

Self-portrait with beret,
Rembrandt van Rijn 1630
Rijksmuseum, Amsterdam,
public domain



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THE MORE YOU GIVE THE MORE YOU GET

Europeana Publishing Framework 2.0

The Europeana Publishing Framework has been developed by the Europeana Foundation with the support of Kennisland and based on the input of the Content Reuse Task Force of the Europeana Network Association and the EuropeanaTech Data Quality Committee. Key parts of the development were co-funded by the European Union as part of the Europeana Creative project coordinated by the Austrian National Library.



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Vision

Europeanana Collections 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. Europeanana Collections 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 Europeanana Collections to be found, viewed, shared, used and reused wherever and whenever possible.¹ To support our vision to transform the world with culture, we need to look at multimedia content and its description (metadata) 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 audio recordings.² This means Europeanana's data partners need to deliver both good metadata and, where possible, direct access to content (the digital objects themselves). Direct access via Europeanana Collections makes the process of watching a video, listening to an audio recording, 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 Europeanana 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 education, 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

Europeanana Collections. In this framework, we aim to make these differences understandable and to establish the relationship between what you as a data partner deliver to Europeanana, and what you can expect in return.

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

This document sets out a range of scenarios (we call them tiers) for sharing collections with Europeanana, 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 discussions under the [Europeanana Creative project](#), with the European Network Association Content Reuse Task Force and the EuropeananaTech Data Quality Committee.

Once you have made your decisions on how to publish your collections with Europeanana and you are ready to start working with us, we will refer you to our accompanying [practical guide](#) which tells you exactly what the requirements of each tier are and 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](#).



Seven ladies on bicycles. 1896
Okänd (Photographer)
Stiftelsen Nordiska museet,
public domain

How to participate in Europeana - summary

What you give and what you get

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).

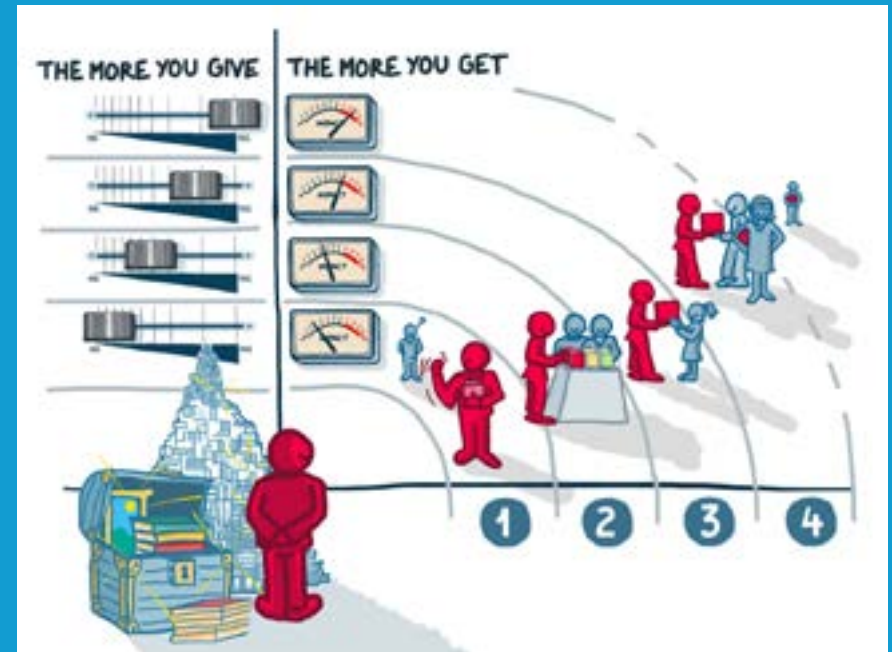
To manage data and deliver it in high quality to our audiences, we've developed two sets of tiers of participation in Europeana: one set focuses on digitised content, the other on its metadata. Below you'll find a summary of these tiers and their benefits. Read on to discover more about the background and reasons behind this approach, and then look at each tier in more detail.

Content

1. Europeana Collections as a search engine: 'I want to search and browse collections online.'

Benefits:

- Audiences view the full digital object on your website, not on Europeana Collections.
- You can expect referrals to your website.



