D5.3

Content and application criteria/guidelines for open call

September 2013

ABSTRACT

This document represents the deliverable D5.3 Content and application criteria/guidelines for Open Call. Additionally to the Open call, the project will also launch a competition enabling small and medium enterprises as well as motivated developers to build services and applications on top of existing FI-CONTENT enablers. This document contains the requirements collection from FI-CONTENT 2 platforms represented by WP2- WP4, the scope of the Open call and competition, a detailed time schedule, criteria and definitions of a challenge committee as well as detailed procedures for the planned activities to engage SMEs, domain experts and SMEs.

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EXECUTIVE SUMMARY

The deliverable includes guidelines for Open Call. Furthermore the deliverable presents content and application criteria.

This involves the competition guidelines for content services and applications to prepare competitions enabling small and medium enterprises as well as motivated developers to build services and applications on top of existing FI-CONTENT enablers. The deliverable 5.3 contain a challenge committee, a detailed time schedule and procedures for the planned completions.

For the Open Call, firstly the identification of requirements and expectations from FI-CONTENT platforms (WP2, WP3 & WP4) needs to be accurately defined. After that, the Open Call criteria's and schedule are explained in more detail. You find the structured schedule in chapter 2.7.

Finally this deliverable gives examples of the FI-CONTENT 2 Competition (goals, budget, schedule etc).

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ABBREVIATIONS

ADSL	Asynchronous Digital Subscriber Line
AR	Augmented Reality
B2B	Business To Business
CDI	Connected Device Interface
CMS	Content Management System
DRM	Digital Right Management
DVB	Digital Video Broadcasting
EPG	Electronic Program Guide
ETHZ	ETH Zurich
FTTH	Fibre To The Home
GUI	Graphic User Interface
HbbTV	Hybrid Broadcast Broadband TV
IM	Instant Messaging
IPTV	Internet protocol TV
LTE	Long Term Evolution
OTT	Over The Top
PEGI 7	Pan European Game Information
SCG	Smart City Guide
STB	Set Top Box
UGC	User Generated Content
UI	User Interface

1 - IDENTIFICATION OF REQUIREMENTS AND EXPECTATIONS FROM FI-CONTENT PLATFORMS

This chapter summarizes the expectations and requirements from FI-CONTENT2 work packages 2, 3 and 4 for the Open Call. The following sections gather all platform specific input for the Social Connected TV platform, Smart City platform, and the Gaming platform.

The main questions that will be addressed are:

- What did each WP expect from the Open Call?
    - Applications
    - Missing technology / additional features to enablers
    - Support for specific platform functions
- Which target audience will be address?
    - Developers,
    - SMEs,
    - Content producers
    - creative
- What services and functions will be provided by the 3 platforms?
    - Outcome of the scenario requirements work performed in each WP

1.1 - WP2 – Social Connected TV Platform

1.1.1 - *What did you expect from the Open Call? (Applications, missing technology, support for specific functions for the platform)*

- We expect responders to the Open Call to fill identified gaps in technology by providing technological solutions or certain functions that we consider necessary or attractive but cannot provide for various reasons.
- Applicants should also plan to develop applications that tie-in with and extend existing services clearly showcasing the added value.
- Specifically for the area of second-screen interaction, we are looking for solutions that extend the existing second-screen framework by supporting additional/alternative methods for device discovery (other the QR code) and that support the establishment of a local messaging channel for the app-to-app communication of the browsers on the TV and on the secondary device.

1.1.2 - *Which target audience will you address? (developers, SME's, content producers,…)*

The Open Call should target:
- a) Developers or SMEs specialized in applications development who want to build innovative applications around Social Connected TV (e.g. showcasing the potential of the second-screen framework with the help of meaningful applications)
- b) Companies (preferable SMEs) SMEs who operate as IT solution/service providers for publishing houses, broadcasters, online media, etc.
- c) SMEs who provide TV or cinema information and/or content providers

1.1.3 - *What services and functions will be provided by the 3 platforms? (your platform)*

- Through the Open Call, WP2 partners want to become able to offer additional services based on the developed/enhanced Second Screen Framework, extending the phase 1 scenarios to include multiple screens/users, multiple services and enhanced interaction with TV programmes as

described in the Social Connected TV Scenarios in D.2.1. We will provide access to the second-screen framework, to development guidelines as well as to interoperability testing facilities.

- Technicolor will provide open access to Social Connected TV platform for SMEs in Applications development sector in order to build customized VOD portals for specific categories of users such as young people, seniors or deaf and hard-of-hearing people by using Search & Discovery technologies.
- Technicolor will provide Search & Discovery technologies to TV or cinema information providers or to content providers in order to offer new ways to explore catalogues based on metadata enrichment and on social network activities.

1.1.4 - *Outcome and key requirements for WP2*

One of the results of the Open Call should contribute towards the creation of a technically stable and scalable Service for large user-groups.

Key factors will be:

- Qualifications and experience of key personnel
- Realistic timeframe and outcomes
- Provision of innovative ideas for services that use and extend the basic services provided
- Fostering of new ideas around Social Connected TV on the basis of the Social Connected TV Platform technologies

The outcome of the Open Call for WP2 is also the fine-tuning of the APIs for the technological components of the TV platform exposed to SMEs.

