Time Machine: Big Data of the Past for the Future of Europe

Deliverable D7.3
Dissemination

Abstract

The final Time Machine CSA dissemination report provides the results of all activities undertaken during the duration of the project following the dissemination and promotion strategy. Overall, the initiatives undertaken endeavoured to impact the following areas: (1) strengthening the TM Ecosystem, (2) obtaining strategic agreements with potential TM funders, (3) engaging citizens in organised TM communities and (4) raising awareness in the general public. The report includes short summaries and metrics per activity type, where relevant, in addition to lessons learned and recommendations.

Project Identification

Project Full Title	Time Machine: Big Data of the Past for the Future of Europe
Project Acronym	Time Machine (TM)
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Duration	12 months

Document Identification

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Leading Partner	EPFL
Main Author	Kevin Baumer
Contributions	Kerstin Muff
Reviewer(s)	Frédéric Kaplan

History of Changes

Date	Version	Author	Comments
25.02.2020	1.0	K. Baumer	First draft
28.02.2020	1.1	K. Baumer	Comments and content from K. Muff incorporated
03.03.2020	1.2	K. Baumer	Adjustments to include full M1-M12 data

Disclaimer

Abbreviations

ARTE	Association relative à la télévision européenne
CSA	Coordination and Support Action
CS	Civil Society
CU	Customers
DE	German
EBU	European Broadcasting Union
EC	European Commission
EN	English
ES	Spanish
FR	French
GLAM	Galleries, Libraries, Archives and Museums
GP	General Public
IND	Industry
INV	Investors
IT	Italian
KPI	Key Performance Indicator
LSRI	Large Scale Research Initiative
LTM	Local Time Machine
M	Month
ME	Media
PL	Polish
PM	Policy Makers
Q	Quarter
RTS	Radio Télévision Suisse
SC	Scientific Community
SEO	Search Engine Optimisation
TM	Time Machine
TMO	Time Machine Organisation
WP	Work Package

Table of contents

1 Introduction

This final report describes the Time Machine CSA's dissemination activities and details the results of all initiatives undertaken over the project's full duration: March 1, 2019 to February 29, 2020. These activities were managed and executed throughout by the WP7 leadership and contributing partners.

As described in the DoA, a dissemination and promotion strategy was produced — D7.1 — and submitted in M3. It focuses on four directions:

- Strengthening the TM Ecosystem
- Obtaining strategic agreements with potential TM funders
- Engaging citizens in organised TM communities
- Raising awareness in the general public.

The aforementioned strategy was developed in conjunction with the definition and production of dissemination and promotion materials — D7.2. A visual identity was created, including a project logo, defined primary and secondary colours and brand images. This is used as the basis for all dissemination and promotion materials, which include:

- TM Website
- TM Conference Website
- TM Video Trailer "A Common History for the Continent"
- TM Video Series (ARTE/RTS)
- TM Manifesto
- TM Fact Sheet
- TM Roll-ups
- TM PowerPoint Template
- TM Info Pack
- TM Poster

The Time Machine Communication Hub was created during the CSA and is comprised of an expert Communication Team steering and handling all outward TM communication and dissemination activities. The Communication Hub sets the tone and direction so that all communication activities, products and dissemination materials work harmoniously to reach the objectives of the project: expansion of the TM Ecosystem and firmly implementing and anchoring the TM in European, national and regional research agendas.

Every effort was made to multiply impact by using a 360° approach: integrating activities across communication tools as much as possible. Being able to drive traffic between **websites – social feeds – events – video content – newsletters** enabled more efficient use of resources and enhanced reach.

This report begins by providing an overview of all marketing and communications activities undertaken and their results listed by quarter where available. The subsequent sections provide more detailed summaries of each activity, more detailed results and illustrative screenshots where useful, in addition to suggestions for next steps. The proceedings of the Time Machine CSA Final Conference are included in Annex A.

2 Overall Results Table

The following table provides an overview of the Time Machine CSA's dissemination and promotion activities over the 12-month duration of the project (March 1, 2019 – February 29, 2020). There are columns for the type of activity, description of each initiative and the relevant tracking metrics for each one. These followed by results listed by quarter (where possible), the total for the project duration and the target if applicable.

Table 2-1: Time Machine CSA dissemination and promotion results overview

Activity	Description	Metric	Q1	Q2	Q3	Q4	Total	Target
Conferences and Workshops Organised	**Time Machine 2019**	**# Participants**	-	-	370	-	370	300
	TM CSA Final Conference 2020	**# Participants**	-	-	-	160	160	150
	TM CSA Kick-off Meeting Brussels	**# Participants**	105	-	-	-	105	70
	TM CSA Workshops Amsterdam (4 Pillars)	**# Participants**	110	-	-	-	110	105
	TM-EBU Hackathon	**# Participants**	-	-	-	24	24	20
Video	**ARTE (arte.tv)**	**# Views**					117,420*	-
	ARTE (Youtube)	**# Views**					56,392*	-
	RTS (Televison)	**# Viewer Penetration (Est.)**	-	327,000	-	220,000	547,000*	-
	Time Machine (Youtube)	**# Views**					5,139*	-
Websites	**timemachine.eu**	**# Users**	-	-	4,789**	11,317	16,106	-
		# Page Views	-	-	29,222**	46,751	75,973	-
	conference.timemachine.eu	**# Visitors**	1,038	1,395	3,979	895	7,307	-
		# Page Views	2,778	5,226	18,137	1,790	27,931	-
	TMO Online Registration Form (Institutions)	**# New TMO Members**	31	233	125	110	499	-
	TMO Online Registration Form (Individuals)	**# New TMO Supporters**	-	-	-	118	118	-
Social Media	**Twitter**	**# New Followers**	636	309	444	268	1,657	-
		# Posts	190	153	250	183	776	-
	Instagram	**# New Followers**	51	76	104	64	295	-
		# Posts	57	89	53	77	260	-
Press	**Press Releases**	**# Produced**	1	0	3	1	5	3
	Press Coverage	**# Articles**	24	7	18	20	69	-
Newsletters		**# Produced**	-	1	2	1	4	4
		# Total Subscribers	1091	1197	1385	1571	1571	-
Events	**Participated**	**# Presentations Given**	5	4	8	4	21	10
	Target Audience Group Touch Points*	**# Target Groups Present**	22	18	36	4	80	-

*   Quarterly data unavailable, only totals for the total time period indicated have been included.

**   Unfortunately website data was not accumulated in Google Analytics during Q1, Q2 and half of Q3. All numbers as of October 16, 2019. However, based on overall performance across channels, it would be reasonable to extrapolate at least similar numbers for the project's duration.

***   Number of target audience groups present at events (SC, IND, CS, GP, PM, ME, INV, CU). Each group at each event counts as one target present. More details in Events section of this report.

3 Video

3.1 Summary

Leveraging the Time Machine's video content has been at the core of the overall Time Machine CSA dissemination and promotion strategy. Significant time has been invested in engaging with European public broadcasters from the EBU in particular, which led to two video series being disseminated by ARTE and RTS during the CSA. The Time Machine also launched its own dedicated Youtube channel during the CSA in order to enable distribution of additional video content, including the Time Machine trailer 'A Common History for the Continent' which was released in M1 and has over 4200 views.

In addition, a hackathon event was hosted by EPFL in M11, with 24 participants including EBU broadcasters and representatives of Local Time Machines.

Time Machine video initiatives have paid strong dividends in raising awareness with the general public and other targeted stakeholder groups, reaching a combined audience estimated at of over 725,000 persons/households overall.

TM Videos Page

In an effort to enhance website user experience and to bring together all Time Machine related video content in one place, a dedicated 'Videos' page was added to the timemachine.eu website in M11. In addition to the benefits gained in SEO optimisation, the videos page also now permits all other Time Machine owned communications channels to use video content to drive proper timemachine.eu website traffic.

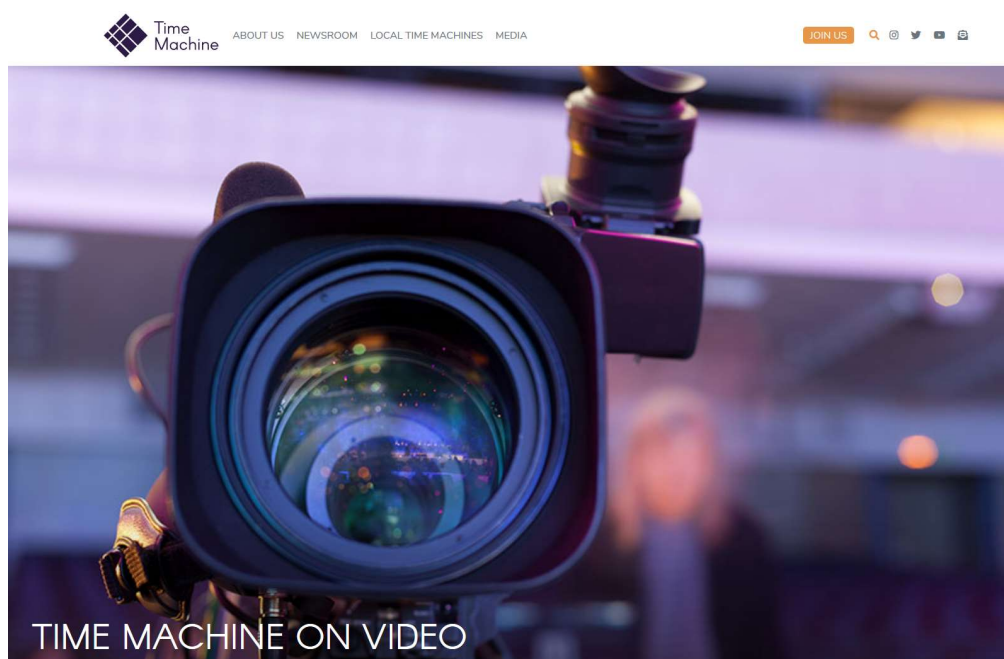Link: https://www.timemachine.eu/videos/

Figure 3-1: Time Machine main website video page

TM Youtube Channel

The Time Machine launched its own dedicated Youtube channel during the CSA in order to enable direct hosting and distribution of video content. While much smaller in scope than the initiatives via third party partnerships, this channel offers critical flexibility in terms of video distribution.
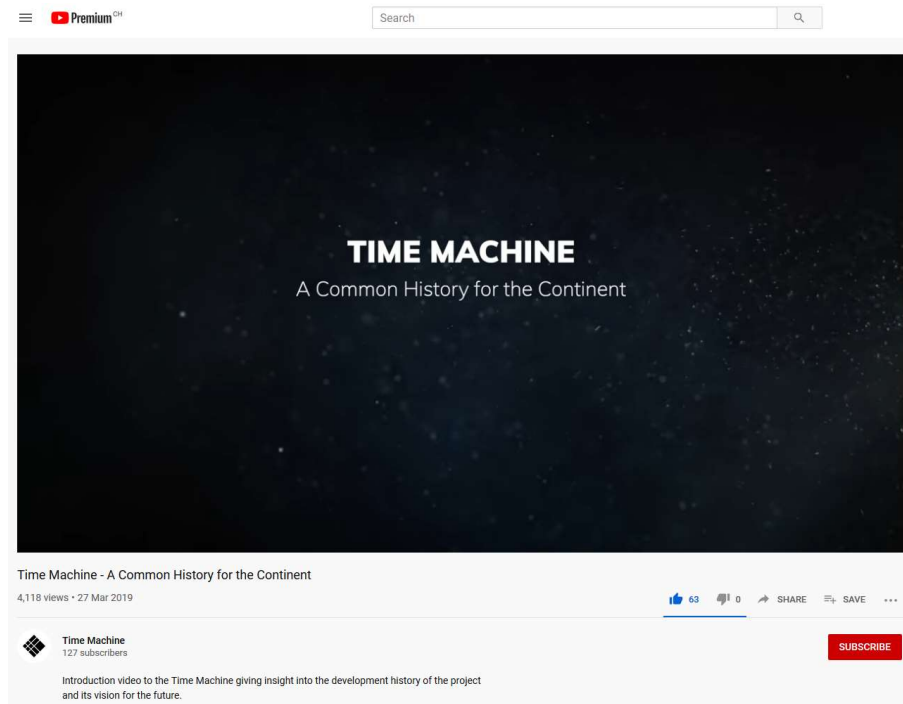
Link: https://www.youtube.com/watch?v=UlvTARiC5fM

Figure 3-2: Time Machine Youtube Channel

ARTE (arte.tv and Youtube)

A five-part series was produced by ARTE and RTS, with corresponding microsites hosting the videos for online viewing. In total, this series was made available by ARTE to viewers in six European languages: (DE, EN, ES, FR, IT, PL), with full combined versions of series also distributed in DE and FR via ARTE's Youtube channels.

Link (arte.tv): https://www.arte.tv/en/videos/RC-017553/europe-time-machine/

Link (Youtube DE): https://www.youtube.com/watch?v=h2iyMNWQAfA

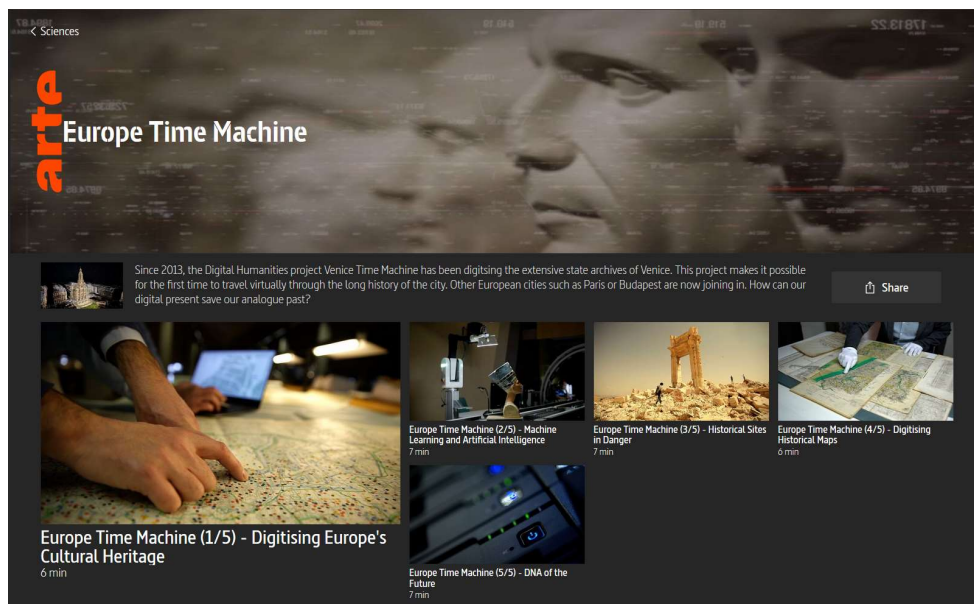Link (Youtube FR): https://www.youtube.com/watch?v=kujbLRg30S8

Figure 3-3: ARTE Europe Time Machine web page

Table 3-1: ARTE Video KPIs

Platform	Description	Start Date	End Date	Metric	Total
ARTE (arte.tv)	Europe Time Machine (1/5) DE	25.05.2019	24.02.2020	# Sessions	14,096
ARTE (arte.tv)	Europe Time Machine (1/5) EN	25.05.2019	24.02.2020	# Sessions	2,631
ARTE (arte.tv)	Europe Time Machine (1/5) ES	25.05.2019	24.02.2020	# Sessions	4,081
ARTE (arte.tv)	Europe Time Machine (1/5) FR	25.05.2019	24.02.2020	# Sessions	15,116
ARTE (arte.tv)	Europe Time Machine (1/5) IT	25.05.2019	24.02.2020	# Sessions	840
ARTE (arte.tv)	Europe Time Machine (1/5) PL	25.05.2019	24.02.2020	# Sessions	628
ARTE (arte.tv)	Europe Time Machine (2/5) DE	25.05.2019	24.02.2020	# Sessions	8,067
ARTE (arte.tv)	Europe Time Machine (2/5) EN	25.05.2019	24.02.2020	# Sessions	1,467
ARTE (arte.tv)	Europe Time Machine (2/5) ES	25.05.2019	24.02.2020	# Sessions	3,072
ARTE (arte.tv)	Europe Time Machine (2/5) FR	25.05.2019	24.02.2020	# Sessions	7,586
ARTE (arte.tv)	Europe Time Machine (2/5) IT	25.05.2019	24.02.2020	# Sessions	598
ARTE (arte.tv)	Europe Time Machine (2/5) PL	25.05.2019	24.02.2020	# Sessions	328
ARTE (arte.tv)	Europe Time Machine (3/5) DE	25.05.2019	24.02.2020	# Sessions	6,598
ARTE (arte.tv)	Europe Time Machine (3/5) EN	25.05.2019	24.02.2020	# Sessions	2,185
ARTE (arte.tv)	Europe Time Machine (3/5) ES	25.05.2019	24.02.2020	# Sessions	3,161
ARTE (arte.tv)	Europe Time Machine (3/5) FR	25.05.2019	24.02.2020	# Sessions	6,534
ARTE (arte.tv)	Europe Time Machine (3/5) IT	25.05.2019	24.02.2020	# Sessions	521
ARTE (arte.tv)	Europe Time Machine (3/5) PL	25.05.2019	24.02.2020	# Sessions	565
ARTE (arte.tv)	Europe Time Machine (4/5) DE	25.05.2019	24.02.2020	# Sessions	6,854
ARTE (arte.tv)	Europe Time Machine (4/5) EN	25.05.2019	24.02.2020	# Sessions	1,375
ARTE (arte.tv)	Europe Time Machine (4/5) ES	25.05.2019	24.02.2020	# Sessions	2,487
ARTE (arte.tv)	Europe Time Machine (4/5) FR	25.05.2019	24.02.2020	# Sessions	7,318
ARTE (arte.tv)	Europe Time Machine (4/5) IT	25.05.2019	24.02.2020	# Sessions	521
ARTE (arte.tv)	Europe Time Machine (4/5) PL	25.05.2019	24.02.2020	# Sessions	323
ARTE (arte.tv)	Europe Time Machine (5/5) DE	25.05.2019	24.02.2020	# Sessions	7,773
ARTE (arte.tv)	Europe Time Machine (5/5) EN	25.05.2019	24.02.2020	# Sessions	1,816
ARTE (arte.tv)	Europe Time Machine (5/5) ES	25.05.2019	24.02.2020	# Sessions	2,514
ARTE (arte.tv)	Europe Time Machine (5/5) FR	25.05.2019	24.02.2020	# Sessions	7,503
ARTE (arte.tv)	Europe Time Machine (5/5) IT	25.05.2019	24.02.2020	# Sessions	502
ARTE (arte.tv)	Europe Time Machine (5/5) PL	25.05.2019	24.02.2020	# Sessions	360
ARTE (Youtube)	Europe Time Machine Full DE	25.05.2019	24.02.2020	# Views	19,790
ARTE (Youtube)	Europe Time Machine Full FR	25.05.2019	24.02.2020	# Views	36,602
ARTE (ALL)	**All**	**25.05.2019**	**24.02.2020**	**All**	**173,812**

RTS (Television & Web Page)

RTS aired the five-part series on public television on two occasions, during M4 and again in M12, reaching large numbers of households in the French speaking part of Switzerland. In addition, a dedicated microsite was created on rts.ch to host the videos for online viewing.

