



Europeana Foundation Governing Board Meeting

Paper 3
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Business Plan 2016 Report
Action proposed: For information

Circulation:

Europeana Foundation Governing Board Members & Observers

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Public



Insects and Fruit
Jan van Kessel
1660 - 1665, Rijksmuseum
Netherlands, Public Domain

europeana

Business Plan 2016

Overview Report

27 February 2017 Board Meeting

J.V. KESSEL 5

GOAL: CREATE VALUE FOR PARTNERS

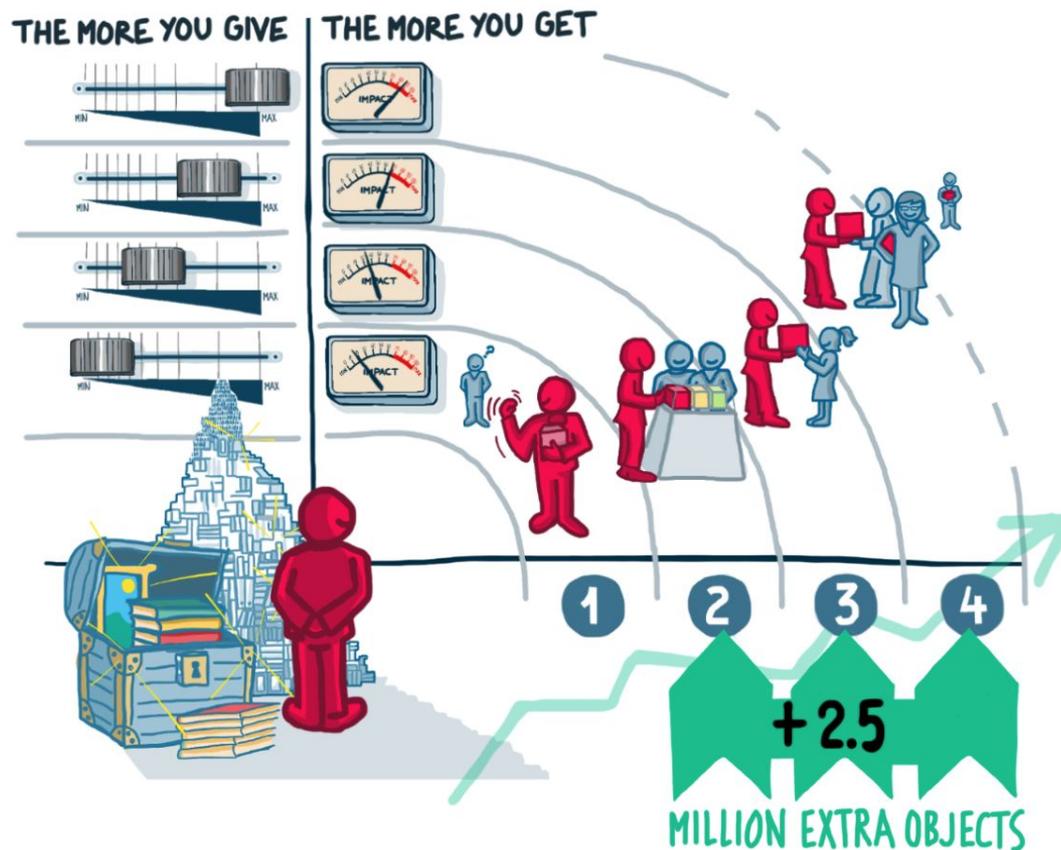


KPI I:
we aim for
a 4 or 5 star rating
for our products
by >60%
of our partners
and customers.

December 31 2016 status

- At the end of the year we measured customer satisfaction on all our products using online surveys. We aimed for a 60% good to excellent (4-5 star) satisfaction rating on all our products:
 - Europeana Collections - 66.3% (avg. of 2 surveys in Nov 2016)
 - Faces of Europe exhibitions - 71.4% (avg. of 8 exhibitions)
 - Music Collections - 63.7%
 - Europeana Pro - 52,6%
 - Europeana Labs - 55,1%
 - Europeana Research - 42,5%
- Conclusion: Europeana collections and thematic collections score on or above the aimed for satisfaction levels. The professional sites score lower than aimed for and will be redesigned in 2017.

