

DELIVERABLE

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D6.3.1 Europeana Newspapers Information Days Summary

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1. Executive Summary

Europeana Newspapers is a 3-year project, funded by the European Commission. Its main goal is to create a corpus of historic newspapers from libraries across Europe and to make this material freely accessible on both the Europeana¹ and European Library² websites.

When complete, the collection will comprise 10 million historic newspaper pages and the metadata of a further 8 million pages. In total, 10 million pages are being refined using Optical Character Recognition (OCR), Optical Layout Recognition (OLR) and Named Entity Recognition (NER) technologies. This will give users the possibility to search the full text of these papers for particular terms, articles and specific references such as persons, locations and organisations.

The project is also taking full advantage of its broad network (including 18 Project Partners, 11 Associated Partners and 35 Networking Partners) to promote the newspapers, the technical tools used in refinement and the lessons learned from the project in a wide variety of ways.

A major component of this promotional work included the organisation of 10 Information Days, held between May 2013 and November 2014. Each Information Day was hosted by a different project partner and planned in conjunction with LIBER³, the leader of Work Package 6, which focuses on Dissemination and Exploitation.

For each Information Day, LIBER provided support for dissemination around the event, helped source potential experts from partner organisations (if necessary) and provided a small budget for consumables.

The impact for each Information Day was measured quantitatively by the number of participants and the media coverage around the event and qualitatively by the interaction and networking from participants in the event (See D6.3 Stakeholder Engagement and Media Communication Plan⁴).

This report summarises the overall impact of these Information Days including the awareness which was raised, the topics discussed and the audiences who attended.

Overall we can say that the Information Days had a significant impact. More than 1,000 people attended an Information Day and hundreds more were reached through media coverage of the events. As a result, traffic to the project website and The European Library's historic newspapers browser rose significantly.

Reports on individual Information Days can be found on the Europeana Newspapers website⁵.

¹ <http://www.europeana.eu>

² <http://www.theeuropeanlibrary.org>

³ <http://www.libereurope.eu>

⁴ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Deliverable_6-3_final.pdf

⁵ <http://www.europeana-newspapers.eu/public-materials/deliverables>

2. Overview of all Information Days

Between May 2013 and November 2014, a total of 10 Information Days were held in locations across Europe. Each Information Day aimed to increase overall awareness of the project, and to convey one of the following key messages:

1. The value of collaborating at a national and European level to make newspaper content available online (social, economic, cultural, research, technical etc.).
2. How to address the technical issues associated with making digitised newspaper content available.
3. The value of online digitised newspaper collections (i.e. highlight available content).

All Information Days also supported the two main goals of Work Package 6, which are to:

1. Make customers, researchers and stakeholders of the newspaper community aware of the latest efforts regarding Europeana, The European Library and the Best Practice Network related goals;
2. Increase usage of Europeana and The European Library by increasing awareness of digitised newspaper collections.

This section describes in general terms the topics covered by each Information Day and offers statistics which indicate the impact of the Information Days as a whole.



Ulrike Kölsch, representing project-coordinator SBB, presents the project at the Information day in Poland.

2.1 Scope and Focus

A combined audience of **over 1,000 people** attended the Information Days. Through press releases, newspaper articles, social media activity and general press interest in the Information Days, it can be followed that indirectly a much wider audience was reached (see section 2.3 for an overview of all media activity).

In terms of backgrounds, the type of people attending each Information Day was quite diverse, including everyone from the general public with an interest in family history to academics, librarians, policymakers and commercial companies.

Broadly speaking, the earlier Information Days (held in Year 2) were slanted towards professionals and policy makers with an interest in digitised newspapers. High-level issues were discussed such as best working practices, technical and legal challenges. These initial Information Days were key

in terms of broadening the project's network and encouraging collaboration across institutions and sectors.

In Year 3, more content from the project became available online and the focus of successive Information Days changed accordingly. The final six Information Days clearly aimed to attract end users: to encourage them to search, explore and re-use the Europeana Newspapers corpus for their academic, teaching and personal research projects.



