

On the next pages is a publishable summary covering the first project year of EUscreenXL (March 2013-2014). EUscreenXL is a three-year project that aggregates a comprehensive amount of professional audiovisual content and makes it accessible through Europeana. The project started in 2013 and runs until 2016 under the [CIP ICT-PSP](#) support programme.

The consortium brings together 32 partners from 22 EU member states and has established formal links with external stakeholders including the Europeana Foundation, FIAT/IFTA and IASA.

EUscreenXL as the Pan-European aggregator of audiovisual heritage provides Europeana with at least 1.000.000 metadata records linking to online content held by 19 leading audiovisual archives. Beyond that, the archives will provide another 20.000 high quality programmes for public access and engagement on the EUscreen portal (www.euscreen.eu). The project promotes and maximises awareness for a shared Pan-European audiovisual content policy among archives, heritage institutions and broadcasters across Europe – and, in effect, substantially increases the online presence of digitised audiovisual heritage in Europeana. It thus enhances the visibility of the 20th century represented in audiovisual heritage and provides strategies for durable use, raising broader awareness of Europeana content for diverse groups of users.

Consortium

EUscreenXL is a substantial network involving European audiovisual and broadcasting archives. The network brings together 32 partners from 22 EU member states. The project partners are important contributors to the field of audiovisual archives, research and software technology. The network was established in 2006. To ensure the long-term sustainability of the network, the consortium founded the EUscreen Foundation in 2013.



Figure 1: Members of the EUscreenXL consortium at kick-off meeting in Utrecht, 13-15 March 2013.

Utrecht University (UU) serves as overall coordinator of the project (WP1). Nineteen archives and memory institutions deliver metadata and original content (NISV, BUFVC, Luce, KB, RTVSLO, DW, RTBF, CT, TVC, TVR, ORF, LCVA, RTP, INA, NInA, SASE, RTE, DR and NAVA) and some are WP-leaders or task-leaders within WPs. Next to archives and memory institutions, six academic partners participate in the project, each with specific expertise relevant to the project's objectives: NTUA is responsible for the technical development and integration of scalable services that constitute the technical infrastructure of EUscreenXL (WP4); RHUL is responsible for content selection policy,

market research and user engagement pilots (WP2 and WP3, in co-operation with MU/UL and UU who are also responsible for contextualisation); Aalto is responsible for technical applications that allow for re-use of content; ELTE develops the strategic agenda for audiovisual archives to contribute to Europeana. QUB is part of a communications-focussed working group that is responsible for the definition and execution of the EUScreen content strategy, community management and portal development and cooperates with NInA and Noterik. Four educational or technical partners supervise the content delivery and support the development of standards and technologies: BUFVC has the responsibility for the delivery of aggregated and digitised content and for monitoring content delivery (WP2); ATiT co-operates in the definition of user requirements and evaluation methodology; Noterik is responsible for developing EUScreen web services and system integration; EBU for developing guidelines for metadata interoperability and integration.

A list of partners with links to their websites can be found here:

<http://euscreen.devel.noterik.com/partners.html>.

Project objectives

The main objective of the project is to make European audiovisual heritage of the 20th century accessible to the general public, the creative industries and researchers. The project aggregates a comprehensive amount of professional audiovisual content to make it accessible on Europeana.eu. Beyond that, a selection of high quality archive material not available elsewhere is made public through the EUScreen portal.

EUScreenXL acts as the pan-European aggregator in the audiovisual domain for Europeana, bringing together major European broadcasters, developing and providing them with the necessary technology to make their holdings searchable and accessible via Europeana.eu. Also, EUScreenXL raises awareness of IPR-issues that impede access to and re-use of audiovisual heritage in Europe and develops policies for an enhanced accessibility and exchange of audiovisual heritage in Europe.

Work performed and main results achieved

The expected final results and their potential impact are described in the project's Description of Work as follows:

1. EUScreenXL as the Pan-European audiovisual aggregator scales-up the availability of a massive volume of audiovisual heritage on Europeana: it adds at least 1.000.000 metadata records leading to digitised audiovisual heritage content across Europe.
2. Community and industry understanding of the effects of cloud-based computing will be enhanced, particularly regarding storage, accessibility, efficiency, viability and sustainability of massive volumes of audiovisual content.
3. Contextualisation of 20.000 high quality items on the EUScreen portal supports deeper understanding of European history and identity through its rich audiovisual heritage.
4. Innovative user engagement pilots motivate end-user groups (general public; researchers; creative industries) to engage with and use audiovisual heritage.
5. The Pan-European strategic agenda for online access of audiovisual heritage fosters the longevity of commitment to deliver content to Europeana;
6. Dissemination activities, reaching out to the general public, researchers, creative industries and professional stakeholders (archives and heritage institutions) support optimal use of the project results.

In year one of the project major steps have been taken to realise these results:

1. The necessary technologies to aggregate metadata records of the digital collections of the project partners and to ingest them to Europeana are in place; 224.677 metadata records have already been aggregated for ingestion to Europeana.
2. Necessary technologies to provide the project's content partners with the tools to aggregate metadata records for ingestion to Europeana.eu and to upload digitized items to EUScreen's

core collection have been developed and workflows established. These technologies will also be provided to any new full or associate partner in the project. Tools and know-how developed by the project will enable new partners to participate effectively in making European audiovisual heritage accessible on a large scale.

3. The policy to select content for the core collection of 20.000 high quality audiovisual items on EUscreen.eu and the necessary technologies to upload content to the project website are in place; 1.722 items have been contextualized and added to the online core collection.
4. As planned, two of the three innovative user engagement pilots have been initiated: the first on crowd-subtitling for the general public, the second on extended search functionalities and linked open data (LOD) for researchers within the Digital Humanities. The research undertaken has resulted in two design briefs (D3.3, D3.4) for these user engagement pilots: using crowd subtitling (pilot 1) will raise the usability of content on EUscreen.eu since it will lower language barriers. And the extended search functionalities (pilot 2) will raise the attractiveness of the EUscreen portal for researchers (academic and professional). Both design briefs will be implemented in the next project period.
5. A Pan-European research effort into the status quo of accessibility, copyright issues and relevant institution's policies has been initiated and will lead to the development of a strategic agenda to increase online access of audiovisual heritage.
6. Dissemination activities, reaching out to the general public, researchers, creative industries and stakeholders, have been numerous. They include research into enhanced *Dissemination*, into sustainable *Business Models* and *Exploitation*. The project's blog has been redesigned (blog.euscreen.eu), a newsletter is provided, a promotional video has been created, social media are used to attract more visitors to the project's website and Google analytics is used to monitor the traffic on EUscreen.eu. Beyond that, the infrastructure has been set up to develop a more up to date, more dynamic portal for the project that will also support mobile devices. These activities will enhance the visibility of the portal and attract more users of audiovisual European heritage on EUscreen.eu and Europeana.eu.

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