And finally, the Open Call for WP2 is a way to valorise the resulting technologies for Social and Connected TV applications in the domain of Media Entertainment.

1.1.5 - *Main objectives to be addressed for WP2*

While supporting the creation of new user stories, RBB will seek to fill technological gaps that have been identified in the Scenario Analysis descriptions and to incorporate tie-in services into the existing framework. We will also encourage the development of creative and compelling user stories for the toolbox.

Two technology gaps are currently identified in the Scenario Overview for the **ARD EPG**, **Cross-Screen Toolbox** / **Dashboard** and the **rbbtex**t services. We would like to find enablers to:

- Provide automatic discovery of devices based on standard web technologies
- Provide direct communication between devices without an intermediate web server.

One of the objective for Technicolor is to integrate new partners for the Social Connected TV platform in order to bring more applications regarding media consumption, and also to transfer some FI-CONTENT 2 results into existing commercial offers.

1.2 - WP3 – Smart City Platform

The Open Call shall ask for innovative experiments and application and services using the smart city guide platform.

1.2.1 - What did you expect from the Open Call? (Applications, missing technology, support for specific functions for the platform)

Enrich the platform with new potential enablers:

- Content Translation:
  - Supported content types: Text, Video (ad of sub-titles)
  - Real time translation: streaming, live streaming, content reading/download...
  - Supported languages: all European Languages
    - Mandatory: English, French, German, Spanish, Catalan, Italian
    - Optional: all other European languages
- Additional functionalities (optional):
  - Word spotting: key words of the content
  - Sum up of a content
- Service continuity / complementarity between devices:

The enabler allows the user to begin his visit with his mobile device and continue seamlessly with his tablet, his PC or TV and vice versa. It should also allowed to get additional information on a tablet, using the mobile phone as a remote

- Insert advertising:

The enabler allows any announcer or any person working in advertising to easily insert advertising in the smart city guide.

This advertising could be adapted to end user according his profile.

The main objective in our context is to assess the level of acceptability of end users by experiment different type and format of advertising.

Enrich the platform with new data's and contents:

- Cultural and knowledge contents
- Extend or build Open City Databases:

  - OCD is an web app for mobile devices
  - Provides the user information of different cities and their POIs
  - Collection of POI (detail view: rating, comments, opening hours, public transport, contact)
  - Quick switch to another city (search for cities)
  - Weather information's

1.2.2 - Which target audience will you address? (developers, SMEs, content producers,…)

Different targeted audience are addressing according the type of enabler:

- Content Translation: SME, Start up
- Service continuity between devices: SME
- Insert advertising: SME, announcers and people who are working in advertising, corporate body (e.g local newspapers, etc.)
- Cultural and knowledge contents: content producers or creators, cultural actors, digital artists, designers
- Extend or build open city databases: SME, Content producers

1.2.3 - What services and functions will be provided by the 3 platforms? (your platform)

The actual Smart City Guide platform is described in the WP3 Roadmap and D3.1 gives details about functions available in the first experiment.

Some additional functions are expected from these additional enablers:

- Content Translation
  Real time translation: streaming, live streaming, content reading/download, etc.
  Supported languages: all European Languages
  Some are mandatory: English, French, German, Spanish, Catalan, Italian
- Service continuity / complementarity between devices:
  While having identified a point of interest, a centre of interest on a device the user have the possibility to retrieve his information, data and contents on any device seamlessly without having to do make the search again.
- Insert advertising:
  Insert advertising in a webpage (HTML5) or android/IOS/Windows
  This advertising could be adapted to end users according his profile.
- Cultural and knowledge contents: enrich end user experience with a transmedia cultural experience
- Extend or build open city databases:
  The open city database is a web app and POI database for smartphones and tablets. The user gets information's about POI in a city he decides. He can quick change the city by choosing another one in the list. There are three different views for the user: "gallery", "map" and "list". The user can switch the views by handle the "swiper". In every view is a collection of POIs. If the user selects a POI, he gets information that is more detailed, like opening hours, public transport, contact. The user can also rate POI or write a comment.

1.2.4 - *Outcome and key requirements for WP3*

Some criteria will be generic:
- Answer to our needs
- Performance
- Innovation
- Price
- Capacity to integrate the consortium in an on-going collaborative project

Some will be specific to the enabler:

- Content Translation:
  - o Answer to our need: diversity of supported languages (road map)
  - o Performance: new language integration easiness, real time translation, capacity in terms of number of users (scalability).
- Service continuity between devices:
  - o Answer to our need: seamlessly having an experience from one device to another one
  - o Performance: response time, nice user experience, diversity of devices addressed
- Insert advertising:
  - o Answer to our need: as the main objective is to test acceptability, richness in the type of advertising will be important
  - o Performance: ease of advertising insertion, format adaptation
- Cultural and knowledge contents

- Extend or build open city databases:
  - o Answer to our need: collection of content for the SCG (POI, rate, comments cities/ pictures)
  - o Performance: connect POI with their cities, quick search/choose of cities, user experience for further SCG

1.2.5 - *Main objectives to be addressed for WP3*

The main objective is to integrate new partners for the Smart City Platform to enrich the Smart City Guide "reference service" with innovative functionalities and to develop and experiment a new innovative service.