The Information Day held at the National Library of the Netherlands in October 2014 targeted professional and amateur historians, genealogists, librarians, archivists and teachers.

The table below lists all Information Days held, their location, topics covered⁶, type of audience and number of people reached.

Information Day	Topics Covered	Target Audience	Total Attending
Ankara, Turkey (May 2013) ⁷	Shared best working practices, promoted the importance of digitisation in relation to Turkey's national cultural agenda.	Academics, libraries, policymakers, representatives of Turkey's Ministry of Culture and Tourism.	51
Riga, Latvia (August 2013) ⁸	Looked at the value of pan-European collaboration to make	General public, IT professionals, commercial	180 ⁹

⁶ The section on Topics Covered does not explicitly mention general promotion of the project, as this was a key element of every Information Day.

⁷ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLT.pdf

⁸ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLL.pdf

	newspaper content available, the value of digitised newspaper content and technical challenges in making this content available.	digitisation companies, libraries from public and research libraries	
Warsaw, Poland (January 2014) ¹⁰	Focused on WWI (digital material available) as well as the possibilities and limitations of using digital resources.	End-users: teachers, school librarians, historians.	100
Berlin, Germany (February 2014) ¹¹	Discussed technical, organisational and legal challenges including the selection of digital objects, digital preservation, and copyright.	Members of cultural heritage institutions, digital service providers, research community.	50
London, England (June 2014) ¹²	Introduced researchers to the content aggregated by the project as well as several national digitised newspaper collections. Sparked a debate on the digitisation of historic newspapers and their value for research.	Academic researchers, libraries, commercial online publishers.	47
Innsbruck, Austria (October 2014) ¹³	Focused on the available content and the browser developed by the project.	Academics, historians, professionals working in research facilities, librarians, and students.	63
Tallinn, Estonia (October 2014) ¹⁴	Introduced the Estonian content aggregated by the project. Discussed technical issues associated with making content available.	Historians, researchers, librarians, university teachers, journalists.	87
Bolzano, Italy (October 2014) ¹⁵	Held in two parts. The first highlighted content to end users and offered search tips. The second brought together digitisation experts to discuss current issues.	Day 1: historians, genealogists, journalists, the general public. Day 2: Digitisation experts, commercial digitisation providers.	310 in total (200 on Day 1 and 110 on Day 2)

⁹ The main points of the workshop were presented to 150 people during a major cultural festival. A later workshop attracted 30 people.

¹⁰ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLP.pdf

¹¹ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_SBB_final.pdf

¹² <http://www.europeana-newspapers.eu/wp-content/uploads/2014/08/D6.31-ENP-Report-InfoDay-BL.pdf>

¹³ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_ONB_1.0.pdf

¹⁴ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLE_1.0.pdf

¹⁵ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_LFT_1.0.pdf

The Hague, Netherlands (October 2014) ¹⁶	Informed end-users of the content available and search possibilities. Pointed to the benefits of collaboration at a pan-European.	Professional and amateur historians, genealogists, librarians, archivists, teachers.	40
Paris, France (November 2014) ¹⁷	Looked at how researchers and companies could use the mass of information generated by the project.	Researchers, librarians, digital content creators, archivists, teachers and professionals from the informatics, audio-visual and cultural heritage sectors.	88

2.2 Audience Satisfaction

Overall it was felt that the Information Days were well attended, that the audience was interested by the speakers and left with increased curiosity about the resources being produced. This is based largely on anecdotal evidence, such as the following comments drawn from individual event reports.

“Most participants informed us that they were surprised by the large number of pages available through Europeana Newspapers and the extensive search functionality of the new browser.” – Netherlands

“Participants remarked that the programme was of great interest to them and the day well organised. The audience engaged with the presentations, welcomed the opportunity to learn about the Europeana Newspapers project and indicated their interest in using the project interface for their research.” – Britain

“The general interest in “old newspapers” as a source for international as well as for local history has been increased, the awareness of the importance of their conservation has been incremented and the value of online digitised newspaper collection has been illustrated very clearly. Many visitors tried a full text search in a digitised newspaper for the very first time, living a sort of aha-experience and great astonishment about the huge possibilities given by this instrument.” – Italy

In three cases, hosting partners circulated a survey during or shortly after the event and this generated the following results.

