



Paper 10D
Public

Europeana Foundation Governing Board Meeting

27 September 2016
10h00 – 17h00 CEST
The Netherlands
Institute for Sound &
Vision, Theatre Two

Status of KPIs against Business Plan 2016

Action proposed: For information and Q&A

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public





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

europeana

Business Plan 2016
KPIs
27 September 2016 Board meeting

J.V. KESSEL 5

Performance Indicators

GOAL: CREATE VALUE FOR PARTNERS



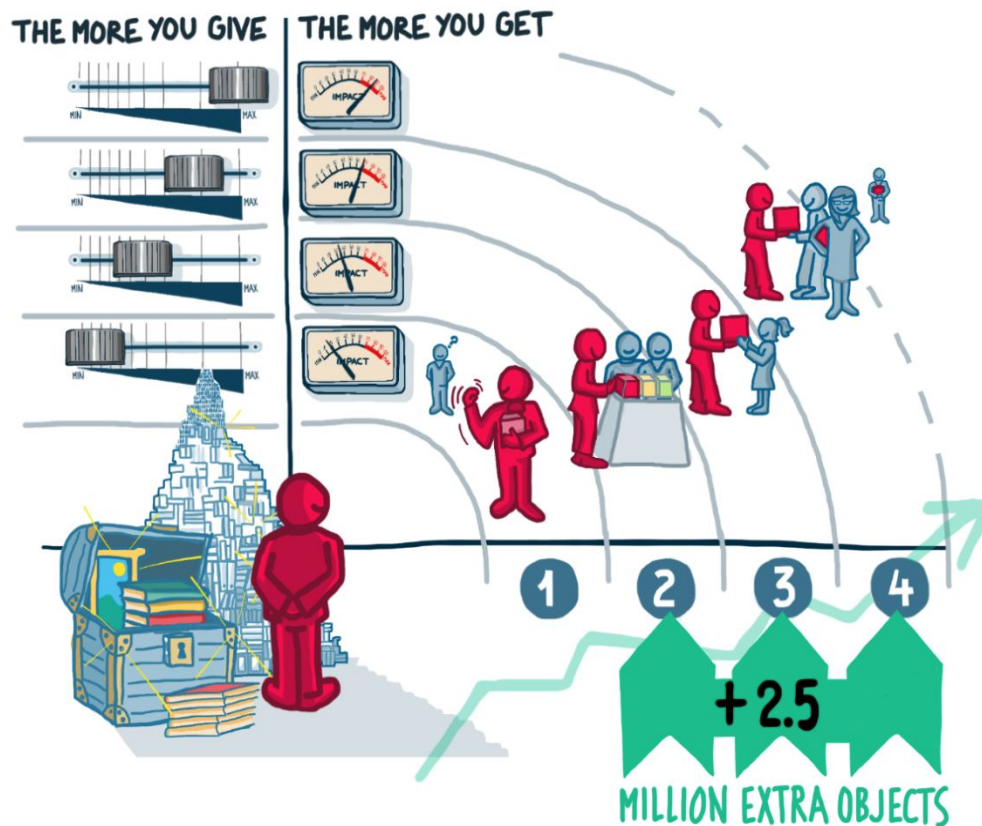
KPI I:
we aim for
a 4 or 5 star rating
for our products
by >60%
of our partners
and customers.

September 1 2016 status

- [User research](#) about Europeana Collections performed by User Intelligence marked us just under target (57%) and gave us useful suggestions on how to improve the service.
 - Music Collections, 68% rating the the product as Good or Excellent
- (End-) User survey of Europeana Pro at 50% rating the site Good or Very good
- Measurement of customer satisfaction will happen through surveys and focus groups for the products Collections (again), Art History Collections, Music Collections (again), and Labs/APIs during Q 4.
- + The user validation programme (ended in June) gave us deeper insight into user needs (culture vultures, developers, cultural institutions)
- + Several new features are lined up (like the User annotations service, November) that will increase user participation
- *Note: in 2016 we are measuring customer satisfaction of the 3 main products. Not the service experience overall.

