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# THE MORE YOU GIVE THE MORE YOU GET

Europeana Publishing Framework

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The Europeana Publishing Framework has been developed by Europeana with the support of Kennisland and based on the input of the Content Re-Use Task Force of the Europeana Network. The development was co-funded by the European Union as part of the Europeana Creative project co-ordinated by the Austrian National Library.

# Content

# Vision

**Europeana is evolving. From a solid base as a portal that culture lovers visit to browse Europe's vast heritage, to a platform that can offer audiences more. The future Europeana offers the inspired, creative or entrepreneurial the ability to take what our data partners provide and use it. For innovation. For education. For research. For business. For personal enjoyment.**

We want the cultural heritage collections held in Europeana to be viewed, shared, used and re-used wherever and whenever possible.[1] To support our vision to transform the world with culture, we need to look at how we manage content and bring it in line with the need to deliver it in higher quality to our audiences.

Our research shows us that today's audiences want accurate information, and quick and easy access to relevant pictures, texts, videos and recordings.[2]  This means Europeana's data partners need to deliver both good metadata and, where possible, direct access to content (the digital objects themselves). Direct access via Europeana makes the process of watching a video, listening to a track, reading a book or viewing a high-resolution painting much simpler and quicker and therefore a better user experience.

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. And we will help the partners who want to do more with their collections to create and share high-quality, rich data that's great to look at, is fantastic for researchers, teachers and creative professionals to work with and suits today's technology.

It is clear that if we want to work with professionals in the creative industries, or make our heritage available on platforms like Wikipedia, the demands on metadata and content will be different to if we want our

heritage to be found and viewed on a controlled website like europeana.eu. In this framework, we aim to make these differences understandable and to establish the relationship between what you as a data partner deliver to Europeana, and what you can expect in return.

All data partners have their own requirements, goals and capabilities. We recognise that and support all organizations who want to use Europeana to share their collections more widely. Whether you want to provide minimum level metadata to make your collection available on Europeana Collections, or higher quality data with direct links and open licences that people can build on, we will work with you. Your organization's policies and ambitions set out how you want to share your collections; Europeana can help you reach your goals.

This document sets out four scenarios (we call them tiers) for sharing collections with Europeana, based on what data partners want and are able to provide. These tiers are based on real examples and have been developed in wide-ranging discussion under the Europeana Creative project and with the Europeana Network Content Re-use Task Force and are recommended to our partners.

The guidelines included in this document (and in the annexes) will be applied to new and updated items. While Europeana will not retroactively apply these guidelines, we encourage you to ensure that data that you have provided in the past meets the guidelines presented here.

Once you have made your decisions on how to publish your collections with Europeana and you are ready to start working with us, we will refer you to our accompanying practical guide which tells you exactly what your data needs to include. We aim to keep quality and user experience high; the guide provides a set of criteria to help you reach these standards.

[1] Of course while respecting the rights of creators and other rights holders.

[2] See the report by User Intelligence.

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# Four ways to participate in Europeana - summary

## What you give and what you get for the four tiers of participation

**The scenario you choose will depend on your digital strategy as a cultural institution (what you want) and the type of data that you can provide to Europeana (what you give). You may also take into consideration the services that Europeana can deliver to you (what we do) and the results of these actions (what you get).**

Below you'll find a summary of the four tiers. Read on to discover more about the background and reasons behind this approach, and then look at each tier in more detail.

## 1. Europeana as a search engine: 'I want people to find my collections'

- You want to attract more people to your website and therefore use Europeana primarily as a discovery mechanism directing traffic back to you.
- Audiences view the full digital object on your website, not on Europeana Collections.

What you give and what you get for the four tiers of participation

- If the object you provide is an image you need to provide previews of at least 400 pixels wide (equivalent to about 0.25 megapixels[3]).
- You can expect referrals to your website.

## 2.   Europeana as a showcase: 'I want people to find and view my collections on Europeana'

- You want to use Europeana to reach a wider or more global  audience than your own site achieves.

[3] A megapixel is one million pixels. Megapixels measure the total number of pixels of an image file (width x height). An image in portrait orientation that is 400 pixels wide will measure about 0.25 megapixels. An image in landscape orientation that is 400 pixels wide will measure about 0.12 megapixels. From the perspective of Europeana, the important element is the width of an image since the space allocated to the display of images is standardized in terms of width.

- Audiences see good quality versions of your collections on Europeana Collections, without navigating to a different website. Europeana can present your items in context, for example in the new 'Art History' or 'Music' thematic collections.
- You provide material with a direct link to an image with a minimum width of 800 pixels (equivalent to about 0.5 megapixels).
- You can expect greater exposure on Europeana Collections.

### 3. Europeana as a distribution platform for non-commercial re-use: 'I want people to find, view and use my collections - but not for commercial gain'

- Audiences see high-quality versions of your items on Europeana Collections, without navigating to a different website. Europeana can present  your collections in context, for example in the new 'Art History' or 'Music' thematic collections.
- You supply appropriately licensed material with a direct link to an image of as high a quality as possible, to allow for re-use. We recommend a minimum of 1,200 pixels wide (equivalent of about 1 megapixel) for images.
- Europeana can incorporate your collections into existing projects and partnerships operating in sectors like education (e.g. Historiana) and research (Europeana Research). To do this, the collection must be made available under a rights statement that allows some re-use.
- You can expect greater exposure on and beyond Europeana. Your collections could be used in non-commercial websites, apps and services.

### 4. Europeana as a free re-use platform: 'I want people to find, view and use my content - however they want'

- Audiences see high-quality versions of your items on Europeana Collections, without navigating to a different website. Europeana can present your collections in context, for example in the new thematic 'Art History' or 'Music' thematic collections.

- You supply appropriately licensed material with a direct link to an image of as high a quality as possible, to allow for re-use. We recommend a minimum of 1,200 pixels wide (equivalent to about 1 megapixel) for images.
- Europeana can incorporate your collections into existing projects and partnerships operating in sectors like education (e.g. Historiana), research (e.g. Europeana Research), tourism (e.g. Google Field Trip) and the creative industries (e.g. Europeana Labs). Your data can also be used on open platforms such as Wikimedia, shared with the social media hashtag #OpenCollections and promoted in hackathons. To do this, the collection must be made available under a rights statement that allows free re-use.

You can expect wide reach of your content, increased brand recognition and reputation, and greater exposure on and beyond Europeana Collections. Your collections could be used in commercial and non-commercial websites, apps, services and products.

*Note:*
*This guide uses still images as an example, but it applies equally to all other media types (video, audio and text). Please refer to Appendix 1 for more information on how the strategy applies to these media types.[4]*

[4] At the time of writing, the empirical basis for formulating recommendations related to 3D objects was insufficient.

# Changing technologies and expectations

Europeana started life in 2008. Since then, technology has improved substantially and the role it plays in our lives has become ever greater. Smartphones, high definition screens and tablets are now firmly fixed in our daily lives. Correspondingly, the expectations of the people who use Europeana Collections, or the distribution partnerships of Europeana such as Pinterest, Mashable, Historiana, Google Field Trip, have changed.

As screen resolutions have changed, websites have improved their services, increasingly using more and higher quality content. Europeana must now redesign its content strategy to fit your needs as content providers in attracting audiences of both today and tomorrow.

