



WP9 – Impact

D9.3.2: Dissemination and Materials Report (Second Version)

Deliverable Lead: DW

Contributing Partners: DW, TIE, ALL

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Final

This deliverable presents an overall dissemination and engagement strategy and plan that uses a diverse set of dissemination tools and media and describes the tasks in the dissemination work package, WP9, per project partner.



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Executive Summary

This deliverable, “D9.3.2 – Dissemination and Materials Report” is an update of the previous version describing dissemination activities in year two of the project.

Thus, this document includes an updated survey of several dissemination events promoting related fields of research, as well as a list of prominent journals, press and mass media (both ICT and business oriented) aiming at a wide audience on both national and international level. Production and use of project dissemination materials, and actual dissemination results for the reporting period are covered.

This document (D9.3.2) is the second version of D9.3 containing an update of D9.3.1, focusing on details and results per action. A final update (D9.3.3) will be produced in M37.

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1 Introduction

SAM – Dynamic Social and Media Content Syndication for 2nd Screen – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611312. It provides a content delivery platform for syndicated media related data to be consumed in a contextualised social way through 2nd Screen devices.

1.1 SAM Project Overview

Today's generation of internet-connected devices has changed the way users are interacting with media. From passive and unidirectional, users are now proactive and interactive. Users are able to comment or rate a TV show and search for related information regarding characters, facts or personalities. They do this with both friends and wider social communities through the so-called '2nd Screen'.

Another coupled phenomenon is 'Content Syndication' which is a field of marketing where digital content is created once and delivered too many different marketing channels (devices, markets and stakeholders) together and so allowing efficient content control, delivery, and feedback.

However, the 2nd Screen phenomenon has grown in an unordered way. Tools are provided by media provider companies (e.g. as mobile or tablet apps), which limits outreach and, as a result, users are not stimulated and fed with relevant contextual syndicated information. European enterprises wishing to provide services have limited potential to receive feedback, which restricts the business intelligence that can be extracted and applied therefore to profit from and enrich this market.

SAM will change this disorder by developing an advanced Social Media delivery platform based on 2nd Screen and Content Syndication within a Social Media context. This is achieved by providing open and standardised ways of characterising, discovering and syndicating media assets interactively. Users will be able to consume and prosume digital assets from different syndicated sources and different synchronised devices (e.g. Connected TVs), thus creating richer experiences around the original media assets.

SAM's innovation is that instead of users reaching for media-related content, it is the content that finds the users' 2nd Screen through SAM's syndication approach. This is based on the creation of dynamic social communities related to the user and digital asset context (e.g. profiles, preferences and devices connected). These are dynamic hangouts where people share interests, socialise and build virtual communities. SAM will enable syndication of comments, ratings, facts, recommendations and new information that will enrich and dynamise the community as well as enhance personalised knowledge and satisfaction.

1.2 Deliverable Purpose, Scope and Context

SAM tasks T9.2 (Generic Promotion, Materials and Workshops) and T9.3 (Industrial and Scientific Dissemination), within WP9 (Impact), are focused on providing visibility of the project results in the scientific community, the broader community of users and stakeholders and other relevant FP7 projects.

These tasks include the definition of a dissemination plan covering all dissemination elements and allocating specific responsibilities.

This deliverable is an update of the earlier dissemination deliverable D9.3.1, setting dissemination strategy, identifying target groups as well as dissemination tools, and establishing a dissemination plan. The current deliverable D9.3.2 provides details on dissemination activities during the second year of the project.

This deliverable will be used again as input for the activities in WP9 tasks T9.2 - Generic Promotion, Materials and Workshops and T9.3 – Industrial and Scientific Dissemination.

It is a living document, building upon and elaborating the earlier version, providing a guide for dissemination throughout the SAM project. This is especially important as dissemination is a collaborative effort of all project partners and this document describes available tools and partners' responsibilities.

1.3 Document Status and Target Audience

This document is listed in the DOW as 'PU' ('Public'). Whilst the target audience of this document is largely internal to the project, since it is a planning and results document, the real target audience of this dissemination strategy and its individual actions are the wider scientific, industrial and general audience who can be perceived as SAM stakeholders and who will take an interest in the project. Parts of this document and the outcome of dissemination activities are published via SAM dissemination channels.

1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realisation of SAM as well as a list of abbreviations is available in the SAM Glossary.

Further information can be found at

<http://wiki.socialisingaroundmedia.com/index.php/Glossary>.

