

MEDIAMIXER

FP7-318101

Deliverable 1.1.1

Report on platform establishment with features, repository and forum

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Executive summary

The online portal has been established to provide a repository for all the documents and information generated by the project. An interactive forum has been launched for cross-domain- and border communication between all media fragments offering and demanding parties and the research experts of MediaMixer. A forum moderation will ensure high quality discussions and results when collecting user feedback, requirements and best practice experiences from the use cases and demonstrators. The evaluation reports will summarize the portal usage and derive from this and community discussion emerging market interests, gaps and needs.

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Abstract (for dissemination)	This deliverable documents the establishment of the online portal to provide a repository for all the documents and information generated by the project. An interactive forum is provided for cross-domain- and border communication between all media fragments offering and demanding parties and the research experts of MediaMixer project.
Keywords	Community portal, forum, community building, online portal

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1 Introduction

The objective of the WP 1 “MediaMixer online portal” is to set up, establish and moderate an Online Portal (henceforth also referred to as “the portal”), a documents and software repository and discussion forum based on standard community software that provides:

- a repository for all the documents, software and information provisioned by the project. This includes catalogues for the relevant literature and materials, as well as a history of the project contributions. Content is organized by topic, level of technical detail, target group etc. in order to enable easy access by industry and other players in the media industry interested in semantic technologies.
- an interactive forum for networking through cross-domain- and -border communication among all project experts and the industry participants of the MediaMixer community.
- forum moderation that ensures the quality and focus of the discussion and results when connecting to existing associations and initiatives, collecting user feedback and opinions, as well as gathering requirements and best practice experiences.
- evaluation reports that summarize the portal usage and community discussions and derive from this the emerging market interests, gaps and needs.

In essence, the portal provides the linking between the research and industry community and the discussion moderation and guidance required for the uptake of the semantic technologies promoted by MediaMixer. Meanwhile, it facilitates the identification of industry requirements that enrich the use cases dealt by WP2 “Technology use cases and demonstrators” and thus makes the demonstrators produced more appealing.

1.1 Role of the Online Portal in relation to Home Page and Wiki

The MediaMixer project features three different platforms for internal and external communication:

1. Homepage, public (project description, partners, newsletters, posts, tweets, etc.), read only, <http://mediamixer.eu/>, (hosted by STI)
2. Online Portal to build up the community, visible for consortium and partners (different visibility for registered and unregistered partners), <http://community.mediaplexer.eu/> , (hosted by Condat)
3. Media Wiki, for consortium internal communication, read and write by consortium members http://mediamixer.eu/wiki/index.php/Main_Page, (hosted by STI)

The three platforms will use separate installations and different technology; There will be no strong connection between the three platforms except links, e.g. from the home page 1) to the online portal 2).

1.2 Purpose of the Online Portal

The purpose of the Online Portal is to build up a community with partners and external organizations. It has been set up to provide the following services: user group management, communication forum, history of most recently added items and a repository of literature and materials. Read access to the portal contents must be public, while write access requires acquiring a user account. MediaMixer community members will be automatically portal users. However, while it will also be used via its public presence to advertise the value of MediaMixer, the objective is to solicit new applications to join the community. The portal offers functional areas for the registered and unregistered users to:

- inform about project scope and elements
- enable required knowledge and technology transfer by providing related materials such as tutorials, presentations and software
- highlight demonstrators offered by partners

- show use cases to expose the benefits of a Media Mixer hub
- give information on events (trainings, congresses, fairs etc.) related to the project
- features a restricted member area for sharing exclusive content and communicating through private forums
- provide forums to enable discussion amongst portal users and the MediaMixer partners

2 Online Portal Setup and Establishment

2.1 User Groups

The following user groups are initially defined at the portal launch:

- **External users:** all end users without registration, a larger group of interesting, observing companies with just read permission.
- **Core external partners:** this are end users with registration, a smaller group of well known partners having all read- but only a few write permissions.
- **Consortium members**
- **Administrators.**

New user groups may be defined if required in the course of the project.

2.2 Tasks and Access Rights for the User Groups

2.2.1 External Users (without login account, only read permission, restricted visibility)

The Online Portal provides the following functions for all users visiting the community page without login. They can fully see this functional areas and basic information:

- Start page
- Calendar with events related to MM objectives
- Tweets in the right column
- Contact information.

