Content Strategy**

*In coordination with WP4 a content strategy will be developed and executed with the following aims;*

- *reach 10m objects in Europeana by 2010;*
- *leverage the projects related to Europeana that contribute content and technology;*
- *ensure a wide variety of content in Europeana across the domains and Member States.*

This document combines the work of Task 4 and Task 5 and sets out a comprehensive Content Strategy that addresses the content objectives for Europeana as well as the organisational and process aspects of reaching these objectives. Together they form the basis for the parameters of Europeana's Content Strategy. This is described in section 3. Sections 4 to 7 give more detail with respect to the parameters and the actions and processes proposed by Europeana, followed by the conclusion in section 8. This Content Strategy is related to a series of other documents, which is described in section 9.

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<sup>1</sup> Description of Work Europeana version1.0 –  
[http://version1.europeana.eu/c/document\\_library/get\\_file?uuid=cf720627-d351-48dc-9ef0-b10b326591d1&groupId=10602](http://version1.europeana.eu/c/document_library/get_file?uuid=cf720627-d351-48dc-9ef0-b10b326591d1&groupId=10602)

## 2 Vision, Mission & Objectives of Europeana

### Vision

Europeana.eu inspires ideas and understanding by sharing Europe's cultural heritage with the world online.

### Mission

Europeana.eu 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 and be inspired by the rich diversity of Europe's cultural and scientific heritage

The objectives of the project Europeana v1.0 are:

- To create an operational service; Europeana.eu
- To maintain and extend a powerful alliance of stakeholders
- To disseminate the service to end-users

To achieve these main objectives the project has the following goals for content available through Europeana:

- 10 million items
- Representation of National and European culture from all EU countries
- Representation of all domains and types of content

## 3 Content Analysis

Europeana gives users access to nearly 5 million items of European cultural heritage. Through the search engine and the Europeana database the content has been analyzed on content provider, country of origin and the type of item. Besides analyzing the existing content this section also briefly touches on the projects that deliver content into Europeana and the content themes for Europeana identified under the previous project EDLNet.

Europeana gives access to the content from over 1000 institutions in July 2009. Almost 70% of the content comes from 4 content providers, Culture.fr, the Saxon State Library, the Memory of the Netherlands and the National Library of France. All 4 institutions act as aggregators, aggregating and making available content from more than 1 institution to Europeana. Aggregators provide economies of scale that are essential to the success of Europeana. Promoting aggregation and providing services and expertise to aggregators will be key to Europeana's Content Strategy. The activities Europeana is planning to promote aggregation are described in section 4.

Looking at the country of origin of the existing content in Europeana we see that almost 50% of the content is coming from French institutions. Other big contributing countries are Germany (16%), the Netherlands (8%), and the United Kingdom (8%). All other countries provide 5% or less each. In the Content Strategy Europeana will address the under-representation of countries by giving content from those countries a higher priority for ingestion and by pro-actively approaching institutions for content acquisition. More detail about this part of the strategy can be found in section 6.

Europeana distinguishes 4 types of content; text, image, video and sound/audio. The classification of an item into one of these categories is made by the content provider in the process of mapping and normalizing their metadata to the Europeana Semantic Elements

(ESE). The vast majority of the content, 77%, is classified as an image. 20% of the content consists of text, video makes up almost 2.5% and less than 0.5% of the content is audio. Within the content strategy special attention will be given to audio and video collections in order to increase the number of items available in those formats.

There are, in July 2009, 6 projects that amongst other project objectives, aggregate content for Europeana, and another 3 projects starting in Q3 of 2009. There are also some previous European projects that have aggregated content to be ingested into Europeana. Europeana is working with all these projects to plan the ingestion and the expected amount for the Rhine release. Due to the fact that some projects have only just started or will only start in Q3 2009, there are some unknown factors that will need to be clarified as soon as possible. More detailed information about the content provided by projects will be available in the content ingestion plan which is due in September 2009.

Europeana and all the projects and aggregators must work very closely together with their partner institutions regarding their content aggregation in order to avoid duplication of content and increase coverage. This is a key part of the Europeana Content Strategy and will be described in more detail in section 5. To achieve this high level of collaboration the Europeana Content & Partners Group has been set up in which all the content contributing projects are represented.

Under EDLNet, the predecessor of Europeana v1.0, several themes were identified to prioritize content and to give guidance to projects as to what content would be desirable. The themes identified by EDLNet were cities, crime and punishment, travel & tourism, music and social life.

Europeana Travel, Judaica and MIMO are projects that will digitize and aggregate content related to these themes. In reality it proved difficult to work with the chosen themes as Europeana and the current batch of related projects are primarily focused on aggregation and access and not on digitization of content. The content being digitized is largely dependent on strategies at a national or institutional level, which include preservation needs or specific institutional remits.

Themes however do form a very good way of presenting content to end users and to give the content available in Europeana context and relevance. In the Europeana Content Strategy themes will continue to play an important role, but instead of the themes leading the content digitization and ingestion, themes will now be created from the content available and of relevance to end-users. This will be described in section 7.

### 3.1 Conclusions & Content Parameters

Based on the analysis of the content currently available in Europeana, the content that will be contributed by projects and the evaluation of the themes of EDLNet, 4 areas are identified that are the focus in the Europeana Content Strategy.

These areas are:

1. Promotion and support of aggregators
2. Collaboration between all Europeana related projects
3. Content Acquisition Plan to ensure an even representation of all European countries and types of content
4. Development of relevant themes of content available

Policies and activities will be developed by the Europeana office to address these areas and are described in the following sections:

- Section 4 – Aggregation
- Section 5 – Collaboration with Projects
- Section 6 – Content Acquisition Plan
- Section 7 – Themes

These areas form the basis for 5 parameters that will be used by the Europeana office and related projects to prioritise content acquisition and content ingestion. This will provide clarity and transparency for content providers with regards to the decision making process and ensures the Europeana office remains focussed on the content strategy.