1.5 Document Structure

This deliverable is broken down into the following sections:

- **Section 1 (Introduction):** An introduction to this deliverable including a general overview of the project, and outlines the purpose, scope, context, status, and target audience
- **Section 2 (Dissemination Phases and Target Audiences):** Highlights the overall dissemination strategy with different phases and target audiences, etc.
- **Section 3 (Dissemination Tools, Materials and Activities):** Update on the status of different SAM dissemination tools, such as newsletter, videos, dissemination events, papers, publications and workshops
- **Section 4 (Updated Dissemination Plan):** Details on the status of the different dissemination activities and components in the form of information sheets
- **Section 5 (Conclusion):** Concludes the second iteration of this dissemination deliverable
- **Annex A (Scientific Publications):** Describes the scientific publications issued during the reporting period

1.6 Supporting Documents

The documents below strongly support this dissemination deliverable:

- SAM Style Guide and Template
- SAM_PPT_Slidepack_V6_240714.pptx
- Dissemination event reporting template
- Publication reporting template
- Scientific publications of the project

2 Dissemination Phases and Target Audiences

This section describes the current phase in the established dissemination model and the target audiences.

2.1 Dissemination Phases

D9.3.1 introduced a three-phase dissemination model, as shown in Figure 1: Current Dissemination Phase. The first project year was focused on Phase 1 “Inform and inspire”, communicating project objectives, concepts and specifications as well as research findings. This was mainly achieved through the SAM website, conference papers and presentations and press releases, as well as social media. The second year, i.e., the reporting period for this deliverable, continued Phase 1 and added the next phase, “Involve and contribute”, engaging future users of the SAM platform and establishing cooperation and collaboration with other (EU / research) projects. The first results and prototypes are available, concepts and specifications as well as research findings were disseminated and used to inspire early adopters, technology personnel etc. of the targeted communities. The final year – which is about to start – will continue the two stages and supplement this with a third phase, viz. share and convince in order to bring industrial end users to test and actually start using the SAM platform.



Figure 1: Current Dissemination Phase

2.2 Target Audiences

In D9.3.1 several target groups were identified. In the course of the first two years, a majority of targeted user groups were reached, as supported in the descriptions in section 2.7 of D9.3.1.

Target group	Location
Internal	Ad-hoc meetings Informal meetings Internal communication / teleconferences
EC community	EC events, concertation meetings EC-oriented media, both print and online
Scientific / Academic	Scientific conferences and workshops Clusters, Mini clusters (also collaboration activities) Academically-oriented media, such as journals or other publications Academic forums
Technical	Clusters, Mini clusters (also collaboration activities) RSS, blogs, Social Networks Developers Forums / Open source platforms

Industrial	Trade fairs Industrial events Industrial workshops Industry-oriented media
General	Project website Social Media Marketing material

Figure 2: Approaching Target Groups

3 Dissemination Tools, Materials and Activities

This section describes the dissemination activities that were started, updated or otherwise undertaken in the reporting period.

3.1 Tools and Materials

The set of dissemination tools and materials created in year 1 continued to be actively used and was expanded in the second project year. An overview of the use and exploitation of the website, social media channels and other dissemination materials is provided here.

3.1.1 Project Identity

The project identity has been applied consistently on all types of media dissemination by consortium partners. This contributes to raising awareness of the project with targeted audiences. Some examples are the PowerPoint Slide Pack used to create SAM presentations, the SAM website.

3.1.2 Website

The [SAM website](http://socialisingaroundmedia.com/)¹, currently available in five languages, is being updated on a continuous basis. It provides updated lists of research papers, presentations, videos and demos and describes recent advances and achievements.

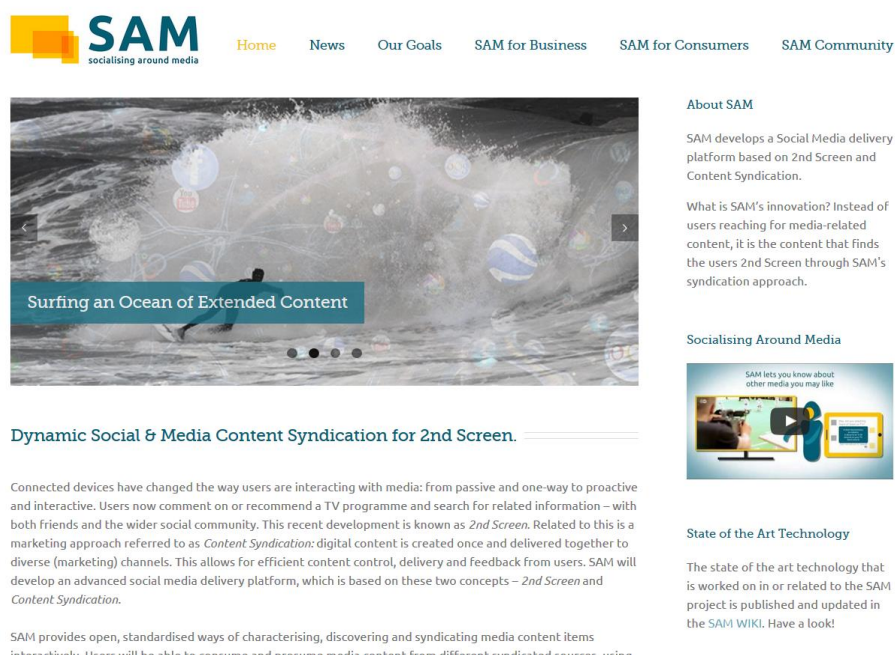


Figure 3: Homepage of the SAM Website

Crosslinking with social media enables one entry point and encourages interaction.