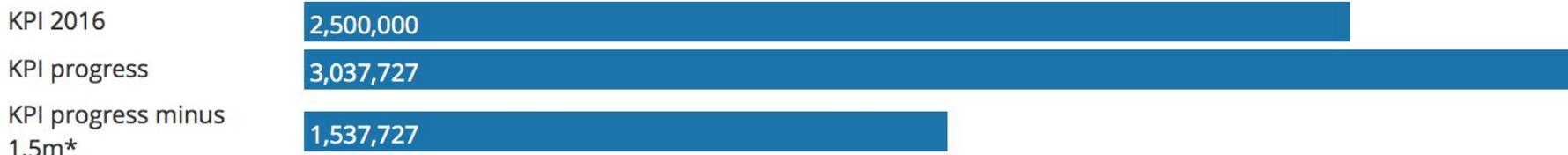
GOAL: IMPROVE DATA QUALITY



KPI II:
we aim to add at least
2.5 million records to
tier 2, 3 or 4 of the
Europeana Publishing
framework.

Performance Indicators

Improve data quality: 2.5m more data in tier2+ of EPF

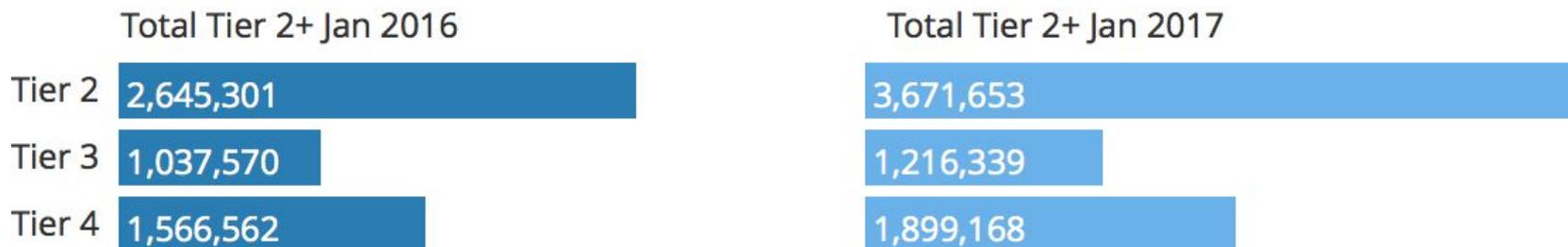


** The KPI progress includes about 1.5m records that should not be considered as tier 2+*

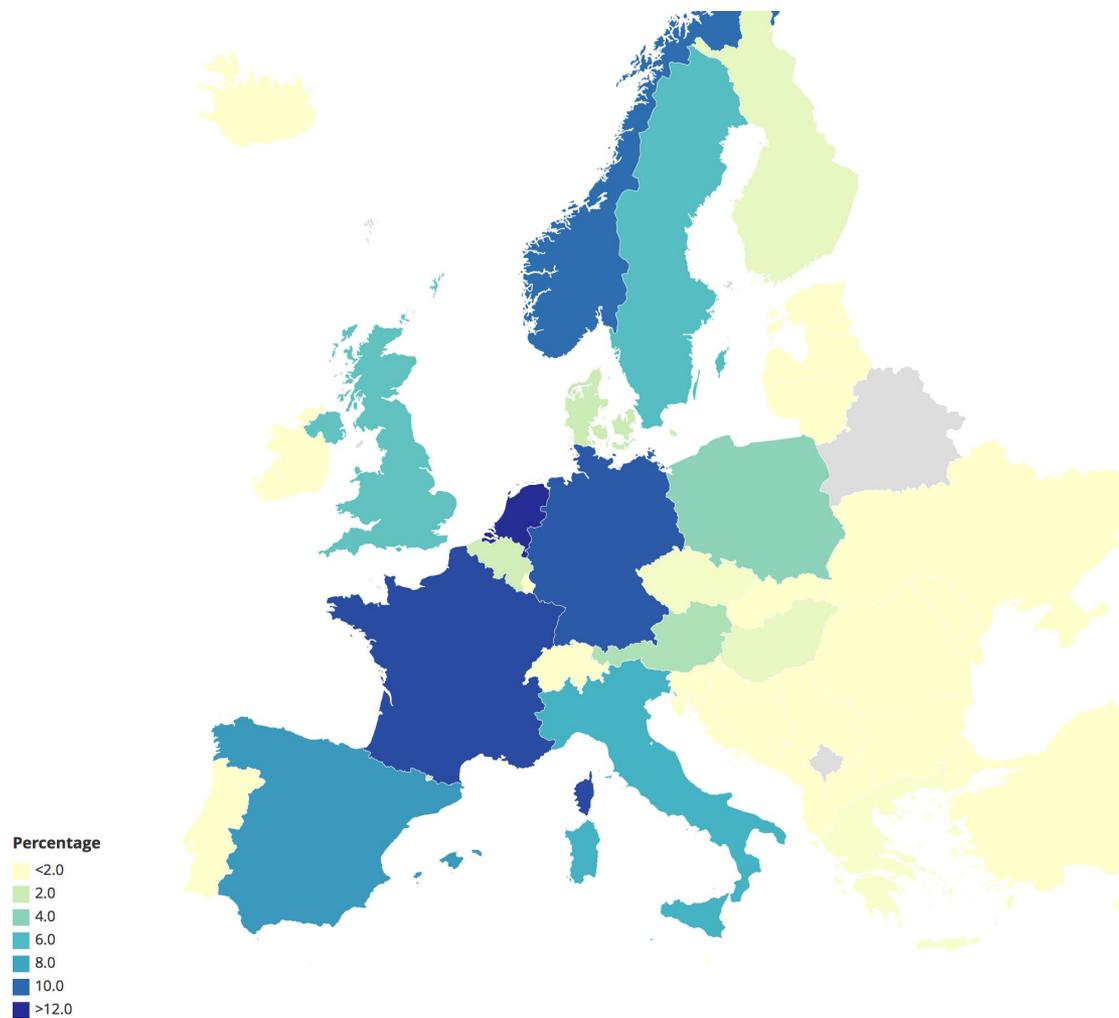
- Conclusion: While we can technically claim to have reached the KPI in December feel we need to subtract the Norwegian archive of 1.5 million records (Esso drilling archive) which should really be counted as 1 resource. However, the numeric increase in tier 2+ content has risen to 3.0 million in January so we can count this KPI as large met. It should be noted that the current KPI does not reflect the improvements in technical metadata; we are working on implementing this in the 2017 KPIs.

