



Deployment and Maintenance of Europeana DSI core services - SMART 2017/1136

CONTRACT NUMBER - LC - 00822914

DELIVERABLE

B.3 Activity report M8

Revision	1.0
Date of submission	30 April 2019
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Dissemination Level	Public



Funded by
the European Union

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
0.1	25-04-2019	Julia Schellenberg	Europeana Foundation	Draft
1.0	30-04-2019	Victor-Jan Vos, Julia Schellenberg	Europeana Foundation	Final version

Europeana DSI-4 is funded by the European Union's Connecting Europe Facility. It is operated by a consortium led by the Europeana Foundation, under a service contract with the European Commission, contract number LC - 00822914.

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TABLE OF CONTENTS

1 Introduction	4
2 Progress towards objectives	4
3 Updates towards milestones	8
4 Key Performance Indicators	10
5 Quality of service (QoS)	15
6 API usage metrics	15
7 Balance of efforts	16
8 Deviations, change requests and adjustments	17
9 Major changes in staff, if applicable	17
10 Progress on deliverables (M1-M12)	17
11 Communication and dissemination activities	18
12 Update on risk assessment	20
13 Updated list of pre-existing rights	23

1 Introduction

The activity report describes the activities performed in Europeana DSI-4 in the period between 1 March 2019 until 31 March 2019. It states progress towards objectives, updates of milestones, progress on KPIs and other metrics, derivations and adjustments, and an overview of the balance of efforts. At the end of the report an overview on progress of deliverables, a list of communications and dissemination activities, a risk assessment registry, as well as a list on pre-existing rights to material used by Europeana DSI-4 participants is added.

2 Progress towards objectives

This section provides a short overview over highlights implemented in the reporting period related to the strategic objectives (objectives as specified in the Europeana DSI-4 tender).

Objective 1

Offer a viable variety of options for end users to discover, use and engage with content they like; refine the value propositions of the platform for all target user groups; ensure that the platform functionality and other services meet those purposes.

To evaluate the use of eTranslation for multilingual support a report was delivered about the experiment on applying eTranslation to translate selected exhibitions from the Rise of Literacy and Migration in the Arts and Sciences projects.

To make Europeana Collections more discoverable by Google we worked on updating our existing Schema.org mapping, including full support for organisation entities.

Objective 2

Maintain and further develop a fully operational data and aggregation infrastructure; the infrastructure should be optimised in order to facilitate content provision from content holders; improve data and metadata quality; create, implement and continuously improve efficient ingestion procedures for providers and aggregators.

Metis 1.2 and eCloud V1.3 was released on 27 March. It includes the redesigned version of the Link Checking service on the data ingestion side, as part of other efforts towards resolving broken links.

Objective 3

Enable incorporation of new content, seeking to broaden the overview of Europe's cultural heritage; encourage new content holders to join Europeana and foster their active involvement.

In March 2019 we published almost 1 million records in Europeana Collections. The majority of the data was contributions for the Generic Services projects Rise of Literacy and Migration in the Arts and Sciences.

On 15 March 2019, EUscreen partners met at the Annual EUscreen Network Meeting in Luxembourg where the value of being part of the Europeana Initiative was part of several of the presentations given. A few (new) EUscreen partners expressed interest in aggregation for Europeana (Kosovo, Luxembourg, UK), and some to update their data already on Europeana.

We created a persona for data provider groups and aggregators to understand their needs, motivations and behaviors for delivering data to Europeana.

Objective 4 and Objective 5

Improve content distribution mechanisms to accelerate discovery and maximise visibility, as well as take-up of the platform by fostering creative re-use in third-party products and services.

Improve/widen visibility and content discovery through strong relationships and joint ventures with a broad range of stakeholders (e.g. apps developers) and cultural and creative industries (CCIs) to engage new audiences.

European Citizens market: In March we ran the Women's Season and featured on our social media a snippet of a story concerning women everyday. We told these stories using cultural heritage content from 80 institutions from over 20 countries around the world. With over 27,000 visits to our Women's History Month blogs, the traffic on the Europeana Collections blog was 138% higher in March than in February. On International Women's Day (March 8) we published the final chapter (the story of Dora Gabe¹) of Pioneers: Trailblazing women in the arts, sciences and society².

