![europeana logo]

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C.2/C.3 Users and usage report M35

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Revision History

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Reports can be viewed and accessed online in the document section on the Europeana DSI-4 project page[1].

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This deliverable contains original unpublished work except where clearly indicated.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

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[1] https://pro.europeana.eu/project/europeana-dsi-4

TABLE OF CONTENTS

1. Executive summary

Number of visits is our key success metric for the Europeana website. The traffic to the website stayed relatively stable in the past year (equal to 5.8 million visits in total). The exceptional high traffic during the COVID-19 pandemic in 2020 resulted in a perceived decrease for the 2020/2021 period while traffic stabilised again to common patterns.

User return rate is another key metric we look at when we evaluate the success of the Europeana website. The overall % of returning users is slowly growing with small derivations between 13.0% and 15.4%. In April 2021, we received a good average satisfaction rate of 73.7% for the Europeana website.

The traffic from social media remained stable while we saw good development on the social media platforms themselves in terms of increased impressions and engagement.

We saw that editorials remain relevant for a longer period of time. Most successful is interactive content (such as digital jigsaw puzzles) and also content that gets promoted by our partners did very well.

API usage also stayed relatively stable in the past year while the number of users increased (+ 23.8%) and users were very much interested in our APIs (+ 52.7% API sign-ups). Extensive efforts in fostering the current API developer community might have contributed to the increase.

We saw good usage of educational offers both on the Europeana website and partner websites European Schoolnet and Historiana. We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 87%. Four new integrations of Europeana educational offers into external learning environments will further foster the use of Europeana digital cultural heritage in education.

2. Introduction

The Europeana core service platform (CSP) provides access to over 52 million digital cultural objects from thousands of cultural heritage institutions across Europe intending to create value for users of digital cultural content.

This deliverable informs the reader about users and usage patterns of Europeana content and services. Users engage with Europeana content mainly via the Europeana website, Transcribathon.eu, Europeana APIs and on external platforms (Europeana social media channels, partner websites). The document refers to our key audiences namely European citizens (cultural enthusiasts/casual users), education audiences (teachers), and API users.[2]

The assessment aims to learn whether current efforts are sufficient, very good or in need of improvement, and through which actions.

The report focuses its analysis on the past year (Jul 2020 - Jun 2021), while other reporting periods may be used (for example for metrics that are tracked cumulative as part of the Europeana DSI-4 metrics framework).

The C.2/C.3 Users and usage report is an iteration of previously submitted reports[3].

Note: For our professional audiences in the cultural heritage sector we offer the Europeana Pro[4] website. More information on professional audiences and usage of Europeana Pro can be found in D.1 Communication and dissemination deliverables.[5]

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[2] Academic research audiences are excluded from this analysis as the highest priority of the Europeana Research initiative has changed from promoting the reuse of Europeana resources to capacity building in the cultural heritage sector. Activities in the research area are reported on in the B.2/B.3 Periodic reports available on the Europeana DSI-4 project page in the document section.
https://pro.europeana.eu/project/europeana-dsi-4
[3] Available on the Europeana DSI-4 project page in the document section.
https://pro.europeana.eu/project/europeana-dsi-4
[4] https://pro.europeana.eu/
[5] Available on the Europeana DSI-4 project page in the document section.
https://pro.europeana.eu/project/europeana-dsi-4

3. Europeana services

This chapter assesses users and usage patterns of the Europeana platform and includes our main user-facing products: the Europeana website, Europeana APIs and Transcribathon.eu.

3.1. Data collection methods

For the evaluation of users and usage data for the Europeana website this report draws from data available via Google Analytics[6]. For Transcribathon.eu we use Google Analytics as well as a site specific system that monitors the metrics of the site. For the API usage metrics we rely on our logging service which aggregates the logging from all APIs.

Data collection methods are in line with our privacy policy[7] that describes what and how we collect data from users.

3.2. Europeana website

We have several mechanisms in place to evaluate the usage of the Europeana website and to understand who our users are. This chapter investigates what we can learn from usage patterns and user satisfaction, with two specific objectives - we aim to:

1. increase the traffic to the Europeana website, and
2. increase the user return rate to the Europeana website.

3.2.1. Audiences

The Europeana website has four main target audiences, namely teachers, researchers, cultural enthusiasts (casual users), and API users which are documented in the form of 'Personas'[8]. These can be found in the [Annex][9].

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[6] https://analytics.google.com/analytics/web/
[7] https://www.europeana.eu/en/rights/privacy-policy
[8] 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of the Europeana website.
[9] The personas were last updated in January 2019.

3.2.2 Traffic to the Europeana website

EF aims to reach 500,000 monthly visits to the Europeana website. In the following section we compare two periods (July 2019 - June 2020 and July 2020 - June 2021) to see trends over time.[10]

Statistics dashboard for the Europeana website comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)
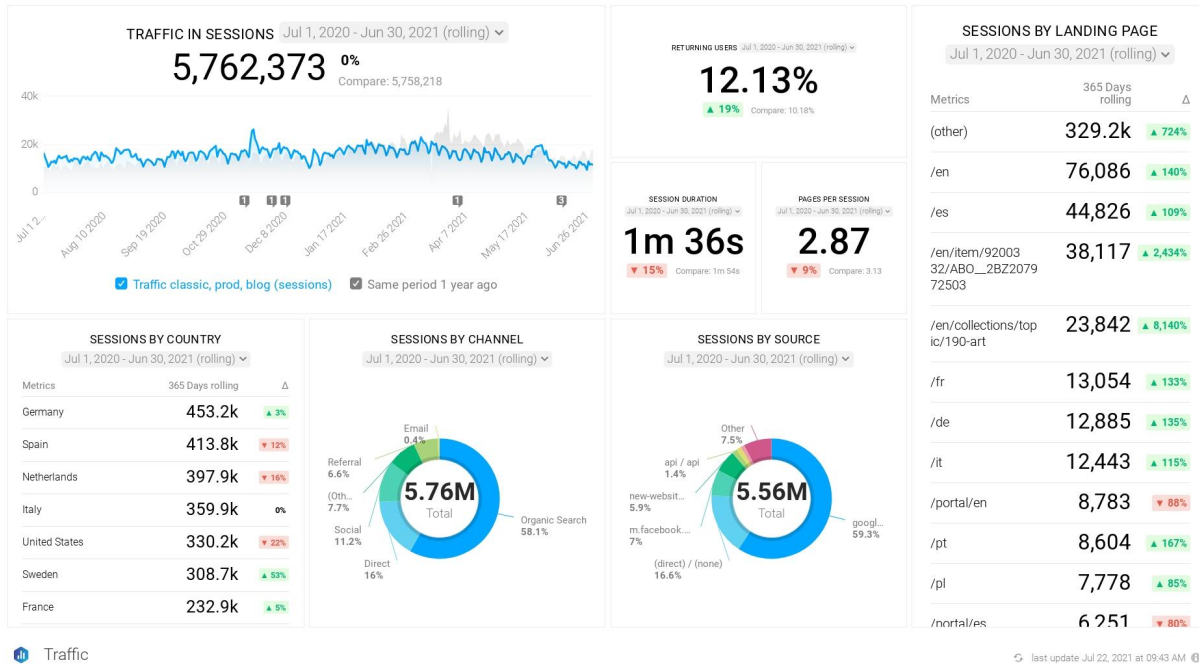
Note: By clicking on the dashboard image you will open the live interactive dashboard[11]. There you can change the date ranges for each metric to see the data for other periods. In the traffic graph in the top left corner you can hover over the annotations to see the major release dates. The list views for 'sessions by country' and 'sessions by landing page' can be ordered ascending and descending by clicking on the arrow on the top of the list.