1.3 - WP4 – Gaming Platform

1.3.1 - *What did you expect from the Open Call? (Applications, missing technology, support for specific functions for the platform)*

- Partners successful in the Open Call would support extension of the Pervasive Game Platform through integrated technologies and impactful video game business oriented applications, including selective from the following, advanced AR tracking methods, internet of things devices integrated with AR, crowd game behavioural analysis, advanced interactive location based events, facial animation retargeting, automated player community adaption based on big data analysis, AR toy fabrication and unencumbered augmented reality displays.
- We have discussed such topics recently with ForthDD, Inition, Hide&Seek, Pervasive Media Studio, Face4It, Bear Trap Games, Natural Motion, Oberon Microsystems, Dundee City of Culture bid team, AHRC, Edinburgh Napier University, Edinburgh University, Bath University and UCL.

1.3.2 - *Which target audience will you address? (developers, SMEs, content producers,…)*

- The audience should be engaged through a range of access points to enablers of alternative levels of engagement, such as, end users, web developers, SMEs, professional game developers, including open source, cloud service hosting and functional game engine plugins.
- For SME engagement, the audience covers both server and client side enabler uses.
- Some may opt for browser only applications, other may choose both, and some client only uses of the Game Platform.
- Some may wish to extend our enablers in an integrated fashion to provide their own middleware/platform extensions.
- Being able to selectively use results and various parts of the Game Platform will permit more SMEs to make use FI-CONTENT 2's efforts in a variety of ways.

1.3.3 - *What services and functions will be provided by the 3 platforms? (your platform)*

- The Pervasive Game Platform tackles the greatest challenge of the future Internet, where interactive responsiveness and end-user experience must be as fluid and seamless as possible over often distantly located participants.
- We aim to provide augmented reality technologies of tracking and presentation (Reality Mixer).

1.3.4 - *Outcome and key requirements for WP4*

- The proposed work should mainly rely on technology provided by or add some technology to the Pervasive Game Platform.
- The proposed work should exploit Fi-Ware technology suitable to the tasks at hand.
- The proposed work is applicable to today's hardware of mobile devices (smart phones, tablets, etc.)
- Distinction between games/content and technology

For Games / Content
- The proposed work presents an innovative game concept by taking advantage of recent capabilities of the Pervasive Game Platform
- The proposed work should target a clear community of players with a respective size
- The content of the proposed work should be appropriate for minors
- The proposed work should be made available through stores, websites and the portal of the platform

For Technology
- The proposed work targets an identified gap of functionality of the Pervasive Game Platform
- The proposed work provide tools/utilities to improve the convenience of the Pervasive Game Platform and their used technology for developers or content providers
- The proposed work seamlessly fits into the Pervasive Game Platform

1.3.5 - *Main objectives to be addressed for WP4*

The Pervasive Game Platform provides 3 tiers of support for games and virtual worlds spanning physical and virtual scenarios with augmented reality toys, location-based games and city-wide games. In terms of Hardware we aim to further develop the Future Internet distribution to mobile, wearable and unencumbered devices interacting with Things. Provision for software integration and deployment with Xml3D (3D Web Services) and Unity3D are targeted to expand the established developer communities with robust infrastructure technology enablers and it is an objective. Our Spider Demo, Augmented Resistance and Skye Wars demonstrations provide initial examples of user stories of the platform. Creative and innovative uses of the platform that lead to further enablers growing the platform ecosystem are encouraged.

Our platform architecture combines further areas of contribution into the following gaps and opportunities for enhanced platform innovation,

- Augmented Reality Tracking: Improving the context awareness of games, e.g. live scene geometry capture, immersive continuous environment tracking with sub-pixel accuracy, poseable toy & people tracking suitable for visual graphical overlay.
- Reality Mixer: Seamless and believable integrations of reality augmentation covering visual, audio and physical dimensions, e.g. expanding beyond reality mixer enablers with physical capture and simulation, and providing immersive low-latency hardware AR devices.
- Games with Things: Tools and technologies supporting innovative game development with Internet of Things, e.g. novel location and identification of Things both passive and active (powered/instrumented), and novel interactions between Things.
- Game Content: Advanced enablers supporting rapid high quality game content development, e.g. motion capture of faces, people, animating virtual characters, automated augmented speech synthesis, technologies for native access to hardware acceleration on connected internet devices (on the web).
- Game Social Platform: Social game play enablers, e.g. crowd game enablers, and big data analysis

2 - FI-CONTENT 2 OPEN CALL

2.1 - Introduction and legal requirements

Extracted from [1] and [2].

Following the guidelines for participants in the consortium managing an Integrated Project or a Network of excellence funded by the *Seventh Framework programme of the European Community for research, technological development and demonstration activities contributing to the creation of the European research area and to innovation (2007-2013),* as FI-CONTENT2, we have reserved a portion of the project budget for specific tasks to be carried out by a new beneficiary or beneficiaries which will join the consortium at a later date. Such new content usage driven partners will be recruited via the Open Call to validate and improve technical capabilities of the platforms as well as push the utilization of enablers.

