D3.3 – Documentation of the Extension of the Europeana Licensing Framework

This document contains a description of the Europeana Content Re-use Framework that has been developed as part of the Europeana Creative project. The Content Re-use Framework outlines four scenarios for making cultural heritage objects available via Europeana and is intended to provide guidance for cultural heritage institutions contributing to Europeana.

Deliverable

Project Acronym: Europeana Creative

Grant Agreement Number: 325120

Project Title: Europeana Creative

D3.3 – Documentation of the extension of the Europeana Licensing Framework

Revision: Final

Authors: Harry Verwayen (EF)

Paul Keller (KL)

Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	**Public**	x
C	**Confidential, only for members of the consortium and the Commission Services**	

Österreichische Nationalbibliothek
Europeana Creative is coordinated by the Austrian National Library

Revisions

Version	Status	Author	Date	Changes
0.5	Draft	Harry Verwayen, EF Paul Keller, KL	December 5, 2014	first draft for Copenhagen task-force meeting
0.7	Draft	Harry Verwayen, EF Paul Keller, KL	January 27, 2015	second draft
0.8	Draft	Harry Verwayen, EF Paul Keller, KL	February 16, 2015	third draft for task force discussion
0.9	Draft	Harry Verwayen, EF Paul Keller, KL	February 27, 2015	final draft for reviewers
0.10	Final Draft	Harry Verwayen, EF Paul Keller, KL	March 23, 2015	final version incorporating reviewer comments
1.0	Final	Max Kaiser, ONB	March 27, 2015	Minor changes

Distribution

Version	Date of sending	Name	Role in project
0.5 - 0.7		content re-use task force members	Europeana Network task force
0.9	February 27, 2015	Patrick Peiffer, National Library of Luxembourg Maarten Brinkerink, NISV Merete Sanderhoff, SMK Nienke van Schaverbeke, TEL Vera Kriezi, Music Library of Greece	External reviewers
1.0	March 31, 2015	Marcel Watelet, EC	Project Officer
1.0	March 31, 2015	All partners	

Approval

Version	Date of approval	Name	Role in project
0.8	February 17, 2015	Europeana Network Content re-use task force	external task force ensuring support from network
1.0	March 27, 2015	Max Kaiser, ONB	Project Coordinator

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

This deliverable reflects only the author's/authors' views and the European Union is not liable for any use that might be made of information contained therein.

The text of this deliverable will be used for a printed publication that will be distributed widely within the Europeana Network. This publication will make extensive use of images and illustrations. As such the images and illustrations contained in this document should be regarded as placeholders, rather than fully developed illustrations.

Table of Contents

Figures

1. Introduction

Europeana is evolving from an aggregator of metadata meant to be displayed on a portal, to a platform that facilitates the re-use of cultural heritage as held by the Data Providers in every shape or form. At the same time technology has evolved, and with it the expectations for content display have increased significantly, both for simple viewing on the portal as for re-use elsewhere on mobile or tablet devices.

These changes force us to re-evaluate our content and display strategy and ask ourselves some fundamental questions: 'is our data fit for purpose?' and 'what should we change as a network of data providers in Europeana to remain relevant in the next 3-5 years?' e take it as a given that, in order to work with professionals in the Creative Industries and to make our heritage available on platforms such as Wikipedia, the demands on metadata and content need to be different. This is especially true if we want our cultural heritage to be found, viewed and re-used by vistors to a single-purpose website such as the Europeana Portal.This framework aims to make these differences understandable and establishes a clearer relation between what a Data Provider shares with Europeana, and what the institution can expect in return.

The conceptual framework that we have developed is based on the relation between the digital strategy of a cultural institution (what you want), the type of data that it can share with Europeana and the content it can make available online (what you provide) and subsequently the services that Europeana can deliver to the institutions (what we do) and the results of these actions (what you get).

Based on real life use cases we have developed four scenarios for participation in Europeana. In this document we are using still images as examples to illustrate these 4 scenarios. At the end of this document you can find an annex (Annex I) listing the criteria for the other media types currently supported by Europeana.

1. **Europeana as a search engine:** This scenario is based on the concept that a data partner aims to attract more people to its website and therefore uses Europeana primarily as a discovery mechanism, a 'search engine', directing traffic back to the site. In this scenario the minimal standards for participation in Europeana are high enough to make for an adequate user experience on the portal, to guarantee that Europeana stays inclusive for everyone. You can expect re-directs to your website.

We recommend that you provide previews with a minimum of 400 pixels wide (equivalent of about 0.25 megapixel[1]). These previews will be used to illustrate search results and item pages on our portal.

2. **Europeana as a publication channel:** In this second scenario the institution intends to use Europeana as a publication platform to reach a European audience. You provide Europeana with data (content and metadata) of higher quality than the minimum standard so that we can make it more attractive for users to stay on the site in a better contextualised environment, such as the Europeana thematic channels for 'Art' and 'Fashion' that we are developing. You can expect re-directs to your site and other activity of the visitors on the Europeana portal and channels. We will showcase material with a direct link and with a minimum resolution of 800 pixels wide (equivalent of about 0.5 megapixel) on a channel. Relevant content of lesser size will remain discoverable via the portal.

3. **Europeana as a distribution platform for non-commercial re-use:** In this third scenario the institution will want to make use of Europeana as a platform for re-use, while limiting this to non-commercial forms of re-use. In this case you supply us with content in a quality that allows for re-use and under the appropriate licenses and we will be able to push your data through all the appropriate channels into sectors like education and research. We actively distribute data that are made available under a rights statement that allows some re-use (CC-BY-NC, CC-BY-NC-ND, CC-BY-NC-SA, CC-BY-ND, OOC-NC). We recommend that you provide your digital objects in as high quality as possible. Where digital objects are images, this means a minimum of 1.200 pixels wide (equivalent of about 1 megapixel). Relevant content of lesser size remains available through the Europeana portal and the API.

4. **Europeana as a free re-use platform:** In this fourth scenario you see Europeana as a platform for free re-use (including commercial re-use) so that we can make your data available through all the channels available for Europeana network partners, including open platforms such as Wikimedia and in sectors like tourism and creative industries. You can expect redirects to your site, on the Europeana portals and channels and in third party applications and open platforms. We actively distribute and promote images that are made available under a rights statement that

---

[1] A megapixel is one million pixels. Megapixels measure the total amount of pixels of an image file (width x height). An image in portrait orientation that is 400 pixels wide will measure at about 0.25 megapixels. An image in landscape orientation that is 400 pixels wide will measure about 0.12 mega pixels. 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.

allow free[2] re-use (CC-BY, CC-BY-SA, CC0, PDM). We recommend that you provide your digital objects in as high quality as possible. Where digital objects are images this means a minimum of 1.200 pixels wide (equivalent of about 1 megapixel).

