MEDIAMIXER
FP7-318101

Deliverable 4.4.3
Summary Report on co-organized Events and Impact Assessment

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Quality Reviewer: Benoit Huet (EURECOM)

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Executive summary

The present deliverable, entitled “Summary Report on co-organized Events and Impact Assessment”, is the final MediaMixer report on the participation to and organization of events for the scientific and industry communities. The document consists of five main sections. In the first section a general introduction is given in relation to the MediaMixer overall scope as well as the structure of the co-organized events. MediaMixer participated to and also organized a series of events in order to effectively promote the MediaMixer vision of setting-up a community for media fragment remixing and re-use. The event participation and organization is split in three main parts: a) MediaMixer connection with existing communities and events (Section 2), b) Organization of information and demonstration events (Section 3) and c) Organization of training events (Section 4). For all the reported events, an impact assessment is attempted using information concerning the content of the event as well as attendance and other pertinent information, where available.

The second section includes the connection with existing communities and events and a table reporting on the events to which we participated, organized according to the nature of the participation and / or connection. More specifically, direct contacts with relevant European or other research projects, organizations and initiatives in Europe and US are listed, as well as the participation to scientific conferences (excluding the workshops that were organized by MediaMixer partners, and which will be discussed in the following section). This section also includes the participation to industry-oriented and standards-oriented meetings, and finally the participation of MediaMixer to international benchmarking activities.

Regarding the organization of information and demonstration events, the third section of this deliverable presents MediaMixer partners’ organization efforts in conferences and workshops. We report on the organization of a workshop at the OnlineEduca 2013, a workshop at ICMR 2014 and the co-organization of the OCWC 2014 conference. We also introduce the organization of two international benchmarking activities and specifically the organization of the VideoLectures.net Challenge (MediaMixer, TransLectures) as part of ACM Multimedia 2014, and the organization of the social event detection (SED) task in MediaEval 2014.

With respect to training events organization, this document in its fourth section reports on the organization of:

- An invited talk at the Internet of Education 2013
- A keynote talk at the 1st International Workshop on Social Multimedia and Storytelling (SOMUS) at ICMR 2014
- The tutorial “Re-using media on the web” at WWW2014
- The “1st winter school on Multimedia Processing and Applications” (WMPA 2014)
- The “MediaMixer Innovation Day” at InnovatioKT

Finally, in the last section the document concludes by providing a summary of the events organization and participation throughout the project. Overall, MediaMixer participated in 45 conferences and workshops, industry-oriented events, standards-oriented working groups and benchmarking activities (14 of them in the last semester), organized 10 information and demonstration events (5 of them in the last semester) and 15 training events (including the winter school and the MediaMixer Innovation day, during the last few months of the project), closely interacting with both the scientific and the industry communities.
Document Information

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<th>Acronym</th>
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**Full Title**: "Community set-up and networking for the remixing of online MEDIA Fragments"

**Project URL**: [http://MediaMixer.eu/](http://MediaMixer.eu/)

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**Status**: version 1

**Nature**: prototype □ report □ dissemination □

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<td>CERTH</td>
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**Abstract (for dissemination)**

The present deliverable, entitled "Summary Report on co-organized Events and Impact Assessment", is the final MediaMixer report on the participation to and organization of events for the scientific and industry communities. The document consists of five main sections. In the beginning, a general introduction is given in relation to the MediaMixer overall scope as well as the structure of the co-organized events (Section 1). MediaMixer effectively promoted the vision of setting-up a community for media fragment remixing and re-use, by participating and organizing a series of events. More specifically, MediaMixer connected with existing communities and events (Section 2), organized information and demonstration events (Section 3), and organized training events (Section 4). Finally, a summary of the events organization and participation is given (Section 5).

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Abbreviations

ACM Multimedia: Association of Computing Machinery annual conference on multimedia
ACUITY: ACUITY UN LIMITED
AT13: Archiving Tomorrow 2013
AT15: Archiving Tomorrow 2015
CERTH: CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS
CONDAT: AG CONDAT
DRI: Digital Repository of Ireland
ESWC: Extended Semantic Web Conference
EURECOM: EURECOM France
FIAT-IFTA-MMC: Fédération International des Archives de Télévision - International Federation of Television Archives - Media Management Commission
FOCAL: Federation of Commercial Audiovisual Libraries International
ICMR 2014: ACM International Conference on Multimedia Retrieval
InnovationKT 2014: Innovation Through Knowledge Transfer 2014
JSI: Jožef Stefan Institute
KCL: Kings College London
KES international: Organization for researchers working in hi-tech information and engineering subject disciplines, especially intelligent systems.
LINA: Laboratoire d’Informatique de Nantes Atlantique
Media Annotations WG: Media Fragments Working Group
MediaEval: Benchmarking Initiative for Multimedia Evaluation
Media Fragments WG: Media Fragments Working Group
MMM: International Conference on MultiMedia Modeling
MODUL: MODUL University Vienna
MOOCs: Massive Open Online Courses
OCWC Global Conference: OpenCourseWare Consortium Global Conference
OnlineEduca 2014: International Conference on Technology Supported Learning & Training. The Largest Global
RDA: The Research Data Alliance meeting
SEWM: 1st International Workshop on Social Events in Web Multimedia
SOMUS: 1st International Workshop on Social Multimedia and Storytelling
SED: Social Event Detection
TRECVID: TREC Video Retrieval Evaluation
UdL: UNIVERSIDAD DE LLEIDA
UNESCO: United Nations Educational, Scientific and Cultural Organization
WMPA: Winter School on Multimedia Processing and Applications
1 Introduction

The present deliverable is the final summary report and the impact assessment of the events that MediaMixer participated in, and organized this last semester and throughout the duration of the project. Connections with existing communities and events were established through participation to relevant meetings and events; information, demonstration and training events were organized, including workshops, invited talks, tutorial, yearly international benchmarking activities, a winter school and an innovation day. The objective of all these activities was to continue i) making the relevant communities aware of the MediaMixer technologies; ii) providing valuable information on these technologies to the interested parties; and iii) support the in-depth training of both academia (through the organization of the winter school, the tutorial, and the two invited talks) and industry members (through the organization of the innovation day) on MediaMixer technologies; thus, promoting to the maximum extent the uptake of the MediaMixer technologies in real applications towards achieving economic impact.

The use of MediaMixer technologies in real applications and the widespread adoption by the industry require a high level of promotion of these technologies and of their benefits to a number of industry and academic communities. The present document “Deliverable 4.4.3: Summary Report on co-organized Events and Impact Assessment”, describes the final efforts, for the last semester of the project, that have been made to promote the MediaMixer project by participating in various scientific conferences, industry-oriented meetings, standard oriented working groups and by organizing of a set of MediaMixer information, demonstration and training events.

The deliverable consists of five main sections:

- Introduction
- MediaMixer connection with existing events
- Organization of information and demonstration events
- Organization of training events
- Conclusion

The activities detailed in this deliverable are complementary to other activities undertaken in other work packages of MediaMixer for increasing the community awareness with respect to media fragments technologies, such as the set up of a community portal (WP1), the development of MediaMixer use cases and demonstrators (WP2), and other community building and networking activities (WP3).
2 MediaMixer connection with existing events

There are several existing communities, ranging from highly-reputed scientific conferences to other European research projects that are active in one or more of the areas of interest to MediaMixer, e.g., video decomposition into fragments, or fragment annotation and representation. MediaMixer continued to connect with such existing communities and events, and to promote our vision and technologies to them and to raise the awareness of the community on MediaMixer. The following section includes activities such as contacts with relevant European and other research projects as well as organizations or companies in Europe and US. Consequently, our participation in scientific conferences which are focused on multimedia analysis and data management issues, and our participation in relevant industry-oriented meetings, standards-oriented working groups and international benchmarking activities are given including their impact assessment.

MediaMixer made the relevant communities aware of the MediaMixer technologies; provided valuable information on these technologies to the interested parties, and thus promoted the uptake of the MediaMixer technologies. Figure 1 below shows the timeline of the scientific and industry-oriented events that MediaMixer participated in, with dark and light grey color (light grey color refers to the last semester), whereas the white one is the event that MediaMixer will be participating in the future after the end of the project. The figure below does not include MediaMixer participation to standard-oriented working groups and international benchmarking activities. More details on these events are given in the following sections below.

Figure 1: Events in which MediaMixer participated or will participate. This include both scientific and industry-oriented events (but this figure does not include MediaMixer participation to standard-oriented working groups and international benchmarking activities)
2.1 Contact with relevant research projects, organizations and other initiatives

As mentioned in the deliverable D4.4.2 MediaMixer made direct contacts with many relevant research projects and initiatives in Europe and US which develop or maintain various multimedia technologies supporting among others the creation and annotation of media fragments. Also MediaMixer continued to send emails to inform them with the MediaMixer activities, invited them to co-organize workshops, as speakers on these events, and to become sponsors or lecturers of the MediaMixer winter school and innovation day. More specifically, the contact with relevant projects was made in terms of the following categories:

- Emails for dissemination of MediaMixer events
- Contacts for possible sponsorship or lecturing to the MediaMixer winter school and the innovation day
- Joint organization of events or benchmarking activities
- Dissemination of MediaMixer winter school and innovation day via social media

Table 1 depicts the research projects, organizations and other initiatives that have been contacted via emails in the process of disseminating calls of papers, call for the grand-challenge solution, and calls for participation in relation to MediaMixer organized events.