The traffic to the Europeana website stayed relatively stable, from 5,762,373 million visits in 2019/2020 to 5,758,218 million visits in 2020/2021.

In April/May 2020 we saw an unusual spike due to the pandemic, which flattened in 2021. In November 2020, we saw a spike in traffic and we assume that this is related to our annual event during which we announced the public release of the user galleries feature.

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[10] The analysis shows data from three sources, the current production website (including blog) and the old classic version.
[11] https://app.databox.com/datawall/645d40debddc5f8a93b8566f9facbf1c05f802594

There is a significant spike in traffic on 15 to 17 November 2020. During this time we released the user galleries which contributed a relatively small number of traffic to this spike. Primarily this spike is due to an increase in traffic to the Art collection from Twitter referrals and direct traffic mainly coming from Turkey (which we assume can be attributed to bot traffic).

3.2.2.1. Traffic channels

Traffic to the Europeana website comes from five primary channels: organic search (via search engines), direct (people directly typing the url in the browser or using bookmarks), social media, referral (visits coming via links on other websites), and email (from newsletters). More detailed information is provided in the sections below.

Channels of traffic in visits comparing (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	2019/2020	2020/2021	Change
Organic search	3.45 million	3.35 million	- 3%
Direct	1,025,200	921,600	- 10%
Referral	470,100	381,200	- 19%
Social	633,900	643,000	+ 1%
Email	29,630	24,112	- 18%
Other	153,700	444,000	+ 190%

Organic search
A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources.

Organic search is the biggest traffic channel. It contributes to 58.1% of total traffic. In this period it decreased by 3%. Last year was an unusual year due to the pandemic. We saw a rise in traffic that we haven't experienced before. This year the traffic numbers normalised again. For this reason, we see an expected decrease in traffic from organic search.

Google is by far the biggest source of traffic for the organic search channel which contributes 59.3% of the traffic. As our collection of items grows we expect to see this number organically increase assuming that Google continues to index our pages as it does now.

Direct traffic
A visit is considered to be direct traffic if a user directly typed an Europeana website related URL, or if the user had bookmarked the site.

Direct traffic is our second largest traffic source that contributes to 16.6% of total traffic. In this period it decreased by 10%. Also from this channel we saw an unusual increase in traffic last year due to the pandemic. The decrease this year is therefore not alarming because the traffic numbers are normalising again.

The aim is to further increase the % of traffic coming from this channel because these people are loyal to Europeana, they like the offer and return to the website. Ideally, this should be our main source of traffic.

Referral traffic
A visit is considered a referral when a user is referred from another site to the Europeana website. The third biggest traffic channel are referral websites which make up 6.6% of the total traffic. In this period it decreased by 19%. Like with the other channels, the previous year saw exceptionally high traffic which resulted in a perceived decrease this year while traffic stabilised again to common patterns.

The biggest source of referral traffic in this period is Omnia.ie.[12] The platform allows a user to explore repositories such as Europeana or the Digital Public Library of America through one interface[13]. This source contributed 42,037 visits in this time period.

Social
Social is a type of referral traffic that originates on a social media platform. Social platforms like Facebook, Twitter and Pinterest generated 11.2% of our overall traffic in this period.

Facebook contributed 7% of the social traffic which is 467,491 visits. It appears that Facebook is the most valuable social media platform when it comes to driving traffic to the website. Pinterest contributed 57,825 visits and Twitter contributed 69,578 visits.

More detailed information on traffic from social media platforms and interaction with content on the Europeana social media channels is provided in section 4.2. Europeana social media channels.

Email
Email traffic makes up 0.5% of total traffic in the past year. The main source of traffic for this channel is the newsletter which contributes 21,815 visits. Traffic coming via this channel decreased by 18% over the past year.

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[12] http://omnia.ie/
[13] https://eadh.org/projects/omnia

Other

The traffic grouped under this channel is traffic that has an acquisition source or medium that is not recognized within Google Analytics default system defined channel rules like 'Email' or 'Social.'

Other traffic made up 7.7% of total traffic in the past year. The 190% increase in traffic from undefined sources, classified as 'Other' here, is likely due to greater online user privacy and GDPR legislation, which prevents us from tracking users in as much detail as before. Increased integrations with our API on third party platforms may also be a contributing factor.

3.2.2.2. Geographic distribution of users

To gain a better understanding of traffic to the Europeana website we also looked at the geographic distribution of users. The table below illustrates the top 10 countries from which users visited the website.

Top 10 countries with most visits (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Top 10	July 2020 - June 2021	% change compared to the same period last year
1.	Germany (453,200)	+ 3%
2.	Spain (413,800)	- 12%
3.	Netherlands (397,900)	- 16%
4.	Italy (359,900)	0%
5.	United States (330,200)	- 22%
6.	Sweden (308,700)	+ 53%
7.	France (232,900)	+ 5%
8.	Poland (222,700)	- 1%
9.	United Kingdom (202,000)	- 3%
10.	Hungary (174,500)	+ 12%

The most significant traffic increase comes from Sweden with + 53%. Most of this traffic comes via organic search (246,271 sessions) and the most significant increase is in direct traffic (32,935 sessions). The most visited page is an item page which we cannot identify with (5,304 sessions). The second most visited page is an item page titled 'Avrättningsplats' [14] with (4,007 sessions) with most of its traffic coming from organic search (3,701 sessions).

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[14] https://www.europeana.eu/sv/item/2020702/7397AEDF08AA33EA673D03C968C8A2DA89E99379

The third most visited page is the homepage in Swedish with (2,536 sessions) that primarily received traffic from organic search (891 sessions) and direct (822 sessions).

The second most significant traffic increase comes from Hungary + 12%. Most of the traffic comes via organic search (125,980 sessions) and the most significant increase is in traffic coming from the source 'other' (1,457 sessions) and organic search. The most visited page is the homepage (8,192 sessions) followed by the Szaharov exhibition[15] in Hungarian (1,734 sessions).

The most significant decrease in traffic is from the United States - 22%. This reporting period, the homepage received (42,331 sessions), followed by the search results page that received (9,669 sessions) and the most popular exhibition was 'Leaving Europe: A new life in America' exhibition chapter 'Motivations and Aspirations'[16] (4,908 sessions).

3.2.2.3. Top landing pages

Top landing pages (Jul 2020 - Jun 2021)

Landing page	URL	Visits
Other[17]		329,200
Homepage in English	https://www.europeana.eu/en	76,086
Homepage in Spanish	https://www.europeana.eu/es	44,826
Item page: Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV	https://www.europeana.eu/en/item/9200332/ABO__2BZ207972503	38,117
Art collection in English	https://www.europeana.eu/en/collections/topic/190-art	23,842
Homepage in French	https://www.europeana.eu/fr	13,054
Homepage in German	https://www.europeana.eu/de	12,885
Homepage in Italian	https://www.europeana.eu/it	12,443
Homepage in English	https://www.europeana.eu/portal/en	8,783
Homepage in Portuguese	https://www.europeana.eu/pt	8,604
Homepage in Polish	https://www.europeana.eu/pl	7,778

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[15] https://www.europeana.eu/hu/exhibitions/sakharov-prize
[16] https://www.europeana.eu/en/exhibitions/leaving-europe/motivations-and-aspirations
[17] Google Analytics (GA) shows a category marked as others which does not give more detailed information on its contents.