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

2. Europeana Collections as a showcase: 'I want to be guided through collections online.'

Benefits as above plus:

- Audiences see good-quality versions of your collections on Europeana Collections, without navigating to a different website.
- Europeana can present your objects in a context that better guides users, for example in the Europeana Art or Europeana Music thematic collections.
- You can expect greater exposure on Europeana Collections.

3. Europeana Collections as a distribution platform for non-commercial reuse: ‘I want to find, view and use collections in my own non-commercial projects.’

Benefits as above plus:

- Audiences see high-quality versions of your objects on Europeana Collections, without navigating to a different website.
- Europeana can incorporate your collections into existing projects and partnerships operating in sectors like education (e.g. Historiana) and research (e.g. CLARIN). To do this, the collection must be made available under a rights statement that allows some reuse.
- Your collections could be used in non-commercial websites, apps, and services.

4. Europeana Collections as a free reuse platform: ‘I want to find, view and use collections in whatever way I choose.’

Benefits as above plus:

- Europeana can incorporate your collections into existing projects and partnerships operating in the creative industries (e.g. Memories Retold video game, Birdie memory app). 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 reuse.
- 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.

Metadata

A. Europeana Collections as a basic search platform: ‘I want to find the specific object I’m looking for.’

Benefits:

- Audiences will be able to find a specific object when they know precisely how to search for it (e.g. using the correct title of a book, a painting, or a catalogue identifier).
- Audiences can find your objects by filtering search results by the people, places, types or subjects associated with them.
- You can expect referrals to your website.

B. Europeana Collections as an exploration platform: ‘I want to browse and explore even if I’m not sure what I’m looking for.’

Benefits as above plus:

- Audiences will be able to find your objects by searching for a more general type, subject or place and also find objects that have more specific types, subjects and places (e.g. looking for ‘painting’ also finds objects indexed with ‘watercolour’).
- Collections can be presented in context, for example in the Europeana Art or Europeana Music thematic collections.
- Europeana can improve the findability of objects (via a multilingual search) and present them in context on our ‘entity’ pages. These pages group and present all information about a specific place, organisation, subject, type or person.
- Collections receive greater exposure on and beyond Europeana Collections. With richer information, it will become easier for audiences to illustrate their stories on their own platforms using content from Europeana Collections.

C. Europeana Collections as a knowledge platform: 'I want to search and browse in a more precise way, by named authors, specific subjects or topics.'

Benefits as above plus:

- Because you've provided contextual metadata, a rich network of linked knowledge opens up. Audiences will find your collections through the relationships between collections and entities. This is what we call inspiration-oriented search and creates a sense of serendipity.
- Collections can be reused in projects and in Europeana partnerships in sectors like education (e.g. Historiana), research (e.g. CLARIN), and the creative industries (e.g. Memories Retold video game, Birdie memory app). Rich, accurate and contextualised information can be used in classes, studies and applications. This will result in a wide reach, increased brand recognition and reputation, and greater exposure on and beyond Europeana Collections.

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 DailyArt, GIPHY, Mashable, Historiana, have changed.

As technology is changing, the internet is growing. In 2019, more than 1.6 billion websites are online, used by more than 4 billion people all over the world adding for example almost 80 million photos to Instagram every day.³ Since 2012 we have been in the so-called Zettabyte Era, with about 40 zettabyte (10²¹ byte) of data in the world at large.⁴ Living in an age of information superabundance, structuring and enriching information to make it trustworthy, meaningful and findable is essential.

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 source material or the contextual information they're 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 object 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. When Europeana started our maximum preview width was 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.

Nearly all PC screens now 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.

Because of these changes in technology we're encouraging our data partners to share previews of the highest quality.

The same quality increase is also true for the content that the metadata links to. 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 APIs as well as the quality expectations of more casual audiences.⁸



200px wide thumbnail to scale on a 2014 retina iMac

³ <https://www.internetlivestats.com/>

⁴ https://en.wikipedia.org/wiki/Zettabyte_Era

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 Terras⁹ 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 reuse 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



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.

user-friendly tools or principles like curated themes or selected highlights to 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 dpi¹¹ 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 the Professor of Digital Cultural Heritage at the University of Edinburgh's College of Arts, Humanities, and Social Sciences. 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 megapixels). A one-by-one metre painting digitized at 300 dpi measures 11,811 by 11,811 pixels (or about 140 megapixels).