Table 1: Connection to research projects, organizations and others for the dissemination of the MediaMixer events

<table>
<thead>
<tr>
<th>EU Projects</th>
<th>National Project / Organizations (Commercial &amp; Non-commercial) / Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>AXES, Chorus+, DIGOIDUNA (SMART 2010/0054)</td>
<td>EIT ICT Labs, OpenSEM, Presto4U, RDI, SEDICMA, S-MAX, UK Copyright Hub, Presto Centre, Rai, BBC,</td>
</tr>
<tr>
<td>APARSEN, ForgetIT, GLOCAL, HBB-NEXT, IKS</td>
<td>OpenCast community, OCWC, K4A, JSI, Unesco OER, XInnovations, W3C, FOCAI, Sound and Vision,</td>
</tr>
<tr>
<td>Early Adopters Programme, LinkedInTV, PERICLES,</td>
<td>ENN Advokatbyrå, Ontoba, Sound and Vision, Tagsaurus, Getty Images, Pearson, DRI, KCL</td>
</tr>
<tr>
<td>SocialSensor, transLectures, MultiSensor</td>
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</table>

Table 2 below depicts the direct contacts with projects, organizations and other initiatives that have been made for sponsorship or lecturing for the winter school and innovation day organized events.

Table 2: Direct contact for sponsorship or lecturing to the MediaMixer winter school and contributions to innovation day (non-exhaustive)

<table>
<thead>
<tr>
<th>EU and other projects, companies and organizations</th>
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<tbody>
<tr>
<td>HBB-NEXT (Bettina Heidkamp-Tchegloff the project coordinator of the project)</td>
</tr>
<tr>
<td>AXES (Tinne Tuytelaars, project co-ordinator of the project)</td>
</tr>
<tr>
<td>LinkedTV (Lyndon Nixon, project co-ordinator of MediaMixer and scientific co-ordinator of LinkedTV)</td>
</tr>
<tr>
<td>ForgetIT (Claudia Niederée, project co-ordinator of the project)</td>
</tr>
<tr>
<td>TransLectures (Mitja Jermol, Jozef Stefan Institute partner of the project)</td>
</tr>
<tr>
<td>Presto4U (Walter Allasia, member of Presto4U partner EURIX)</td>
</tr>
<tr>
<td>ENN Advokatbyrå (Hubert Best)</td>
</tr>
<tr>
<td>Ontoba (Julian Everett)</td>
</tr>
<tr>
<td>Sound and Vision (Bouke Huurnink)</td>
</tr>
</tbody>
</table>
In addition to the above contacts, which were made in terms of the organizational side of those events, several other industrial contact were achieved, and are detailed in the deliverables D55.3 and D3.3.4.

MediaMixer also jointly co-organized or is organizing the following events:

- the “Workshop on Artificial Intelligence Methods for Online-Based education” (see section 3.1.1) at the OnlineEduca 2013 conference with VideoLectures.NET
- the “1st International Workshop on Social Events in Web Multimedia” (SEWM) (see section 3.1.2) at the ICMR 2014 conference with Social Sensor, and LinkedTV projects
- the grand challenge VideoLectures.NET Challenge (MediaMixer, transLectures): Temporal segmentation and annotation of lecture videos at ACM multimedia 2014 (see section 3.2.1) with VideoLectures.NET
- the conference Internet of Education 2013 (MediaMixer with transLectures, XLike and VideoLectures.Net projects sponsored the event)
- the conference OCWC 2014 (see section 3.1.3) (MediaMixer with transLectures, XLike and VideoLectures.Net projects co-organized the event)
- the workshop Social Event Detection Task (SED) (see section 3.2.2) at the MediaEval 2014 benchmarking conference with Social Sensor, and LinkedTV projects

Consequently MediaMixer disseminated the winter school, the innovation day and the tutorial via social media such as LinkedIn, Twitter and Facebook. Specifically, MediaMixer partners disseminated the winter school, the innovation day and the tutorial announcement from their personal Facebook and Twitter accounts (for more details about the dissemination of the events please see D3.3.4 section 2 and D4.4.2 section 2.1).

### 2.2 Participation to scientific conferences

Mediamixer continued in this last period to pass the technologies to the scientific community by participating to various scientific conferences via talks, presentations and participations as well as demonstrations of the MediaMixer technologies. All MediaMixer partners had the chance to continue discussing about possible solutions to problems that could not be solved until now or that are part of ongoing research. In this way, knowledge from experts that are not involved in the MediaMixer project was further gathered and reused.

The table below depicts the continuation of MediaMixer participation to various scientific conferences by several partners. As in the previous deliverable D4.4.2 the first row represents the event where partners participated in; the second row refers to the description of the event, the third row includes the MediaMixer role to the event, the fourth row gives the title of the paper or presentation with the names of the participants to the event and/or authors of the paper and finally, the fifth row refers to the impact assessment of the event.

<table>
<thead>
<tr>
<th>#</th>
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<td>1</td>
<td>Internet of Education 2013</td>
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</table>
Description:

This event was a continuation of the very successful Workshop on Co-creation of emerging trends in Academia, held in Ljubljana, Slovenia on 11th and 12th of November 2013. This event brought together students, researchers and other professionals from diverse technological, social and legal backgrounds to discuss the ways in which new technologies are shaping the future of education. The main goal of this two day event was to clarify, identify and define how emerging technologies based on artificial intelligence (AI), computer human interaction (CHI) tools (automatic assessment, visualization, user analytics, social collaboration, etc.) and machine translation, video caption systems can change and help create new trends in education. More specifically how will these technologies change and influence today’s traditions in Academic publishing, syllabus, validation and certification. It aimed at bringing together the most interesting players in the field of Computer Science based technologies for Education. The event gave special focus on regional universities.

http://www.k4all.org/Internet_of_Education/

MediaMixer Role:

Participation and support of the organization of the event. MediaMixer was a sponsor to the event.

Invited speaker at the Internet of Education (for the invited talk, see section 4.1.1)

Title of paper and/or presentation, Authors/Attendees:

A MediaMixer for online learning? – making learning materials more valuable for their owner and more useful for their consumer (Lyndon Nixon, MODUL)

Impact assessment:

The conference had 19 speakers from UCL, JSI, Coursera, and various SMEs. The event was fully booked and had 105 participants like MSc students, ml researchers, start-ups, policy-makers, government agencies and ministries. Finally the conference got the UNESCO's (http://en.unesco.org/) patronage. Patronage is UNESCO’s highest form of support and it is granted to demonstrate the Organization’s moral endorsement of an exceptional activity. Details about the impact assessment of the invited talk are reported in section 4.1.1.

The conference was related mostly to the e-learning community.

| 2 | Online Educa 2013 (Berlin, Germany, 4th – 6th, December 2013) |

Description:

ONLINE EDUCA BERLIN it is the Largest Global E-Learning Conference for the Corporate, Education and Public Service Sectors. The 19th International Conference on Technology Supported Learning & Training attracted university-based middle management professionals interested in new tech and learned them to discover innovative solutions, absorb new thinking and bring home ideas in order to take action, implementing change in the field of learning and technology. Every year, ONLINE EDUCA attracts over 2000 learning professionals from more than 100 countries world-wide, with overall scope to make them understand how new technologies offer universities and academic communities new solutions to old and familiar problems.

http://www.online-educa.com/pre-conference-events
### MediaMixer Role:

Co-organization of the Workshop on Artificial Intelligence Methods for Online-Based Education (for the workshop, see section 3.1.1)

Presentation of the MediaMixer project demo during the workshop (for the demo presentation, see section 3.1.1)

### Title of paper and/or presentation, Authors/Attendees:

Co-organization of the Workshop on Artificial Intelligence Methods for Online-Based Education (Co-chairs: Mitja Jermol, JSI David Orlic, Knowledge 4 All Foundation and Colin de la Higuera, Laboratoire LINA UMR CNRS)

Presentation of the project demo on e-learning, news and media rights management (Mitja Jermol, JSI)

### Impact assessment:

The conference had in total 2195 participants from 91 countries. The sectors they represented were 45% from education sector, 5% from public sector, 10% from government, and 40% from business sector. The conference included 318 speakers from 38 countries in 87 parallel sessions and 13 pre-conference workshops. For more information about the conference please check the following link: https://www.icwe-secretariat.com/news/oeb/postreport.pdf. Details about the number of attendees of the “Workshop on Artificial Intelligence Methods for Online-Based Education” that MediaMixer co-organized in Online Educa 2013 are reported in section 3.1.1.

The conference was related mostly to the e-learning community.

### MMM 2014 (Guinness Storehouse, Dublin, Ireland, 6th – 10th January 2014)

**Description:**

The International Conference on MultiMedia Modeling 2014 is a leading international conference for researchers and industry practitioners for sharing new ideas, original research results and practical development experiences from all Multimedia Modeling related areas. The conference covered a diverse range of topics such as: applications of multimedia modelling, interactive retrieval, image and video collections, 3D and augmented reality, 3D multimedia computing and modeling, temporal analysis of multimedia content, compression and streaming, multimedia hyperlinking and retrieval, Multimedia analysis for surveillance video and security applications, social geo-media analytics and retrieval, Mediadrom: artful post-TV scenarios

http://mmm2014.org/

**MediaMixer role:**

Paper presentations to the conference. MediaMixer was a sponsor to the event

**Organization of the 1st Winter School on Multimedia Processing and Applications (for the winter school see section 4.3)**

### Title of paper and/or presentation, Authors/Attendees:

A Comparative Study on the Use of Multi-Label Classification Techniques for Concept-Based Video Indexing and Annotation (Fotini Markatopoulou, Vasileios Mezaris, and Ioannis Kompatsiaris, CERTH)

VERGE: An Interactive Search Engine for Browsing Video Collections (Anastasia Moumtzidou, Konstantinos Avgerinakis, Evlampios Apostolidis, Fotini Markatopoulou, Christina Papagiannopoulou, Stefanos Vrochidis, Vasileios Mezaris, Ioannis Kompatsiaris, CERTH, Vera Aleksic, Reinhard Busch, Linguatec Sprachtechnologien GmbH)

Mining the web for multimedia-based enriching (Mathilde Sahuguet and Benoit Huet, EURECOM)
Organization of the 1st Winter School on Multimedia Processing and Applications (ALL)

Impact assessment:
The conference had more than 100 participants and included 46 revised regular papers, 11 short papers, and 9 demonstration papers which were selected from 176 submissions. MMM also organized five special sessions with 28 papers and a Video Browser Showdown workshop with 6 papers. The proceedings of the conference are published by Springer in the Lecture Notes in Computer Science (LNCS) series. Details about the impact assessment to the WMPA 2014 that MediaMixer organized in MMM 2014 are reported in section 4.3.