The guidelines presented in this document have been developed in the context of the [Europeana Creative project](#), with input from the Europeana network Re-use taskforce[3]. The members of the task force have met in Madrid in October, in Copenhagen in December 2014 and virtually in February 2015 and have all generously contributed to this document. We believe that the implementation of this framework is an important step to clarify the expectations between the cultural institutions who share their data and Europeana, the platform that they are part of and that they rely on to increase their visibility on the web. We need to be aware that as technology changes, so will user expectations, and we will consequently need to adapt this framework when necessary.

---

[2] Throughout the document we use the term free in line with the open definition: http://opendefinition.org/od/, accessed March 25, 2015.

[3] For a full list of the taskforce members please see Annex III.

2. Changed User Expectations

Our current previews (cached and served by Europeana) are set to have a maximum width of 200 pixels. The height varies depending on the aspect ratio of the original image and can be higher than 200 pixels[4]. The 200 pixel size was set in 2008 when 62% of computer screens had a resolution of 1024x768 or less[5].

At the time a 200 pixel wide image was a reasonable size for a preview. Times have changed: in January 2014 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 that is currently being sold (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 has recently launched a desktop computer with a screen resolution of 5120x2560.

Fig. 1: A 200px wide thumbnail to scale on a 2014 retina iMac

---

[4] In this example the width is the maximum 200px and height is 252 pixels, preserving the aspect ratio of the original.
[5] Source, W3C, accessed March 25, 2015.

The same is true for other media types such as video. In 2008 the average vertical resolution of online video (measure 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. For a little over 500 Euro, it is already possible to shoot 4K video with consumer electronics[6].

Cultural Heritage Institutions making digital objects available need to take into account these developments, in particular if they want to enable (professional) creative re-use of their collections. Given the fact that cultural heritage institutions usually engage in digitisation projects with a long term perspective this development presents them with substantial challenges when it comes to resource allocation. They need to balance limited resources with the often resource consuming demands of future compatibility.

While the remainder of this document uses still images as an example, the overall strategy to increase content quality by identifying different quality tiers related to different publication scenarios applies to all other media types (video, audio and text) as well. Please refer to information in the annex for more information on how the strategy applies to these media types[7].

2.1   Enabling Content Re-use

These developments point to a need to assure that the digital objects that are made available via Europeana meet the technical and legal requirements of developers building services on top of the Europeana API as well as the quality expectations of end users accustomed to high quality online media. For Europeana and its data partners the developments in media quality mean that we need to strive to deliver digital objects in a technical quality that is adequate for todays and tomorrows user expectations[8]. As an example, app developers who want to build tablet apps that provide a state of the art user experience require image assets that have at least 2048x1536 pixels. Any image asset smaller than this needs to be upscaled for a full screen view, which means a visible reduction in image quality and a disappointing user experience as a result.

What user research tells us
As screen-resolutions have changed, websites have improved their services, increasingly using more and higher quality content. While Europeana has also improved its infrastructure, it has yet to redesign its content strategy to fit the needs of today's and

---

[6] http://shop.gopro.com/EMEA/cameras/hero4-black/CHDHX-401-master.html, accessed March 25, 2015.
[7] At the time of writing the empirical basis for formulating recommendations related to 3D objects was insufficient for formulating recommendation related to this media type.
[8] Read http://www.collectionstrust.org.uk/digital/create-once-publish-everywhere-cope, accessed March 25, 2015.

tomorrow's users. Both the quantitative research, based on surveying thousands of users, and the qualitative research, based on interviewing about a dozen users, clearly shows that our data and the way we serve the content it points to currently does not meet user demand sufficiently. In particular the research shows that users find it hard to find the material that they are interested in, the resolution of the previews and images are often too low, and we don't always facilitate the desired actions (i.e. download button). The result is that the user satisfaction of the portal and other services like the API remains to be desired.

Case study

A good illustration of this gap between the needs of today's user and our current offering is presented to us by Melissa Terras. Being a Digital Humanities professional, she has been following the ongoing release of thousands and thousands of cultural heritage images into the Public Domain on platforms like Europeana and Flickr, and she is well aware of the perceived promises that re-use of digital content holds for new learning, innovation, and creativity, for instance as seen in Maker culture. This is a fast growing international movement that is engaging people in informal, networked, peer-led learning communities motivated by fun and self-fulfilment. It embraces a wide range of domains from electronics, programming, computer-aided design, remixing and repurposing digital content to create new work (for instance collages, fabrics and 3D printed objects). While Maker culture is innately an informal and user-driven movement, formal education environments are showing great interest in its possibilities. As stated in the 2013 report Innovating Pedagogy,

"*Maker culture has attracted the interest of educators concerned about students' disengagement from STEM subjects (science, technology, engineering and mathematics) in formal educational settings. Maker culture is seen as having the potential to contribute to a more participatory approach to learning and create new pathways into topics that will make them more alive and relevant to learners.*"[9]

In other words, this is an obvious culture to invest and engage in for the cultural heritage sector, in order to fulfil its educational goals. Being a Professor in Digital Humanities, Melissa Terras is curious why people are not using the huge amounts of digitized cultural heritage content available online. On her blog she writes:
'*Where are all the people looking at online image collections like Europeana or the book images from the Internet Archive and going... fantastic! Cousin Henry would love a teatowel of that: I'll make some xmas presents based on that lot!*'[10]

---

[9] See http://www.open.ac.uk/personalpages/mike.sharples/Reports/Innovating_Pedagogy_report_2013.pdf, accessed March 25, 2015.

[10] See http://melissaterras.blogspot.dk/2014/10/reuse-of-digitised-content-1-so-you.html, accessed March 25, 2015. The following two quotes by Melissa are from the same blogpost.

Determined to find out why there is this gap between intention and reality, Melissa embarks on a quest to create something herself, based on the criteria:

'something which is digitised and online, that I like, that I can access, that I can repurpose, and make something that I want and will use from it.'

This turns out to be a lot less easy than it sounds like. Although there are aeons of freely available cultural heritage images online, they are very hard to search and navigate on user-friendly terms (themes, motifs, styles) because tagging is poor. She discovers this problem for instance in Europeana where we boast of more than 30 million data records, but the quality of metadata is so variable that it feels more like an abyss than a true resource to her. She looks in vain for user-friendly tools or principles to navigate the sea of images, for instance curated themes or selected highlights, but finds no helping hand. Furthermore, she observes that online image repositories such as Flickr tend to automatically crop images so they are worthless to her creative purposes. She needs complete images in high resolution that she can work with and cut in along her own choices.

Melissa is eventually able to produce a nice scarf out of heritage material, and makes us a number of recommendations which are nicely summed up in this quote:

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

Fig. 2: Melissa[11] proudly presenting the result of her creative efforts

 A silk scarf featuring remixed imagery from a 1960's cinema advert, printed by the company BagsOfLove. Photo by Melissa's 6 year old son.