These later-joining beneficiaries must be selected by means of a competitive call (Open Call). The legal requirements for this selection process are described in Annex II Article 35 to the grant agreement, as follows:

II.35. Competitive calls

1. When required by the terms of Annex I, the consortium shall identify and propose to the Commission the participation of new beneficiaries following a competitive call in accordance with the provisions of this Article.

2. The consortium shall publish the competitive call at least in one international journal and in three different national newspapers in three different Member States or Associated countries. It shall also be responsible for advertising the call widely using specific information support, particularly Internet sites on the Seventh Framework Programme, the specialist press and brochures and through the national contact points set up by Member States and Associated countries. In addition, the publication and advertising of the call shall conform to any instructions and guidance notes established by the Commission. The consortium shall inform the Commission of the call and its content at least 30 days prior to its expected date of publication.

3. The competitive call shall remain open for the submission of proposals by interested parties for a period of at least five weeks.

4. The consortium shall evaluate offers received in the light of the criteria that governed the Commission's evaluation and selection of the project, defined in the relevant call for proposals, and with the assistance of at least two independent experts appointed by the consortium on the basis of the criteria described in the Rules for Participation.

5. The consortium shall notify the Commission of the proposed accession of a new beneficiary(ies) in accordance with Article II.36. At the same time, it will inform the Commission of the means by which the competitive call was published and of the names and affiliation of the experts involved in the evaluation. The Commission may object to the accession of any new beneficiary within 45 days of the receipt of the notification.

The competitive call initiated by FI-CONTENT 2 will be carried out in the light of the same basic principles that govern Commission calls:

i. **Excellence.** The proposal(s) selected for funding must demonstrate a high quality in the context of the topics and criteria set out in the call;

ii. **Transparency**. Funding decisions must be based on clearly described rules and procedures, and all applicants should receive adequate feedback on the outcome of the evaluation of their proposals;

iii. **Fairness and impartiality.** All proposals submitted to a call are treated equally. They are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants;

iv. **Confidentiality.** All proposals and related data, knowledge and documents are treated in confidence;

v. **Efficiency and speed.** Evaluation, award and grant preparation should be as rapid as possible, commensurate with maintaining the quality of the evaluation, and respecting the legal framework.

2.2 - Objectives and goals

The Open Call will be devoted to the following goals:

- Validation and improvement of technical capabilities as e.g. specific enablers
- Take up of FI-CONTENT 2 components and platform features by application developers, domain experts and entrepreneurs to create new applications and services using the enablers and platform functions
- Pushing FI-CONTENT 2 technology and service visibility on the market
- Building an innovative, dynamic and industry open ecosystem around FI-CONTENT 2 results
- Gathering new market relevant input for FI-CONTENT 2 platforms and find industry experts to improve technical capabilities as well as filling gaps in terms of e.g. missing functions or needed adoptions or modifications

Facts:
- Applies to EU guidelines for open calls (announcement, proposals, selection criteria)
- Funded through reserved budget of app. 1.35M€ to be distributed between WP2-4
- Selected SMEs or others will become FI-CONTENT partners / will join the project

2.3 - Organization of the competitive call and objectives in FI-CONTENT 2

The reserved budget for the competitive call will be split towards the three FI-CONTENT 2 platforms (social connected TV, smart city services, gaming). Each platform, represented by the appropriate work package (WP2, WP3, WP4), shall fund new partners with this budget. The selection of the new partners follows the guidelines for competitive calls and is described in this document later.

Therefore each platform expresses their requirements and expectations in regard to the objectives of the Open Call. This might be missing technology or functions, specific enhancements of features or components, additional skills to the existing consortium, etc.

2.4 - Preparation of the competitive call

With reference to [2], FI-CONTENT has submitted a draft of the call announcement in early September 2013 to the Project Officer for approval.

The complete description of the competitive call contains:
- A detailed account of the task or tasks to be carried out, in particular clarifying how many proposers may be successful in each task
- Any restrictions on participation in any part of the call (e.g. only certain types of organisation are required, only organisations based in certain countries etc.)
- The funding available for the task(s)
- The Guide for applicants
- The existing consortium agreement or an edited version thereof
- The coordinates (email address and telephone number) of a help facility which will be maintained for proposers during the call by the project

- The email address to which proposals should be submitted and the call identifier which will be used on these emails
- The deadline for proposal submission, clearly specifying the local time involved

Following the requirement of Art II.35 of the grant agreement, FI-CONTENT 2 will publish the Call Announcement as follows:
- With equal prominence in at least three national newspapers each located in different Member states or Associated Countries;
- In at least one international journal relevant to the objective(s) covered by the project.

The call will remain open for the submission of proposals for a period of at least five weeks from the date of the publication. Further information on the schedule is given in the sections below.

2.5 - Formal Announcement

The call announcement was published on 30th September on the project website. It will be published in at least three national newspapers and a technical journal during October 2013. The call announcement includes at least the following information:

Deadline: The call closes on January 8th 2013 at 17h00 (Brussels time)
Expected duration of participation in project: April 2014 to March 2015
Total EC funding available for new partners is up to € 1.350 000
Call identifier: FI-CONTENT 2: Open call for additional beneficiaries
Language in which proposal should be submitted: English
Web address for further information (full call text/proposal guidelines): http://mediafi.org/open-call
Email address for further information: open-call@mediafi.org

2.6 - Selection of review criteria and reviewers

With reference to [2].