CASE STUDY: Asking (digital) research questions

Jennifer Edmond¹² is a digital humanities professor. Her focus within digital humanities is on how technology enhances and disrupts the processes and practices of the humanities.

Digitisation works best on large batches of similar objects grouped together, but historical research often brings together small scraps of evidence distributed across a wide range of sources. Historical research questions are often transnational while access (physical and virtual) to source material is still organised largely at a national level. In addition, levels of digitisation of collections and finding aids are quite varied across different countries. And so, historian colleagues often ask her where to find resources and how to access them.

From 2012-2016, Jennifer was the Project Coordinator of Collaborative European Digital Archival Research Infrastructure (or CENDARI). Funded by the European Commission, the project resulted in the CENDARI Archival Directory (<https://archives.cendari.dariah.eu/>), a large database of archival descriptions and collections for research on the Medieval era and the First World War. It offers resources from over 1,000 institutions, including Europeana Collections.

Relevant Europeana sources were identified and extracted via the Europeana APIs and a number of smaller 'hidden' collections not in Europeana were also identified and described so that scholars can find and assess them. The project also deployed an extension to the Europeana metadata standard (EDM) to provide a solid foundation for assembling the finding aids and digital collections collected from a wide variety of institutions. This strategy countered the risk that by making already

¹² Jennifer Edmond is Associate Professor of Digital Humanities at Trinity College Dublin and one of DARIAH's three directors.

accessible collections more visible and usable, CENDARI might place sources that were no less important, but which had not received the same levels of investment, into an epistemic shadow.

The consolidation of material through Europeana represents a big step toward overcoming the limits that physical collections have, but the depth of information needed by a scholar is great and may go far beyond the holdings a particular institution or indeed country has made virtually accessible. The CENDARI Archival Directory is not a mere example of integration of Europeana sources into a digital toolkit for researchers. Its approach suggests that Europeana's potential for research will continue to grow not only proportionally to ever richer resources (such as its historic newspapers collection) or to dedicated initiatives (such as Europeana Research), but also proportionally to the quality of its metadata.



How can we help our audiences?

Melissa and Jennifer are at one end of the scale, looking for high-quality and relevant material they can use to create new things or answer research questions. 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 content and richest metadata 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.

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 organisation 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 to click 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?

Digitisation projects at cultural heritage institutions are usually long-term endeavours and so it is 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 organisation'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 your [aggregator](#) or our [Data Partner Services team](#) to answer any questions and to get started.



Stockholms Bicycle Club, 1885
Photo by Okänd
Tekniska museet
public domain

Europeana's four publishing tiers for content

Tier 1 Europeana Collections as a search engine: 'I want to search and browse collections online'



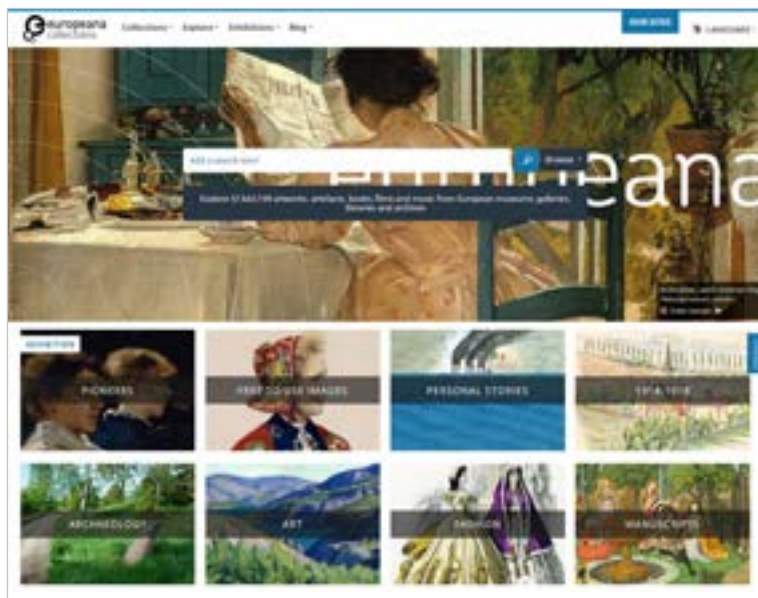
Tier 1: Europeana as a search engine

Example

'We are a national archive, and we have digitised 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 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 reuse as some of the collections are from private entities who do not allow reuse. Europeana is a great way for us to standardise 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 organisation and your content more visible in a European context. For you, making your collections accessible in



The 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 accessible via Europeana Collections, you need to provide data that meet the minimum requirements as established by the [Europeana Publishing Guide](#).