In total, according to RTS's internal numbers and other analytics sources (see Figure 3-4), 40 total diffusions were able to reach an estimated number of 547,000 contacts.

Link: https://www.rts.ch/decouverte/10438237-europe-time-machine.html

RTS

COURT DU JOUR 2019 + DECOUVERTE

10 diffusions et **20** rediffusions du 03.06.2019 au 14.06.2019

✓Pénétration **: 32'000** contacts en moyenne chaque jour

✓Total des contacts cumulés : **327'000** contacts

✓**+** Diffusion en replay sur **PlayRTS** et sur **RTS Découverte**

Panel TV Mediapulse-Kantar, pers 3+, Suisse romande, Rating, PN, Coverage, Overnight+7, Instar Analytics

FORMATS COURTS 2020

10 rediffusions du 17.02.2020 au 01.03.2020 **(estimation pour la semaine en cours)**

✓Pénétration **: 22'000** contacts en moyenne chaque jour

✓Total des contacts cumulés : **220'000** contacts

✓Pas de diffusion play RTS ni RTS Découverte

Panel TV Mediapulse-Kantar, pers 3+, Suisse romande, Rating, PN, Coverage, Overnight+7, Instar Analytics
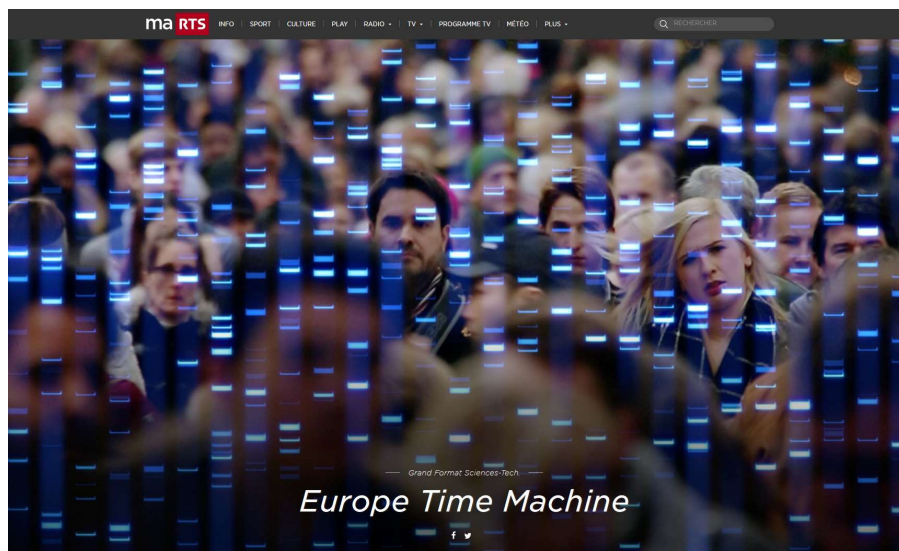
Figure 3-4: RTS Video KPIs

Figure 3-5: RTS Europe Time Machine Web Page

3.2 Lessons Learned & Next Steps

Overall, Time Machine's video strategy has produced a significant return on investment with impact helping to advance all four directions of the overall dissemination and promotion strategy. The relationships with EBU stakeholders is crucial, as this permits co-creation using their expertise in production and distribution via their broad pan-European channels. The Time Machine Youtube channel is an area for improvement, as it can potentially be better leveraged by creation of different types of video content.

The concrete next steps for the TMO will be to continue to nurture the relationships with EBU partners, in particular the development of a new 'one day in Europe' pilot episode in 2020. The strategy for the Time Machine Youtube channel will be revised to put a focus on short video content, which can be self-produced by members of the community or by the TMO team. This will enable current news and stories to be distributed more readily from conferences and events, for example. These videos will in turn also be available as a stream of content for the TMO's social media channels.

4 Websites

4.1 Summary

Time Machine's website activities can be broke down into three areas:

1. Main website (timemachine.eu)
2. Internal website (Office 365/Microsoft Teams)
3. Conference website (conference.timemachine.eu

The main website and internal website were both launched in CSA M1, the former having existed in a limited form pre-CSA, with the conference website updated in M2 in advance of registration opening. The initial conference website having been created in 2018 for the first annual conference.

Monitoring of each of these sites took place throughout the CSA, in particular involving community members to ensure that their needs were being met and to encourage collaborative building. In the end, significant updates were made to the main website during the CSA period, with the internal website evolving in a very 'bottom-up' manner, driven by the users themselves to best meet their needs with the tools provided.

Main Website (timemachine.eu)

A new Time Machine project website was launched in M1 and is located at www.timemachine.eu. With a key focus on reinforcing a strong visual identity while providing key stakeholders and the general public with core project news and information, the main website is one of the Time Machine's core dissemination and promotion tools.

The website was created with a responsive design, thus enabling it to be viewed effectively across both desktop and mobile devices. The original layout contained the following structure and was built by Notch Communications as part of EPFL's 'Other goods and services' budget allocation:
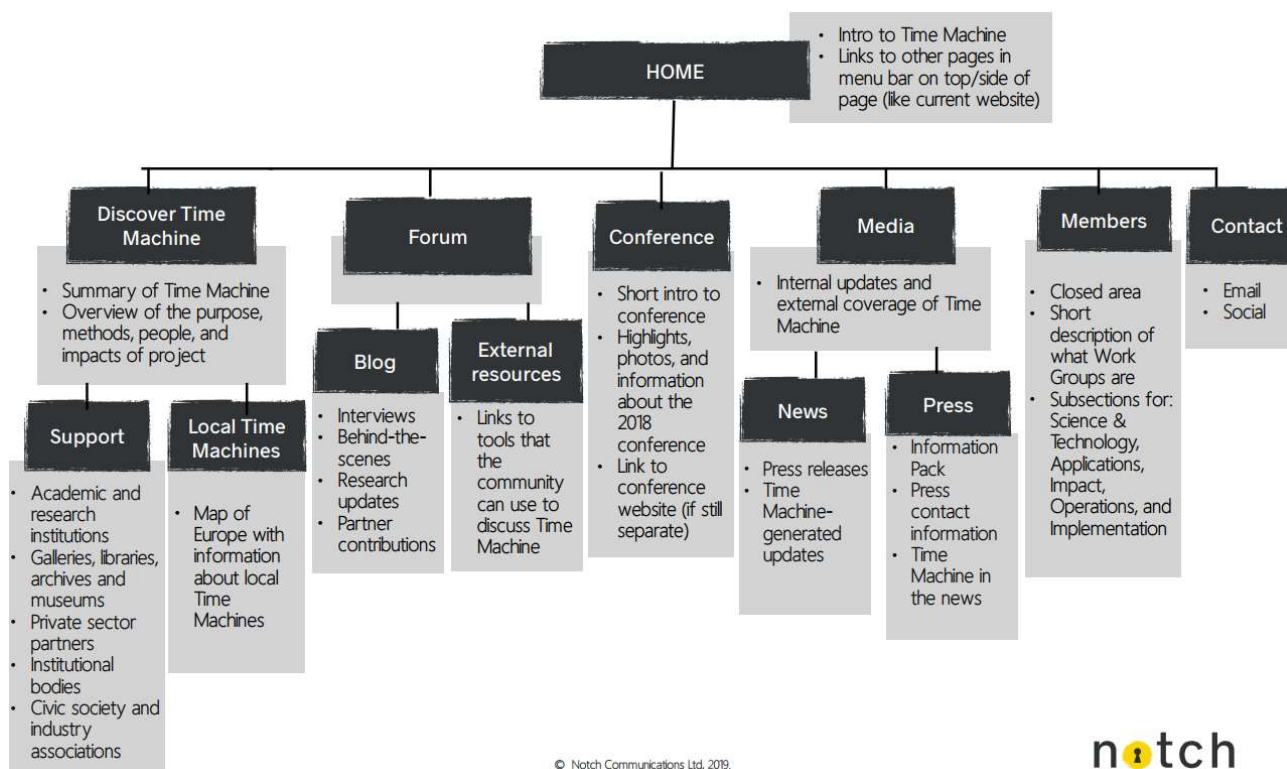
HOME
- Intro to Time Machine
- Links to other pages in menu bar on top/side of page (like current website)

Discover Time Machine
- Summary of Time Machine
- Overview of the purpose, methods, people, and impacts of project

Support
- Academic and research institutions
- Galleries, libraries, archives and museums
- Private sector partners
- Institutional bodies
- Civic society and industry associations

Local Time Machines
- Map of Europe with information about local Time Machines

Forum

Blog
- Interviews
- Behind-the-scenes
- Research updates
- Partner contributions

External resources
- Links to tools that the community can use to discuss Time Machine

Conference
- Short intro to conference
- Highlights, photos, and information about the 2018 conference
- Link to conference website (if still separate)

Media
- Internal updates and external coverage of Time Machine

News
- Press releases
- Time Machine-generated updates

Press
- Information Pack
- Press contact information
- Time Machine in the news

Members
- Closed area
- Short description of what Work Groups are
- Subsections for: Science & Technology, Applications, Impact, Operations, and Implementation

Contact
- Email
- Social

© Notch Communications Ltd, 2019.

notch

Figure 4-1: Time Machine main website structure CSA M1

Conceived as an iterative project with a life span reaching well into the post-CSA period, the website has been refined over the duration of the CSA to better meet stakeholder needs and to adapt to their behaviours. A critical step in this process took place in M4 with the launch of online registration forms for the Time Machine Organisation (TMO), which are connected to a Salesforce CRM system to manage onboarding and future engagement with all members. The latter of which was obtained at no cost by the TMO and the Salesforce Power of Us program for non-profits.

In addition, in M11, the website menus were redesigned to improve both SEO and user experience using data and feedback collected over the duration of the project, including using tools such as www.hotjar.com and obtaining both technical and user experience assistance from the Salesforce Pro Bono program. Highlights of improvements include:

- Streamlined structure/menus
- Central homepage trailer video link
- Redesigned 'Media' section
- Improved 'Join Us' process including refined 'Membership details' screens

The figures below illustrate the above-mentioned improvements and provide a snapshot of the current website homepage.

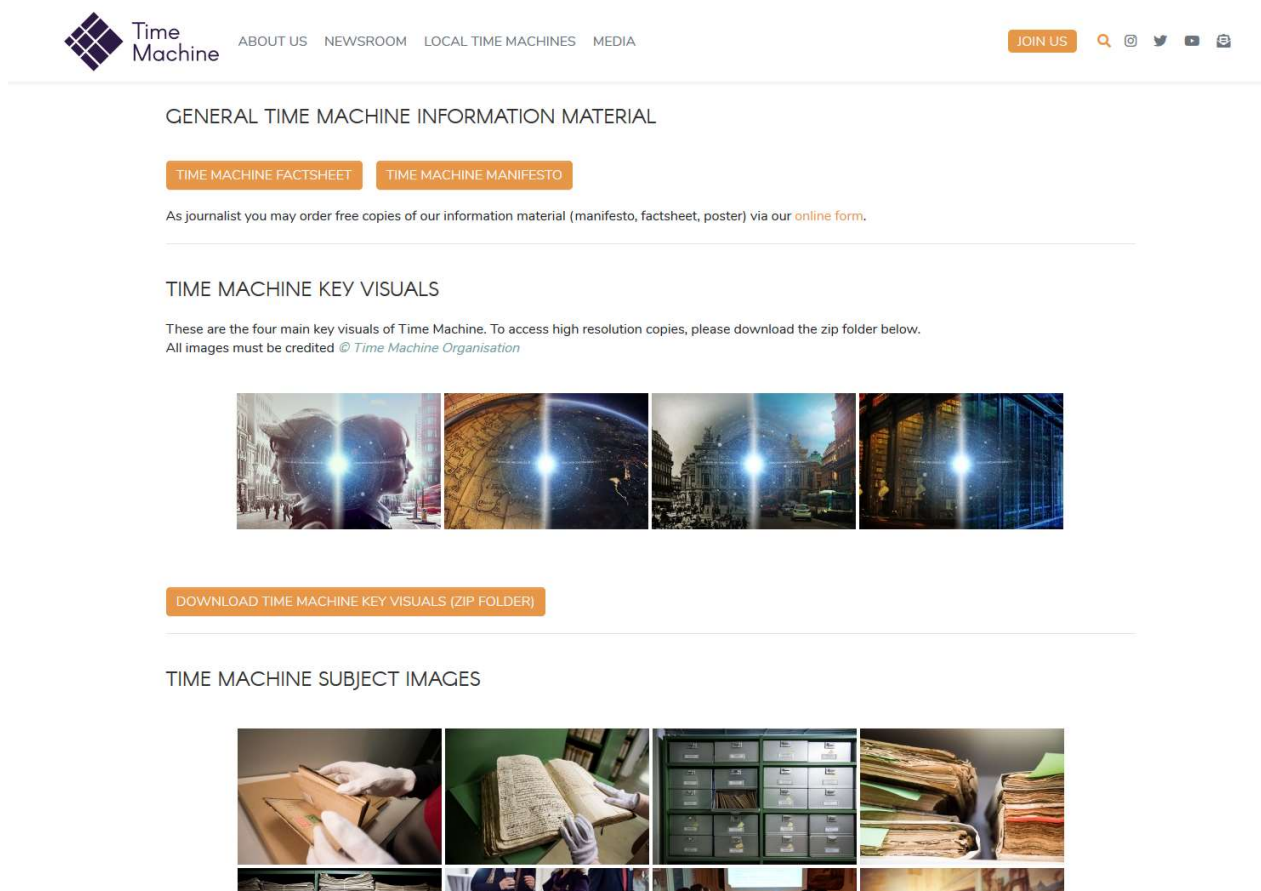*Figure 4-2: Time Machine main website homepage CSA M12*

Figure 4-3: Time Machine main website Info Material page CSA M12

Internal Website (Office 365/Microsoft Teams)

To help facilitate effective collaboration between consortium members in a more secure internal environment, via individual login, Microsoft Office 365 was selected as the primary tool. Primary factors in this decision were:

1. Cost-efficiency – free licences provided by Microsoft to non-profit organisations
2. Scalability – unlimited user licenses
3. Security – access via login with additional security features at various levels internally
4. Flexibility – Internal communication, collaboration and document management in one place

An internal platform was set up in Microsoft Teams in M1 and launched to the consortium members during the kick-off in Brussels.