Homepage in Spanish	https://www.europeana.eu/portal/es	6,251
Homepage in Dutch	https://www.europeana.eu/nl	5,345

The most popular landing pages are the homepages in various languages which is what one would expect considering that direct traffic is our second highest source of traffic (for example, when people go to the website directly by typing in the url, they arrive at the homepage).

There is some correlation between the top countries with the most visits and the top landing pages. It is interesting to note that even though we experienced a high increase in traffic from Sweden this does not result in the Swedish homepage or items in the Swedish language to show up in the top landing pages.

The Art collection in English continues to be a popular landing page. The main acquisition source is Social with (34,468 sessions) followed by direct traffic (7,618 sessions). Most of this traffic comes from Turkey (39,535 sessions) which we assume can be attributed to bot traffic.

The most visited item page is 'Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV' which is a document. The main acquisition source for this item is organic search (66,122 sessions) followed by direct traffic (26,207 sessions). Most of this traffic comes from India (52,530 sessions). The geography of the traffic sources and the very short session duration strongly suggest that the high number of traffic for this item can be attributed to bots.

3.2.3. User return rate to Europeana website

EF aims to reach a user return rate of 15% on the Europeana website. Happy users return and become loyal users of the service (website) which is why this metric is so important in terms of measuring the user satisfaction rate.

The overall % of returning users is slowly growing while it is fluctuating from month to month. The highest user return was in March (15.37%) and April 2021 (15.02%). Two factors contributed to this, the user account/gallery functionality and Women's History Month.

User return rate to the Europeana website comparing two periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	User return rate		
	2019/2020	**2020/2021**	**% change**
July	13.05%	14.19%	+ 1.14%

August	13.18%	13.61%	+	0.43%
September	12.94%	13.38%	+	0.44%
October	12.98%	13.62%	+	0.64%
November	13.74%	14.05%	+	0.31%
December	13.38%	13.61%	+	0.23%
January	13.23%	13.93%	+	0.70%
February	13.54%	14.63%	+	1.09%
March	12.87%	15.37%	+	2.5%
April	13.53%	15.02%	+	1.49%
May	14.28%	13.01%	-	1.27%
June	14.79%	14.77%	-	0.02%

3.2.4. User satisfaction with the Europeana website

Europeana Foundation (EF) regularly measures user satisfaction on the Europeana website through surveys. For Europeana DSI-4 year 3 we changed the method of measuring user satisfaction from Net Promoter Score (NPS)[18] to Likert scale[19]. Therefore a direct comparison of survey results to the previous year is not possible.

We aim for an average user satisfaction of 75%. In April 2021, we received a good average satisfaction rate of 73.7% based on 2,263 responses. 1,039 of the respondents (45.9%) were completely satisfied and 375 (16.7%) were satisfied with the website. 336 (14.8%) of the respondents were not satisfied at all and 234 (10.3%) were not satisfied. The remaining 275 (12.2%) were neutral.

We also look at direct user feedback to find out what users like or where users are experiencing difficulties with the Europeana website, with the aim of improving the platform over time. The majority of people are happy when they find a rare item or one that is significant to them. People are dissatisfied with media resolution, inaccurate metadata and broken links. We are resolving the issue with the media resolution and

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[18] An NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter
[19] The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%).

broken links. Issues with the accuracy of the metadata are communicated to the data provider. More information on user feedback is provided in the A.1 Platform report.[20]

3.2.5. User behaviour on the Europeana website

To see how our users are behaving on the Europeana website we monitor the following engagement metrics.

User behaviour on the Europeana website comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	2019/2020	2020/2021	Change
Downloads (cumulative per DSI year)	494,271	261,134	- 47%
Total number of click-throughs to partner websites (cumulative per DSI year)	425,099	207,496	- 51%
Average visit duration	1:54	01:36	- 15%
Average number of pages viewed per visit	3.13	2.87	- 9%

There are various factors that affect the numbers for downloads. Not all our items can be downloaded. We experience that more and more providers ask us to restrict the download option, for example, because of a restrictive copyright statement (16,727,630 million items on the website), which might have impacted the number of downloads.

As mentioned previously we do not incentivise users to click away from our website to go to the provider. It is our aim to display the high-resolution media file with all its metadata on the Europeana website. For this reason one would expect the number of click-throughs to the provider website to decrease.

The average number of pages visited remains fairly stable as does the average visit duration.

3.2.6. Content usage on the Europeana website

On the Europeana website users can search for digital objects and entity collections[21], and browse editorial content and educational resources.

In the past year, we published a high volume of editorial content which, combined with social media promotion, drew visitors to the website. Factors behind this success included: better coordination with Generic Services projects contributing editorial; greater interest in

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[20] Available on request.
[21] For example: https://www.europeana.eu/en/collections/topic/221-watercolor-painting

online cultural heritage during the COVID-19 pandemic (especially interactive content such as digital jigsaw puzzles); optimised editorial planning, publishing and promotion.

Below we highlight the content that users most engaged with in the given period, measured by number of visits.

Exhibitions[22]
Exhibitions are long-form narratives that aim to engage readers with interesting stories and high-quality imagery.

We measure the satisfaction for exhibitions by calculating the average satisfaction on a 5-point Likert scale.[23] From September 2020 to January 2021, we measured every new exhibition separately. The most successful exhibition was *Magical, Mystical and Medicinal*[24] with an average satisfaction of 90%, and published in English, French and German. Since February 2021, every month (from 1st to the last day) a satisfaction survey is run on all the exhibitions collectively giving a better overview to already published material. We aim for an average satisfaction of 75% every month, and so far each time measured we have received satisfaction above 83%.

In the past year, the traffic to exhibitions increased by 6.34%. We can see that exhibitions have the potential to remain relevant to audiences over a longer period and that language variations of exhibitions attract more visitors. The top three exhibitions based on numbers of visits are listed below.

Traffic to exhibitions comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	2019/2020	2020/2021	Change
Total visits to exhibitions	567,971	604,009	+ 6.34%

Top three exhibitions (Jul 2020 - Jun 2021)

Title	Language versions	Date of publication	Visits
Celebrations in Europe[25]	English, French, Italian, German, Polish, Spanish, Romanian	February 2020	52,132
The Sakharov Prize[26]	All 24 supported languages	May 2021	59,801

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[22] https://www.europeana.eu/portal/exhibitions/foyer
[23] After collecting all the responses, we apply the formula [(1xN) + (2xN) + (3xN) + (4xN) + (5xN) / total number of participants = XX stars on average which equals to XX% average user satisfaction].
[24] https://www.europeana.eu/en/exhibitions/magical-mystical-and-medicinal
[25] https://www.europeana.eu/exhibitions/celebrations-in-europe
[26] https://www.europeana.eu/exhibitions/sakharov-prize

Art Nouveau - A Universal Style[27]	English, French, Italian, German, Polish, Spanish	March 2017	62,868

Galleries[28]

Galleries are curated sets of items based on a theme. In the past year, the traffic to galleries decreased by 5.01%. Top three galleries based on numbers of visits are listed below.

