NEW MULTIMEDIA SERVICES AND PRODUCTS
HTML PUBLICATIONS

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What is HTML?

- HTML stands for HyperText Markup Language.

- The presentation, the way the content is displayed, is controlled by Cascading Style Sheets (CSS).

- There are specific attributes for accessibility that will help visually impaired users to be able to access text alternatives for images

Electronic publications based on HTML

- HTML publications

- annual / general reports

- interactive websites / brochures

- e-learning courses

- virtual visits

- photo and video-galleries

- quizzes

- HTML offline (kiosk, for USB dissemination)

Advantages of web publications

- biggest possible outreach

- desktop and mobile use

- adaptable to screen size (responsive design)

- accessible

- allows for interactivity, modern features (graphs, data visualisation)

- easy maintenance and updates

- usage monitoring

- reasonable development cost

- reasonable update cost

What is Responsive Web Design?

- Web pages (HTML and CSS) that automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices (desktops, tablets, and phones)

- Responsive images and other multimedia content scale optimally to fit any browser size
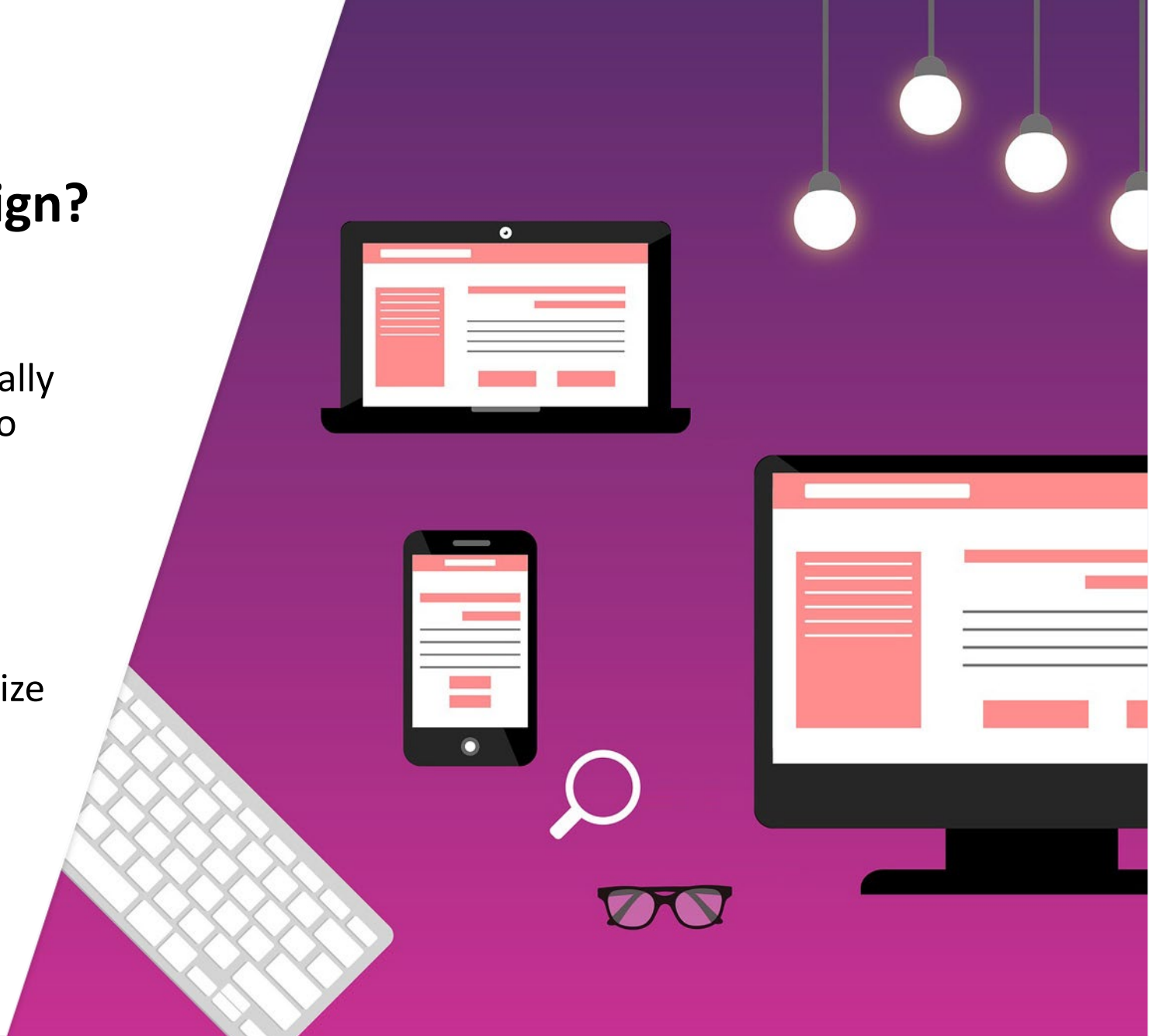
What is the added value to produce a HTML version if we have already produced a fully accessible PDF?