Both the quantitative research, based on surveying thousands of users, and the more focused qualitative research, based on interviewing about a dozen, clearly show that our data and the way we serve it does not meet audience demand sufficiently.[5] In particular, people find it hard to find the material they are interested in. On Europeana Collections, the resolution of the previews and images is often too low, and people can't always perform the actions they want, like downloading the item they've found. The result is that user satisfaction of the website and other services like the API leaves a lot to be desired. The data does not work for education, research or new applications that Europeana is trying to publish data to on your behalf.

We ask that each record in Europeana has a preview - a small image that represents the digital object. Currently, our maximum preview width is 200 pixels.[6] This size was set in 2008 when 62% of computer screens had a resolution of 1024x768 or less.[7] At the time, a 200 pixel-wide image was a good size preview.

In 2015, 96% of PC screens have a higher resolution than 1024x768 and web content is increasingly viewed on other devices such as tablets and smartphones. The most popular tablet currently (the Apple iPad) has a screen resolution of 2048x1536 pixels and new smartphones regularly have screen resolutions that approach or surpass the resolution of HD television sets (1920x1080 pixels). The trend towards high-resolution displays is slowly

including laptop and desktop computers. Apple recently launched a desktop computer with a screen resolution of 5120x2560.

Because of these changes in technology, from now on, we're encouraging our data partners to share previews with a minimum width of 400 pixels.

The same quality increase is also true for the content that the metadata links to. In 2008, the average vertical resolution of online video (measured in horizontal lines) was 240p (lines). At the time of writing, the last generation smartphones produce 1080p video and the standard upload resolution on platforms like YouTube is 720p.

We need to make sure that the digital objects we make available meet the technical and legal requirements of developers building services on top of the Europeana API as well as the quality expectations of more casual audiences.[8] For example, developers who want to build tablet apps providing state-of-the-art user experiences require image assets of at least 2048x1536 pixels.



200px wide thumbnail to scale on a 2014 retina iMac

[5] See the report by User Intelligence.

[6] The height can be greater than 200 pixels based on the aspect ratio of the original. In this example, the width is the maximum 200 pixels and height is 252 pixels, preserving the aspect ratio of the original.

[7] Source, W3C.

[8] Read Create Once, Publish Everywhere.

# CASE STUDY: How easy is it to actually make something?

Melissa Terras[9] is a digital humanities professor. She's interested in 'maker culture' and the gap between what a creative individual wants from digital cultural heritage material and what they currently get.

Maker culture is all about creating new things by remixing and repurposing existing material. From the worlds of electronics, programming, computer-aided design and digital content come new works like collages, fabrics and 3D printed objects. Maker culture is now being adopted in education as a way of providing a more engaging and participatory approach to learning, bringing core subjects like science, technology, engineering and maths to life.[10]

Melissa has been following the ongoing release of thousands of public domain cultural heritage images on platforms like Europeana and Flickr, and is well aware of the inspiring claims and promises made regarding the re-use of digital content for new learning, innovation and creativity.

But she noticed a discrepancy. Despite the grand claims being made, Melissa noticed that there were very few people looking at online image collections like Europeana and shouting 'Fantastic! Cousin Henry would love a teatowel of that!'

Determined to find out why this gap between intention and reality exists, Melissa embarked on a quest to create something herself. She wanted 'something which is digitised and online, that I like, that I can access, that I can repurpose'.

This turned out to be a lot harder than it sounded. Although there are masses of freely available cultural heritage images online in places like Europeana and Flickr, they are very hard to search for or navigate through by theme, motif or style. Metadata can be variable and some online image repositories even automatically crop pictures, which makes them unsuitable when the requirement is for high-resolution originals. Melissa wanted user-friendly tools or principles like curated themes or selected highlights to

Melissa proudly presenting the result of her creative efforts: a silk scarf featuring the 'Lolly Time' lantern slide, printed by the company BagsOfLove. Photo by Melissa's six-year-old son.

help her navigate the sea of images. She found none.
But eventually, Melissa managed to produce a beautiful scarf out of heritage material. The process led her to this rallying call:

'What do we want? Curated bundles of 300 dpi[11] images of cultural heritage content, freely and easily available with clear licensing and attribution guidelines! When do we want it? Yesteryear!'

[9] Melissa Terras is Director of UCL Centre for Digital Humanities and Professor of Digital Humanities in the UCL's Department of Information Studies. She can be found on twitter @melissaterras.

[10] See Innovation Pedagogy Report 2013.

[11] DPI (dots per inch) is a relative measurement of the resolution of an image. A standard postcard (A6) digitized at 300 dpi measures 1,240 by 1,748 pixels (about 2.2 mega pixels). A one-by-one metre painting digitized at 300 dpi measures 11,811 by 11,811 pixels (or about 140 megapixels).

# How can we help our audiences?

Melissa and her fellow 'makers' are at one end of the scale, looking for high-quality, openly licensed material they can use to create new things, either for their own enjoyment or to meet a business need. At the other end are casual culture lovers, students, teachers, families. These people have simpler but equally valid needs. They might want to browse Renaissance art, find out what Bronze Age tools looked like, show their children how books were illustrated in medieval times, or remind themselves how Vivaldi's Four Seasons sound.

To give all of our audiences the experience they're looking for, we need to do three things.

1. We need to offer our audiences the best quality and richest data and content we can.
2. We need to make that high-quality content easily available and downloadable, whether that's within Europeana Collections or on other sites.
3. We need to offer our audiences a better search, browse and explore experience.

Europeana is working hard to provide a better user experience at europeana.eu. We're improving the site and adding new thematic collections that are much more accessible to audiences. We're also introducing a new Media File Checker that'll make our search more powerful.

Improving data quality and availability are things we must tackle together with you, our data partners. This document, in conjunction with the Europeana Publishing Guide, demonstrates how.

# How to choose your publishing tier

Your organization may already have a policy for how you want to share your collections and what level of use you'd like others to have. If not, you may like to consider developing one. Do you want to use Europeana solely as a way of encouraging people through to your own website? Do you want people to be able to use your collections, make new things with them and share or even sell those creations?

Digitization projects at cultural heritage institutions are usually long-term endeavours and so it's important to think about future compatibility as soon as possible, particularly in relation to resource allocation for the work involved.

Read through the options we offer and decide which one(s) fit your organization's goals and capabilities.

Then take a look at the Europeana Publishing Guide, which gives you all the technical information you need to provide your collections to Europeana.

Finally, contact our Aggregation team to answer any questions and to get started.

**Cycling on water,1914**
Bibliothèque nationale de France,
public domain

Europeana's four publishing tiers

# Tier 1 Europeana as a search engine: 'I want people to find my collections'

Tier 1: Europeana as a search engine

**Example**
'We are a national archive, and we have digitized our photography collections which form a large corpus of work spanning the whole 20th century. They provide a fantastic overview of the history of our country in that period. The quality of the digitized images varies, as we started the process over 10 years ago. The earliest scans are of a much lower quality than the ones we did recently. We would like the general public to get to know these collections but we are not always able to make them available for re-use as some of the collections are from private entities who do not allow re-use. Europeana is a great way for us to standardize our data to make it interoperable, so we'd like to make our collections available on Europeana Collections and increase their visibility.'