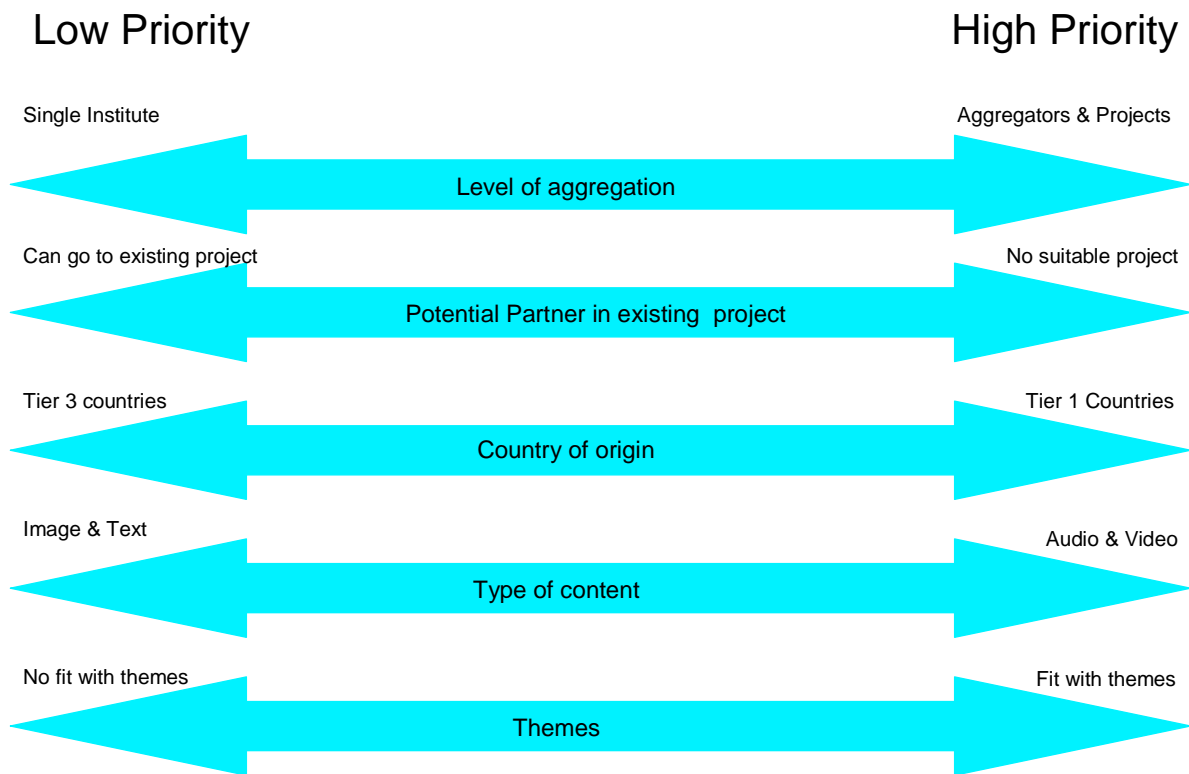


Figure 1: Parameters for Content Ingestion Prioritisation

## 4 Aggregation

### 4.1 The Aggregator Landscape

An **Aggregator** is an organization that collects metadata from its group of content providers and transmits them to Europeana, helps content providers with guidance on conformance with Europeana norms and converts metadata if necessary. The aggregator also supports the content providers with administration, operations and training.

A **Content Provider (CP)** is any organization that provides digital content for access via Europeana and the metadata that enables the access.

Aggregators can be grouped in horizontal or cross-domain aggregators and vertical or domain specific aggregators.

- **Horizontal aggregators** aggregate content across domains, for instance national aggregators like Culture.fr or regional aggregators such as Erfgoedplus.be.
- **Vertical aggregators** aggregate content from a single domain. Examples of vertical aggregators are TheEuropeanLibrary.org and the European Film Gateway. Vertical aggregators can work at regional, national or international levels.

An aggregator may or may not have a portal where the content is made accessible to the public. If the aggregator’s portal is not accessible for the public this is called a ‘dark portal’ or ‘dark aggregator’.

An aggregator can act as a repository, storing the digital items, but it can also only collect metadata with a link to the digital item.

Thematic aggregators can either be domain specific or cross-domain.

Examples of levels of aggregation

Domain/Geographic coverage		Regional	National	European	Worldwide
<b>Cross-domain (horizontal)</b>		Thuis in Brabant	CulturalItalia	Europeana	
<b>Single-domain (vertical)</b>		MovE (museums in East Flanders)	Direcção-Geral de Arquivos (Portuguese archives)	DisMarc (music) TEL (books) EFG (movies)	World Digital library WorldCat
<b>The-Ma-tic</b>	<b>Cross domain</b>			Judaica	ArXiv.org
	<b>Single domain</b>			Great War Archive	

The model of aggregation of content is of crucial importance and will enable Europeana to reach its objectives. Aggregators, on a national, regional or vertical level, play a key role not only in aggregating content, but also in the organizational structure, standardization of content, services to end-users and future sustainability of Europeana and related projects

and aggregators. They have the additional possibility of contributing to the European knowledge base for the creation of discovery and search services to bring cultural and scientific heritage to all users. These roles and their importance and relevance to Europeana are outlined below.

## 4.2 Known Aggregators

The landscape for aggregation across Europe is in the early stages of development. There is only one operational vertical pan-European service in the shape of The European Library; a vertical service aggregating content of the National Libraries of Europe. Currently in project phase are the European Film Gateway for film, APENet for the archives and starting in the autumn EU Screen for broadcast archives. Additionally there are some dark aggregations in the making, such as EuropeanaTravel, Athena and EuropeanaLocal. These will not be accessible to users but will create aggregations of content available through Europeana..

At a national level a lot of activity has started but again only a few initiatives currently have operational portals. The portals that are operational at the moment or have a beta version live are listed below.

Country	Aggregator	Portal	Relationship to Europeana
Austria	Kulturpool	<a href="http://www.kulturpool.at">www.kulturpool.at</a> Beta version	Thematic Network Partner Content Provider for Rhine
France	Culture.fr	<a href="http://www.culture.fr">www.culture.fr</a>	Thematic Network Partner Content Provider
Germany	BAM	<a href="http://www.bam-portal.de">www.bam-portal.de</a>	Thematic Network Partner Content Provider for Rhine
Hungary	Neumann		
Italy	Cultura Italia	<a href="http://www.culturaitalia.it">www.culturaitalia.it</a>	Thematic Network Partner Content Provider for Rhine
Romania	clMeC	<a href="http://www.cimec.ro">www.cimec.ro</a>	Thematic Network Partner Content Provider

Finland, Norway and Sweden are working on National Portals as are Portugal, Slovenia and the Czech and Slovak Republics but many of these will not come into operational service before 2011 at the earliest. There are also some interesting initiatives on a regional level, notably in Italy and Belgium. Europeana will work closely with all the initiatives to support them, give advice, ensure information and expertise is shared and the services are interoperable with Europeana.

## 4.3 Aggregators and Europeana's business process

There are thousands of cultural and scientific institutions in Europe with content collections that are of interest for Europeana. It is not sustainable for Europeana to work with all these institutions directly. The administration and ingestion process are labour intensive and Europeana does not have the human resources to cope with this. The labour effort connected to the administration and ingestion process is not dependent on the size of the collection but on the number of institutions and their collections. By aggregating content from several institutions, aggregators provide Europeana with economies of scale that allow Europeana to continue to be a relatively small organization without a large overhead and at the same time give access to a large quantity of content. These economies of scale are crucial to achieve the objective of 10 million items for the Rhine release.