2.6.1 - *Review Criteria*

The consortium will evaluate proposals received in the light of the criteria that governed the Commission's original evaluation and selection of the project, using the evaluation form under 2.6.2 -with the assistance of at least two experts who are independent of the organisations involved in the project consortium and of any proposer. The experts will be individuals from the fields of science, industry and/or with experience in the field of innovation and also with the highest level of knowledge, and who are recognised authorities in the relevant specialist area.

FI-CONTENT 2 will select these two experts as well as evaluation focus group within the consortium based on recommendations given by the consortium members in an open process. The names and brief CVs of the selected experts will be communicated to the Project Officer in advance for his approval.

As the competitive call will be conducted separately for each platform in FI-CONTENT 2 meaning social connected TV, Smart City Services, and Gaming, each work package shall nominate the reviewers internally. They will be complemented by the external experts and build the evaluation committee per platform.

Reviews should assess the results of the Open Call upon the basis of established FI-CONTENT 2 Evaluation Criteria assessing usability, utility, desirability, technical viability and sustainability.
- Technological contribution
  o Solutions to the identified technological gaps.
  o Technology that seamlessly integrates with the Pervasive Game Platform, without requiring major architecture rework.

FI content

- o Solutions that make use of FI-WARE technology.
- o Solutions that substantially improve existing part of the pervasive Game Platform
- o Solutions that innovate at a world-class level
- Use case innovation and business relevance
  - o Creative and innovative use cases – not in the current plans - that leverage the Pervasive Game Platform technology
  - o Business oriented application with high impact potential
- Clarity and Trust:
  - o Clarity of the description of the work
  - o Feasibility of the work with respect to the time constraints and resources.
  - o Experience and prior work of the applying partner.
  - o Willingness to cooperate with the current partners involved in WP4.

2.6.2 - _Evaluation form_

This evaluation form can be seen as a template for the rating of proposals.

Proposal No. :	Acronym :

1. Scientific and/or technological excellence (relevant to the topics addressed by the call) Note: when a proposal only **partially addresses the topics,** this condition will be reflected in the scoring of this criterion	**Score:** _(Threshold 3/5; Weight 1)_
2. Quality and efficiency of the implementation and the management	**Score:** _(Threshold 3/5; Weight 1)_

	For the purposes of any subsequent negotiation, an above-threshold score for this criterion is regarded as an indication that the proposer(s) has the operational capacity to carry out the work
3. Potential impact through the development, dissemination and use of project results	**Score:** *(Threshold 3/5; Weight 1)*
Remarks	**Overall score:** *(Threshold 10/15)*

| Does this proposal contain ethical issues that may need further attention ? | **NO** ☐ | **YES** ☐ |

I declare that, to the best of my knowledge, I have no direct or indirect conflict of interest in the evaluation of this proposal

Name	
Signature	
Date	

Name	
Signature	
Date	

Table 1 - Evaluation template for validation of Open Call contributions

2.6.3 - *Procedure of review and evaluation*

The evaluation will take place at a maximum of two weeks from the close of the call.

Each independent expert will record his/her individual opinion of each proposal on the evaluation form given under 2.6.2 -. They will then meet or communicate together to prepare a single "consensus" form for each proposal, representing opinions and scores on which both agree and which both will sign.

Using the overall scores for each proposal the experts will generate a ranked list. This will be performed for all three platforms individually. If two or more proposals are tied with the same overall score, the experts will rank them using the procedure described in the ICT Work programme, namely with priority to the proposal scoring highest on criterion 3 Impact, then if equal on criterion 3 by score on criterion 1 Scientific and technical excellence, then if equal on criterion 1 by any appropriate discriminating element related to the call.

2.6.4 - *Selection of proposals*

Using the scores given on the consensus form, FI-CONTENT evaluation groups will select the highest scoring proposal (or proposals, if the Call text foresaw more than one successful proposer) for the call per platform as described above.

However, the consortium is not obliged to select the highest scoring proposal where it has objective grounds for objecting to the participant, for example commercial competition. In this case the choice may pass, with the agreement of the Project Officer, to the next-ranked proposal.

In all cases, participation and funding of the new partner(s) is subject to the normal FP7 rules concerning for example eligibility for funding, IPR sharing and legal and financial verification. The new partner(s) also must accede to the consortium agreement.

The consortium may conclude that even the highest scoring proposal is of inadequate quality, in which case it will make no selection. This conclusion is obligatory if all the proposals fall below the threshold scores given on the attached evaluation form.

In the event of no selection being made, the consortium may re-open the call at a later date. Alternatively, the project may conclude that no successful outcome can be expected and abandon the plan to hold a competitive call, redistributing the reserved budget to the existing partners. This decision would have to be justified and approved by the Project Officer and be the subject of a grant agreement amendment.

However, the FI-CONTENT 2 consortium target on the selection of 1-3 proposals per platform.