During the course of the CSA, the Teams platform has welcomed over 300 individual stakeholders from the Time Machine Community to collaborate on the various deliverables, with users across work packages adapting the Teams and Channels to suit their ways of working.
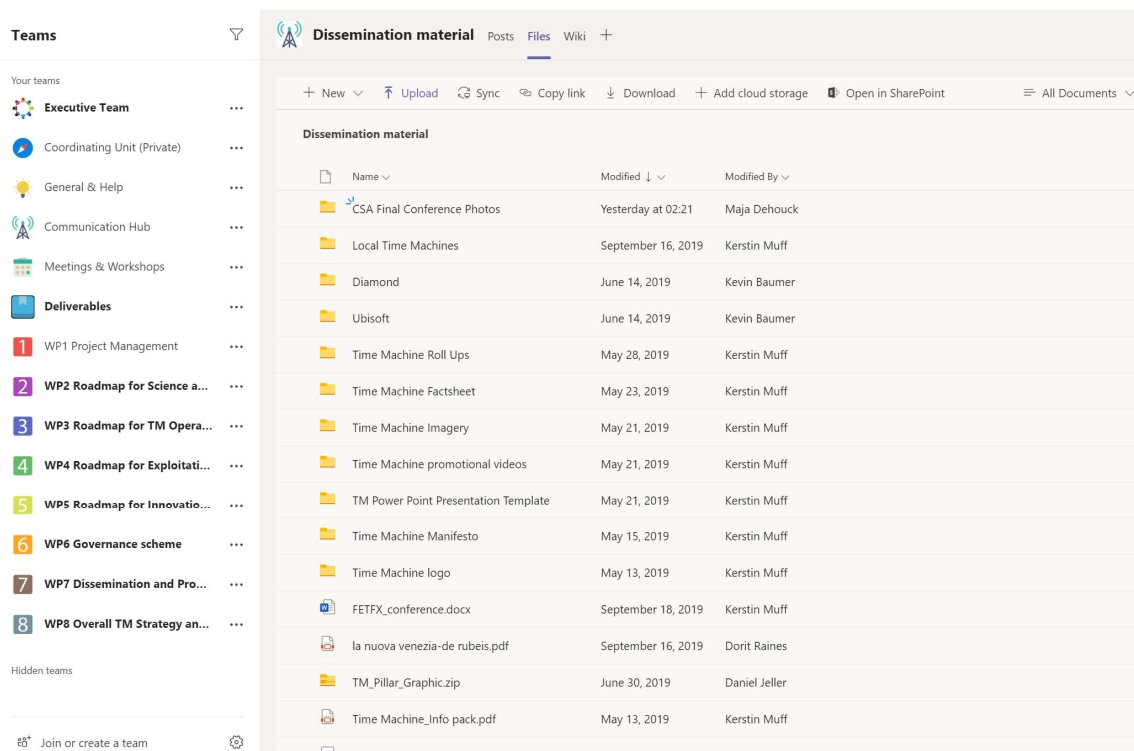

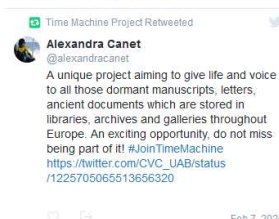*Figure 4-4: Time Machine internal Microsoft Teams platform*

Conference Website (conference.timemachine.eu)

The Time Machine Conference website was updated mid-2019 in advance of registration opening for the event which took place in Dresden, Germany from October 10-11. The conference has been held annually since 2018, and the site receives a good level of traffic over the year, though in particular in the run-up and during the conference itself. After welcoming 220 participants in 2018, a jump to approximately 300 was expected for 2019, with a final registration number of 370 exceeding target and providing over 68% annual growth.
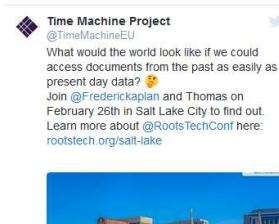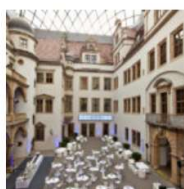
Figure 4-5: Time Machine Conference Website

TMO Online Registration Forms

To enable Time Machine to accelerate its membership growth and make the process more scalable, an online membership registration form for institutions was launched in conjunction with the founding of the TMO in M3. Prior to this, all onboarding of new consortium members was completed via paper accession forms which . These membership forms were placed in a prominent position on the main TM website and connect directly to the CRM database, which allows for fast validation by the TMO team, automation of the onboarding process and detailed reporting.

In addition, after receiving feedback from various stakeholder groups, the decision was made to add an individual supporter option for Citizen Scientists and others who wish to become involved in TM's activities in this way, with online registration launched in CSA M11.

Overall, growth has been strong over the course of the CSA, with the Time Machine consortium now numbering:

- **611 member institutions (TMO online forms and previous CSA accession)**
- **118 individual supporters**
- **44 countries represented**

This means the number of member institutions has more than doubled from its pre-CSA level of 296.

In addition, from the critical funding perspective, the member institutions contain 86 Regular and 53 Founding members, all of which contribute membership fees annually to the TMO to support its activities.

The above being said, it must be acknowledged that consortium growth fell short of the extremely ambitious target of 2000 total supporters by the end of the CSA. In addition to the level of ambition in this area, this can be attributed to the late launch of the individual supporter membership option. The community feedback during Q3 of the CSA showed significant demand for and individual membership option, and this has been evidenced by individual supporters registered in M12.

MEMBERSHIP OVERVIEW

Information on how to become a member institution

REGULAR MEMBER
500€ / Year

- All Associate Member benefits
- Voting rights
- Infrastructure use
- Funding potential

No board eligibility

GOOD FIT FOR:
Any institution striving to help shape the future of cultural heritage and relevant domains.

SIGN UP NOW

More details here

ASSOCIATE MEMBER
Free

- Network access
- Discounted events
- Website listing
- Use of tools and technology

No voting rights

GOOD FIT FOR:
Any institution supporting technology, science and cultural heritage.

SIGN UP NOW

More details here

FOUNDING MEMBER
2000€ / Year*

- All Regular Member benefits
- Board eligibility
- Full LSRI partner

GOOD FIT FOR:
Any institution which wants to take a leading role in Time Machine.

SIGN UP NOW

More details here

* Not including one-time entrance fee of 10.000€

Figure 4-6: Time Machine main website TMO Membership Overview page CSA M12

MEMBERSHIP DETAILS

MEMBERSHIPS	ASSOCIATE MEMBER	REGULAR MEMBER	FOUNDING MEMBER
AMOUNT PER YEAR	FREE	500€	2000€*
Access to the Time Machine Organisation network & knowledge base ?	✓	✓	✓
Access to Time Machine Organisationevents (conferences, workshops etc.) ?	✓	✓	✓
Time Machine website listing ?	✓	✓	✓
Use of Time Machine Organisationtools & technologies ?	✓	✓	✓
Use of Time Machine Organisationconsulting services ?	✗	✓	✓
Use of Time Machine OrganisationInfrastructure (servers, databases etc.) ?	✗	✓	✓
Project development support (design, funding instruments, finding partners etc.) ?	✗	✓	✓
Time Machine Organisation General Assembly voting rights ?	✗	✓	✓
Potential Time Machine sub-project beneficiary ?	✗	✓	✓
Full Time Machine Large-Scale Research Initiative beneficiary ?	✗	✗	✓
Time Machine Organisation Executive Board eligibility ?	✗	✗	✓
	SIGN UP NOW	SIGN UP NOW	SIGN UP NOW

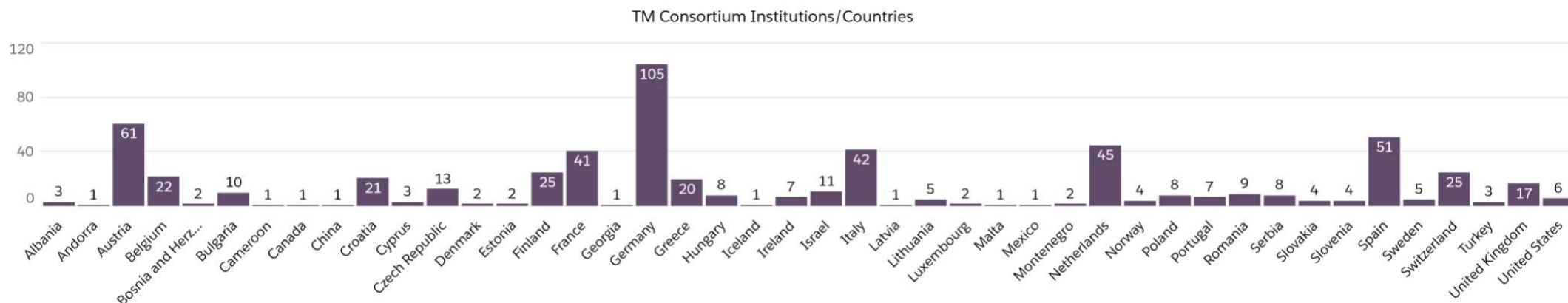***Figure 4-7: Time Machine main website TMO Membership Details page CSA M12***

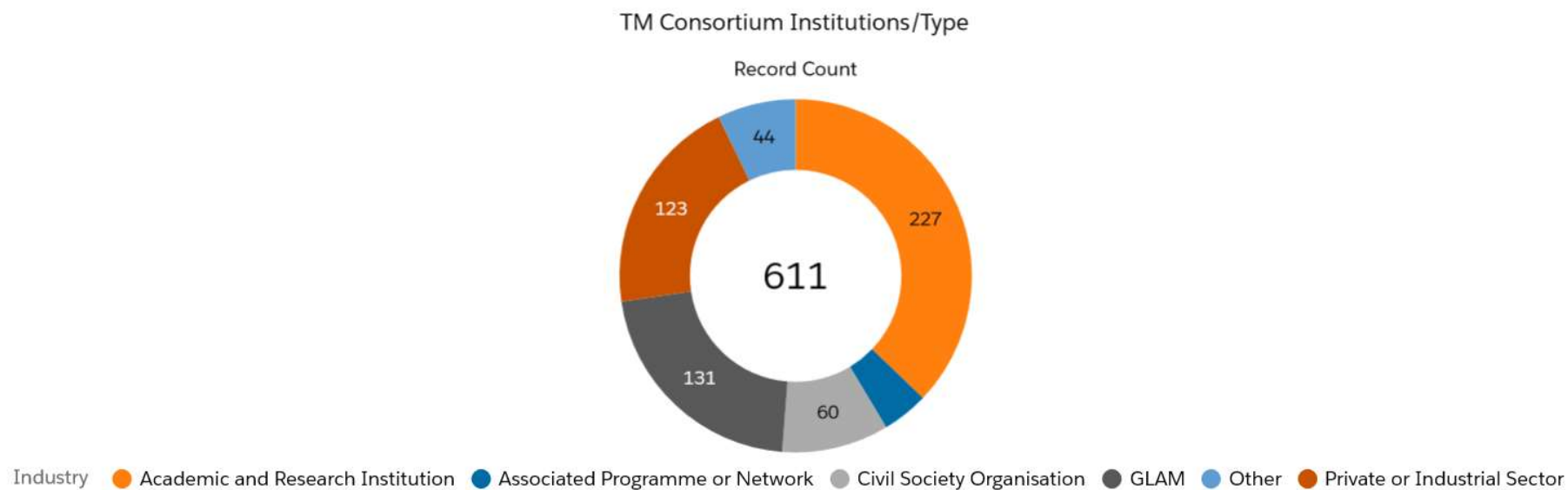*Figure 4-8: TM Consortium Member Institutions/Countries*

Figure 4-8: TM Consortium Member Institutions/Type

4.2 Lessons Learned & Next Steps

Time Machine's web presence has evolved a great deal over the course of the CSA project. Overall, the main website has helped to strengthen the TM Ecosystem via the online TMO membership registration forms. These enabled the engagement and onboarding of a significant number of new regular and founding members, which in turn provide critical short-term funding for the Time Machine's activities. Consortium growth activities will continue for both institutions and individuals; however, as has been evidenced late in the CSA, a particular strategic attention will need to be given to individuals to ensure that they are aware of the new membership option and are able to become involved in TM's activities.

The LTM microsites were identified as a critical area for improvement, which were unfortunately outside of the scope of the CSA budget. The internal website provided a secure platform for collaboration on Time Machine deliverables and a key channel for internal communication; however, one key area identified for improvement will be to enable better integration and use of outputs from other ecosystems – Google, Apple, opens source etc. – for those stakeholders whose whether for professional or personal reasons are tied to those ecosystems.

The concrete next steps for 2020 will be for the TMO to work with the community to co-create a LTM website template that will meet the need for a coherent TM image across all microsites while also being flexible enough to meet the needs of diverse sets of partners involved. The internal website will evolve post-CSA to serve as the TMO's base for internal communications and project management, ideally suited for collaboration between the communication team and national ambassadors. The conference website will be rebuilt and eventually integrated into the main website for ease of management, though this is not priority.

5 Social Media

5.1 Summary

Establishing and growing a social media presence was a communication and dissemination priority during the Time Machine CSA, towards the goal of raising awareness with the general public, and significant investment was made to that effect. Instagram and Twitter were the two platforms used, with the former targeted at building TM's brand and providing a distribution channel for visual content and the latter for curating and distributing TM and relevant CH content.

Notch Communications was engaged to add expertise in the area and to ensure that we would have the frequent and consistent stream of high quality content required to make an impact via these channels: targets of two Twitter posts and one Instagram post per day.

Overall, growth in followers was significant with number of posts meeting our internal targets.

Social Media Results Table

Table 5-1: Social Media KPIs CSA M1-M12

Platform		Q1	Q2	Q3	Q4	CSA Overall
Twitter	# New Followers	636	309	444	268	1,657
	# Posts	190	153	250	183	776
	# Engagements	4,400	2,760	4,233	2,321	13,704
Instagram	# New Followers	51	76	104	64	295
	# Posts	57	89	53	77	260

Twitter

Time Machine Twitter: https://twitter.com/TimeMachineEU

Overall commitment to growing Time Machine's Twitter presence over the CSA period enabled Time Machine to over double its follower base by adding 1,657 followers for a total of 2,607 at the end of M12. Output averaged over two posts per day, which was critical in order to leverage content and to sustain growth and engagement throughout the year.

Numbers of engagements with Time Machine content was steady throughout the CSA, with spikes in activity at the beginning and during Time Machine 2019.
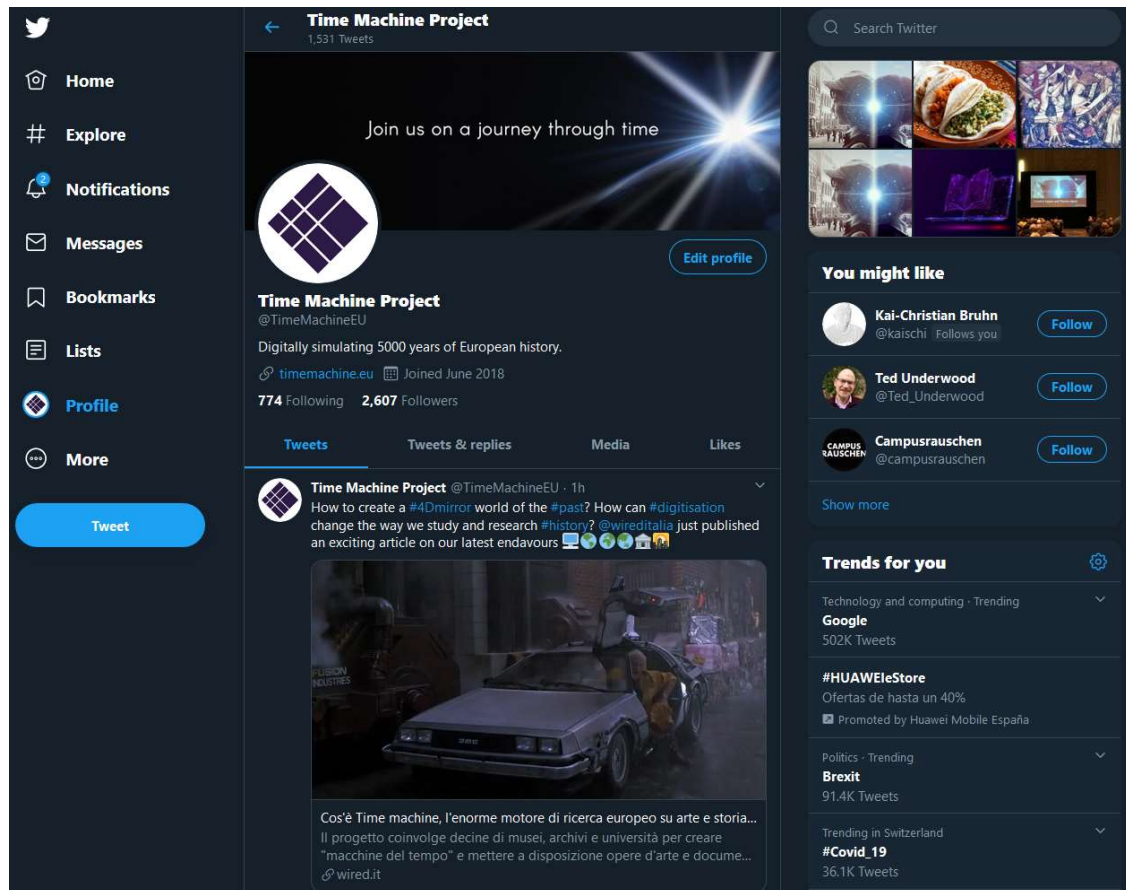
Figure 5-1: Time Machine Twitter page

Instagram

Time Machine Instagram: https://www.instagram.com/timemachineeu/

Time Machine's Instagram presence, while smaller in scale than Twitter, provided and important outlet for the visually stimulating cultural heritage content of TM partners. Once again, as with Twitter, TM was able to double its follower base over the course of the CSA period.