---

[11] 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.

3. The Content Re-use Framework

The Europeana Content Re-use Framework provides data providers with 4 different publication scenarios. Each scenario is based on the expectations of data providers with regards to Europeana (what you want) and identifies corresponding requirements (what you deliver) and returns (what you get):
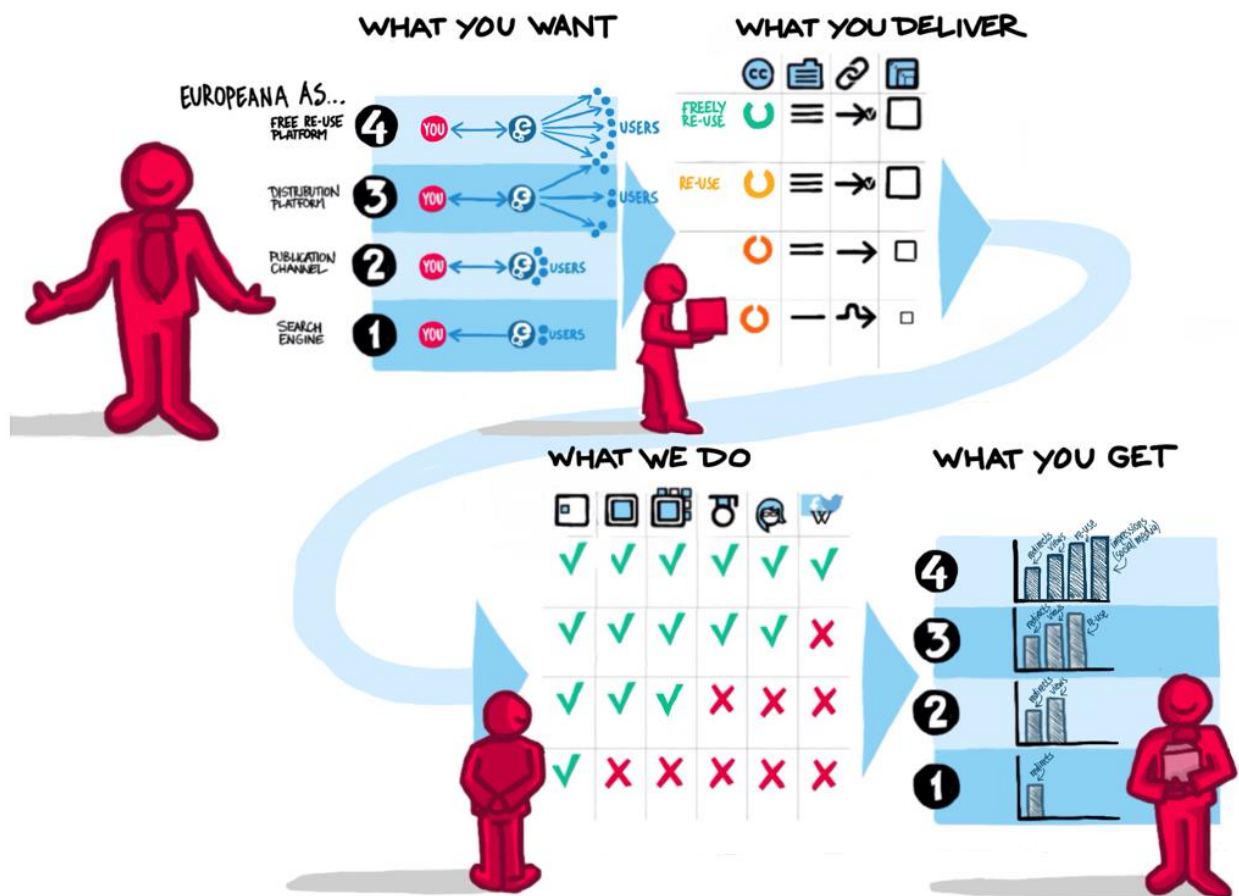

Fig. 3: The Europeana content re-use framework

In the following sections we have provided more detail for each of these scenarios:

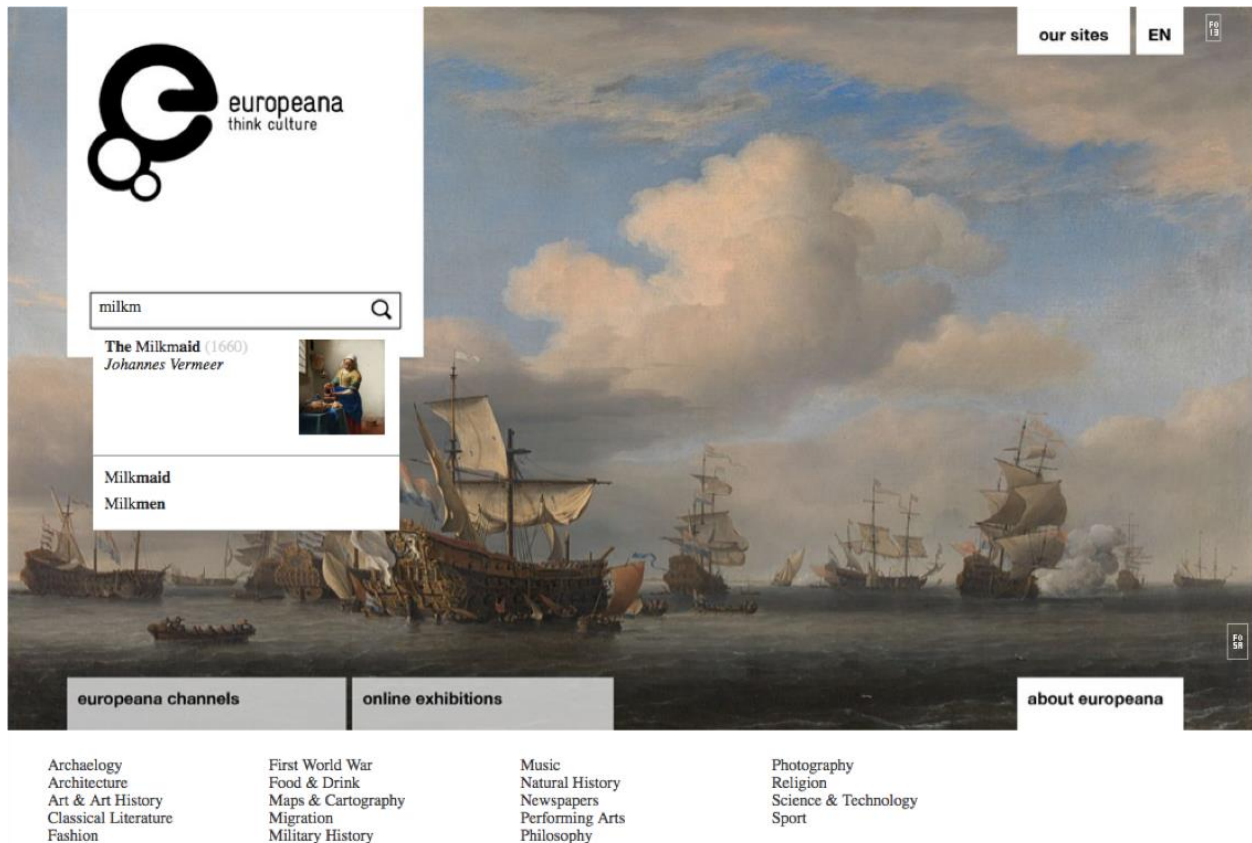## 3.1 Europeana as a search engine: "I want people to find my collections"