- More discoverable by search engines such as Google on the web

- It is fit for any screen size

- It can directly embed videos and all kinds of multimedia content

- It is possible to make it fully accessible as well

- It only requires a web browser

Know how well your HTML publication performs

- Usage monitoring of the publication

- Publication performance - monitoring the key performance metrics of publications
  - Measure audience
  - Analyse traffic sources and behaviour
  - Measure average session time and bounce rate

- Future publishing decisions on reliable data, improve publications and better target the audience

JRC community of practice playbook
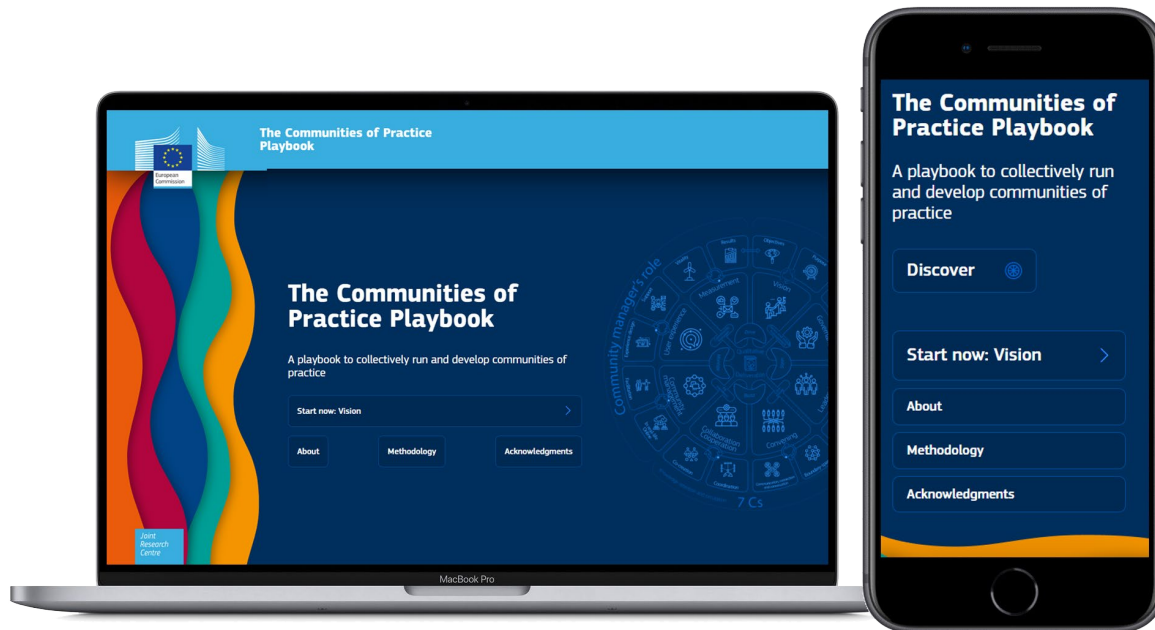
JRC (Joint Research Centre), 2020

