Meeting the
Europeana Publishing Framework:
summary about tier 4 and tier C

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With extracts from the EUROPEANA PUBLISHING FRAMEWORK

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1 INTRODUCTION

This document is intended to facilitate content providers in *PAGODE – Europeana China* understanding the quality requirements to be met in the project, according to the Europeana Publishing Framework (EPF). Focusing on this specific topic, it is an extension of and complementary to the Content Quality Plan produced in the project.

PAGODE – Europeana China (or PAGODE) is committed to aggregate high quality content and metadata to Europeana, for allowing the best user experience, both in the search and retrieval of materials relating to Chinese/China-related heritage in Europe and in the production of editorials (such as blogs, galleries and exhibitions) to be published.

1.1 CONTENT (DIGITIZED OBJECT)

The Europeana Publishing Framework considers 4 levels ("tiers") of content quality (1 to 4), to which correspond different levels of user experience in the Europeana portal.

Contractual requirements in PAGODE include the following:

- Newly digitized material: tier 4 of the EPF (image of min. 1200 px side and free reuse license)
- Already digitized material: min. tier 2 of the EPF (image of min. 800 px side and any license)

1.2 METADATA (ASSOCIATED INFORMATION)

The Europeana Publishing Framework considers 3 levels ("tiers") of metadata quality (A to C), to which correspond different levels of user experience in the Europeana portal. No specific contractual requirement is indicated in PAGODE for metadata, but a number of actions is foreseen in the project in order to offer the best descriptive information to be associated to the content:

- Content providers are recommended to submit the richest metadata possible from the source database, also possibly including links to authority files and thesauri
- It is recommended to take into account the requirements of the Europeana Publishing Framework in the light of matching with the highest tier possible. Ideally, meeting tier C would be recommended.
- Guidance is offered to content providers in the metadata production through a conceptual semantic background and keywords list developed by expert sinologists in the project,
- Automated enrichment process will be run on the datasets in order to embed links to authority files and vocabularies, such as AAT and Wikidata, when missing
- Manual curation of the datasets will also happen via crowdsourcing in the PAGODE Annotation Pilot, and the collected annotations will be ingested to Europeana and displayed in each record as additional information in the dedicated section "Keywords from the Community".

In the following chapters extracts from the Europeana Publishing Framework about the content tier 4 (mandatory requirement for the newly digitized items of PAGODE) and the metadata tier C (recommended, but not mandatory) are presented and contextualized.
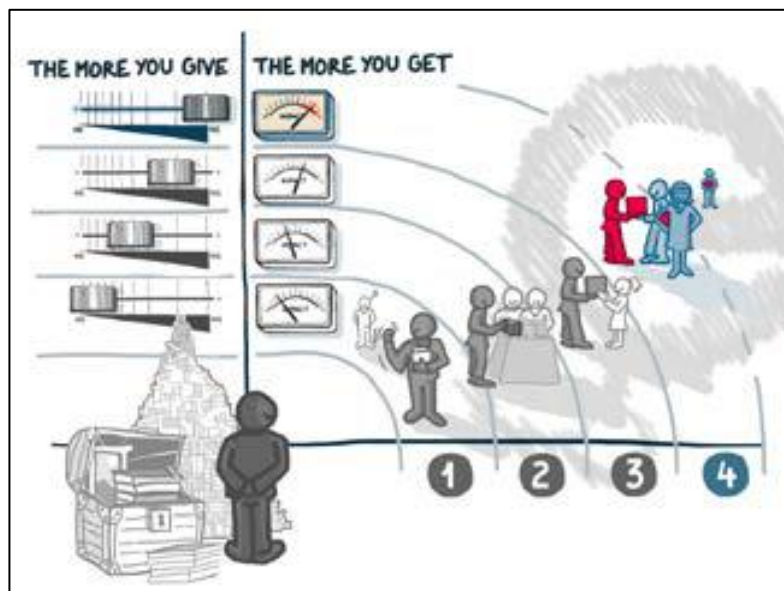
More about the Europeana Publishing Framework as well as a PDF of the document are available here:

https://pro.europeana.eu/post/publishing-framework

2   EXTRACT FROM EUROPEANA PUBLISHING FRAMEWORK: TIER 4

The following pages are extracted from the Europeana Publishing Framework

Tier 4: Europeana Collections as a free re-use platform

'I want to find, view and use collections in whatever way I choose'

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.'

2.1   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.

2.2   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.[1] Europeana currently supports four rights statements that allow free reuse (CC BY, CC BY-SA, CC0, PDM).

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[1] Free reuse is reuse with minimal or no conditions attached. This includes the ability to use the digital objects for commercial purposes.

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 <u>direct link to the digital object</u> and you can also supply a link to a website containing the digital object. We recommend that you offer your digital objects in as <u>high a technical quality as possible.</u>

2.3 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.

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).

2.4 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 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.

Example of an image hosted on Europeana being reused 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 Publishing Framework: Content

Here you see how the different content tiers of the Publishing Framework work. In this example, we use images. For video, audio, text and 3D, please see the Europeana Publishing Guide.

