Final report covering wider social implications and plan for the use & dissemination of foreground

FI-CONTENT

D1.10: Final report covering wider social implications and plan for the use & dissemination of foreground

Grant Agreement number: 284534

Project acronym: FI-CONTENT

Project title: FUTURE MEDIA INTERNET FOR LARGE SCALE CONTENT EXPERIMENTATION

Funding Scheme: IP

Period covered: **from: 1st April 2011** **to: 31st March 2013**

Name of the scientific representative of the project's co-ordinator, Title and Organisation: Henri FOURDEUX (Technicolor)

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Table of contents

1 - Report on societal implications

A General Information *(completed automatically when **Grant Agreement number** is entered.*

Grant Agreement Number:	284534
Title of Project:	Future media Internet for large scale CONTent experimENTation
Name and Title of Coordinator:	Henri FOURDEUX (Technicolor)

B Ethics

1. Did your project undergo an Ethics Review (and/or Screening)? • If Yes: have you described the progress of compliance with the relevant Ethics Review/Screening Requirements in the frame of the periodic/final project reports? Special Reminder: the progress of compliance with the Ethics Review/Screening Requirements should be described in the Period/Final Project Reports under the Section 3.2.2 *'Work Progress and Achievements'*	***No***
2. Please indicate whether your project involved any of the following issues (tick box) :	
RESEARCH ON HUMANS	
• Did the project involve children?	***No***
• Did the project involve patients?	***No***
• Did the project involve persons not able to give consent?	***No***
• Did the project involve adult healthy volunteers?	***No***
• Did the project involve Human genetic material?	***No***
• Did the project involve Human biological samples?	***No***
• Did the project involve Human data collection?	***No***
RESEARCH ON HUMAN EMBRYO/FOETUS	
• Did the project involve Human Embryos?	***No***
• Did the project involve Human Foetal Tissue / Cells?	***No***
• Did the project involve Human Embryonic Stem Cells (hESCs)?	***No***
• Did the project on human Embryonic Stem Cells involve cells in culture?	***No***
• Did the project on human Embryonic Stem Cells involve the derivation of cells from Embryos?	***No***
PRIVACY	
• Did the project involve processing of genetic information or personal data (eg. health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)?	***No***
• Did the project involve tracking the location or observation of people?	***No***
RESEARCH ON ANIMALS	
• Did the project involve research on animals?	***No***
• Were those animals transgenic small laboratory animals?	***No***
• Were those animals transgenic farm animals?	***No***
• Were those animals cloned farm animals?	***No***
• Were those animals non-human primates?	***No***
RESEARCH INVOLVING DEVELOPING COUNTRIES	
• Did the project involve the use of local resources (genetic, animal, plant etc)?	***No***
• Was the project of benefit to local community (capacity building, access to healthcare, education etc)?	***No***
DUAL USE	
• Research having direct military use	***No***
• Research having the potential for terrorist abuse	***No***

C Workforce Statistics

3. Workforce statistics for the project: Please indicate in the table below the number of people who worked on the project (on a headcount basis).

Type of Position	Number of Women	Number of Men
Scientific Coordinator		1
Work package leaders	1	4
Experienced researchers (i.e. PhD holders)	1	7
PhD Students		
Other	5	26

4. How many additional researchers (in companies and universities) were recruited specifically for this project?	***N/A***
Of which, indicate the number of men:	

D Gender Aspects

5. Did you carry out specific Gender Equality Actions under the project?

○ Yes
⊙ No

6. Which of the following actions did you carry out and how effective were they?

	Not at all effective				Very effective
❑ Design and implement an equal opportunity policy	○	○	○	○	○
❑ Set targets to achieve a gender balance in the workforce	○	○	○	○	○
❑ Organise conferences and workshops on gender	○	○	○	○	○
❑ Actions to improve work-life balance	○	○	○	○	○

○ Other:

7. Was there a gender dimension associated with the research content – i.e. wherever people were the focus of the research as, for example, consumers, users, patients or in trials, was the issue of gender considered and addressed?