Traffic to galleries comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	2019/2020	**2020/2021**	**Change**
Total number of visits to galleries	198,2011	188,314	- 5.01%

Top three galleries (Jul 2020 - Jun 2021)

Title	**Date of publication**	**Visits**
Maps of Europe[29]	March 2020	15,202
Open air and living history museums[30]	June 2020	5,397
Mountain scenery[31]	August 2020	5,147

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks or institutions. In the past year, the traffic to blogs decreased by 14.2%. We saw that the most popular content is interactive. Top three blogs are listed below.

Traffic to blogs comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

	2019/2020	**2020/2021**	**Change**
Total number of visits to blogs	553,835	475,276	- 14.2%

Top three blogs (Jul 2020 - Jun 2021)

Title	**Date of publication**	**Visits**
#MuseumJigsaw: Puzzle over beautiful artworks[32]	April 2020	12,789

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[27] https://www.europeana.eu/exhibitions/art-nouveau-a-universal-style
[28] https://www.europeana.eu/portal/explore/galleries
[29] https://www.europeana.eu/en/galleries/maps-of-europe
[30] https://www.europeana.eu/en/galleries/open-air-and-living-history-museums
[31] https://www.europeana.eu/galleries/mountain-scenery
[32] https://www.europeana.eu/blog/museumjigsaw-puzzle-over-beautiful-artworks

Social distancing in cultural heritage GIFs[33]	April 2020	16,331
Easter with art and culture: 5 activities for the whole family[34]	April 2020	12,865

Europeana Classroom[35]

In March 2020, we launched a new space with 300+ educational resources for educators and learners on the Europeana website. The space provides access to learning scenarios in five European languages. The space also offers co-creation tools, video tutorials, apps and games. Europeana Classroom was visited 35,460 times in the past year (Jul 2020 - Jun 2021).

3.3. Europeana APIs

EF provides and develops multiple API endpoints for software clients to interact with the platform. Europeana APIs allow users to build applications that use the wealth of cultural heritage objects available on the Europeana website, supporting the development of new products, services and creations.

3.3.1. Audiences

The Europeana API user is documented in the form of a 'Persona' (see Annex).

3.3.2. Usage

All our APIs receive on average about 30 million external API requests per month. API usage stayed relatively stable in the past year while the number of users increased (+ 23.8%) and users were very much interested in our APIs (+ 52.7% API sign-ups). This year we have put effort into reviewing the approach for encouraging the use of APIs and developed a new API engagement strategy. These plans included fostering the current API developer community, creating more visibility (both internally and externally), reconnecting to existing and onboarding new users, updating tools, and inspiring new integrations.

Usage statistics for APIs comparing two reporting periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Number of API users that exceeded the average of 5 calls a day (REST API) (average per month)	56.3	59.4	+ 5.5%

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[33] https://www.europeana.eu/blog/social-distancing-in-cultural-heritage-gifs
[34] https://www.europeana.eu/blog/easter-with-art-culture-5-activities-for-the-whole-family
[35] https://www.europeana.eu/europeana-classroom

Number of API users that were active for more than 5 days in each month (REST API) (average per month)	56.3	53.9	-	4.3%
Average number of API users per month (REST API)	160	198	+	23.8%
Total number of API sign-ups (REST API)	55	84	+	52.7%
Average number of requests per month (all APIs)	_[36]	_[37]		-

3.4. Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures). Transcriptions of documents are sent back to the providing cultural heritage institution, to make their content more accessible. The following section reports on effort done in the past year (Jul 2020 - Jun 2021).

As part of the 2020 Year of Industrial Heritage in Saxony, the regional "Sachsen at Work" Transcribathon Run[38], celebrating 500 years of Saxony's rich industrial culture, was started in August 2020, in connection with the Europeana season Europe-at-Work[39]. The campaign was online (ongoing until February 2021), including a special Foto Run[40] (German only). As part of this campaign an online event[41] was held (16-19 February 2021) in cooperation with the Sächsische Landes- und Universitätsbibliothek (SLUB), Dresden Sorbisches Institut / Serbski institut, Bautzen / Budyšin.

From 31 May to 7 June 2021 the Manuscritos no palco (Manuscripts on Stage) Transcribathon Run[42] was organised in which 30 participants worked on manuscripts from the collection of plays of the Teatro Nacional D. Maria II (TNDM), Lisbon, Portugal.
The event took place in the context of the Portuguese Presidency Europeana Conference and the celebrations of the 175th Anniversary of TNDM II.

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[36] This metric was only introduced in January 2020 therefore a comparison is not possible.
[37] In February 2021 we changed the metric to exclude requests to the Europeana APIs via the Europeana website. This aims to make external engagement and usage of our API service more visible. Since February we have had an average of 30.3 million external API requests per month.
[38] https://europeana.transcribathon.eu/runs/sachsen-at-work/
[39] https://pro.europeana.eu/page/europe-at-work
[40] https://europeana.transcribathon.eu/runs/sachsen-at-work/fotothek/
[41] https://europeana.transcribathon.eu/runs/sachsen-at-work/saw-2021/
[42] https://europeana.transcribathon.eu/runs/manuscritos_no_palco_pt/

In June 2021 the continuous online Stories of the Month Run[43] was started. Each month, Europeana Transcribe will highlight several stories in various languages, selected around a certain theme, ranging from war diaries, family correspondence to love letters and theater play manuscripts. By transcribing a story of their choice, people are automatically taking part in the Stories of the Month Run. Participants can also make their own choice and work on other documents that are related to the theme. Participants are encouraged to work on documents that people have started to work on but have not yet been completed. All contributions count. Upcoming themes are: family (July 2021), Fall of the Iron Curtain (August 2021), travel (September 2021), food (October 2021).

The events contributed to an increased number of users, characters transcribed, and documents in progress as shown in the table below.

Metrics from Transcribathon.eu comparing Aug 2020 with Jul 2021

Type	August 2020	July 2021	Change (%)
Documents in progress	34,000	40,000	+ 17.65%
Characters transcribed	30,932,424	37,965,792	+ 22.74%
Documents uploaded	319,081	335,089	+ 5.02%
Registered users	2,500	3,300	+ 32.00%

4. External platforms

This chapter assesses usage patterns of Europeana content on external platforms such as social media and educational platforms.

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics[44] and social networks' insights.

For the analysis of usage on third party platforms we rely on information requested from our partners.

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[43] https://europeana.transcribathon.eu/stories-of-the-month/
[44] https://analytics.google.com/analytics/web/

4.2. Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana website and seasonal campaigns. Social media enables us to place culture right where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

In the following section we compare two periods (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021) to see trends over time.

Visits to the Europeana website from social media (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Vistits	633,900	643,000	+ 1%

Traffic from social media makes up 11.2% of the total traffic. The traffic from social media remained stable between 2019/2020 and 2020/2021 with a slight increase of 1%.