We produced a responsive publication and adapted the interactive content to fit many screen sizes

https://op.europa.eu/webpub/jrc/communities-of-practice-playbook/en/

The year in review
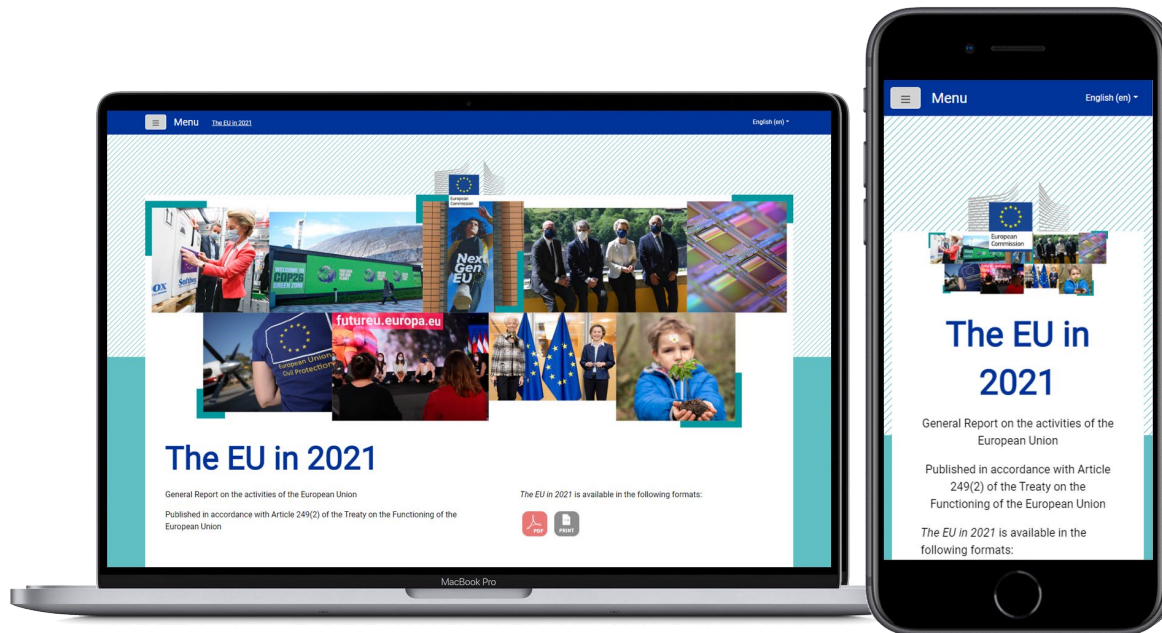
Court of Justice of the European Union, 2021

The result of this project is a fully responsive publication adapted to mobile and desktop screens, and available in all 24 official languages of the EU

https://curia.europa.eu/panorama/2020/en/index.html

Example of HTML projects developed by the OP

The EU in 2021 - General Report on the activities of the European Union

DG COMM (Commission), 2022

The HTML template was created internally by the OP, to be filled in by the contractor in all 24 EU languages

https://op.europa.eu/webpub/com/general-report-2021/en/index.html

THANK YOU

Write us an email: **op-multimedia@publications.europa.eu**

Publications Office
of the European Union

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NEW MULTIMEDIA SERVICES AND PRODUCTS
DATA-RICH PUBLICATIONS AND DATA VISUALISATION

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15/11/2022

Data-rich publications

- Digital publications containing numerous tables, graphs, charts and numbers.

- Suitable datasets can be published independently on the European data portal.

- Data linking and data visualization can help the reader to understand the complex information.
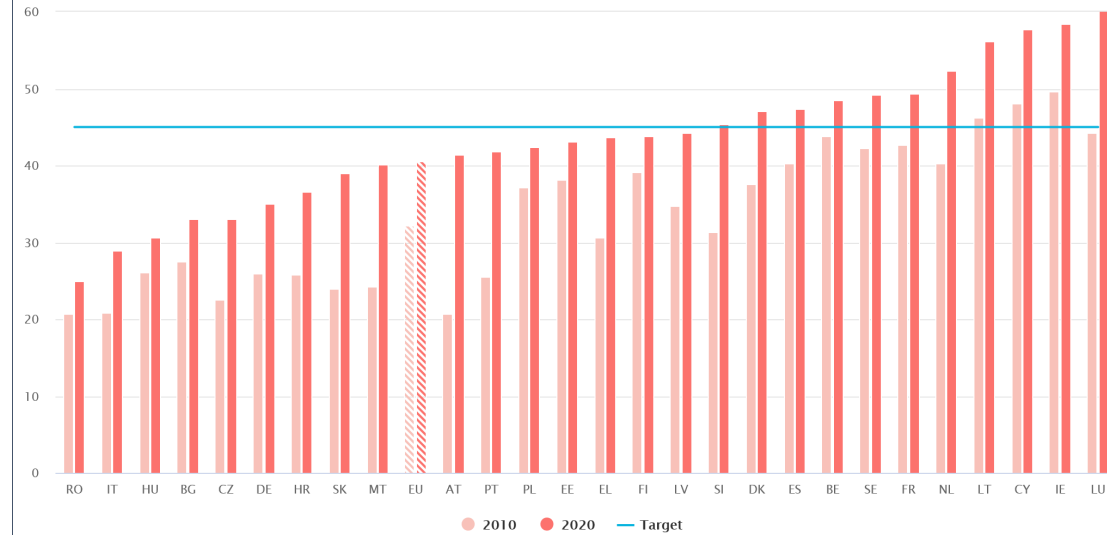
Data linking