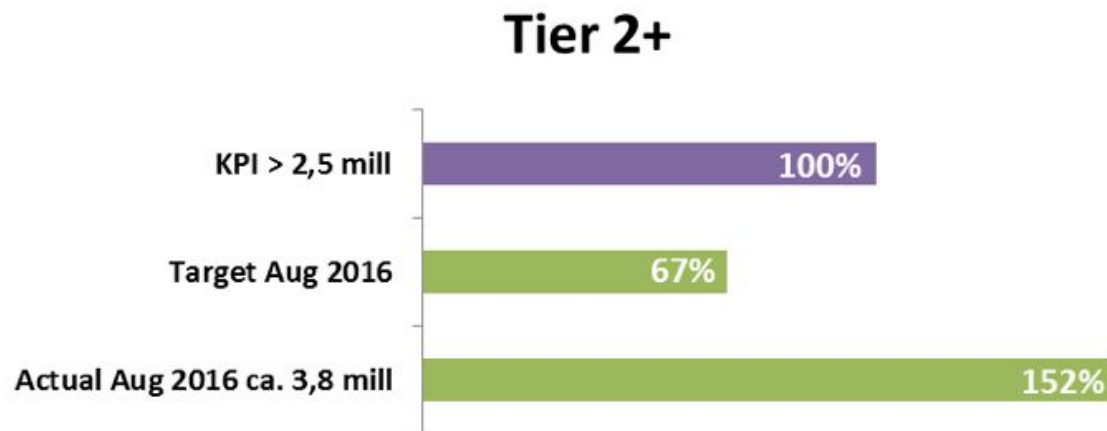
Performance Indicators

GOAL: IMPROVE DATA QUALITY



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

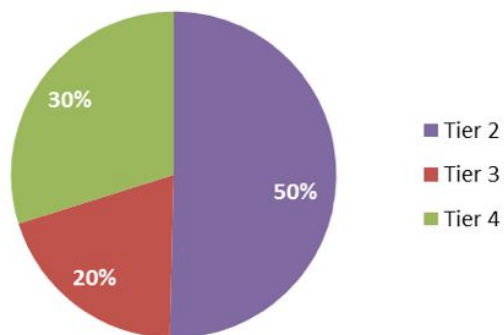
Performance Indicators



- The numeric increase in tier 2+ content since January is 3.8 million. It should be noted that this increase is mainly reflecting the increase in available technical metadata about the content, it says little about the quality of the metadata. We are investigating how to include these metrics in our Publishing Framework.

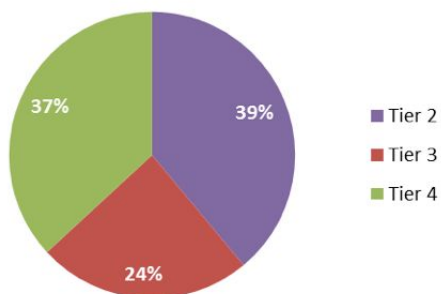
Performance Indicators: breakdown tier 2/3/4

TOTAL Tier 2+ Jan 2016



Total number of records tier 2+ (Image, Text, Sound, Video, 3D) by % and tiers at the beginning of January 2016

TOTAL Tier 2+ Aug 2016



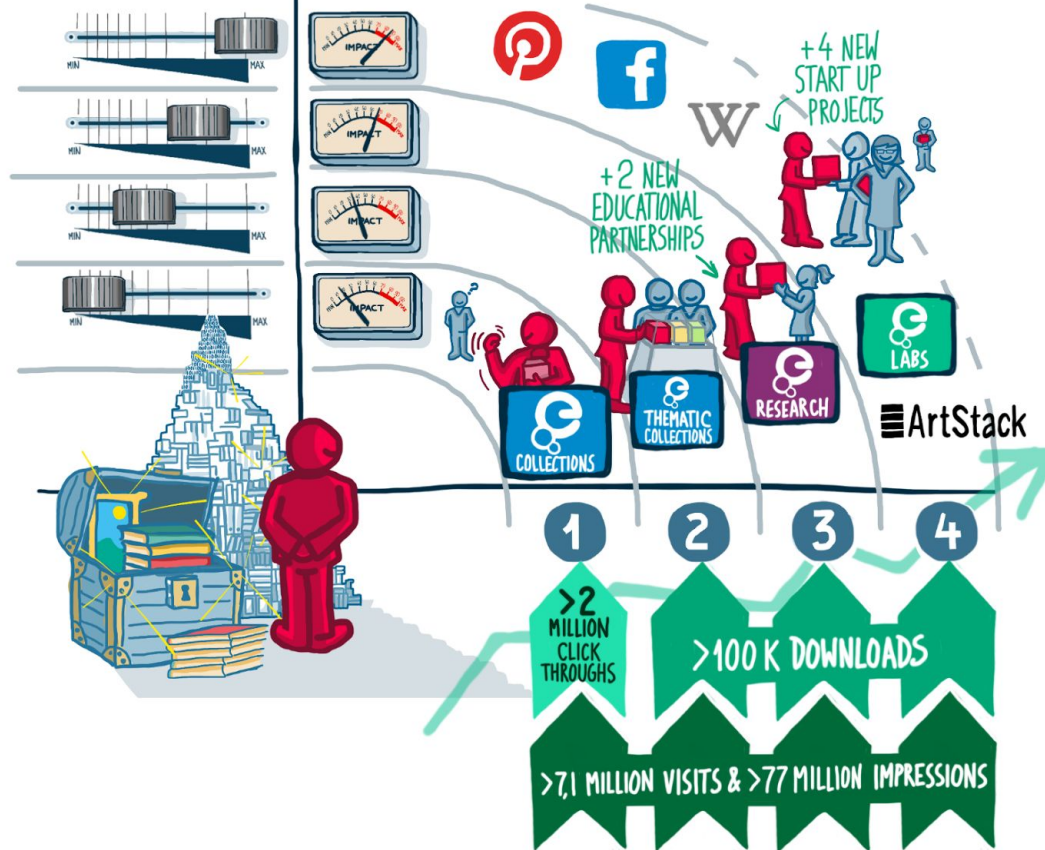
Total number of records tier 2+ (Image, Text, Sound, Video, 3D) by % and tiers at the end of August 2016