Your content can be licensed under any of the rights statements supported by the [Europeana Licensing Framework](#).

What we do

Create a preview. 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 Europeana Licensing Framework

The Europeana Licensing Framework deals with the copyright status of both the metadata published by Europeana and the digital objects (content) made available via Europeana. The Europeana Licensing Framework aims to ensure that users of Europeana Collections 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 Collections. 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 regard to the content, the Europeana Licensing Framework provides a list of [standardised 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](#).

Allow your metadata to be reused. 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 standardised 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:** The Europeana Collections website gets millions of visits a year.



Europa. Mapas generales. Ca. 1706
Biblioteca Digital de Madrid,
public domain

Tier 2 Europeana Collections as a showcase: ‘I want to be guided through collections online’



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 reuse 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 specific target groups. In this case, Europeana Collections is a good vehicle for showcasing your collections on a pan-European scale. You

may want to take an active role in contextualising 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 (for image and video collections) and to the digital object on your site (you can also supply a link to a website containing the digital object). More details are established by the [Europeana Publishing Guide](#).

What we do

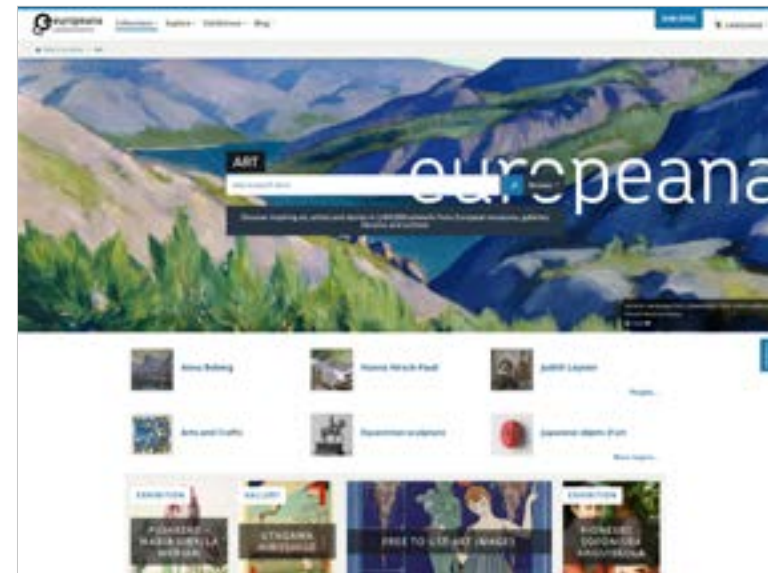
Create a preview. Europeana will use the link to the image to create a preview that will be stored on a Europeana server. This image will only be used to illustrate search results on the Europeana Collections website.

Add to thematic collections. 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).