The conference was related mostly to the media fragment and media analysis communities.

4th Leuphana Conference on Entrepreneurship LCE2014 (GMLG 2014) (Lueneburg, Germany, 16th-18th January, 2014)

Description:
The 4th Leuphana Conference on Entrepreneurship was held in Leuphana Campus & Hotel Bergström Lueneburg, Germany. The international Conference explored the interaction between three critical dimensions of entrepreneurship and innovation - people, the opportunity, and technology. Entrepreneurship emerged as an outcome of the individual-opportunity nexus, or the motivation, orientation and attitudes of people that interact with creation, availability and context of opportunities for new venture creation and growth. Such interaction is enabled by the availability or the development of new technologies in specific environments. The international Conference brought together scientists, entrepreneurs, financiers, practitioners, and students. The first conference day consisted of parallel sessions with paper presentations as well as workshop sessions.

http://www.lce2014.de/

MediaMixer Role:
Attendance to the conference
The Conference Theme was: People, Opportunities and Technologies and that is why the conference was suitable for the Mediamixer project promotion. JSI established some new personals contacts during the conference.

Title of paper and/or presentation, Authors/Attendees:
Attendance to the conference (Tanja Zdolsek, JSI)

Impact assessment:
The conference had approximately 40 attendees.
The conference was related mostly to the e-learning community.

ICMR 2014 (Glasgow, UK, 1st-4th, April 2014)

Description:
The ACM International Conference on Multimedia Retrieval (ICMR) as mentioned in the previous D4.4.2 is the premier conference and this year offered a great opportunity for exchanging leading-edge multimedia retrieval ideas among researchers, practitioners and other potential users of multimedia retrieval systems. This conference, put together the experience of former ACM CIVR and ACM MIR series, improved the state of the arts in multimedia (text, image, video, audio) retrieval. Based on the Chinese Computing Federation Conference Ranking (2013): ACM ICMR is the 1st Multimedia Retrieval conference in the world and the 4th conference in the category of multimedia and graphics.

http://www.icmr2014.org/

MediaMixer Role:
Organizer of the “Social Events in Web Multimedia” (SEWM) workshop and paper presentations at the SEWM (for the workshop, see section 3.1.2).
Keynote talk at the 1st International workshop on Social multimedia and storytelling (SOMUS) (for the keynote...
Impact assessment:

ICMR 2014 had approximately 170 participants and the workshop day gathered 70 attendees. Details about the number of the attendees to the “Social Events in Web Multimedia” (SEWM) that MediaMixer organized in ICMR 2014 are reported in session 3.1.2. Details about the number of attendees to the keynote talk at SOMUS are reported in session 4.1.2.

The conference was related mostly to the media fragments and media analysis communities.

WWW 2014 (Seoul, Korea, 7th – 11th April 2014)

Description:
The World Wide Web Conference is an annual international conference on the topics of the future direction of the World Wide Web. It began in 1994 at CERN and is organized by the International World Wide Web Conferences Steering Committee (IW3C2). The Conference is an outstanding international forum to present and discuss progress in research, development, standards, and applications of the topics related to the Web. WWW 2014 offered high quality technical activities including research sessions, poster sessions, workshops, and tutorials.

http://www2014.kr

MediaMixer Role:
Organization of the tutorial “Re-using media on the web: Learn how to annotate and interlink online media fragments for new applications” (for the tutorial, see section 4.2)
Invited speakers during the tutorial (for the invited talks, see section 4.2)

Title of paper and/or presentation, (Authors/Attendees):
Organization of the tutorial “Re-using media on the web: Learn how to annotate and interlink online media fragments for new applications”
Media fragment analysis and creation (Vasileios Mezaris, CERTH)
Media fragment specification and semantics (Raphaël Troncy, EURECOM)
### OCWC Global 2014 (Ljubljana, Slovenia, 23rd-25th, April 2014)

**Description:**
The OCWC Consortium global conference covered new developments in open education, research results, innovative technology, policy implementation, best practices and practical solutions to challenges facing education around the world. The conference participants heard from global thought leaders in open education and had the opportunity to share ideas, practices and discuss issues important to the future of education worldwide. The conference’s theme, “Open Education for a Multicultural World”, explored the international dimensions of open education, its diverse projects, new research, policy dimensions and impacts on teaching and learning.

http://conference.ocwconsortium.org/2014/

**MediaMixer Role:**

*JSI was local organizer and MediaMixer was partner and sponsor to the event (for the co-organization of the event see section 3.1.3)*

*MediaMixer presentation in the dissemination track  (for the dissemination track see section 3.1.3)*

*Paper presentation at the OCWC conference (for the paper presentation see section 3.1.3)*

**Title of paper and/or presentation, Authors/Attendees:**

Co-organization of the conference.

Video Lectures Mashup – remixing learning materials for topic-centred learning across collections (Lyndon Nixon, Tanja Zdolsek, Ana Fabjan and Peter Kese, MODUL, JSI, JSI, Videa)

Mediamixer – Community set-up and networking for the reMIXing of online MEDIA fragments (Lyndon Nixon, MODUL).

**Impact assessment:**
The OCWC 2014 got the UNESCO’s patronage. Patronage is UNESCO’s highest form of support and it is granted to demonstrate the Organization’s moral endorsement of an exceptional activity. The conference had approximately 250 participants.

The conference was related mostly to the **e-learning** community.

### ESWC 2014 (Anissaras, Hersonissou, Crete, Greece, 25th – 29th May 2014)

**Description:**
The ESWC was a major venue for discussing the latest scientific results and technology innovations around semantic technologies. Building on its past success, ESWC was seeking to broaden its focus to span other relevant research areas in which Web semantics plays an important role. The goal of the Semantic Web is to create a Web of knowledge and services in which the semantics of content is made explicit and content is linked to both other content and services novel applications allowing combining content from heterogeneous sites in unforeseen ways and supporting enhanced matching between users needs and content.

http://2014.eswc-conferences.org/

**MediaMixer Role:**

*MediaMixer supports and sponsoring the event*
<table>
<thead>
<tr>
<th>Title of paper and/or presentation, (Authors/Attendees):</th>
</tr>
</thead>
<tbody>
<tr>
<td>VideoLectures.NET/MediaMixer is sponsoring the event</td>
</tr>
</tbody>
</table>

**Impact Assessment:**

The ESWC 2014 is organizing over twelve tracks, 13 workshops and 8 tutorials, 3 invited talks, system descriptions and demos, a posters exhibition and a doctoral symposium. The conference is expected to gather more than 150 participants.

The conference was related mostly to the **semantic web** and **media fragment** communities.

<table>
<thead>
<tr>
<th>9</th>
<th>ACM Multimedia 2014 (Orlando, Florida, USA, 3rd – 7th November 2014)</th>
</tr>
</thead>
</table>

**Description:**

ACM Multimedia 2014 is the premier multimedia conference and worldwide event bringing together multimedia experts and practitioners across academia and industry. ACM Multimedia, is the key world event to present scientific achievements and innovative industrial products, and has a special industry-oriented Grand Challenge Program. The Multimedia Grand Challenge program in ACM Multimedia presents a set of problems and issues from industry leaders, geared to engage the Multimedia research community in solving relevant, interesting and challenging questions about the industry’s 3-5 year vision for multimedia.

http://acmmm.org/2014/

**MediaMixer Role:**

*Organization as part of the ACM Multimedia 2014 Grand Challenge program: “VideoLectures.NET Challenge (MediaMixer, transLectures): Temporal segmentation and annotation of lecture videos” (for the grand challenge description, see section 3.2.1)*

<table>
<thead>
<tr>
<th>Title of paper and/or presentation, (Authors/Attendees):</th>
</tr>
</thead>
<tbody>
<tr>
<td>VideoLectures.NET Challenge (MediaMixer, transLectures): Temporal segmentation and annotation of lecture videos (JSI, CERTH)</td>
</tr>
</tbody>
</table>

**Impact Assessment:**

Last year, ACM Multimedia 2013 had 14 workshops with more than 100 paper and poster presentations, 8 tutorials and the grand challenge program with 15 papers and gathered in total more than 600 participants from all over the world. Similarly, ACM Multimedia 2014 is expected to gather more than 600 participants.

The event is related mostly to the **media fragment** and **media analysis** communities.

### 2.3 Participation to industry-oriented meetings

MediaMixer continued to spread out all the project technologies in industry oriented meetings. Table 4 depicts the presence of MediaMixer participation to specialized industry oriented meetings, and MediaMixer partners continued to inform the industry about the project and to promote the relevant community awareness. The contribution towards the goal of supporting the industrial uptake of the media fragment reuse technologies achieved by participating to these industry-oriented meetings.

As in the previous deliverable D4.4.2 the first row of the table below is the event partners participated in; the second row refers to the description of the event, the third row includes the MediaMixer role to the event, the fourth row gives the title of the paper or presentation with the names of the participants to the event and/or authors of the paper and finally, the fifth row refers to the impact assessment for the event.