Performance Indicators: breakdown tier 2/3/4

Breakdown tier 2/3/4: progress in 2016

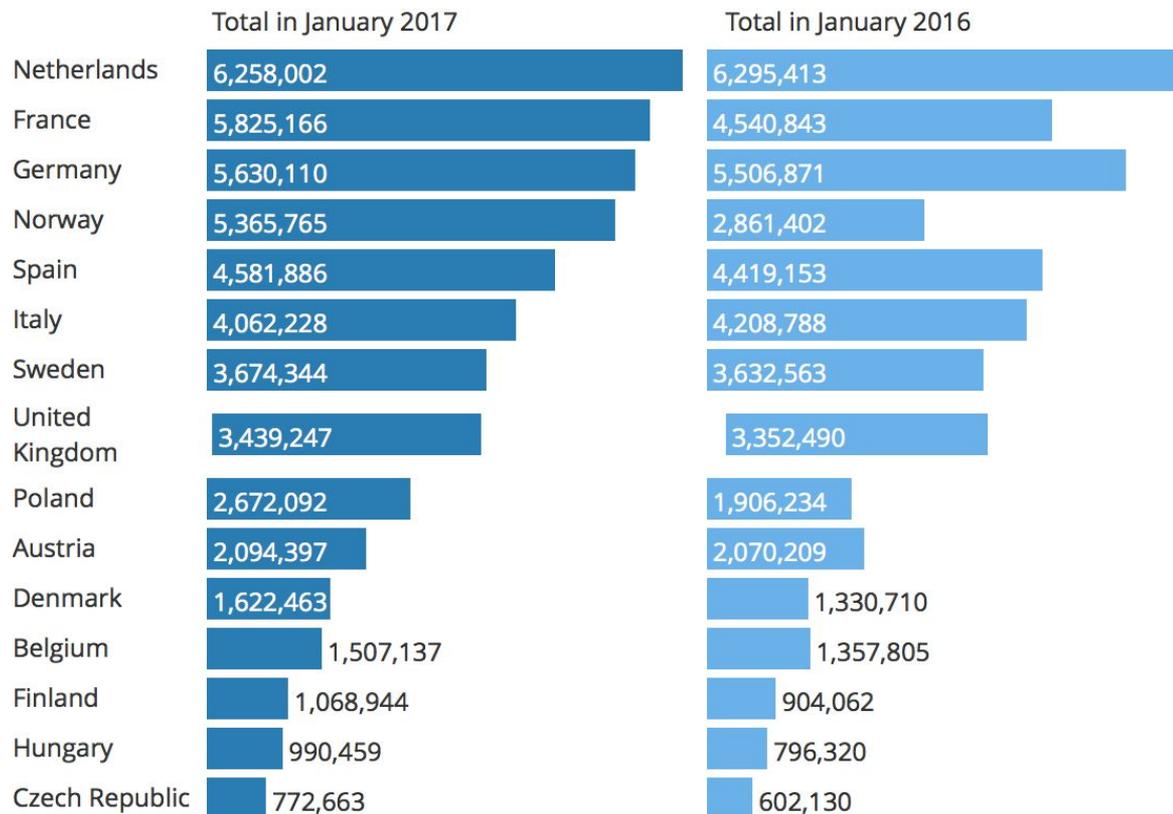


Content in Europeana by country (January 2017)