These areas are partly visible:

- Access to a subset of the materials offered in catalogues with tree structure, which is dynamically filled by community members and partners
- Access to a subset of the demonstrators
- Access to a subset of the forums
- The download of materials on all pages can be restricted to registered users
- “Whats new” shows only the new information visible for not registered users.

2.2.2 Core external partners (with login account, full visibility, restricted write permission)

A personal login allows to see the all information offered by the portal, but enables only write permission to enter new forum entries:

- Access to all materials
- Access to all demonstrators
- “Whats new” shows all new information
- Access to all forums and the users can enter new entries to discuss any issues structured in a tree of threads.

2.2.3 Consortium members (extended write permission)

Only the consortium members are allowed at present to insert and delete new documents:

- the maintenance of the content areas (materials, demonstrators, use cases, etc.) has to be performed by the corresponding responsible partners;

- The moderation of forums, which covers the creation of new forum threads, observing all threads and eliminating or correcting entries is organized as follows:
 - the common forums for discussion of general aspects, such as regarding the offered threads, organizational aspects or invitation of new participants, are moderated by the responsible partner;
 - all other area related forums are moderated by the corresponding responsible project partners.
 Note: the responsibility for the forum moderation is not restricted by r/w permissions (each consortium member can possibly r/w each forum)

This group will perspective receive additional rights, e.g. to insert subscribers for training events.

2.2.4 Administrators (full read and write permission)

The administrators are offered the following management functions:

User / Group management for dynamically changing user groups:

- definition, change and deletion of different user groups with specific access rights (r/w)
- definition, change and deletion of users for each user group with specific access rights (r/w)
- we estimate to have ca. 5 – 10 user groups and 100 -300 end users.

Portal management:

- inclusion of new functions
- installation of new demonstrators
- change design and templates
- view statistics for usage of the portal, which covers to view the currently registered users and statistics about the access of the portal areas; the information is mainly measured through the exploitation of the http-protocol traffic.

2.3 Portal Implementation

Condat has implemented the portal in the following steps.

Community portal Selection

The objective was to build the portal on the basis of a freely available off-the-shelf CMS¹, such as Confluence, Drupal, Plone, etc. A short evaluation has been carried out to select the best fitting tool based on the validation criteria:

- Open Source
- easy to use
- standard user interfaces should be available, which need only few customization for offering e.g. use case descriptions or demo materials
- user groups and rights management should allow for building different groups, which may have the right to edit and extend topics
- it should be possible to integrate a forum and allow to delegate the rights to create new threads and moderate them
- simplicity, so it is preferred that it does not feature functionalities beyond the previous one, which might interfere during portal development.

¹ CMS (Content Management System)

The evaluation process finally resulted in selecting the free, Open Source CMS tool Plone 2. The main reasons supporting this choice have been: easy set up, flexible means for user group definition and rights management and the option to integrate discussion forums.

Portal setup

Condat has already some experiences with Plone from customer projects concerning the development of web portals with collaboration functionalities. The following steps have been carried out to develop and install the portal based on the Plone CMS:

- Condat has developed a website wireframe and suggested a portal structure facilitating for the features stated above

