Europeana Foundation Governing Board Meeting

16 November 2016
16h30 – 18h00 CET
Teleconference Call

Status of KPIs against Business Plan 2016
Action proposed: For information and Q&A

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public

Co-financed by the European Union
Connecting Europe Facility

Business Plan 2016

KPIs

16 November 2016 Board meeting

Co-financed by the European Union
Connecting Europe Facility

Performance Indicators



GOAL: CREATE VALUE FOR PARTNERS

KPI 1:
we aim for
a 4 or 5 star rating
for our products
by >60%
of our partners
and customers.

europeana

November 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)
- *Note: in 2016 we are measuring customer satisfaction of the 3 main products. Not the service experience overall.
- **Update from September: Surveys for the main websites are going out second week of November, results expected by early December.**

Performance Indicators

Performance Indicators

Improve data quality: 2.5m more data in tier 2+ of EPF
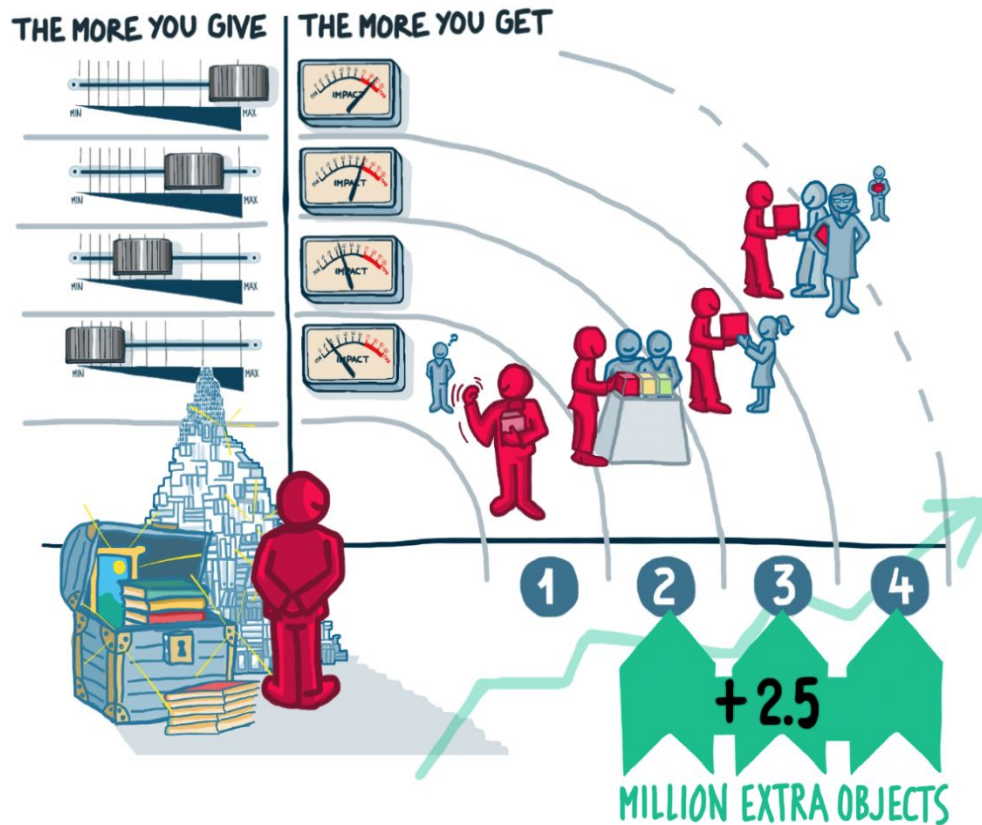
|	
KPI 2016	2,500,000
KPI progress	3,672,211
KPI progress minus 1.5m	2,172,211

The actual KPI progress also includes content that should not count for tier 2+, which is about 1.5 million records.