Success in terms of engagement was found when using albums and stories to disseminate images from events and to mark occasions/milestones (year-end etc.)

Figure 5-2: Time Machine Instagram Page

5.2 Lessons Learned and Next Steps

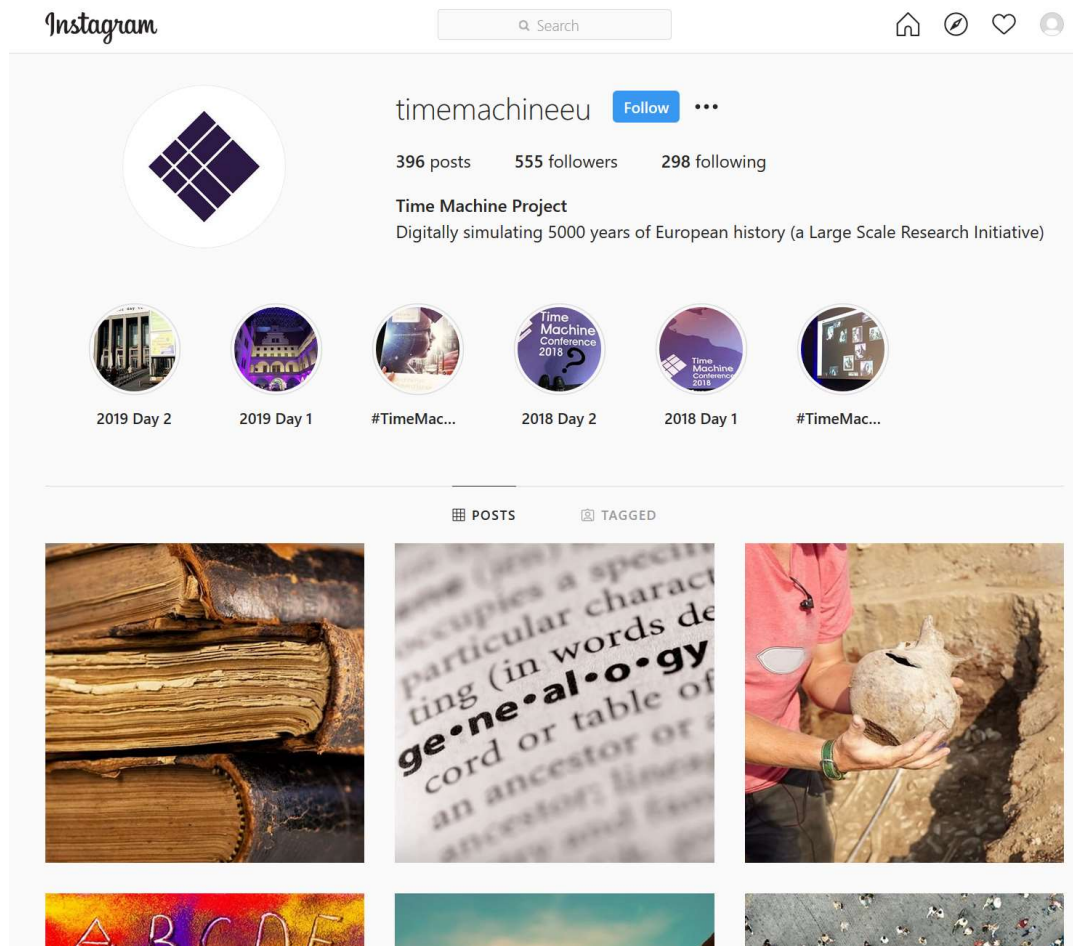Social media growth is a challenging and resource-heavy endeavour; however, it is critical in the early stages to invest in order to establish a strong base, build credibility as a source of information and then to expand upon that going forward. Overall growth has been steady and in line with projections provided by TM's third party communications partner in this area. The social media channels provided an important complement to the TM CSA event activities in particular, allowing real-time communication and interaction with the broader consortium and the general public.

Going forward short-term, the level of financial commitment needed to continue third-party management of social media is unfortunately not within the TMO's scope. However, it is very critical to continue the momentum and to further refine TM's voice in this area. Therefore, the TMO communication team will pursue a strategy of engagement with Time Machine communities to foster co-creation of a steady stream of high quality content for both Instagram and Twitter. This inclusive strategy will serve to ensure a diverse and relevant selection of pan-European content, while also distributing workload and encouraging input from community members. Particular strategic attention will be paid to increased use of stories, which have proven beneficial when distributing event news and outcomes. This could be expanded to LTMs and other TM projects.

A LinkedIn page will also be set-up, but this will be used primarily in a human resources/recruitment capacity for the time being.

6 Press Releases and Press Coverage

6.1 Summary

Time Machine produced five press releases overall during the CSA, exceeding the pre-CSA target of three, with the bulk of them occurring in Q3. As a result of these efforts and in particular the activation of Time Machine members to assist in broad distribution, a total of 69 articles were written about TM by various news sources across Europe and in a number of languages.

Time Machine Press Releases			
Timing	**Date**	**Title**	**Link**
Q1	11.03.2019	Unleashing Big Data Of The Past – Europe Builds A Time Machine	https://www.timemachine.eu/unleashing-big-data-of-the-past-europe-builds-a-time-machine/
Q3	09.09.2019	JPI CH and Time Machine join forces for a research and innovation partnership promoting the future of our Cultural Heritage	https://www.timemachine.eu/jpi-ch-and-time-machine-join-forces/
Q3	07.10.2019	CLARIN and Time Machine join forces for a research and innovation partnership promoting the future of European cultural heritage	https://www.timemachine.eu/clarin-and-time-machine-join-forces-for-a-research-and-innovation-partnership-promoting-the-future-of-european-cultural-heritage/
Q3	15.10.2019	Founding of "Time Machine Organisation" (TMO) in Dresden. Network Aims at Leading Europe to the top in the Area of Big Data of the Past	https://www.timemachine.eu/prdresden/
Q4	12.02.2020	Understanding the Past – Shaping the Future: Europe's Time Machine Project	https://www.timemachine.eu/press-release-csa-final-conference/

Table 6-1: Time Machine Press Releases CSA M1-M12

Time Machine Newsroom

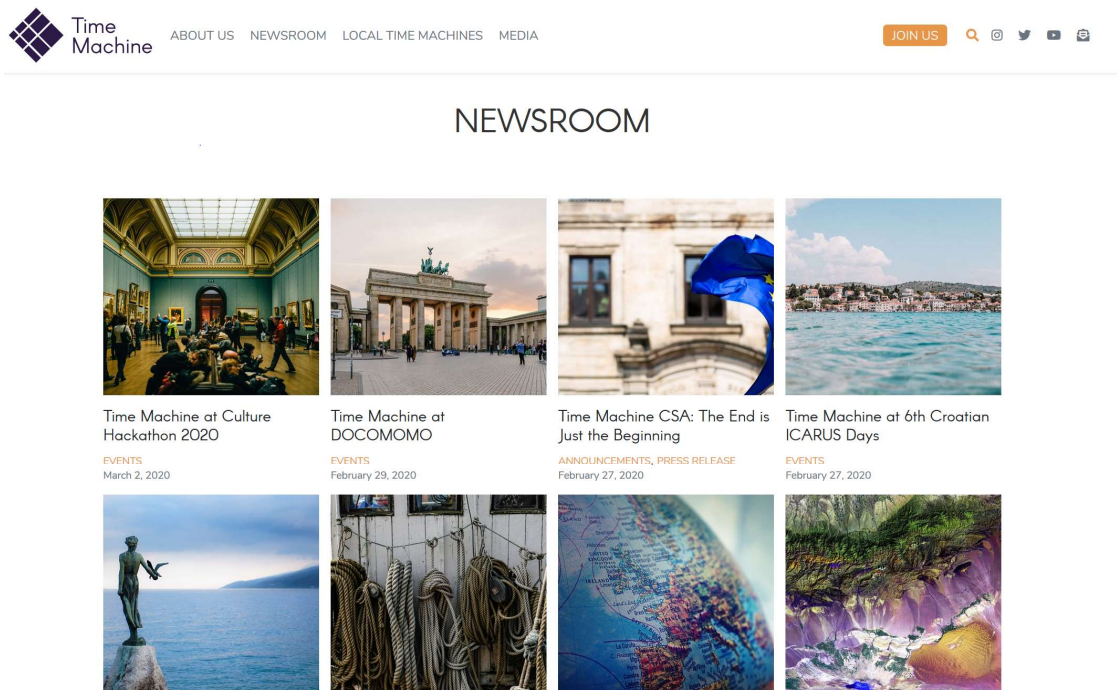Link: https://www.timemachine.eu/newsroom/

Figure 6-1 Time Machine main website Newsroom page CSA M12

Time Machine Press Coverage

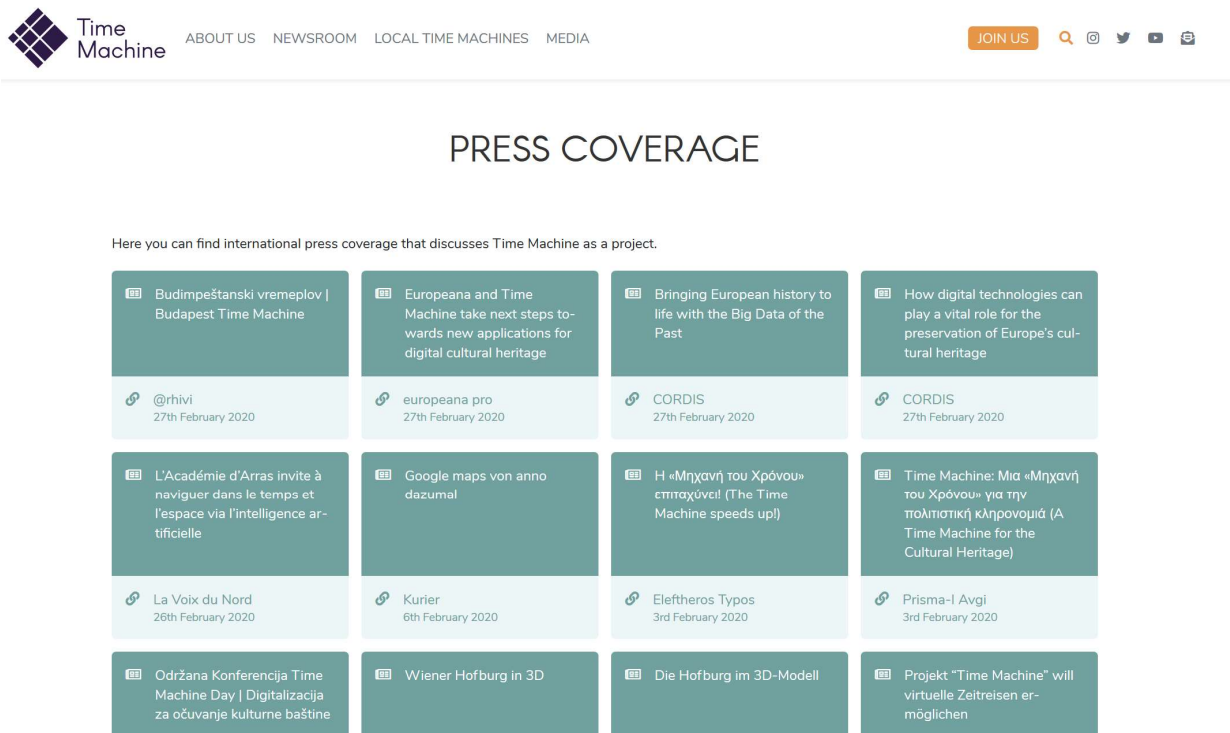Link: https://www.timemachine.eu/press-coverage/

Figure 6-2: Time Machine main website Press Coverage page CSA M12

Table 6-1: Time Machine CSA Press Articles CSA M1-M12

Date	Title	Publication	Link
01.03.2019	Rennen um die nächsten EU-Forschungs-Flaggschiffe	Wiener Zeitung	https://www.wienerzeitung.at/nachrichten/wissen/forschung/1019878-Rennen-um-die-naechsten-EU-Forschungs-Flaggschiffe.html
01.03.2019	Europees onderzoeksproject wil steden virtueel toegankelijk maken door de eeuwen heen	vrt	https://www.vrt.be/vrtnws/nl/2019/03/01/europees-onderzoeksproject-wil-steden-virtueel-toegankelijk-make/
01.03.2019	Stephansdom bekommt eine "Time Machine"	Kleine Zeitung	https://www.kleinezeitung.at/kultur/5587990/ZeitgeschichteTechnologie_Stephansdom-bekommt-eine-Time-Machine
01.03.2019	Projekt „Time Machine" - „Zeitmaschine" für den Stephansdom	Tiroler Tageszeitung	https://www.tt.com/artikel/15385918/projekt-time-machine-zeitmaschine-fuer-den-stephansdom
01.03.2019	Intelligence Artificielle: la «Time Machine» à gagner de l'EPFL	Bilan	https://www.bilan.ch/techno/intelligence-artificielle-la-time-machine-a-gagner-de-l-epfl
01.03.2019	Projekt "Time Machine" - "Zeitmaschine" für den Stephansdom	APA Science	https://www.timemachine.eu/wp-content/uploads/2020/01/APA-Science_Projekt-Time-Machine_Zeitmaschine-für-den-Stephansdom.pdf
01.03.2019	Sechs Projekte im Rennen um nächste EUForschungs-Flaggschiffe	APA Science	https://www.timemachine.eu/wp-content/uploads/2020/01/APA-Science_Sechs-Projekte-im-Rennen-um-nächste-EUForschungs-Flaggschiffe.pdf
04.03.2019	Met de teletijdmachine naar de Meir in 1900? Stad Antwerpen werkt mee aan groot Europees project	vrt	https://www.vrt.be/vrtnws/nl/2019/03/04/met-de-teletijdmachine-naar-de-meir-in-1900/
04.03.2019	EU-Förderung als Turbo für Ahnenforschung	Wiener Zeitung	https://www.wienerzeitung.at/nachrichten/kultur/medien/1020180_EU-Foerderung-als-Turbo-fuer-Ahnenforschung.html
04.03.2019	L'EPFL "s'est battue" pour son projet de "machine à remonter le temps"	RTS	https://www.rts.ch/info/sciences-tech/10265585-l-epfl-s-est-battue-pour-son-projet-de-machine-a-remonter-le-temps-.html?fbclid=IwAR3TtUs3GTjD6Cvjxq810yK8wQ_dIZt63K7Tc9CJKryKzskdRSE179iXIE0
06.03.2019	L'Europe a sélectionné la "machine à remonter le temps" de l'EPFL	RTS	https://www.rts.ch/info/sciences-tech/technologies/10259238-l-europe-a-selectionne-la-machine-a-remonter-le-temps-de-l-epfl.html
12.03.2019	Met app op stap door Antwerpen van zestiende eeuw	De Standaard	https://www.standaard.be/cnt/dmf20190311_04246330?articlehash=EFDF879FA744CCE729DA1D04F32F2E5D560C9EF5623A2C825DFC07B30B21149C56AD6955D373A23AD321B6C22A80A58171B972AE523FB2F14C72261CD37148AA
18.03.2019	See cities in past centuries with new Time Machine project	Flanders today	http://www.flanderstoday.eu/see-cities-past-centuries-new-time-machine-project
19.03.2019	See cities in past centuries with new Time Machine project	The Bulletin	https://www.thebulletin.be/see-cities-past-centuries-new-time-machine-project