○ Yes- please specify

⊙ No

E Synergies with Science Education

8. Did your project involve working with students and/or school pupils (e.g. open days, participation in science festivals and events, prizes/competitions or joint projects)?

O Yes- please specify: brainstorming sessions, focus group to collect element of media/content usage scenarios.

⊙ No

9. Did the project generate any science education material (e.g. kits, websites, explanatory booklets, DVDs)?

○ Yes- please specify

⊙ No

F Interdisciplinarity

10. Which disciplines (see list below) are involved in your project?

⊙ Main discipline[1]: Audiovisual and Media

○ Associated discipline[1]: ○ Associated discipline[1]:

G Engaging with Civil society and policy makers

11a Did your project engage with societal actors beyond the research community? *(if 'No', go to Question 14)*

⊙ Yes
○ No

11b If yes, did you engage with citizens (citizens' panels / juries) or organised civil society (NGOs, patients' groups etc.)?

⊙ No

○ Yes- in determining what research should be performed

○ Yes - in implementing the research

○ Yes, in communicating /disseminating / using the results of the project

[1] Insert number from list below (Frascati Manual).

11c In doing so, did your project involve actors whose role is mainly to organise the dialogue with citizens and organised civil society (e.g. professional mediator; communication company, science museums)?	○ ⊙	Yes No

12. Did you engage with government / public bodies or policy makers (including international organisations)

- ○ No
- ○ Yes- in framing the research agenda
- ○ Yes - in implementing the research agenda
- ⊙ Yes, in communicating /disseminating / using the results of the project

13a Will the project generate outputs (expertise or scientific advice) which could be used by policy makers?

- ○ Yes – as a **primary** objective (please indicate areas below- multiple answers possible)
- ○ Yes – as a **secondary** objective (please indicate areas below - multiple answer possible)
- ⊙ No

13b If Yes, in which fields?

Agriculture		Energy		Human rights	
Audiovisual and Media		Enlargement		Information Society	
Budget		Enterprise		Institutional affairs	
Competition		Environment		Internal Market	
Consumers		External Relations		Justice, freedom and security	
Culture		External Trade		Public Health	
Customs		Fisheries and Maritime Affairs		Regional Policy	
Development Economic and Monetary Affairs		Food Safety		Research and Innovation	
		Foreign and Security Policy		Space	
Education, Training, Youth		Fraud		Taxation	
Employment and Social Affairs		Humanitarian aid		Transport	

13c If Yes, at which level?

- ○ Local / regional levels
- ○ National level
- ○ European level
- ○ International level

H Use and dissemination

14. How many Articles were published/accepted for publication in peer-reviewed journals?	**5**
To how many of these is open access[2] provided?	
How many of these are published in open access journals?	**None**
How many of these are published in open repositories?	**5**
To how many of these is open access not provided?	**None**
Please check all applicable reasons for not providing open access:	
❑ publisher's licensing agreement would not permit publishing in a repository ❑ no suitable repository available ❑ no suitable open access journal available ❑ no funds available to publish in an open access journal ❑ lack of time and resources ❑ lack of information on open access ❑ other[3]: ……	

15. How many new patent applications ('priority filings') have been made? *("Technologically unique": multiple applications for the same invention in different jurisdictions should be counted as just one application of grant).*		**None**
16. Indicate how many of the following Intellectual Property Rights were applied for (give number in each box).	Trademark	
	Registered design	
	Other	
17. How many spin-off companies were created / are planned as a direct result of the project?		**None**
Indicate the approximate number of additional jobs in these companies:		

18. Please indicate whether your project has a potential impact on employment, in comparison with the situation before your project:

❑	Increase in employment, or	X	In small & medium-sized enterprises
X	Safeguard employment, or	X	In large companies
❑	Decrease in employment,	❑	None of the above / not relevant to the project
❑	Difficult to estimate / not possible to quantify		

19. For your project partnership please estimate the employment effect resulting directly from your participation in Full Time Equivalent (*FTE = one person working fulltime for a year*) jobs:	*Indicate figure:*

[2] Open Access is defined as free of charge access for anyone via Internet.
[3] For instance: classification for security project.