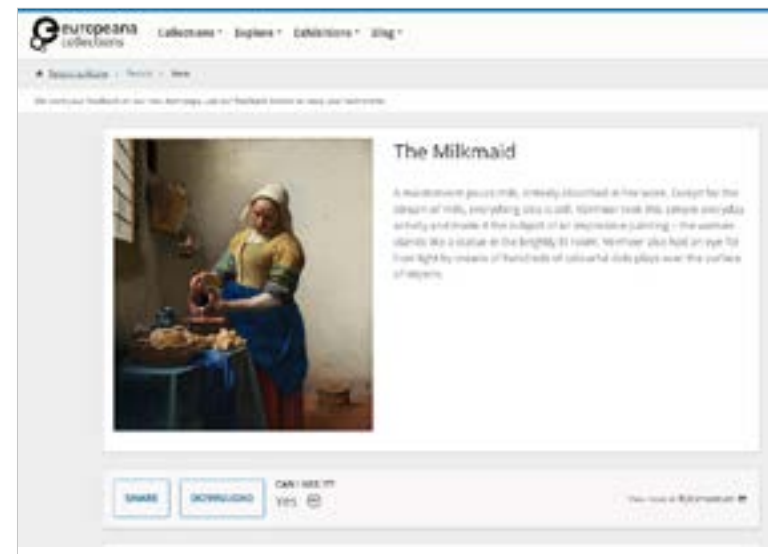
Thematic collections

To improve browsing experiences, we're creating thematic collections on Europeana. These are special themed pages that contain only high-quality collections, with direct access to the full digital object on the page (not being referred to other sites). They guide people through themes like music, art, fashion or newspapers, with the surety that every object is interesting, useful and relevant. Advanced browsing and searching options 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 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 benefit from the added context and interest provided by sitting alongside related content from other organisations. 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).



The homepage of Europeana Art



An item page in Europeana Collections

If the user clicks on the 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.

Allow your metadata to be reused. 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 standardised 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:** The Europeana Collections website gets millions of visits a year. User engagement on Europeana thematic collections is a lot higher than that on the Europeana Collections website (e.g. 4 times more pages per session, 14% more returning visitors).
- **Thematic collections:** Because your content 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.



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

Tier 3 Europeana Collections as a distribution platform: ‘I want to find, view and use collections in my own non- commercial projects’



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 digitised 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 reuse, but with some restrictions. It is easier for us to make them available for educational reuse, but we can negotiate commercial reuse 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.

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 reuse. Europeana currently supports nine rights statements that allow reuse (six Creative Commons licences, CC0, PDM, InC-EDU, NoC-OKLR and NoC-NC).

You must provide a direct link to an image that can be used as a preview image (for image and video collections), 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.

What we do

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

Add to thematic collections. 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 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.

Allow your metadata to be reused. 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 reuse. Europeana will provide users of the platform and the API the ability to limit their search queries to digital objects that are reusable 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 reused for educational purposes on Historiana

Rights statements that allow re-use

Among the 14 rights statements for digital content that are supported by the Europeana Licensing Framework, there are 11 which allow users of the website and other third parties to reuse the digital object. Among these we differentiate between free reuse (reuse that is not subject to restrictions or conditions) and reuse (which may be restricted).

The following four rights statements allow free reuse of the associated digital object:

- The Public Domain Mark (PDM) indicates that the object is in the public domain and can be reused 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 reused 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 reuse 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 seven rights statements that allow reuse with some restrictions:

- The Creative Commons Attribution, Non-Commercial Licence (CC BY-NC) allows non-commercial reuse of the object as long as attribution is given.
- The Creative Commons Attribution, Non-Commercial, ShareAlike Licence (CC BY-NC-SA) allows non-commercial reuse 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 No Copyright - Non Commercial Use statement (NoC-NC) indicates that the object is in the public domain but only non-commercial reuse of the object is allowed.
- The No Copyright - Other Known Legal Restriction statement (NoC-OKLR) indicates the object is in the public domain but is subject to known legal restrictions other than copyright which prevent the free reuse.
- The In Copyright - Educational Use Permitted statement (InC-EDU) indicates that the object is still in copyright but reuse for educational purposes is allowed.

For more information, please refer to the list of available [rights statements](#).

What you get

- Findability: Your data will be available in a standardised 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: The Europeana Collections website gets millions of visits a year.
- Thematic collections: Because your content 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. CLARIN).
- 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 Portuguese ship,
anonymous 1600 - 1625
Rijksmuseum, Amsterdam,
public domain

Tier 4 Europeana Collections as a free re-use platform: ‘I want to find, view and use collections in whatever way I choose’



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 reuse. 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 reuse 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 reuse 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 reused by a wide spectrum of users, you need to provide your content under a rights statement that allows free reuse.¹³ Europeana currently supports four rights statements that allow free reuse (CC BY, CC BY-SA, CC0, PDM).

In addition to a direct link to an image that can be used as a preview image (for image and video collections), 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.

What we do

Create a preview. 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.

Add to thematic collections. 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 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.

Allow your metadata to be reused. 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 reuse.



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 reusable 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 standardised 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:** The Europeana Collections website gets millions of visits a year.

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.

- Thematic collections: Because your content 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. CLARIN). 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 (e.g. Memories Retold video game, Birdie memory app), 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
Rijksmuseum, Amsterdam
public domain

J.V. KESSEL. P.