#### 4.4 Aggregators and the organizational model

Contributing content, time and expertise to Europeana is voluntary and the support of the cultural and scientific organizations is the basis for Europeana's success. Building and maintaining the relationships with cultural and scientific organizations is an important focus of the project Europeana v1.0 and the EDL Foundation. Within the EDL Foundation aggregators are represented via the newly formed Council of Content Providers and Aggregators, which is part of the governance structure of the EDL Foundation.<sup>2</sup> Additionally WP2 and WP5 of Europeana v1.0 will develop and execute a partner programme to further foster relationships with content providers. Aggregators represent a number of institutions and can act as intermediaries and multipliers in the information flow between Europeana and the institutions. Such an organisational model whereby institutions make their content available online for vertical and horizontal aggregators to harvest, who in turn are harvested by Europeana and other large scale aggregators makes good use of multipliers and creates knowledge distribution by dissemination of expertise and knowledge in the networks of aggregators and institutions.

Within the organisational model aggregators play a key role in various fields:

- Disseminating the vision and objectives of Europeana to their network of institutions to create wide support for Europeana and engage as many institutions in Europeana as possible
- Providing valuable feedback about the issues and discussions from their field.
- Promotion and implementation of standards further along the content provision chain.
- Provide domain specific expertise and skills to institutions and Europeana.

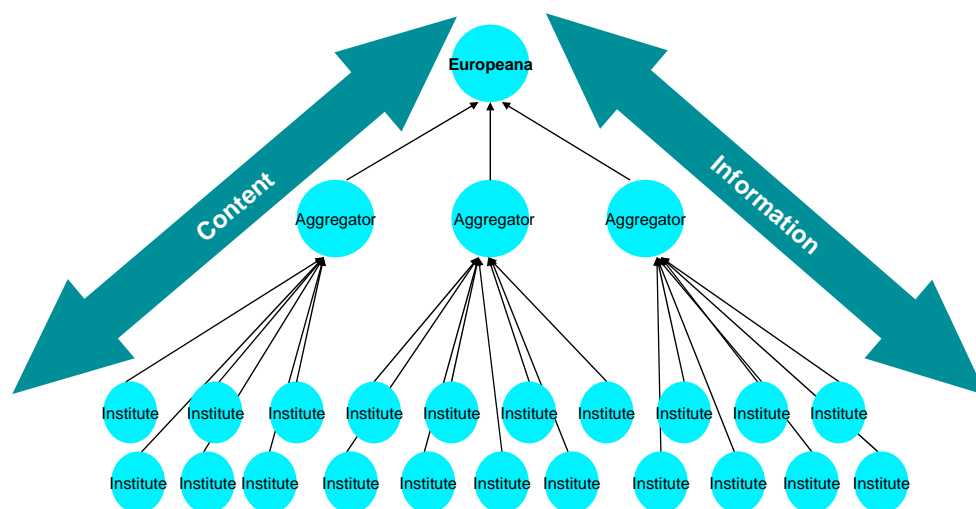


Figure 2: Aggregators in the organisational model

<sup>2</sup> The Council of Content Providers and Aggregators is part of the new governance structure of the EDL Foundation which will be put forward for voting to the EDL Foundation Board of Participants meeting on 14 September 2009. Information on the new governance structure can be found on <http://version1.europeana.eu/web/guest/edl-foundation/>

#### 4.5 Aggregators and financial sustainability

The existence of financially stable aggregators is essential for the sustainability of Europeana in the future. The way in which the aggregators are funded can vary from government subsidies for regional or national aggregators to a subscription based funding for vertical aggregators such as The European Library. Some aggregators will also generate revenue from commercial activities.

Like Europeana, all aggregators have a positive influence on the economy at a regional, national or the European level. The benefits for the economy are

- underpin the knowledge economy, as well as inspire and enable new business opportunities and new markets,
- showcase the national heritage content in (an international) context
- make a valuable investment in the future of the creative industries
- create a resource for a range of services of new learning environments which can be built through single investments
- reinforce the relevance of the cultural institutions to future generations
- promote cultural tourism
- keep digitized cultural assets in the public domain and enable use and re-use of public domain material

Together with all aggregators Europeana will work on maximizing the benefits for the economy and will investigate the methods of quantifying the impact to demonstrate the return on investment for local, national and European funding. It will study the multiplier effect, whereby providing a service can spawn many others, some of which are commercial and it will endeavour to measure success in terms of tax receipts to the individual economies.

#### 4.6 Aggregators and end-users

Most aggregators not only aggregate content, but give end-users access to content via a portal. Europeana and the aggregator's portal complement each other in the services offered to the end-users.

Europeana gives end-users access to all European cultural and scientific information on an item level. It gives the users the opportunity to browse, search and discover content that was before distributed over various sites and institutions.

Aggregators can offer services that allow the end-users to explore content at deeper and more specific levels. Many aggregators for instance do not only give access on item level but also have bibliographical data and collection descriptions available. Vertical aggregators, like The European Library and the European Film Gateway, can, with their domain specific expertise, also offer services to the end-users that are particular to the domain, the region or the content available. Another example would be the Archives Portal developed under APEnet, where users will be able to make use of the context and provenance strengths of archive material.

Europeana gives the end-users a broad access to all European cultural and scientific information available and gives end-users the opportunity to discover. Aggregators can deepen the information, provide context and services that are appropriate for a deeper and more specific understanding of the subject or domain.

Europeana and the aggregator portals form a virtuous circle of information on cultural and scientific information. End-users should be able to move easily from one to another to find the information and the level of services they need. Users will enter at any of the linked portals, none has supremacy, and is dependent on the users' workflow and desires at the time. The aim is make the users' journey and access to cultural and scientific information on the various aggregators' portals as seamless as possible.

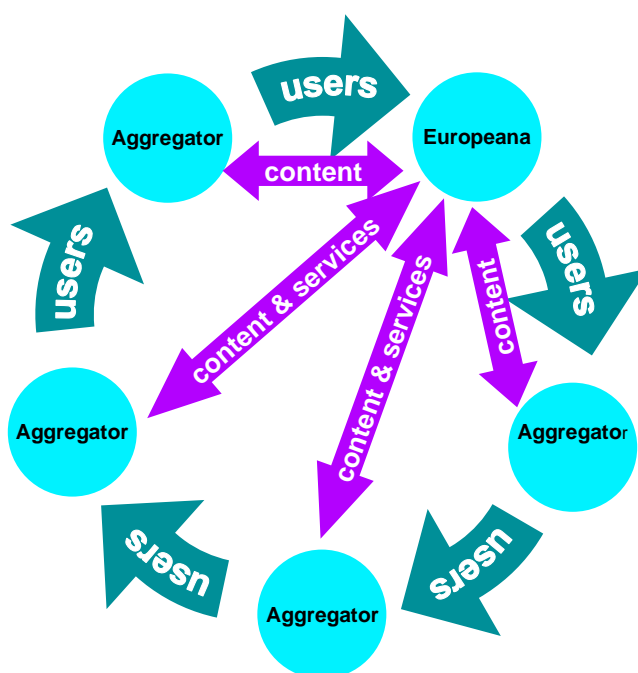


Figure 3: Virtuous circle of aggregators

Europeana will work very closely with all aggregators to ensure the collaboration between the portals is maximized to keep end-users within the virtuous circle of cultural heritage sites and to avoid end-users going elsewhere in their search for information. Part of this collaboration will be a linkage programme, clear information about the provenance of items in Europeana, combined searches and communications to end-users.