- 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.
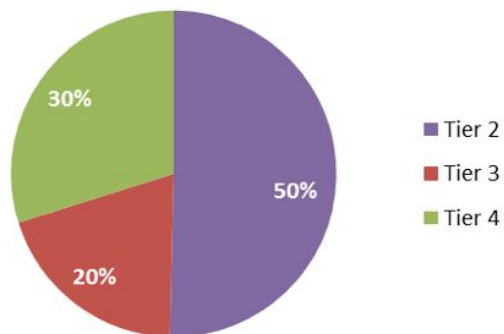
Performance Indicators: breakdown tier 2/3/4

TOTAL Tier 2+ Oct 2016

- Tier 4 38.73
- Tier 3 24.08
- Tier 2 37.20
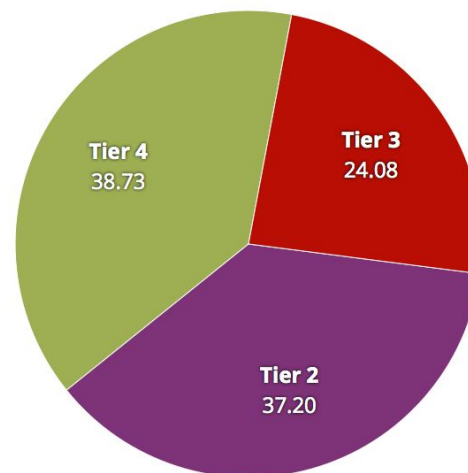
Total number of records tier 2+ (Image, Text, Sound, Video, 3D) in % and tiers at the end of October 2016

TOTAL Tier 2+ Jan 2016

- 50% (Tier 2)
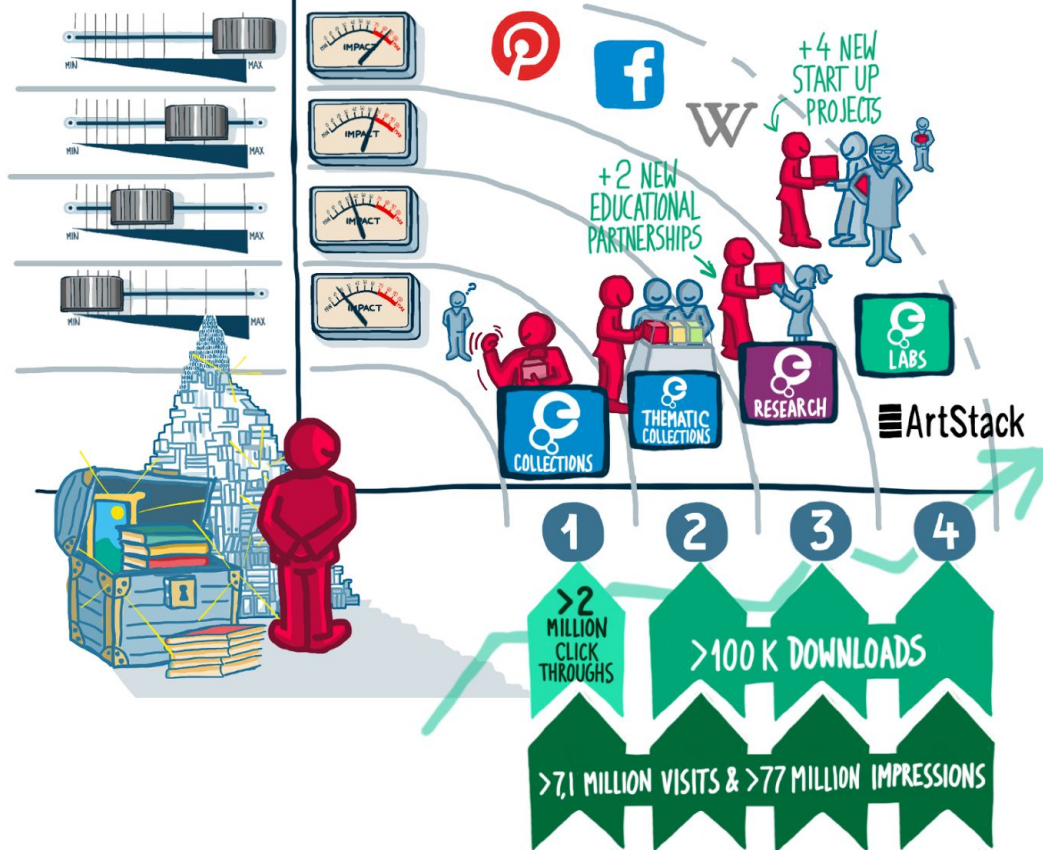- 30% (Tier 4)
- 20% (Tier 3)