Europeana Education: Over the course of March 2019, 131 User Group teachers from 15 countries were accepted to work with the 13 Europeana Teachers Ambassadors on the publication of Europeana learning scenarios and stories of implementation.

¹ <https://www.europeana.eu/portal/en/exhibitions/pioneers/dora-gabe>

² <https://www.europeana.eu/portal/en/exhibitions/pioneers>

The 'Europeana in your classroom: building 21st-century competencies with digital cultural heritage (Rerun)³ run in January/February 2019. In March, EUN carried out an evaluation including these results: all 98% rated the overall value of the course as "Good" or "Very good"; all 95% would recommend the course to a colleague or a friend; all 93% agreed that they now know how copyright works and how to use digital cultural heritage. The MOOC was translated to Portuguese and Spanish. The translated courses started on the 18 March and will run until the beginning of May.

Creative Industries: On 25 March we launched the Europeana STEM Challenge⁴ which offers 20.000 EUR for the best educational videos using Europeana openly licensed content to teach STEM (science/technology/engineering/math) topics.

Objective 6

Coordinate, sustain and grow the Europeana Network Association with the aim of increasing the number of content providers and organisations reusing the content available through Europeana.

The first 2019 meeting of the Members Council of the Europeana Network Association took place on 5-6 March 2019 in The Hague with 30 attending Councillors. The meeting welcomed many new Councillors (16 present).

Objective 7

Maintain an international, interoperable licensing framework catering to the needs of data partners, users and creative reuse.

Europeana Licensing Framework (ELF): To support the correct implementation of the ELF, research that evaluated the accuracy of rights statements in Tier 3 & 4 data was undertaken by KL. The rights campaign, commenced in February, continues to be undertaken. In the first instance we work with data partners to query data sets identified in the Kennisland report on the accuracy of rights statements⁵ as inaccurate or probably inaccurate.

Objective 8

Implement existing, and – where appropriate - develop new strategies, services and business models to help move towards financial sustainability.

³

<https://www.europeanschoolnetacademy.eu/web/europeana-in-your-classroom-building-21st-century-competences-with-digital-cultural-heritage-rerun->

⁴ <https://pro.europeana.eu/post/europeana-stem-challenge>

⁵ <https://www.kl.nl/publicaties/research-paper-a-look-at-the-accuracy-of-edmrights-in-the-europeana-database/>

EF worked and will work with the Commission and the Subgroup to align Europeana with the objectives of the independent evaluation.

Objective 9

Take all necessary measures to host and integrate the results of projects funded under CEF calls for proposals for generic services.

EF will report on activities and developments towards the integration of the Generic services projects into the Core Service Platform in the A.1 Platform reports (M10).

Objective 10

Identify methods and key performance indicators to measure and benchmark progress towards the objectives mentioned above and in particular the use of the platform, access to content, improvement of the quality of metadata and content as well as the reuse of the cultural heritage content accessible through Europeana. A cost benefit analysis should also be provided in order to better define future strategies.

The Europeana DSI-4 implementation plan states milestones to track progress overtime and key performance indicators to follow performance of the platform. Please see section [3 Updates towards milestones](#) and section [4 Key performance indicators](#) for more details.

3 Updates towards milestones

This chapter highlights milestones to be delivered in March (M7). All milestones were achieved according to plan. In grey the immediate previous reached milestones (M-2) and next (M+2) are added to provide some context.