#### 4.7 Promoting Aggregation

A primary focus of Europeana's content strategy is the promotion of aggregation on all levels and supporting (potential) aggregators with tools, expertise and knowledge. The work to promote and support aggregators will be done in close cooperation with all the projects related to Europeana, the Member States Expert Group and all other stakeholders. Europeana is planning the following actions:

#### 4.7.1 Aggregators Survey

Following the work from EuropeanaLocal<sup>3</sup> and Athena<sup>4</sup> on the level of aggregation in Europe a survey has been carried out of aggregators to establish the shared issues and need for support. The survey will be a joint effort from Athena and Europeana. It took place in July/August 2009 and the results are to be presented at the Europeana Plenary on 14/15 September.

#### 4.7.2 Aggregators Group

Aggregators and content providers are represented in the EDL Foundation via the Council of Content Providers and Aggregators. Within the CCPA there is an Aggregators Workgroup, in which aggregators on all levels can participate to discuss the shared issues, the need for support and their relationship with Europeana. Aggregators already participate in Work Group 1.3 of Europeana v1.0 in which policy is formed. During the Europeana Plenary on September 14-16 2009 and the Swedish presidency conference in Lund in October meetings will be held with aggregators. The objective for these meetings is to present the outcomes of the survey and to assess what support is needed by the aggregators and to outline the needs of Europeana.

The Aggregators Group will meet on a regular basis to discuss the continuing and developing needs of aggregators and Europeana. This should ensure that the support given addresses the issues faced by aggregators.

#### 4.7.3 Handbook for Aggregators

A digital handbook for aggregators will be published on the Europeana site to disseminate the information and tools aggregators might need. What will be included in the handbook or website depends on the needs identified in the survey and the meetings in The Hague and Lund, but it will most likely include:

- Use of Europeana source code and APIs of Europeana.eu, content checker and other software developed by Europeana with the accompanying documentation
- Technical requirements for submitting data to Europeana
- Technical documentation on metadata schemas and ingestion processes
- Templates and documentation on budget planning, fundraising, revenue generation and future sustainability
- Templates and documentation on administrative and organisational aspects of setting up and running an aggregator, including organisational charts, business processes and workflows
- Templates and documentation on IPR and the Europeana licensing framework
- Documentation on establishing political and network support
- Documentation and templates for dissemination activities
- Wiki dealing with issues identified by aggregators

#### 4.7.4 Training for aggregators

In addition to the handbook/website, the Europeana office will organise training for aggregators. The Europeana office has trained a potential aggregator, ABM Utvikling – Norway, on the use of the open source software and the processes it deploys. This training was very well received. Generic training days, focussing on the delivery of content to Europeana, will be organised on a regular basis (2x per year). Bespoke training days will be set up as and when the need arises.

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<sup>3</sup> EuropeanaLocal D2.3 Existing local/regional repositories and aggregations

<sup>4</sup> Athena D5.1 First Report on the network of national coordination

#### **4.7.5 Identifying potential aggregators**

Within the content acquisition strategy and all other contacts with content partners, cultural institutions, projects and Member States Europeana will constantly be on the look out for institutions that are interested in and have the potential to become aggregators on any level. Once identified, Europeana will actively support these institutions with expertise and tools to become aggregators.

On national and regional level Europeana will work closely with the appropriate governments, on a vertical level Europeana will work with the appropriate associations to ensure the aggregation is embedded within policies of government and associations.

#### **4.7.6 EuropeanaLabs for aggregators**

Europeana is setting up a test environment for aggregators where they can test the content delivery to Europeana. On request, Europeana can also set up a test environment to test software development, especially for those aggregators using Europeana source code.

## 5 Collaboration with projects - Content & Partner Group

Europeana v1.0 and most of the Europeana group of projects have 'increasing their partner network' and increasing the 'amount of content' as key objectives in their Descriptions of Work or Project Plan. Cooperation between the projects is key to reaching these objectives and creating a clear route to Europeana for individual institutions.

To foster the cooperation between all projects a Content & Partner Group has been set up in which all projects are invited to participate.<sup>5</sup> This group will develop the cooperation between projects and share best practices to maximise their synergies. This cooperation is of crucial importance for Europeana to achieve its goals and objectives.

The Content & Partner Group will work closely with the Aggregator Group and there will be some overlap between the two. The Content & Partner Group only consists of EU funded projects in which Europeana is a partner. The Aggregator Group includes all initiatives to form aggregators on all levels.

### 5.1 Objectives of the Content & Partner Group

The short to medium term objectives for the Content & Partner Group are to:

- Increase the number of items in all projects & reach 10m items in Europeana by July 2010
- Grow partner networks of Europeana and all the projects
- Leverage the strength and expertise of all the projects
- Clarify the route to contribute content to Europeana for institutions

To reach these objectives the Content & Partner Group has agreed on a workflow that outlines the route to Europeana for institutions and each project's role and responsibilities.

### 5.2 Guidelines

In order to make best use of existing infrastructure some basic guidelines are proposed:

- a. If there is a national aggregator a content provider should first consider joining the national or regional aggregator e.g. CulturalItalia
- b. If there is a vertical aggregator available an institution should join the vertical aggregator e.g. EFG
- c. If an institution has thematic content related to one of the thematic projects it should join that project e.g. Judaica, MIMO, Europeana Travel
- d. Local and regional institutions in countries, without active a, b or c should join Europeana Local, if available.