Progress per country in 2016

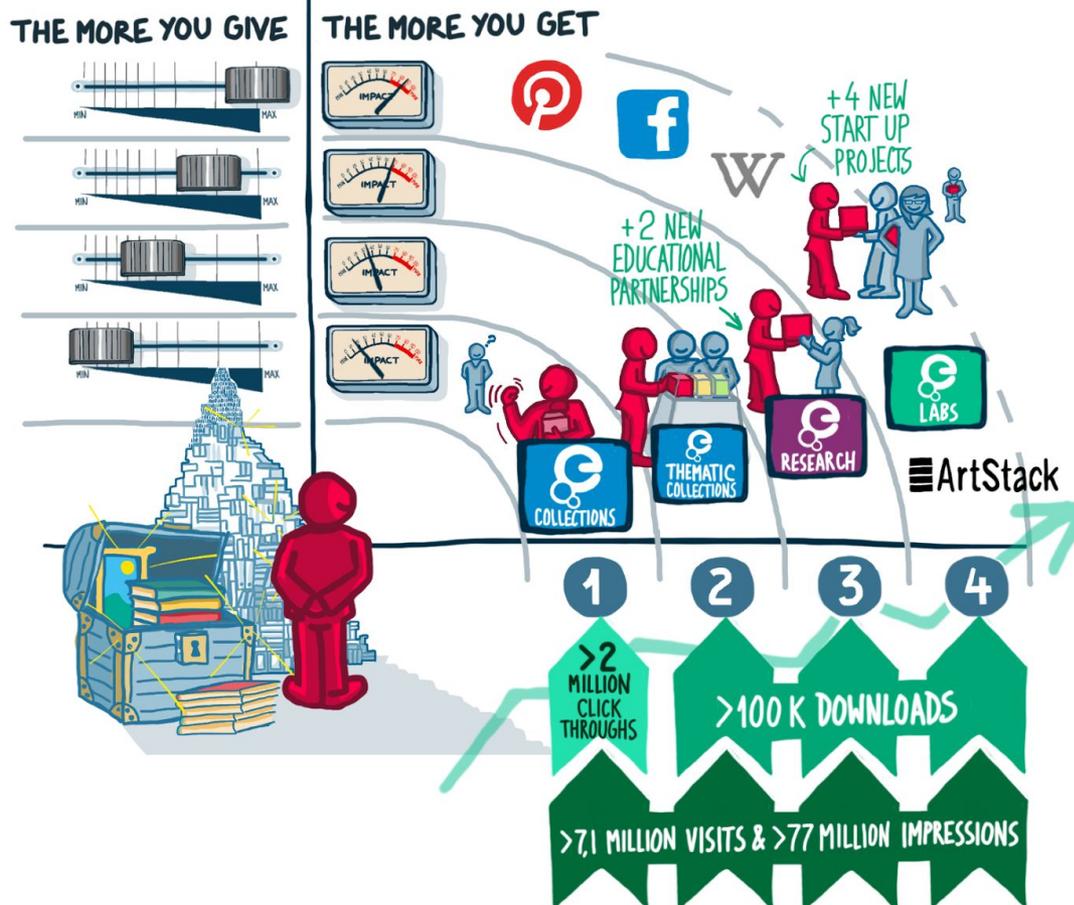
Content in Europeana by Country Top 15



Status as of 31 December 2016

- + We see a wide adoption of the Europeana Publishing Framework (EPF), [five translations are published](#) and more are in progress, partners are also successfully promoting the thematic collections as an incentive to improve data quality and move up the tiers - this is maybe even more important than the numbers as it will help to raise the bar for the future
- Improving the legacy of Europeana data remains the biggest challenge, where we need to find the right approach and set the right priorities to gradually move forward
- KPI 2016 and EPF is very much focussed on content quality - we need to invest in the incentives to also improve metadata quality

GOAL: OPEN THE DATA



KPI III:
we aim to increase the use and visibility of our partners' content in accordance with the possibilities provided in the 4 tiers of the Europeana Publishing Framework

Performance Indicators

Overall end user products have not met their traffic KPI's in large part due to the de-indexing by Google.

However the strategy of placing content on third party sites has seriously paid off with 126 million views of the data.

December 31 2016 status

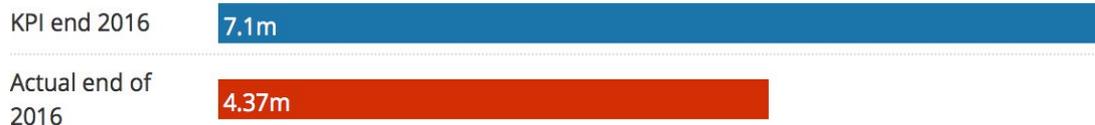
- Impressions and visits on Europeana Collections are behind target, mainly due to a drop in organic search traffic from Google (cause: deindexing. This trend seems to be now (feb 2017) be reversed.

Impressions of end user products



We've realized 64,4,% of our yearly KPI for impressions of end user products in 2016.

Visits to end user products



We've realized 61,49% of our yearly KPI for visits to end user products in 2016

- + Number of downloads exceeds expectations, possibly at the expense of the click-throughs which remain behind the target

Downloads



We've realized 172,79% of our yearly KPI for downloads..