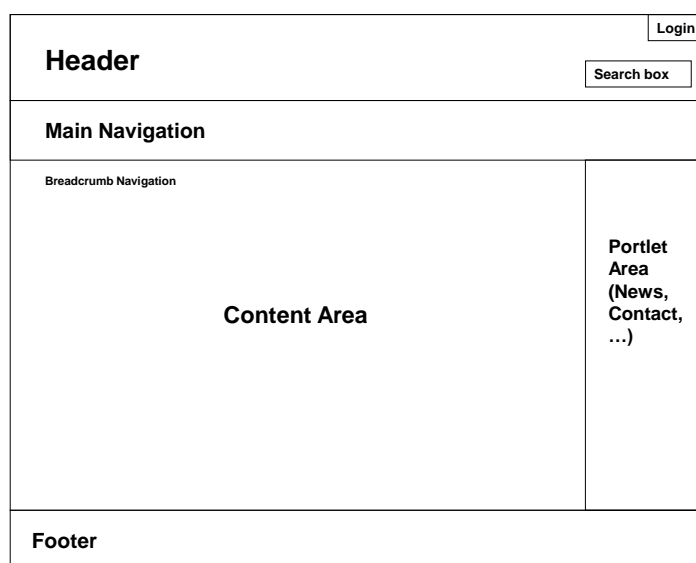


Figure 1: Portal Website Wireframe

- The project partners have approved the proposed functions and design
- Condat has implemented the Online Portal on the basis of
 - the core module of Plone and
 - a separate forum module for communicating and discussing with external partners.
- The MediaMixer design and colours, which are applied for the home page, logo and documents have been taken over and adapted for the portal design and layout
- Several templates have been created for the standard layout for all functional areas
- In order to guarantee that the portal is flexible enough to accommodate additional requirements along the project lifecycle and beyond, the following considerations have been taken into account:
 - define additional user groups, e.g. for offering or demanding Media Fragments
 - define more specific r/w permissions, e.g. for consortium and core partner group
 - publish certain Online Portal areas publicly, which can be reached from the public website; this could e.g. be relevant for the demonstrators or materials.

Technical Maintenance and Support

The main portal administration will be handled by Condat, which covers to

- host the portal server, Plone CMS and MediaMixer portal,

² <http://plone.org/>

- provide the main contact for technical maintenance and support issues and
- co-ordinate publishing and updating of the content by the consortium partners.

2.4 Configuration, Populating and Moderation of the Portal

2.4.1 Populating the repository with project materials

The project and core partners have gathered relevant materials – exiting software, tools, presentations and documents produced and provided by the project. MediaMixer own material and documents have been stored on the portal and are now available for reading and/or download. Links are provided to external materials and documents of relevance. An initial analysis has lead to offer a set of technologies needed for Media mixing, based on the usage of specifications and tools in past and present semantic media projects to access the functionalities considered core to the MediaMixer approach. This „core technology set“ will be extended and refined throughout the MediaMixer project based on the experiences gained from the demonstrators and events from the WP4 “Information, demonstration and training events” as well as from the feedback from the community. The collection of materials and documents on the portal will be informed by this core technology set.

2.4.2 Collaboration and publication workflow

In order to minimize duplicate data storage, a consistent workflow has been implemented for the main tasks carried out in the course of the project, i.e.:

- Materials already having maturity for distribution are directly published in the Online Portal (by the responsible consortium member)
- All kind of materials intended for release to either external partners or the public, which need discussions by the consortium, will be stored and reviewed in the Media Wiki first. Having reached release maturity, materials will be published to the Online Portal for presentation and discussion (by the responsible consortium member).
- Consortium internal communication will be restricted to the Media Wiki (by all consortium members).
- Only selected materials (i.e. press releases) will be published to the external website.

2.4.3 Moderation of forums

The portal forum with their users, discussion threads and involved materials need a steady moderation and maintenance in order to ensure usability and content quality. The moderation tasks will be delegated to different responsible partners of the consortium. An initial forum has been set up, and a plan for further expansion is currently worked out, depending on the community growth and interaction. We assume, that the portal has to be repeatedly reconfigured according to growing user groups and discussion subjects need update with current topics and materials. In addition, vast discussions have to be summarized, obsolete contributions must be deleted and material collections have to be refreshed.

2.4.4 Evaluation and reporting

The experiences concerning the portal usage gained through the different tasks carried out during the project will be collected in status reports in several cycles. These reports summarize the portal usage and derive from this and the community discussions information about emerging market interest, gaps and needs.

The main evaluation results will be gathered after the first year and reported in “D1.3.1 Intermediate report on platform usage of content repository and forum and the core technology set”.

The report “D1.4.1 Final report on platform usage of content repository and forum and the core technology set” will contain the overall evaluation results, covering all experiences regarding the relevant user groups, guidelines for continued community involvement, and maintenance of materials and the forums.

3 Documentation of User Interface and Functions

The following chapter describes the portal functional areas of the **MediaMixer community portal** as designed, built and launched in WP 1 “Media Mixer online portal” to set up and sustain an active community of users and experts in the field of semantic multimedia technology. It is publicly accessible at:

<http://community.mediamixer.eu>.