- **France** – Over 90% of participants rated the presentations as Good or Very Good, and said they intended to explore the content made available by the project.
- **Austria** – The event received an average satisfaction rating of 85% and 90% of attendees said they would use the content browser within the next month.
- **Latvia** – Over 90% responded positively to the concept of a European-wide portal of digitised newspapers, noting that it would provide access to a common knowledge of

¹⁶ http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_KB_1.0.pdf

¹⁷ http://www.europeana-newspapers.eu/wp-content/uploads/2014/12/ENP_Report_Infoday_BnF_1.0.pdf

history and would allow the reporting of particular events to be easily examined from many different national viewpoints.

2.3 Press and Social Media Coverage

Each Information Day was publicised using the communications channels of both the project and the hosting library. In many cases, the hosting partner also contacted journalists, news websites and professional organisations in their local area.



The Information Day held in Estonia generated great interest among local journalists, resulting in four interviews on local radio and television stations.

This resulted in no less than **109 media mentions** of the events (not counting social media activity or blog posts on the project website). Photos were uploaded to the project's Flickr account¹⁸ and slides from each Information Day were placed on Slideshare¹⁹.

- **Turkey** – Publicity was raised through emails to the Turkish information society network, blog posts on the National Library of Turkey website and activity on a variety of social media channels. These channels also published reports after the event and Turkish journalists brought news of the Information day to audiences across the country through dozens of articles and broadcast reports (*43 mentions*).
- **Latvia** – News about the program and the Europeana Newspapers Project in general was shared on the national radio station LR1 and on the websites of several regional libraries (*9 mentions*).

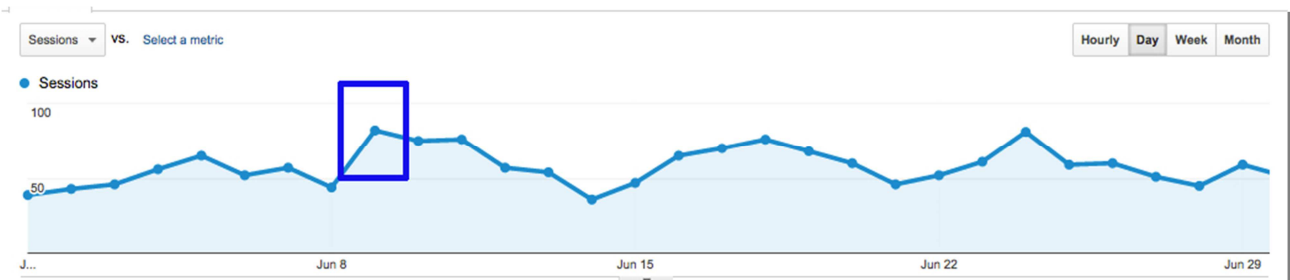
¹⁸ <https://www.flickr.com/photos/enewspapers>

¹⁹ http://www.slideshare.net/Europeana_Newspapers

- **Poland** – The event was published on the library’s website, as well as the websites of related associations (*4 mentions*).
- **Britain** – Blog posts appeared on the British Library website and speaker Luke McKernan created a Storify report of the event (*2 mentions*). In addition, participants engaged in wide social media coverage, resulting in about 50 Tweets using #UKInfoday tag.
- **Italy** – A press release, website announcements, newspaper reports and a radio feature were among the press coverage for this Information Day (*6 mentions*).
- **Netherlands** – News articles were published on several websites, email lists, targeting researchers and cultural heritage groups (*6 mentions*) and Tweets were sent out with the #eurnewsnl tag
- **Estonia** – The first press-release on the Estonian Information Day generated great interest from newspaper editors and broadcasting stations, including four interviews on radio and television channels. In addition, the National Library published articles on its homepage and in its newsletter (*35 mentions*).
- **Austria** – Participants engaged in social media activities throughout the day, generating over 40 Twitter messages with the #eurnewsVIE tag.
- **France** – The programme of the Information Day was sent to the Ministry of Culture and Communication, to the directors of major French cultural institutions such as the National Archives, university libraries, those in charge of periodical collections at the Parisian libraries, the digital managers of the major publishing houses and the digital managers of the major French daily newspapers (*4 mentions*).