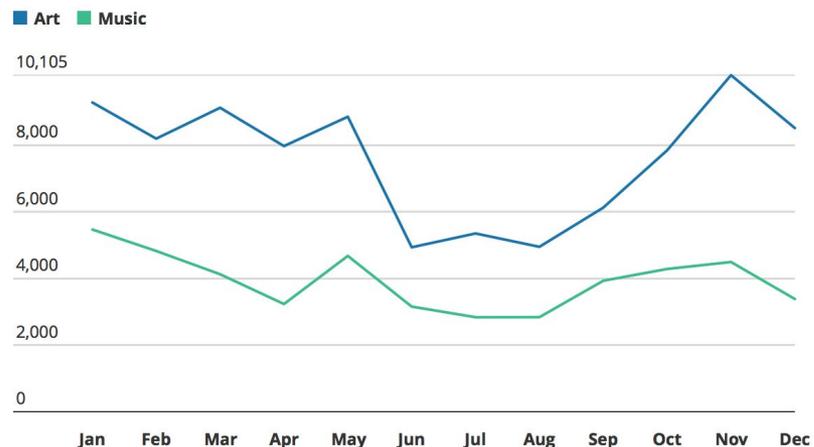
Click-throughs



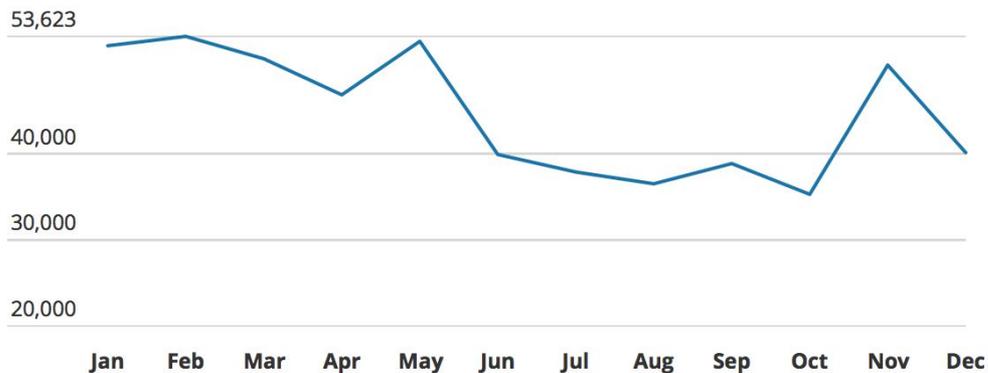
We've realized 56,7% of our yearly KPI for click-throughs.

- + Engagement on thematic collections remains over 3 times higher than on collections in general





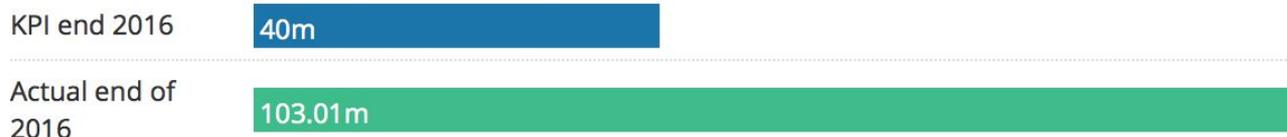
Europeana Art traffic was approximately twice as high as for Europeana Music for the year. Both Thematic Collections observed a drop in traffic during summer, but quickly recovered afterwards.



Traffic on Europeana 1914-18 fluctuated between 35 and 53 K monthly visitors, with a drop during summer and early autumn.

- + Impressions via Wikimedia projects and social media exceeded expectations

Impressions on Wikimedia projects



We've realized 257,5,% of our yearly KPI for impressions on Wikimedia projects in 2016

Impressions on social media



We've realized 163,9,% of our yearly KPI for impressions on social media in 2016.