<table>
<thead>
<tr>
<th>1</th>
<th>Archiving tomorrow 2013 (Salford, Manchester &amp; Media City UK, 20th – 22nd, November 2013)</th>
</tr>
</thead>
</table>

**Description:**
Archiving Tomorrow (AT-13) is a new international conference covering aspects of media archiving and restoration. Chaired and supported by leading figures in the film, media and broadcast communities, Archiving Tomorrow will become the premier annual event for archivists, film makers, creatives, academics, manufacturers and those wishing to find out about this exciting area.

http://archivingtomorrow.com/

**MediaMixer Role:**

**Presentation of MediaMixer technologies to the conference**

Martin Dow from ACUITY Unlimited, was pleased to be speaking for the final session at Archiving Tomorrow 2013, and chose the topic of “MediaMixer technologies: semantic multimedia and media archives”. Martin provided a view on how web media standardization might be set to impact media curation, and how the EC-funded MediaMixer action is currently building technologies to demonstrate these standards and helping organizations engage with them. One broad objective of MediaMixer is to help contribute to the economic success of European media industries that maintain archives, through the use of web-standardized technologies. MediaMixer represents EC-funding designed to enable key institutions that are instrumental in the research and development of semantic multimedia, and that contribute to the relevant W3C web standards, to promote uptake of their work within industry. MediaMixer funds companies and organizations to evaluate these standards for adoption in their activities. Acuity Unlimited is evaluating the combination of the open source Islandora/Fedora Commons framework with W3C Media Fragment and annotation standards to demonstrate the feasibility of a web media -standards compatible “semantic” approach to media asset lifecycle management and metadata curation. Fedora’s digital information architecture is familiar to many organizations increasingly demanding flexibility from their asset management systems across multiple types of media, and the adoption of web standards is an important step to embracing the abundance of multimedia at web scale. By integrating the capabilities of Fedora Commons and the Islandora framework’s audio and video solution packs, the talk introduced Acuity Unlimited’s plans to show how web-standard media fragments could be used in a future production setting. The talk introduced various other MediaMixer demonstration activities that might be of value to an archive, such as a system to compute with rights expressions, automation to select and identify media “fragments”, and an enhanced topic recommender to aid fine-grained media search and discovery.

The timetable of the meeting can be found at: http://archivingtomorrow.com/November%20Timetable%20ArchivingTomorrow13.pdf

**Title of paper and/or presentation, (Authors/Attendees):**

“MediaMixer technologies: semantic multimedia and media archives” (Martin Dow, ACUITY)

**Impact Assessment:**

Archiving Tomorrow brought together a diverse array of around 50-70 leaders and delegates with a mixture of perspectives, and combined talks with panel discussions, workshops and networking within an informal and participatory atmosphere.

Archiving Tomorrow 2013 (AT13) is a new industry event series, assisted by FOCAL’s Chair in its curation. The intention discussed after the event with the organizers KES International, was to convene a professional community around the radical shifts in the environment in which archives are today situated. The MediaMixer talk was technical compared to most, but served to bring interest to MediaMixer from media archives industry within various sectors, including: off-air recordings specially-licensed for institutional/non-commercial research; a national library required to curate and licence media collections alongside other digital deposits, the first global media citation standardization from BUFVC; a major UK broadcaster who are rolling out an enterprise-wide strategy fundamentally based around metadata; a commercial archive and media asset management system supplier.

ACUITY here began discussions with KES International regarding InKT14, which developed into the holding

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1 http://bufvc.ac.uk/projects-research/avcitation
and promotion of the MediaMixer Innovation Day event. The promotion of MediaMixer to KES in this way served to maintain a strong connection to a professional media industry audience whilst promoting MediaMixer partners’ R&D expertise to the maximum extent (see section 4.4). In terms of MediaMixer’s direct impact going forward KES International has invited ACUITY in connection with setting up of the second event in the series, AT15.

A generalized summary of the meeting is available on the site: http://archivingtomorrow.com/conclusions.html.

This workshop was related mostly to the broadcasters, semantic web and media archives communities.

<table>
<thead>
<tr>
<th>2</th>
<th>RDA 2014 (Croke Park, Dublin, Ireland, 26th – 28th March 2014)</th>
</tr>
</thead>
</table>
| Description: | The Research Data Alliance (RDA) builds the social and technical bridges that enable open sharing of data. The RDA vision is researchers and innovators openly sharing data across technologies, disciplines, and countries to address the grand challenges of society. The current global research data landscape is highly fragmented, by disciplines or by domains, from oceanography, life sciences and health, to agriculture, space and climate. When it comes to cross-disciplinary activities, the notions of “building blocks” of common data infrastructures and building specific “data bridges” are becoming accepted metaphors for approaching the data complexity and enable data sharing. The Research Data Alliance enables data to be shared across barriers through focused Working Groups and Interest Groups, formed of experts from around the world – from academia, industry and government. RDA also has a broad, committed membership of individuals – now 1300+ from 55 countries since RDA was launched in March 2013 - dedicated to improving data exchange. 

The theme for the Third Plenary was: The Data Sharing Community: Playing YOUR Part. 

https://www.rd-alliance.org/

MediaMixer Role: 

Attendance to the third plenary meeting 

In terms of the rationale for ACUITY’s attendance for MediaMixer, the argument reflected to attract attention to MediaMixer’s expertise around (semantic) web media standards, in varying workshops and break-out sessions attended, formal and informal, ACUITY’s position that, when dealing with “born digital” content, in a pervasively digital and connected world, the media industry faces similar top-level opportunities and challenges to industries more solidly represented at RDA; radical shifts in practices, abundance of content, content is “digital data” to be preserved and curated for reuse, metadata is also data, data must be networked to realize its full potential value, and the data deluge is open us today and rising exponentially.

Title of paper and/or presentation, (Authors/Attendees): 

Attendance to the meeting (Martin Dow, ACUITY)

Note: Papers/presentations are not generally applicable per se - the event is a grass-roots umbrella organization whose workshop series is being held on an impressive international scale across academic domains, standards organizations, and supporting industries.

Martin Dow from partner ACUITY made several workshop contributions concerning MediaMixer’s mixing media with other data using web standards approaches. ACUITY drew good attention to MediaMixer in the role described from the major open source initiatives working in digital media “stewardship” (archival, preservation, re-purposing and reuse), contributed to Duraspace sessions and networking events connected with building “Fedora Futures”, and also discussed with various representatives from the DRI their Fedora asset management and linked data discovery services in connection with broadcaster RTE and the INSIGHT initiative. Within the WG/IGs for MediaMixer, contributions were made to persistent identifier sessions and semantic metadata interoperability, and the new proposed IG to maintain “live” data management plans (DMPs).

Impact Assessment: 

Concrete followups from potential new MediaMixer uses cases coming from the event including a UK-based international scientific services organisation whose interest is in connecting (in the technical sense) their
scientific outputs with professional and MediaMixer approach to combining video within journal publishing.

The RDA meeting gathered over 1000 attendees.

This workshop was related mostly to the broadcasters, semantic web and media rights communities.

### 3 InnovationKT (University of Greenwich, London, UK, 2nd–4th April 2014)

**Description:**
Innovation Through Knowledge Transfer 2014 was a premier international conference focusing on innovation, entrepreneurship and knowledge transfer between research organizations and businesses. InnovationKT2014 organized by KES International in partnership with the Institute of Knowledge Transfer and the University of Greenwich. The overall scope of the conference was to define knowledge transfer as the means by which expertise, knowledge, skills and capabilities are transferred from the knowledge-base (for example, a university or college, a research centre or a research technology organization) to those in need of that knowledge (for example a company, social enterprise or not-for-profit organization). The agenda of the conference is available at: https://docs.google.com/spreadsheet/pub?key=0AubKkbvpP0O7dHRXNzJZUkZCQ3VCYWZ0MEIrBFh2dFE&output=html

http://inkt14.innovationkt.org/

**MediaMixer Role:**
Organization of workshop “Multimedia semantics: opportunities for knowledge transfer and innovation in industry” (for the workshop, see section 4.4).

The MediaMixer innovation day (http://www.mediamixer.eu/innovate/) offered insights into the current state of innovation in semantic multimedia, stimulated discussion to assess the outlook and possibilities for knowledge transfer by considering the broader industry context, and provided an opportunity to network with experts from academia and industry. Innovation Day had involving speakers and contributors from (among others): FOCAL, Getty, Pearson, Sound and Vision.

**Title of paper and/or presentation, (Authors/Attendees):**
“Implementation of Media Fragment Retrieval for TV Archives & Lessons Learned” (Rolf Fricke, CONDAT)

“Semantic Technologies for User Generated Content Copyright Management” (Roberto Garcia, UdL)

“MediaMixer – why we do need innovative multimedia solutions?” (Lyndon Nixon, MODUL)

**Impact Assessment:**
The InnovationKT event gathered approximately 100 participants. Details about the impact assessment of the innovation day that MediaMixer organized in InnovationKT2014 are reported in section 4.4.

This workshop was related mostly to the broadcasters, semantic web and media rights communities.

### 2.4 Participation to standards-oriented working groups list

MediaMixer continued to participate with an active role to working groups of formal and ad-hoc standards, particularly to those which the partners also co-create and support. Such working groups were mentioned in D4.4.2 and include the Media Annotations WG and the Media Fragments WG. For more details about these WGs please see D4.4.2 section 2.4.

Finally, Jan Thomsen and Rolf Fricke (CONDAT) visited the W3C - Web & TV Convergence Business Group: The Fourth W3C Web and TV Workshop, in 12th-13th of March 2014, Munich, Germany. The table below outlines the participation to this standards-oriented business group. The first row is the standardization event partners participated in; the second row refers to the description of the business group, the third row lists the MediaMixer role to the business group and the involved partner, and the last row refers to the impact assessment of the business group.

| Table 5: Participation to standards-oriented business group |
| 1 | **Web & TV Convergence. The Fourth W3C Web and TV Workshop** (Munich, Germany, 13th – 14th March 2014) |

**Description:**

The W3C Web and TV Workshop tried to identify remaining roadblocks for the use of Web technology in broadcasting and the TV industry, including new developments such as: Hybrid TV, Second- and multiple screen scenarios, Social television. W3C has been actively involved in the Web and television area, and has worked successfully with the TV community to identify a first set of new requirements for the open Web platform in general and HTML5 in particular resulting from the use of Web technology in the TV field. Building on these successes, the goal of this workshop was to plan future work by assembling key players from TV and the Web industry to discuss the important questions of Web and TV convergence, and how standardization can help across the globe.

http://www.w3.org/2013/10/tv-workshop/

**MediaMixer Role (involved partner):**

*Attendance to the workshop.*

CONDAT participated with Jan Thomsen and Rolf Fricke to the W3C - Web & TV Convergence Business Group: The Fourth W3C Web and TV Workshop, and had some productive discussions with broadcast and media companies, which were primarily technical, but grounded in business needs.

