MILESTONE 6.1.4

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WP6: Dissemination and Exploitation

Media Report Year 2

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Table of Contents

1. Executive Summary 4
2. Dissemination and Exploitation 5
   2.1 Media Communication 5
      2.1.1 Website 6
      2.1.2 Social media 8
   2.2 Workshops and Conferences 9
   2.3 Exploitation 11
   2.4 Dissemination activities in M1-M12 11
3. Analysis 12
   3.1 The project dissemination activity 12
   3.2 Google analytics 13
   3.3 Social media analysis 16
4. Outlook 18
ANNEX I: List of partners media communication channels 21
ANNEX II: Publications and presentations at external events 24
ANNEX III: Other appearances in the media. 28
ANNEX IV: Monitoring 30
ANNEX V: Media Communication Activities 33

1. Executive Summary

This report gives an overview of all media communication undertaken by the partners of the Europeana Newspapers Project consortium in Year 2 of the project. It shows how we have raised the project's profile among key stakeholders and end-users by widely disseminating our objectives, results and achievements.

Some highlights of our media work in Year 2 include:

- Launch of a new-look website, with more photos, videos and articles that feature our newspaper content;
- Rising number of visitors and followers across all of our website and social media channels;
- Project promoted through several high-profile conferences, workshops and Information Days.
- Raise awareness of the project and its achievements through workshops and information days.

The report also outlines how our media communication has improved not just in terms of numbers but also in terms of style and tone. Inspired by the comments received at our Year 1 review in Brussels (March 18th, 2013) and in the review report of the European Commission, we have worked to make our communications more visual (incorporating as many photos and videos as possible) and to adopt a writing style that is easily understandable, even when describing highly technical developments.

At the end of the document, we look ahead to the last 12 months of the workshop. During this time, the final Workshop and Information days will take place. We will work to organise, promote and cover these events. We will also actively continue to expand our communications work.

2. Dissemination and Exploitation

Work Package 6 of Europeana Newspapers aims to raise awareness of the project's activities and achievements through three key tasks:

1. Media communication: raising awareness through promotion of its latest achievements;
2. Conferences and workshops: raising awareness through sharing of best practices;
3. Exploitation: promoting the project at national and international events.

2.1 Media Communication

In Year 1 of the project, Europeana Newspapers launched its website (for more details see D6.1.1 Project Website[1]). This continues to be a key promotional tool and also the main way in which we share best practices with our expanding network. In addition, project objectives, results and achievements are shared through the communication channels of the project (e.g. newsletter mailing list, social media) and those of our partners (e.g. website, mailing lists, social media).

By coordinating our communications efforts across so many channels, we benefit strongly from the "multiplier effect". This ensures that our technical and content-related news reaches a broad range of stakeholders and end-users on an international, national and regional level

Deliverable 6.3. Stakeholder Engagement and Media Communication[2] gives more details on our target audiences. A complete list of the partner media communication channels can be found in ANNEX I: List of partners media communication channels.

[1] http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/D6.1.1_ENP-Project-Website.pdf

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

2.1.1 Website

The Europeana Newspapers Website, launched in April 2012, is the main way for the project to share information with its audience of interested stakeholders and potential users. The website is a place for people to read about our goals and achievements, and an access point for all of our official documents, presentations and promotional materials. In addition, the project website links to all partners of the project and they in turn use their own websites to link back to the project.

In the Year 1 project review, improvements to the website and our communications work in general were recommended:

Recommendations EC	Actions taken by WP6
"The website is in place but is perhaps a little staid."	New website theme, featuring more graphics Twitter bar on front page Animated video on the front page[3][4]
The suggestion made at the review meeting for a deliverable on the lines of "Digitisation for dummies" is to be welcomed.	Europeana Newspapers Glossary[5]
Dissemination is a critical activity for year 2. It is important that the strategy will look at stakeholders beyond the library community and see what impact it can have.	D6.3 Stakeholder Engagement and Media communication Plan[6] News-items and blog articles aimed at researchers and interested individuals. Polish Information day aimed at teachers, historians and school librarians (Deliverable due M25). Turkish Information day aimed at national policy makers.[7] ICT2013 networking sessions aimed at policy makers and cultural heritage professionals.[8]

[3] http://www.europeana-newspapers.eu/
[4] http://www.youtube.com/watch?feature=player_embedded&v=5G6v00Z8CyQ
[5] http://www.europeana-newspapers.eu/europeana-newspapers-project-glossary/
[6] http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Deliverable_6-3_final.pdf
[7] http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLT.pdf
[8] http://www.europeana-newspapers.eu/successful-networking-at-ict2013/

The website would benefit from rolling review. Usage data should address design features. The lack of images seems questionable. All public documents should be available more speedily.	Associated partners and networking partners logos on website[9] All public deliverables are on the website[10] Deliverables with Best Practices to share are announced with a news-item[11] [12] News-items published with featured image[13] Special focus on featured images, partner profiles and interviews with researchers to highlight the value of our content (see below) Advert and direct link to the Europeana Newspaper Browsing Tool

Bringing out the content

With the aim of increasing traffic to the website, WP6 has developed a number of regular feature articles on the website which focus on highlighting the content of the project through engaging images and interviews. The types of articles include:

- **Featured partner:** project partners highlight their organisation, their newspaper collection and their work in the project. University Library "Svetozar Markovic" of Belgrade[14], The British Library[15], National Library of Latvia[16], Friedrich Tessmann Library[17] and the National Library of Poland[18] have been featured in Year 2.
- **Spotlight images:** in this series of blog articles the partners can show a few examples of noteworthy newspaper pages. The National Library of the Netherlands[19] and The National Library of Finland[20] were the first partners to highlight their content.