22.03.2019	Scientists Reveal Ancient Social Networks Using AI—and X-Rays	Wired	https://www.wired.com/story/scientists-reveal-ancient-social-networks-using-ai-and-x-rays/
26.03.2019	Europa will Großprojekt "Time Machine" vorantreiben	Der Standard	https://apps.derstandard.at/privacywall/story/2000100253414/europa-will-grossprojekt-time-machine-vorantreiben
28.03.2019	Zeitreisen rund um den Stephansdom	DIE FURCHE	https://documents.icar-us.eu/documents/2019/04/zeitreisen-rund-um-den-stephansdom-die-furche-13-28-3-2019.pdf
01.04.2019	The topotheque, a "harvesting machine"	insights	https://www.timemachine.eu/wp-content/uploads/2020/02/The-Topotheque_insights_09_ENG.pdf
01.04.2019	Europe builds a Time Machine – Big Data of the Past is becoming a reality	insights	https://www.timemachine.eu/wp-content/uploads/2020/02/Europe-builds-a-Time-Machine_insights_09_ENG.pdf
05.04.2019	Time Machine suisse pourrait recevoir 1 milliard d'euros	nashgazeta	http://www.nashagazeta.ch/fr/news/education-et-science/shveycarskaya-mashina-vremeni-mozhet-poluchit-1-mlrd-evro
17.04.2019	Zeitreise in eine digitale Vergangenheit	Der Standard	https://documents.icar-us.eu/documents/2019/05/zeitreise-in-eine-digitale-vergangenheit-article-in-der-standard-april-17-2019.pdf
29.04.2019	Big Data soll die Vergangenheit wiedererstehen lassen	Kurier Futurezone	https://futurezone.at/science/big-data-soll-die-vergangenheit-wiedererstehen-lassen/400477618
05.05.2019	Hofburg-Expertise für Paris	Kronenzeitung	https://www.timemachine.eu/wp-content/uploads/2020/01/Kronenzeitung_Notre-Dame-1.pdf
06.05.2019	Zeitmaschine für Notre Dame	Kronenzeitung	https://www.timemachine.eu/wp-content/uploads/2020/01/Kronenzeitung-Notre-Dame-2.pdf
10.05.2019	Tijdmachine voor Europees cultureel erfgoed in de maak	NPO Radio 1	https://www.nporadio1.nl/nieuws-en-co/onderwerpen/500634-tijdmachine-voor-europees-cultureel-erfgoed-in-de-maak
13.05.2019	500 studiosi per far rinascere Venezia nel 400	Il Gazzettino	https://www.ilgazzettino.it/pay/venezia_pay/500_studiosi_per_far_rinascere_venezia_nel_400-4488034.html
14.05.2019	Europe abandons plans for 'flagship' billion-euro research projects	Science	https://www.sciencemag.org/news/2019/05/europe-abandons-plans-flagship-billion-euro-research-projects
15.05.2019	Coup de frein de l'UE au projet de recherche "Time Machine" de l'EPFL	RTS	https://www.rts.ch/info/sciences-tech/technologies/10435599-coup-de-frein-de-l-ue-au-projet-de-recherche-time-machine-de-l-epfl.html
14.06.2019	Virtueel door de tijd reizen naar het Amsterdam van eeuwen geleden	Folia	https://www.folia.nl/wetenschap/130282/virtueel-door-de-tijd-reizen-naar-het-amsterdam-van-eeuwen-geleden
15.06.2019	Eeuwen terug met 'virtuele tijdmachines' uit alle hoeken van Nederland	Nos	https://nos.nl/artikel/2289214-eeuwen-terug-met-virtuele-tijdmachines-uit-alle-hoeken-van-nederland.html
15.06.2019	Met Amsterdam Time Machine terug naar de bioscoop van 1910	Het Parool	https://www.parool.nl/amsterdam/met-amsterdam-time-machine-terug-naar-de-bioscoop-van-1910~bfb3c7ac/?referer=https%3A%2F%2Ft.co%2FZqVFN6PDBx

18.06.2019	In 3D wandelen door het verleden	Nederlands Dagblad	https://www.nd.nl/nieuws/nederland/in-3d-wandelen-door-het-verleden.3427905.lynkx
20.06.2019	Η ψηφιακή επανάσταση στην έρευνα των παραστατικών τεχνών [εικόνες] (Digital revolution in the service of the performing arts)	Eleftheros Typos	https://www.eleftherostypos.gr/tech/425673-i-psifiaki-epanastasi-stin-ereuna-ton-parastatikon-texnon-eikones/?fbclid=IwAR1q_FOIshHAAARYapxOfQFQSbCzrYn2ZRaabKasfrco5gt7g3h7AV4TtJg
04.07.2019	'We moeten af van het idee dat er slechts één verhaal te vertellen is over de geschiedenis"	SPUI	https://issuu.com/uva-alumni/docs/spui50
06.07.2019	Mit der Zeitmaschine in die Altstadt	Magazin für Computertechnik	https://www.heise.de/select/ct/2019/15/1563265497262484
20.09.2019	Ca' Foscari cataloga i graffiti sui muri di Venezia: nove secoli di storia "popolare"	Il Gazzettino	https://www.ilgazzettino.it/nordest/venezia/venezia_graffiti_storici_ricerca_universita_ca_foscari-4747124.html
22.09.2019	Le nouveau storytelling numérique de l'Histoire	Heidi.news	https://www.heidi.news/articles/le-nouveau-storytelling-numerique-de-l-histoire
22.09.2019	Deep (Hi)storytelling	Heidi.news	https://www.heidi.news/articles/deep-hi-storytelling
23.09.2019	Frédéric Kaplan: «L'enjeu de la Venice Time Machine, c'est celui de la liberté d'accès au savoir»	Heidi.news	https://www.heidi.news/articles/l-enjeu-de-la-venice-time-machine-c-est-celui-de-la-liberte-d-acces-au-savoir
09.10.2019	Impulsgeber: Wissenschaft	Handelszeitung	https://www.handelszeitung.ch/specials/europa-aufbruch-statt-abbruch/long-read/impulsgeber-wissenschaft
11.10.2019	Forscher wollen eine Zeitmaschine bauen	Sächsische Zeitung	https://www.saechsische.de/plus/wenn-die-forscher-an-der-zeit-drehen-5127973.html
20.10.2019	Time Machine Organisation gegründet	Verein für Computergenealogie	https://www.compgen.de/2019/10/time-machine-organisation-gegruendet/
21.10.2019	Explained: how experts recreated old Amsterdam using archive documents	euronews	https://www.euronews.com/2019/10/21/explained-how-experts-recreated-old-amsterdam-using-archive-documents
24.10.2019	Reisen in vier Dimensionen	DIE FURCHE	https://documents.icar-us.eu/documents/2020/01/reisen-in-vier-dimensionen-die-furche-43-24-10-2019.pdf
24.10.2019	Walking through time: how AI is rebuilding centuries-old Europe	euronews	https://www.euronews.com/2019/10/21/walking-through-time-how-ai-is-rebuilding-centuries-old-europe
28.10.2019	Met de tijdmachine door Sint Andries	atv	https://atv.be/nieuws/met-de-tijdmachine-door-sint-andries-87241
01.11.2019	Time Machine konferenssi Dresdenissä	Faili	https://www.liikearkistoyhdistys.fi/wp-content/uploads/2019/11/Faili-4_2019-web.pdf
01.11.2019	Ökad fri tillgång till det europeiska kulturarvet genom Time Machine	Nordisk Arkivnyt	https://www.nordiskarkivportal.org/pdfviewer/?pdf=http://www.nordiskarkivportal.org/wp-content/uploads/2019/12/Arkivnyt_nr4_2019_web.pdf

04.11.2019	The European Project Time Machine	Research, Bulletin of the University of Peloponnes	https://www.timemachine.eu/wp-content/uploads/2020/01/Research-issue_04_Time_Machine.pdf
06.11.2019	The Time Machine project: Assembling the Big Data of the Past	Digital Single Market | European Commission	https://ec.europa.eu/digital-single-market/en/blogposts/time-machine-project-assembling-big-data-past-0
07.11.2019	Archiveren van games	IP, vakblad voor informatieprofessionals	https://informatieprofessional.nl/2019/11/ip-82019-archiveren-games/
07.11.2019	Venice Time Machine, perché progettosospeso? Intervista a Gianni Penzo Doria (Archivio di Stato Venezia)	key4biz	https://www.timemachine.eu/wp-content/uploads/2020/01/Archivisti-informatici-e-Venice-Time-Machine.-Lintervista-a.pdf
24.11.2019	Adam Sofronijević: The Ambassador of the Time Mashine Project	Diplomacy & Commerce	http://www.diplomacyandcommerce.rs/adam-sofronijevic-the-ambassador-of-the-time-mashine-project/
26.11.2019	Time Machine haluaa Euroopan kulttuuriperinnön verkkoon	Akti	https://issuu.com/kansallisarkisto/docs/ka_akti_2_19
03.12.2019	Sion Time Machine: les enjeux éthiques de la numérisation du patrimoine culturel valaisan	Heidi.news	https://www.heidi.news/articles/sion-time-machine-les-enjeux-ethiques-de-la-numerisation-du-patrimoine-culturel-valaisan
06.12.2019	Time Machine Project: Ξεκλειδώνοντας το πλούσιο παρελθόν των πόλεών μας μέσω των ψηφιακών τεχνολογιών (Unlocking the rich past of our cities through digital technologies)	ERT	https://www.ert.gr/eidiseis/politismos/time-machine-project-xekleidonontas-to-ploysio-parelthon-ton-poleon-mas-meso-ton-psifiakon-technologion/?fbclid=IwAR07iKt4xOVuzD4KJPPBfks1VaXC5-RtGAopiFStHu7ucNdUsOC4fD7A0O0
06.12.2019	Die Gegenwart ist die Vergangenheit der Zukunft	Wiener Journal	https://documents.icar-us.eu/documents/2020/02/die-gegenwart-ist-die-vergangenheit-der-zukunft-wiener-journal-6-12-2019.pdf
16.12.2019	The Ethical Challenges of Digitizing Our Cultural Heritage	Heidi.news	https://www.heidi.news/articles/the-ethical-challenges-of-digitizing-our-cultural-heritage
16.12.2019	Europeana and Time Machine join forces for a partnership promoting the future of European cultural heritage	Europeana	https://pro.europeana.eu/post/europeana-and-time-machine-join-forces-for-a-partnership-promoting-the-future-of-european-cultural-heritage
04.01.2020	L'IA au service du patrimoine	Le Nouvelliste	https://static1.squarespace.com/static/5d9d07591938c0075e2ddef3/t/5e0fc828e4e8402dde71438e/1578092585272/Sion+Time+Machine%2C+NF%2C+04.01.2020.pdf
10.01.2020	Die „Time Machine" wurde ins österreichische Regierungsprogramm 2020/2024 aufgenommen	Verein für Computergenealogie	https://www.compgen.de/2020/01/die-time-machine-wurde-ins-oesterreichischen-regierungsprogramm-2020-2024-aufgenommen/
18.01.2020	Virtuelle Streifzüge über den Eichplatz geplant	Ostthüringer Zeitung (OTZ)	https://www.timemachine.eu/wp-content/uploads/2020/02/OTZ-Eichplatz-18-01-2020.pdf
22.01.2020	Wiener Hofburg in 3D	ORF Ö1	https://oe1.orf.at/programm/20200122/586098/Krise-Zeitreise-Abstimmung
22.01.2020	Die Hofburg im 3D-Modell	ORF Science	https://science.orf.at/stories/2997562/

22.01.2020	Projekt "Time Machine" will virtuelle Zeitreisen ermöglichen	APA Science	https://www.timemachine.eu/wp-content/uploads/2020/01/APA-Science_Projekt-Time-Machine-will-virtuelle-Zeitreisen-ermöglichen.pdf
31.01.2020	Održana Konferencija Time Machine Day | Digitalizacija za očuvanje kulturne baštine	Universitas	http://www.unizg.hr/fileadmin/universitas/123/universitas.php#page/16
03.02.2020	Η «Μηχανή του Χρόνου» επιταχύνει! (The Time Machine speeds up!)	Eleftheros Typos	https://www.eleftherostypos.gr/tech/523299-h-mixani-toy-xronoy-epitaxynei/
03.02.2020	Time Machine: Μια «Μηχανή του Χρόνου» για την πολιτιστική κληρονομιά (A Time Machine for the Cultural Heritage)	Prisma-I Avgi	http://www.avgi.gr/article/10965/10674927/time-machine-mia-mechane-tou-chronou-gia-ten-politistike-kleronomia
06.02.2020	Google maps von anno dazumal	Kurier	https://www.timemachine.eu/wp-content/uploads/2020/02/Kurier_06022020_TimeMachine.pdf
26.02.2020	L'Académie d'Arras invite à naviguer dans le temps et l'espace via l'intelligence artificielle	La Voix du Nord	https://www.lavoixdunord.fr/714710/article/2020-02-24/l-academie-d-arras-invite-naviguer-dans-le-temps-et-l-espace-l-intelligence?referer=%2Farchives%2Frecherche%3Fdatefilter%3Dlastyear%26sort%3Ddate%2520desc%26word%3Dgouet
27.02.2020	Budimpeštanski vremeplov | Budapest Time Machine	'@rhivi	https://www.timemachine.eu/wp-content/uploads/2020/02/TM-Budapest-arhivi-no-6-002.pdf
27.02.2020	Europeana and Time Machine take next steps towards new applications for digital cultural heritage	europeana pro	https://pro.europeana.eu/post/europeana-and-time-machine-take-next-steps-towards-new-applications-for-digital-cultural-heritage
27.02.2020	Bringing European history to life with the Big Data of the Past	CORDIS	https://cordis.europa.eu/article/id/413516-bringing-european-history-to-life-with-the-big-data-of-the-past
27.02.2020	How digital technologies can play a vital role for the preservation of Europe's cultural heritage	CORDIS	https://cordis.europa.eu/article/id/413473-how-digital-technologies-can-play-a-vital-role-for-the-preservation-of-cultural-heritage
29.02.2020	Cos'è Time machine, l'enorme motore di ricerca europeo su arte e storia	Wired Italy	https://www.wired.it/internet/web/2020/02/29/time-machine-europa/

6.2 Lessons Learned and Next Steps

The collaborative website optimisation efforts, based on data collected and direct community feedback, ensured that the Newsroom gained a much more prominent position on the website with the Press Coverage page re-designed for quicker browsing and access to the increasing volume of articles. In addition, activating the TM Ambassadors and consortium members to assist in communicating press releases via their contacts led to a large increase in the number of Time Machine-related articles.

The TMO will continue to reinforce the communications channels within the consortium to ensure broad distribution of press releases to the maximum number of contacts. In addition, to complement this and to increase baseline press distribution, the TMO will place additional effort in expanding its own pan-European – and indeed worldwide – database of direct press contacts.

7 Newsletters

7.1 Summary

The first edition of the Time Machine newsletter was sent out in July 2019 to an existing 1130 recipient subscriber base via MailChimp, with three subsequent newsletters sent out during the CSA project to an increasing subscriber base. In terms of metrics, the four newsletters sent met the CSA target. Furthermore, in spite of the small sample size, open rates and click through rates are performing well.

When benchmarked against Acoustic's 2019 Marketing Benchmark Report using the 'Nonprofits, Associations & Government' industry, results are well above the median and generally near to or within top quartile performance.

TM Newsletter Archive: https://us3.campaign-archive.com/home/?u=7e07effa2d69fc91d3bf6d778&id=58df2856b0

Newsletter Results Table

Table 7-1 Time Machine Newsletter KPIs M1-M12

Newsletter	Month	Delivered	Opened	Open Rate	Clicked	Click Through Rate
Time Machine Newsletter #1	M5	1,116	563	50.4%	168	15.0%
Time Machine Newsletter #2	M8	1,298	436	33.6%	145	11.2%
Time Machine Newsletter #3	M9	1,414	662	46.8%	156	11.0%
Time Machine Newsletter #4	M12	1,550	496*	32.0%*	119*	7.7%*
TOTAL CSA	M1-M12	5,378	2,157	40.1%	588	10.9%
Benchmark Q$_3$ **	-	-	-	46.2%	-	8.6%
Benchmark Median **	-	-	-	22.9%	-	1.1%

* Time Machine Newsletter #4 sent 27/02/2020, hence data covers only three days total.

** Source: Acoustic 2019 Marketing Benchmark Report

Newsletter Benchmarks

Source: Acoustic 2019 Marketing Benchmark Report

EMAIL / OPEN RATES

48.2%
Unique open rates by industry

Two industries stood well above the others with mean unique open rates greater than 40%: Automotive at an amazing 48.2% and Energy & Environmental at 40.8%.

Unsurprisingly, the four industries with the lowest mean open rates — Media & Publishing (19.5%); Leisure, Sports & Recreation (19.6%); Retail & Ecommerce (22.3%); and Consumer Software & Online Services (22.5%) — are all B2C industries with reputations for sending a high frequency of messages.

Open rate (Unique)	Mean	Median	Top quartile	Bottom quartile
Airlines & Transportation	32.4	28.7	61.3	9.9
Automotive	48.2	52.3	61.7	28.3
Banks & Financial Services	25.3	21.8	46.9	9.2
Computer Hardware & Telecommunications	34.8	27.0	69.0	10.4
Computer Software & Online Services	22.5	18.7	43.7	8.0
Consumer Products & Services	26.0	22.3	51.8	5.9
Corporate Services	23.0	19.7	46.4	5.7
Energy & Environmental	40.8	40.2	62.8	19.6
Food & Beverage	26.1	18.1	56.1	8.1
Hospitals, Healthcare & Biotech	26.4	22.5	51.2	8.9
Industrial Manufacturing & Services	26.3	20.5	54.0	7.8
Insurance	32.6	28.9	60.4	11.4
Leisure, Sports & Recreation	19.6	16.0	39.5	5.7
Lodging, Travel Agencies & Services	24.0	19.6	48.8	7.5
Marketing & Advertising	26.5	22.9	51.9	6.4
Media & Publishing	19.5	16.4	38.4	6.0
Nonprofits, Associations & Government	25.5	22.9	46.2	8.8
Real Estate, Construction & Building Products	28.1	22.4	53.9	11.2
Retail & Ecommerce	22.3	18.5	44.3	6.8
Schools & Education	28.0	21.5	59.4	5.8

2019 Marketing Benchmark Report

Figure 7-1: Email unique open rate benchmarks all industries.

EMAIL / CLICK-THROUGH RATES

Click-through rates by industry

Mean CTRs for Automotive (10%) and Computer Hardware & Telecommunications (7.3%) are well above all other industries. The means of the lowest-performing industries are around 3%.