Involved partner: CONDAT

**Impact Assessment:**

More than 25 presentations were given during the workshop covering multimedia technologies and the event had approximately up to 120 attendees.

This workshop was related mostly to the **media fragment, media analysis** and **broadcasters** communities.

2.5 **Participation to international benchmarking activities list**

After the successful participation in TRECVID and MediaEval, MediaMixer had no extra participation in international benchmarking activities. However, it is organizing:

1) a **Multimedia Grand Challenge** in the ACM Multimedia 2014, as an extension of the one that was successfully organized as part of ACM MM'13. In this respect JSI and CERTH will continue to spread out the MediaMixer technologies even after the end of the project. For more information about this event please see section 3.2.1

2) the **Social Event Detection Task** (http://www.multimediaeval.org/mediaeval2014/sed2014/) as part of the MediaEval benchmarking activity (for more information about this activity please see D4.4.2 section 2.5) with two EU projects the SocialSensor, and the LinkedTV, for second time. For more information about this event please see section 3.2.2
3 Organization of information and demonstration events

Besides the participation to existing events, as outlined in the previous section, MediaMixer organized two workshops, one conference, and is going to organize one grand challenge at the ACM Multimedia 2014 and the social event detection task at the MediaEval 2014. In the following sections we give a detailed report for each event including its impact assessment. Figure 2 below shows the timeline of the events that MediaMixer organized with dark and light grey color (light grey color refers to the last semester), whereas the white ones are the events that MediaMixer is going to organize in the future after the end of the project.

![Figure 2: MediaMixer organized information and demonstration events and future organization of the Multimedia Grand Challenge and SED task](image)

3.1 Workshops and Conferences

The following organized workshops aimed to train developers and researchers, and also to promote other results of the broader community around MediaMixer. In the following section a summary of the organizing information and demonstration events of MediaMixer is given.

3.1.1 Workshop on Artificial Intelligence Methods for Online-Based Education at OnlineEduca 2013

The pre-conference workshop “Artificial Intelligence Methods for Online-Based Education” was organized by Mitja Jermol from JSI together with David Orlic from Knowledge 4 All Foundation and Colin de la Higuera from Laboratoire LINA UMR CNRS. The overall scope of the workshop was to present state-of-the-art technologies, including MediaMixer and transLectures, and discuss how higher education might incorporate their use to the benefit of students and educators alike.

Speakers included Mitja Jermol, JSI (Figure 3), who presented MediaMixer, transLectures, and other Artificial Intelligence based applications that offer new solutions to old problems, not only in education but also academic publishing. Colin de la Higuera, LINA gave an overview of the scientific challenges faced by specific projects, for example: machine learning, machine translation, automatic transcription, etc. While Luka Bradescko, JSI, presented the Curious Cat app for Android which, using AI, “wants to make your life better”. Hannes Klöpper, the director of iversity (iversity is one of the first European MOOC aggregators based in Berlin with a current total of 250 thousand users) and Tim Vogelsang, gave an interesting talk about user behaviour. MediaMixer demos were shown to a packed room, and great interest was expressed in trying out the tools. The demo videos can be seen at http://community.mediamixer.eu/demonstrators.

**Impact Assessment:** Invited talks and/or papers: 5; Attendees at the workshop: ~35
3.1.2 1st International Workshop on Social Events in Web Multimedia (SEWM) at ICMR 2014

MediaMixer with the effort of CERTH and EURECOM successfully co-organized together with the University of Bielefeld the 1st International Workshop on Social Events in Web Multimedia (http://mklab2.iti.gr/sewm14/), promoted by this way the value of richer annotation of web multimedia to industry communities such as broadcasters, media archives and producers. The 1st Int. Workshop on Social Events in Web Multimedia (SEWM'14) was organized as part of the ACM Int. Conf. on Multimedia Retrieval (ICMR), Glasgow, UK, 1-4 April 2014. The workshop aimed to attract researchers and practitioners interested in the better understanding of multimedia retrieval and of events in the context of the Web and/or social networks. SEWM presented the latest developments and results on the discovery of social events from web multimedia content, and on techniques for the detection and retrieval of media items that are related to social events. This workshop also relates to the Social Event Detection (SED) Task that MediaMixer partners successfully co-organized as part of the MediaEval 2013 international benchmarking activity. The SEWM'14 workshop took place on April 1st, and included two keynote talks and four regular oral paper presentations. One of the oral talks was given by MediaMixer and presented a 3-year retrospect of the SED Task. Following the completion of the workshop, all workshop presentations were made publicly available at the workshop's web site, http://mklab2.iti.gr/sewm14/program/ (with the exception of the presentation of one of the keynotes, which could not be made publicly available due restrictions imposed to the
presenter by his employer). The workshop run in parallel to the two other ICMR 2014 workshops and was well-attended by approximately 20 ICMR participants. Table 6 shows the agenda of the organized workshop.

**Table 6: Agenda of the 1st International Workshop on Social Events in Web Multimedia**

<table>
<thead>
<tr>
<th>Workshop Agenda</th>
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<tbody>
<tr>
<td>11:00-11:10</td>
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<tr>
<td>11:10-12:00</td>
</tr>
<tr>
<td>12:00-12:20</td>
</tr>
<tr>
<td>12:20-12:40</td>
</tr>
<tr>
<td>Lunch Break</td>
</tr>
<tr>
<td>14:00-14:50</td>
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<tr>
<td>15:10-15:30</td>
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<tr>
<td>15:30</td>
</tr>
</tbody>
</table>

**Impact assessment summary:** Keynote talks: 2; Oral presentations: 4; Attendees: 20

3.1.3 Co-organization of the OCWC 2014

MediaMixer partners JSI and MODUL co-organized the conference OCWC 2014. The most important objective was to present the Mediamixer project and the Videolecures use case in the domain of online learning as the OCWC global conference gathers researchers, practitioners, policy makers and educators who can deeply explore open education and its impact on global education. Details about the schedule of the event can be found here: http://conference.ocwconsortium.org/2014/schedule/. The conference was well attended by approximately 250 participants in 3 pre-conference workshops, 3 keynote talks, over 90 presentations divided into different tracks (Research track, Pedagogical track, Policy track, Dissemination track, GO-GN Research Track), a Machine Learning Challenge and a video journal. We finished the conference with a post-conference event named WebCamp. During the conference MediaMixer participated in the event by giving two talks, one in the dissemination track and one in the research and technology track.

The first talk in the dissemination track (http://conference.ocwconsortium.org/2014/ai1ec_event/mediamixer-2/?instance_id=447) focused on questions like: What is MediaMixing and how make media more valuable for its owner and more useful for its consumer. The talk presented the Mediamixer project, Mediamixer technology, Mediamixer demonstrators. Project coordinator Dr Lyndon Nixon outlined the Mediamixer vision, grounding it in organizational trends to create and re-use increasing amounts of media assets, and backing it up with a look at the limitations of current media technology solutions. He explained how Mediamixer supports interested organizations
to adopt and use new technology for working with audiovisual media. The talk was well-attended by approximately 20 participants.

The second talk in the research and technology track (http://conference.ocwconsortium.org/2014/ai1ec_event/video-lectures-mashup-remixing-learning-materials-for-topic-centred-learning-across-collections-lyndon-nixon-tanja-zdolsek-ana-fabjan-and-peter-kese/?instance_id=404) highlighted the MediaMixer benefits for the e-learning video platform VideoLectures.NET. JSI partner Tanja Zdolšek outlined the ‘VideoLecturesMashup’ which is capable of accepting a specific learning topic as input and produces as a result a mashup of fragments of learning materials from the site addressing that topic, ordered in a meaningful way. The talk reflected on the new learning opportunities realised for online learners as a result of the MediaMixer technology. The talk was well-attended by approximately 40 participants.

Moreover, Mediamixer was having a promotional stand (Figure 4) with a full day demonstration of the project poster, the VideoLecturesMashup demo and distribute postcards, manned by JSI and MODUL partners. During the presence at OCWC Tanja Zdolšek (JSI) and Lyndon Nixon (MODUL) were actively communicating/promoting the activities through different social channels (especially Twitter). Finally, all the sessions were filmed and are available at VideoLectures.NET.

![Figure 4: Lyndon Nixon and Tanja Zdoslek at the MediaMixer promotional stand](image)

**Impact assessment summary:** Keynote talks 3; Number of workshops: 3; Number of presentations: over 90; Attendees at the conference: 250; Attendees in the dissemination track: ~20 Attendees in the research and technology track: ~40.
3.2 International benchmarking activities

MediaMixer will continue to support existing and established new international benchmarking activities in relation to media fragment annotation and re-use. MediaMixer is going to hold a Grand Challenge as part of ACM Multimedia 2014 and is going to co-organize the SED task in the MediaEval benchmarking activity.

3.2.1 “VideoLectures.NET Challenge (MediaMixer, transLectures): Temporal segmentation and annotation of lecture videos” at ACM multimedia 2014

This year the grand challenge program consists of 5 different grand challenge solutions. MediaMixer partners JSI and CERTH co-organize, as part of the ACM Multimedia 2014 Grand Challenge program, the “VideoLectures.NET Challenge (MediaMixer, transLectures): Temporal segmentation and annotation of lecture videos” (http://www.acmmm.org/2014/call_mm_grnd_chlng_sol.html). Since the event has deadline of submissions in the 29th of July 2014, after the end of the project, there is no available extra information about the submission and the accepted papers to report. Subsequently, below the task description and challenge overview is given.