[9] http://www.europeana-newspapers.eu/consortium/project-partners/
[10] http://www.europeana-newspapers.eu/public-materials/deliverables/
[11] http://www.europeana-newspapers.eu/inside-view-on-refinement-to-be-presented-in-belgrade/
[12] http://www.europeana-newspapers.eu/preview-of-the-aggregation-and-presentation-workshop/
[13] http://www.europeana-newspapers.eu/news/
[14] http://www.europeana-newspapers.eu/featured-partner-the-oldest-and-largest-university-library-in-serbia/
[15] http://www.europeana-newspapers.eu/featured-partner-the-british-library/
[16] http://www.europeana-newspapers.eu/national-library-of-latvia/
[17] http://www.europeana-newspapers.eu/featured-partner-dr-friedrich-tesmann-library/
[18] http://www.europeana-newspapers.eu/featured-partner-the-national-library-of-poland/
[19] http://www.europeana-newspapers.eu/newspaper-spotlight-from-the-national-library-of-the-netherlands/
[20] http://www.europeana-newspapers.eu/newspaper-spotlight-from-the-national-library-of-finland/

- **Thematic features:** this series aims at bringing out the content per theme or historic event. One article combines cross-European content. The first articles were on the sinking of the Titanic[21] and present tags with Christmas[22] and winter newspaper images.
- **Researcher interviews:** By the end of year 2 it was time to target the end-user; with this aim WP6 commissioned an animation that would promote the project with researchers. Case studies of newspaper researchers were needed as an inspiration for the script and so the series of Q&A with researchers was born. This series has had good uptake in the research community and resulted in researchers following @eurnews on twitter. [23] [24] [25] [26]

2.1.2 Social media

The social media channels of the project and its partners help to spread our messages as widely as possible. Europeana Newspapers is very active in sharing information and disseminating its messages through the social media channels *Facebook site*[27]: LinkedIn Group[28], **Slideshare**[29]**, Twitter**[30]**,** Flickr account[31] (see ANNEX IV: Monitoring)

[21] http://www.europeana-newspapers.eu/how-historic-newspapers-covered-the-titanic-disaster/
[22] http://www.europeana-newspapers.eu/happy-holidays-from-europeana-newspapers/
[23] http://www.europeana-newspapers.eu/qa-with-newspaper-researchers-wiebke-schulz/
[24] http://www.europeana-newspapers.eu/qa-with-newspaper-researchers-leon-saltiel/
[25] http://www.europeana-newspapers.eu/qa-with-newspaper-researchers-bob-nicholson/
[26] http://www.europeana-newspapers.eu/qa-with-newspaper-researchers-matthew-rubery/
[27] http://www.facebook.com/EuropeanaNewspapers
[28] http://www.linkedin.com/groups?gid=4425919
[29] http://www.slideshare.net/Europeana_Newspapers
[30] @eurnews
[31] http://www.flickr.com/photos/enewspapers/

2.2 Workshops and Conferences

The Europeana Newspapers Project planned to hold three workshops over the lifetime of the project and two have already taken place. Results and impressions of the workshops were shared via project and partner channels. Social media was used for further dissemination in the network:

1. Workshop Refinement and Quality Assessment[32]: project, associated and network partners attended the workshop where best practices on refinement and quality assessment were shared.

2. Workshop Aggregation and Presentation.[33]: this workshop was attended by partners form the best practice network, but also by a number of pan-European organisation with interest in the browsing tool or aggregation possibilities of their newspaper content. The Europeana Newspaper browser was shown and tested in the Europeana Newspapers Network for the first time..

Apart from these workshops the Europeana Newspaper Project has promoted the project extensively at external conferences, through presentations, posters and two workshops.

- At LIBER2013 conference in Munich, Germany in June 2013 a 3-hour Europeana Newspapers workshop was held for an international library audience. Five WP leaders gave a presentation about the work being done in the project, followed by a lively panel discussion on improving access to digitised newspapers.[34] The workshop was fully booked and was attended by 39 persons.

- At ICT2013 conference in Vilnius, Lithuania in November 2013 the Europeana Newspapers Project and the project Europeana Regia, organised a joint networking session which was well attended by policy makers and cultural heritage professionals.[35]

[32] http://www.europeana-newspapers.eu/focus-on-newspaper-refinement-quality-assessment-in-belgrade/
http://www.europeana-newspapers.eu/the-belgrade-workshop-agenda-is-out/
http://www.europeana-newspapers.eu/proudly-presenting-a-europeana-newspapers-production/
http://www.europeana-newspapers.eu/featured-partner-the-oldest-and-largest-university-library-in-serbia/
http://www.europeana-newspapers.eu/coming-up-soon-workshop-refinement-and-quality-assessment/
[33] http://www.europeana-newspapers.eu/amsterdam-workshop-report/
http://www.europeana-newspapers.eu/workshop_aggregation_presentation/
http://www.europeana-newspapers.eu/preview-of-the-aggregation-and-presentation-workshop/
http://www.europeana-newspapers.eu/registrations-are-open-for-the-aggregation-and-presentations-workshop/
http://www.europeana-newspapers.eu/coming-up-this-september-aggregation-and-presentation-workshop/
[34] http://www.europeana-newspapers.eu/sharing-best-practices-with-library-professionals-at-liber2013/
[35] http://www.europeana-newspapers.eu/successful-networking-at-ict2013/
http://ec.europa.eu/digital-agenda/events/cf/ict2013/item-display.cfm?id=11537

We will continue to promote the project and its achievements through a strong presence at high profile conferences. WP6 coordinates this by selecting conferences of interest to the project and announcing them on Sharepoint, our internal communications channel. This helps us to meet the goals we set in D6.3 *Stakeholder Engagement and Media Communication Plan* for a strong presence at high profile conferences.

2.3 Exploitation

The Europeana Newspapers Project aims to raise the awareness of the project and its achievements by showcasing the project at national Information days. Three Information days were held in Year 2, each with a different focus.

1. **Turkish Information day:** focused on raising awareness of the importance of digitising Turkish cultural heritage by showing the work being done in the Europeana Newspapers Project. See details in the D 6.31 Report on Europeana Newspapers Information day at the National Library of Turkey. [36]

2. **Latvian Information day:** focused on the library audience and opened a discussion about myths and reality of digitisation. For more details see D6.31 Report on Europeana Newspapers Information day at the National Library of Latvia[37].