2.6.5 - *Reporting and approval*

In a written report submitted within three week of the conclusion of the evaluation, we will supply the Project Officer with a brief report on the evaluation and selection process, comprising as a minimum
- A report of the call and its evaluation (including e.g. dates of call, publications used, dates of evaluation etc.), and the outcome indicating the selected proposer(s);
- A listing of proposals received, identifying the proposing organisations involved (name and address)
- The names and affiliations and a brief CV of the experts involved in the evaluation, with contact details (telephone number, email address);
- A copy of the signed individual and consensus forms used in the evaluation;
- If the proposer selected was not the highest scoring one, the report must record the objective reasons why the highest scoring one was passed over.

When the Commission declares that it is satisfied with the eligibility of the successful proposer(s) and the evaluation and selection process, we will get into contact with the successful proposer(s) to prepare their accession to the grant agreement in accordance with Article II.36 of your grant agreement.

Furthermore we will communicate to the other proposers that their proposal was not successful in the call, and will enclose to each an *unsigned* version of the Consensus report of the evaluation of their proposal.

2.7 - Schedule of the Open Call

Date	Task	Details	Phase
September 1 2013	Communicate draft call announcement to PO	Inform PO of planned details including media and dates of the publication of the Call Announcement	Call preparation phase
September 25 2013	*Verification of test version of the website by Project Officer*	Verifies the call details provided on project website for the call	
September 30 2013	*Publish Call Announcement*	Publish Open Call announcement in newspapers and journal; Open dedicated call section of project website	Proposal submission phase
January 8 2014 Week 1-5	Close call	End of the call	
January 20 2014 Week 6-7	Proposal Evaluation Preparation	finalise evaluation preparations, communicate names of	Proposal evaluation preparation phase

Date	Task	Details	Phase
		experts to Commission PO, conduct evaluation	
February 4 2014 Week 10	Evaluation report	submit evaluation report to Project Officer; request accession of the new beneficiary(ies)	Evaluation phase
March 28 2014 Week 17 (maximum delay)	PO approval	Project Officer approves accession of new beneficiary(ies) to grant agreement; you communicate the result of each proposal to the proposer	Approval phase

Table 2 - Schedule of the Open Call

3 - FI-CONTENT 2 COMPETITION

3.1 - Introduction

Following the industry-driven approach of the FI-PPP programme to build and deploy harmonised European-scale technology platforms and their implementation in European industry, FI-CONTENT 2 will foster the validation and experimentation of enablers and applications of our three platforms (Social Connected TV, Smart City Guide, Gaming) by developers, experts and especially European SMEs, which are active in the relevant areas.

3.2 - Objectives and goals

- Attract SMEs and encourage use of our platforms understand how they work
- It is about reaching out to organisations beyond those already familiar with EU projects, their processes and the PPP programme
- Competitions for each specific FI-CONTENT 2 content platform
- Competitions are not a prerequisite to participate to the Open Call
- Will be planned for a duration of 3-4 months, starting earliest at the end of month
- FI-CONTENT 2 will evaluate the applications or services that will be built by SMEs and developers on top of FI-CONTENT 2 functions.
- Given they'll have information on how the platforms/systems work, their architecture, they can simulate how their ideas could be built or integrated. Best ideas win.
- Best ideas and solutions will be suitably rewarded by FI-CONTENT 2
  - o E.g. via publications on the project's website, events, exhibitions, small budget, etc.
  - o We will encourage SMEs to submit proposals for the FI-CONTENT2 Open Call according to the FI-PPP guidelines for open calls in use case projects. These competitions will support especially SMEs with potential
- FI-CONTENT 2 competitions will create high incentives for participating SMEs and helps to bring interested parties in contact with the project and related platforms and technology without the need to incur a liability.
- Developers and SMEs will be able to perform experimentations on top of FI-CONTENT 2 platforms and enablers in an easy, less formal and direct manner.
- Competitions will promote the FI-CONTENT 2 project to industry and domain experts → marketing instrument
- Drives new features and guide new applicants to the FI-CONTENT 2 Open Call

3.3 - Organization and budget

- FI-CONTENT 2 will reserve a dedicated budget of approx 20K EUR for each platform related to WP2, WP3, and WP4
- The budget is reserved for logistics/operational, promotion of competitions part, some prizes (e.g. vouchers, gadgets, devices dedicated to the use cases)

3.3.1 - *Prerequisites*

- Each platform needs to provide component descriptions, usable functions and API descriptions of their enablers in terms of a developer website, open specification or similar
- Platform documentation that enables interested developers, SMEs and domain expert to start building ideas and apps with our enables (both GEs and SEs)

3.3.2 - *Participation*

- Each individual person shall be able to participate in the competition

- Based on the documentation provided by all three platforms (each separately but hosted on one main competition info website) developers shall start creating ideas and build apps using our components (APIs, etc)
- Participation steps:
    1. Build an app / describe your idea
    2. Register to FI-CONTENT 2 portal (competition website)
    3. Upload your app
    4. Fill an application form / Questionnaire (see example below)

Figure 1 - Application Form for FI-CONTENT 2 Competition Page 1

Figure 2 - Questionnaire example

Figure 3 - Technical documentation example Page 5

3.3.3 - *Evaluation of apps and ideas*

- FI-CONTENT 2 will create a panel of judges consisting of experts from each platform / work package
- Judges will select up to 3 finalists per platform
- Expectation for submissions are innovative, cool applications and app ideas that will be build on top of the functions and features provided by the FI-CONTENT 2 platforms

3.3.4 - *Terms and Conditions*

The terms and conditions for the FI-CONTENT 2 competition shall be created by expert legal advisors from the FI-CONTENT consortium. A first version / example can be found in Annex 1 of this document.