**What you want**
You want to make your organization and your content more visible in a European context. For you, making your collections findable in

The new homepage for Europeana Collections

Europeana.eu is a great first step to increasing visibility. You may still be investigating what works best for your collections, or what is possible from a legal perspective.

**What you deliver**
In order to make your collections findable via the Europeana Collections website, you need to provide the metadata and a preview that meet the minimum requirements as established by the Europeana Publishing Guide. If you want your collections to show up first within our search results, you will need to include a direct link to an image of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image, and the URL of the webpage that displays the digital object on your site. Your content can be licensed under any of the rights statements supported by the Europeana Licensing Framework.

## The Europeana Licensing Framework

The Europeana Licensing Framework deals with the copyright status of both the metadata published by Europeana and the digital objects made available via Europeana. The Europeana Licensing Framework aims to ensure that users of Europeana are provided with clear and easy-to-understand information on what they can and cannot do with metadata and content that they encounter via Europeana. The Europeana Licensing Framework is based on two key principles:

• It ensures that all metadata aggregated can be published by Europeana under the same terms and used by anyone for any purpose without any restrictions. To achieve this, Europeana makes available all metadata under the terms of the CC0 Public Domain Dedication.
• With regards to the content, the Europeana Licensing Framework provides a list of standardized rights statements that must be used by data providers to describe the rights status of the digital objects that they make available via Europeana.
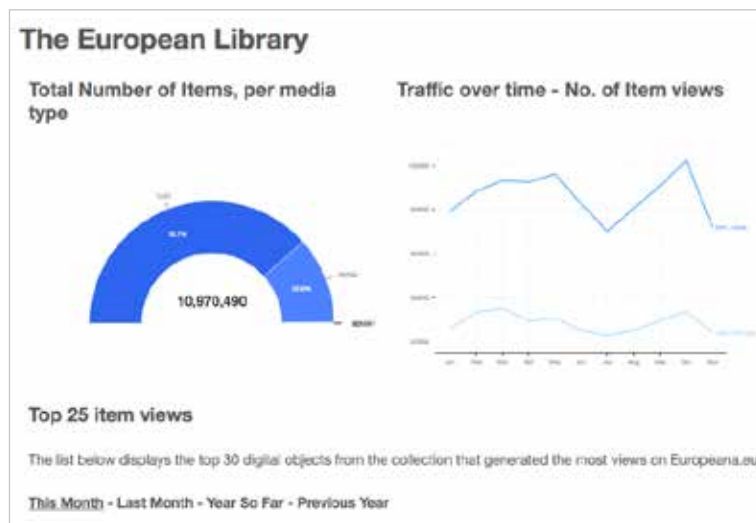
The Europeana Publishing Framework relies on these rights statements when determining if a digital object belongs to Tier 3 or 4. More information on the Europeana Licensing Framework.

**What we do**
Europeana will use the link to the image to create a preview that will then be stored on a Europeana server. This image will only be used to illustrate search results on the Europeana Collections website. To access the digital object or more information about it, Europeana visitors will be directed to the webpage that you have specified. The preview image can be used by visitors to Europeana Collections under the same legal conditions as you have specified for the content. However, the metadata can be used freely by anyone for any purpose. In this scenario, the Europeana API will only provide access to information about the digital object but not to the digital object itself.

**What you get**

- Findability: Your data will be available in a standardized format and indexed by the major search engines like Google and Bing. Linked data technology that runs in the background of Europeana means that whenever people look online for content that matches yours, they're more likely to find you.
- Web traffic: Currently the Europeana Collections website gets about six million visits a year of which about one-third result in a click-through to the provider's website.
- Analytics: A statistics dashboard gives you reliable information about your collections and how they're used on Europeana.



Example of a personalized statistics dashboard. Alpha version available at statistics.europeana.eu

**New map Europe,1700**
Bibliothèque nationale de France,
public domain

NOUVELLE CARTE MARINE
DE TOUS LES PORTS DE L'EUR
SUR L'OCEAN
ET SUR LA MEDITERRANE
*Gravée et*
PRESENTÉE
A MONSEIGNEUR PHELYPEA
CONSEILLER DU ROY EN TOUS SES CONSE
SECRETAIRE D'ESTAT ET DES COMMANDEME
DE SA MAIESTÉ, AYANT LE DEPARTEMENT
DE LA MARINE.
*Par son tres humble et tres obeissant*
*Serviteur BERET.*

FINLANDE
DE SUEDE
KEXHOLM
RUSSIE
BLANCHE
ou DUCHÉ de IZRO
MOSCOVIE
SUEDE
LIVONIE
GRAND DUCHE DE LITHUANIE
DUCHÉ DE PRUSSE
POLESIE
POLOGNE
BASSE ou GRANDE POLOGNE
HAUTE VOLHYNIE
HAUTE de POLOGNE
VOLHYNIE
RUSSIE NOIRE
HAUTE PODOLIE
UKRAINE ou PAYS DES COSAQU
PODOLIE
BASSE PODOLIE
EMAGNE
R. de BOHEME
PRINCIPAUTÉ
PRINCIPAUTÉ
DE TRANSILVANIE
BEGLERBEGLICE de TEMESVAR
BASSE VOLHYNIE
PARTIE DE LA
PETITE
DUCHÉ de CARNIOLA
PRINCIPAUTÉ
ESCLAVONIE
de MOLDAVIE
BESS. ARABIE
PUBLIQUE
VENISE
CROATIE
ESTATS
de VALAQUIE
MER NOIRE
*Autrefois*
GOLFE DE VENISE
BOSNIE
DE L'EMPIRE
SERVIE
TURC EN
PONT-EUXIN
BULGARIE
MER DE
TOSCANE
EUROPE
ROMANIE
ROMELIE
MACEDOINE
SARDAGNE
MER
TIRRHENE
ILES DE LIPARI
MER
IONIENNE ou
SICILE
NATOLIE ou ASIE
PARTIE DES ESTATS
ISLE DE MALTE
MER DE GRECE
MEDITERRANÉE
MER D'AFRIQUE
MER DE LYBIE
MER DE LEVANT
TUNIS
ROYAUME DE TR

# Tier 2 - Europeana as a showcase: 'I want people to find and view my collections on Europeana'

Tier 2: Europeana as a showcase

**Example**
'Our museum is dedicated to the history of fashion. We have a fantastic digital collection of works related to fashion, ranging from first sketches of iconic dresses to original letters from Coco Chanel and advertising posters. Our collections are of decent technical quality and we are cooperating with other institutions and fashion houses in the Europeana Fashion project. We have our own project website but for the long-term sustainability of this initiative, we would like to create or become a part of a thematic collection on Europeana on the topic of fashion. We would like to develop re-use scenarios for some of our collections but not others as they belong to privately owned fashion houses.'

**What you want**
You want to publish your collections on your own website but you also want to highlight some or all of your collections in other ways in order to widen your reach to very specific target groups. In this case, Europeana Collections is a good vehicle for showcasing your collections on a pan-European scale.

29

You may want to take an active role in contextualizing these collections in partnerships with others in the same domain.