3. **Polish Information day:** organised a joint digital seminar #GreatWar with Europeana Newspapers and Europeana 1914-1918. The seminar focused on teachers and librarians and how to use the newspaper browsers both from the Europeana Newspapers Project and POLONA.[38] More details will be described in D6.31 Report on Europeana Newspapers Information day at the National Library of Poland (due in M25).

2.4 Dissemination activities in M13-M24

The dissemination activities are coordinated in orderly fashion by Work Package 6. Newsletters[39], press releases[40], announcements of project events, articles in journals[41], guest blogs[42] and project achievements are spread as widely as possible through project and partner media communication channels. Other news and blog articles are spread through the social media channels of the project partners and the network that Europeana Newspapers has built up to date.

Apart from media communication, project partners attend conferences to network and to disseminate news and promotional material of the Europeana Newspapers project with the aim of raising awareness of the project and its achievements.

For a complete list of media communication and dissemination activities see ANNEX V.

[36] http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/ENP_Report_Infoday_NLT.pdf
[37] http://www.europeana-newspapers.eu/myths-and-reality-at-the-latvian-information-day/
[38] http://www.europeana-newspapers.eu/polish-information-day-successfully-aimed-at-teachers-and-librarians/
[39] http://us5.campaign-archive2.com/?u=d6917fe9aedb5cab842024bb9&id=d845c4758b
[40] http://www.europeana-newspapers.eu/wp-content/uploads/2013/03/ENP-2nd-Press-Release.pdf
[41] http://www.dlib.org/dlib/may13/05inbrief.html
[42] http://pro.europeana.eu/pro-blog/-/blogs/1886563/maximized?p_p_auth=mH7QMbS6

3. Analysis

In this chapter, we analyse our media communication and dissemination activities to date with the aim of drawing conclusions, learning from the activities to date and setting objectives for the third and final year of the project. Goals for our media activities have already been established in D6.3 Stakeholder Engagement and Media Communication Plan[43] and the results from the first two years can be studied in ANNEX IV: Monitoring. Three sources have been studied in the analysis of the media communication of the Europeana Newspapers Project and compared to the goals that were set for year 2:

1. The project dissemination activity;
2. Google analytics for the project website;
3. Social media activity.

3.1 The project dissemination activities

In the past twelve months the project has been presented at various high profile events and conferences. Audiences so far have included library and university audiences interested in the content, technical audiences interested in refinement and quality assessment and local and newspaper audiences with an interest in metadata models. The goals set for the second year of the project have been exceeded (See Annex IV: Monitoring and Annex II Publications and project presentations).

The three Information days and project workshops have been well attended and expanded the network (for details on the network extensions see D6.3.2 Network extensions year 2). This supports the sharing of best practices and the wider promotion of the project and its achievements.

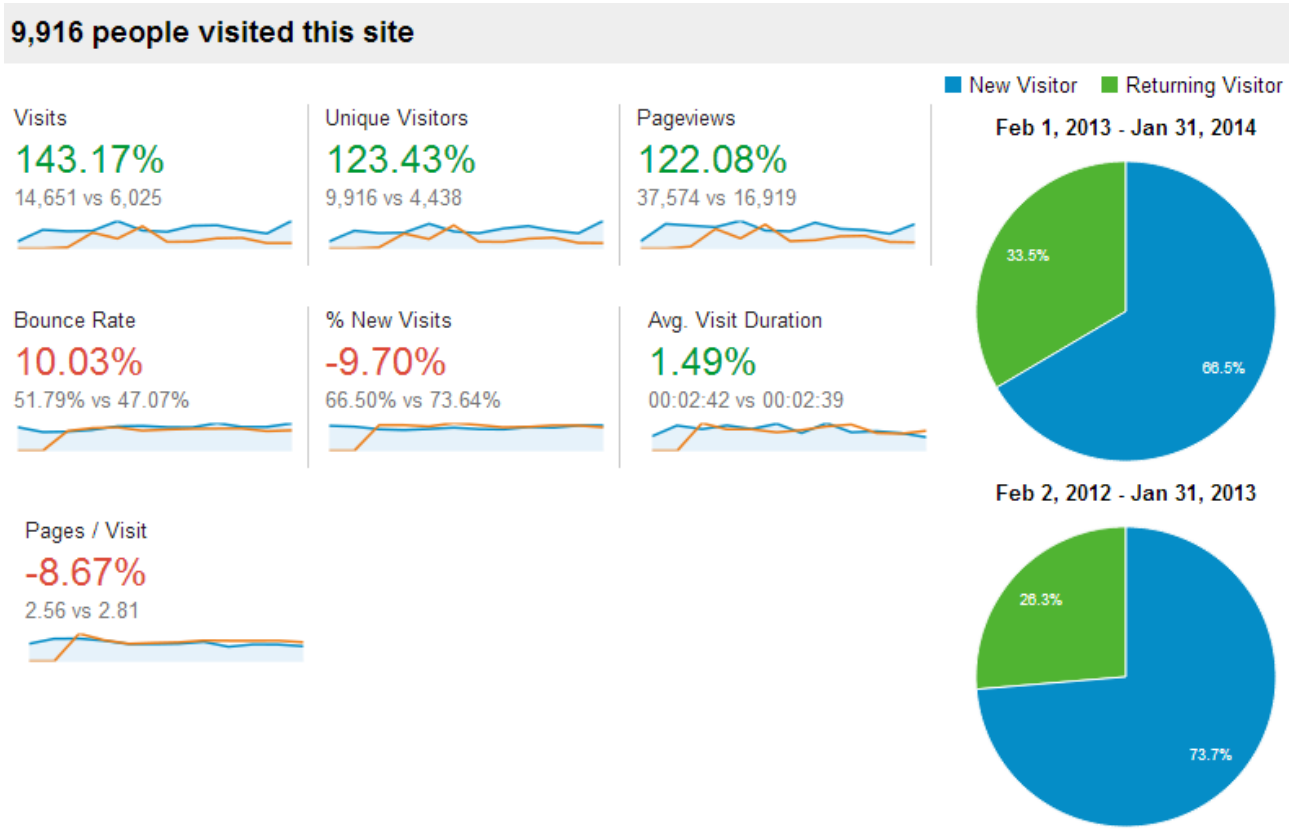
Annex V Media Communication and Dissemination Activities, shows that all partners have worked together to spread the messages widely as possible on an international, national and even regional

