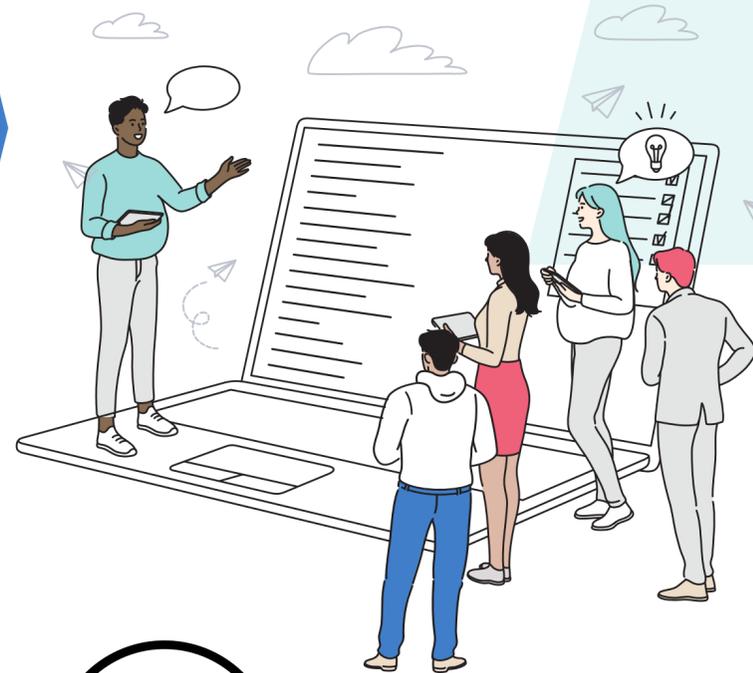


KB, National Library of the Netherlands in pictures 2021



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Online services



de Bibliotheek 
online

Delpher

dbnl



6 million
people.

These and other online services reached 42% of adults in the Netherlands.

The collection of the online Library grew by 3,000 e-books to

35,000 items.

The number of audio books rose from 4,500 to



7.800 items.



Together, this comes to over

7,5 million
loans.

de Bibliotheek 
online



Users of the **online Library** rated it with a score of **7.7.**

1



The TijdschriftenBieb (magazine) app was installed **50,000** times.
 The **16** digital magazines were read **800,000** times.
 The app scored a **7.6**.
90% of the users claimed that this app adds value to the online Library subscription.

In 2021, Delpher was visited **4.2 million** times by over **1.7 million** people, who viewed almost **57.4 million** pages.

The total Delpher collection comprises **133.4 million** pages from **150** institutions from home and abroad.

New on Delpher in 2021:
 themed pages and online exhibitions.



The Digital Library of Dutch Literature (DBNL) was visited almost **4.2 million** times by almost **2.8 million** people, who viewed over **8.8 million** pages in total.

407 new titles were added to the Digital Library of Dutch Literature (DBNL) collection.

The total DBNL collection now comprises **14,777** full-text searchable titles.

The DBNL scored an **8.3** in the customer satisfaction survey.

In 2021, KB.nl reached over **800,000** individual visitors. Together, they visited over **2 million** pages.



Children & youth

Together with our partners in the **network of public libraries**, we made sure that increasingly more children were inspired to start or continue reading.



de Bibliotheek 
jeugd

Jeugdbibliotheek.nl was revamped. The website attracted **20%** more visitors in 2021 and was visited

 **1.3 million** times.



The **'Book a Trip'** summer reading campaign resulted in **56,000** loans, **33,000** of which were audio books and **23,000** e-books.



95% of local libraries implemented The Library at School programme at **56%** of all primary schools.

de Bibliotheek 
op school



57,500 Boek Start Cases were distributed.
Over **34%** of all babies were reached.



Over **1.7 million** loans/streams were registered by the **'Modified Reading' library service**.

The KB provides library services to people with reading difficulties through the 'Modified Reading' programme.

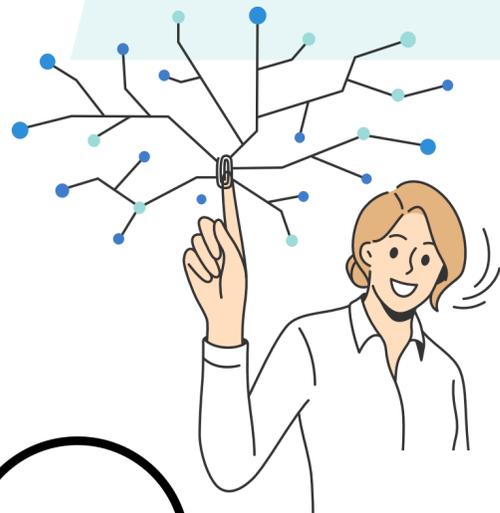


Heritage

Together with our partners in the Digital Heritage Network, we continued to work on making digital heritage



visible, usable & sustainable



The Memory of the Netherlands

is an initiative of the Dutch Digital Heritage Network, in which the KB is a partner.