3.4 - Schedule of the competition

Date	Task	Details
October 31 2013	*Publish competition Announcement*	Publish FI-CONTENT2 competition announcement
February 28 2014	Close competition	End of the competition
March 7 2014	App evaluation	conduct evaluation
March 15 2014	Evaluation report	Finalize evaluation report and select winners
March 2014 (Event and date will be selected during the project lifecycle)	FI-CONTENT 2 Competition Awards	Winners will be awarded during a FI-CONTENT 2 event

Table 3 - Schedule of the Competition

ANNEX 1: EXAMPLE OF TERMS AND CONDITIONS FOR THE FI-CONTENT 2 COMPETITION

The FI-CONTENT 2 Competition

Terms & Conditions

IMPORTANT NOTICE FOR PARTICIPATION OF EMPLOYEES:

In case you participate as an employee in this competition it is your sole responsibility to review and understand your employer's policies regarding your eligibility to participate in trade promotions. The FI-CONTENT 2 Consortium and all FI-CONTENT 2 Consortium Partners disclaim any and all liability or responsibility for disputes arising between an employee and its employer related to this matter.

COMMON TERMS USED IN THESE RULES:

These are the official rules that govern how the FI-CONTENT 2 Competition promotion (hereinafter referred to as "Competition") will operate.

In these rules, "we," "our," and "us" refer to the **FI-CONTENT 2 Consortium**, the sponsor of the Competition; "you", "yourself", "I", "me" and "my" refers to any eligible Competition entrant.

1. COMPETITION DESCRIPTION

Entrants shall create and submit a FI-CONTENT 2-based application (hereinafter: "Entry") to the FI-CONTENT 2 Competition website. Refer to Section 3 (WHO CAN ENTER) for eligibility determination, Section 4 (HOW TO SUBMIT AN ENTRY) and Section 5 (WHAT CONSTITUTES AN ELIGIBLE ENTRY) for additional Entry requirements and details. All eligible Entries received will be assessed in accordance with the assessment criteria described in Section 7 (HOW ENTRIES WILL BE ASSESSED).

2. WHAT ARE THE START AND END DATES?

This Competition is open for submission of an Entry from **(October 30th, 2013)** to **(February 30th, 2014)** (hereinafter referred to as "Entry Period"). Note that an Entry must have been received within the Entry Period to be eligible.

3. WHO CAN ENTER?

You are eligible to enter this Competition if you meet the following requirements at time of entry:

- You are of 18 years or older or provide written permission by your parent or legal guardian.
- You are NOT a member of the FI-CONTENT 2 Consortium or an employee of a FI-CONTENT 2 Consortium partner or of a FI-CONTENT 2 Consortium partner's subsidiary; and
- You are NOT involved in any part of the administration and execution of this Competition; and
- You are NOT an immediate family or household member of a FI-CONTENT 2 Consortium partner's employee or an employee of a FI-CONTENT 2 Consortium partner's subsidiary.

4. HOW TO SUBMIT YOUR ENTRY?

Applications must be submitted and get accepted following the submission process described on the Competition website in order to be eligible. In addition the submission of the completed online survey at the end of the application form must have been provided.

To submit your Entry, navigate to (http://mediafi.org/competition) and enter the Competition by submitting

your Entry, as instructed on the website. We will accept up to three (3) Entries per person. It is your sole responsibility and risk to ensure that your Entry is submitted correctly, timely and in a form that we are able to access and that it is complete and eligible.

We reserve the right to reject any Entry, in our sole and absolute discretion, that we determine does not meet the eligibility criteria in Section 5 or violate any existing legal provision.

5. WHAT CONSTITUTES AN ELIGIBLE ENTRY?

To be eligible to enter the Competition, your Entry must meet the following requirements:

- Your Entry must make use of at least one FI-CONTENT 2 API.
- The Entry may utilize any combination of approved libraries as specified on the FAQ's page without modification.
- Your Entry must be your own original creative work and must not violate the rights of any other person or company.
- Use of third party material, such as data from third-party web services, third-part source code, libraries, or assemblies is only permitted if you have obtained all consents, approvals, or licenses required for using such material in the particular form used and within this Competition. Proof of such consent, approval or license has to be submitted along with your Entry.
- If an Entry requires special hardware (e.g. fixed appliances/machinery or very expensive equipment) or is intended to use proprietary/confidential/sensitive data sets in order for its full functionality to be tested, we may request additional proof of the functionality claims (e.g. arrange a live demo). Potential of public demonstration / showcasing during the awards event needs to be settled before submission can be approved. It is at the sole discretion of the judges' panel to decide whether such Entry, due to its special requirements, shall be eligible or not.
- Entry must be accompanied by a clear description and optionally (but we recommend to) screenshots, a video and/or screen-capture demoing their usage. At your discretion you may submit additional documentation and/or instructions.
- Successfully absolved interview for quality/technical feedback and/or marketing purposes.