Click-through (Unique)	Mean	Median	Top quartile	Bottom quartile
Airlines & Transportation	4.4	2.3	12.2	0.3
Automotive	10.0	9.5	18.9	2.2
Banks & Financial Services	3.1	1.6	8.8	0.2
Computer Hardware & Telecommunications	7.3	1.9	23.5	0.3
Computer Software & Online Services	4.1	1.5	12.8	0.2
Consumer Products & Services	5.6	2.2	16.1	0.2
Corporate Services	3.8	1.7	11.2	0.2
Energy & Environmental	6.5	4.7	15.5	0.9
Food & Beverage	4.1	2.0	11.5	0.4
Hospitals, Healthcare & Biotech	3.0	1.3	8.9	0.2
Industrial Manufacturing & Services	3.0	1.2	8.8	0.2
Insurance	5.3	2.4	15.2	0.3
Leisure, Sports & Recreation	3.8	1.5	11.4	0.2
Lodging, Travel Agencies & Services	3.7	1.5	11.1	0.4
Marketing & Advertising	4.5	2.0	13.0	0.2
Media & Publishing	3.1	1.7	8.5	0.3
Nonprofits, Associations & Government	2.8	1.1	8.6	0.1
Real Estate, Construction & Building Products	3.7	2.0	10.0	0.4
Retail & Ecommerce	3.0	1.6	8.2	0.3
Schools & Education	4.8	1.9	14.7	0.3

2019 Marketing Benchmark Report

Figure 7-2: Email click-through rate benchmarks all industries.

7.2 Lessons Learned and Next Steps

Overall, the results obtained during the CSA period have been positive, with good subscriber growth rates showing an interest in receiving content via this channel. Improvement in terms of types and amount of content can be envisioned; however, due to the small sample size at the moment, initiatives in this area can be pursued going forward as more newsletters are sent.

The investment of resources is small to prepare newsletters on a quarterly basis, so the TMO plans to continue this effort. As mentioned above, as the sample size increases both quantity and type of content will be refined. Driving newsletter subscriptions will also take place in a more systematic way via social media channels and events. Finally, synergies with other cultural heritage newsletters will be pursued to ensure that we can provide the most relevant content possible to subscribers but also to ensure that Time Machine's most important news is spread more widely. Discussions with the 'European Heritage Tribune' are scheduled in early 2020.
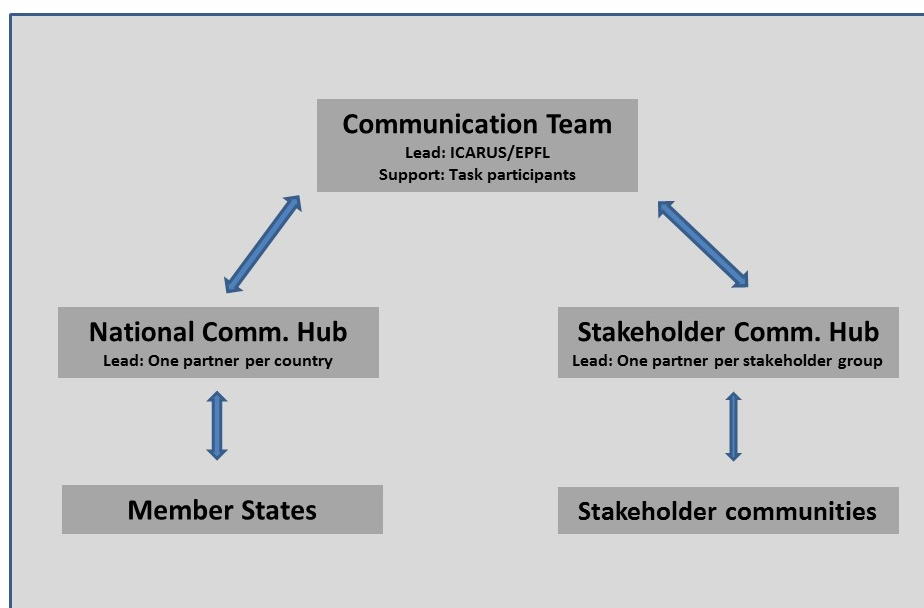
8 National Time Machine Ambassadors
8.1 Summary

National TM Ambassadors as well as pan-European TM Ambassadors have been identified from within the consortium. They serve as points of contact for specific national or pan-European requests and inquiries by audiences/policy makers. They also disseminate project communications on national/regional as well as European level. Specifically, each member state has one central contact institution which delivers relevant information for dissemination to the TM Communication Team and that is responsible for promoting messages from the TM within their state. The same applies for certain stakeholder groups that are organized at an international level.

To support the TM Ambassadors, the CSA communication team set up the "Time Machine Care Package" service: https://www.timemachine.eu/service/

By using the service above, TM Ambassadors can order copies of all available dissemination materials as required for promotion of the project on national level.

List of Time Machine Ambassadors: https://www.timemachine.eu/ambassadors/

8.2 Lessons Learned and Next Steps

Time Machine Ambassadors proved to be an invaluable resource particularly during TM's efforts related to European Partnerships from April to September 2019. Their networking and promotional activities in their countries and regions has paid dividends in strengthening the TM Ecosystem by driving new memberships and raising awareness with the general public – a notable example being in Finland where there are now 25 TMO members:

TMO Membership Growth Finland

The next steps for the TMO regarding Time Machine Ambassadors will be recruitment to ensure full coverage of all European countries and potentially selected global presence where strategically important. Engagement and co-creation of dissemination materials support tools will also be critical going forward to ensure that all TM Ambassadors remain aligned in terms of messaging and have the types of information they need to represent TM effectively in their markets.

9 Events Organised

9.1 Summary

The Time Machine organised a number of events throughout the CSA period, with attendance consistently at or above expectations.

The most successful event was Time Machine 2019, which was held in Dresden from October 10-11, 2019. There were members in attendance from all target audience groups, and important messages were passed via speakers and roundtables, with of course the networking benefit for the community of the utmost importance.

A Knowledge Time Capsule of Time Machine 2019 was created by one of the partners, Torus, and it can be viewed via the following link:

https://conference.timemachine.eu/wp-content/uploads/2019/12/Time-Machine-Conference-2019-Knowledge-Time-Capsule-Web.pdf

Events Organised Results Table

Description	Metric	Total	Target
Time Machine 2019	# Participants	370	300
TM CSA Final Conference 2020	# Participants	160	150
TM CSA Kick-off Meeting Brussels	# Participants	105	70
TM CSA Workshops Amsterdam (4 Pillars)	# Participants	110	105
TM CSA Pillar 4 Workshop TUDr	# Participants	30	-
TM CSA Pillar 4 Workshop IGN	# Participants	20	-
TM CSA Consultation Workshop UniBo	# Participants	40	-
TM-EBU Hackathon	# Participants	24	20

Table 9-1: TM CSA Events Organised

9.2 Lessons Learned and Next Steps

Event costs are significant, and it has been challenging to manage this given Time Machine's growth rate. In particular as Time Machine events have primarily been planned as free of charge to encourage large attendance and to remove this blocking point for entry.

In order to provide high quality and sustainable events for TMO members, the TMO will begin charging registration fees to some events to cover fixed costs. As TMO members of different levels receive a certain number of free or discounted TM event registrations as a benefit, this should not add a blocking point to continued community sharing and engagement. There will of course be additional solutions available to ensure that everyone who would like to attend a TM event will have that opportunity, with more local events and distribution of outputs and content via online means priorities.

10 Events Attended

10.1 Summary

Time Machine consortium members attended a large number of events throughout the CSA period, both as part of the TM strategy and via their own means, and as such were able to engage with all key target audience groups in all four strategic dissemination areas.

Of particular note were presentations at events with media, policy makers and investors in attendance, such as Digital Day 2019 and Time World 2019, or in particular very large-scale events such as RootsTech where presentations provided the opportunity to disseminate Time Machine messages to thousands of stakeholders across target groups.

A list of events attended can be found below.

Target audience group abbreviations:

SC: Scientific Community
IND: Industry
CS: Civil Society
GP: General Public
PM: Policy Makers
ME: Media
INV: Investors
CU: Customers

Events Attended Results Table

Table 10-1: Time Machine CSA event participation summary

Event Name	Month	City	Country	Partner(s) Involved	Activity	Target Audiences Present	Estimated Reach	Website
ICARUS Convention #23	M1	Pula	HR	ICARUS	Keynote and additional presentations	GP, SC, CS, PM, IND	200	https://icar-us.eu/en/event/english-icarus-convention-23-and-5th-croatian-icarus-days/
The Norwegian Triennial Archives Conference in Oslo	M2	Oslo	FI	UvA	Presentation	SC, CS	630	http://www.arkivmote.no
Digital Day 2019	M2	Brussels	BE	EPFL, EF	Participation round table discussion	PM, GP, ME	-	https://ec.europa.eu/digital-single-market/en/news/digital-day-2019
CEF eArchiving Building Block Geopreservation Conference	M3	Ljubiljana	SL	IGN	Presentation	SC	-	https://ec.europa.eu/cefdigital/wiki/display/CEFDIGITAL/2018/12/21/CEF+eArchiving+Building+Block+Geopreservation+conference+6-7+May+2019
Digital Future event	M3	Berlin	DE	TUDr	Attendance	SC, INV, GP, CS	-	https://www.digital-future.berlin/
DACHsec Munich	M3	Munich	DE	TUDr	Attendance	SC, INV	-	https://cyberseries.io/dachsec/
DARIAH.EU Annual Event 2019	M3	Warsaw	PL	TUDr	Attendance	SC	-	https://dariah-ae-2019.sciencesconf.org/
H2020 Call on European Network of Artificial Intelligence Excellence Centres: Information and Brokerage day	M3	Brussels	BE	FAU	Presentation	PM, SC	-	https://ec.europa.eu/digital-single-market/en/news/h2020-call-european-network-artificial-intelligence-excellence-centres-information-and

Media Summit	M3	Porto	PT	EPFL	Presentation	SC, ME	-	https://www.ebu.ch/events/2019/05/media-summit-2019
Web Archiving Conference	M4	Zagreb	HR	EF	Keynote Presentation	SC	-	http://netpreserve.org/ga2019/programme/wac/
EBNA/EAG Meeting	M4	Bucharest	RO	ICARUS	Presentation	SC, PM	-	
Digital Assembly 2019	M4	Bucharest	RO	EPFL, TUDr	Exhibition	SC, IND, CS, GP, PM, ME, INV, CU	400	https://ec.europa.eu/digital-single-market/en/events/digital-assembly-2019
Silicon Saxony Day	M4	Dresden	DE	TUDr	Attendance	IND, INV	-	https://www.silicon-saxony.de/nc/en/events/event-detail/events-information/event/show/14-silicon-saxony-day/
Virtuelle Archive für die geisteswissenschaftliche Forschung	M4	Dresden	DE	TUDr	Presentation	SC, IND	-	www.saw-leipzig.de/veranstaltungen
IIIF General Meeting	M4	Seoul	KR	EF	Keynote Presentation	PM, SC	-	https://iiif.io/event/2019/goettingen/#overview
6th Annual Meeting of the Association "Digital Humanities in the German-speaking Area" (DHd 2019)	M5	Frankfurt	DE	TUDr	Exhibition	SC	600	https://dhd2019.org/
Digime - Digitaalinen kultuuriperintömme (Our digital Heritage)	M7	Helsinki	FI	Finnish TM Ambassador	Booth	GP, CS, IND	-	https://www.digime.fi/event/digitaalinen-kulttuuriperintomme-2019-seminaari-6-9-2019/
71st German Geneology Day in Gotha	M7	Gotha	DE	ICARUS	Presentation	SC	-	https://71dgt19.agt-gen.de/
ICARUS Convention #24	M7	Belgrade	RS	ICARUS	Presentation	IND, SC, PM	-	https://icar-us.eu/en/event/english-icarus-convention-24
TM Consultation Workshop on "Legal Issues and Ethics" with stakeholders	M7	Bologna	IT	UniBo	TM Roadmap Consultation Workshop	SC	40	

TM Consultation Workshop for WP5	M7	Paris	FR	IGN	TM Roadmap Consultation Workshop	SC	20	
Conference on Research and Education in Urban History in the Age of Digital Libraries & Digital Encounters with Cultural Heritage - CIPA workshop	M8	Dresden	DE	TUDr	Organised in cooperation with TM2019 conference	SC	-	
27th ACM International Conference on Multimedia (ACM MM 2019)	M8	Nice	FR	IGN	Workshop	SC	-	https://www.acmmm.org/2019/
RootsTech London 2019	M8	London	UK	UniBo, ICARUS, TUDr	Presentation and workshop	SC, IND, CS, GP, PM, ME, INV, CU	10,000	https://www.rootstech.org/london
European Heritage Congress 2019	M8	Paris	FR	Europa Nostra	Presentation	PM, SC	-	http://www.europanostra.org/european-heritage-congress/
International conference Digital Art History II - Methods, Practices, Epistemologies II	M9	Zagreb	HR	ICARUS	Keynote Presentation	IND, SC	300	https://www.ipu.hr/article/en/728/digital-art-history-methods-practices-epistemologies-ii
Revolution: Velvet x Digital – 30 Years of Digital and Social Media in Museums ICOM SLOVAKIA in collaboration with ICOM Czechia and ICOM Austria	M9	Bratislava	SK	ICARUS	Keynote Presentation	IND, SC	400	http://icom-oesterreich.at/kalender/icom-international-conference-revolution-velvet-x-digital-30-years-digital-and-social-media
VR Days Europe 2019	M9	Amsterdam	NL	UvA	Keynote Presentation	SC, CU, ME	-	https://vrdays.co/
Time World 2019	M9	Paris	FR	EPFL	Keynote Presentation and participation in roundtable	SC, IND, CS, GP, PM, ME, INV, CU	-	https://timeworld2019.com/
CompGen Webinar	M11	Online		ICARUS	Presentation	GP	-	https://www.compgen.de/2020/01/einladung-zum-compgen-webinar-das-

								time-machine-projekt-und-die-moglichkeiten-fur-die-genealogische-forschung-am-09-01-2020-um-20-uhr/
Data Stories	M12	Budapest	HU	Hungarian TM Ambassador	Presentation	GP	30	https://datastoriesceu.org/
RootsTech Salt Lake City 2020	M12	Salt Lake City	USA	EPFL, ICARUS	Keynote Presentations	SC, IND, CS, GP, PM, ME, INV, CU	30,000	https://www.rootstech.org/salt-lake
Research Seminar "De l'acquisition à la valorisation des big geodata du passé"	M12	Paris	FR	IGN	Presentation	SC	50	

10.2 Lessons Learned and Next Steps

Overall, attending events provided unique opportunities to engage with all stakeholder groups; however, in particular, it was an invaluable communication channel for policy makers, investors and industry. However, as event activities are very costly, this proved difficult as it pertains to CSA budgets – in particular travel - so a number of additional opportunities were missed for this reason. In addition, a more streamlined solution for event lead tracking and follow-ups would help to increase efficiency.

Going forward, the TMO will allocate dedicated budget to important events that offer access to multiple stakeholder groups, are large in scale and in particular to those providing access to investors and policy makers. The CRM system will be further developed to assist TM staff when planning and attending events, including use of the mobile app. In addition, the existing toolkit and services available via the communications hub will continue to be expanded, with appropriate promotion of this information to the community, which will enable all TM members to represent Time Machine in a coherent way across events.

11 Conclusion

The Time Machine's dissemination and promotion programme has made significant strides over the 12-month CSA period. Overall, a coherent set of actions were completed, with particularly strong impact made in the following areas:

- Video and social media initiatives raised public awareness of the project, with video content in particular reaching over 725,000 contacts/households.

- Conferences and workshops organised by the CSA drove engagement with the pan-European TM communities and media, maintaining strong participation levels throughout the year, with Time Machine exceeding targets to reach 370 participants.

- The Time Machine Organisation, in conjunction with its internal Office 365 environment and CRM, helped to strengthen the TM Ecosystem by creating a solid and scalable foundation for future growth. This served to underpin increased onboarding on new members, strong engagement and co-creation with consortium members.

- The Time Machine Ambassador network provided an important new resource when working to establish European Partnerships, in addition to helping drive membership growth at a national level. They will serve as a core function in the TMO going forward in the initiatives to obtain strategic agreements with potential TM funders.

- Press coverage, driven by distribution of key messages via the TMO network, served to raise public awareness with 69 articles published during the CSA in multiple European languages.

Membership growth was steady throughout CSA period, and, when expanded to include sub-networks of TMO members, the broad network of organisations and associations to which Time Machine is connected now numbers over 14,400 institutions and 103,000 individuals.

With a solid foundation in place, the TMO will now continue to work closely with all members and external stakeholders to progress further in these key dissemination and promotion areas. A bottom-up approach proved to be a critical success factor during the CSA, so key strategies going forward will work to ensure continued stakeholder involvement, whether it be via direct co-creation of content or by acting on feedback received during regular progress monitoring initiatives. The TM community is at the core of all dissemination and promotion activities and will need to continue to be in the future in order to drive Time Machine's vision forward.