It comprises contributions from **74** institutions, **35** of which are new.

The KB is editor-in-chief of the website.

In 2021, **5** new themes and

over **70** new stories were added.

The website received **681,000** page views.

4 million unique people were reached via Facebook and Instagram.



Online programming

De *smaak*
van *Nederland*
VAN SPRUITJES TOT SUSHI

Online programme about the diversity of the Dutch eating culture.



Launch during the radio programme **Mangiare.**

The **5** podcasts featuring culinary idols were listened to **2,000** times.

Appearance in radio programme **OVT** on NPO1.

3

The Medieval Meme Generator

46,000 visitors to medievalmemes.nl & medievalmemes.org since the launch.

The Medieval Meme tweets were viewed almost **75,000** times.

The explanatory videos were viewed **53,100** times.

Hall-of-fame exhibition at the KB.

Poster presentation during the international LIBER conference.

Lecture and workshop during The Hague Museum Night with **1,000** visitors.



Medieval
Memes

Fagel collection

Together with the Library of Trinity College Dublin, we broadcast **14** videos to bring the largest, private Dutch library still in existence to the attention of a wider audience.

KB Studio

Papier Hier

13 young artists took inspiration from **13** prominent writers and KB collection specialists to make works of art with, from and about recycled paper.



Virtual Reality

Together with **2** designers, we created a Virtual reality environment in which visitors can experience **4** fragile pop-up children's books.

Open Digital Libraries

International project with the National Libraries of Austria and Estonia. Making library collections accessible for creative use, together with students from TU Delft and the Royal Academy of Art, The Hague.

3 artists-in-residence

came to the KB to work with our collections. They explored how digitisation affects the way we experience printed words and physical books.

Press & Social Media

KB featured in:
1,041 internet articles
and
556 printed articles.
They were viewed
654 million
times.



Press highlights



€ 18 million extra for help
with digital affairs in libraries.

In November 2021, on media including NOS
News, Teletext, Goedemorgen Nederland
and Nu.nl



The Radio 1 programme *Mangiare* by
NTR was broadcast live from the KB
on 9 November.
It revolved around the KB podcast
series *De Smaak van Nederland*.



*Hup, naar de bieb (en niet alleen om
te lezen)* in the *Volkskrant* newspaper
(May 2021) gave an apt account of how
the library has developed into a broad-
based social institution.



Over **97,000** messages were received by our
social media teams, who sent almost **36,000**
replies.

Social media

Total number of messages posted on all KB social media accounts
(KB, online Library, Delpher, Bnetwerk, Biebcongres, etc):



Facebook **1,174**



Twitter **1,969**



Instagram **560**



LinkedIn **232**



YouTube **169**

Most popular KB Facebook post



KB's Facebook post announcing that guided tours of the KB repositories were being resumed got the highest number of link clicks at **69** clicks.



Highlight on Facebook @onlinebibliotheek



The most successful Facebook post on the online Library's account was about which book people considered to be the highlight of 2021.

Reach **5,574**
Interactions **5.54%**



KB Facebook post with the largest reach



The KB Facebook post referring to a newspaper article on Delpher about how to knit a trendy bathing suit had the largest reach in 2021.

Reach **5,396**



Best KB tweet by far



Tweet about a time lapse that shows the development of newspaper front pages during 100 years.

Impressions **36,000** Likes **94**
Interactions **4.76%**



Highlight on Instagram @KB

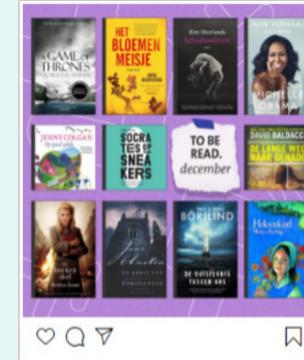


The post about acquiring 3 special Medieval manuscripts was the most popular Instagram post for @KB.

Reach **1,801**
Views **2,080**
Likes **199**



Highlight on Instagram @onlinebibliotheek



In Q4, the online Library launched a new social media strategy, with new formats and designs. The most successful Instagram post for the online Library was about reading tips for December.

Reach **3,871**
Interactions **108**



Most popular KB post on LinkedIn



The post with the largest reach on LinkedIn was the post about buying a 13th-century psalter.

Impressions **13,700**
Link clicks **328**
Likes **355**



Most popular KB job vacancy on LinkedIn



The most clicks were on a job vacancy for a book historian.

Impressions **8,738**
Link clicks **458**
Likes **181**



Bnetwork

In 2021, we started separate Twitter and LinkedIn accounts for the library network in order to improve communication with the library sector.



Digital Repository



This is what we store for the future in our digital repository:



Digital collection

Our digital collection grew by over **400,000** digitised and almost **520,000** born-digital publications.



Size of the digital collection is over **1.8 petabytes.**



Our **web archive** grew to almost **21,641** websites. The XS4ALL home pages archived in 2020 were made available.