Performance Indicators

GOAL: OPEN THE DATA

THE MORE YOU GIVE

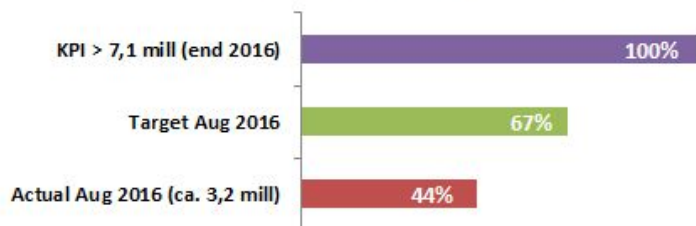
THE MORE YOU GET



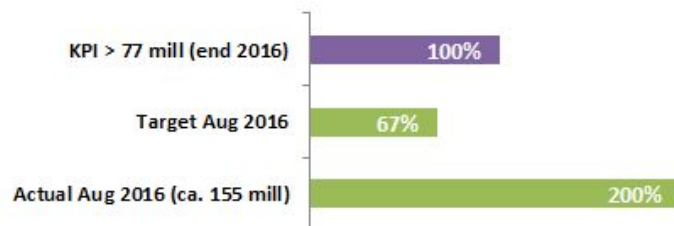
KPI III:
we aim to increase
the use and visibility
of our partners' content
in accordance with
the possibilities provided
in the 4 tiers of the
Europeana Publishing
Framework

Performance Indicators

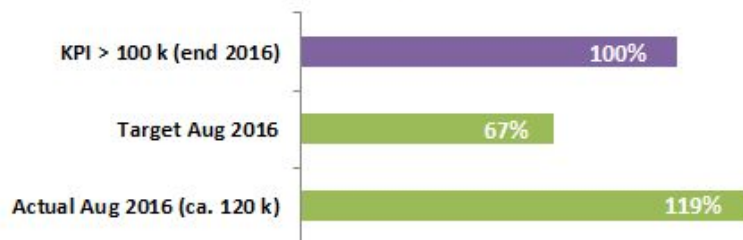
Visits to end user products



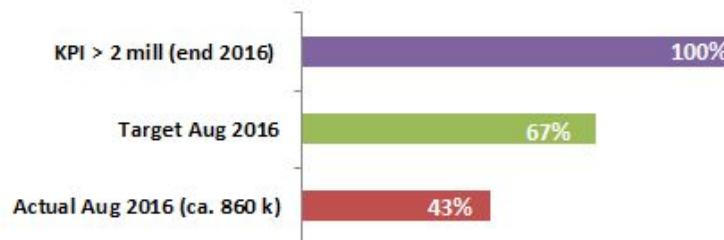
TOTAL Impressions



Downloads

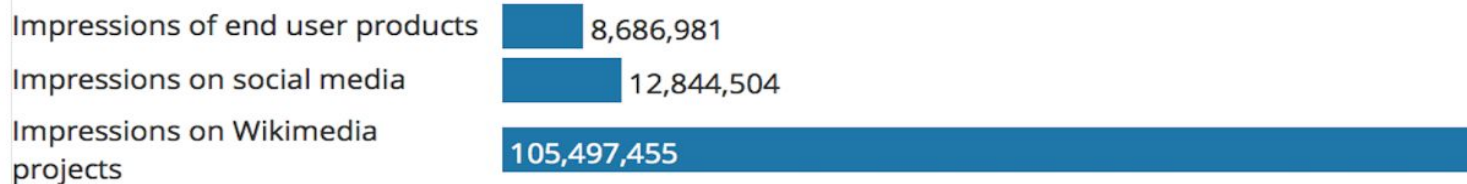


Click-throughs



September 1 2016 status (see web traffic report for more detail)

- + Number of downloads exceeds expectations, possibly to the expense of the click-throughs.
- + Reach via third parties such as wikipedia and social media is exceeding expectations.
- Impressions, visits and click-throughs on Europeana Collections are behind target.
- + The platform strategy is bearing fruit (see image)



September 1 2016 status (see web traffic report for more detail)

- + The engagement levels of Thematic Collections are 3x higher than Collections as a whole



Performance Indicators

GOAL: STRENGTHEN THE EUROPEANA ECOSYSTEM



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

June 1 2016 status

- + KPI is met. There is agreement between Member States and Commission re structural funding, with conversion to a procurement from a grant model. Funding for the longer term is dependent on evaluation of Europeana and the next multi-annual framework.
- + Council Conclusions of the Dutch Presidency were very positive thanks to great input by the Members Council and the Europeana Foundation Board and the work of the Dutch Ministry of Culture.
- + #AllezCulture campaign increased general awareness of Europeana through I am @Europeana campaign. Statistics for April and May commitment and tweeting were strong, with 2,250 tweets generating over 10 million impressions.
- + Although the target of Eur 625 k from Member States this year has not yet been met, enormous efforts by the Dutch Ministry of Culture have gone a considerable way towards it (see funding report for complete update).