Annex A: TM CSA Final Conference Proceedings

Understanding the Past – Shaping the Future: Europe's Time Machine Project

- Preparatory (CSA) project´s final conference took place in Brussels on 17 February 2020

- Over 600 institutions have joined forces to create "Big Data of the Past"

- Precise strategy established to guarantee digitisation of the European cultural heritage for the upcoming years

What is now available is unique in European history: Stakeholders from diverse fields and local initiatives, often regional Time Machines, have joined forces to tackle the question of how to bring the European cultural heritage together in the virtual space and make it accessible to anyone. Frédéric Kaplan, professor for Digital Humanities at the Ecole Polytechnique Fédérale de Lausanne (EPFL) and president of the Time Machine Organisation (TMO) says, "Time Machine has developed a collective vision and a ten-year plan to make it happen: Europe will build the first 4D mirror world, connecting each place with the depth of its past and giving direct access to unique assets for studying, learning, deciding, creating and inventing a shared future."

Bringing initiatives together

"In the past museums, archives, libraries and private enterprises all worked on their own databases", explains Thomas Aigner, vice-president of the TMO, the beginnings of the digitisation process. "For the past ten years, Europeana has already been working with close to 4000 museums, libraries and archives towards a common resource and Time Machine can drastically accelerate this process." Also Harry Verwayen, executive director of Europeana Foundation and vice-president of the TMO, stresses the collaborative nature of the of the project, "Europeana and Time Machine share a vision of how the data that we have gathered about our shared cultural heritage over generations can be used to aid future research and innovation for the good of society. This project combines the very best of our knowledge and expertise to help make that happen. Time Machine builds on Europeana's work on interoperability to help share cultural heritage data, allowing new technologies such as AI to mine information and share new insights. This opens up an exciting new phase in how we develop applications for heritage data.

Developing specific AI technologies for Europe's cultural heritage

To make the knowledge and plans put down in the Time Machines strategy more tangible, it is best to take a look at a concrete example of the planned AI developments: Imagine standing in front of the Eiffel Tower – interested visitors today may obtain information on the building digitally using Wikipedia or other simple sources. Finding out more still means visiting different sites, such as the National Archives, the Archives of the City of Paris or even the office of the Chamber of Architects. The future will be to see plans, sketches, drawings from different sources all at once on the smartphone – collected by the appropriate AI technology. Each piece of information will be linked with one another. Even the smallest screw on the Eiffel Tower can then be tracked back to its place of production.

Creating a solid framework

In order to coordinate this huge project in the coming years last autumn saw the founding of the Time Machine Organisation. Within the last 12 months more than 600 institutions from science, industry, cultural heritage and civil society have joined an unprecedented alliance under the umbrella of the Time Machine Organisation. "Over the coming years, the Time Machine Organisation will coordinate the development of a number of key components through dedicated projects in the Horizon 2020 framework and future EU funding programmes", says Frédéric Kaplan and adds, "In about three years, we expect to be sufficiently advanced to convince Europe to develop the Time Machine large-scale research initiative which corresponds with a significant investment. There is no doubt that this will be money well invested, as it will put Europe on the leading edge in shaping the future not only of the continent but of the rest of the world as well." Europe cannot afford missing this opportunity for the future generations.

12:30-13:00 **WELCOME COFFEE + REGISTRATION**

SESSION 1: THE TIME MACHINE CSA

13:00-13:15 **Welcome**
Ms Gail Kent, DG CONNECT – European Commission

13:15-13:30 **The Time Machine CSA: What has been done and where are we going?**
Prof. Julia Noordegraaf, University of Amsterdam
Prof. Frédéric Kaplan, EPFL

13:30-13:40 **The relationship with Europeana and the vision for 2025-2030**
Mr Harry Verwayen, Europeana

13:40-13:50 **The Time Machine Organisation and Strategy for Funding**
Dr Thomas Aigner, ICARUS

13:50-13:55 **Time Machine Use Case – Education**
Mr Steven Stegers, EuroClio

13:55-14:00 **Time Machine Use Case — GLAM**
Mr Joris Demnard, Ikonospace

14:00-14:05 **Time Machine Use Case — Land Use/Urban Planning**
Mr Malik Aït-Aïssa, DDTM de l'Aude

14:05-14:10 **Time Machine Use Case — Smart Tourism**
Mr Dino Girardi, University of Bologna

14:10-14:15 **Time Machine Use Case — Creative Industries/Gaming**
Mr Djordje Kuzmanovic, Ubisoft

14:15-14:20 **Time Machine Video**

14:30-15:00 **COFFEE BREAK**

SESSION 2: LOCAL TIME MACHINE (LTM) ACADEMY

15:00-15:15 **LTM Concept, Platform Prototype and Publication Principles**
Dr Isabella di Lenardo, EPFL
Prof. Frédéric Kaplan, EPFL

15:15-15:30 **Partnership with Public Television and Dissemination Opportunities**
Prof. Frédéric Kaplan, EPFL

15:30-16:00 **Local Time Machine Roundtable**
Prof. Jean-Luc Pinol, Paris Time Machine
Dr Antonella Ambrosio, Naples Time Machine
Dr Antonello Migliozzi, Naples Time Machine
Prof. Julia Noordegraaf, Amsterdam Time Machine
Dr Iason Jongepier, Antwerp Time Machine

SESSION 3: TIME MACHINE ORGANISATION GENERAL ASSEMBLY

16:00-16:15 **Current State of Affairs and Post-CSA Strategy**
Prof. Frédéric Kaplan, EPFL

16:15-16:30 **Staffing Plan**
Prof. Julia Noordegraaf, University of Amsterdam

16:30-16:45 **Financial Situation Post-CSA and 2020 Budget Proposal**
Prof. Robert Sablatnig, TUW

16:45-17:00 **Next Steps and Presentation of the TMO Administrative Team**
Dr Thomas Aigner, ICARUS

17:00-17:30 **All Other Business**

Figure A-1: TM Final Conference 2019 Detailed Schedule

Time Machine
2020-2030

17 Feb 2020

Within the last 12 months more than 300 institutions from science, industry, cultural heritage and civil society have joined an unprecedented alliance under the umbrella of the **Time Machine.**

240

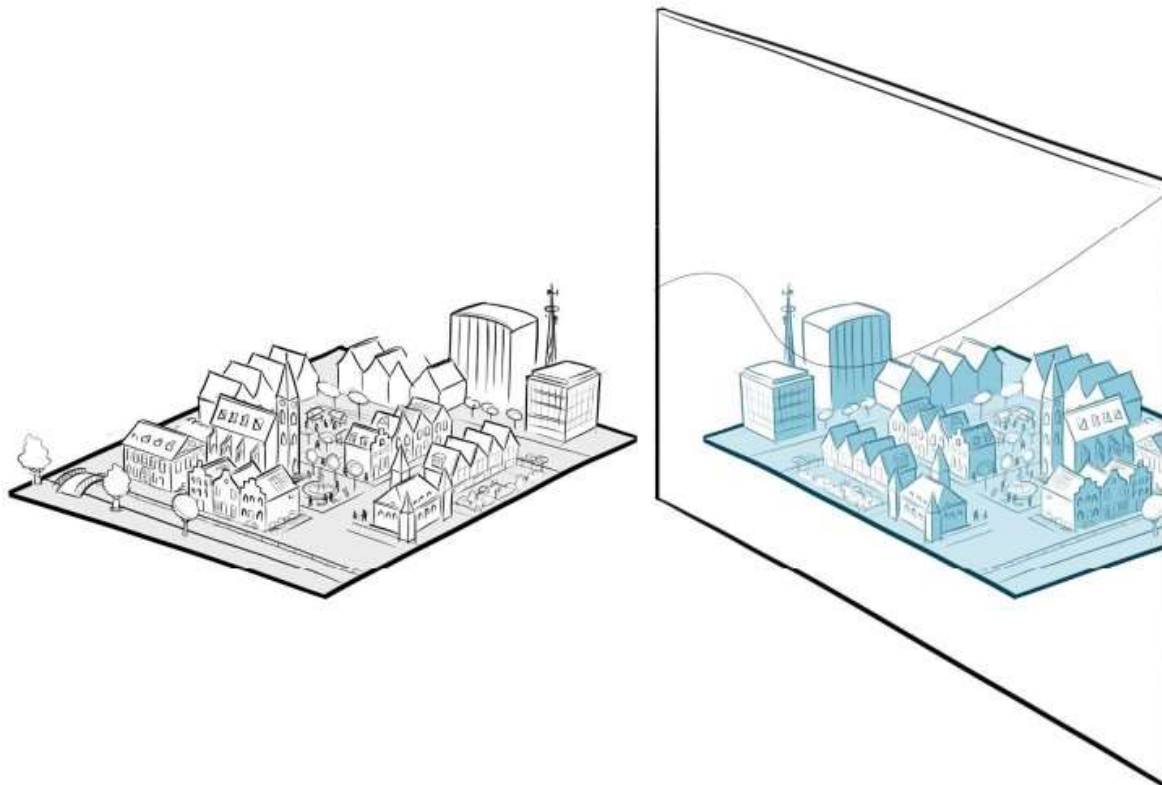members in Feb 2019

600+

members in Feb 2020

In the **Time Machine CSA,** a collective vision was established for the next 10 years.
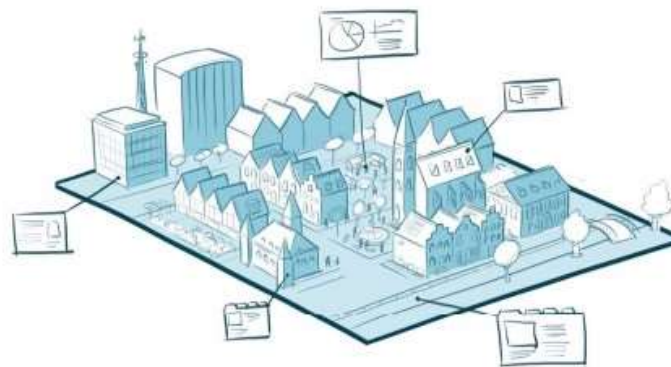
With Time Machine, Europe will build **the first 4D mirror world**, connecting each place with the depth of its past and giving direct access to unique assets for studying, learning, deciding, creating and inventing a shared future
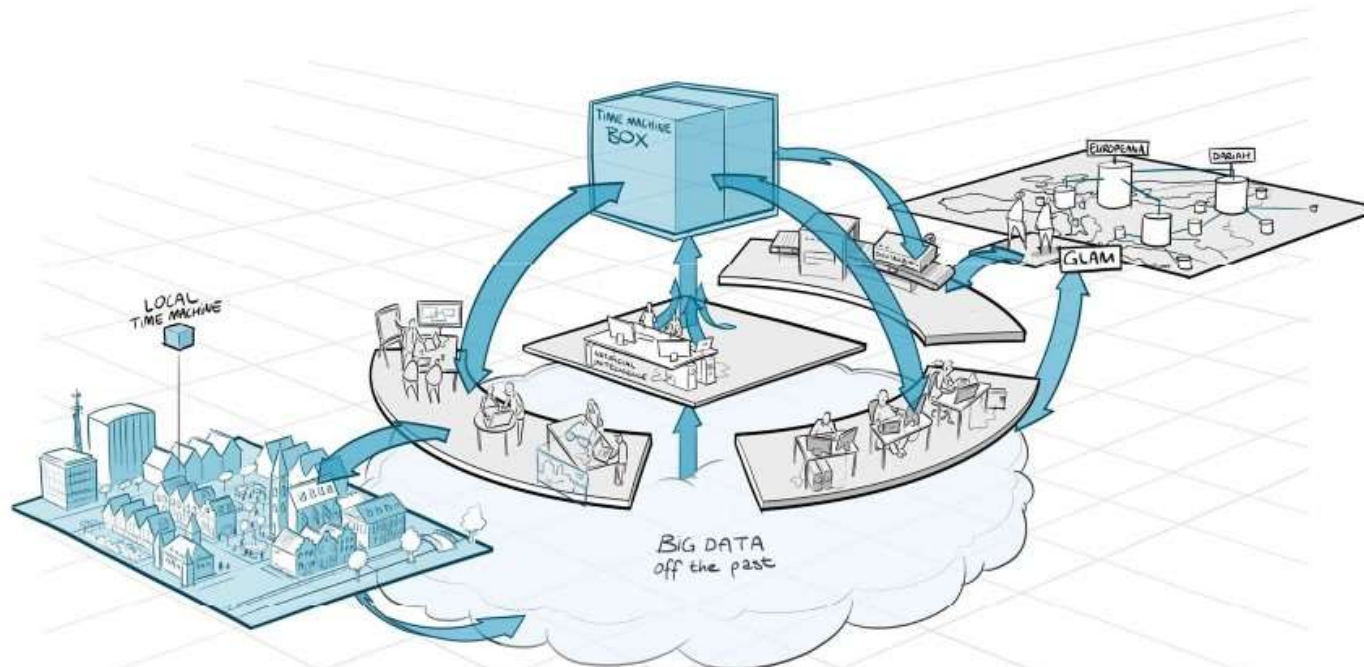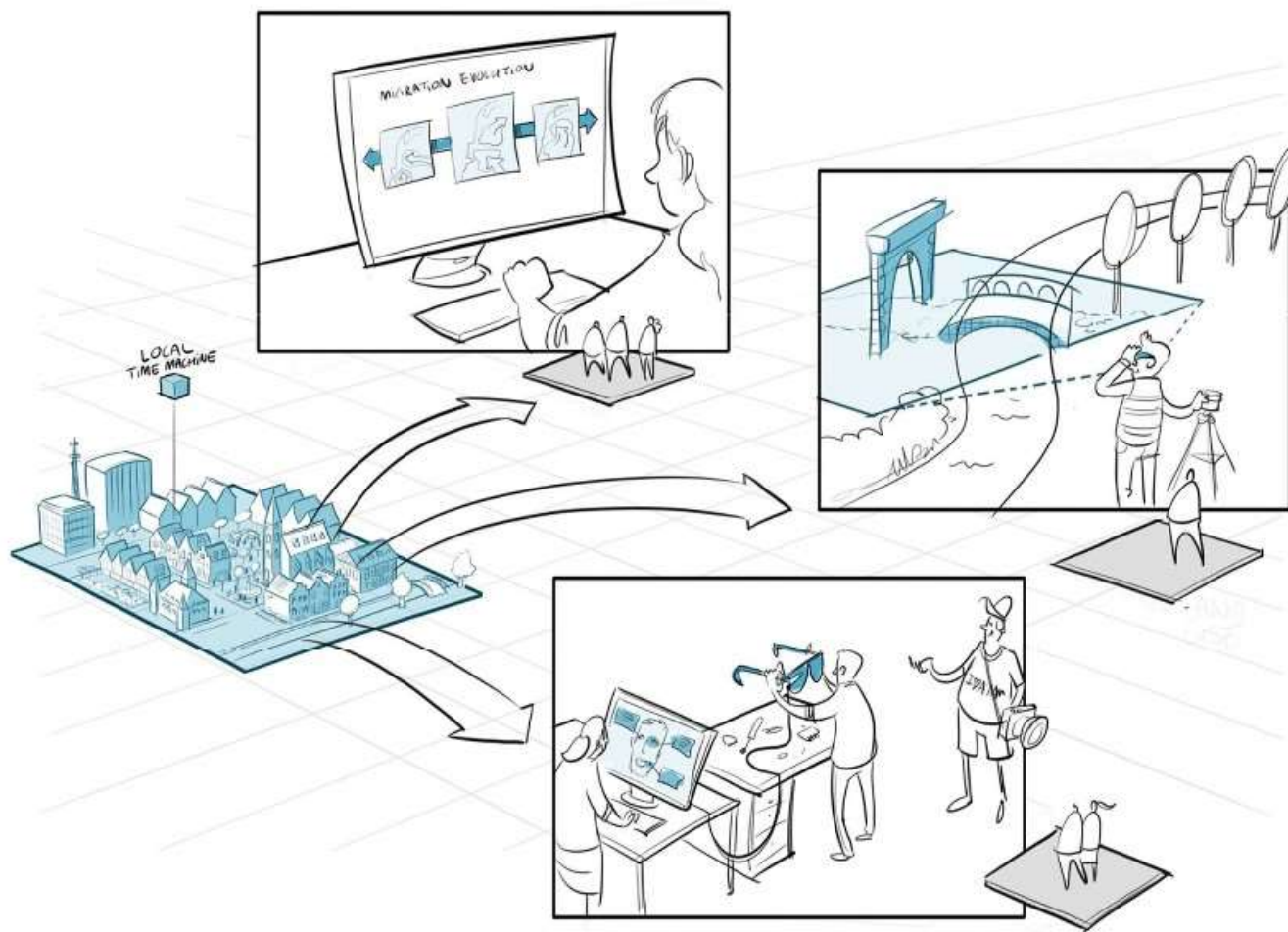
CC-BY-SA Europeana/JAM visual thinking

Time Machine Organisation

LOCAL TIME MACHINE

MIGRATION EVOLUTION

TIME MACHINE

PILLAR II COMMUNITY & INFRASTRUCTURE

TIME MACHINE BOX

LOCAL TIME MACHINE

VIRTUAL REALITY

APPS?