**What you deliver**

For inclusion on the Europeana Collections website and its thematic collections, we need suitable metadata and direct links to a preview image and to the digital object on your site (you can also supply a link to a website containing the digital object). The preview image must be at least 400 pixels wide (around0.25 megapixels). If the digital object in question is an image, you must also provide a direct link to an image file that is at least 800 pixels wide (0.5 megapixels). The metadata needs to meet the minimum requirements established by the Europeana Publishing Guide and should be as descriptive and rich as possible.[12]

## Thematic collections

To improve browsing experiences, we're creating thematic collections on Europeana. These are special themed pages that are curated by human beings, not algorithms, and contain only high-quality collections, with direct access to the full digital object on the page (no being referred to other sites). They'll guide people through the themes of music, art, fashion or newspapers (more themes coming later), with the surety that every item is interesting, useful and relevant. Advanced browsing and searching options will let people delve deeper into the curated collection, and we will also provide people with the ability to tag, remix and annotate the collections for their own purposes.

Thematic collections will yield benefits for data partners too. If you provide us with good-quality collections, we can help more people to see them by incorporating them into a thematic collection. That way, they'll benefit from the added context and interest provided by sitting alongside related content from other organizations. Through thematic collections, your material will reach more people, who can then use them in things like research, apps, games, learning resources or commercial products (rights statements permitting).

[12] Examples that make data 'rich': a title that is unique to the collection, a meaningful and understandable description, one or more type classifications, one or more subject classifications, a location designation or coordinates, one or more date or period classifications. Even better is cross-language discoverability which can happen when type, subject, time/period and location are sourced from multilingual vocabularies. See this good example.

Example of the homepage of the Europeana Art History Collections
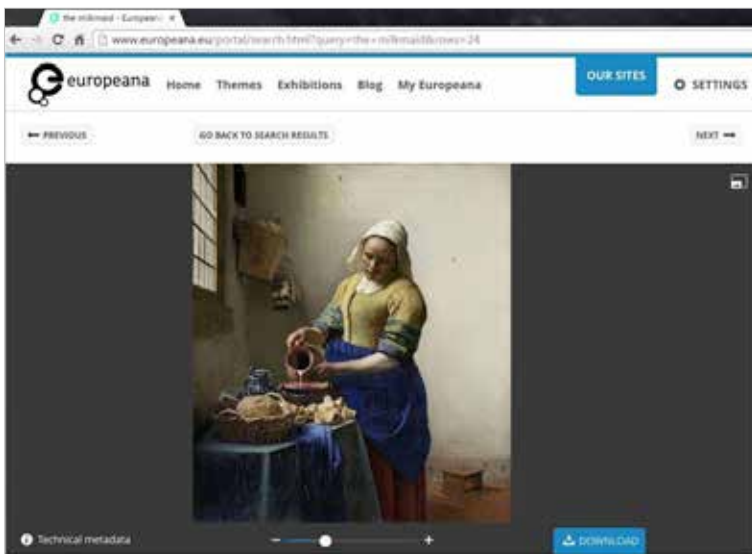


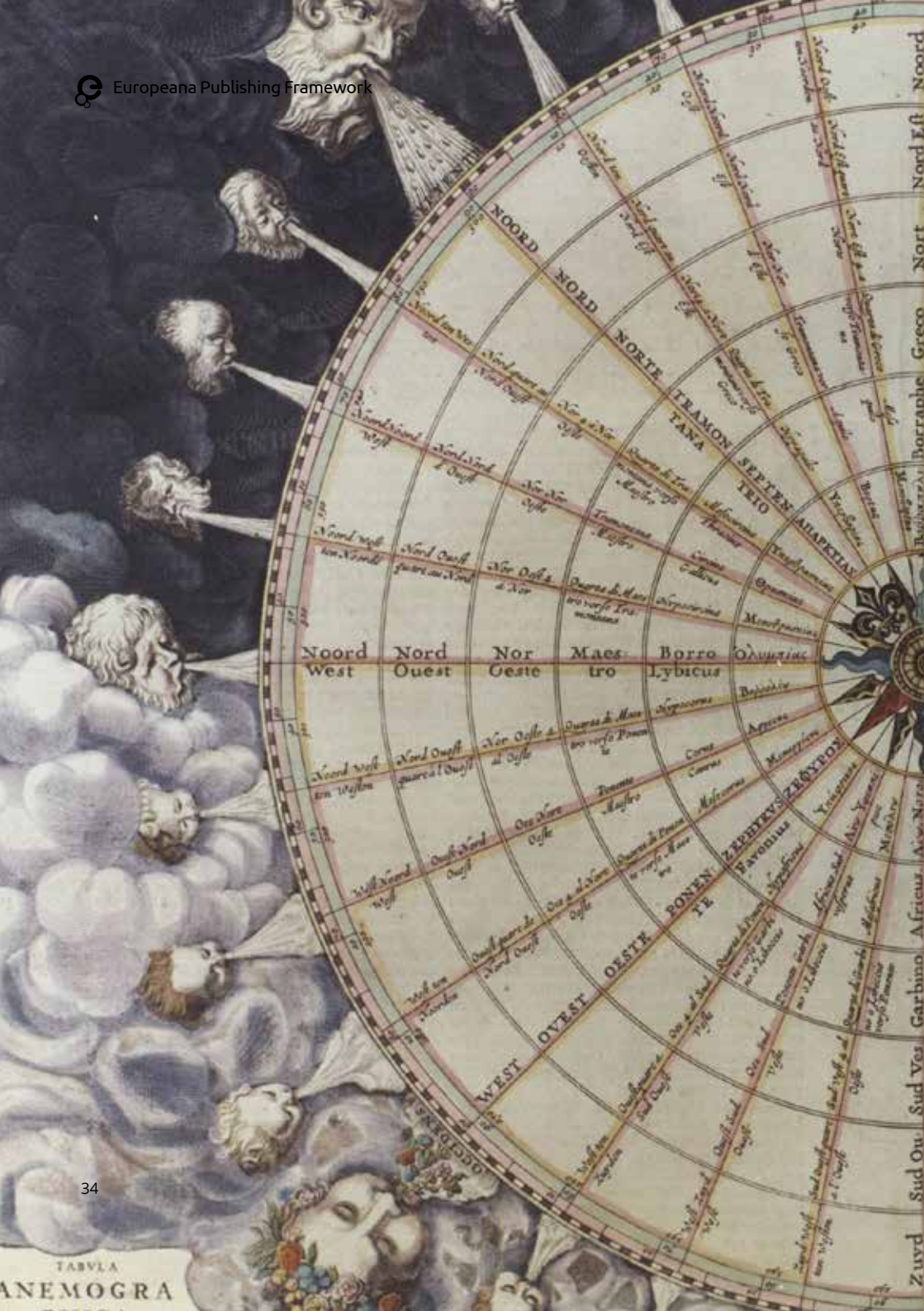An item page in thet Europeana Art History Collections