Fig. 4: Mock up of the new design for the Europeana Portal

User scenario

"We are a national archive, and we have digitised our photography collections which form a large corpus of work spanning the whole 20th century and provide a fantastic overview of the history of our country in that period. The quality of the digitised 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 standardise our data to make it interoperable, so we would like to make our collections available on the Europeana portal and increase its visibility."

What you want

If you are a memory institution and you are looking for ways to make your organisation and your content more visible in a European context making your collections findable in

Europeana.eu is a great first step to increase your 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 website you need to provide the metadata and a preview that meet the minimum requirements as established by the Europeana Publication Policy. We will give preference to data that include a direct link to an image of at least 400 pixels wide (the equivalent of about 0.25 megapixels) that can be used as a preview image (edm:object) and we need the URL of the website that displays the digital object in question (edm:isShownAt) on your end. Your content can be licensed under any of the rights statements supported by the Europeana Licensing Framework.

What we do

Europeana will use the link to the image (edm:object) 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 website.

To access the digital object or to obtain more information about the digital object visitors of Europeana will be directed to the webpage that you have specified (in edm:isShownAt). The preview image can be used by visitors of the Europeana portal under the same legal conditions as you have specified for the content in the rights statement contained in the edm:rights metadata field). The metadata itself 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.
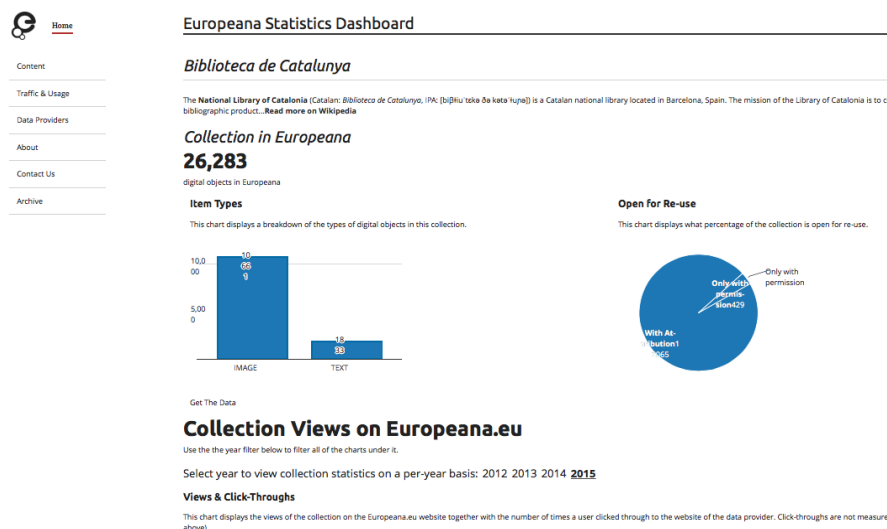
Fig. 5: Example of a personalised statistics dashboard. Alpha version available at statistics.europeana.eu

What you get

Your data will be available in a standardised format and indexed by the major search engines like Google and Bing. Whenever people look for content that matches yours you will be found (through linked data technology that we help develop) and people will be nudged to find more information on your website. Currently europeana.eu gets about 6 million visits a year of which about a third click through to the providers website. We are working on a statistics dashboard through which you will be able to find reliable information about your collections.

Fig. 6: Europeana as a search engine scenario (summary)