AUGMENTED REALITY

EUROPEANA

DARIAH

GLAM

PILLAR I R&D

EDUCATORS

SCOLARS

BIG DATA off the past

SMART TOURISM

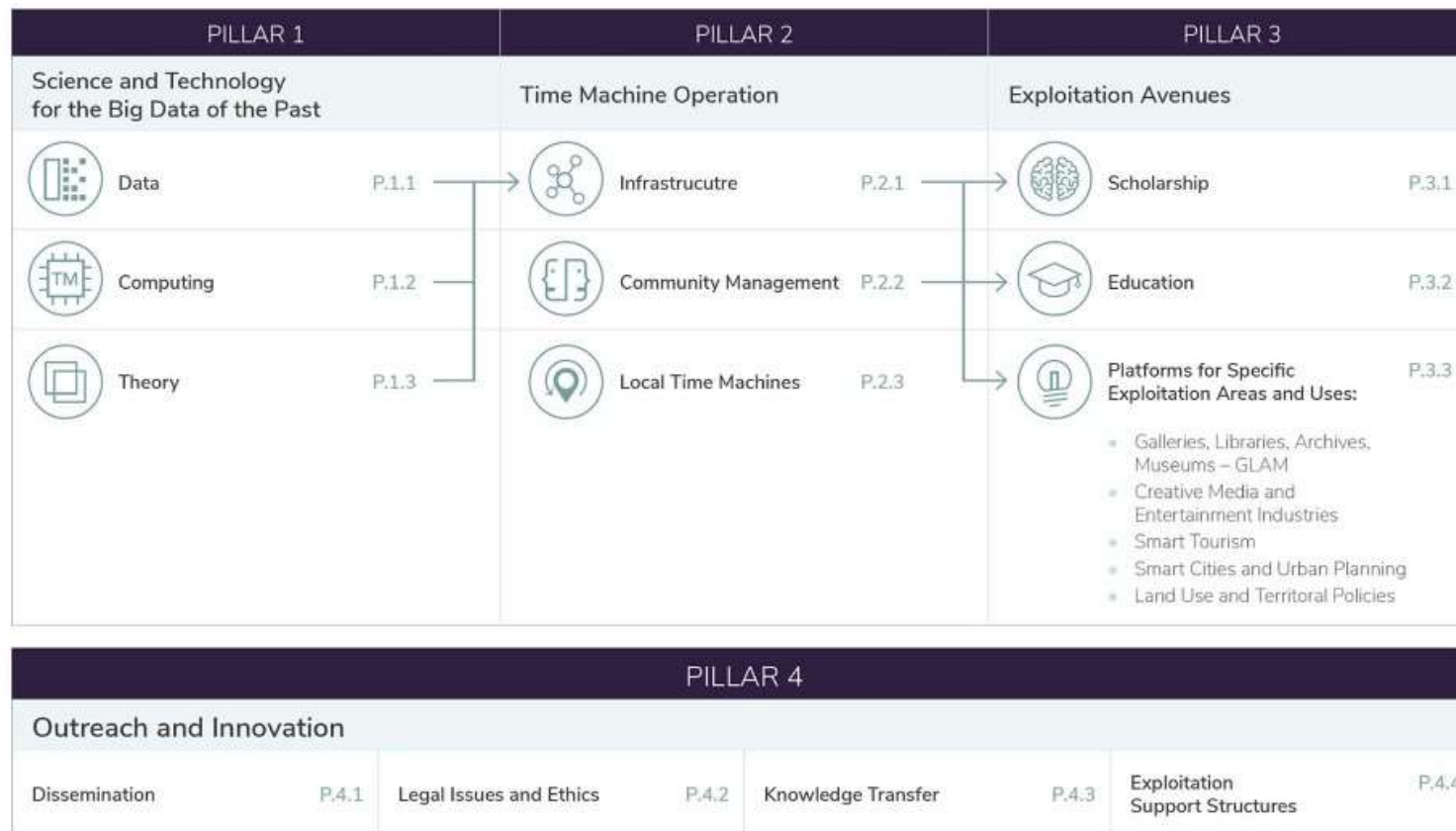CREATIVE INDUSTRIES

SMART CITIES

LAND USE

TERRITORIAL POLICIES

PILLAR III EXPLOITATION AVENUE

The Time Machine 10 year roadmap was established collectively.

Workshops / Conferences / Events
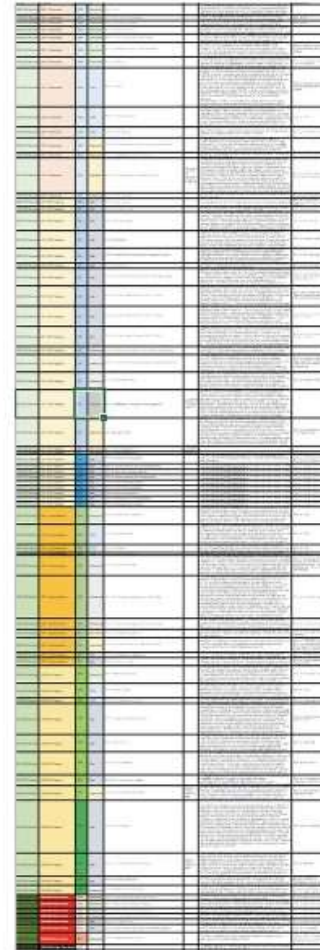
The Time Machine methodology takes inspiration from the core design principle of the Internet: The *Request for Comments*

70+
RFCs

Bootstrapping   **Scaling**   **Sustaining**   **Globalizing**

| 2020 | _framework_ | 2021 | _pipelines_ | 2022 | _pipelines_ | 2023 | _synchronisation_ | 2024 | _engines_ | 2025 | 2026 | _mirror world_ | 2027 | 2028 | _time machine_ |

framework
digitization
local time machine
data
infrastructure

2026-2030

The Time Machine methodology is based on a two-speed approach.

Europeana supports the cultural heritage
sector in its digital transformation

Phase 4 and beyond

Long-term outcomes

Europe is the leader in the exploitation of Big Data of the Past

Reduced polarisation and improved integration of migrants, refugees and diasporic communities

Reduced risks of misinformation and increased trust in the media

More effective, evidence-based, historically informed and culturally sensitive social, economic and place-based policy-making
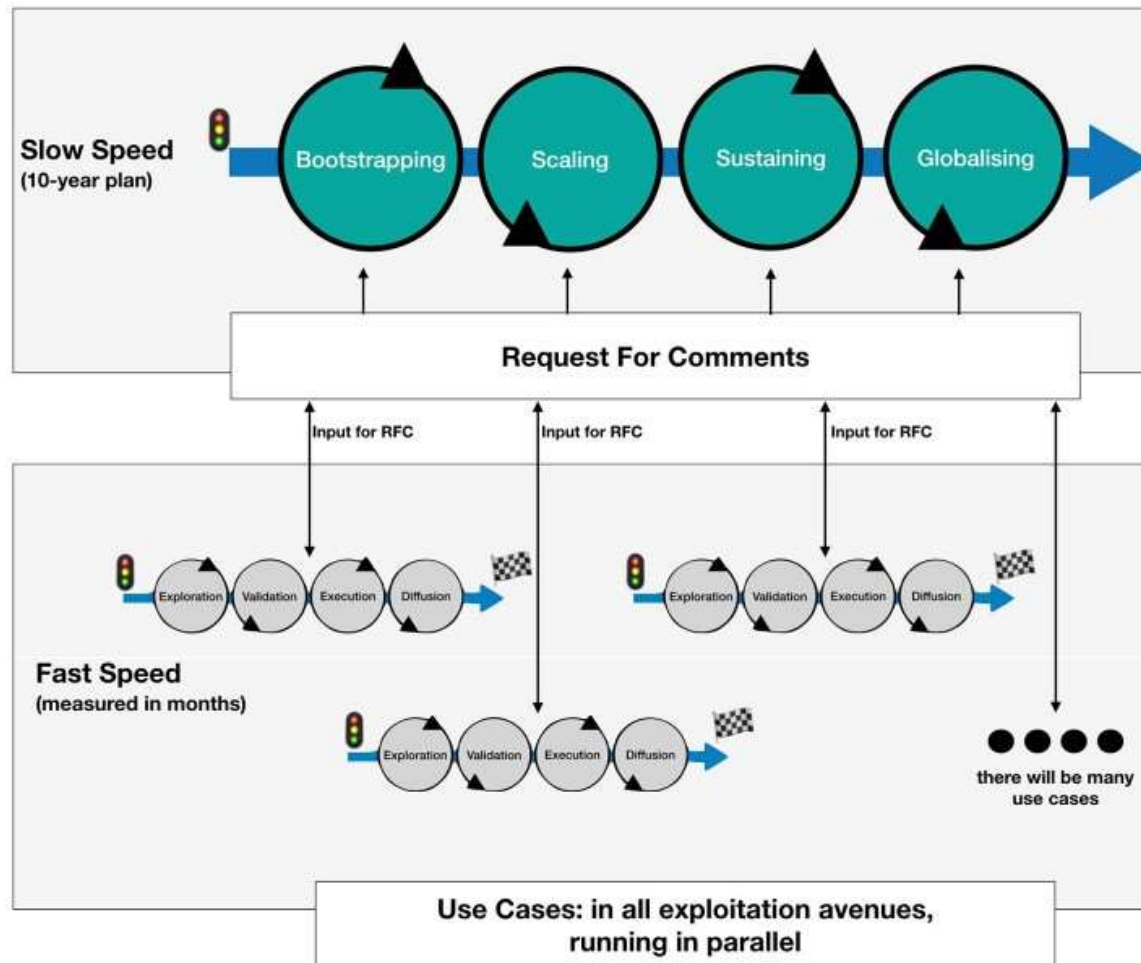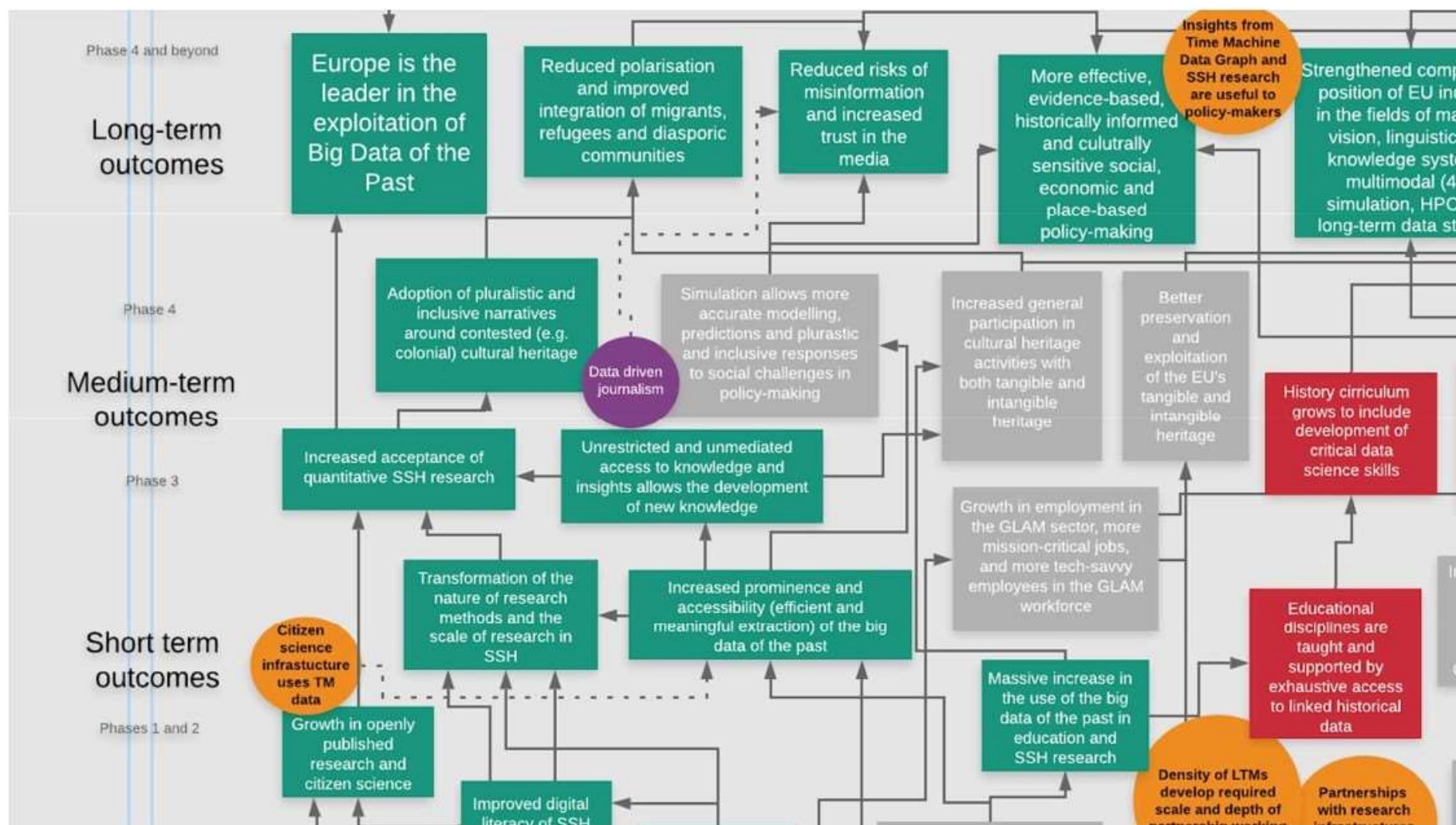
Insights from Time Machine Data Graph and SSH research are useful to policy-makers

Strengthened comp position of EU ind in the fields of ma vision, linguistic knowledge syste multimodal (4D simulation, HPC long-term data st

Phase 4

Medium-term outcomes

Adoption of pluralistic and inclusive narratives around contested (e.g. colonial) cultural heritage

Data driven journalism

Simulation allows more accurate modelling, predictions and pluralstic and inclusive responses to social challenges in policy-making

Increased general participation in cultural heritage activities with both tangible and intangible heritage

Better preservation and exploitation of the EU's tangible and intangible heritage

History cirriculum grows to include development of critical data science skills

Phase 3

Increased acceptance of quantitative SSH research

Unrestricted and unmediated access to knowledge and insights allows the development of new knowledge

Growth in employment in the GLAM sector, more mission-critical jobs, and more tech-savvy employees in the GLAM workforce

Short term outcomes

Citizen science infrastucture uses TM data

Transformation of the nature of research methods and the scale of research in SSH

Increased prominence and accessibility (efficient and meaningful extraction) of the big data of the past

Educational disciplines are taught and supported by exhaustive access to linked historical data

Phases 1 and 2

Growth in openly published research and citizen science

Massive increase in the use of the big data of the past in education and SSH research

Density of LTMs develop required scale and depth of partnership working

Partnerships with research infrastructures

Improved digital literacy of SSH

4.2%

Contribution to EU GDP
by culture and creative sectors

8.7mln

people employed in the culture and
creative sectors

20%

Percentage young professionals

Case study: Virtual reconstruction of Bergen-Belsen by the Future Memory Foundation

Case study: Virtual reconstruction of Bergen-Belsen by the Future Memory Foundation

BB guide application, education test 1, May 6, 2014

I think we went through a wall just then

The Time Machine Organisation is directly continuing the activities of the Time Machine CSA Project.

TMO is ...

Organisation for
international cooperation
in technology,
science and
cultural heritage

... the **institutional framework**

...ensuring the future **economic and operational fundament** of the TM ecosystem

Who we are ...

Directly involved as members:

600+ institutions and networks

(public authorities, academic, education, GLAM, industry, civil society etc.)

A future **community** of **6.000+** experts and supporters

Indirectly involved

via **connected network organisations and associations:**

14.400+ institutions
103.000+ individuals

Our mission ...

- Make the **Time Machine programme** reality
- And make a technological revolution in CH happen!
- **Secure funding** and **run projects**
- **Large Scale Research Project** on European Level
- **Alternative ways of partnerships** (industry, philantropic organizations, civil society, etc.)

Our strategy ...

Short, mid term (2-3 years)

- Build components of the Time Machine through available funding (EU, members states, etc.)
- Create immediate **services for members**

Long term (3 years +)

- Aim for **substantial LSRI funding** (200 million for 10 years)

2020 ...

- Create a basic **organisational infrastructure** (office, staffing, management, infrastructure, services etc.)

- Organise and manage the **community**

- Work on realising the **strategic aims** of TM in terms of **long term funding**

- Concrete **services with direct benefits** to partners (technical infrastructure, scouting services)

Project Scouting Service: Objectives and Services

Objective ▶ Providing a range of services for facilitating and enabling access to third party funds through successful projects and partnerships

Pro-active and Tailored Services by a specialized team

Pre-Proposal Support Service	Proposal Support Service	Networking
Identification of target group	Proposal preparation	Mapping analysis
Raising awareness	Guidance for participation	Partnering Event
Preparation for partnerships	Partner management	Consultancy

Links with external stakeholders and service providers

Funding ...

Basic budget 2020: 600.000 EUR

- 56 **founding** members

- 150 **regular** members

- **Subsidies** from public entities
  (Austrian Ministry of Science, Vienna Municipality etc.)

Additional:

- **Service provisions** (feasibility studies, project consulting etc.)
- **Projects** (European programmes, national sources, philanthropic organisations, etc.)