**What we do**

Europeana will use the link to the image to create a preview that will be stored on a Europeana server. This image will only be used to illustrate search results on the Europeana Collections website.
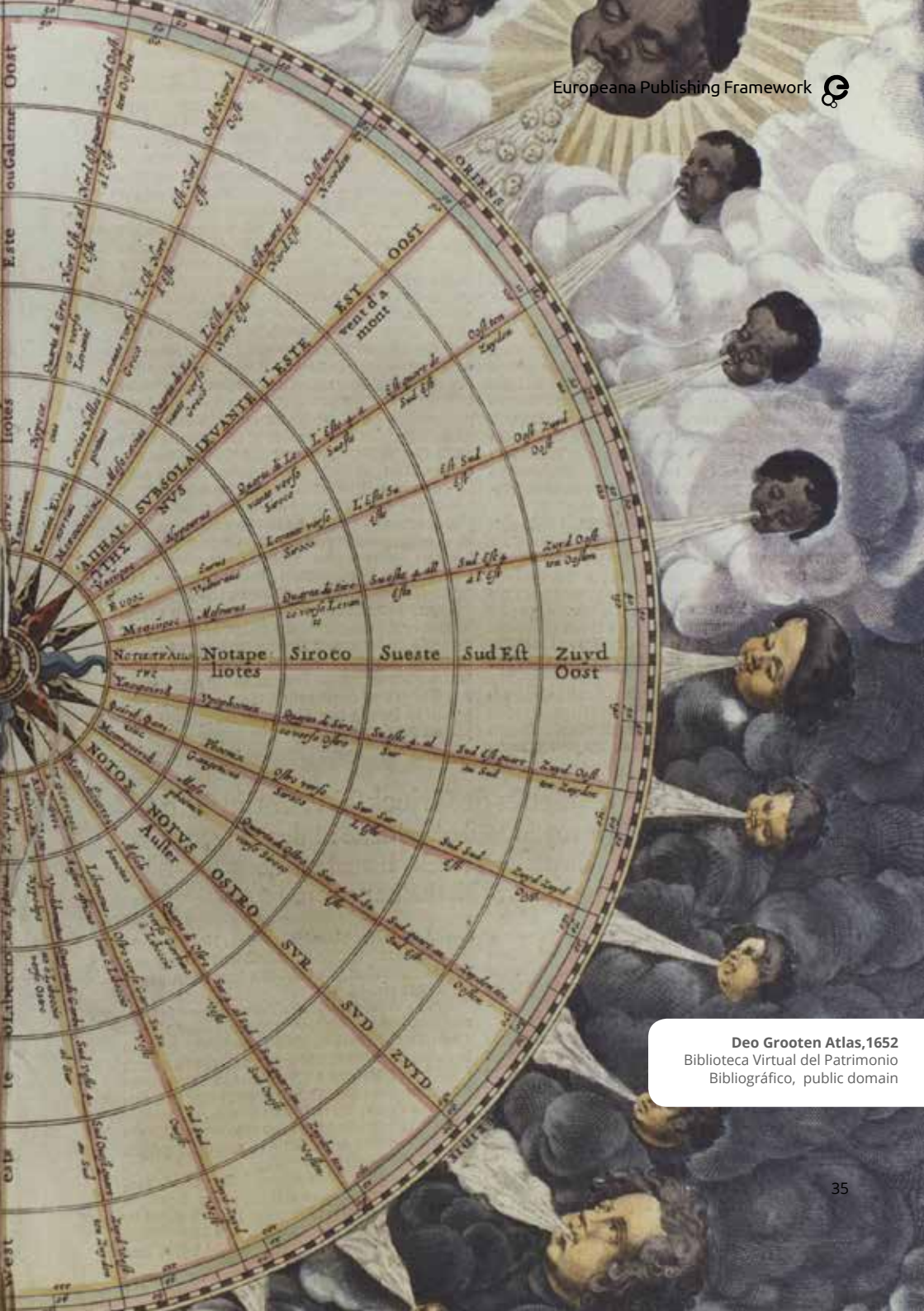
The object could also be made available via thematic collections, if appropriate. If you have provided one, we will offer a link that allows visitors to see the digital object in its original context (on your website). If the user clicks on the 800 pixel wide (around 0.5 megapixel) image you've provided, they can also get it enlarged, in site, as Europeana pulls the image in from your site. This is a continuation of current working practice.

The preview image, as well as the digital object, can be used by visitors of the Europeana Collections website under the conditions of the rights statement you have defined. The metadata itself can be used freely by anyone for any purpose. In this scenario, the Europeana API will provide access to information about the digital object (the metadata) as well as a direct link to the digital object itself.

**What you get**

- Findability: Your data will be available in a standardized format and indexed by the major search engines like Google and Bing. Linked data technology that runs in the background of Europeana means that whenever people look online for content that matches yours, they're more likely to find you.
- Web traffic: Currently Europeana Collections gets about six million visits a year of which about one-third result in a click-through to the provider's website.
- Analytics: A statistics dashboard gives you reliable information about your collections and how they're used on Europeana.
- Thematic collections: Because your data quality is good, we can include your material in our powerful thematic collections, putting them in context and in relation to other collections from across Europe.
- Marketing: Because the quality of data you've provided us is good, Europeana can market your collections to a greater extent, particularly if they are part of a thematic collection.

NOORD

NORD

NORTE

TRAMON
TANA

SEPTEN
TRIO

Noord
West

Nord
Ouest

Nor
Oeste

Maes
tro

Borro
Lybicus

Olympias

PONEN
TE

ZEPHYRUS

Favonius

WEST

OVEST

OESTE

OCCIDENS

TABVLA
ANEMOGRA

**Deo Grooten Atlas,1652**
Biblioteca Virtual del Patrimonio
Bibliográfico, public domain

# Tier 3. Europeana as a distribution platform: 'I want people to find, view and use my collections – but not for commercial gain'

Tier 3: Europeana as a non-commercial distribution platform

**Example**
'Our library has worked with Europeana for a long time and has lately been involved in the campaigns for Europeana 1914-1918. Our library has digitized primary sources relevant to the First World War and hosted a number of very successful events at which people from our community shared their family stories about this period. Our material is in Europeana, which generates good additional visibility to our collections. This material belongs to all of us, and we want to expand its reach to other places where people with an interest in this topic congregate. Our collections are (in most cases) of superior technical quality and are available under legal conditions that allow re-use, but with some restrictions. It is easier for us to make them available for educational re-use, but we can negotiate commercial re-use with some of our rights holders as well.'

**What you want**
You want your collections to be accessed and used by as many people as possible, but you do not want to, or cannot allow, their commercial use.

37

Europeana is well-positioned to make your data available as widely as possible and you are able to meet the criteria for doing so, albeit with some restrictions.

**What you deliver**
In order to ensure that your content can be-reused by a wide spectrum of users, you need to provide your content under a rights statement that allows re-use. Europeana currently supports nine rights statements that allow re-use (six Creative Commons licences, CC0, PDM and OOC-NC).

Your metadata needs to meet the minimum requirements established by the Europeana Publishing Guide and should be tailored to the needs of potential re-users. The more context you provide, the more likely it is that your digital objects will be found and re-used. You must provide a direct link to an image of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image, as well as a direct link to the digital object. You can also supply a link to a website containing the digital object. We recommend that you offer your digital objects in as high a technical quality as possible. We recommend that you make images available in the best possible resolution but at least 1,200 pixels wide (1 megapixel).

**What we do**
Europeana will use the link to the image to create a preview that will then be stored on a Europeana server. This image will only be used to illustrate search results on the Europeana Collections website.