MS No.	WP/task	Description	Verification	Status
M5 - January 2019				
MS8	WP1	EDM governance group established	Confirmation by WP leader	Done
MS40	WP3	Updated MOOC (English)	Confirmation by WP leader	Done
MS64	WP9	Europeana DSI-4 general assembly	Confirmation by WP leader	Done
M6 - February 2019				
MS3	WP1	User group for improvement of Metis set up	Confirmation by the PO	Done
MS11	WP2	Review of the data quality plans	Confirmation by WP leader	Done
MS14	WP1	Campaign to improve accuracy of rights statements initiated	Confirmation by WP leader	Done
MS24	WP1	Report on improvement of search	EF reported and will report on improvements of search in the C.2 Users and usage reports	Done
MS34	WP1	Updated source code on GitHub	EF updated and will update the source code upon every deployment. Updates are done almost daily. https://github.com/europeana	Done
MS55	WP5	ENA annual report	ENA annual report published	Done
MS62	WP5	DCHE/Subgroup meeting	Meeting took place	Done
MS1.50 ⁶	WP1	New KPIs for Metadata component and data quality	Overview of KPIs delivered	Done

⁶ Not in tender, MS of Implementation plan M1.

		improvements defined		
M7 - March 2019				
MS41	WP3	MOOC in two other languages each year (2019 and 2020)	Confirmation by WP leader	Done
The Europeana MOOC was translated to Portuguese and Spanish. The translated courses started on the 18 March and will run until the beginning of May. A minimum of 50 scenarios are expected from each MOOC edition.				
MS47	WP3	Participation of Europeana in Open Education Week	Confirmation by WP leader	Done
The Open Education Week 2019 took place from 5 to 9 March and registered ca. 6.500 participants from 123 countries. Europeana organised the webinar 'Critical thinking with Europeana' on 6 March and featured the Europeana MOOCs (all language versions) as a resource on the OEW website.				
MS49	WP3	Europeana Challenges	Europeana Challenges initiated	Done
On 25 March we launched the Europeana STEM Challenge which offers 20.000 EUR for the best educational videos using Europeana openly licensed content to teach STEM (science/technology/engineering/math) topics. The application submission will be open till 15 May on Europeana Pro. Winners will be announced on 25 June and will deliver their educational video projects by latest 1 October.				
M8 - April 2019				
MS9	WP1	Rightsstatements.org Business Plans 2019	Business plan published	Expected in time
MS35	WP2	Train the trainers day	Confirmation by WP leader	Expected in time
MS38	WP2	Europeana Aggregators' Forum meeting	Meeting took place	Expected in time
MS43	WP3	12 Europeana source collections each year	Confirmation by WP leader	Expected in time
MS48	WP3	Strategic Plan for Europeana Research	Strategic Plan ready	Expected with delay, M9
MS53	WP5	Europeana Network MC meetings	Confirmation of the WP leader that meeting took place	Expected in time
MS59	WP6	Impact Playbook version 2.0	Impact playbook 2.0	Expected in time
MS67	WP2	Beta version of Europeana Pro	Version of Europeana Pro published	Expected in

				time
MS70	WP2	Aggregator profiles published on Europeana Pro	Aggregator spaces on Europeana Pro published	Expected in time
M9 - May 2019				
MS19	WP2	Evaluation of broken links in the repository	List of datasets with broken links	Expected in time
MS44	WP3	Update Teacher Training Kit	Confirmation of the WP leader	Expected in time
MS50	WP3/Task 3.3.	Europeana Match funding programme	Europeana Match funding programme initiated	Expected in time
MS56	WP5	Europeana EU presidency events	Confirmation of the WP leader that meeting took place	Expected in time
MS63	WP8	Transfer test	Transfer test executed	Expected in time
MS72	WP2	Resolve legacy broken link issues	Legacy broken links resolved	Expected in time
MS73	WP2	Review proactive methods for responding to broken links dynamically	Recommendations available	Expected in time
MS75	WP2	Consultation with tier 0 partners is complete	Consultation complete	Expected in time

4 Key Performance Indicators

KPIs as defined for the first year of the tender (1 September 2018 until 31 August 2019) are detailed in the table below. The table states the KPIs related to the individual work package, how the KPI is measured, and the target towards the KPI to be reached by 31 August 2019.

KPIs are measured at the end of the month, as this interferes with the submission of the activity report by the end of the month, the April report states the figures as recorded at the end of March 2019.