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

level. The media communication through project and partner channels has resulted in a wider network for the dissemination of

3.2 Google analytics

The work on the website, the frequent news-items and the articles that highlighting the newspaper content resulted in 123% more unique visitors to the website in Year 2. The media communication activities not only succeed in bringing more traffic to the website but also attracted more visitors to return (33.5% vs 26.3%). This shows an engagement with the goals and achievements of our project.

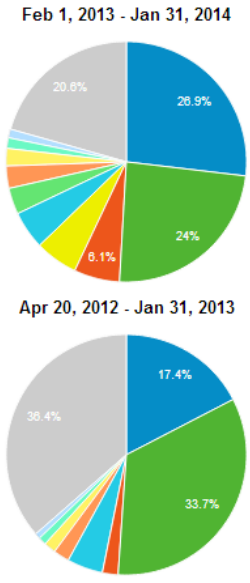


Graph 1: Number of people who visited the Europeana Newspapers Project website

Of these visits, 50% came from referral traffic. The main sources were Twitter, the IFLA mailing list and Facebook. The set goals (see ANNEX IV: Monitoring) for the social media channels were more than achieved. The graph shows that the improved media activity in Year 2 refers more visitors to the project website. This shows that the social media activity is effective for the Europeana Newspapers Project and should continue for the third year of the project as planned.

In the second year 50% of the visitors came directly to the project website or were referred by Google. This means that the awareness of the Europeana Newspapers Project has successful risen. This is measureable by direct traffic from people who already knew about the project or had learned about the project through presentations, presence at conferences or through the project's promotional material. or already knew about it. A growing number of Google referrals (from 17% to 27%) mean that the project ranks higher in Google searches, caused by a higher awareness of the project. For Year 3 Europeana Newspapers should continue the media communication and dissemination activities in the same line so to increase the amount of visitors to the project website.

	143.17% ▲ 14,651 vs 6,025	143.17% ▲ 14,651 vs 6,025
1. google / organic		
Feb 1, 2013 - Jan 31, 2014	3,938	26.88%
Apr 20, 2012 - Jan 31, 2013	1,048	17.39%
2. (direct) / (none)		
Feb 1, 2013 - Jan 31, 2014	3,520	24.03%
Apr 20, 2012 - Jan 31, 2013	2,030	33.69%
3. t.co / referral		
Feb 1, 2013 - Jan 31, 2014	900	6.14%
Apr 20, 2012 - Jan 31, 2013	127	2.11%
4. icon.crl.edu / referral		
Feb 1, 2013 - Jan 31, 2014	843	5.75%
Apr 20, 2012 - Jan 31, 2013	0	0.00%
5. facebook.com / referral		
Feb 1, 2013 - Jan 31, 2014	750	5.12%
Apr 20, 2012 - Jan 31, 2013	290	4.81%

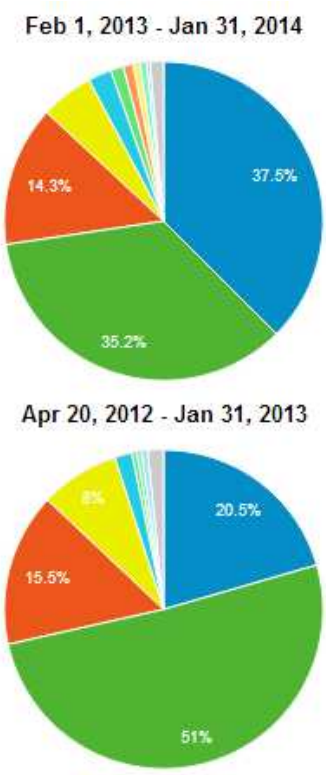


Graph 2: Traffic to the Europeana Newspapers Project website

A closer look at the social media activities in Graph 3 shows that the channels with the highest frequency of messages (see Annex IV Monitoring) such as Twitter, Facebook and LinkedIn are the ones that refer the most visitors to the project website. Twitter is by far the most effective social

media for Europeana Newspapers (38% in Year 2 vs 21% in Year 1). Twitter allows Project partners to easily share key messages far beyond the Europeana Newspapers Network. At the same time Twitter allows us to target a professional audience such as librarians, technical experts and researchers. The Q&A with researchers' series was retweeted by digital humanity researcher. An example that illustrates this is a tweet that was sent out by @eurnews on the Q&A with Bob Nicholson, in his turn the newspaper researcher retweeted the tweet and over 20 researchers in his network retweeted the message and started to follow @eurnews.

Social Network	Visits ▼	Visits
1. Twitter		
Feb 1, 2013 - Jan 31, 2014	899	37.49%
Apr 20, 2012 - Jan 31, 2013	128	20.51%
2. Facebook		
Feb 1, 2013 - Jan 31, 2014	843	35.15%
Apr 20, 2012 - Jan 31, 2013	318	50.96%
3. LinkedIn		
Feb 1, 2013 - Jan 31, 2014	342	14.26%
Apr 20, 2012 - Jan 31, 2013	97	15.54%
4. WordPress		
Feb 1, 2013 - Jan 31, 2014	128	5.34%
Apr 20, 2012 - Jan 31, 2013	50	8.01%



Graph 3: Social media traffic to the Europeana Newspapers Project website

Graph 4 compares the audience overview of Year 1 with Year 2. The graph clearly shows peaks in the number of visits when the media activity increased. Media activity increased around project events such as the Workshop on Refinement and Quality Assessment in Belgrade, or the Project Survey in the first year. The most remarkable is the peak in January 2014, when the series of Q&A with newspaper researchers was published on the website. This series had a very good uptake in the academic circles and clearly shows the interest researchers have in Europeana Newspapers and what it has to offer to researchers. WP6 will continue to publish articles that promote particular events and bring out the newspaper content of the project.