Physical Repository



This is what we store for the future in our physical repository:

At the end of 2021, our printed collection comprised roughly:

3,545,000 books

737,400 magazine binders

116,600 newspaper binders.

A total of almost **4.4** million items.

In 2021 the collection grew by:

25,000 books

34,000 magazines

16,000 newspapers.

Welcome



Our printed collection grew by an average of

10 metres of bookshelves per week.

We now have a total of **120.5 km** of books, newspapers and magazines.

To the

National Bibliography,

47,410 items were added.



Research

Artificial Intelligence



The KB is the initiator of the Cultural AI Lab and the Culture and Media Working Group of the Dutch AI coalition.

KB and TU Delft started **Future Libraries Lab** for innovation in the library sector through academic research.

CLARIAH Plus

Until 2024 we will be working on an innovative, user-friendly infrastructure that gives researchers access to our digital collections.

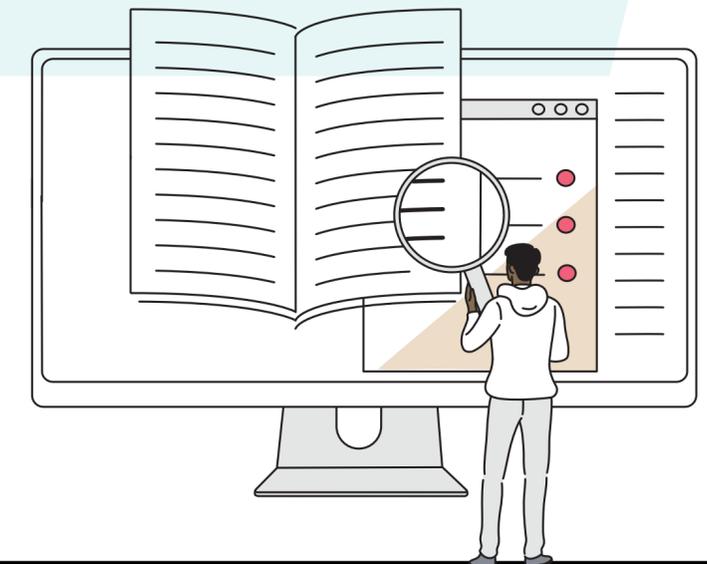


15,000

teachers had access to the **EBSCO database** with academic publications.

KB Lab

In 2021, **2** blogs, **5** datasets and **3** tools were added to the KB Lab.



Enabling research

Literatuurgeschiedenis.org

This educational website is a partnership between the KB and the Dutch Language Union. **50** new pages were added in 2021. **55,000** visitors per month. **4-year** subsidy awarded by the Dutch Foundation for Literature.



75 digital top items

have been added to the Wikimedia infrastructure.

The **15,310** copyright-free images of these digital top items were requested **7 million** times per month in 2021.



1.9 million

archive items about our history in slavery were unlocked via nationalearchief.nl/ slavery history, thanks to the Metamorfoze programme, that the KB runs. We spent **8 years** working on this.



Our networks



The KB participated in over **30 national and international partnerships**

such as UKB, GII, NCDD, NDE, CENL, CDNL, Europeana, NPOS, IFLA, Liber, IIPC and EDRLabs.

The Library Agreement for the public library sector (2020-2023) has been fine-tuned in the **Network Agenda**

Focus on:

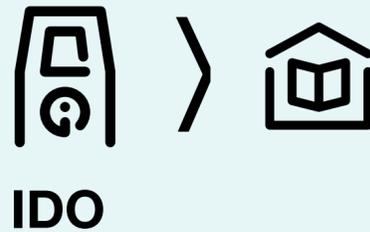
Promotion of reading, digital inclusion and lifelong development.

Digital citizenship was the theme of the online National Library conference. **Over 800** people took part.

Testing grounds for digital citizenship were started up in **5** libraries.



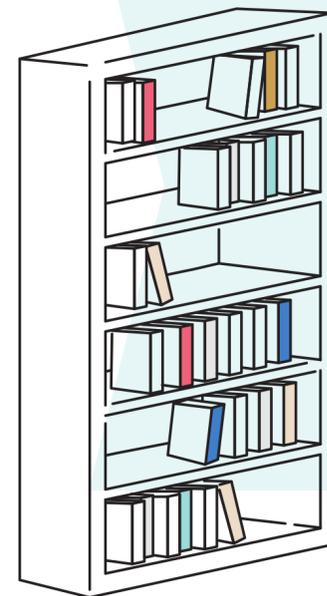
443 Digital Government Information Points (IDOs) were opened in public libraries.



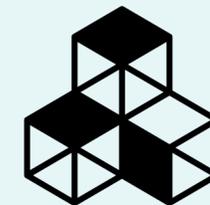
They received **21,000** questions about matters including donor registration, tax returns, making appointments for vaccinations and installing the COVID-19 tracing app.



Together with our partners, we are contributing to **4 of the UN sustainable development goals**



Literacy



Science



Heritage



Public access to information

KB } national library
of the netherlands