Most traffic came from Facebook (73.3%), followed by Pinterest (13.4%), Twitter (10.8%), and Instagram (0.8%). Besides our own social media channels we received traffic from YouTube, a video sharing service, Reddit - a discussion forum hub and VKontakte, a social media platform popular mainly in Russia, Belarus and Ukraine as well as traffic from Asian social networks such as Sina Weibo and Naver. This shows that the Europeana website increases its recognition outside of the European Union. More details on our individual social media channels can be found below.

4.2.1. Facebook[45]

We publish new posts on Facebook daily. Currently (July 2021) the Europeana Facebook page counts 121,958 fans. During last year, we gained 4,885 new fans (4.2% increase).

The most social traffic comes from Facebook thanks to easiness of linking, various image options and easiness of providing content as well as advanced targeting and promotional options. On Facebook we can observe a decline of younger users and we started to develop our Instagram presence to reach them, aiming for both channels to grow further.

Traffic from Facebook to Europeana website (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Visits	518,540	471,400	- 10%

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[45] https://www.facebook.com/Europeana/

Engagement on Facebook (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Impressions	60686182	66321310	+ 9.28%
Engagements (shares, likes, comments)	1405015	1366613	- 2.71

The campaign management and execution have been affected in general by GDPR regulation and the introduction of iOS14[46] in 2020-2021. Both distribution (targeting, audience creation and campaign optimization) and attribution (being able to see in Google Analytics that traffic came from Facebook) are posing challenges because we are not able to track customer information to the same extent as previously. The missing attribution data for traffic coming from Facebook might have affected the drop of traffic in this period.

As a solution, we'll test a shift from promotion of very specific content, which is successful but also relies on a precise match with users' interests, to more product-focused marketing: the promotion of the bigger Europeana landing pages with more content to explore and major functionalities such as user login. This approach allows us to work with larger audiences, while relying on a good overall experience on the website.

Most popular Facebook posts in the reporting period based on impressions are listed below.

Top three most popular posts on Facebook (Jul 2020 - Jun 2021)

Title	Type	Date of publication	Impressions
A rose is a rose	Exhibition	29/07/2020	1,484,207
Beavers journey	Exhibition	8/04/2021	1,145,440
Agroturismo in Italy	Blog post	07/072020	937,942

We can see that the most popular content were posts promoting exhibitions and blogs. We also saw a rising interest in the theme of the environment and climate change explored through cultural heritage content available on Europeana which appeals to a wide and varied audience and is highly shareable.

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[46] https://www.facebook.com/business/help/331612538028890?id=428636648170202

4.2.2. Twitter[47]

We tweet from our account at least once per day, usually multiple times per day. We use Twitter to both engage the users with the content as well as keep in touch with the partners and stakeholders. Currently (July 2021) the Europeana Twitter account counts 41,208 followers. In the past year, we gained 2,308 new fans (5.9% increase).

Traffic from Twitter to Europeana website (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Visits	25,130	69,598	+ 177%

Engagement on Twitter (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Impressions	5,040,600	5,474,800	+ 8.6%
Engagement (shares, likes, comments)	42,531	46,516	+ 9.36%

We see a slight increase in impressions and engagement on Twitter. These possibly contributed to a growth of traffic from Twitter. Yet, part of the traffic is possibly bot traffic which slipped through the website.

Most popular Twitter posts in the reporting period based on impressions are listed below.

Top three most popular posts on Twitter (Jul 2020 - Jun 2021)

Title	Type	Date of publication	Impressions
Benfica	Blog	09/12/2020	83,557
Advent Calendar	Announcement	01/12/2020	65,764
GIF IT UP public voting	Announcement	21/11/2020	56,378

The top Tweet, promoting the blog post about the football club Benfica has been promoted together with the Benfica museum and retweeted by the main account of the club itself which created exposure among football fans. Tweets with announcements of big events like GIF IT UP and the launch of the advent calendar - activities appealing to diverse and big audiences, received a high number of impressions as well.

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[47] https://twitter.com/Europeanaeu

4.2.3. Pinterest[48]

Boards on Pinterest showcase content related to themes such as time periods, artists, art & design movements, types of objects, and animals. A user can access more than 10.5 thousand pins organised in more than 270 boards.

Currently (July 2021), the Europeana Pinterest channel counts 25,300 followers. In the past year, we saw an increase of followers with 29.7%.

Traffic from Pinterest to Europeana website (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Visits	71,042	86,665	+ 22%

Engagement on Pinterest (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Impressions	52,986,202	77,060,227	+ 45%
Engagement (close-ups, saves, clicks, comments)	2,238,930	3,305,884	+ 48%

In the past year, both traffic from Pinterest to the Europeana website as well as engagement on the platform itself increased.

Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana website. It has to be noted that most engagement (pins and repins) of Europeana content happened on other boards than the Europeana's own boards.

Pinterest users engaging with Europeana content are mostly interested in fashion followed by design, crafts and art. Most popular Pinterest pins in the reporting period based on impressions are listed below, they include a catwalk picture, an architectural drawing and a depiction of Venus and Cupid.

Top three most popular pins on Pinterest Jul 2020 - Jun 2021)

Title	Type	Impressions
Thierry Mugler, Spring-Summer 1998	Fashion (catwalk photo)	439,322

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[48] https://www.pinterest.de/europeana/boards/

| Chanel, Spring-Summer 1990 | Fashion (catwalk photo) | 384,492 |
| Yves Saint Laurent, Spring-Summer 1995, Couture | Fashion (catwalk photo) | 168,923 |

4.2.4. GIPHY

Since 2015, we organise annual GIF IT UP[49] competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America), DigitalNZ (New Zealand), Trove (National Library of Australia), and the leading online GIF site GIPHY to run and promote the competitions. In addition to regular partners, in 2020 we welcomed two new partners, Japan Search and DAG Museums, India.

Our activities were very successful with over 750 Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions. Additionally, we have a Europeana GIPHY account with over 120 GIFs created by Europeana staff to illustrate blogs and use on social media.

Note: Gifs are embedded in different places, channels and websites and those do not link back to the Europeana website. Therefore the traffic analysis was excluded in this section.

Engagement on GIPHY (Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Impressions	477,200,000	508,100,000	+ 6.5%

In the past year, impressions for our Gifs increased slightly. Given that many GIFs are being used on social media and in messaging applications (such as WhatsApp, Telegram, Facebook Messenger) to express emotions, the majority of the most popular GIFs are the ones representing facial expressions such as smile, wink or eyeroll. During the lockdown, especially the gifs related to love were viewed a lot. Additionally, Europeana's GIFs appear high in the search results for keywords such as love, mustache, art, ski, dance on the Giphy page.

4.2.5. Instagram[50]

On Instagram we share visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. The platform offers very limited linking opportunities to generate traffic back to the Europeana website.

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[49] https://giphy.com/europeana
[50] https://www.instagram.com/europeana_eu/

To make a better use of the 'link in bio' section, we created a landing page[51] listing the content related to the recent posts. In this way, we can showcase more content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana website.

Traffic from Instagram to Europeana website (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Visits	4,831	5,149	+ 6.5%

Engagement on Instagram (Jul 2019 - Jun 2020 and Jul 2020 - Jun 2021)

Metric	2019/2020	2020/2021	Change
Impressions	343,919	639,469	+ 86%
Engagement (close-ups, saves, clicks, comments)	10,881	15,056	+ 38%

In the past year, impressions and engagement on Instagram increased. Instagram generated 5,149 visits to the Europeana website, 6,5% more than in the previous reporting period.