If none of these options appears to be appropriate the content provider should seek advice from the Europeana Office. New aggregators may be established if they have a sustainable plan and comply with Europeana requirements

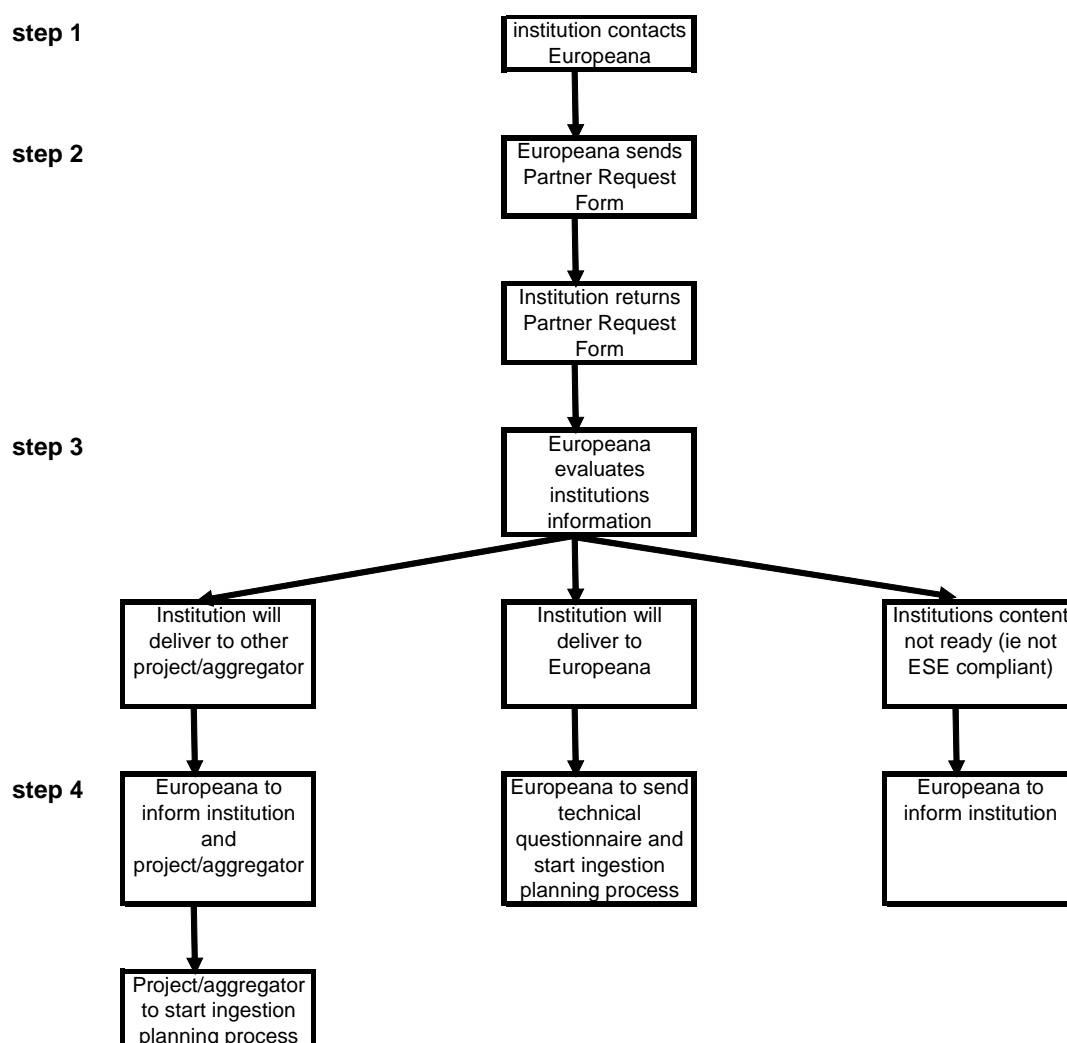
These basic guidelines are in no way exhaustive nor are they exclusive. The reality is that many institutions will be eligible for more than 1 aggregator or project or maybe none. Institutions can join more than 1 aggregator to enhance the visibility of their collections on the web. Joining more than 1 aggregator will not be encouraged to avoid duplication of work and content.

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<sup>5</sup> Information and documents from the Content & Partner Group can be found in the Content & Partners Group folder on the Europeana Collaborative Workspace <https://version1.europeana.eu>

The Europeana office will focus on aggregators by promoting and encouraging national and vertical aggregation. Europeana will also work directly with a number of key institutions. For a variety of reasons a direct relationship between Europeana and an institution might be necessary. An example would be where an institution's content is key to the content strategy for Europeana (i.e. institutions from countries that are not well represented in Europeana). The Europeana office will be communicating the list of institutions it has a direct relationship with on a regular basis to the Content & Partner Group.

### 5.3 The workflow



#### Step 1

An institution contacts Europeana with the request to become a partner and contribute content.

#### Step 2

The Europeana office will send the Partner Request Form to the institution. This form gives the Europeana office all the information needed to assess if an institution should deliver content to Europeana or to another project or aggregator.

### Step 3

Based on the Partner Request Form a decision will be made to which project and or national aggregator the institution should deliver content. There are 3 possible outcomes.

1. The institution will deliver content through another project or (national/vertical) aggregator.
2. The institution will deliver content directly to Europeana.
3. The institution is not (yet) able to deliver content to Europeana or another project or aggregator.

Where there is doubt, the most appropriate projects and the institution will be contacted to reach a decision. As many institutions could provide content through more than one project the guiding principles need to be kept on a high level to ensure flexibility. The Content & Partner Group must work very closely together to avoid any institution falling through the cracks in the system.

### Step 4

The Europeana office will inform the institution of the decision.

1. If the institution is to deliver content to another project the relevant person of that project will also be contacted. This person will then be responsible for taking the next steps.
2. If the institution is to deliver content directly to Europeana a second more detailed, technical questionnaire will be send to start the ingestion planning process.
3. In some cases an institution might not be able to deliver content to Europeana or another project, this could be for a variety of reasons and the Europeana office and/or another project will work with the institution to find a solution to the issues that prevent an institution delivering content.

For this process to work it is imperative that all projects follow a similar process and refer institutions to the appropriate project based on the guidelines. To create transparency and clarity for institutions the guidelines will be published on the Europeana v1.0 project site and part of the process will be available through a webservice. Europeana will also develop other tools, like a central database, for this collaboration between the projects to be successful.

## 6 Content Acquisition Plan

To address the equal representation of all EU countries and all types of content Europeana will develop an active partner and content acquisition plan in which the Europeana office will approach member states and institutions to acquire content.

For this purpose we have identified 3 tiers of countries.

- Tier 1 countries are those countries that each provide less than 1% of the total content in Europeana,
- Tier 2 countries provide between 1% and 5%.
- Tier 3 countries that provide more than 5%.

For each Tier a specific action plan will be written and executed. This action plan is outlined below and will be detailed in the Content Acquisition Plan. Within Tier 3 specific institutions are identified as strategically important for the coverage of renowned culture and these will be approached by Europeana. Countries that can be classified as European, but are not part of the European Union (Norway, Iceland, Lichtenstein and Switzerland), or EFTA such as Russia, CIS, Turkey, etc, are not taken into account at this point in time. In general they will fall in Tier 3, as our first priority will be the European Union and the EFTA countries.