The object could also be made available via thematic collections, if appropriate. If you have provided one, we will offer a link that allows visitors to see the digital object in its original context (on your website). If the user clicks on the 800 pixel wide (around 0.5 megapixel) image you've provided, they can also get it enlarged, in situ, as Europeana pulls the image in from your site. This is a continuation of current working practice.

The preview image as well as the digital object can be used by visitors to Europeana Collections under the conditions of the rights statement you specify. The metadata itself can be used freely by anyone for any purpose. In this scenario, the Europeana API will provide access to information about the digital object as well as direct links to the digital objects for re-use. Europeana will provide users of the portal and the API the ability to limit their search queries to digital objects that are re-usable and that meet user-specified minimum quality requirements (for example, images that are at least 1,200 pixels wide).

Example of material held by Europeana being re-used for educational purposes on Historiana

## Rights statements that allow re-use

Among the 13 rights statements for digital content that are supported by the Europeana Licensing Framework there are 9 which allow users of the website and other third parties re-use of the digital object. Among these we differentiate between free reuse (re-use that is not subject to restrictions or conditions) and re-use with some restrictions.

The following four rights statements allow free re-use of the associated digital object:

- The Public Domain Mark (PDM) indicates that the object is in the public domain and can be re-used without any restriction.
- The Creative Commons CC0 1.0 Universal Public Domain Dedication (CC0) indicates that the object has been dedicated to the Public Domain and can be re-used without any restriction.
- The Creative Commons Attribution Licence (CC BY) allows free reuse of the object as long as attribution is given.
- The Creative Commons Attribution, ShareAlike Licence (CC BY-SA) allows free re-use of the object as long as attribution is given. If derivative works are distributed, they must be distributed under the same licence.

In addition there are five rights statements that allow re-use with some restrictions:

- The Creative Commons Attribution, Non-Commercial  Licence (CC BY-NC) allows non-commercial re-use of the object as long as attribution is given.
- The Creative Commons Attribution, Non-Commercial, ShareAlike Licence (CC BY-NC-SA) allows non-commercial re-use of the object as long as attribution is given. If derivative works are distributed, they must be distributed under the same licence.
- The Creative Commons Attribution, Non-Commercial, No Derivatives Licence (CC BY-NC-ND) allows non-commercial sharing of the object as long as attribution is given. Modifications of the work are not allowed.
- The Creative Commons Attribution, No Derivatives Licence (CC BY-ND) allows sharing of the object as long as attribution is given. Modifications of the object are not allowed.
- The Out-of-Copyright, Non-Commercial Re-use Licence  (OOC-NC) allows non-commercial re-use of the object.

For more information, please refer to the list of available rights statements.

**What you get**
- Findability: Your data will be available in a standardized format and indexed by the major search engines like Google and Bing. Linked data technology that runs in the background of Europeana means that whenever people look online for content that matches yours, they're more likely to find you.
- Web traffic: Currently Europeana Collections gets about six million visits a year of which about one-third result in a click-through to the provider's website..
- Analytics: A statistics dashboard gives you reliable information about your collections and how they're used on Europeana. We will provide statistics about the engagement we can measure outside of Europeana, e.g. on education sites.

- Thematic collections: Because your data quality is good, we can include your material in our powerful thematic collections, putting it in context and in relation to other collections from across Europe.
- Marketing: Because the quality of data you've provided us is good, Europeana can market your collections to a greater extent, particularly if they are part of a thematic channel.
- Impressions: Your collections are viewed on platforms and services outside of Europeana.
- Partnerships and projects: Europeana can incorporate your collections into existing projects and partnerships operating in sectors like education (e.g. Historiana) and research (e.g. research.europeana.eu).
- Apps and services: You'll see your collections being incorporated into new apps and services, bringing them to new audiences and being used in ways you may never have expected. Because you've allowed your collections to be used, you're helping people to learn, be inspired and create new things.

**Arrival of a Portugese ship,
anonymous 1600 - 1625**
Rijksmuseum, Amsterdam,
public domain

# Tier 4. Europeana as a free re-use platform: 'I want people to find, view and use my collections - however they want'

Tier 4: Europeana as a re-use platform

**Example**

'We are an audiovisual archive representing public and private broadcasters in our country. Most of our collections are, of course, from the 20th century and the rights situation is complicated. However, we own the rights to parts of our collections and have experimented with making them available under 'open' licences that allow free re-use. The results have been extremely positive, in particular, the collections that have been taken up by Wikipedia have increased visibility to our material far beyond what we could do ourselves. Europeana has the expertise and tools to make collections that are of good quality and that are licensed for free re-use available on these platforms.'

**What you want**

You want your collections to be accessed and used by as many people as possible, including in commercial services or products. You see the value that use and free re-use of your collections brings to society, creative industries and business and your collections are fit for that purpose. Europeana is well-positioned to make your data as widely available as possible.

**What you deliver**

In order to ensure that your content can be re-used by a wide spectrum of users, you need to provide your content under a rights statement that allows free re-use.[13] Europeana currently supports four rights statements that allow free re-use (CC BY, CC BY-SA, CC0, PDM).

The metadata needs to meet the minimum requirements established by the Europeana Publishing Guide and should be tailored to the needs of potential re-users. The more context you provide, the more likely it is that your digital objects will be found and re-used.

In addition to a direct link to an image of at least 400 pixels wide (0.25 megapixels) that can be used as a preview image, you also need to provide a direct link to the digital object and you can also supply a link to a website containing the digital object. We recommend that you offer your digital objects in as high a technical quality as possible. We recommend that you make images available in the best possible resolution but at least 1,200 pixels wide (1 megapixel).

**What we do**

Europeana will use the link to the image supplied to create a preview that will then be stored on a Europeana server. This image will only be used to illustrate search results on the Europeana Collections website.

The object could also be made available via thematic collections, if appropriate. If you have provided one, we will offer a link that allows visitors to see the digital object in its original context (on your website). If the user clicks on the 800 pixel wide (around 0.5 megapixel) image you've provided, they can also get it enlarged, in situ, as Europeana pulls the image in from your site. This is a continuation of current working practice.

The preview image as well as the digital object can be used by visitors to Europeana Collections under the conditions of the rights statement you've chosen. The metadata itself can be used freely by anyone for any purpose. In this scenario, the Europeana API will provide access to information about the digital object as well as direct links to the digital objects for re-use.

Performing at the Umeå jazz festival, Sweden. 1979

Example of an image held on Europeana being re-used on Wikimedia Commons. This one was uploaded to Commons with the GLAM-Wiki toolset via Europeana. The article is viewed about 10,000 times per month.

Europeana will provide users of its website and API the ability to limit their search queries to digital objects that are re-usable and that meet user-specified minimum quality requirements, for example, images that are at least 1,200 pixels wide (1 megapixel).

**What you get**
- Findability: Your data will be available in a standardized format and indexed by the major search engines like Google and Bing. Linked data technology that runs in the background of Europeana means that whenever people look online for content that matches yours, they're more likely to find you.
- Web traffic: Currently Europeana Collections gets about six million visits a year of which about one-third result in a click-through to the provider's website.

[13] Free re-use is re-use with minimal or no conditions attached. This includes the ability to use the digital objects for commercial purposes.