Graph 4: Audience overview of the Europeana Newspapers Project website

3.3 Social media analysis

The Europeana Facebook Page has doubled its number of likes to 411 and tripled its number of posts to 123 posts. Comparing the graphs of the website with the graphs of Facebook, a clear relation is visible. The goals set for Facebook in Year 2 have been exceeded and Facebook clearly directs visitors to the Europeana Newspapers website. Europeana Newspapers will continue to apply the same strategy on Facebook.

Graph 4a: Visits on Europeana Newspapers Facebook page

The high activity of @eurnews on Twitter has continued in Year 2 and has now reached 726 tweets versus 364 (in Year 1). This resulted in a 123% increase in the Twitter followers (527 vs 203). The thematic articles on the project website had a good uptake on Twitter. The Q&A articles with researchers received a number of retweets and brought us several new followers from the researcher community. In the final project year the Twitter activity will continue as planned. The planned stakeholder engagement events and the blog series in which Project partner, newspaper content and examples of newspapers research are highlighted will be interesting Twitter topics for the growing @eurnews group of followers. They include newspaper content holders, technical experts, European projects, policy makers, journalists and end-users such as digital humanities researchers from across Europe.

The Europeana Newspapers LinkedIn Group has been much more active in Year 2, growing from 10 posts at the end of the first year to 43 posts. The number of group members also grew by 80% and the posts related to the Europeana Newspapers Browser received comments from the audience, which indicated a great interest in the topic.[44]

In May 2013, Europeana Newspapers set up a Flickr account[45] with the aim of easily sharing the images of the blog series where newspaper content is highlighted as well as the pictures taken at stakeholder engagement events. The account counts 299 pictures in February 2014.

[44] http://www.europeana-newspapers.eu/building-a-content-browser-for-digital-newspapers/
[45] http://www.flickr.com/photos/enewspapers/

4. Outlook

In the third and final year of the project the last planned public workshop will take place in London, UK. This workshop is aimed at policy makers and cultural heritage professionals. The workshop will open the discussion on policy issues that affect improving access to digitised historic newspapers. Europeana Newspapers will promote this high profile event as widely as possible through its website, partner media channels and social media channels.

At the end of Year 2, a “Closing period” will take place in December 2014 to promote the major achievements of the project, and in particular the content, to end-users. Our ultimate goal is to increase the usage of the Europeana Newspapers Browser with end-users such as digital humanities researchers and citizen researchers. The Closing period will consist of several promotional events across Europe, over the course of two weeks. By concentrating these events in one relatively short period of time, we hope to create a ‘buzz’ and attract the attention of as many users as possible. As with all its events, Europeana Newspapers will promote these closing celebrations as widely as possible through its website, partner media channels and social media channels.

The third and final year will make many of the deliverables publicly shareable. This means many opportunities for media communication. The prototype of the browser has been launched at the annual meeting in Vienna in January 2014. In the coming year much work will be done to aggregate more content, test the usability, add more features and improve the Europeana Newspapers Browser. LIBER and The European Library liaised to align current and future communication on the Europeana Newspapers Browser. In the first month of the third year promotion of the browser has already taken a more prominent role in the media communication. A visual advertisement links visitors of the Europeana Newspapers site directly to the Europeana Newspapers Browser, hosted at the website of The European Library. This promotes the Browser and clearly directs newspaper end-users to their goal: browsing digitised historical newspapers.

Image 1: Advert on front page of project website promoting and linking to Europeana Newspapers Browsing Tool, hosted at The European Library Portal.

The launch of the Europeana Newspapers Browser at the annual meeting was followed by a news-item on the project website.

In the third year an animation will be launched to promote the Europeana Newspaper refined newspaper content and the browsing tool with its end-users. The animation will clearly target the digital humanities researcher but will also contain references that should catch the attention of other end-users such as citizen researchers and family historians.

Work Package 6 maintains a list of conferences and events that are of interest for project promotion. See the list below of relevant events for year 3 of Europeana Newspapers.

Event	Dates	Place	Web Page	Audience
Girona 2014: Archives and Cultural Industries	10/11/2014	Girona, Spain	http://www.girona.cat/web/ica2014/eng/presentacio_ica2014.php	Cultural heritage
DAS2014 - 11th IAPR INTERNATIONAL WORKSHOP	4/7/2014	Tours – Loire Valley, France	http://das2014.sciencesconf.org	Technical (OCR, OLR, NER)

ON DOCUMENT ANALYSIS SYSTEMS				
IFLA (Newspapers Section)	13-14/8/2014	Geneva, France	http://www.ifla.org/node/8206	Libraries
LIBER 43nd Annual Conference	2-5/7/2014	Riga, Latvia	http://www.lnb.lv/en/liber2014	Libraries

Table 1: Relevant events for papers and poster presentations

ANNEX I: List of partners media communication channels

International Media Communication Channels			
ENP partner	**Media channels**	**Social media channels**	**Mailing lists**
LIBER	www.libereurope.eu LIBER WEBSITE (News, Europeana Newspapers Project's page: 62.000+ unique visitors in 2013)	–LIBER LinkedIn Group (1800 members) –LIBER Twitter (1100+ followers, 1100+ tweets)	–LIBER-ALL (800+ subscribers) –LIBER-NEWS (250+ subscribers)
The European Library		–Facebook – about 1.300 followers –Twitter – about 700 followers –YouTube Channel – about 300 followers	–Newsletter (General Public) – about 5.800 subscribers –The European Library network – about 300 subscribers –Press List – about 75 subscribers
	DIGLIB		
	IFLA		
	EUROPEANA@MAILTALK.AC.UK		