Europeana's three publishing tiers for metadata

Tier A Europeana Collections as a basic search platform:

'I want to find
the specific
object I'm
looking for'



Tier A: Europeana Collections as a basic search platform

Example

'We are a small art museum and we have just started digitising our collections. We know that if we are not properly represented on the web, we will probably be noticed less and less. Still, we want and need to start slowly with our digital transformation. As we don't have a lot of digital skills yet and we also don't have a huge budget, we start small and use the information we have in our catalogue right now. We are using the information that we have for our artworks that are on display in our exhibition, like the title, a short description and the painter. This is enough for us to get into Europeana Collections, which is the first online representation of our collection. Our director and the patrons of our museum are very pleased to see our collection next to other more famous museums like the Rijksmuseum. We are going to continue our journey to increase the visibility of our collections.'

What you want

You want to make your organisation and your content more visible in a European context. Making your collections findable in Europeana Collections is a very important first step to increasing visibility.

What you deliver

In order to make your collections findable via the Europeana Collections website, you need to provide the metadata that meet the minimum requirements as established by the Europeana Publishing Guide.

Meaningful titles. You need to pay particular attention to a unique and meaningful title for each object.

Meaningful context. Each metadata record must provide some context and details about the objects described by the metadata.

Identified languages. Specifying the language for all the textual elements in your metadata (e.g. title, description) is important for making automatic translations easier and reducing ambiguity. A term in one language may have a completely different meaning in another language for the same spelling. So without knowing the language of the term, it cannot be accurately translated.

What we do

Enrich using multilingual vocabularies. The Europeana Foundation enriches your metadata during the ingestion process. Contextual information that you provide in your metadata as text will be matched against terms in a selection of multilingual vocabularies. All the information associated with those matched terms is made available alongside your own metadata when you look at the objects in Europeana Collections.

Provide a platform in 27 languages. The Europeana Collections website is currently available for users in 27 languages, including the common languages spoken in Europe. Switching the language of the website changes not only the language of the headings and options but the metadata too - if it has been provided to us in the target language.

What you get

- **Findability:** Your data will be available in a standardised 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 on Europeana Collections than elsewhere.
- **Web traffic:** The Europeana Collections website gets millions of visits a year.

Tier B Europeana Collections as an exploration platform: ‘I want to browse and explore even if I’m not sure what I’m looking for’



Tier B: Europeana Collections as an exploration platform

Example

‘We are a photo archive and we have a long tradition of cataloguing and digitising our collections. Producing high-quality metadata helps us to manage the huge amount of photographs we have in the archive. We need to be clear about the context of our collection objects and so distinguishing the subject of the photograph from the photograph itself is key. This is only possible by adding sufficiently precise contextual information to the metadata of the photograph, for example, by means of controlled vocabularies (such as a thesaurus of subjects). We want the metadata to answer questions like: what is the subject depicted on the photograph? Who took the photograph? When? Using what technique? What is the relationship between this photo and other similar photographs from other photographers? We have seen that other platforms value this quality of metadata because it means they can interact with our collection more easily.’

What you want

You want your collections to be findable in Europeana Collections and other platforms or web applications. You would like to offer users the best possible experience when working with your collections online, having correct and meaningful information alongside your digital objects. The Europeana thematic collections and browse entry points are important showcases to increase the visibility of your collections.

What you deliver

You provide metadata that meets the requirements and technical criteria as described in the Europeana Publishing Guide.

Context for your metadata. The more context you provide with your metadata, the more likely it is that your digital objects will be found and better understood. To do this, you can provide information like creators and creation dates for the physical and the digital objects, as well as keywords to describe the subject, and information about the type of object. Geographic information or relationships to other objects also help a user to put the object in context.

Links to multilingual vocabularies. Multilinguality is another key aspect of good metadata quality. This can be achieved by providing contextual information not as text in the metadata but as links to open and multilingual vocabularies, like Geonames, DBpedia or the Getty Arts and Architecture Thesaurus - or to your own vocabularies if you provide the corresponding data to Europeana. Doing this will enrich your metadata significantly and make it more findable for people in many different countries.

Identified languages. Specifying the language for all the textual elements in your metadata (e.g. title, description) is important for making automatic translations easier and reducing ambiguity. A term in one language may have a completely different meaning in another language for the same spelling. So without knowing the language of the term, it cannot be accurately translated.