3.1 Basic portal layout and content

The portal features a straightforward and easy to use interface. The structure was defined according to the wireframe designed in the first project phase with the horizontal navigation and news information in the right column:

- ① Upon accessing the portal homepage, visitors are welcomed and made familiar with the project scope and portal offering
- ② All portal sections are reachable through the vertical main navigation bar
- ③ An additional breadcrumb navigation beneath provides further guidance and orientation
- ④ Information related to each page content (i.e. contacts, downloads) can be found in a column on the right side of the page
- ⑤ Content can be shared across all major social media such as Facebook, twitter, Yahoo, etc. platforms
- ⑥ A site wide search finds content fast and efficient in all pages of the Website, but not in uploaded materials
- ⑦ Exclusive content and discussion fora are available for registered users after login.
(see also section 2.2)

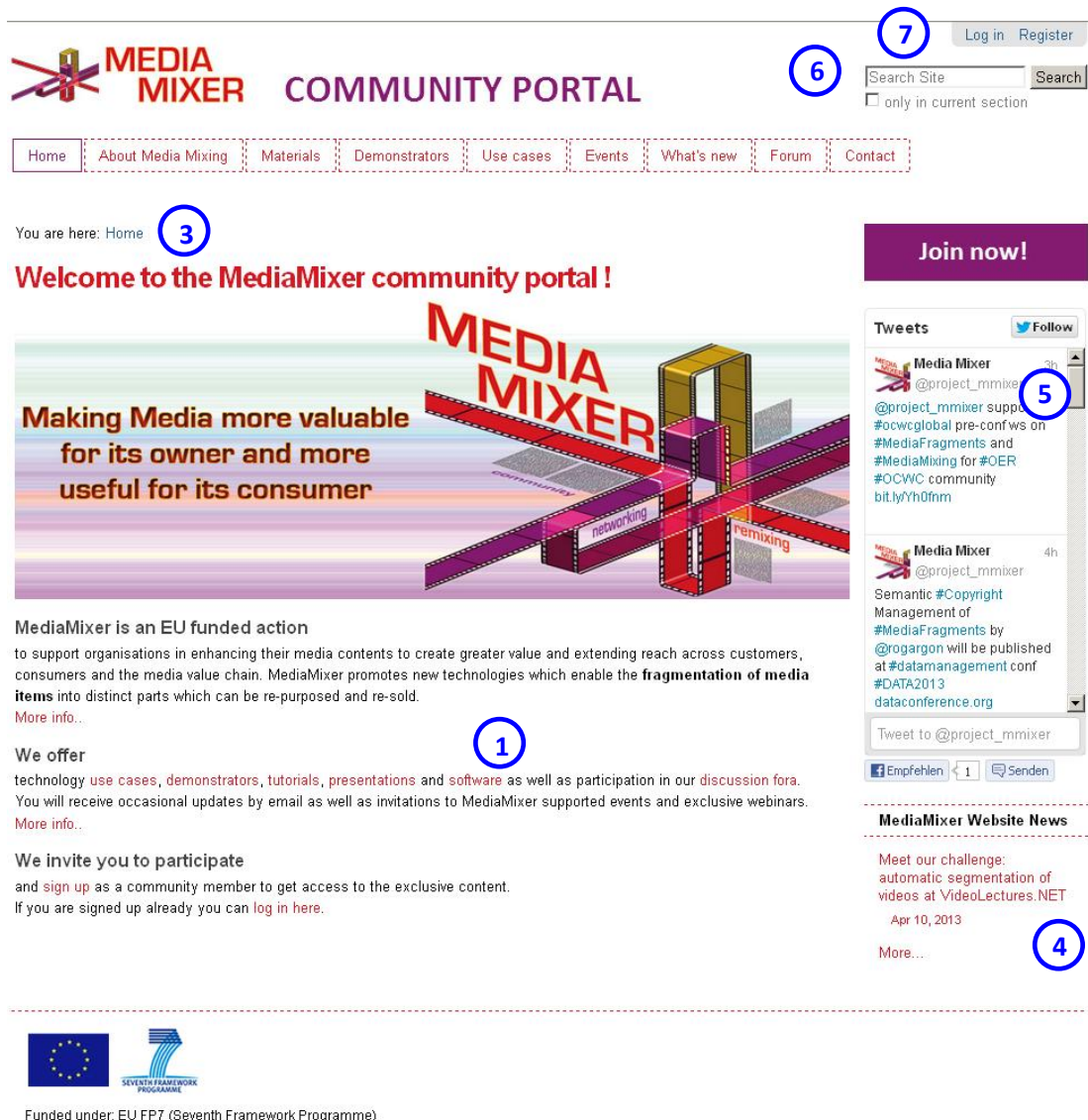



Figure 2: Basic portal layout

3.2 Portal Areas

The portal comprises materials, tools and documentation developed by the partners, Open Source and commercial products from 3rd parties. The collection is concentrated on tools, which could be easily installed, use widespread used materials and do not cause high costs.

3.2.1 Materials

In the materials section, tutorials, presentations and software related to the MediaMixer topics are available for viewing, download or as a link. The materials could be of any type and format (for instance .doc, .ppt, .pdf. or .xls. Access to downloads marked with the  icon is restricted to registered users.

The user may use the buttons on the right to recommend the current page via Facebook or send a Tweet. These options are offered on all portal pages (not shown in the following figures).



You are here: [Home](#) / [Materials](#) / Presentations



Presentations

Slides on different project topics

Title	Topic(s)	Author	Type
Enrichment of News Show Videos with Multimodal Semi-Automatic Analysis 	Creation Description	Vasileios Mezaris (CERTH) et al.	PDF
High-level event detection in video exploiting discriminant concepts 	Creation Description	Vasileios Mezaris (CERTH) et al.	PDF
Improving interactive video retrieval by exploiting automatically-extracted video structural semantics 	Creation Description	Vasileios Mezaris (CERTH) et al.	PDF
On the use of visual soft semantics for video temporal decomposition to scenes 	Creation Description	Vasileios Mezaris (CERTH) et al.	PDF
Temporal video segmentation and classification using spatial spatio-temporal features 	Creation Description	Vasileios Mezaris (CERTH)	PDF
Semantische Technologien in cross-medialen Produktionsabläufen (German) 	Re-use	Rolf Fricke (Condat AG) et al.	PDF
Copyright Reasoning Explained 	Rights	Roberto García (Universitat de Lleida)	PDF