KPI No.	Description	Measured by	Expected progress Y1	Actual Sep 2018	Actual Oct 2018	Actual Nov 2018	Actual Dec 2018	Actual Jan 2019	Actual Feb 2019	Actual Mar 2019
1. Operating, maintaining and developing Europeana DSI platform										
1.1	Traffic on Europeana Collections	Number of visits to Europeana Collections per month	500,000	374,296	452,879	451,504	357,913	413,876	413,347	476,048
1.2	Engagement on Europeana: returning visitors	Returning visitors on Europeana Collections	30%	12,4%	12,6%	13,2%	13,4%	13,1%	13,30%	13,20%
1.3	Engagement on Europeana: downloads	Total number of downloads on Europeana Collections	180,000	26,192	53,428	81,930	81,930	86,848	127,919	173,827
1.4	Engagement on Europeana: click-throughs	Total number of click-throughs	800,000	31,580	67,953	107,715	107,715	122,025	140,806	160,446
2. Content supply										
2.1	CHI satisfaction	Percentage of surveyed CHIs that rate the relation with its aggregator (partner in Europeana DSI-4) 4 on a likert scale of 1-5	40%							Not measured, expected August 2019
2.2	Aggregator satisfaction	Percentage of surveyed aggregators that rate the relation with Europeana 4 on a likert scale of 1-5	60%							Not measured, expected August 2019
2.3	Quality assured content supply events	Number of national workshops run	3	0	0	1	2	2	2	2
2.4	Data quality	Data in tier 1	< 35.5%						35.50%	Not measured, expect. Aug 19
2.5	Data quality	Data in tier 2	> 24.5%						24.90%	Not measured, expect. Aug 19

KPI No.	Description	Measured by	Expected progress Y1	Actual Sep 2018	Actual Oct 2018	Actual Nov 2018	Actual Dec 2018	Actual Jan 2019	Actual Feb 2019	Actual Mar 2019
2.6	Data quality	Data in tier 3	> 4%						4.10%	Not measured, expect. Aug 19
2.7	Data quality	Data in tier 4	> 20%						19.00%	Not measured, expect. Aug 19
2.8	Data quality	Tier 2 and above (high quality content)	40%	48%						Not measured, expect. Aug 19
2.9	Data quality	Tier 3 and above (high quality + reusable content)	30%	23.10%						Not measured, expect. Aug 19
2,10	Data quality	Number of datasets updated (out of total)	-							Not measured, expect. Apr 19
2.11	Data quality	Number of records updated with quality improvements (out of total)	-							Not measured, expect. Apr 19
2.12	Data quality	Number of broken links (out of total)	0							Not measured, expect. Apr 19
2.13	Europeana Research and Development contributions	Total number of reference papers or presentations	10	6	8	8	9	10	10	10
2.14	Take up of rightsstatements.org	Percentage of active aggregators that integrated rightsstatements.org in their infrastructure	85%							Not measured, expected Aug 19
3. Fostering reuse of digital cultural heritage resources										
3.1	Engagement with the education market	Total number of learning resources using Europeana data	Min. 200					14	14	16

KPI No.	Description	Measured by	Expected progress Y1	Actual Sep 2018	Actual Oct 2018	Actual Nov 2018	Actual Dec 2018	Actual Jan 2019	Actual Feb 2019	Actual Mar 2019
5.1	Satisfaction of the Europeana Network Association members with the Europeana Network Association	Net Promoter Score	30							Not measured, expected Jun 19
5.2	Attraction of new members	Number of members in the ENA	2,000	2,064	2,166	2,235	2,235	2,286	2,382	2,398
5.3	Activity in the network	Number of active task forces	5	4	4	4	4	5	2	2
5.4	Activity in the network	Number of active communities in the ENA	3	6	6	6	6	6	6	6
5.5	Satisfaction of EuropeanaTech members	Net Promoter Score	30							Not measured, expect. Aug 19

5 Quality of service (QoS)

The following table summarises performance of our products⁷ (Europeana Collections and Europeana APIs):

	Jan 2019	Feb 2019	Mar 2019
Europeana Collections			
Load (rpm ⁸)	553 rpm	879 rpm	741 rpm
Response times (seconds)	1.56	1.1	1.35
Uptime ⁹	99.95%	99.79%	99.3% ¹⁰
Europeana APIs			
Load time (rpm)	1080 rpm	1362 rpm	1441 rpm
Response times (seconds)	0.15	0.16	0.22
Uptime	99.99%	99.68%	99.35%

6 API usage metrics

EF collects monthly usage statistics for the Europeana REST API¹¹. From these statistics we derived two metrics: 1) Number of API keys that exceeded the average of 5 calls a day; 2) Number of API keys that were active for more than 5 days in each month.