Table 2: International Media Communication Channels

National media communication channels			
ENP partner	**Media channels**	**Social media channels**	**Mailing lists**
SBB	–SBB website –List of media German channels	–Twitter: 753 Followers –Facebook: 1.227 likes	–Newsletter (only for "Exhibitions and Events"): ca. 1.500
Koninklijke Bibliotheek – National Library of the Netherlands	–KB website –List of Dutch media channels	–KB Twitter: around 3300 followers –KB Facebook: around 400 followers	–Mailing list: NEDBIB (list for Dutch librarians / information specialists)
Milli Kütüphane – National Library of Turkey	–www.mkutup.gov.tr TR & EN language, daily visitors: 2.000 –Turkish Media Institutions – News from NLT is important for national media –NLT Building Billboards: People live/study in Ankara –Daily visitors 1.700		–kutup-l@metu.edu.tr (email list) – Turkish Librarians Communication List – Registered users

Biblioteka Narodowa – National Library of Poland	–www.bn.org.pl ; 544 214 unique visitors in 2011 –Regional and local newspapers, online journals, national, –Regional and local radio and TV etc.	–Facebook (National Library) – 6.700 followers, Facebook (National Digital Library cBN Polona) – 3.355 followers; YouTube channel – 44.500 video views;	–Local and National Channels, where localized project media items will be sent to: the mailing list for press releases contains several hundred addresses: national,
Univerzitet u Beogradu, Univerzitetskabiblioteka ''Svetozar Markovic'' - University of Belgrade, University Library ''Svetozar Markovic''	–Library website (100,000 unique visitors per year)	–Facebook - about 7.000 followers –Twitter - about 150 followers	–Newsletter (General Public) - about 2.000 subscribers –Newsletter (Serbian Academic Library Association) - about 400 subscribers –Newsletter (Serbian Library Association) - about 500 subscribers –Press List - about 160 contacts
Staats- und Universitätsbibliothek Hamburg – The Hamburg State and University Library	–Blog (Website http://blog.sub.uni-hamburg.de/) –Library Website: 2.7 million visitors in 2011	–Twitter (more than 1.000 followers) –Facebook (more than 1.600 followers)	–Newsletter (ca. 750 subscribers)
CCS Content Conversion Specialists GmbH	–The CCS website has 10.500 unique visitors per year.		
Kansallis Kirjasto – National Library of Finland	–Library website www.nationallibrary.fi, published in a slightly different format in three languages (Finnish, Swedish, English) - about 1 637 000 unique visitors per year –Local and National Channels: (online) journals, radio, TV, Finnish memory organizations (archives, museums), publishers, Agricola - Finnish History Network, mixed Finnish network media players, mixed search engines	–Facebook - about 800 followers	–Press List - about 243 subscribers
ONB - National Library of Austria	–Austrian National Library Website http://www.onb.ac.at/ –VÖB (Vereinigung Österreichischer Bibliothekarinnen und Bibliothekare) http://www.univie.ac.at/voeb/blog/ –Magazin der Österreichischen	–Facebook - To be established in 2013	–Mailing List - to be established in 2013

	Nationalbibliothek http://www.onb.ac.at/about/oenb_magazin.htmt		
Bibliothèque nationale de France (BnF) – National Library of France	–BnF website –Magazine *Chroniques* http://www.bnf.fr/fr/evenements_et_culture/a.chroniques.html	–Facebook – about 17.000 followers –Twitter – about 900 followers –YouTube Channel – about 140 followers –Dailymotion Channel – about 68.000 video views	

Table 3: National Media Communication Channels

ANNEX II: Publications and presentations at external events

March 2013

Dunning, A. Launch of Welsh Newspapers online. Presentation available here: http://www.slideshare.net/EuropeanLibrary/dunning-welshnewspapers130314110640phpapp01-30947580

Kölsch, U. Europeana Newspapers Poster Presentation. 5th Library and Information Congress, Leipzig 2013: http://www.bid-kongress-leipzig.de/t3/

April 2013

Dakić N. and Trtovac A. 2013. "Europeana Newspapers" : new meeting place of digital content users. Ninth International Convention of Slavic Librarians in Sarajevo, Sarajevo, 14–17 April 2013. http://www.slideshare.net/Europeana_Newspapers/sarajevo-ppt

https://drive.google.com/file/d/0B7__WLFVaG37R1dfN01GVmpSN2M/edit?usp=sharing

Naneci, E. Europeana Newspapers Project. Ankos Link 2013, 26 April 2013. http://www.europeana-newspapers.eu/europeana-newspapers-at-ankos/

May 2013

Kölsch, U., Europeana Newspapers Project Presentation. SEEDI Conference on Digitization of cultural and scientific heritage, Zagreb, Croatia 15-16 May 2013. http://seedi.nsk.hr/

Trtovac A. and Dakic N. 2013. Bringing historical advertisements and commercials into research focus : Europeana Newspapers Project. Eighth SEEDI Conference on Digitisation of Cultural and Scientific Heritage, National and University Library, Zagreb, 15-16 May 2013. http://www.slideshare.net/Europeana_Newspapers/enpseedi2013ub

June 2013

Filipi Matutinovic, S. and Andonovski, J. Europeana newspapers project contribution to the freedom of information: finding out about Nikola Tesla from historical newspapers. INFORUM 2013: 19th Annual Conference on Professional Information Resources, Prague, 21 May 2013

http://www.slideshare.net/Europeana_Newspapers/filipi-matutinovicstela-tesla-ppt

Neudecker, C. Dunning, A. Mühlberger, G. Pletschacher, S. , Kölsch, U., Willems, M. Europeana Newspapers Workshop. LIBER2013, Munich, 26 June 2013. http://www.europeana-newspapers.eu/sharing-best-practices-with-library-professionals-at-liber2013/

Presentations:

- http://www.slideshare.net/Europeana_Newspapers/europeana-newspapers-liber2013-workshop-intro
- http://www.slideshare.net/Europeana_Newspapers/europeana-newspapersp-wp2liber