3.2   Europeana as a publication channel: "I want to publish my collections on a powerful thematic channel on Europeana"

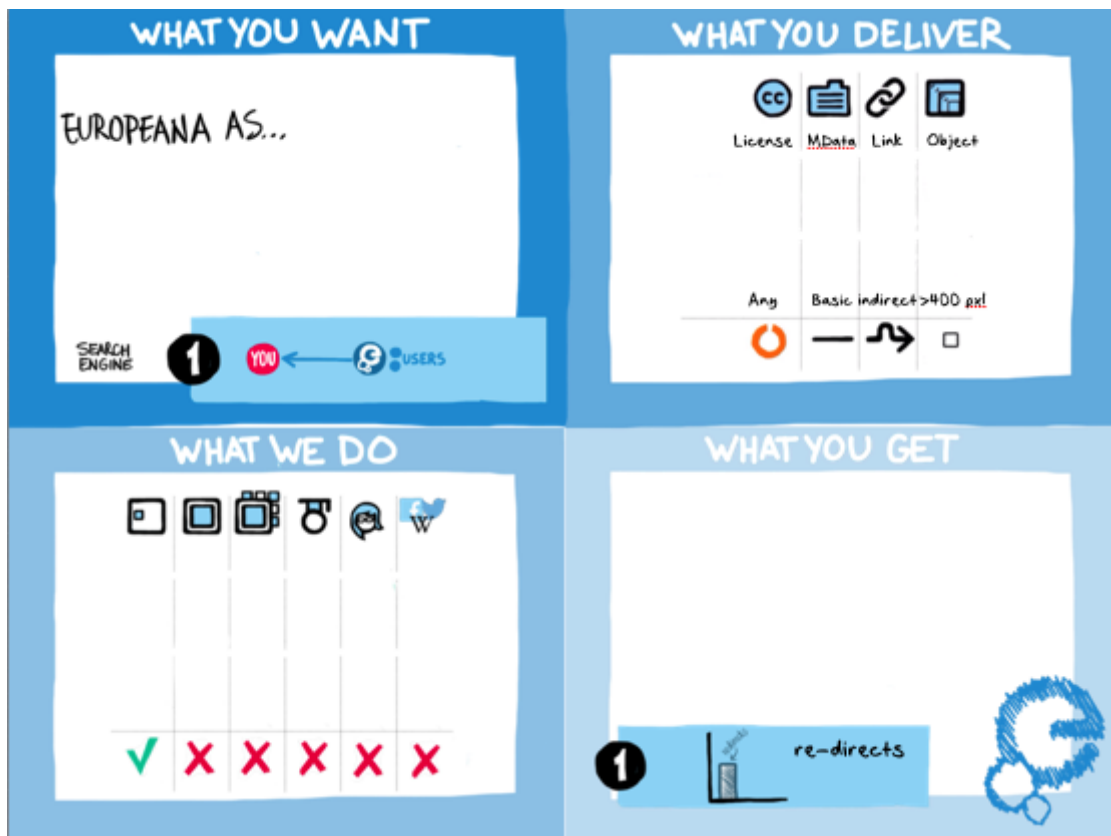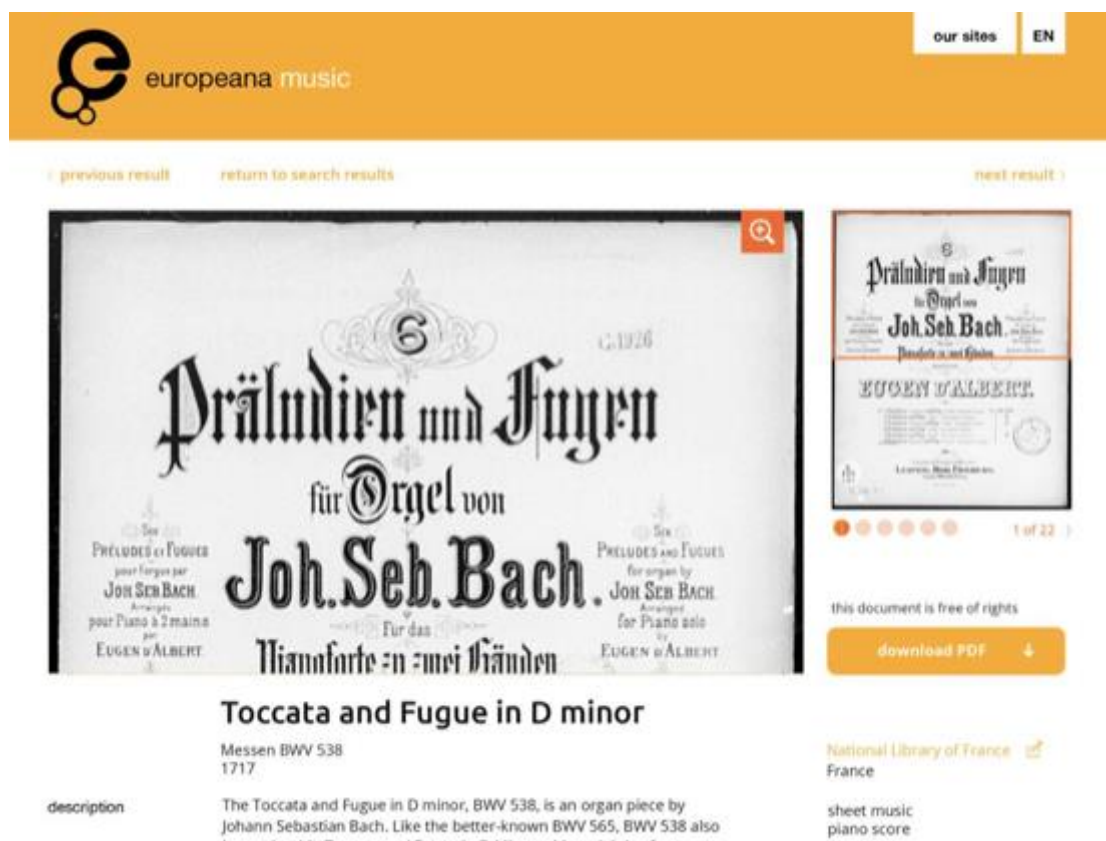**Fig. 7: Mock-up of an object view on a Europeana Music Channel**

User scenario

"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 CocoChanel and advertising posters. Our collections are of decent technical quality and we are cooperating with other institutions and fashion houses in the project 'Europeana Fashion'. We have our own project website but for the long term sustainability of this initiative we would like to create a thematic channel on Europeana on the topic of Fashion. Some of our collections we would like to develop re-use scenarios for. For others we do not plan this because they belong to privately owned fashion houses."

What you want

You have defined in your digital strategy that you want to publish your collections on your own website but you also want to highlight some or all your collections on the appropriate

channels to widen your reach to very specific target groups of users (narrowcasting). In this case Europeana is a good channel for you to showcase these collections on a pan European scale. You may want to take an active role in contextualising these collections in partnerships with others in that domain.

What you deliver

In order to allow us to promote your collections and present them to users of the Europeana portal and on focussed thematic channels you need to provide us with suitable metadata, a preview and with a direct link to the digital object. The metadata needs to meet the minimum requirements established by the Publication Policy and should be as descriptive and rich as possible[12]. In addition to a direct link to an image of at least 400 pixels wide that can be used as a preview image (via edm:object) you also need to provide a direct link to the digital object (in the field edm:isShownBy). In addition, you can also supply a link to a website containing the digital object (in the field edm:isShownAt). If the digital object in question is an image the direct link must be to an image file that is at least 800 pixels wide (the equivalent of around 0.5 megapixel).

What we do

Europeana will use the link to the image supplied via edm:object 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 website.*

If the digital object referenced via edm:isShownBy is an image Europeana allows users to view an 800 pixel wide version of the image in a lightbox of the Europeana website and will show it in thematic channels, if appropriate. If you have provided one, we will also offer a link (edm:isShownAt) that allows visitors to see the digital object in its original context (on your website).

The preview image as well as the digital object can be used by visitors of the Europeana portal under the conditions of the rights statement you have defined (contained in the edm:rights metadata field). 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) but also a direct link (the one provided via edm:isShownBy) to the digital object itself.

---

[12] 'As descriptive and rich as possible' is hard to pin down, but we have the understanding that it ecompasses 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 when type, subject, time/period and location are sourced from multi-lingual vocabularies. A good example can be found here:http://europeana.eu/portal/record/92037/_http___www_bl_uk_onlinegallery_onlineex_apac_photocoll_s_z oomify58554_html.html, accessed March 25, 2015.