Period	Number of API keys that...	
	exceeded the average of 5 calls a day	were active for more than 5 days in each month
September 2018	66	65
October 2018	72	55

⁷ Figures reflect status of current production services. Figures are average response times.

⁸ Rpm: response per minute.

⁹ With a high-availability architecture design, the services aims to be available 24x7 with uptime 99.5% (excluding scheduled outages). This includes Europeana Collections and APIs.

¹⁰ The uptime number in this reporting period is below target. EF had problems with our provider IBM. We are actively working on plans to mitigate this kind of downtime in the future, by having a separated environment with a different provider we can switch to.

¹¹ <https://pro.europeana.eu/page/europeana-rest-api>

November 2018	71	74
December 2018	73	70
January 2019	76	70
February 2019	74	74
March 2019	69	72

7 Balance of efforts

The Balance of efforts table states the percentages of resources allocated to each of the nine work packages of the Europeana DSI-4 project. The numbers are stated cumulative while the March figures reflect the time frame 1 September 2018 until 31 March 2019.

Work package	Foreseen Percentage of the full contract value in the tender	Sep 18	Nov 18	Jan 19	Mar 19
1. Operating, maintaining and developing European DSI as the pan-European online cultural platform	57.10%	54.08%	56.11%	55.36%	56.08%
2. Content supply	10.95%	12.28%	10.88%	10.32%	10.23%
3. Fostering content reuse of digital cultural heritage resources	9.69%	9.50%	9.76%	9.48%	9.68%
4. Communication and dissemination	8.93%	11.09%	8.47%	8.14%	8.03%
5. Animate and further enlarge	6.44%	6.13%	7.06%	9.33%	8.84%

the Europeana Network Association					
6. Studying the impact of digitisation and reuse of cultural heritage	1.32%	1.07%	1.32%	1.21%	1.07%
7. Governance	1.96%	0.00%	0.31%	0.19%	0.32%
8. Phasing-in and phasing-out period	0.50%	0.06%	0.03%	0.02%	0.03%
9. Project and programme management	3.11%	5.79%	6.06%	5.95%	5.72%
Total	100%	100%	100%	100%	100%

8 Deviations, change requests and adjustments

No deviations and adjustments from the implementation plan (B.1 deliverable, M6).

9 Major changes in staff, if applicable

No major changes in staff.

10 Progress on deliverables (M1-M12)

Deliverable number	Description	Due month	Status
A.1	Platform reports	M10	In progress
B.1	Implementation Plan	M1, M6, M12, M18	M1 and M6 Delivered to EC
B.2	Periodic reports	M2, M4, M6, M8, M10, M12	M2, M4, M6, M8 Delivered to EC

B.3	Activity reports	M2, M4, M6, M8, M10, M12	M2, M4, M6, M8 Delivered to EC
B.4	Annual report	M12	
C.1	Technical documentation	M9	In progress
C.2	Users and usage report	M5, M10	M5 Delivered to EC, M10 In progress
C.3	Content supply & reuse reports	M10	M10 In progress
C.4	Stress and disaster recovery test reports	M9	In progress
D.1	Communication and dissemination plan	M1, M9, M18	M1 Delivered to EC, M9 In progress
E.1	Transfer of assets and liabilities report	M1, M10	M1 Delivered to EC
E.2	Transfer process report	M1, M10	M1 Delivered to EC
E.3	Employed staff report	M1, M6, M12	M1, M6 Delivered to EC

11 Communication and dissemination activities

The table below lists communication and dissemination efforts undertaken outside of the channels owned by the consortium (on- and offline publications) and lists external conferences and events attended by the consortium.¹²

Partner	Name of event	Activity	Location	Date	Link
EF	All Digital Week	Event partner with full portfolio and 'Critical thinking with Europeana' webinar	Online	25-31/03/2019	https://alldigitalweek.eu/useful-tools/

¹² Communication and dissemination activities on the Europeana platform (Europeana Collections and Europeana Pro) and consortium partners websites, social media (LinkedIn, Twitter, Facebook) as well as outreach activities (such as Collection days, Transcribathons, workshops) are described related to the activity in the B.2 and D.1 deliverables.