## Media File Checker

The Media File Checker is a new tool currently under development that will analyse the technical quality of digital objects that are made available via Europeana. The Media File Checker will check certain parts of every dataset provided to Europeana and automatically extract technical metadata like image resolution, file type and file size. This information will be used to improve the search in Europeana and allow users of Europeana Collections and the Europeana API to limit their queries to digital objects meeting their technical requirements.

For example, developers might want to filter search results to only show records that have direct links to media files meeting specific criteria. Their search could be for items for which the creator is Rembrandt van Rijn, the digital object is freely re-usable, and which have a direct link to at least one image with a minimum width of 1,200 pixels (around 1 megapixel).

- Analytics: A statistics dashboard gives you reliable information about your collections and how they're used on Europeana. We will provide statistics about the engagement we can measure outside of Europeana too, e.g. on education sites.
- Thematic collections: Because your data quality is good, we can include your material in our powerful thematic collections, putting it in context and in relation to other collections from across Europe.
- Marketing: Because the quality of data you've provided us is good, Europeana can market your material to a greater extent, particularly if they are part of a thematic collection.
- Impressions: Your collections are viewed on platforms and services outside of Europeana.
- Partnerships and projects: Europeana can incorporate your collections into existing projects and partnerships operating in sectors like education (e.g. Historiana) and research (e.g. Europeana Research), tourism (e.g. Field Trip) and the creative industries (e.g. Europeana Creative). Your data can also be used on open platforms such as Wikimedia, shared with the social media hashtag #OpenCollections and promoted in hackathons.

- Apps and services: You'll see your collections being incorporated into new apps, products and services, bringing them to new audiences and being used in ways you may never have expected. Because you've allowed your collections to be used, you're helping people to learn, be inspired and create new things. And because you've allowed your collections to be used commercially, you're helping creative businesses to grow and succeed.
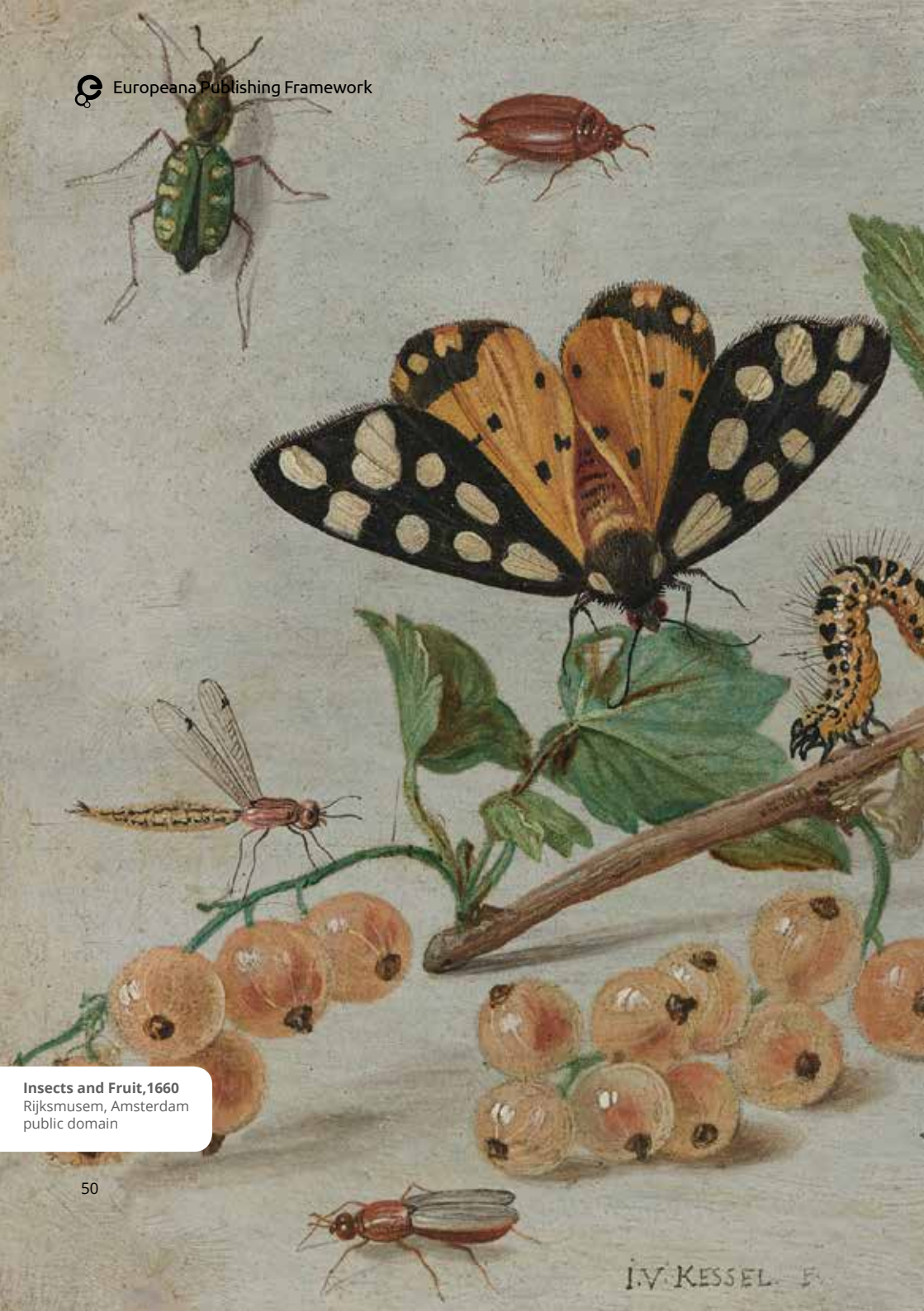
**Insects and Fruit, 1660**
Rijksmusem, Amsterdam
public domain

J.V. KESSEL. F.

# Appendix 1: Other media formats

**Video**

Measuring the technical quality of video files has something in common with that of still images. As with still images, the display resolution of a video file is a primary element that viewers will notice when comparing quality. With regards to video files, there are also a number of quality criteria, such as the original resolution (it makes no sense to offer a video image in a resolution that is higher than the original), the file format (preferably an open format that can be played without the need for specific proprietary software) and the quality of the encoding. Video files should be encoded with a bitrate that is sufficient for the display resolution and the display resolution should be the same or lower than the original resolution (no upscaling).

With regards to the different publication scenarios identified in this document, the following recommendations should be taken into account.

*Tier 1 (Europeana as a search engine)*

If you are contributing video material because you want it to be findable via Europeana Collections, then you need to provide a minimum of a link to the video file or a website on which the video file can be accessed. It is also strongly recommended that you provide a link to a still image file of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to illustrate search results on Europeana Collections. Usually this a representative shot from the video or a so-called poster image.

*Tier 2 (Europeana as a showcase)*

If you want to enable Europeana to use your video material as part of thematic collections and make it more accessible on the Europeana Collections site, then you need to provide a minimum of a direct link to a video file in a format that can be played directly by modern browsers (the file type should be either .mp4, .mov or .webm). The video file should have a minimum vertical resolution (height) of 480 pixels. You may also provide a link to a still image file of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to illustrate search results on Europeana Collections. Video files that meet these requirements will be accessible directly on the thematic collections pages as embedded videos..