3. Usage Impact

Analysis of Google Analytics traffic figures show that, on average, each Information Day led to a **33% increase** in traffic to the Europeana Newspapers project website and a **66% increase** in traffic to The European Library’s newspaper browser, compared to visitor levels on other days in the month when the Information Day was held.



Traffic to The European Library’s historic newspaper browser in June 2014. The blue box highlights the day on which the British Information Day was held, and represents the peak traffic level for the month.

Individual figures are given in the chart below.

Information Day	Percentage Rise in Visitor Numbers (vs average for the month in which the Information Day was held)	
	Europeana Newspapers	The European Library browser
Turkey (3 May 2013)	+42%	Browser not yet launched.
Latvia (22 August 2013)	+64%	Browser not yet launched.
Poland (16 January 2014)	+13%	Browser not yet launched.
Germany (27/28 February 2014)	+21%	+18% ²⁰
Britain (9 June 2014)	+22%	+69%
Estonia (15 October 2014)	+21%	+59%
Austria (16 October 2014)	+47%	+55%
Italy (25/27 October 2014)	+43%	+31%
Netherlands (28 October 2014)	+34%	+76%
France (27 November 2014)	+22%	+157%

²⁰ Based on figures from 14 February, 2014 – the first date for which traffic figures were logged for The European Library’s newspaper browser.

Traffic figures for Europeana have not been analysed for two reasons.

First, historic newspaper content only began to appear on Europeana in late 2013. The quantity of data was relatively small at first and it was only midway through 2014 that significant amounts of content were available. By that point, the project was nearing an end and most Information Days had already occurred.

Second, although it is possible to extract overall usage figures for the historic newspaper collections on Europeana it is difficult to make a conclusive link between these figures and individual events such as an Information Day. Europeana receives so much traffic from so many sources that isolating data related to a single event is nearly impossible.

Europeana was, however, specifically mentioned during each Information Day as a place where people would be able to access the material being made available by the project.

4. Learning Points

In the report submitted for each Information Day, hosting partners recorded their impressions and suggestions for future events. All partners agreed that demand for digitised historic newspapers was strong and that the Information Days were an excellent opportunity to make the professional community, current and future users of digitised newspapers aware of the project. They also made the following observations:

Impact of Information Days:

- Attendees entered the Information Days with little knowledge of the resources available via Europeana and The European Library. They left with significantly more information and a desire to explore further.

User Needs:

- There is a strong call for digitised, historic newspapers to be more easily accessible, particularly for items which encompass a broad multicultural and historic perspective.
- Efficient and effective search tools are essential in order to cultivate loyal users.
- Specific tools may be required for specific uses. Digital Humanities researchers highlighted the need for aggregated content to be made available via an API, while teachers said that tools and collections targeted at educators would be highly attractive.
- Multilingual content could be a barrier for English speakers. If translation software were to be embedded, it would make the site more usable by local historians and private family history researchers/genealogists at public libraries.
- Researchers would like more insight into the rationale behind the selection of newspaper titles for digitisation, and to have more influence over what is digitised.
- Researchers wish for consistent outputs of digitisation, with OCR available for all titles.

Value of Historic Newspapers on Europeana and The European Library:

- Opportunities created by the Europeana Newspapers project in The European Library and Europeana portals have great value, thanks to the bulk of content available via one search interface, its complexity and international characteristics. These aspects were explicitly mentioned by the audience during discussions.
- In order to maximise the value of these portals, documentation on the functionality and search options should be made available.
- Improved search functionality and the ability to download content may be needed to make the historic newspapers aggregated by the project more attractive for end users.

Event Logistics:

- In future, it is useful to ensure that a survey is sent following events to more precisely gather impressions and comments.
- A good level of participation from key project members (e.g. project co-ordinator, technical experts) is critical, in order to give a solid overview of the project and insights into specific work such as the development of refinement technologies and a single data model for digitised newspapers.