- http://www.slideshare.net/Europeana_Newspapers/europeana-newspaper-liber-metadatameetingmunich2013
- http://www.slideshare.net/alastairdunning/digitised-historic-newspapers-in-europe

Zogla, A. Poster for the Europeana Newspapers and National Digital Library of Latvia. LIBER2013, Munich, 26-28 June 2013

BnF, Retour d'expérience: la mise en ligne des périodiques. University of Rouen: http://plair-event.univ-rouen.fr/

Lieder, H.J. On the Two Sides of the Pond. LIBER2013, Munich, 26-28 June 2013. Project slides. https://www.liber2013.de/index.php?id=57

August 2013

REILLY, Susan. The challenges of making digitised newspapers available. In IFLA newspapers, 20 August 2013, Singapore. http://www.europeana-newspapers.eu/challenges-of-making-europes-digitised-newspapers-available-online/

Neudecker C., Wilms, L., Europeana Newspapers: The gateway to European Newspapers. IFLA newspapers, 14 August 2013, Singapore. http://www.slideshare.net/Europeana_Newspapers/enp-ifla2013-kb

Kiisa, Krista. Digitisation of historic newspapers and voluntary digital deposit of newspaper pre-print files in the National Library of Estonia. IFLA Newspapers Pre-Conference Newspapers /GENLOC Satellite Meeting, Singapur, 15.08.2013. Project slides.

12th International Conference on Document Analysis and Recognition (ICDAR2013) University of Salford, Apostolos Antonacopoulos, Stefan Pletschacher, Christian Clausner, and Christos Papadopoulos attended with:

- ICDAR2013 Competition on Historical Newspaper Layout Analysis - HNLA2013
- The Significance of Reading Order in Document Recognition and its Evaluation
- Performance Evaluation in Document Image Analysis, Tutorial: http://www.icdar2013.org/program/tutorials
- Competition on Historical Newspaper Layout Analysis (HNLA2013). Competition with the goal of assessing the current state-of-the-art in Layout Analysis for historical newspapers. http://www.prima.cse.salford.ac.uk:8080/HNLA2013/

FREYRE, Elisabeth. International cooperation in the global information society: BnF meets the challenge / L'action internationale de la BnF ou comment se positionner face

September 2013

Dunning, A. Open Data at The European Library. http://www.slideshare.net/EuropeanLibrary/tel-linkeddatasep2013130918145045phpapp02-31028787

Dunning, A. Challenges and Solutions: Creating a European Historic Newspapers Browser. The European Library: promoting innovation in Europe. 16-17 September 2013. http://www.slideshare.net/EuropeanLibrary/challengesandsolutionsincreatingaeuropeanhistoricnewspapersbrowser-130918145432phpapp01

Lecture seminar held in cooperation with University of Tartu "Google is not enough" http://www.nlib.ee/algab-tu-ja-rahvusraamatukogu-loengusari-googleist-ei-piisa/

Kiisa, Krista. Presentation. Digiteeritud ajalehed meil ja mujal. Tutorial day of Estonian Newspapers Articles Database. 17 September 2013. http://www.elnet.ee/juhendid/Koolitusp2ev_2013.pdf

October 2013

Mühlberger G. Europeana Newspapers interim report. eBooks on Demand Conference 2013, EOD meeting and EOD hackdays. http://eod2013.techlib.cz/files/download/id/22/gunter-muhlberger.pdf

Kiisa, K, Tõnisson, S. Presentation "Väljakutsed digiteerimise vallas Eesti Rahvusraamatukogu kollektsioonide näitel." Information Technology Day in NLE, project slides.

November 2013

Networking session Europeana Newspapers and Europeana Regia. ICT2013 Vilnius, Lithuania, 7 November 2013. http://ec.europa.eu/digital-agenda/events/cf/ict2013/item-display.cfm?id=11537

December 2013

Fedasenka, A. Search and Browse Europe's Historical Newspapers: The Europeana Newspapers Content Browser. DISH2013/ AGM, 2-3 December 2013, Rotterdam. Poster. http://www.slideshare.net/EuropeanLibrary/europeana-newspapers-poster

Grant, F. Europeana Newspapers Browser. DISH2013/ AGM, 2-3 December 2013, Rotterdam. Poster. http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/europeana-agm-poster.jpg

January 2014

Lieder, H.J. Europeana Newspapers Project: Value, Access & Sustainability. Unlocking sources, Berlin, 31 January 2014. http://www.europeana-collections-1914-1918.eu/unlocking-sources/abstracts/

ANNEX III: Other appearances in the media

February 2013

http://epub01.publitas.com/ottocramwinckeluitgeverij/IPnr32013/#/spreadview/10/

March 2013

http://inserbia.info/news/2013/06/serbia-400000-pages-of-cyrillic-newspapers-on-display-as-part-of-europeana-newspapers-project/

http://www.univie.ac.at/voeb/blog/?p=26216

April 2013:

http://mistnikultura.cz/narodni-knihovna-je-partnerem-projektu-europeana-newspapers

June 2013

http://www.univie.ac.at/voeb/blog/?p=27844

July 2013

http://blogs.unimelb.edu.au/libraryintelligencer/2013/07/09/europeana-newspapers-sharing-best-practices-with-library-professionals-at-liber2013/

August 2013

http://www.succeed-project.eu/event/europeana-newspapers-workshop-registrations-open

September 2013

http://pro.europeana.eu/web/europeana-newspapers

http://blog.avisdigitalisering.dk/tag/europeana-newspapers/

http://www.nsk.hr/en/nul-staff-at-the-european-library%E2%80%99s-annual-meeting/

October 2013

http://www.infodocket.com/2013/10/02/europeana-newspaper-project-works-to-perfect-online-experience-for-historic-digital-newspapers/

November 2013

http://availableonline.wordpress.com/2013/11/05/representation-and-absence-in-representation-and-absence-in-digital-resources-the-case-of-europeana-newspapers/