While the traffic generation opportunities on Instagram are limited, the interactive functionalities in Instagram Stories provide an opportunity to create engaging experiences within the platform. Last year, we tested various interactive formats such as voting, quizzes and questions encouraging direct messaging. Given the positive results - 86% growth in impressions and 38% increase of engagement, we incorporated the interaction through stories in our workflow and will work on more creative ways of engaging the audience there.

4.3. Third party platforms

We continued to collaborate with third party platforms and apps to bring cultural heritage to new and wider audiences. We mainly reach the general public (European citizens) as well as educational audiences with Europeana digital cultural content.

4.3.1. European citizens

DailyArt & Daily Art Magazine
Through a partnership with DailyArt we bring curated content to over 1 million art lovers across the world.

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[51] https://linkin.bio/europeana_eu

Two previously published guest articles[52] were updated and repromoted during thematic weeks on school and industrial heritage at DailyArt Magazine[53] in September and December 2020. A new article 'An Animated Cabinet of Curiosities – The Best Art GIFs' promoting GIF IT UP was published in October 2020.

Four artworks from Europeana were featured on DailyArt during Women's History Month (March 2021) and a guest article '5 Swedish Pioneering Female Photographers You Should Get to Know'[54] was published on Daily Art.

MHz Curationist
A new partnership between Europeana and Curationist resulted in the publication of the curated collection of cultural heritage GIFs[55] in October 2020. In March 2021, we also published a feature on '10 Artworks by Women Artists from across Europe'.[56]

World of Art - learn with Jigsaw puzzles[57]
During Women's History Month in March 2021, over 45 artworks by women artists available on Europeana were featured in the online game World of Art - learn with Jigsaw puzzles on Steam.

The Heritage Lab
For the first time, in partnership with The Heritage Lab (India)[58], we organised a Digital Storytelling Festival on the platform Medium[59] - a creative contest inviting people to create digital stories from openly licensed cultural heritage material. The publication on Medium created for this purpose - containing resources, tools, curated inspiring material and the contest entries has received over 35,000 views during the Festival duration in May and June 2021. The next edition of the festival is planned for Spring 2021.

4.3.2. Education platforms

We embedded relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. The analysis in this section focuses on usage of educational resources for the third year of Europeana DSI-4 (Sep 2020 - Jun 2021).

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[52] 'School and Learning in the Eyes of Artists' and 'From Spindle and Distaff to Mass Production: Spinning in Art'
[53] https://www.dailyartmagazine.com/tag/europeana/
[54] https://www.dailyartmagazine.com/5-swedish-pioneering-female-photographers-you-should-get-to-know/
[55] https://www.curationist.org/collection/animating-cultural-heritage-a-collection-from-gif-it-up/
[56] https://www.curationist.org/collection/10-artworks-by-women-artists-from-across-europe/
[57] https://store.steampowered.com/app/1303670/World_of_Art__learn_with_Jigsaw_Puzzles
[58] https://www.theheritagelab.in/
[59] https://medium.com/digital-storytelling-festival

We support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the reporting period, we developed in total 150 new learning resources with Europeana data (7 of those are language variations of the Teaching with Europeana handbook[60], 17 are videos, 81 learning scenarios, 43 stories of implementation, 1 source collection on Historiana and 1 MOOC). We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 87%.[61]

We have observed that the Europeana Education initiative has been performing better in some countries, particularly in the south of Europe like Portugal, Italy, Greece and Spain. This may be related to different factors.

The respective countries' speed in their digital transformation in education is an important factor. Countries where digital technologies in education are a priority, made substantial progress on providing resources for elearning, like central and north of Europe. For those countries Europeana pedagogical materials may be less attractive, but the same applies for those who are lagging behind from implementing innovative pedagogies (e.g some Balkan countries).

In addition to this, the limited resources for translating materials made it very difficult to reach all European countries. Our strategy so far was to translate content specially for the countries where we have steady collaboration with the Ministries of Education and their respective communities of teachers are already engaged with our content and activities (e.g. main countries of the MOOC's participants or the Teaching with Europeana blog's users). Most relevant for translations are currently the languages Italian, Portuguese, and Spanish but also Greek, Polish and French.

Finally, we see a correlation between cultivating the relationship with ministries we are already collaborating with and investing efforts in participating in and organising events at national level (last year we were invited to a couple of major events in Spain and Italy). Those outreach activities contributed to increased awareness about our resources and thus to increased use.

4.3.2.1. European Schoolnet (EUN)[62]

EUN coordinates two groups of educators (Europeana Ambassador network, Europeana User Group) who create learning material with Europeana content. During the reporting period they produced a total of 113 learning scenarios and stories of implementation.

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[60] https://pro.europeana.eu/post/teaching-with-europeana-best-practices-2019-2020
[61] The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%)
[62] http://www.eun.org/

Additionally, 144 participants of the MOOC '*Digital Education with Cultural Heritage*' voluntarily submitted their learning scenarios produced during the course, as a final assignment, to be curated. From all these materials submitted, 81 learning scenarios and 43 stories of implementation met the quality requirements and will be finally published in the Teaching with Europeana blog until the end of 2021. As previously explained, we focus now on selecting the best resources and investing more effort on translating them into different European languages. Thus the number of learning resources finally published will decrease compared with previous years.

Learning scenarios, stories of implementation and other educational resources are published on the Teaching with Europeana blog[63], the Future Classroom Lab (FCL)[64] and the EUN YouTube channels[65]. All Europeana content ever produced on European Schoolnet received 343,533[66] visits within DSI-4 year 3 so far (Sep 2019 - Jun 2021).

EUN usage metrics for content published in year 3, Europeana DSI-4 (Sep 2020 – Jun 2021)

Type	Amount	Visits
Teaching with Europeana blog and FCL - Learning scenarios	32	10,683[67]
Teaching with Europeana blog - Stories of implementations (SoI)	52	2,800
EUN Youtube channels: Videos and webinars[68]	18	14,104

EUN usage metrics for content ever published (Sep 2019 – Jun 2021)

Type	Amount	Visits
Teaching with Europeana blog and FCL - Learning scenarios	544	56,882[69]
Teaching with Europeana blog - Stories of implementations (SoI)	231	10,699
EUN Youtube channels: Videos and webinars[70]	97	50,429

Most visited content on Teaching with Europeana blog (EUN) (Sep 2020 - Jun 2021)

Type	Date of publication	Visits
LEARNING SCENARIOS		

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[63] https://teachwitheuropeana.eun.org/
[64] http://fcl.eun.org/directory
[65] https://www.youtube.com/c/EuropeanSchoolnet59
[66] Does not include the number of visits on the Future Classroom Lab Portal nor EUN YouTube.
[67] FCL accounted for 1,779 views from the resources published.
[68] Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants.
[69] FCL accounted for 27,121 views from the resources published.
[70] Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants.

Emotional intelligence and teenagers (LS BG 506)[71]	30/08/2020	1,275
Look at the picture (LS RS 451)[72]	29/07/2020	1,020
Women in history colouring book (LS RS 113)[73]	12/08/2019	957
Stories of implementation[74]		
Implementation of Letters and postcards from war times (SOI HU 03)[75]	07/03/2019	315
Implementation of Do you like fruit and vegetables (SOI EXT 189)[76]	01/10/2020	165
Implementation of time travel agency (SOI EXT 184)[77]	29/04/2021	159

All the content published on the Teaching with Europeana blog in year 3 (Sep 2020 – Jun 2021) had in total 111,745 page views and 32,479 users.