Difficult to estimate / not possible to quantify	X

I Media and Communication to the general public

20. As part of the project, were any of the beneficiaries professionals in communication or media relations?

○ Yes ⊙ No

21. As part of the project, have any beneficiaries received professional media / communication training / advice to improve communication with the general public?

○ Yes ⊙ No

22 Which of the following have been used to communicate information about your project to the general public, or have resulted from your project?

❑	Press Release	❑	Coverage in specialist press
❑	Media briefing	❑	Coverage in general (non-specialist) press
❑	TV coverage / report	❑	Coverage in national press
❑	Radio coverage / report	❑	Coverage in international press
X	Brochures /posters / flyers	❑	Website for the general public / internet
❑	DVD /Film /Multimedia	❑	Event targeting general public (festival, conference, exhibition, science café)

23 In which languages are the information products for the general public produced?

❑	Language of the coordinator	X	English
❑	Other language(s)		

***Question F-10*:** Classification of Scientific Disciplines according to the Frascati Manual 2002 (Proposed Standard Practice for Surveys on Research and Experimental Development, OECD 2002):

FIELDS OF SCIENCE AND TECHNOLOGY

1. NATURAL SCIENCES

1.1 Mathematics and computer sciences [mathematics and other allied fields: computer sciences and other allied subjects (software development only; hardware development should be classified in the engineering fields)]

1.2 Physical sciences (astronomy and space sciences, physics and other allied subjects)

1.3 Chemical sciences (chemistry, other allied subjects)

1.4 Earth and related environmental sciences (geology, geophysics, mineralogy, physical geography and other geosciences, meteorology and other atmospheric sciences including climatic research, oceanography, vulcanology, palaeoecology, other allied sciences)

1.5 Biological sciences (biology, botany, bacteriology, microbiology, zoology, entomology, genetics, biochemistry, biophysics, other allied sciences, excluding clinical and veterinary sciences)

2 ENGINEERING AND TECHNOLOGY

2.1 Civil engineering (architecture engineering, building science and engineering, construction engineering, municipal and structural engineering and other allied subjects)

2.2 Electrical engineering, electronics [electrical engineering, electronics, communication engineering and systems, computer engineering (hardware only) and other allied subjects]

2.3. Other engineering sciences (such as chemical, aeronautical and space, mechanical, metallurgical and materials engineering, and their specialised subdivisions; forest products; applied sciences such as geodesy, industrial

chemistry, etc.; the science and technology of food production; specialised technologies of interdisciplinary fields, e.g. systems analysis, metallurgy, mining, textile technology and other applied subjects)

3. MEDICAL SCIENCES

3.1 Basic medicine (anatomy, cytology, physiology, genetics, pharmacy, pharmacology, toxicology, immunology and immunohaematology, clinical chemistry, clinical microbiology, pathology)

3.2 Clinical medicine (anaesthesiology, paediatrics, obstetrics and gynaecology, internal medicine, surgery, dentistry, neurology, psychiatry, radiology, therapeutics, otorhinolaryngology, ophthalmology)

3.3 Health sciences (public health services, social medicine, hygiene, nursing, epidemiology)

4. AGRICULTURAL SCIENCES

4.1 Agriculture, forestry, fisheries and allied sciences (agronomy, animal husbandry, fisheries, forestry, horticulture, other allied subjects)

4.2 Veterinary medicine

5. SOCIAL SCIENCES

5.1 Psychology

5.2 Economics

5.3 Educational sciences (education and training and other allied subjects)

5.4 Other social sciences [anthropology (social and cultural) and ethnology, demography, geography (human, economic and social), town and country planning, management, law, linguistics, political sciences, sociology, organisation and methods, miscellaneous social sciences and interdisciplinary , methodological and historical S1T activities relating to subjects in this group. Physical anthropology, physical geography and psychophysiology should normally be classified with the natural sciences].

6. HUMANITIES

6.1 History (history, prehistory and history, together with auxiliary historical disciplines such as archaeology, numismatics, palaeography, genealogy, etc.)