Legend:
- Tier 2
- Tier 3
- Tier 4

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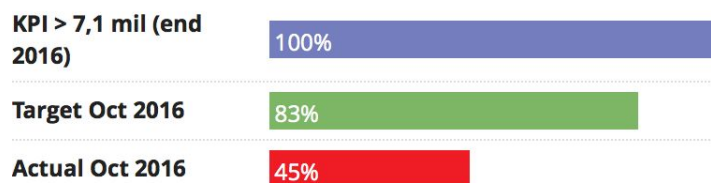
Performance Indicators

Performance Indicators

Visits to end user products

KPI > 7,1 mil (end 2016)	100%
Target Oct 2016	83%
Actual Oct 2016	45%

TOTAL Impressions

KPI > 77 mil (end 2016)	100%
Target Oct 2016	83%
Actual Oct 2016 (ca 187 mil)	255%

Downloads

KPI > 100 k (end 2016)	100%
Target Oct 2016	83%
Actual Oct 2016 (ca 144 k)	144%

Click-throughs

KPI > 2 mil (end 2016)	100%
Target Oct 2016	83%
Actual Oct 2016 (ca 996 k)	50%
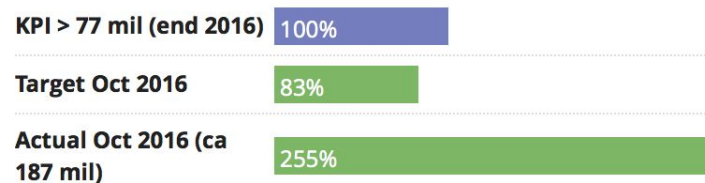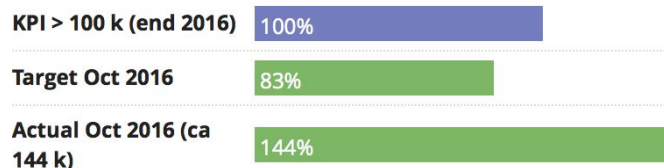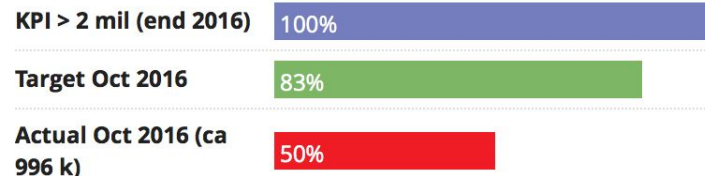
November 1 2016 status (see web traffic report for more detail)

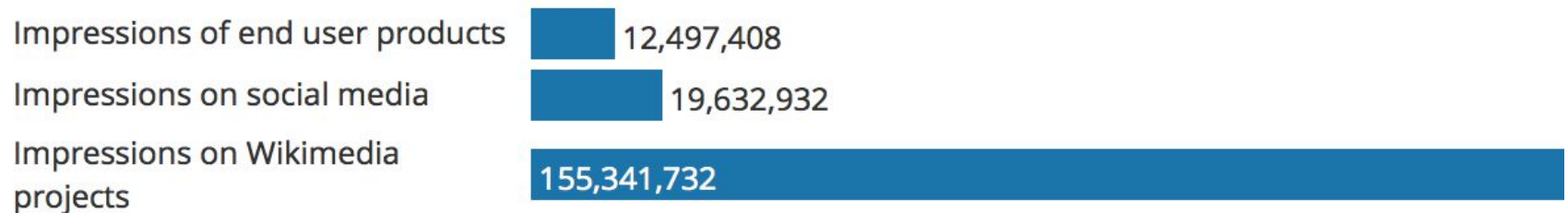+   Number of downloads exceeds expectations, possibly to the expense of the click-throughs.
+   Reach via third parties such as wikipedia and social media is exceeding expectations and has reached its KPIs
-   Impressions, visits and click-throughs on Europeana Collections are behind target, mainly due to a drop in organic search traffic from Google
+   The platform strategy is bearing fruit (see image)

Impressions of end user products	12,497,408
Impressions on social media	19,632,932
Impressions on Wikimedia projects	155,341,732

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

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

All Users

| Pages/Session | 3.44 |
| Average Session (min) | 2.32 |

Thematic Collections

| Pages/Session | 11.88 |
| Average Session (min) | 8.41 |

All Users

| Bounce rate | 56% |
| Returning Visitors | 21% |

Thematic Collections

| Bounce rate | 10% |
| Returning Visitors | 30% |

Performance Indicators

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

November 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.
+ **Member State commitments for 2016 and 2017 Total € 635,700**