January 2014

http://www.youtube.com/channel/UC80a6lES-lq7pBjCk3eEHtQ

February 2014:

http://richardrego.wordpress.com/tag/europeana-newspapers/

Network websites:

http://www.nsk.hr/en/the-nul-joins-europeana-newspapers-project/

http://www.statsbiblioteket.dk/nationalbibliotek/nyheder/statsbiblioteket-er-networking-partner-i-europeana-newspapers

http://landsbokasafn.is/index.php/news/535/224/Europeana-Newspapers

http://www.europeana-collections-1914-1918.eu/network/

ANNEX IV: Monitoring

Channel	Description	Currently (mid-April 2013)	Target end of Year 2	Results end year2	Target end of Year 3	Rationale	Monitoring
Website	Overall presentation of the project, news and blog items, embedding of ENP related tweets	4,438 (in Year 1) 2.38 minutes per visit 2.80 pages per visit 5852 hits (not unique visits)	6,500 (in Year 2) 3.00 minutes per visit 2.80 pages per visit 7500 hits	9916 in year 2 2.42 min per visit 2.56 pages per visit 14.651 hits	10,000 (in Year 3) 3.00 minutes per visit 2.80 pages per visit 10.000 hits	Comparison via Alexa.com EC1914-1918: time on site 3.39 min. and page views/user 2.1 CENDARI: time on site: no data and page views/user 1 IMPACT: time on site: 3.28 min. and page views/user: 3.	Google analytics Alexa.com for comparison with other relevant websites
Facebook Page	Numbers of likes will indicate the reach of this channel and the posts indicate the communication activity	230 likes 31 posts	300	411 likes 120 posts	500	EC 1914-1918: 213 likes (in Y3) CEDARI: 116 likes ENP aims at reaching a larger audience for Y2 and one post per week.	Number of likes Number of posts FB analytics
Twitter Account	Number of followers	237 followers 405 tweets	500	527 followers 726 tweets	600 followers 1000 tweets	EC 1914-1918:130 tweets en 50 followers CENDARI: 193 followers and 150 tweets ENP is very active on twitter, which gives it the possibility to link with topics related to the project to promote it in a large network. The amount of tweets a day is already very good, the amount of followers need to be increase with a 100% in Y2 and 200% in Y3.	Number of followers & tweets Twitter stats
LinkedIn	Numbers of members will indicate the reach of this channel	54 group members 10 discussions	75 members 20 discussion	95 member 43 discussions	100 members 40 discussions	LinkedIn is not as effective in this project as Facebook and Twitter. It does give the project the possibility to share its discussions with the large library	

	and the posts indicate the communication activity					network of LIBER that is very active with its 1400 LinkedIn group members.	
Klout	Klout Score	44	50	42-47	60	The Klout score will give ENP insights to how influential it is with Social Media in its area.	Klout Score
Conference papers and posters	Presentation of ENP and its achievements and important networking moments	18 papers 2 posters	35 papers 4 posters	35 Papers 6 posters 2 external workshops	50 papers/presentations at the end of the project And 5 posters	Papers presentations form the most important way of dissemination for ENP. The aim should be to get 20 papers a year submitted to relevant conferences.	Publications Log on SharePoint Slideshare
News	News items report on project achievements and announces events.	10	30 in total by end Y2	52 in total end Y2	50 in total by end Y3	News items blog posts are the most important method to attract visitor to the website and a motor for Facebook and linkedIn to expand the network.	Website
Blog	Blog posts give a personal view of e.g. project events, project work-in-project	2	12 in total by end Y2	14 in total end Y2	24 in total by end Y3	News items blog posts are the most important method to attract visitor to the website and a motor for Facebook and linkedIn to expand the network.	Website
Newsletter	Information on project achievements, reports of events, and interviews with representatives from the Project Partners. Total of 5 in the Project lifetime	1 newsletter 113 subscriptions	3 newsletters 220 subscriptions	3 newsletters 246 subscribers	5 newsletters 450 subscriptions	The reach of the newsletter has to increase so that a larger audience will be aware of the project.	Mailchimp analytics
Press Releases	Official information of the	1	3 in total by end Y2	2 in total by the end of	5 in total by end Y3	Press releases will inform about important achievements of the project.	The reactions to the press

	Project to be widely disseminated via all project channels			year 2		In Year 3 press releases are planned: • Newspaper Browser • Metadata Model • Workshop “Newspapers in Europe and the Digital agenda for Europe. • Closing week	releases can indicate their qualitative impact
Presentations on SlideShare	Presentations at conferences and networking events	13	30 in total by end Y2	49 in total end Y2	45 in total by end Y3	SlideShare is an easy way to accumulate ENP presentations which can then be linked to both the website, blog and news items and in the newsletter.	Number of presentations at SlideShare
Articles in journals or newspapers	Articles in Journals to raise the awareness of the project	1	3 in total by end Y2	2 in total	5 in total by end Y3		Publications Log on SharePoint
Workshops	Stakeholders will be engaged in the project network	-	2 in total by end Y2	2 in total	3 in total by end Y3	The impact of the workshop can be measured quantitatively by the number of participants and qualitatively by the interaction of the participants and appearance in news items or blogs other than the project channels.	Media coverage Hosting library attendants
Information days	Stakeholders will be engaged in the project network	-	3 in total by end Y2	3 in total	10 in total by end Y3	The impact of the information day can be measured quantitatively by the number of participants and qualitatively by the interaction of the participants and appearance in news items or blogs other than the project channels.	Media coverage Hosting library attendants
Network extensions	Stakeholders will be engaged in the project network	11 associated partners 22 networking partner libraries	11 associated partners 30 networking partner libraries	11 associated partners 22 networking partner	11 associated partners 40 networking partner libraries	Europeana Collections has 5 European Projects in its network (in Y3) CENDARI has 12 European Projects in its network (Y2)	

		1 European project	4 European project	libraries 4 European projects	6 European project		

ANNEX V: Media Communication Activities