6.2 Languages and literature (ancient and modern)

6.3 Other humanities [philosophy (including the history of science and technology) arts, history of art, art criticism, painting, sculpture, musicology, dramatic art excluding artistic "research" of any kind, religion, theology, other fields and subjects pertaining to the humanities, methodological, historical and other S1T activities relating to the subjects in this group]

2 - Use and dissemination of foreground

2.1 - Section A (public)

TEMPLATE A2: LIST OF DISSEMINATION ACTIVITIES								
NO.	Type of activities[4]	Main leader	Title	Date/ Period	Place	Type of audience[5]	Size of audience	Countries addressed
1	Publication	BLRK DRZ	Light factorization for Mixed-Frequency shadows in augmented reality http://zurich.disneyresearch.com/~wjarosz/publications/nowrouzezahrai11light.html	2011	*10th IEEE International Symposium on Mixed and Augmented Reality (Proceedings of ISMAR 2011)*-	Scientific Community (higher education, Research)		International
2	Publication	DFKI	An Open Modular Architecture For Effective Integration of Virtual Worlds in the WEB https://graphics.cg.uni-saarland.de/fileadmin/cguds/papers/2011/byelozyorov_cw2011/4467a046.pdf	2011	*Proceedings of the 10th IEEE International Conference on Cyberworlds, 2011*	Scientific Community (higher education, Research)		International
3	Publication	DFKI	From real cities to virtual worlds using an open modular architecture https://graphics.cg.uni-saarland.de/2012/from-real-cities-to-virtual-worlds-using-an-open-modular-architecture/	2011	The Visual Computer,	Scientific Community (higher education, Research)		International
4	Publication	DFKI	Xflow - Declarative Data Processing for the Web https://graphics.cg.uni-	August 2012	in Proceedings of the 17th International Conference on Web 3D Technology	Scientific Community (higher education, Research)		International

[4] A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

[5] A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).

			saarland.de/2012/xflow-declarative-data-processing-for-the-web/					
5	Publication	DFKI	Reverse Genlock for Synchronous Tiled Display Walls with Smart Internet Displays DOI: 10.1109/ICCE-Berlin.2012.6336456	September 2012	Proceedings of the 2nd IEEE International Conference on Consumer Electronics (ICCE-Berlin)	Scientific Community (higher education, Research)		International
	Show	BLRK DRZ	Global business Summit ICT day	July 2012	London Olympics	Scientific Community (higher education, Research) & Industry		International
	Show	DRZ	Zurich Creative Day	July 2012	Zurich	Scientific Community (higher education, Research) & Industry		International
	Workshop	DFKI	Workshop on Virtual Reality Interaction and Physical Simulation VRIPHYS	December 2011	Lyon France	Scientific Community (higher education, Research)		International
	Exhibition	DFKI	CeBIT 2012	March 2012	Hannover - Germany	Scientific Community (higher education, Research) & Industry		International
	Exhibition	DFKI	World Wide Web 2012	April 2012	Lyon France	Scientific Community (higher education, Research) & Industry		International
	Conferences	DFKI	Web 3D and Siggraph	August 2011	Los Angeles	Scientific Community (higher education, Research) & Industry		International
	Demos	DFKI	XML3D/Xflow and FI-CONTENT demos	July 2012	University Collaboration Office (UCO) Showcase, Santa Clara, USA, July 27, 2012.	Scientific Community (higher education, Research)		International

	Demos	DFKI	XML3D/Xflow and FI-CONTENT demos	25&26th of july 2012	Research@Intel days, Santa Clara, USA	Scientific Community (higher education, Research)		International
	Demos	DFKI	XML3D/Xflow and FI-CONTENT demos	September 11-13, 2012.	Research@Intel Europe days, Dublin,	Scientific Community (higher education, Research)		International
	Demos	DFKI	XML3D/Xflow and FI-CONTENT demos	September 13-15th, 2012.	large Intel Developer Forum (IDF 2012) in cooperation with the Intel"s RiverTrail group,	Scientific Community (higher education, Research) & Industry		International
	Demos	DFKI	Presentation of XML3D and Xflow and DaaS	4-8 March 2013	CeBIT - Germany	Scientific Community (higher education, Research) & Industry		International
	Award	DFKI	**CeBIT Innovation Award** An implementation of the Display as a Service Generic Enabler	4-8 March 2013	CeBIT - Germany	Scientific Community (higher education, Research) & Industry		International
		FOK RBB IRT	IFA Berlin	1-5 September 2012	Berlin	Scientific Community (higher education, Research) & Industry		International
		FOK RBB IRT	IBC	6-11 September 2012	Amsterdam	Scientific Community (higher education, Research) & Industry		International
		FOK		4-6 July		Scientific Community		International