- Aims to identify data in the publications.
- Provides links to formatted and/or to raw data published.
- Provides easy fact-checking.

Interactive data visualisation

- Data visualisation
  aims to present the available data in a visual way by
  - putting data into the context,
  - showing the relationships (e.g., maps, flows),
  - comparing, relating different data.

- Interactivity can
  - show the underlying data,
  - include explanations,
  - increase the trust in the charts.

- Dynamic visualisations
  can change in time by using data flows or animations.

Data visualisation

Interactive

Mobile apps

Interactive websites

Animated infographics

Virtual reality

Static ⟵ — — — — ⟶ *Dynamic*

Conventional infographics

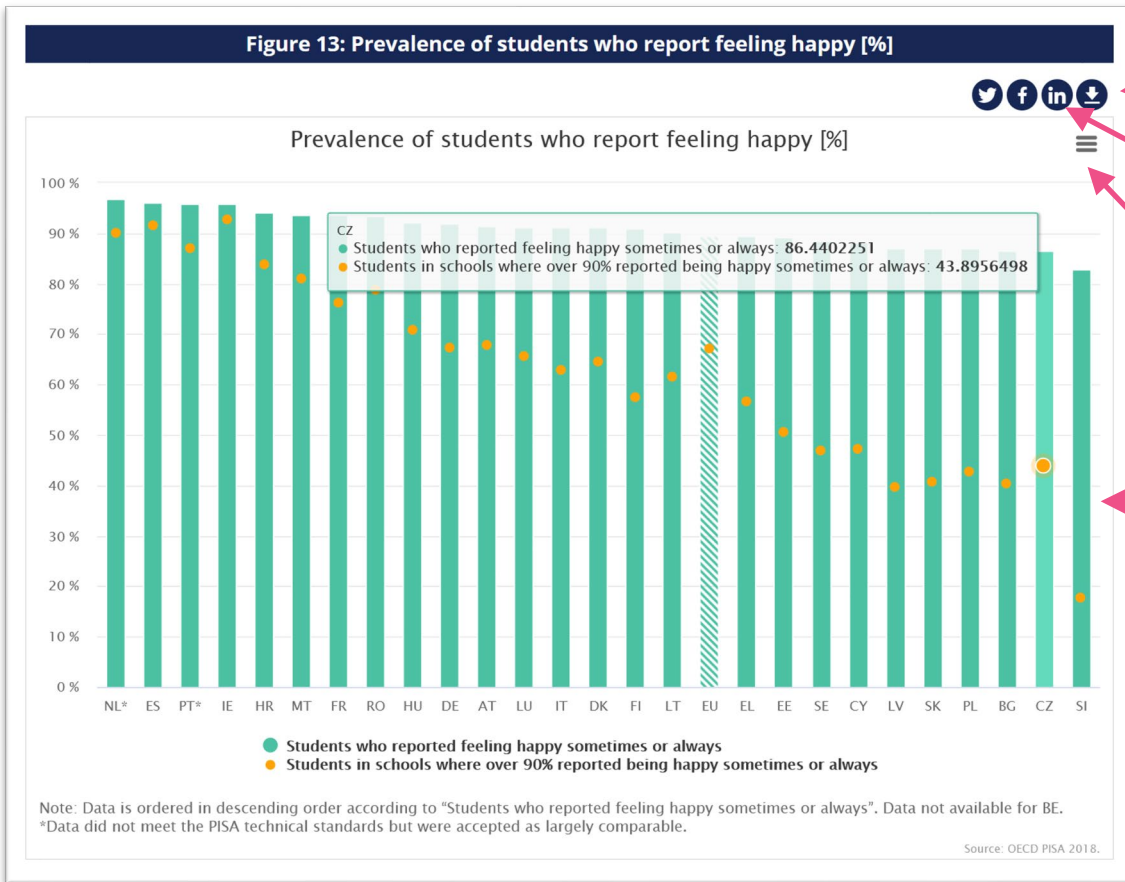*Passive*
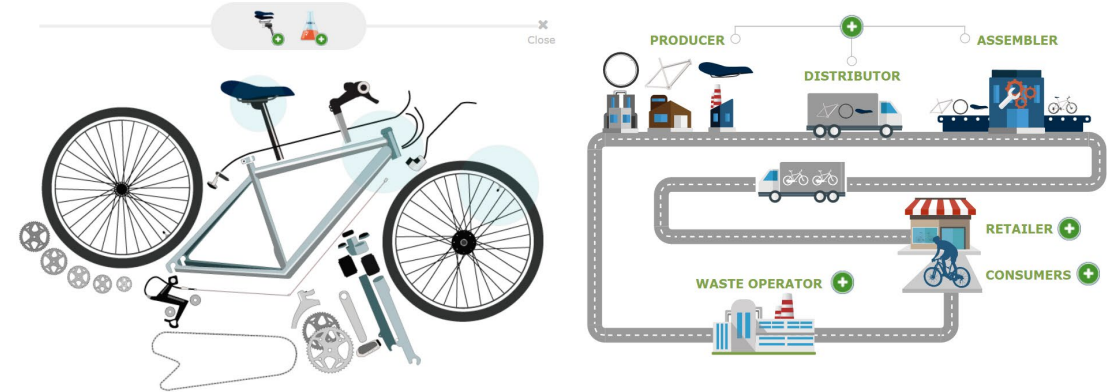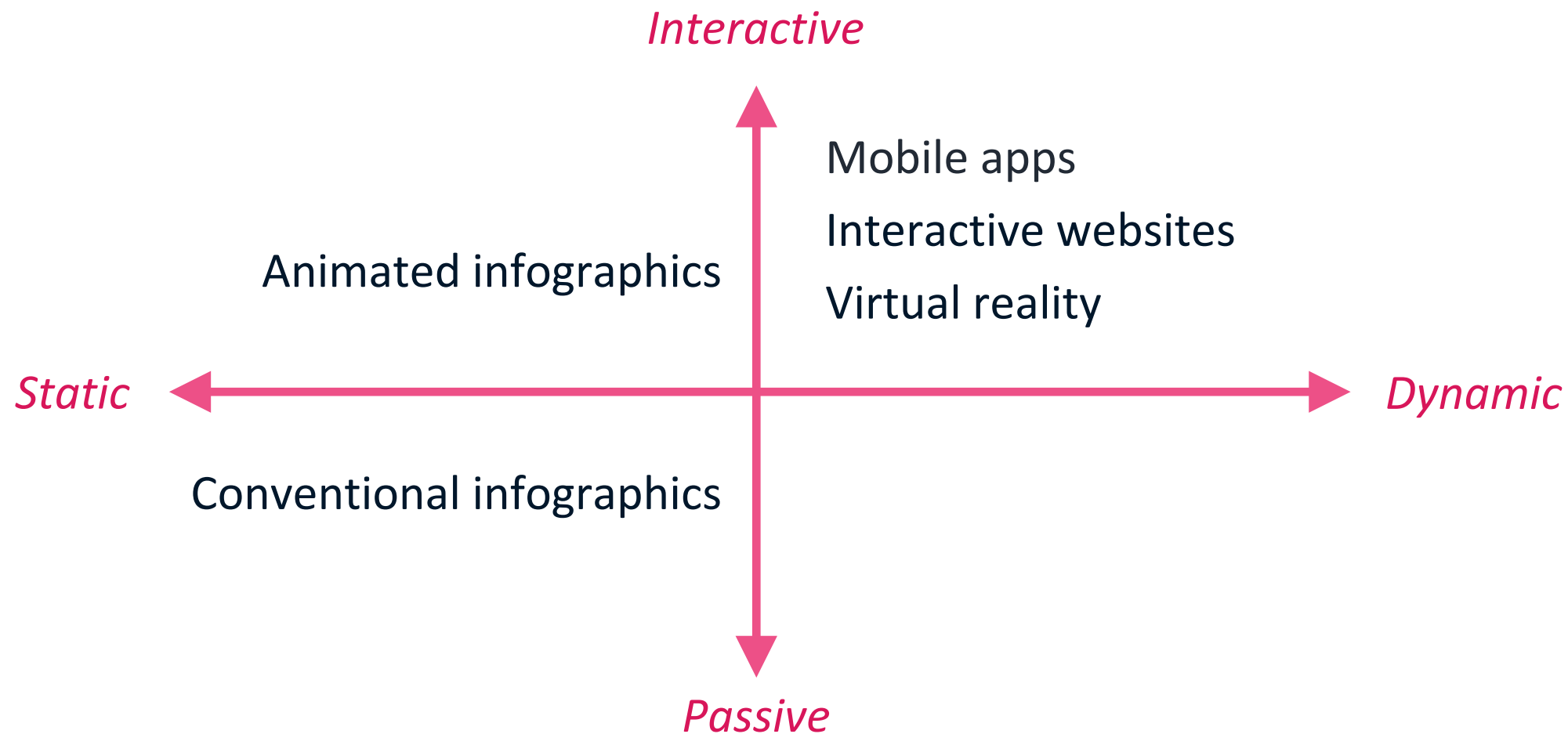
DG EAC Education and Training Monitor
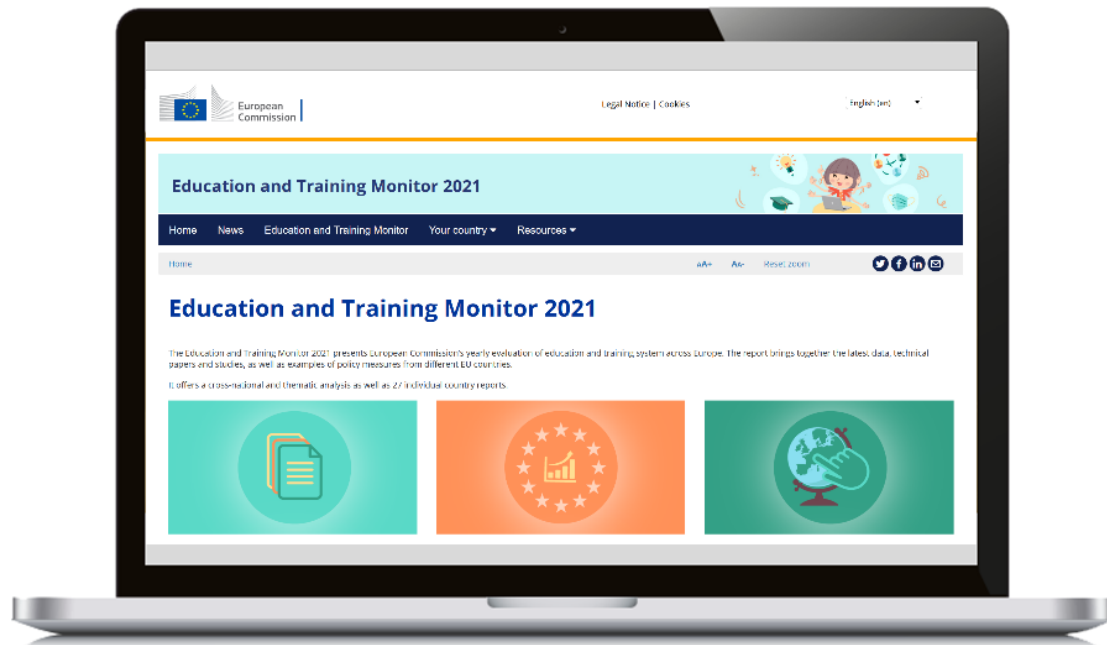
- Annual publications available as PDF and interactive HTML publications

- Data-rich publication based on several data sources

- Corporate technology (Webtools) provided by DG COMM
  - Interactive charts widgets based on the Highcharts technology
  - Accessible
  - Responsive
  - Multilingual

 https://op.europa.eu/webpub/eac/education-and-training-monitor-2021/en

Demo

Figure 13: Prevalence of students who report feeling happy [%]

- Chart data can be downloaded as Excel file

- Charts can be shared in the social media

- Charts can be saved as an image (inside the menu)

- Responsive

- It shows the underlying data

- Raw data of the charts can be downloaded.

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SCIP infographic - ECHA (europa.eu)

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