Table 7: Task description and challenge overview

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>The proposed Grand Challenge is an extension of the one that was successfully organized as part of ACM MM’13. Similarly to its previous edition, the proposed challenge revolves around the temporal segmentation and annotation of lecture videos. The challenge is driven by the fact that VideoLectures.NET mostly hosts lectures 1 to 1.5 h long linked with slides and enriched with transcripts, metadata and additional textual contents. With automatic temporal segmentation and annotation of the video fragments, the VideoLectures.NET portal would gain in efficiency of the video search engine and would be able to provide users with the option to search for sections within a video, as well as would be able to recommend similar content to its users. This year the challenge again requires its participants to develop tools for the automatic segmentation and annotation of videos that could then be implemented in VideoLectures.NET. Extending last year’s challenge definition and evaluation methodology, this year we will provide the challenge participants not only with a set of lecture videos and associated multimedia materials (e.g. slides, transcripts) but also with ground truth temporal segmentation of the videos; the challenge participants will be asked to also report results against this ground truth. The ground truth data will be generated via crowd sourcing, which will be organized in advance by the challenge organizers.</td>
</tr>
<tr>
<td>Dataset:</td>
</tr>
<tr>
<td>Evaluation metric:</td>
</tr>
<tr>
<td>1. The quality of segmentation and annotation</td>
</tr>
<tr>
<td>2. Service efficiency</td>
</tr>
<tr>
<td>Contacts:</td>
</tr>
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<td></td>
</tr>
</tbody>
</table>
3.2.2 Social Event Detection Task at MediaEval 2014

MediaMixer partners CERTH and EURECOM are going to co-organize the Social Event Detection Task (http://www.multimediaeval.org/mediaeval2014/sed2014/) with two EU projects the SocialSensor, and the LinkedTV. The Social Event Detection (SED) task of MediaEval 2014 requires participants to discover and describe social events in a collection of social media content gathered from multiple media-sharing services on the internet (for example from Flickr, Picasa, Instagram, Twitpic). The SED task organizers are: Georgios Petkos, CERTH/ITI, Greece, Symeon Papadopoulos, CERTH/ITI, Greece, Giuseppe Rizzo, Univ. of Torino, Italy, Vasileios Mezaris, CERTH/ITI, Greece, Raphael Troncy, EURECOM, France. Since the event has deadline of submissions after the end of the project, there is no available extra information about the submissions and the accepted papers to report.
4 Organization of training events

This section stamps our final efforts for the organization of training events in the industry and the scientific community. Training of both academia and industry members is an important factor for promoting the MediaMixer vision and the uptake of the related technologies. This section comprises of: a) the report on the invited talk at the Internet of Education 2013, b) the report of the keynote talk at the 1st International Workshop on Social Multimedia and Storytelling, c) the report of the organized tutorial at the high-profile conference WWW2014, d) the report of the organized 1st MediaMixer Winter School for members (mostly graduate students and researchers) that can combine delivering in-depth lectures with giving to its participants the possibility for gaining hands-on experience on the use of media fragment annotation and re-use technologies, and of the effectiveness, privacy etc. issues that may arise, and finally, e) the report of the organized MediaMixer Innovation Day at the InnovationKT for organizations that will understand the technical challenges in adoption of semantic multimedia using web standards, and address and incorporate emergent innovations in multimedia solution. In the following sections we give a detailed report for each organized training event including its impact assessment. At the end we provide a summary assessment of the event impact. Figure 5 below depicts the timeline of the training events that MediaMixer organized throughout the timeline of the project, whereas the light grey color are the events that MediaMixer organized in the last semester.

Figure 5: MediaMixer organized training events

4.1 Scientific community-oriented invited talks

The two invited talks that MediaMixer (co-)organized, as listed below, aimed to bring together many people with aligned interests and common objectives and highlight the most recent developments in the area of media fragment creation and re-use, and in other closely-related areas.

4.1.1 Internet of education 2013

MediaMixer coordinator Lyndon Nixon (Figure 6) presented at the Internet of Education 2013 conference (organized by project partner JSI) one possible MediaMixer future of e-learning. In this future, learning videos are mashed up to generate new learning offers for online learners, and such re-mixes could be the basis for new MOOC offers that are more flexible and personalised to individual learners. Dr Nixon noted that as e-learning materials become increasingly video, there are new requirements on how to retrieve relevant video by topic and access it in term of its parts (fragments), especially relevant for learners on the go or on mobile devices. MediaMixer technology is a solution for this, as shown by our use case with VideoLectures.NET, the VideoLecturesMashup.
This use case has been described previously, and the video of the demonstrator is also online at http://de.slideshare.net/MediaMixerCommunity/ppt-internet-of-education-11-112013. As a conclusion Lyndon Nixon, co-ordinator of the MediaMixer project, spoke about the offer of MediaMixer technology to the e-learning domain. In particular, he presented how semantic multimedia technology can help online lecture video be split into fragments around distinct topics and mashed up into new learning offers, helping e-learning portals like VideoLectures gain more value from their materials as online learners derive more value from the same materials. The video and the slides of the invited talk: “A MediaMixer for online learning?—making learning materials more valuable for their owner and more useful for their consumer” are available at: http://videolectures.net/internetofeducation2013_nixon_mediamixer/

Impact assessment summary: Invited talks and/or papers: 17; Attendees at the MediaMixer invited talk: ~100

4.1.2 1st International Workshop on Social Multimedia and Storytelling (SOMUS) at ICMR 2014

The SOMUS workshop (https://sites.google.com/site/socialmultimediastorytelling/home) aimed at exploring different multimedia retrieval areas converging on the nexus of social multimedia and storytelling around real-world experiences, events and places. Benoit Huet from EURECOM gave a keynote talk at the workshop under the session: “Event-based multimedia indexing, hyperlinking and summarization” and presented “Event-centric HyperLinking of Socially Contributed Multimedia Content” (http://www.slideshare.net/huetbenoit/eventcentric-hyperlinking-of-socially-contributed-multimedia-content). Benoit more specifically proposed an event-centric hyperlinking of multimedia documents and focused on the particular usage of hyperlinking for second screen applications; where a user is watching a multimedia broadcast on a main screen while using a mobile device (the second screen) to visualize related content. Benoit presented innovative solutions to address both types of second screen visualization; Static and Dynamic. For both approaches, Benoit presented MediaMixer technology in order to obtain information regarding the content of the whole program and/or individual media fragments. SOMUS was well-attended by approximately 30 ICMR participants, which is very good for a workshop running in parallel with another two workshops.

Impact assessment summary: Invited talks and/or papers: 10; Attendees at the keynote talk: ~30
4.2 Re-using media on the web: Learn how to annotate and interlink online media fragments for new applications at WWW2014

The “Re-using media on the web” tutorial (http://www.mediamixer.eu/tutorial/) was presented on the 8th of April by MediaMixer at the prestigious WWW 2014 conference that took place in Seoul, Korea, 7th - 11th April 2014. The tutorial covered the state of the art in the area of online media analysis, annotation and linking, reflecting that a number of Web-based specifications and technologies are now emerging that in combination can provide the technical solution for media owners to be enabled to manage and re-use their online media at a fragment level. The combination of these specifications and technologies form a full online media workflow able to support media fragmentation and re-use, which opens means to derive new value from media to media owners and new models for media acquisition and use for media consumers. Hence the awareness of and ability to use these specifications and technologies will be of great importance to future curators and publishers of online media. Overall this tutorial has been an opportunity for Web developers and media professionals to receive direct, hands-on experience in using MediaMixer technologies to annotate and interlink online media fragments to support new applications and to create their own media re-mix. Attendees came from European and East Asian universities and companies, working in the multimedia research field, and were appreciative to learn of semantic annotation, Media Fragment URIs and tools for annotation creation and fragment playback, which were largely new to our audience.

The tutorial was presented by three members of MediaMixer, Lyndon Nixon (MODUL), Vasileios Mezaris (CERTH) and Raphael Troncy (EURECOM) (Figure 7), and included four parts: 1) Introduction and Examples, 2) Media Fragment Analysis and Creation, 3) Media Fragment Specification and Semantics, and 4) Media fragment re-mixing and playout. The tutorial ran in parallel with a multitude of other tutorials and workshops at WWW’14 and was attended by approximately 25 WWW participants. Following the delivery of the tutorial at WWW, the tutorial slides were made publicly available from the MediaMixer web site and on slideshare at http://www.slideshare.net/MediaMixerCommunity?utm_campaign=profiletracking&utm_medium=sssite&utm_source=ssslideview. The two tables below include the schedule of the tutorial and the list with the tutorial speakers.

Table 8: Tutorial schedule

<table>
<thead>
<tr>
<th>Tutorial Schedule</th>
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<tbody>
<tr>
<td><strong>Session 1:</strong> Media fragment analysis and creation</td>
</tr>
<tr>
<td><strong>Speaker:</strong> Vasileios Mezaris (CERTH)</td>
</tr>
<tr>
<td><strong>Summary:</strong> Explain approaches to visual, audio and textual media analysis to automatically generate meaningful media fragments out of a media resource. Demonstrate latest results in the areas of video fragmentation, visual concept and event detection, face detection, object re-detection, and the use of speech recognition and keyword extraction from text for supporting multimedia analysis.</td>
</tr>
</tbody>
</table>

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Figure 7: Vasileios Mezaris and Raphaël Troncy at the WWW2014
Speaker: Raphaël Troncy (EURECOM)

Summary: Introduce the W3C Media Fragment URI specification. Highlight how media fragments can be incorporated into known media description schema, with a focus on the W3C Media Ontology and the Open Annotation Model. Extensions to these ontologies to more richly link media fragments to the concepts they represent.