*Tier 3 (Europeana as a distribution platform for non-commercial re-use)*
If you want to make use of Europeana as a distribution platform that enables the use of your video files by private individuals, educators and researchers, then, in addition to the criteria described for Tier 2 above, you also need to make sure that the video file comes with one of the five rights statements that allow re-use (four Creative Commons licences: CC BY-NC, CC BY-NC-ND, CC BY-NC-SA, CC BY-NC-ND; or OOC-NC).

In this case, the quality (resolution) of the video material should be as high as possible with a minimum height of at least 480 pixels.

*Tier 4 (Europeana as a free re-use platform)*
If you want to make use of Europeana as a platform that enables the free re-use of your video files, then, in addition to the criteria described for Tier 2 above you also need to make sure that the video file comes with a rights statement that allows free re-use (CC BY, CC BY-SA, CC0 or PDM). In this case, the quality (resolution) of the video material should be as high as possible with a minimum height of at least 480 pixels.

**Audio**
It is best practice for audio files to be published in a quality that preserves the quality of the underlying recording. On a web-based platform like Europeana Collections, an important criterion is direct access to an audio file that can be played without the need for additional software (plugins).

With regards to the different publication scenarios identified in this document, the following recommendations should be taken into account.

*Tier 1 (Europeana as a search engine)*
If you are contributing audio material to Europeana because you want it to be findable via Europeana Collections then you need to provide a minimum of a link to the audio file or a website on which the audio file can be accessed. It is also strongly recommended that you provide a link to a still image file of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to represent the audio file on Europeana Collections (such as an album cover or similar).

*Tier 2 (Europeana as a showcase)*
If you want to enable Europeana to use your audio material as part of thematic collections and make it more accessible on the Europeana Collections site, then you need to provide a minimum of a direct link to an

audio file in a format that can be played directly from modern browsers (.mp3, .ogg, .aac or .wav). You may also provide a link to a still image file, such as a photo of an album cover, of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to represent the audio file on Europeana Collections.

Audio files that meet these requirements will be accessible directly on the thematic collection pages as embedded audio files.

*Tier 3 (Europeana as a distribution platform for non-commercial re-use)*
If you want to make use of Europeana as a distribution platform that enables the use of your audio files by private individuals, educators and researchers, then, in addition to the criteria described for Tier 2 above, you also need to make sure that the audio file comes with one of the five rights statements that allow re-use (four Creative Commons licences: CC BY-NC, CC BY-NC-ND, CC BY-NC-SA, CC BY-NC-ND; or OOC-NC).

In this case, the quality of the audio file should be as high as possible, so as close as possible to the digital source file encoded in a lossless file format. Please provide higher quality files in addition to file formats supported by web browsers for online playback (see Tier 2 above).

*Tier 4 (Europeana as a free re-use platform)*
If you want to make use of Europeana as a platform that enables the free re-use of your audio files elsewhere, then, in addition to the criteria described for Tier 2 above, you also need to make sure that the audio file comes with a rights statement that allows free re-use (CC BY, CC BY-SA CC0 or PDM). In this case, the quality of the audio file should be as high as possible and in addition to file formats supported by web browsers, the audio file can also be encoded in .flac or another lossless file format.

**Text**
Europeana provides access to text files in a variety of formats. If you want to enable others to re-use the text documents that you are making available, you should do so in downloadable file formats that allow users to manipulate the text.

With regards to the different publication scenarios identified in this document, the following recommendations should be taken into account.

*Tier 1 (Europeana as a search engine)*
If you are contributing text documents to Europeana because you want them to be findable via Europeana Collections, then you need to provide a minimum of a link to the text file or a website on which the text can be accessed. It is also strongly recommended that you provide a link to a still image file of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to represent the text file on Europeana Collections.

*Tier 2 (Europeana as a showcase)*
If you want to enable Europeana to present your text files as part of thematic collections and make them more accessible on the Europeana Collections site, then you need to provide a minimum of a direct link to a text file (preferably a full text searchable .pdf) and you may also provide a link to a still image file of at least 400 pixels wide (around 0.25 megapixels) that can be used as a preview image to represent the text file on Europeana Collections.

PDF files will be made directly available on thematic collections pages via a PDF viewer.

*Tier 3 (Europeana as a distribution platform for non-commercial re-use)*
If you want to make use of Europeana as a distribution platform that enables the use of your text documents by private individuals, educators and researchers, then, in addition to the criteria described for Tier 2 above, you also need to make sure that the text documents come with one of the five rights statements that allow re-use (four Creative Commons licences: CC BY-NC, CC BY-NC-ND, CC BY-NC-SA, CC BY-NC-ND; or OOC-NC).

*Tier 4 (Europeana as a free re-use platform)*
If you want to make use of Europeana as a platform that enables the free re-use of your text documents, then, in addition to the criteria described for Tier 2 above, you also need to make sure that the text documents come with a rights statement that allows free re-use (CC BY, CC BY-SA CC0 or PDM). To enable others to re-use the text documents, they should be full text searchable and available in an open file format (.pdf, .txt, .epub, .xml or .rtf).

**3D objects**
We currently have too little experience with 3D objects to formulate recommendations related to the four publication scenarios. We will formulate such scenarios once we have more information about distribution of such objects via Europeana.

# Appendix 2: Relevant EDM fields

To be included in Europeana, data has to be in a specific format - the Europeana Data Model (EDM). It is the format used in the aggregation processes and published on the Europeana Collections site and via other Europeana data services.

The EDM fields relevant to our recommendations are:

| | |
|---|---|
| edm:object | the link to the object provided here is used to create a preview |
| edm:isShownAt | a link to a website containing the digital object |
| edm:isShownBy | a direct link to the digital object |
| edm:rights | the rights statement you have defined for the object |

Please see the Europeana Publishing Guide and the Europeana Data Model pages on Europeana Pro for more information.

# Appendix 3: Glossary

For a full list see: http://pro.europeana.eu/glossary

Dataset: An administrative unit representing a suitable amount of Content or Metadata for ingestion or download.

Content: A physical or Digital Object that is part of Europe's cultural and/or scientific heritage, typically held by a Data Provider.
Note: You can use the terms Content and Digital Objects interchangeably.

Digital Object: A digital representation of an object that is part of Europe's cultural and/or scientific heritage. The Digital Object can also be the original object when born digital.

Metadata: The textual information and hyperlinks that serve to identify, discover, interpret and/or manage Content.
Note: This is a general term used to describe any element of Metadata.

Preview: A reduced size or length audio and/or visual representation of Content, in the form of one or more images, text files, audio files and/or moving image files.

Thumbnail: A reduced and/or low-resolution version of the Digital Object, normally limited by pixel dimensions, commonly used as the basis of the Preview.

Europeana API: The Europeana API (Application Programming Interface) is a web service which provides remote access to the Europeana collections, allowing you to build applications, websites and mash-ups that include a customized view of Europeana Metadata and Content.

Re-Use: The ability to make use of a Digital Object or Metadata that is available online, through the acts of sharing, duplicating, modifying or publishing.

Freely Re-usable Content: Digital Objects that are available for re-use with minimal or no conditions, specifically those objects labelled Public Domain, CC0, CC BY and CC BY-SA.

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**The Underwave off Kanagawa**
Rijksmusem, Amsterdam
public domain