Top 5 countries on Teaching with Europeana blog (EUN) (Sep 2020 - Jun 2021)

Country	Users	% Users
United States	3,136	9.65%
Italy	2,756	8.84%
Greece	2,728	7.65%
Portugal	2,170	6.12%
Spain	1,955	6.10%

4.3.2.2. Historiana[78]

EuroClio publishes on its platform Historiana source collections and eLearning activities with Europeana content for history teachers across Europe. All Europeana content ever

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[71] https://teachwitheuropeana.eun.org/learning-scenarios/emotional-intelligence-and-teenagers-ls-bg-506/
[72] https://teachwitheuropeana.eun.org/learning-scenarios//look-at-the-picture-ls-rs-451/
[73] https://teachwitheuropeana.eun.org/learning-scenarios//women-in-history-colouring-book-ls-rs-113/
[74] Stories of Implementation are only published on the Teaching with Europeana blog
[75] https://teachwitheuropeana.eun.org/stories-of-implementation/story-of-implementation-letters-and-postcards-from-war-times-soi-hu-03/
[76] https://teachwitheuropeana.eun.org/stories-of-implementation/implementation-of-do-you-like-fruit-and-vegetables-soi-ext-189/
[77] https://teachwitheuropeana.eun.org/stories-of-implementation/implementation-of-time-travel-agency-soi-ext-185/
[78] https://historiana.eu/#/

published on Historiana received 72,241 visits in year 3 of Europeana DSI-4 (Sep 2020 - Jun 2021). For the same period, the Teacher Training Kit was downloaded 863 times on the Euroclio platform[79] and 39 in Europeana Pro[80].

Metrics for all Europeana content ever published on Historiana (Sep 2020 - Jun 2021)

Type	Amount	Visits
Source collections[81]	64	53,070
Search Sources (Europeana)	1	118
Search Sources (Partners)	12	937

Most visited content on Historiana (Sep 2020 - Jun 2021)

Type	Date of publication	Visits
SOURCE COLLECTION		
Ludwig van Beethoven	December 2020	339
Suffragettes in the United Kingdom	More than a year ago (DSI1)	269
Paintings of everyday life	More than a year ago (DSI1)	260
ELEARNING ACTIVITIES[82]		
A Guerra Fria e a Corrida ao Armamento	April 2021	193
Totalitní režimy	November 2020	154
Jak se počítají staletí	January 2021	136

4.3.2.3. Ministries of Education

Currently, Europeana content is integrated in the portals of 7 Ministries of Education (France, Spain, Portugal, Flanders-Belgium, Greece, Poland, Netherlands).

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[79] https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf
[80] https://pro.europeana.eu/post/teacher-training-guide
[81] This is a conservative estimate because most source collections exceed 15 sources, which is the number that we used to calculate how often Europeana sources are seen when a visitor visits a source collection.
[82] The visits are a conservative estimate. Most schools all over Europe cannot provide children emails to a platform for privacy reasons when using digital tools. Thus we got just the number of visits of the teachers, but most probably the content is accessed by more users/children when the teachers share the link of an eLearning activity.

Three new integration of Europeana content for education at ministry level took place during the period (DSI-4 year 3 so far, Sep 2020 - Jun 2021). The Ministry of Education Poland[83] added a link to the Europeana website as an open resource for educators, Edubase (Ministry of Education France)[84] translated and included 8 learning scenarios developed by French teachers, and Wikiwijs.nl[85], a service maintained by Kennisnet and subsidized by the Ministry of Education in the Netherlands, included the Europeana portal and Europeana Classroom in a guide for teachers[86] on how to find digital cultural heritage sources for education.

Usage metrics of Europeana content on Ministries of education platforms (Jul 2020 - Jun 2021)[87]

Type	Amount	Visits
Ministry of Spain (Procomun)[88]	30 Learning scenarios 22 articles promoting Europeana resources for education	3,098 visits
Ministry of Portugal (DGE) [89]	Search API integrated 54 learning scenarios 1 video how to use Europeana Transcribathon and Historiana description and links MOOC links Teaching with Europeana best practices booklet Europeana exhibitions in Portuguese	80,641 visitors 123,780 sessions 332,645 views
Flanders Onderwijs en Vorming (Klascement)[90]	3 resources published: Teaching with Europeana blog, the Europeana MOOC (English version) and the #reinventing beethoven challenge	822 visits
Ministry of Greece (Institute of Educational Policy)[91]	Europeana space with learning resources in Greek	21,620 visits

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[83] https://epodreczniki.pl/a/materialy-partnerow/D1DDYDP5e
[84] https://edubase.eduscol.education.fr/recherche?q=europeana
[85] https://www.wikiwijs.nl/
[86] https://www.wikiwijs.nl/app/uploads/Auteursrecht-en-digitaal-erfgoed-in-het-onderwijs.pdf
[87] Table shows organisations that provided information on request.
[88] http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea
[89] https://erte.dge.mec.pt/europeana
[90] https://www.klascement.net/organisatie/22122/
[91] http://iep.edu.gr/el/deltia-typou-genika/europeana

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (for example All Digital week [92]) and other platforms widely considered as EdTechs. Currently, we count 11 integrations including a new one on the Canva famous graphic design platform. They have integrated 6,000+ images of Europeana in CC0 and PD for educational use[93].

Usage metrics on other educational platforms (Jul 2020 - Jun 2021)[94]

Type	Amount	Visits/ click throughs / downloads
Unsplash (US)[95] (screenshot below with results of the most popular content)	Online space with 182 items integrated in their platform	51,994,515 visits 424,161 downloads
Lucian Blaga Central University Library of Cluj-Napoca online platform (Romania)[96]	Link to Europeana on the main page (partners' logos) and on the page with international resources	258 clicks
Itslearning (private/paid learning environment for schools)	Plugin in their VLE with more than 10M images of Europeana	399 plugin downloads

5. Conclusion

The traffic to the Europeana website stayed relatively stable (0% increase when comparing numbers in 2019/2020 and 2020/2021). In 2019/2020 we saw an uncommon increase in traffic from all channels. We heard from our partners that they saw the same spike in their traffic. Therefore, we aspire this spike primarily to the increased use during the COVID-19 pandemic. The exceptional high traffic in the 2019/2020 period resulted in a perceived decrease for the 2020/2021 period while traffic stabilised again to common patterns. For this reason, we see a decrease in traffic coming from most acquisition channels comparing numbers in 2019/2020 and 2020/2021.

There was a significant increase in traffic from the channel 'other' (+ 190%) that also flattened the traffic that could previously be attributed to other acquisition channels. The

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[92] https://alldigitalweek.eu/resources/
[93] https://www.canva.com/p/europeanaimages/
[94] Table shows organisations that provided information on request.
[95] https://unsplash.com/@europeana
[96] https://www.bcucluj.ro/en/library-resources/access-to-web-resources

reason for this increase could be due to users being more privacy conscious and preventing us from tracking them in as much detail as before (i.e. traffic by users that prevent tracking shows up in this category).