Session 3: Media fragment re-mixing and playout

Speaker: Lyndon Nixon (MODUL)

Summary: A number of novel application ideas will be introduced based on the media fragment creation, specification and rights management technologies. Semantic search and retrieval allows us to organize sets of fragments by topical or conceptual relevance. These fragment sets can then be played out in a non-linear fashion to create a new media re-mix. We look at a server-client implementation supporting Media Fragments, before allowing the participants to take the sets of media they have selected and create their own re-mix.

Table 9: Tutorial speakers

<table>
<thead>
<tr>
<th>Vasileios Mezaris (CERTH)</th>
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<tbody>
<tr>
<td>Dr. Vasileios Mezaris received the Diploma and the Ph.D. degree in Electrical and Computer Engineering from the Aristotle University of Thessaloniki, Thessaloniki, Greece, in 2001 and 2005, respectively. He is a Senior Researcher (Researcher B) with the Information Technologies Institute / Centre for Research and Technology Hellas, Thessaloniki, Greece. His research interests include image and video analysis, event detection in multimedia, machine learning for multimedia analysis, content-based and semantic image and video retrieval, medical image analysis. He is the co-author of 26 papers in refereed international journals, 12 book chapters, two patents and more than 90 papers in international conferences. Since 2012 he also serves as an Associate Editor for the IEEE Transactions on Multimedia. More details and publications at <a href="http://www.iti.gr/~bmezaris/">http://www.iti.gr/~bmezaris/</a></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Lyndon Nixon (MODUL)</th>
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<tbody>
<tr>
<td>Dr. Lyndon Nixon is Senior Researcher in the New Media Technology group at the MODUL University Vienna as of 1st October 2013. He is responsible for the EU projects LinkedTV (<a href="http://www.linkedtv.eu">www.linkedtv.eu</a>) – as Scientific Coordinator – and MediaMixer (<a href="http://www.mediamixer.eu">www.mediamixer.eu</a>) – as Project Coordinator. He also teaches (MBA) on Media Asset Management and Re-use. His research domain since 2001 is semantic technology and multimedia, with a focus on automated media interlinking, and he has co-authored 73 refereed papers and co-organized 31 workshops or conference tracks to date. More details and publications at <a href="https://sites.google.com/site/lyndonnixon/home">https://sites.google.com/site/lyndonnixon/home</a></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Raphaël Troncy (EURECOM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant professor in EURECOM (Sophia Antipolis, France) leading the Multimedia Semantics research group. Raphaël Troncy is also co-chair of the W3C Media Fragments Working Group and W3C Incubator Group on Multimedia Semantics. He is involved in many National (ACAV, Datalift) and European (K-Space, Petamedia, ALIAS, LinkedTV, OpenSEM) projects dealing with multimedia analysis and semantic web technologies in social media. Raphaël Troncy is an expert in audio visual metadata and in combining existing metadata standards (such as MPEG-7) with current Semantic Web technologies. More details and publications at <a href="http://www.eurecom.fr/en/people/troncy-raphael">http://www.eurecom.fr/en/people/troncy-raphael</a></td>
</tr>
</tbody>
</table>

Impact assessment summary: Speakers at the MediaMixer tutorial: 3; Attendees at the MediaMixer tutorial: ~25

4.3 1st Winter School on Multimedia Processing and Applications (WMPA)

The winter school event offered to participants training on the latest technological developments in the area of multimedia processing and of emerging multimedia applications. The school combined delivering in-depth lectures with giving to its participants the possibility for gaining hands-on experience on the use of new multimedia processing techniques (e.g. media fragment annotation and re-use technologies), and on the effectiveness, privacy
etc. issues that may arise. The latest R&D in EU funded projects and latest insights from experts in the industry domains which stand to benefit from these new technologies helped students to appreciate the state of the art and future chances for industry adoption. Concerning the attendance at the MediaMixer Winter School (WMPA’14), approximately 35 participants attended the school and benefited from the 10 long lectures given during the school by 12 known experts in the Multimedia domain and related industry representatives (for more details about the brief description of the lecture topics, the winter school agenda, the list with the invited lecturers, for the training event, the Webpage of the winter school and finally the further distribution of the training materials and lectures of the winter school please see in the deliverable D4.4.2 in section 4.3). By co-locating the winter school with such a major scientific event, MediaMixer had the chance to spread its technologies and promote the idea of the project to even more multimedia communities. The school supported close interaction between the students and all participants of the MMM’14 conference; among other possibilities, all school’s students had the opportunity to briefly present their own work during the school’s regular poster and poster booster sessions. Finally, almost all school participants also attended the 20th MultiMedia Modelling (MMM) conference that was co-located with the school; together the winter school and the MMM conference constituted a week-long training event that included a wide variety of long and short lectures, keynotes, poster presentations and hands-on sessions.

Impact assessment summary: Invited speakers: 12; Number of lectures: 10; Attendees at the MediaMixer winter school: 35

4.4 MediaMixer Innovation Day

MediaMixer organized its Innovation Day to help fulfil its stated objective to “focus on ways to address potentially limiting factors in the current market, simplifying aspects of content access, provision, remixing and repurposing, and tackling aspects potentially obstructive to obtaining rights for use, primarily of benefit to the established media industry, but in a way that also encourages wider access outside mainstream channels, such as in User Generated Content (UGC) portals and newer entrants monetising media production and consumption.”

To support and promote this objective, MediaMixer chose to host the Innovation Day within a dedicated international conference, Innovation Through Knowledge Transfer, this year “InKT14”:

The conference will provide an important opportunity for knowledge transfer practitioners from Europe and further afield to meet and share experiences of university-business-interaction, commercialisation, and enterprise development.¹

MediaMixer is driven by a consortium of research and technology development institutions, and as such supplies technical expertise. MediaMixer fundamentally addresses the combination of the web and visual media, neither of which is purely a technical concern; however, the world of media is undergoing radical transformation in “becoming digital”. Alongside its challenges to the media industry, the value the web can bring within the new “born digital” media arena is yet to be understood.

The successful creation and execution of the Innovation Day concept was an important opportunity to bring MediaMixer together in an interaction with key individuals representing aspects of industry and institutional sectors. To maximize the value and impact within industry, it was important that the event was limited in numbers and the agenda designed to actively promote open discussion, in contrast to paper presentations-oriented sessions common to academia. MediaMixer Core Partner and event coverage experts ICM Reporting were commissioned to interview contributors in order to succinctly capture, what MediaMixer represents, the contribution it has made so far to industry, and the outlook hereon, with a record of the entire day made available by VideoLectures.net.

The day was therefore organized according to a three stage flow of short talks and discussions to bring the most out the intentional diversity of invited contributors (each attendee was considered a contributor), broadly structured

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around promotion of MediaMixer’s offer, through to various statements from industry stakeholders impacted by digital transformation (to paraphrase from the event’s microsite):

1. an overview of semantic multimedia was presented, from the perspective of MediaMixer’s technology partners and R&D expertise, with a summary of opportunities and outlook through MediaMixer’s knowledge and technology transfer offer;

2. short talks by early adopters of multimedia semantics within a variety of perspectives were given, using by way of example digital media copyright (Universidad de Lleida), semantic publishing (Ontoba), broadcast news (Condat); moderated by Lyndon Nixon;

3. addressing challenges, possibilities and outlook, set within the wider content industry context, from publishing (Pearson), content (Getty Images), copyright (Hubert Best, FOCAL) and media archives (Netherlands Sound and Vision) – panel discussion moderated by Sue Malden (FOCAL).

The potential scope of the impact of the web on visual media is vast: it was important to structure the bringing in of further representative viewpoints. To support this, “lightning talks” were sought from key participants.

Wrap-up was provided from an independent perspective by David Willox structured using a methodology to elicit feedback and participation, with partner Lyndon Nixon rounding off the event on behalf of MediaMixer.

The MediaMixer project invited most of the approximately 30 experts and representing various parts of the media industry. MediaMixer experts were present at the event and guided discussions and guided the panel of early adopters, whilst the FOCAL Chair guided the broader industry panel. In addition they were available for networking after the presentation sessions. For more details about the MediaMixer Innovation day and the impact in industry please also see D5.5.3.

Follow-up papers will be published in the IMPACT Journal describing the event, and partner and event organizer ACUITY has accepted an offer from FOCAL International to submit an article for their professional journal Archive Zones.

The industry impact from forthcoming dissemination of this unique event is yet to be determined. FOCAL Executive representatives and Getty Images in particular are key influencers within the media industry, brought together with attendees “changing the game” through their use of the media and web: Getty Images, Ontoba and Tagasauris. An ongoing mutual connection between MediaMixer partners, global media industry representatives and current industry innovators such as these will in themselves best serve to generate lasting industry impact from the project.