Enabling interoperable and rights-aware DRM using the Semantic Web	Rights	Roberto García (Universitat de Lleida)	Slideshare
Semantics at the multimedia fragment level or how enabling the remixing of online media	Specification Creation Description	Raphael Troncy (EURECOM)	Slideshare



Please note that downloading files marked with a  requires a community membership. **Signing up** is free and easy.

Figure 3: Subsection Presentations of Materials Section

3.2.2 Demonstrators

In the demonstrators section, applications highlighting the use of the semantic technologies promoted by MediaMixer are available for download or as a link. The demonstrators are usually offered as Web Applications, which could directly be used via a browser to get a first impression of their features through small examples. Input could possibly entered manually (e.g. a sentence, a file or an URL) and the results are directly displayed on the screen.

In this section, access to downloads marked with the  icon is restricted to registered users.

Home	About Media Mixing	Materials	Demonstrators	Use cases	News	Events	Forum	Contact
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You are here: [Home](#) / Demonstrators

Demonstrators

Title	Topic(s)	Developer(s)
NERD Viewer NERD proposes a web framework which unifies numerous named entity extractors using the NERD ontology which provides a rich set of axioms aligning the taxonomies of these tools.	Creation	EURECOM
EuropeanaConnect Media Annotation prototype Prototype using the YUMA Annotation Tool for generating media fragments URIs for Europeana content	Creation	Austrian Institute of Technology et al.
Video demo of object re-detection Given an input visual object the system finds all fragments of the media in which the object (re-)appears	Creation	LinkedTV resarch project
Synote Researcher Synote makes multimedia resources such as video and audio easier to access, search, manage, and exploit	Creation Management Re-use	University of Southampton et al.
TV Metadata Generator Takes a video and its corresponding metadata files, available in different formats, and produces a RDF representation of the whole information	Description	EURECOM
Ligne de Temps Platform A client-side implementation of the temporal and spatial dimensions enabling to create and share media fragments	Re-Use	Institut de recherche et d'innovation (IRI)
NinSuna Media Fragments Server Demo of W3C Media Fragments delivery from a HTTP server	Specification	Multimedia Lab (MMLab) Gent
NinSuna Media Fragments Player HTML5-based Media Fragments URI 1.0 player using mediafragment.js	Specification	Multimedia Lab (MMLab) Gent
xywh.js implements the spatial media fragments dimension of the W3C Media Fragments URI specification as a polyfill. See http://www.w3.org/TR/media-frags/#naming-space for the full details.	Specification	Thomas Steiner