EF	Computer Vision in Book History	Attendance at workshop and preliminary session.	The Hague, The Netherlands	27/03/2019	https://www.cerl.org/services/seminars/cvinbookhistory
SPK	Digital Humanities im deutschsprachigen Raum (DHd2019)	Panel & Presentation	Frankfurt/Main, Germany	27/03/2019	https://dhd2019.org/programm/mi/1100-1230/panel-154/
Photoco ns	Fotofringe	Table and presentation	London, United Kingdom	21/03/2019	https://www.photoconsortium.net/photoconsortium-at-fotofringe-2019/
Photoco ns	REACH seminar and policy debate	Presentation	Brussels, Belgium	20-21/03/2019	https://www.photoconsortium.net/photoconsortium-at-the-house-of-european-history-for-reach-policy-debate/
EF	EUScreen network event	Speaker	Luxembourg	15/03/2019	http://blog.euscreen.eu/2019/04/the-annual-euscreen-network-meeting-2019/
EF	ViMM Final Meeting	Speaker	Paris, France	15/03/2019	https://www.vi-mm.eu/
EF	SSHOC first Kick-off	Attendance	Utrecht, The Netherlands	11-12/03/2019	https://www.sshopencLOUD.eu/news/where-social-sciences-and-humanities-meet-european-open-science-cloud
Photoco ns	REACH workshop on creativity and entrepreneurship	Presentation	Coventry, United Kingdom	12/03/2019	https://www.photoconsortium.net/participatory-approaches-for-creativity-and-entrepreneurship-reach-workshop/
EF	Diversity of Museums - Hot topics of museum aggregation	Keynote speaker	Budapest, Hungary	11/03/2019	http://www.scholagrap hidis.org/icom-conference--2019.html
EF	Linked.Art editorial board	Discussing w/a consortium of Museums	Los Angeles, United States	04-06/03/2019	-

		developing its own data exchange model (like EDM)			
EF	2nd Building Library labs event	Presentation and session facilitation	Copenhagen , Denmark	04-05/03/2019	https://docs.google.com/document/d/1TVzq5FZJlcEbwJ9d2oDcPEfNoL02gLMp33vuj-w1T1I/edit
EF	PANGiA (World Digital Library) meeting	Presentation	The Hague, The Netherlands	20-22/03/2019	-
EF, INESC-ID	PANGiA (World Digital Library) meeting - Pre-meeting Digital Libraries	Presentation and participation	The Hague, The Netherlands	20/03/2019	https://www.crl.edu/wdl-planning

12 Update on risk assessment

Related to	Risk	Likelihood of occurrence	Impact	Mitigation strategy
Task 1.1. Maintenance and continuous improvement of the Europeana DSI's main functionalities				
MS1.1 Change development process in place and updated	The process becomes very theoretical and thus not useful in practice.	Low	Medium	Follow the process carefully, update what does not work and integrate the process in general workflows.
Requirement A.1. Metadata repository				
MS1.2 Version of Metis updated	There is no update of Metis to report	Low	High	As this report comes at the beginning of DSI4, it will report on the latest status of Metis.
MS1.3 User group for improvement of Metis set up	The group is not formed on time	Low	High	We will start the recruitment process for the Metis user group at the very beginning of DSI4 to prevent delays.