The overall % of returning users is slowly growing with small derivations between 13.0% and 15.4%. The highest user return and largest increase of returning users was in March (15.37%) and April 2021 (15.02%). Two factors contributed to this, the user account/gallery functionality and Women's History Month.

In April 2021, we received a good average satisfaction rate of 73.7% (2,263 responses). 45.9% of the respondents (1,039 respondents) were completely satisfied and 16.7% (375 respondents) were satisfied with the website. This results in 62.6% of people surveyed being completely satisfied or satisfied.

Traffic from social media made up 11.2% of the total traffic. The traffic from social media remained stable between 2019/2020 and 2020/2021 with a slight increase of 1%. We assume that two factors contributed to this low increase compared to previous reports: the perceived small increase as of the higher numbers in the pandemic year and we saw that less traffic was attributed to this channel as of privacy settings. Overall, as the previous years we saw good development on the social media platforms themselves in terms of increased impressions and engagement.

We also saw some occurrences of bot traffic that caused spikes in traffic on particular days and which also showed up in the most accessed pages.

Traffic to editorials stayed relatively stable while we saw some drop in traffic to blogs and galleries which we will further investigate in the upcoming months. The exceptional high traffic in the 2019/2020 period might also have resulted here in a perceived decrease for the 2020/2021 period.

We saw that editorials remain relevant for a longer period of time. Most successful is interactive content (such as digital jigsaw puzzles) and also content that gets promoted by our partners did very well.

In 2020/2021 we saw new partnerships reaching cultural enthusiasts across the world. Partnerships remain an important part of our public-facing activities. Partners appreciate the richness and diversity of the content available on Europeana and gladly join activities related to important, relevant and actual themes such as women's history. Partners featuring content prefer their material curated and adjusted to the needs of their platform rather than use Europeana websites themselves.

Other types of partnerships around the organisation of activities - such as GIF IT UP and Digital Storytelling Festival are possible because partners value Europeana's pan-European

reach and experience with reaching audiences digitally, while encouraging creative work with cultural heritage collections. The main advantage of partner campaigns is raising awareness of Europeana as a source of digitaised cultural heritage material and reinforcement of our position in the wider OpenGLAM context.

We encouraged the transcription of historical material via Transcribathon.eu by organising events and (online) runs. This contributed to an increased number of users (+ 32%), characters transcribed (+ 23%), and documents in progress (+ 18%).

All our APIs received on average about 30 million external API requests per month. API usage stayed relatively stable in the past year while the number of users increased (+ 23.8%) and users were very much interested in our APIs (+ 52.7% API sign-ups). Extensive efforts in fostering the current API developer community might have contributed to the increase.

In Europeana DSI-4 year 3 so far we developed in total 150 new learning resources with Europeana data (i.e. the MOOC). All Europeana content ever published on European Schoolnet and Historiana received about 416.000 visits in year 3 of Europeana DSI-4 (Sep 2020 - Jun 2021). We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 87%.

Four new integrations into external learning environments for education took place in year 3 of Europeana DSI-4 (Sep 2020 - Jun 2021) so far. Three new integrations at ministry level (Poland, France, Netherlands) and one new integration on Canva (a famous graphic design platform with worldwide reach).

Throughout 2021, we will continue to amplify user engagement by improving our website experiences, growing editorial and marketing activities, and including experimentation with new forms, formats, and partners.

Annex: Europeana Personas

Persona: the teacher

Jenny 46 yrs	Teacher

The teacher

Goals
What changes do we want to help the user make?

My goal is to motivate my young students to learn by creating connections with real life

Tasks
What tasks are carried out by the user?
- I use the search feature over thematic collections
- I use similar items feature to find other items
- I make sure the items I use are free to re-use
- I read the description of the items

About Jenny
What does the user believe in?

- I am a secondary school teacher of physics, chemistry, mathematics
- I am very passionate about teaching my student
- I make sure my lessons are fun and interesting for the students
- I believe students are the future

Frustations
Whats keeping the user from achieving their goal?

- I don't know if it's me who can't find it or if it doesn't exist
- I copy paste the URL in a word document to find it later
- I find the inconsistent structure of metadata to be troublesome
- I find unclear information on licensing to hinder my activity

Context of use
What does the user need from us?

- I require high resolution public domain content
- I need to have Science Thematic Collection
- I need to know the information on the rights of use
- I have found out about Europeana through social media posts

Persona: the researcher

Lisa 37 yrs	Post doctorate

The Researcher

Goals
What changes do we want to help the user make?

Become a published author by finding and reusing specific items for my research

Tasks
What tasks are carried out by the user?
- I use the search feature over thematic collections
- I download and zoom in to images
- I use filters to refine my search
- I read the metadata and use images
- I use art, maps, manuscripts collections

About Lisa
What does the user believe in?

- I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper.
- In my free times she enjoys reading antique books online
- Sometimes I feel researching alone is a lonely job.

Frustations
Whats keeping the user from achieving their goal?

- I am skeptical about the availability of the metadata
- I get inaccurate search results due to not having appropriate filters like date range
- I come across broken links so can't decide the information to be accurate and up to date
- The quality of metadata needs to be better

Context of Use
What does the user need from us?

- I need to be able to cite the records correctly
- More access to items licensed for reuse
- I need to know the provider, creator of the item
- I found out about Europeana from friends or colleagues
- I visit Europeana once/month

Persona: the culture enthusiasts

The Culture enthusiasts

Sam 32 yrs | Blogger

Goals
What changes do we want to help the user make?

To gain a wider perspective on the cultural heritage of Europe

Tasks
What tasks are carried out by the user?

– I use the grid and list view
– I copy the link to paste on social media such as Twitter
– I watch videos and search for items based on location
– I visit art, photography, music

About Adam
What does the user believe in?

– I look into Europeana to find an inspiration for my work
– I like to gain followers by sharing Europeana content on social media
– I want to gain a deeper understanding of European cultural heritage

Frustations
Whats keeping the user from achieving their goal?

– I feel neutral about the trustworthiness of items
– To clear filters, I have to go back a page to start a search
– The search results are either too long or too little

Context of use
What does the user need from us?

– I require openly licensed items for reuse
– I search for specific contents
– I found out about Europeana via social media posts
– I visit Europeana once/month

Persona: API users

The API users

Sam 35 yrs | Developer

Goals
What changes do we want to help the user make?

Become a creator of a meaningful app by using the records and APIs.

Tasks
What tasks are carried out by the user?

– Read the documentation
– Compare the results against collections
– Find ways to get help from the forum, customer support
– Use the console, examples, and requesting API key

About Sam
What does the user believe in?

– I like the challenge of creating something new. I work on my project side by side my full-time job
– I heavily depend on the documentation to guide me
– My API calls Europeana several times a day
– I use the Search and Record API

Frustations
Whats keeping the user from achieving their goal?

– I feel the documentation is unclear and less detail-oriented
– I feel not having enough examples in the documentation makes things difficult
– I find continuously scrolling the long documentation tiresome
– No range search (eg 1800-1850) is possible for the historical time

Context of use
What does the user need from us?

– A simplified version of API would be useful, as the metadata are rather lengthy
– Avoid redundant depth of API (e.g. many arrays have only one data in [0])
– Order data in terms of guide, title, date to be understandable