What you get

Your collections will be marketed through the Europeana marketing channels and reach a wider audience, in particular if they are part of a thematic channel. You can receive statistics on the amount of people who clicked through to your website but also on what they did on europeana.eu.
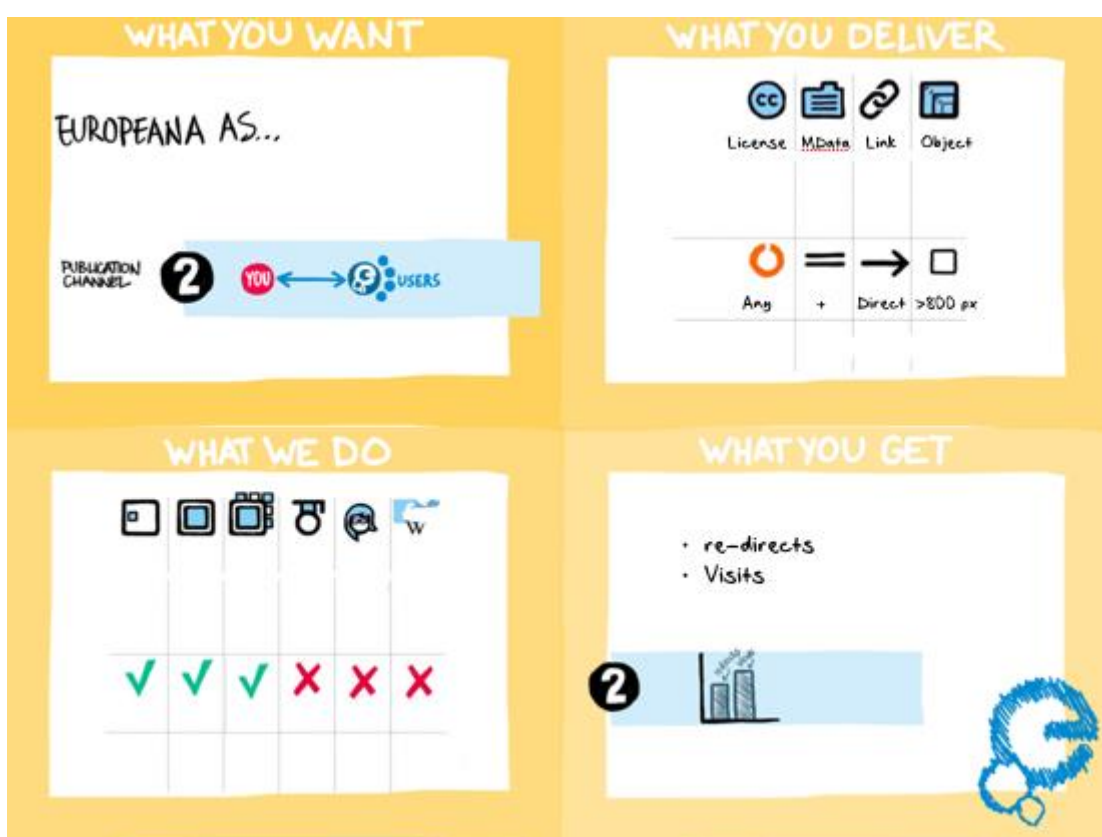

Fig. 8: Europeana as a distribution platform scenario (summary)

3.3 Europeana as a distribution platform: "I want to use Europeana as a distribution channel for my collections to relevant third parties"

Fig. 9: Example of educational re-use on Historiana.eu

User scenario

"Our library has worked with Europeana for a long time and has lately been involved in the campaigns for Europeana1914-1918. Our Library has digitised primary sources relevant to that topic, and we hosted a number of very successful 'collection days' where people from our community shared their family stories about this period. Our collections are in Europeana and generate good additional visibility to our collections. This material belongs to all of us, and we want to expand the reach of our collections to other places where people with an interest in this topic will come. 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 see the value of use and re-use of your collections to society and creative industries. You see Europeana as a collectively owned platform that 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 re-used by individual users as well as educators, researchers and their institutions you need to provide your content under a rights statement that allows non commercial re-use. Europeana currently supports 5 rights statements that allow re-use (four Creative commons licenses (CC-BY-NC, CC-BY-NC-ND, CC-BY-NC-SA, CC-BY-NC-ND) and the Out of Copyright - non commercial use only (OOC-NC) rights statement).

The metadata needs to meet the minimum requirements established by the [Europeana Publication Policy](#) 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 that can be used as a preview image (supplied via the edm:object field) you also need to provide a direct link to the digital object (edm:isShownBy - you can also supply a link to a website containing the digital object, edm:isShownAt). 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 with 1.200 pixels wide (about 1 megapixel).

What we do

Europeana will use the link to the image supplied via edm:objects 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 website.

If the digital object referenced via edm:isShownBy is an image, Europeana allows users to view an 800 pixel wide version of the image in a lightbox of the Europeana website and make it available in thematic channels, if appropriate. We will also offer a link (edm:isShownAt) that allows visitors to see the digital object in its original context (on your website).

The preview image as well as the digital object can be used by visitors of the Europeana portal under the conditions of the rights statement contained in the edm:rights metadata field. 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 wide). We will promote collections that meet these requirements in relevant places, for example in hackathons.

What you get

We make your data available through all the channels that are appropriate for the licensing conditions such as channels focussed on educational and research uses. We will provide you with statistics about what happened on the Europana sites as well as the engagement we can measure elsewhere such as on educational platforms
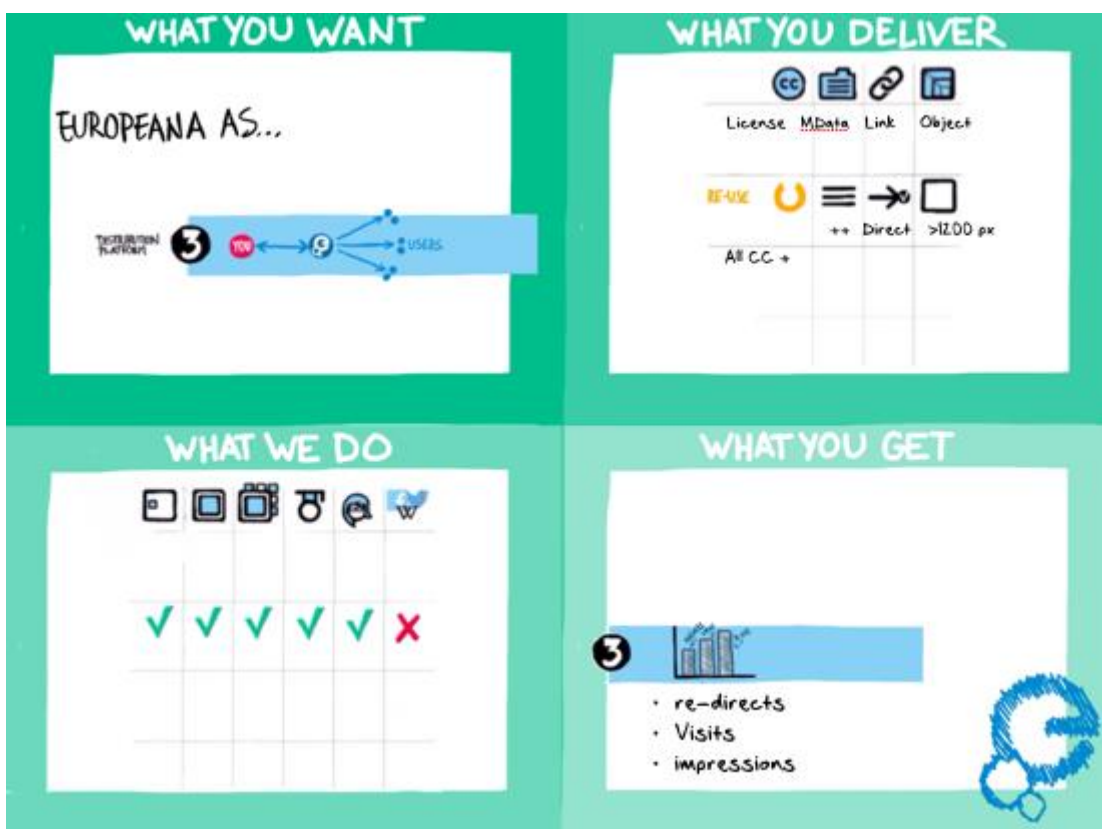