<b>Tier</b>	<b>Countries</b>	<b>Actions</b>
Tier 1 – High Priority <1% content in Europeana	Austria Bulgaria Cyprus Czech Republic Denmark Estonia Hungary Iceland Ireland Latvia Lithuania Luxembourg Malta Poland Portugal Romania Serbia Slovakia Slovenia Spain Switzerland	<ul style="list-style-type: none"> <li>• Identification of potential collections and institutions</li> <li>• Proactive approach of Member States and institutions</li> <li>• Intensive technical and organisational support for content providers</li> <li>• Prioritisation of content partners from tier 1 in all projects</li> <li>• Intensive technical and organisational support for potential aggregators</li> </ul>
Tier 2 – Medium Priority <5% content in Europeana	Belgium Finland Greece Italy Norway	<ul style="list-style-type: none"> <li>• Proactive approach of Member States and institutions</li> <li>• Medium level technical and organisational support for content providers</li> </ul>

Tier 3 – Low Priority   >5% content in Europeana	France Sweden Germany Netherlands United Kingdom
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- Technical and organisational support for potential aggregators
- Approach key strategic partners
- Low level technical and organisational support

With regards to the types of content, collections of audio and audiovisual material will get a higher priority in the content acquisition plan and the ingestion planning. As mentioned the availability of content is an important factor, especially for these two types of content. Audio and audiovisual content is more likely to still be under copyright protection and therefore not or only restrictively available for Europeana. Material from archives will also have a high priority to ensure archives are well represented in Europeana.

## 7 Themes

In order to give the content in Europeana some context and to make it more relevant for end-users Europeana will identify themes to group the content and present this either in virtual exhibitions or in special channels on the portal. The themes will be selected by the Europeana editorial team and communicated well in advance to all content providers, partners and other stakeholders.

The themes can be based on new collections in Europeana, events and anniversaries, current affairs or the selection of guest curators.

### 7.1 New Collections/Treasures

New collections are being added to Europeana daily, with many of them containing cultural treasures. Based on the ingestion plan and the collections coming in, Europeana will identify what cultural treasures lend themselves to virtual exhibitions.

The aggregators and projects delivering content to Europeana will play a key role in identifying the treasures and potential themes for exhibitions. The European Library for instance is working with its content contributors to digitise and present 100 classic books from each country. This content will form the basis of an exhibition on The European Library which can be extended to Europeana.

### 7.2 Events/Anniversaries

Special Events and anniversaries can form a basis for a theme or virtual exhibition on Europeana. In 2009 the Darwin year was celebrated and 2010 is the 200<sup>th</sup> anniversary of the birth of Frédéric Chopin. Major exhibitions or events in partner institutions also form a good basis for a virtual exhibition on Europeana to augment the activities of the institution. Europeana will work closely with all its partners to select the most appropriate exhibitions, festivals and events. These kind of special events and anniversaries tend to get press attention and spark the interest of the public. By offering virtual exhibitions and special channels around these themes Europeana will be able to capitalise on this press attention and increase the relevance and use of the portal.

Europeana will create a list of special events and anniversaries that are relevant for the field of cultural and scientific information. In selecting events and anniversaries the European dimension plays an important role; an anniversary or event will only be considered for Europeana if it is relevant for more than 3 European countries. By combining this list with an analysis of existing and potential content appropriate themes will be identified.

### 7.3 Current Affairs

As with anniversaries and events, current affairs receive press attention and spark the public interest. Europeana will endeavour to be as flexible as possible in order to incorporate current affairs in the themes and virtual exhibitions.

In the first half of 2009 there have already been some current events that could have been the basis for a virtual exhibition on Europeana, for instance the research into the relationship between Van Gogh and Gauguin<sup>6</sup>

### 7.4 Guest Curators

Europeana will invite guest curators to create virtual exhibitions. The guest curators can be respected curators from one of the domains or people from the cultural and scientific field

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<sup>6</sup> "Art historians claim Van Gogh's ear 'cut off by Gauguin'" - Angelique Chrisafis, The Guardian. <http://www.guardian.co.uk/artanddesign/2009/may/04/vincent-van-gogh-ear>

that are well-known in at least 3 European countries. Together with the projects and partners, Europeana will create a list of potential guest curators and approach them.

Combining all the lists from the above mentioned categories and the analysis of existing and new content, Europeana will produce a schedule of themes and virtual exhibitions for the next 12 months. This will be up-dated on a quarterly basis to ensure there is always a 12 month programme. The aim is to have at least 4 themes or virtual exhibitions per year.

The themes and virtual exhibitions are essential to ensure the Europeana experience for end-users is relevant, up to date and changing on a regular basis. The themes and virtual exhibitions also provide a very good angle for press and dissemination campaigns to raise the awareness of Europeana and increase the number of unique users as well as the frequency of use. WP5, Dissemination, will develop a press and dissemination plan to help achieve these goals.

## 8 Conclusions

The 4 focus areas and the 5 parameters that form the basis of the Europeana Content Strategy provide the framework needed to achieve Europeana's content objectives.

The focus areas identified will lead all Europeana's activities to ensure resources are used effectively and efficiently. The areas of focus are:

1. Promotion and support of aggregators
2. Collaboration between all Europeana related projects
3. Content acquisition strategy to ensure an even representation of all European countries and types of Content
4. Development of relevant themes of content available

Especially for point 1 and 2 the collaboration between Europeana and aggregators and projects will be essential for success. To achieve this high level of collaboration and cooperation Europeana will set up the following groups.

- Council of Content Providers & Aggregators – is part of the EDL Foundation and gives content providers and aggregators a role in the foundation
- Content & Partners Group brings together all Europeana group projects dealing with content and content partners to minimize overlap and maximize synergies between the projects
- Within the CCPA, the Aggregators Workgroup is for all initiatives aggregating content on all levels. This groups includes EU funded projects, but also national, regional or domain specific initiatives.