- + Reach and engagement on social media exceeded expectations and reached their KPIs

People reached via social media



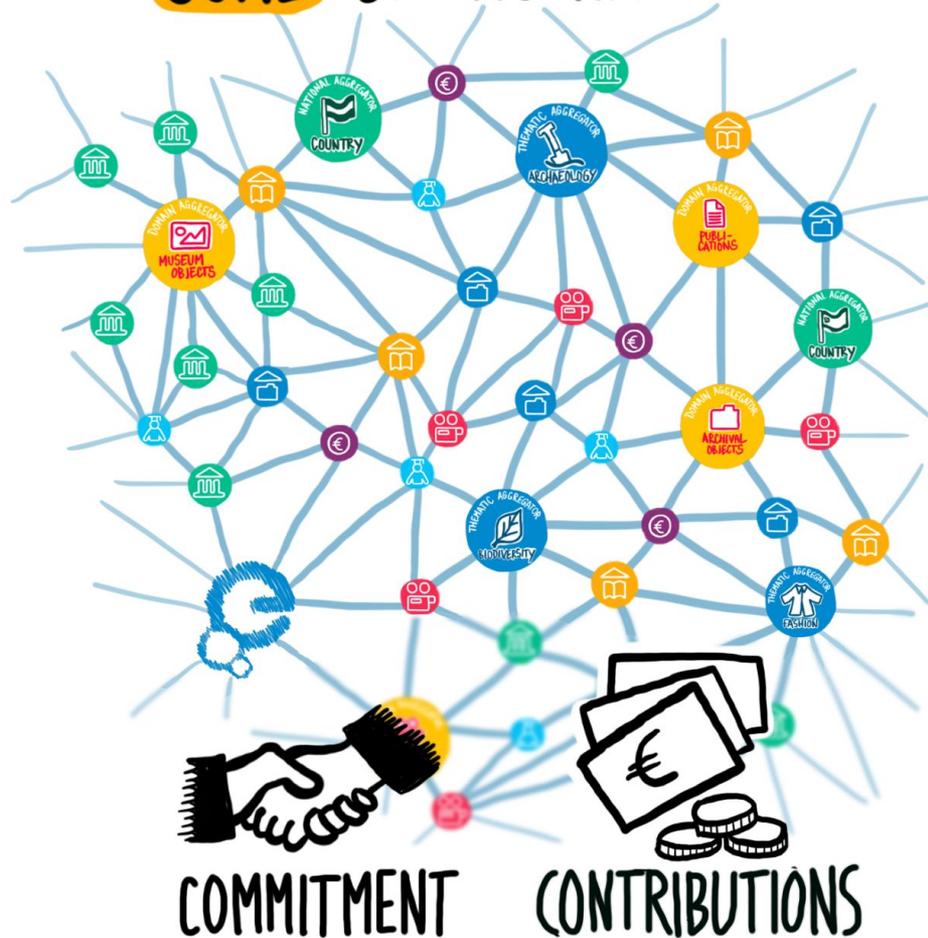
We've realized 181,7% of our yearly KPI for social media reach in 2016

Number of people engaged on social media



We've realized 115,71% of our yearly KPI for social media engagement in 2016

GOAL: STRENGTHEN THE EUROPEANA ECOSYSTEM



KPI IV:
we aim that
by the end of the year
there is agreement between
the European Commission
and the Member States
about structural funding
for Europeana
until at least 2021

December 31 2016 status

- + KPI is met. There is agreement between Member States and Commission re structural funding, with conversion to a procurement from a grant model. Funding for the longer term is dependent on evaluation of Europeana and the next multi-annual framework.
- + Council Conclusions of the Dutch Presidency were very positive thanks to great input by the Members Council and the Europeana Foundation Board and the work of the Dutch Ministry of Culture.
- + *#AllezCulture* campaign increased general awareness of Europeana through I am @Europeana campaign. Statistics for April and May commitment and tweeting were strong, with 2,250 tweets generating over 10 million impressions.
- + Member State commitments for 2016 and 2017 Total € 680,450