Fig. 10: Europeana as a distribution platform scenario (summary)

ENABLER: Media File Checker

The Media File Checker is a newly developed and (at the time of writing of this report) implemented component of the Europeana ingestion workflow. For every dataset provided to Europeana it analyses the links to digital objects in the properties edm:object, edm:isShownBy and edm:hasView and extracts technical metadata from them. Metadata extracted includes e.g. resolution, file type, file size and other properties that can be used to improve search in Europeana products. Exactly which metadata varies by the type of media object. The technical metadata extracted by the Media File Checker is planned to be stored and indexed for search via the Europeana APIs and Europeana Portal and Channels. The ability to select digital objects based on their technical quality enables Europeana to ensure that the quality criteria defined as part of the content strategy can be applied as selection criteria for the different publication channels.

The technical metadata generated by the MFC will also allow developers and users to filter search results of only those records which have direct links to media files meeting specific criteria. An example could be a search for records in Europeana where the creator is Rembrandt van Rijn, where the digital object is freely re-usable, and where there's a direct link to at least one image of minimum 1 megapixel resolution. The Europeana API supports Content Re-use Framework extended queries as of March 2015 and the Europeana portal/channels will incorporate them from exploiting them from July 2015.

3.4 Europeana as a free re-use platform: "I want to share my data as widely as possible"

Fig. 11: Example of re-use on Wikipedia

User scenario

"We are an audio-visual 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 this available under 'open' licenses 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 collections in numbers that we would never have been able to attract ourselves. Europeana has expertise and tools to make collections that are of good quality and licensed for free re-use available on these platforms".

What you want

You see the value of use and free re-use of your collections to society and creative industries and your collections are fit for that purpose. You see Europeana as a collectively owned platform that is well positioned to make your data available as widely 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. 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 Publication Policy](#) 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 that can be used as a preview image (supplied via the edm:object field) you also need to provide a direct link to the digital object (edm:isShownBy - you can also supply a link to a website containing the digital object, edm:isShownAt). 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 with 1.200 pixels wide (about 1 megapixel).

What we do

Europeana will use the link to the image supplied via edm:objects 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 website.

If the digital object referenced via edm:isShownBy is an image Europeana allows users to view a 800 pixel wide version of the image in a lightbox of the Europeana website and make it available in thematic channels, if appropriate. We will also offer a link (edm:isShownAt) that allows visitors to see the digital object in its original context (on your website).

The preview image as well as the digital object can be used by visitors of the Europeana portal under the conditions of the rights statement contained in the edm:rights metadata field. 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 wide). We will promote content that meet these requirements everywhere we can, for example in hackathons, our open collections apps, in commercial re-use scenarios and on Wikimedia.

What you get

We make your data available through every channel we have. We will provide you with
statistics about what happened on the Europeana sites as well as the engagement we can
measure elsewhere such as on educational platforms.
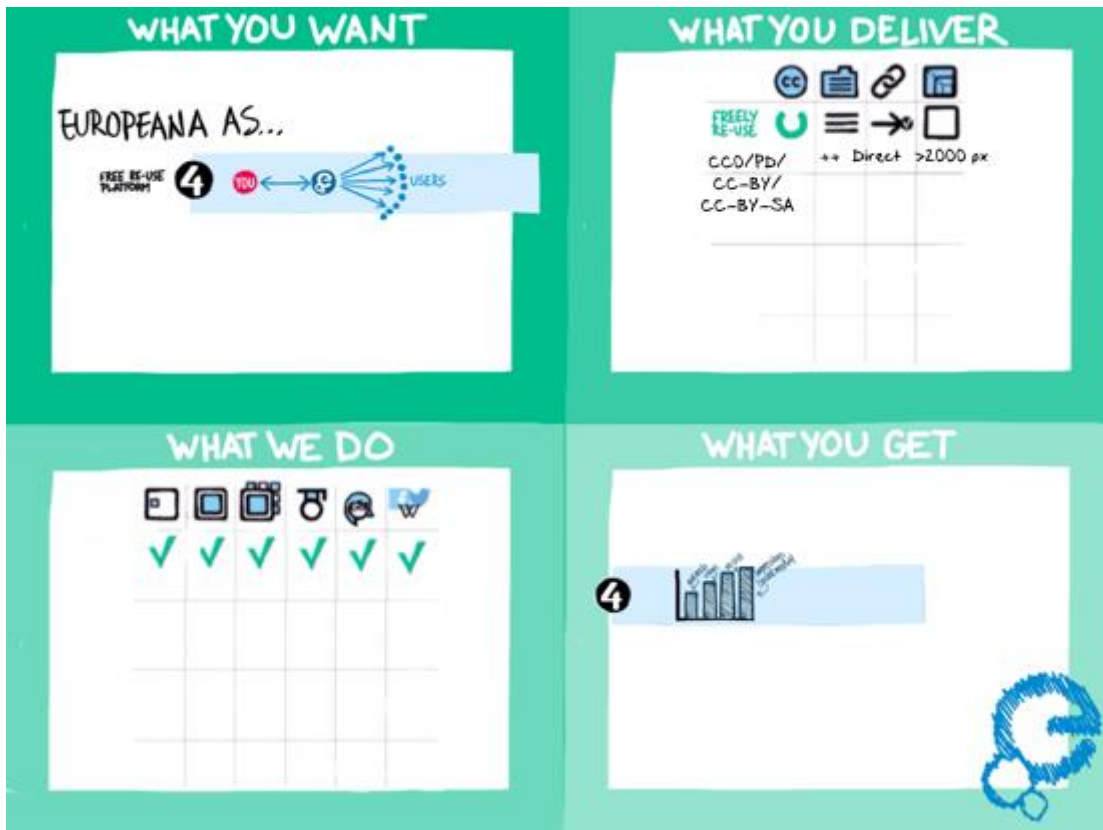
Fig. 12: Europeana as a free re-use platform (summary)

EXAMPLE: Image Embedding Service

One service that will leverage the the technical metadata created by the Media File
Checker will be the Image Embedding Service that is being developed by Europeana
Creative. This service will allow users to embed images that are made available via
Europeana elsewhere on the web. The Image Embedding Service will only make available
those images that have a direct link, a minimum size of 800 pixels and that are available
under a license that allows re-use (scenarios 3 & 4 above). Making your digital objects
available under these conditions will enable inclusion in the Image Embedding service
which can increase the reach and impact of your digital collections.