6. HOW MY ENTRY MAY BE USED

Other than what is set forth below, we are not claiming any ownership rights to your Entry. However, by submitting your Entry, you:

- Agree that, FI-CONTENT 2 may: (i) use, review, assess, test and otherwise analyse your Entry and all its content in connection and restricted to the purpose of this Competition; (ii) feature your Entry in connection with the promotion of this Competition and FI-CONTENT 2 events in all media (now known or later developed).
- Agree to grant FI-CONTENT 2 a perpetual, worldwide, irrevocable, royalty-free, and non-exclusive license to use the App for the purposes of promoting the FI-CONTENT 2 Project and in relation to the FI-CONTENT 2 platform.
- Agree that FI-CONTENT 2 shall have the right to use, reproduce, publicly perform and display the App in connection with the advertising and promotion of this Competition by, but not limited to making and providing screenshots, animations and video clips available for promotional purposes.
- Understand that you are not entitled to any compensation or credit for use of your Entry, other than what is described in these Terms & Conditions.

Please note that following the end of this Competition your Entry may be posted on a website selected by us for viewing by visitors to that website. We are not responsible for any unauthorized use of your Entry by visitors to this website. While we reserve these rights, we are not obligated to use your Entry for any

purpose, even if it has been selected as a winning Entry.

If you (or your parent or legal guardians) are not willing to grant us these rights to your Entry, please do not enter this Competition.

7. HOW ENTRIES WILL BE ASSESSED

Following the close of the Entry Period, a jury (jury members as listed on the Competition website) will review all eligible Entries received and, based on the assessment criteria, select a number of finalists.

The jury will judge Entries based upon the following criteria:

> Ability to demonstrate the capabilities of the FI-CONTENT 2 interfaces,
> User experience,
> Originality, and
> Innovative design.

The finalists will be invited to the Competition awards event in order to present their submissions.

During the Competition awards event, the winners will be selected either by the jury or the audience of the Competition awards event:

- In case the jury makes the selection of the winners, winners will be selected based on their presentations using the assessment criteria mentioned above.
- In case the winner is selected by the audience of the Competition awards event, the winners are determined by voting by the audience. To ensure fairness:
- Only members of the audience who are physically present at the event are allowed to vote. No remote voting is allowed.
- The voting will be started and closed during the Competition awards session. No votes will be accepted before or after the designated period. The voting period will be announced during the event.
- Any member of the audience shall only have one vote.

We reserve the right to cancel the voting process and if we detect any attempt to falsify the voting results during the entire process. The selection of the winners may be done by the jury.

8. THE PRIZES

Prizes for each Competition will be published by the FI-CONTENT 2 project.

If you are selected as a winner of this Competition:

- The prize will be awarded to you. In case you are participating as an employee you shall ensure it is used and/or distributed in accordance with your company's policies (Note: We are not responsible for the re-distribution of prizes within your company, if required); and
- You may not designate someone else as the winner; if you are unable or unwilling to accept your prize, we will award it to an alternate winner; and
- If you accept a prize, you will be solely responsible for all applicable taxes related to accepting the prize.

9. HOW FINALISTS WILL BE NOTIFIED

If you are a finalist, we will notify you by sending a message to the e-mail address provided on your

application within seven (7) days following finalists' determination. If the notification that we send is returned as undeliverable, or you are otherwise unreachable for any reason, we will consider an alternate finalist.

10. OTHER CONDITIONS YOU ARE AGREEING TO BY ENTERING THIS COMPETITION

By entering this Competition you (your parent or legal guardian if you are a minor) agree and understand that:

- You will abide to these Terms and Conditions;
- You, to the extent allowed by law, will indemnify and hold harmless the FI-CONTENT 2 consortium and the FI-CONTENT 2 partners, their respective parent companies, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with your participation in this Competition or any prize won;
- You will accept that the FI-CONTENT 2 project decisions will be final and binding on all matters related to this Competition; and
- You agree that the FI-CONTENT 2 project may publish your real name and country of residence online and in print, or in any other media, in connection with this Competition, without payment or compensation to you, except where prohibited by law.

11. IF SOMETHING UNEXPECTED HAPPENS AND THE COMPETITION CAN'T RUN AS PLANNED

If any unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Competition, we reserve the right to cancel, change or suspend this Competition.

12. FIND OUT WHO WON

We will post the winning Entries online after **(March, 2014)** at (**http://mediafi.org/competition**). This posting will remain active for at least 30 days.

13. COMPETITION SPONSOR

The FI-CONTENT 2 project is the main sponsor of this Competition. Other sponsors may be added.

14. PRIVACY

FI-CONTENT 2 project Privacy Policy will apply to this Competition, and to all information that we receive from your Entry. Please read the Privacy Policy on the FI-CONTENT 2 project (http://mediafi.org) site before accepting the Official Rules and submitting your Entry. Please note that by accepting these Terms and Conditions you are also accepting the terms of the Privacy Policy.

15 JURISDICTION

Unless specifically stated otherwise on the Competition Entry page, the Competition is operated in Germany, is subject to German law and is governed by the exclusive jurisdiction of German courts.

REFERENCES

[1]   Guide for applicants; EC documentation

[2]   Guidance note for project coordinator planning a competitive call for additional beneficiaries in an ICT Integrated Project or Network of excellence -14 February 2013v2; EC documentation