Requirement A.2. Metadata and content quality				
KPI 1.3 Data quality - 40% Data in tier 2 or higher	Data partners to focus on metadata instead of content quality, which is good for us but a risk for this KPI to be achieved. A second risk is that the control for that KPI is with CHIs and less with aggregators or EF.	Medium	Medium	The finalisation and publication of the EPF metadata will help mitigating the first risk as we can then also develop a KPI on metadata level. To mitigate the 2nd risk, training workshops and national workshops can help to source more tier 3+ material.
KPI 1.4 Data available for Distribution - 30% Data in tier 3 or higher	Same as KPI 1.7	Medium	Medium	Same as KPI 1.7
MS1.4 EPF updated	EF and partners cannot agree in time about the requirements for metadata quality in the EPF	Low	High	Initial talks about the EPF have already started. The base-line requirements will be agreed upon first.
MS1.6 Aggregators data quality work plans	Aggregators will not have the data quality plans ready in time.	Medium	High	Initial Focus on data quality improvement and analysis by EF
MS1.8 Division of tiers (data quality) in Europeana DSI	Automatic classification of records fails because of technical problems	Medium	Medium	Manual investigation of the database to create an estimate of the tier distribution.
Requirement A.5. Log files on user behaviour and usage analytics				
MS1.11 Tools to log and present advanced statistics about platform usage in place and accessible to Commission Services	The statistics will not deliver the required information	Low	Medium	Setting expectations and increasing communication on statistics and possibilities.
Task 1.3. General conditions for delivery of the requirements				
Maintaining and further developing the platform infrastructure				
KPI 1.6 Europeana Research	Proposals for presentations/publicati	Low	Low	Re-focus dissemination efforts. Encourage other

and Development contributions	ons rejected, not enough resource to disseminate our work any more			partners to disseminate their work to relevant venues.
Task 2.1. Promote organisational and technical requirements for publication of cultural heritage data and the uptake of frameworks				
KPI 2.1 CHI satisfaction	Unable to reach the CHIs directly	Medium	High	The CHIs will be reached via aggregators (domain and national). The survey will run if a representative sample can be reached.
MS1.20 Aggregator spaces on Europeana Pro	Aggregators will not deliver sufficient information, or information will be outdated soon	Low	High	Information will be requested early and will be reviewed regularly. Information will be based on EF's CRM-system.
Task 3.1 Engage with the communities interested in reuse				
MS1.30 Business Plan for Europeana Research 2019	Not enough commitment for this plan from non-funded partners	Medium	High	Involving the Research early in this work.
Task 3.3. Facilitate the development of new products and services by reuser communities				
MS1.32 Europeana Match funding programme	Match-funding programme might not continue and funding will transfer to challenges.	Low	Low	Funding to be transfer with a same or similar focus to challenges.
Task 4.1. Communication and dissemination of Europeana				
KPI 4.1 Traffic on Europeana Collections	No growth in the number of the returning visitors, not enough interesting (curated) content, too high costs of promotion	High	Medium	Paid traffic generation
KPI 4.2 Engagement on Europeana products: returning visitors	Product/content not good enough to encourage people to return	Medium	Medium	Curated content series, retargeting

KPI 4.3 Engagement on Europeana products: downloads	Less items available for download or less need for downloads (low risk)	Low	Low	Marketing activities encouraging downloads (reuse, contests, challenges)
KPI 4.4 Engagement on Europeana products: click-throughs	No need to click through (if content is fully explorable on Europeana), low quality content that required a click-through being depublished	Medium	Medium	Increasing visibility of partner institutions on a record page
KPI 3.2 Reach of Europeana data on social media	Changes to the algorithms and pricing on social media platforms	Medium	Medium	Diversification of channels, tools and platforms used
Task 5.1. Support the ENA in attracting citizens, professionals and institutions with an interest in digital cultural heritage				
KPI 5.2 Attraction of new members	Number of new members lags behind expectation	Low	High	Introduce membership campaigns and focus on benefits of the ENA and its communities.
Task 7.1. Report to the Advisory Committee				
MS1.41 Advisory Board meeting	EC's investiture of the Advisory Board is delayed	Low	High	Accept the risk and focus on the next advisory board meetings.

13 Updated list of pre-existing rights

This is a current list of pre-existing rights related to activities and outcomes of Europeana DSI. Communication and PR-activities from all partners are not considered outcomes or results, as is content produced by data or content providers, delivered to Europeana and aggregators.

1. Europeana Foundation (EF)

Pre-existing material	Rights to pre-existing material	Identification of rights holder
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