4. Conclusion

In order to support our vision to transform the world with culture, now is the right time to re-establish our content strategy and to bring it in line with the need to be able to deliver higher quality content to our users.

We propose to do so by adopting a more differentiated service approach based on what a data partner wants to - and can - provide, and match that to clearly defined value propositions that highlight what institutions can expect in terms of service and engagement.

We believe that the adoption of this framework will enable the community of data partners in Europeana to better understand the possibilities of the data they share and the positive impact of sharing content of higher resolution under as open licenses as possible, while remaining realistic and inclusive.

Annex I: Other Media Formats

Video

Measuring the technical quality of video files shares some aspects with measuring the technical quality of still images. As it is with still images, the display resolution of a video file is a primary element that users 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 to Europeana because you want it to be findable via Europeana, then you need to provide at the minimum a link to the video file (edm:isShownBy) or a website where the video file can be accessed (edm:isShownAt). It is also strongly recommended that you provide a link to a still image file (edm:object) of at least 400pixels wide that can be used as a preview image to illustrate search results on Europeana. Usually this a representative shot from the video or a so-called poster image.

Tier 2 (Europeana as a publication channel)

If you want to enable Europeana to use your video material as part of thematic channels and make it more accessible on the Europeana portal, then you need to provide at the minimum a direct link (edm:isShownBy) to the a video file in a format that can 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. Like in the previous tier, you also need to provide a link to a still image file (edm:object) of at least 400pixels wide that can be used as a preview image to illustrate search results on Europeana.

Video files that meet these requirements will be accessible directly on the thematic channel 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 5 rights statements (edm:rights) that allow re-use (four Creative commons licenses (CC-BY-NC, CC-BY-NC-ND, CC-BY-NC-SA, CC-BY-NC-ND) and the Out of Copyright - non commercial use only (OOC-NC) rights statement).

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

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 elsewhere on the web, 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 (edm:rights) 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 of at least 480 pixels in height.

Audio

It is best practice that audio files are published in a quality that preserves the quality of the underlying recording. On a web based platform like Europeana 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 then you need to provide at the minimum a link to the audio file (edm:isShownBy) or a website where the audio file can be accessed (edm:isShownAt). It is also strongly recommended that you provide a link to a still image file (edm:object) of at least 400pixels wide that can be used as a preview image to represent the audio file on Europeana (such as an album cover or similar).

Tier 2 (Europeana as a publication channel)

If you want to enable Europeana to use your audio material as part of thematic channels and make it more accessible on the Europeana portal then you need to provide at the minimum a direct link (edm:isShownBy) to an audio file in a format that can be played directly from modern browsers (.mp3, .ogg, .aac or .wav). You also need to provide a link to a still image file (edm:object) of at least 400pixels wide that can be used as a preview image to represent the audio file on Europeana.

Audio files that meet these requirements will be accessible directly on the thematic channel 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 5 rights statements (edm:rights) that allow re-use (four Creative Commons licenses (CC-BY-NC, CC-BY-NC-ND, CC-BY-NC-SA, CC-BY-NC-ND) and the Out of Copyright - non commercial use only (OOC-NC) rights statement).

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 such higher quality files in addition to file formats supported by web modern 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 on the web, 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 (edm:rights) 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 modern browsers you 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 then you need to provide at the minimum a link to the text file (edm:isShownBy) or a website where the text can be accessed (edm:isShownAt). It is also strongly recommended that you provide a link to a still image file (edm:object) of at least 400 pixels wide that can be used as a preview image to represent the text file on Europeana.

Tier 2 (Europeana as a publication channel)

If you want to enable Europeana to present your text files as part of thematic channels and make it more accessible on the Europeana portal then you need to provide at the minimum a direct link (edm:isShownBy) to a text file (preferably a full text searchable .pdf) and you also need to provide a link to a still image file (edm:object) of at least 400pixels wide that can be used as a preview image to represent the text file on Europeana.

PDF files will be made directly available on thematic channel 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 5 rights statements (edm:rights) that allow re-use (four Creative Commons licenses (CC-BY-NC, CC-BY-NC-ND, CC-BY-NC-SA, CC-BY-NC-ND) and the Out of Copyright - non commercial use only (OOC-NC) rights statement).

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 elsewhere on the web, 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 (edm:rights) 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.

Annex II: 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 customised 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.

Annex III: Task Force Members

Version	Date of approval	Name
Name	**Affilation**	**Role in Organisation**
Paul Keller	KL - Kennisland	Director & Advisor Copyright Policy
Merete Sanderhoff	SMK - National Gallery of Denmark	Curator
Max Kaiser	ONB - Austrian National Library	Head of Research and Development
Matilda Karlsson	Swedish National Heritage Board	Development Officer
Maarten Brinkerink	NISV - Netherlands Institute for Sound and Vision / EUscreenXL	Public Participation and Innovative Access Expert
Stephan Bartholmei	DNB - German National Library	Member of the coordination team at the Deutsche Digitale Bibliothek
Maria Theresa Natale	MUSEU - MICHAEL Association	Digital curator
Nienke van Schaverbeke	TEL - The European Library	Marketing Manager
Vera Kriezi	Music Library of Greece of the Friends of Music Society	Head of Cataloging & Technical Services
Wietske van den Heuvel	Digitaal Erfgoed Nederland | DEN Foundation	Project co-ordinator
Waelde, Charlotte	Exter University	Professor of Intellectual Property Law
Fred Truyen	KU Leuven	Professor of Online Publishing at the Faculty of Arts - Head of CS Digital
Breandan Knowlton	HistoryPin	CEO
Lars Lundqvist	Swedish National Heritage Board	Head of Development

Monika Lechner	Digitaal Erfgoed Nederland | DEN Foundation	Quality Manager Digital Heritage
Richard Ranft	The British Library / Europeana Sounds	Head of Sound & Vision
Harry Verwayen	Europeana	Deputy Director
Jill Cousins	Europeana	Executive Director
Henning Scholz	Europeana	Partner and Operations Manager
Joris Pekel	Europeana	Community Coordinator Cultural Heritage
David Haskiya	Europeana	Product Development Manager
James Morley	Europeana	Creative Industries Community Manager