What we do

Enrich using multilingual vocabularies. Where a link to a vocabulary term is provided with your metadata, we will get the information from that vocabulary and store it in the metadata. The Europeana Foundation attempts to make your metadata even richer by matching the remaining metadata values in a number of metadata fields to terms in multilingual vocabularies. All the information associated with the matched terms is

made available alongside your own metadata when you look at the objects on the Europeana Collections website.

Provide a platform in 27 languages. The Europeana Collections website is currently available for users in 27 languages, including the common languages spoken in Europe. Switching the language of the website changes not only the language of the headings and options but the metadata too - if it has been provided to us in the target language. Also, where vocabulary links have been included in the metadata, e.g. for a subject, that information will also be translated into the target language.

Add to thematic collections. Your objects will be made available in one of our thematic collections, provided there is a good match between the keywords you provide in certain metadata fields and the themes of our collections. How this works and which keywords are relevant for which thematic collection are explained in more detail in the Europeana Publishing Guide.

Add to 'entity' pages. Using the contextual information in your metadata, objects from your collections can be presented on Europeana Collections' 'entity' pages. These are pages about places, organisations, subjects, types and people. They present all the information we have about a single entity, e.g. Leonardo da Vinci, or violins, on one page.

What you get

- **Findability:** Your data will be available in a standardised 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 on Europeana Collections than elsewhere. This is especially true when your data begins to link to vocabularies that are also used by other platforms.
- **Web traffic:** The Europeana Collections website gets millions of visits a year.
- **Thematic collections:** Because your metadata quality is good and contains keywords and contextual information, we can include your material in our powerful thematic collections, raising its visibility, and putting it into context alongside other collections from across Europe.
- **Marketing:** Because the quality of metadata you've provided us is good, your collections may be included in galleries, exhibitions or other editorial activities, often related to thematic collections, which are all marketed/promoted through a range of channels.

Tier C Europeana Collections as a knowledge platform: ‘I want to search and browse in a more precise way, by named authors, specific subjects or topics’



Tier C: Europeana Collections as a knowledge platform

Example

‘We are a library and we also have a large sound collection, including wildlife recordings. This is something a user may not necessarily expect from a library. As one of the largest libraries in the world, we greatly value information quality for our physical deposits, so it goes without saying that this also applies to the digital representations of our collection objects. Therefore, we have invested a lot into making our special audio collections discoverable in online platforms. We have added meaningful titles and extensive descriptions for people to learn more about the recorded birds and animals. We have added subject information (e.g. common and Latin names of species), date information and also information about the person who recorded the sounds. Working with vocabularies like Geonames and DBpedia helps with the discovery of collection objects in multiple languages. This has enabled app developers to find and work with our collection and to, for example, develop an educational game with it. This is very positive and rewarding for us and helps us to be recognised as an organisation that sets standards for digital cultural heritage.’

What you want

You want your collections to be findable and used by as many people as possible. You have a high interest in your collections being used by teachers, students and researchers. You know what this audience needs and that they search and browse the web for information in a very precise way. You would like to offer them the best possible experience when working with your collections online. Therefore, you want your collections to show up in as many thematic collections or browse entry points as possible.

What you deliver

You provide metadata that meets the requirements and technical criteria as described in the Europeana Publishing Guide.

More context for your metadata. The more context you provide with your metadata, the more likely it is that your digital objects will be found and better understood. To do this, you can provide information like creators and creation dates for the physical and the digital objects, keywords to describe the subject, and information about the type of object. Geographic information or relationships to other objects also help a user to put the object in context. Tier C requires more completed fields than Tier B.

More links to multilingual vocabularies. Multilinguality is another key aspect of good metadata quality. This can be achieved by providing contextual information not as text in the metadata but as links to open and multilingual vocabularies, like Geonames, DBpedia or the Getty Arts and Architecture Thesaurus - or to your own vocabularies if you provide the corresponding data to Europeana. Doing this will enrich your metadata significantly and make it more findable for people in many different countries. Tier C requires more vocabulary links than Tier B.

Identified languages. Specifying the language for all the textual elements in your metadata (e.g. title, description) is important for making automatic translations easier and reducing ambiguity. A term in one language may have a completely different meaning in another language for the same spelling. So without knowing the language of the term, it cannot be accurately translated.