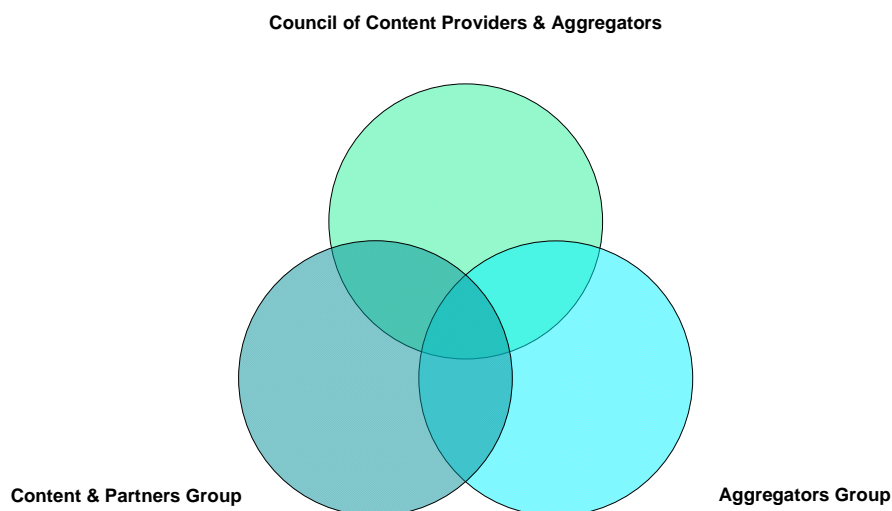
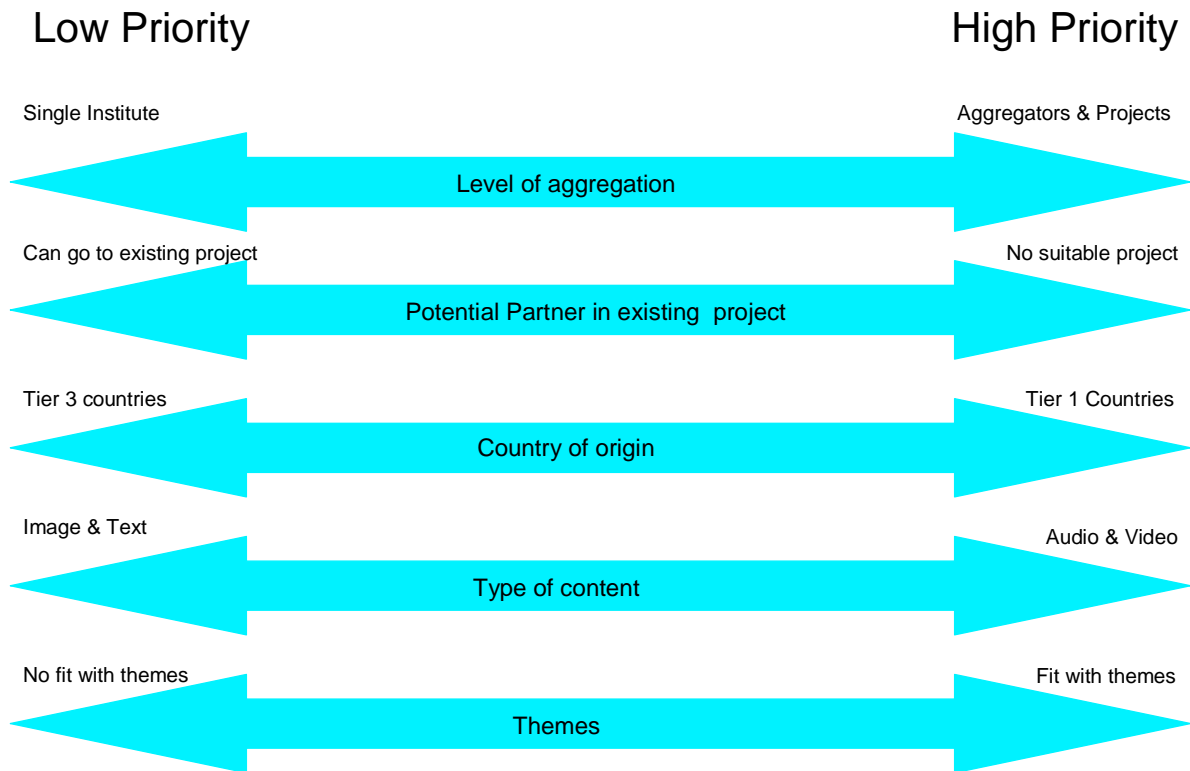


Figure 4: new groups in Europeana

The 5 parameters will be used by the Europeana team to prioritise content ingestion and will create clarity and transparency for content providers and the projects.



The Europeana Content Strategy will be evaluated on an ongoing basis. Following the Rhine release a content analysis and revised Content Strategy will be prepared and distributed to all stakeholders.

## 9 Related Documents

This Content Strategy relates to other documents where more detail will be given on specific areas.

- **Description of Work** – outlines the whole Europeana v1.0 project. Relevant for the Content Strategy is especially Work Package 2
- **Content Acquisition Plan** will describe what actions Europeana will undertake to acquire content from Tier 1 countries and from the audio and audio visual sector. This document is the Deliverable 2.2 from Work Package 2 (Partner Development Strategy) and will be published in September 2009.
- **Content Ingestion Plan** will outline which content will be ingested in Europeana when. This document will be updated on a quarterly basis and is Deliverable 2.4 of Work Package 2 (Content Delivery Plan) and will be published in September 2009.

All public documents about Europeana can be found on the project website

<https://version1.europeana.eu/web/europeana-project/home>

Working documents and documents with a restricted circulation can be found on the Europeana v1.0 collaborative Workspace

<https://version1.europeana.eu:9443/web/europeana-project/login>

## 10 Appendix 1 Content Analysis

### Country of Origin

Europeana gives access to content from 24 European countries, covering nearly all European Union member States.

Almost 50% of the content available in Europeana is of French origin, i.e. comes to Europeana through a French institution. Other big contributing countries are Germany (16%), the Netherlands (8%), the United Kingdom (8%) and Sweden (5,3%). All other countries contribute less than 5% each.