TIER	DIRECT LINK TO OBJECT PROVIDED	RIGHTS STATEMENTS	EUROPEANA API DISPLAYS	BENEFITS (CUMULATIVE)
1 Europeana as a search engine. *'I want to search and browse collections online.'*	Yes. Minimum of 0.1 megapixel in size	Any from the Europeana licensing Framework	Metadata plus direct link to object	**Findability** - indexed by search engines, linked data technology **Web traffic** - click-throughs to your site
2 Europeana as a showcase. *'I want to be guided through collections online.'*	Yes. Minimum of 0.42 megapixel in size	Any from the Europeana licensing Framework	Metadata plus direct link to object	**Use in thematic collections** - providing context and relation to other collections on Europeana **More marketing** through Europeana
3 Europeana as a distribution platform for non-commercial reuse. *'I want to find, view and use collections in my own non-commercial projects.'*	Yes. Minimum of 0.95 megapixel in size	Any from the Europeana licensing framework that allow for some re-use	Metadata plus direct link to object and can filter to show only re-usable objects	**Impressions** - collections viewed on platforms outside of Europeana **Use in Europeana's existing partnerships and projects** in e.g. education and research **Use in apps and services** by third parties
4 Europeana as a free reuse platform. *'I want to find, view and use collections in whatever way I choose.'*	Yes. Minimum of 0.95 megapixel in size	Any from the Europeana licensing framework that allow free re-use	Metadata plus direct link to object and can filter to show only re-usable objects	**Use on open platforms** like Wikimedia **Use by creative industry** **Use in commercial apps and services**

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EUROPEANA PUBLISHING FRAMEWORK: CONTENT
Quick Summary

3   EXTRACT FROM EUROPEANA PUBLISHING FRAMEWORK: TIER C

The following pages are extracted from the Europeana Publishing Framework

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'

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.'

3.1   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.

3.2 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.

3.3 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.
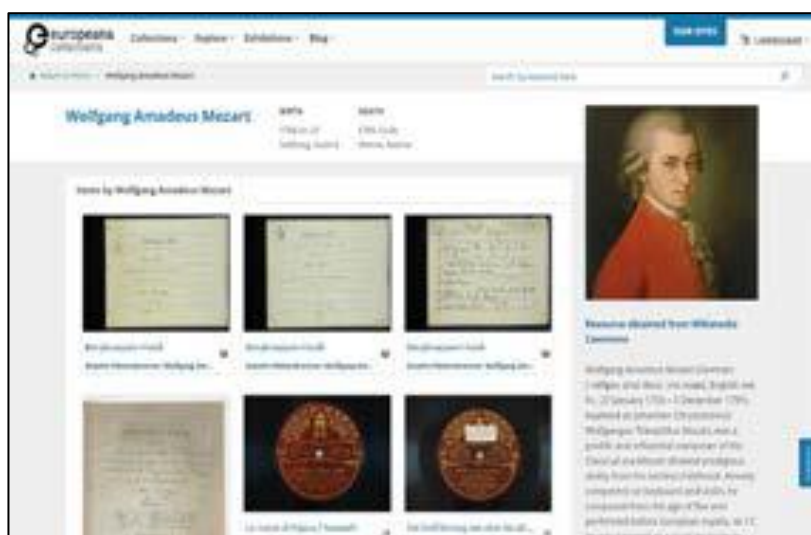
Entity page for Wolfgang Amadeus Mozart in Europeana Collections

3.4 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.

Europeana Publishing Framework: Metadata

Here you see how the different metadata tiers of the Publishing Framework work.

TIER	LANGUAGE	ENABLING ELEMENTS*	CONTEXTUAL CLASSES**	BENEFITS (CUMULATIVE)
A Europeana as a basic search platform. *'I want to find a specific item that I'm looking for.'*	At least 25% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least one enabling element taken from one of the 'Discovery scenario' groups	None	**Findability** - material is available on Europeana Collections, indexed by search engines, and linked data technology **Web traffic** - click-throughs to your site
B Europeana as an exploration platform. *'I want to browse and explore Europeana even if I'm not sure what I'm looking for.'*	At least 50% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least three distinct elements taken from two of the 'Discovery scenario' groups	At least one contextual class with all minimum required elements, OR link to LOD vocabulary	Greater potential for: **Use in thematic collections** - providing context and relation to other collections **More marketing** through Europeana
C Europeana as a knowledge platform. *'I want to search and browse in a more precise way, by named authors, specific subjects or topics.'*	At least 75% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least four distinct elements taken from two of the 'Discovery scenario' groups	At least two distinct contextual classes with all minimum required elements, OR links to LOD vocabularies	Greater potential for: **Use in Europeana's existing partnerships and projects**, in e.g. education and research **Use in apps and services** **Use by creative industry**

*Discovery scenario | **Enabling elements**

Browse by date or time-span — dcterms:created, dcterms:issued, dcterms:temporal, edm:hasMet (with a time-span - edm:TimeSpan class)
Browse by subjects and types — dc:subject (with a concept - skos:Concept class), dc:format, dc:type, dcterms:medium
Browse by agents — dc:creator, dc:contributor, dc:publisher, dc:subject (with an agent - edm:Agent class), edm:hasMet (with an agent - edm:Agent class)
Browse by places — dc:subject (with a place - edm:Place class), dcterms:spatial, edm:currentLocation

Contextual class | **Minimum required metadata elements

edm:TimeSpan — edm:begin, edm:end
skos:Concept — skos:prefLabel and skos:note (or skos:broader, skos:narrower, skos:exactMatch, skos:closeMatch, skos:related)
edm:Agent — skos:prefLabel and rdaGr2:professionOrOccupation (or edm:begin, rdaGr2:dateOfBirth, edm:end, rdaGr2:dateOfDeath, rdaGr2:placeOfDeath, rdaGr2:placeOfBirth)
edm:Place — skos:preflabel, wgs84_pos:lat, wgs84_pos:long

Notes on contextual classes

The contextual classes (listed above) can be included in the metadata at source, but the use of Linked Open Data vocabularies is preferred.
References to contextual classes created as a result of Europeana's own Semantic Enrichment do not count for the tier classification.

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EUROPEANA PUBLISHING FRAMEWORK: METADATA v0.8
Quick Summary