What we do

Enrich using multilingual vocabularies. Where a link to a vocabulary term is provided with your metadata, we will get the information from that vocabulary and store it in the metadata. The Europeana Foundation

attempts to make your metadata even richer by matching the remaining metadata values in a number of metadata fields to terms in multilingual vocabularies. All the information associated with the matched terms is made available alongside your own metadata when you look at the objects in the Europeana Collections website.

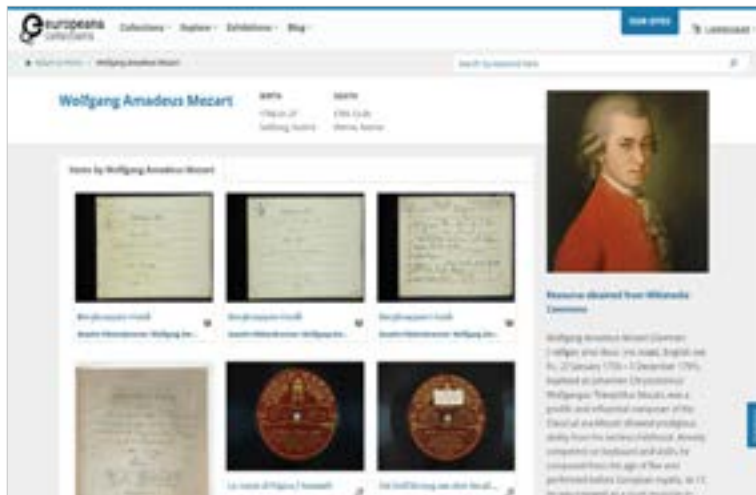
Enable 'auto-complete' for search terms. Because you have provided a good number of matched vocabulary terms, the auto-complete feature in search will now include your collections, improving the findability of your objects.

Provide a platform in 27 languages. The Europeana Collections website is currently available for users in 27 languages, including the common languages spoken in Europe. Switching the language of the website changes not only the language of the headings and options but the metadata too - if it has been provided to us in the target language. Also, where vocabulary links have been included in the metadata, e.g. for a subject, that information will also be translated into the target language.

Add to thematic collections. Your objects will be made available in one of our thematic collections, provided there is a good match between the keywords you provide in certain metadata fields and the themes of our collections. How this works and which keywords are relevant for which thematic collection are explained in more detail in the Europeana Publishing Guide.

Add to 'entity' pages. Using the contextual information in your metadata, objects from your collections can be presented on Europeana Collections' 'entity' pages. These are pages about places, organisations, subjects, types and people. They present all the information we have about a single entity, e.g. Leonardo da Vinci, or violins, on one page.

Enable search for a combination of entities. Because you've provided more context for your objects, people will be able to search for a combination of entities, for example, paintings from Paris from a certain date range.



Entity page for Wolfgang Amadeus Mozart in Europeana Collections

What you get

- **Findability:** Your data will be available in a standardised 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 on Europeana Collections than elsewhere. This is especially true when your metadata begins to link to vocabularies that are also used by other platforms.
- **Web traffic:** The Europeana Collections website gets millions of visits a year.
- **Thematic collections:** Because your metadata quality is good and contains keywords and contextual information, we can include your material in our powerful thematic collections, raising its visibility, and putting it into context alongside other collections from across Europe.
- **Marketing:** Because the quality of metadata you've provided us is good, your collections may be included in galleries, exhibitions or other editorial activities, often related to thematic collections, which are all marketed/promoted through a range of channels.
- **Partnerships and projects:** As it is more multilingual and better connected with reference resources, your collections can be exploited more easily in projects operating in sectors like education (e.g. Historiana) and research (e.g. CLARIN).

- **Apps and services:** Because you've made your metadata richer and more meaningful, you're helping people to learn, be inspired and create new things. You've increased the potential for your collections to be incorporated into new apps, products and services (e.g. Memories Retold video game, Birdie memory app), to bring them to new audiences and to be used in ways you may never have expected. This way you're also helping creative businesses to grow and succeed.



神奈川沖
浪裏
第三十六景

The Underwave off Kanagawa
Katsushika Hokusai
Rijksmuseum, Amsterdam
public domain



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