Figure 4: Demonstrators Section



3.2.3 Use cases

This section contains use case descriptions for core partners, and demos employing MediaMixer technologies. The descriptions of projects are available for download. Access to downloads marked with a  is restricted to registered users.

Home About Media Mixing Materials Demonstrators **Use cases** News Events Forum Contact

You are here: [Home](#) / Use cases

Use cases

Title	Topic	Author(s)	Type
VideLecturesMashup - your topical channel of learning video 	Creation	Tanja Zdošek (JSI) Lyndon Nixon (STI) Ana Fabjan (JSI)	PDF
Re-use of Video Materials in the Newsroom 	Specification	Rolf Fricke (Condat)	PDF


Please note that downloading files marked with a  requires a community membership. **Signing up** is free and easy.

Figure 5: Use case Section

3.2.4 What's new

In the section “What’s new” users get updates on new content items recently uploaded to the portal. Also, all project related news will be published here.

Home About Media Mixing Materials Demonstrators Use cases Events **What's new** Forum Contact

You are here: [Home](#) / What's new

What's new

List of recently added items

Title	Creator	Item Type	Modification Date
Media Fragment Description	Matthias Bennör	Article	Mar 08, 2013 01:26
Media Fragment Rights	Matthias Bennör	Article	Mar 08, 2013 01:27
Media Fragment Creation	Matthias Bennör	Article	Mar 08, 2013 01:26
Media Fragment Specification	Matthias Bennör	Article	Mar 08, 2013 01:26
VideLecturesMashup - your topical channel of learning video	Matthias Bennör	File	Mar 12, 2013 04:31
Copyright Reasoning Explained	Matthias Bennör	File	Mar 08, 2013 02:13
About Media Mixing	Matthias Bennör	Article	Mar 07, 2013 04:22
What do you think?	Matthias Bennör	Conversation	Feb 27, 2013 04:23
What do you think?	Matthias Bennör	Comment	Feb 27, 2013 04:08
Re-use of Video Materials in the Newsroom	Matthias Bennör	File	Apr 11, 2013 11:32

« Previous 10 items 1 2 3 4 5 Next 10 items »

Figure 6: What's new Section


3.2.5 Events

In the events section, all project related events such as seminars, trade fairs and other events will be published. Events are shown in a calendar and a list.

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[Materials](#)
[Demonstrators](#)
[Use cases](#)
[News](#)
[Events](#)
[Forum](#)
[Contact](#)



You are here: [Home](#) / Events

Events

 iCal export

[f](#)
[G](#)
[+](#)
[t](#)
[Y!](#)
[W](#)

Upcoming Events



Today

May 2013

Month
Week
Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	1	2	3	4	5
6	7	8	9	10	11	12
		9am OCWC Global Conference 2013				
13	14	15	16	17	18	19
9am WWW 2013						
20	21	22	23	24	25	26
						9am ESWC 2013
27	28	29	30	31	1	2
ESWC 2013					9am SEMTECHBIZ 2013	

NAB Show
 Apr 06, 2013 - Apr 11, 2013
 — Las Vegas US

ICMR 2013
 Apr 16, 2013 - Apr 19, 2013
 — Texas US

OCWC Global Conference 2013
 May 08, 2013 - May 10, 2013
 — Bali ID

WWW 2013
 May 13, 2013 - May 17, 2013
 — Rio de Janeiro BR

ESWC 2013
 May 26, 2013 - May 30, 2013
 — Montpellier FR

SEMTECHBIZ 2013
 Jun 02, 2013 - Jun 05, 2013
 — San Francisco US

1st Summer School on Media Fragment Creation and Remixing
 Jun 03, 2013 - Jun 06, 2013
 — Chania/Crete GR

Upcoming events...