			2012 European Interactive TV conference – EuroITV"12	2012		(higher education, Research) & Industry		
		TCF	Presentation of the ad hoc sharing enabler	9th to 11th of may 2012	FIA event at Aalborg	Scientific Community (higher education, Research) & Industry		International
		TCF	Presentation of content sharing enabler version based on CCNx, a new content oriented architecture	2012	CCNxCoN 2012 at Sophia Antipolis	Scientific Community (higher education, Research) & Industry		International
	Show	All	NEM Summit 2011, Turin	Septembre 2011		Scientific Community (higher education, Research) & Industry		International
	Demos	All	Augmented Reality Toys" showing a virtual spider on a real picture-very demonstrative	Septembre 2011	NEM Summit 2011, Turin	Scientific Community (higher education, Research) & Industry		International
	Video	All	: "How can the medium of Internet best be used in future in education and culture?"	Septembre 2011	NEM Summit 2011, Turin	Scientific Community (higher education, Research) & Industry		International
	Posters	All	General poster, Games & Virtual environments, Pro-Content, UGC and Edutainment & Culture,	Septembre 2011	NEM Summit 2011, Turin	Scientific Community (higher education, Research) & Industry		International
	Demos	DFKI	3D Internet & Distributed Virtual World	24-27 October 2011	Future Internet Week Poznan	Scientific Community (higher education, Research) & Industry		International
	Demos	FOK	the live Disney demo on virtual environments	November 2011	2nd Fokus Media Web Symposium Berlin	Scientific Community (higher education, Research) & Industry		International
	Demos	TRDF		25th to	Mobile World Congress 2013,	Scientific Community (higher education,		International

			Content Discovery	28th of February 2013	Barcelona	Research) & Industry		
	Demos	TCF	Content distribution in collaborative geo-communities	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	DRZ	Networked virtual character	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	FOK	Content Enrichment	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	UPM	GE validation demonstrator	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	FT	Hybrid Reality	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	IRT RBB	2nd-Screen-Framework & App-Gallery.	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Demos	DFKI	Interactive 3D Graphics and Augmented Reality in the Browser with XML3D and Xflow	25th to 28th of February 2013	Mobile World Congress 2013, Barcelona	Scientific Community (higher education, Research) & Industry		International
	Workshop	BBC TCF FT GAR TRDF	Prepararation of Phase 2 implementation plan.	9th to 11th of May 2012	Future Internet Assembly Aalborg	Scientific Community (higher education, Research) & Industry		International
	Workshop	GAR	Exploring the role of Living labs in the	23rd of	FI-PPP Living Labs Workshop	Scientific Community (higher education,		International

			Future Internet PPP	may 2012	Mechelen	Research) & Industry		
	Workshop	All	Validation of the FI-CONTENT critical specific enablers and presentation of the project results after 18 months **AWARD of the best set of Demos**	17th of October 2012	NEM Summit 2012 Istanbul	Scientific Community (higher education, Research) & Industry		International
	Website	All	www.fi-content.eu					

2.2 - Section B (Confidential[6] or public: confidential information to be marked clearly)

2.2.1 - Part B1

TEMPLATE B1: LIST OF APPLICATIONS FOR PATENTS, TRADEMARKS, REGISTERED DESIGNS, ETC.					
Type of IP Rights[7]:	Confidential Click on YES/NO	Foreseen embargo date dd/mm/yyyy	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant (s) (as on the application)
Patent	Yes			Display as a Service	DFKI

[6] Note to be confused with the "EU CONFIDENTIAL" classification for some security research projects.

[7] A drop down list allows choosing the type of IP rights: Patents, Trademarks, Registered designs, Utility models, Others.