**Impact assessment:** Invited talks: 14; Number of Attendees at the MediaMixer Innovation Day: ~30

### 4.4.1 MediaMixer Innovation Day schedule

The table below outlines the schedule for the Innovation day.

| MediaMixer Innovation Day – innovative multimedia solutions ready for transfer to industry schedule |
|---|---|
| **Friday, April 4** | |
| **From 8:15** | **Registration** |
| **10:30 – 11:00** | **Coffee Break** |
| **11:00 – 11:20** | **Session 1: MediaMixer – why we do need innovative multimedia solutions?**  
 **Speaker:** Lyndon Nixon (MODUL) |

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5 Partner representative Martin Dow (ACUITY) was not able to do his intended lightning talk on Digital stewardship in MediaMixer due to running over time at wrap up, although an interview was captured shortly after the event.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Moderator/Speakers</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:20 – 12:10</td>
<td>Session 2: Early multimedia technology adopters panel</td>
<td>Lyndon Nixon (MODUL)</td>
<td>A panel of experts introduce and discuss their experiences in adopting emerging semantic media technologies or commitment to strategies, defining media stakeholders addressed and highlighting the expected benefits of the approach. Views are drawn from a variety of perspectives: strategic semantic-enablement of the media enterprise (Pearson), archival from the institutional sector, semantic publishing (Ontoba), news broadcast (Condat), and semantically connected media (Tagasauris).</td>
</tr>
<tr>
<td>12:10 – 13:00</td>
<td>Session 3: Multimedia innovation: challenges, possibilities and outlook panel</td>
<td>Sue Malden (FOCAL)</td>
<td>From a wider content industry perspective, what possibilities might the availability of emergent technical know-how in multimedia semantics offer? How might semantically-related multimedia impact commercial stakeholders in audiovisual media? What are the existing priorities in play in the commercial digital media ecosystem, how do traditional archives fit, what part might the web semantics play, what are the factors requiring wider community engagement, and what factors are currently serving to drive technology adoption? Reflecting on commonalities between early adopters’ experiences and the current priorities of industry panellists, participants will explore possibilities for going forward, helping inform practitioners as to the future outlook of multimedia semantics set in context, and help explore broader industry challenges and priorities that should be addressed if the potential of the approaches underpinning the MediaMixer project are to be realised.</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch &amp; networking</td>
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</tbody>
</table>
| 14:00 – 14:45 | Lightning talks by participants                                          |                                                                                     | Todd Carter: “Semantically connected media”  
Marko Samec: “Media production from academia to industry”  
Karen Colbron: “Shared knowledge, shared data”  
Elitza Bantcheva: “Deluxe Media”  
Dermot Frost: “DRI – constructing the modern multimedia repository” |
| 14:45 – 15:00 | Wrap up (Lyndon Nixon and David Willox): Summarize the discussions of the event and communicate how MediaMixer can facilitate knowledge transfer into companies and elicit further perspectives and final comments from participants. | Lyndon Nixon (MODUL)                                                                |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 15:00 – 15:45 | Networking: One-to-one meetings between MediaMixer experts and attendees are possible. |                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                     |

4.4.2 Invited speakers and contributors to the MediaMixer Innovation day

Experts from diverse multimedia domains were invited to contribute to the Innovation Day and to present on the areas of international copyright and media law, copyright management, digital rights management, media
fragmentation and annotation technologies; media archive management, semantic multimedia technologies, multimedia access and retrieval in audiovisual archives, semantic platforms and metadata in education. Table 11 below refers to the list of the invited speakers and contributors.

**Table 11: Invited speakers list**

<table>
<thead>
<tr>
<th>Invited speakers and contributors</th>
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<tbody>
<tr>
<td><strong>Hubert Best</strong> (ENN Advokatbyrå)</td>
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<tr>
<td>Hubert Best specialises in international copyright and media law. Having been International Head of Media in a leading London City firm he founded his own specialist firm, and now practises in London and Stockholm advising media organizations around the world. His larger projects have included several Olympic and Commonwealth Games, London’s annual New Year’s Eve celebration and the 2010 World Cup in South Africa. Hubert spoke on the topic: “The changing face of copyright in media business: opportunities and impacts”.</td>
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<tr>
<td><strong>Todd Carter</strong> (Tagasauris)</td>
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<tr>
<td>Todd Carter is the CEO and Co-founder of Tagasauris, Inc. Todd is widely respected as a creative visionary and leader in media and digital assets, linked open data and semantic web community, with over 20 years experience working with data archives, libraries and information technology systems. Tagasauris has been featured in The New York Times, Wired, Business Week, The Economist and a host of others. The National Endowment for the Humanities awarded Tagasauris and The Museum of the City of New York a grant to annotate the museum's archive. Tagasauris promises to be a game-changer in the media industry. Todd participated in the lightning talks session and spoke on the topic: “Semantically connected media”.</td>
</tr>
<tr>
<td><strong>Julien Everett</strong> (Ontoba)</td>
</tr>
<tr>
<td>Julian Everett is a solutions architect with a background in building distributed middleware services for digital media and financial services organizations. Prior to joining Ontoba he worked as Chief Technical Architect for the BBC’s international/commercial online services. His current areas of interest include JavaScript Everywhere linked data applications, hypermedia application design, HTTP and global content delivery architectures. Julian spoke on the topic: ‘Semantic Publishing and Architecture’.</td>
</tr>
<tr>
<td><strong>Rolf Fricke</strong> (CONDAT)</td>
</tr>
<tr>
<td>Rolf Fricke is responsible for R&amp;D at Condat AG including the integration of innovative technology into the TV/Media production process. He has long term experience in industry projects for TV-Broadcasters, Publishers and Content Providers and participates in R&amp;D projects as software architect, developer and researcher. Rolf spoke on the topic: “Implementation of Media Fragment Retrieval for TV Archives &amp; Lessons Learned”, where media innovation is benefiting the workflow of broadcast TV newsrooms and now being transferred to other domains.</td>
</tr>
<tr>
<td><strong>Roberto García</strong> (UdL)</td>
</tr>
<tr>
<td>Roberto García is associate professor and researcher at Universitat de Lleida (Spain). He has almost 15 years of experience in semantic web research and its application to media and copyright management, like the Copyright Ontology. Roberto spoke on the topic: “Semantic Technologies for User Generated Content Copyright Management”, illustrating how semantic copyright management can help better manage and improve the revenue stream obtained from owned content being reused in UGC platforms like YouTube.</td>
</tr>
<tr>
<td><strong>Bouke Huurnink</strong> (Sound and Vision)</td>
</tr>
<tr>
<td>Bouke Huurnink is product development manager at the Netherlands Institute for Sound and Vision. He leads a development team that specialises in multimedia access, and in this role liaises between R&amp;D, IT, and other stakeholders. His background is in video retrieval, and he defended his PhD thesis, entitled “Search in Audiovisual Broadcast Archives”, in November 2010. Bouke spoke on “Technology and knowledge transfer in a modern audiovisual archive: experiences and observations”. Using Sound and Vision as a case study, he focused on issues a ‘modern’ media archive faces – not only technically, but also in terms of actually achieving knowledge and technology transfer.</td>
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<tr>
<td><strong>Jonathan Lookwood</strong> (Getty Images)</td>
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<tr>
<td>Jonathan Lockwood is an in-house lawyer at Getty Images in London. He has been with Getty Images for 11 years during which time he’s provided legal support to all company functions. Getty Images was one of the first companies to license images over the web and is in continual pursuit of more innovative licensing solutions, “Embed” being one of its more recent developments. Jonathan spoke on the topic “Embed. Getty Images encouraging a legitimate alternative to right-click”.</td>
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<thead>
<tr>
<th><strong>Sue Malden</strong> (FOCAL)</th>
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<tbody>
<tr>
<td>Sue Malden is an independent media archive management consultant and chair of the Federation of Commercial Audio Visual Archives (FOCAL International). Sue moderates the panel on case studies. The Federation of Commercial Audiovisual Libraries International is a professional not-for-profit trade association formed in 1985 which is fully established as one of the leading voices in the industry.</td>
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<tr>
<th><strong>Lyndon Nixon</strong> (MODUL)</th>
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<tbody>
<tr>
<td>Dr Nixon is Senior Researcher in the New Media Technology group at the MODUL University Vienna, where he leads European research projects such as MediaMixer. He has been active in the research area of multimedia annotation and presentation since 2001, with a focus on enriching Television with additional content. He also teaches a MBA on Media Asset Management and Re-use. Lyndon spoke on “MediaMixer – why we do need innovative multimedia solutions?”, grounding the efforts of MediaMixer to transfer knowledge and multimedia technology into media companies in the trends we see in online and enterprise media and a vision of future media sharing and re-use which can benefit any media owner or consumer.</td>
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<tr>
<th><strong>Madi Solomon</strong> (Pearson)</th>
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<tbody>
<tr>
<td>Madi Solomon is Director of Semantic Platforms &amp; Metadata for Pearson Plc, the international media company that owns The Financial Times and Pearson Education. She is responsible for leading metadata and information functions, defining and delivering the semantic-enabled strategies for the enterprise. Madi speaks on “Linked data in education: a natural selection”. Pearson, the world’s largest education company, is undergoing its own forced revolution as it transforms from a primarily textbook-centric publishing company to a digital educational resources distribution company. She shared the challenges in changing the mind-set of a traditional education company to embrace data-driven decisions.</td>
</tr>
</tbody>
</table>
5 Conclusion

The focus of this deliverable was to report our continuous participation to and organization of activities for the dissemination of MediaMixer technology and results. In Sections 2 to 4 of the present document we reported in detail on our participation in different types of events and different levels of involvement of MediaMixer. Figure 8 gives a pictorial summary of the events that MediaMixer participated or organized throughout the project (light grey shading denotes that the event took place during the last semester of the project, dark grey marks events that took place in previous semesters, whereas white boxes denote the events that MediaMixer is going to organize and participate in the future).

Overall, MediaMixer participated in 45 conferences and workshops, industry-oriented events, standards-oriented working groups and benchmarking activities, organized 10 information and demonstration and 15 training events (including the winter school and the MediaMixer Innovation day, during the last few months of the project), closely interacting with both the scientific and the industry communities. More specifically, MediaMixer this last semester achieved participation in 14 conferences, both scientific and industry oriented, with 5 of them being the premier conferences in multimedia technologies, organized two workshops, a conference, an invited talk, a keynote talk, a tutorial and the 1st Winter School on Multimedia Processing and Applications (WMPA) for the scientific community, while participated in 3 industry oriented meetings, gave presentations and organized the MediaMixer Innovation Day for the industry community.
Through these events, we estimate that the MediaMixer vision was spread among approximately 3000 participants that attended the MediaMixer events and presentations, and even more by further informal interaction with the MediaMixer partners who participated in these events. Also the MediaMixer training events that were organized were disseminated through social media in many groups and in total within more than 20,000 members in relevant multimedia communities, and through projects and other mailing lists with more than 10,000 members in total. Finally, some partners will continue to spread the MediaMixer vision and raise the awareness of the scientific and industry communities by organizing events such as international benchmarking activities that will take place after the end of the project.