Figure 7: Events section

3.2.6 Forum

In the forum section, all project related matters can be discussed in a classic discussion board environment. Discussion boards are moderated by the MediaMixer partners. A board can be open to all website visitors or restricted to logged-in users, a certain user group or just two people (private board). Read and write access can be handled individually for each board.



Figure 8: Forum Section

3.3 Other portal functionality

3.3.1 User registration with full and restricted access

The portal features a self-service registration process, enabling users to open up a user account for the site in a few minutes. Users register with name and mail address and choose their own username and password. They are then automatically added to a standard user group enabling them to access restricted portal areas and content such as downloads in the Materials section of the portal. Users cannot see which other users are registered at the portal.

In the administrative backend of the portal, users can be equipped with individual read/write access to portal areas, content or forums. They can also be added to a group of users with a certain set of rights.

Registered users have a profile page where they can enter basic information about themselves. Moreover, they can be contacted by other users via a contact form:

You are here: [Home](#)

Matthias Bennör

Matthias Bennör, born in 1975, is Marketing Manager at Berlin-based Condat AG with a focus on workforce management and mobile applications. The business graduate gained professional experience in various IT companies in Germany and abroad and expanded its specialist know-how in the area of online and social media marketing in 2009.

Location: Berlin, Germany



[Author's external home page...](#)

If you want to contact this author, fill in the form below.

Feedback for author

Subject ■

Message ■

...

Figure 9: User profile page Section

3.3.2 Portal statistics

All activity in the portal (page views, downloads and so on) is tracked via Google Analytics in order to monitor usage and initiate enhancements. The following statistics shows already the traffic caused by the invitation of community members with a first visit and registration to the portal.

You are here: [Home](#) / portal_analytics

Google Analytics

[Visit Google Analytics](#)

[Up to Site Setup](#)

Authorized: [analytics@condat.de](#) [\[Revoke access\]](#)

Results Tracking Reports Settings

Last 30 Days



309 total visits in the last 30 days

10 average visits per day

Top 5 Pages

URL	Views
/	447
/about	129
/materials/presentations	99
/Plone	98
/usecases	87

Top 5 Sources

Domain	Visits
(direct)	192
summerschool.mediamixer.eu	57
mediamixer.eu	38
facebook.com	7
google	7

Figure 10: Portal statistics

4 Hard- and Software

Operating System:	Linux (CentOS)
CMS:	Plone, Version 4.2.5 March 2013
Forum:	Ploneboard, Version 3.0 (Plone AddOn)
Network:	10mbit
Browser:	Recommendation: Chrome Version 26.0 or higher Mozilla Firefox Version 19.0 or higher
Hardware:	Server Barebone, Xeon 5600, Supermicro Server 1026T-URF4 with Dual Intel Xeon 5600/5500 Serie (X/E/L) (additional applications are hosted on the server according to free CPU capacity)
Diskspace:	4 GB

5 Conclusion

The main challenge for the set up of the portal was to offer potential users an easy access and clear navigation to find an attractive initial offer, which motivates them to register, participate and return to the site. A well-known, key success factor for the user's registration is often, that they can expect a considerable added value. An interesting offer could be the offer to download papers or demonstrators, which are not available in the open Internet. In addition, the registration should not request too much information about the user, which could prevent them from participating. The MediaMixer Online Portal just requires new users to provide their name and e-mail address.

The invitation for community members resulted in 37 registrations until end of March, which meets the initial expectations. The registered users group will probably grow further, being expected to reach about 100 users.

The architectural design has targeted a flexible portal, capable of adapting to the on going project activities, which are:

- a steadily growing content base.
- the interests and needs of the community group.
- new tools offered by the project partners.
- new features offered by the site.
- events planned during the project.
- extended use cases.

The portal contents, discussions and features will be further improved and extended, such as new tools with extended features that enable additional benefits for end users and thus lead to new use cases. The discussions in the community group and the portal functions should also initiate and boost this innovation process. A permanent observation and maintenance of the contents quality and forum contributions will ensure community benefits and its growth.

6 References

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