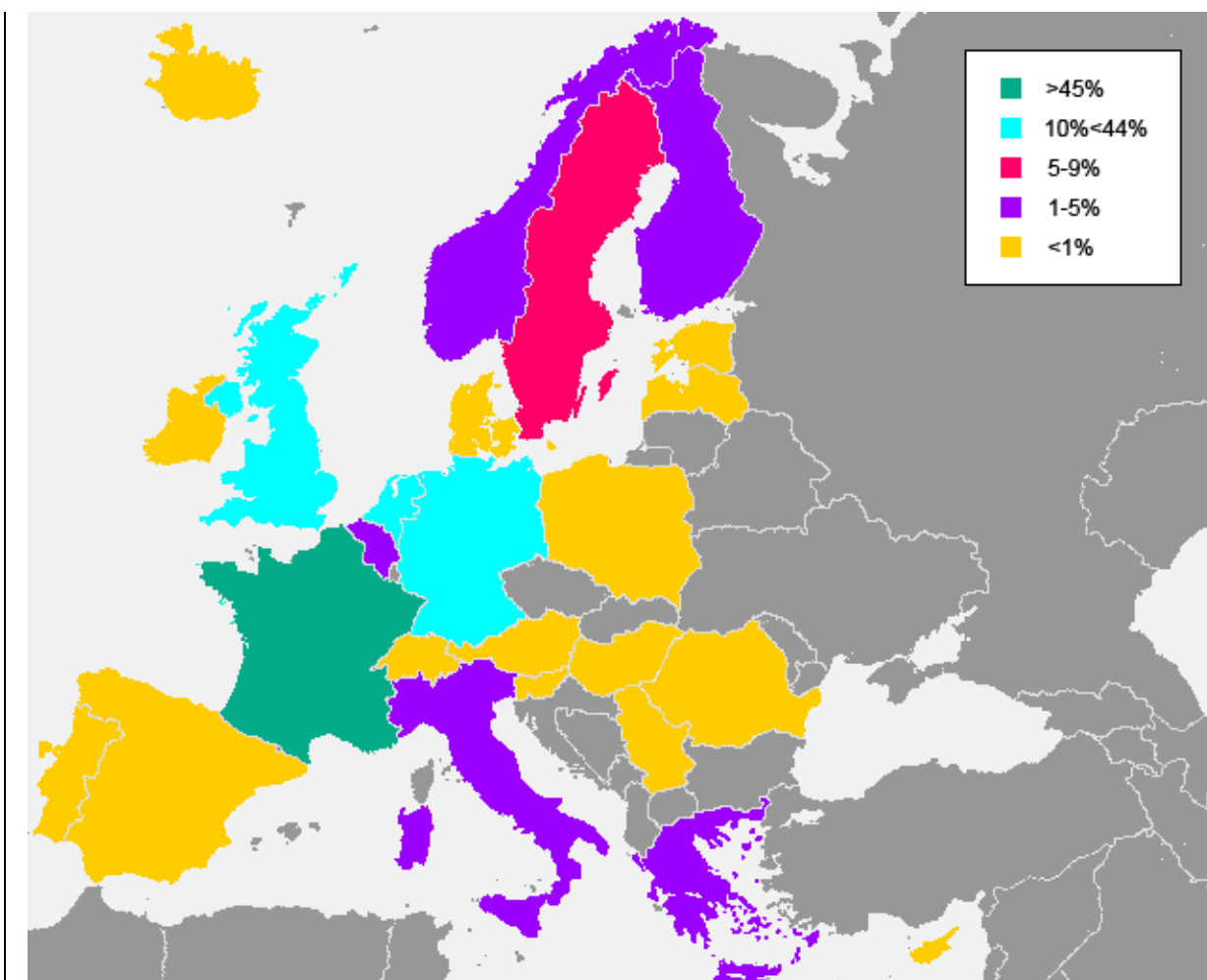


Figure 1: Content in Europeana per country

To achieve its objective of giving access to Europe's digital cultural heritage it is important that the content in Europeana covers all of the European Union and content from all 27 countries is accessible. The countries that are especially under represented at the moment are Austria, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Hungary, Iceland, Ireland, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain and Switzerland.

Europeana will actively try to acquire content from countries that are currently under-represented to achieve a more even geographical spread. The availability of digital content suitable for Europeana is however a limiting factor and it is therefore not possible to set hard

content goals per country. Projects related to Europeana, like Europeana Local and Athena will also be asked to pay special attention to those countries.

## Types of Content

Europeana distinguishes 4 types of content; text, image, video and sound/audio. The classification of an item into one of these categories is made by the content provider in the process of mapping and normalizing their metadata to the Europeana Semantic Elements (ESE). The vast majority of the content, 77% is classified as an image (some of these are images of text, of course). 20% of the content consists of text, video makes up almost 2.5% and less than 0.5% of the content is audio.

Within the content strategy special attention will be given to audio and video collections in order to increase the number of items available in those formats.

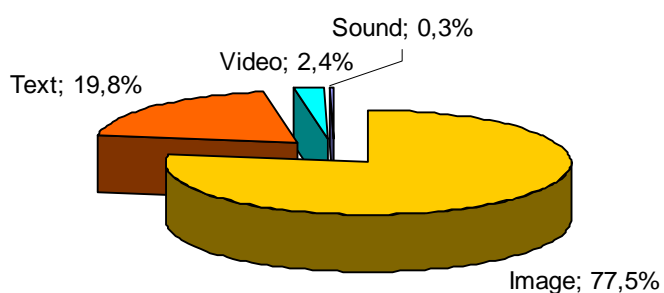


Figure 2: Content in Europeana per type

## Content Providers

The largest content providers to Europeana are Culture.fr, the Saxon State Library and The Memory of the Netherlands. These 3 organizations make up over 60% of the total content. All three organizations act as aggregators of content, aggregating and making available to Europeana content from more than one institution. Promoting aggregation and providing services and expertise to aggregators will be key to Europeana's Content Strategy.

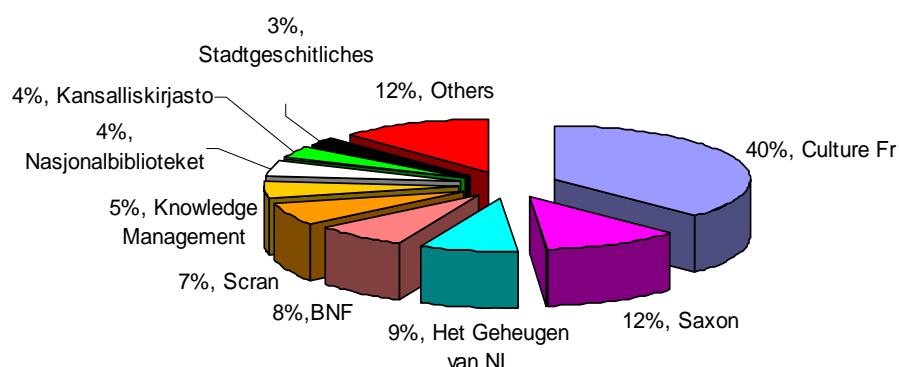


Figure 3: Content in Europeana per content provider, providing more than 3% of the total, July 2009

### Content from Projects

There are several projects running or about to start that are aggregating content for ingestion into Europeana. The below table lists these projects and the content that will be available. Europeana will work closely with all the projects to develop a more detailed content ingestion plan. This will be available on the Europeana project website.

Project	Type of Content	Approx. total amount	Rhine Amount	Ingestion date
Dismarc	Audio	Unknown	Unknown	Sept 09 onwards
Bernstein	Images	Unknown	Unknown	Sept 09 onwards
GAMA		Unknown	Unknown	Sept 09 onwards
Europeana Connect	Mainly Audio but also text & Images	345,000	Unknown	Jan 10 onwards
Europeana Local	Various	10 mill	3 mill	Sept 09 onwards
EFG	Text, Images & Video	13,000	13,000	Sept 09 onwards
Athena	Various	15 mill	Unknown	Jan 10 onwards
APENet	Text & Images	43 mill	Unknown	Jan 10 onwards
BHL Europe	Text & Images	26 mill (page count)	17 mill (page count)	March 10 onwards
Europeana Travel	Text & Images	0.5 mill	Unknown	March 10 onwards
EU Screen	Video	35,000	Unknown	March 10 onwards
MIMO	Text & Images	45,000	Unknown	Unknown
Judaica	Text & Images	6.5 mill	unknown	Unknown