The publication schedule as shown in Figure 4 was introduced in D9.3.1 and ensures active contributions from all partners in the form of web articles on their area of speciality.

¹ <http://socialisingaroundmedia.com/>

The proposed schedule is being adhered to, resulting in a flow of new input on areas relevant to 2nd Screen and syndication, and all SAM components and technologies used.



Website content plan

Project Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Delivery date	01.10.13	01.11.13	01.12.13	01.01.14	01.02.14	01.03.14	01.04.14	21.05.14	18.06.14	16.07.14	19.08.14	17.09.14
Author								TIE	ASC	UA	TPVI	NTUA
Topic								content syndication	2nd Screen	Opinion mining	Multiscreen technologies	Digital Media content linking
Review								NTUA	TALK	UoR	BDS	TIE

Project Month	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Delivery date	15.10.14	18.11.14	12.12.14	20.01.15	17.02.15	17.03.15	15.04.15	19.05.15	16.06.15	15.07.15	18.08.15	16.09.15
Author	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE
Topic	Dialogue Systems	Dynamic Communities	Data Standards	Business intelligence	Hololens, Google Glass	Sentiment Analysis	User Survey Smart TV	Context Awareness	Adaptation in Dialogue	Context Awareness	Extended Content	Relevant Content out of Big Data
Review	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA

Project Month	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Delivery date	14.10.15	17.11.15	14.12.15	19.01.16	17.02.16	16.03.16	19.04.16	18.05.16	15.06.16	19.07.16	17.08.16	20.09.16
Author	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA
Topic					Dialogue and Attention	Security						
Review	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE

Figure 4: Website Content Plan

3.1.3 Website and Social Media Traffic

[PIWIK](#) (the open source alternative to Google Analytics) is used to measure the traffic on the SAM website.

The SAM website went live on 24.10.2013. For the second reporting period from 1 October 2014 to 30 September 2015, the following numbers can be reported:

Reporting period	Period 1 24.10.2013 – 30.09.2014	Period 1 Per month	Period 2 01.10.2014 – 30.09.2015	Period 2 Per month
Page views	6,194	563	7,384	616
Visits	2,244	204	4,048	338
Average visit duration)	2 min 38 sec	-	1 min 51 sec	-
Actions per visit	2.9	-	2.0	-
Returning visits	762 (34%)	69	1028 (25%)	86
Average Visit duration returning visit	4 min 45 sec	-	3 min 49 sec	-
Countries from which website is visited	49	-	82	-

Figure 5: Website – Reporting for this Period

The numbers show that the website has been well visited from the moment it was launched. The visits over time indicate that the publication scheme used pays off. Every

month there is a peak in visits when new articles are published. In the second reporting period we have managed an average increase of 10% of visitors.

The reporting period for engagement metrics (visit duration, actions per visit) shows that most visitors actually read more than one article on the website. This is supported by adding links to other SAM articles below each publication.

For the period under investigation, there are 25% of returning visitors. Returning visitors are more engaged with the website, which is indicated by the significantly longer average time per visit spent on the website.

In total, the website has been visited by people residing in 82 countries. Visitors do not only come from Europe, but also from further afield. This is an indicator that both the SAM project and the topic / R&D challenges are clearly of global (or general) interest. The top 5 of countries from which the website is visited are: United States, United Kingdom, Germany, Brazil, and Spain. (Note: In this context, it needs to be stated that the visitor location analysis is based on the preferred language that viewers use in their browser.)

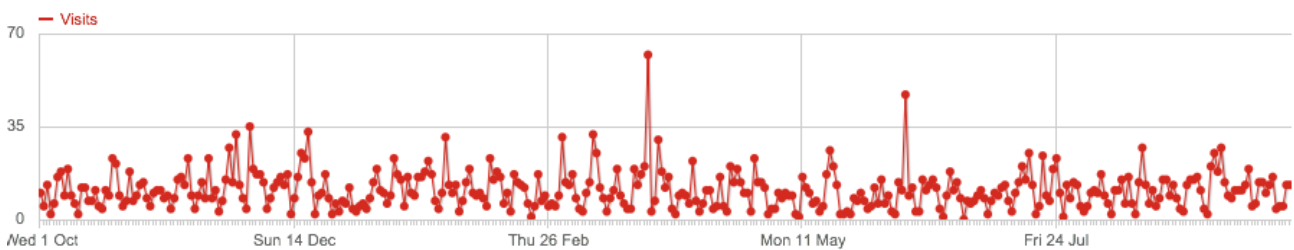


Figure 6: Website – Visits over Time

The data on unique visitors per day shows that a professional audience is reached that is visiting the SAM website mostly during office hours. Over weekends, usage of the website is significantly lower.

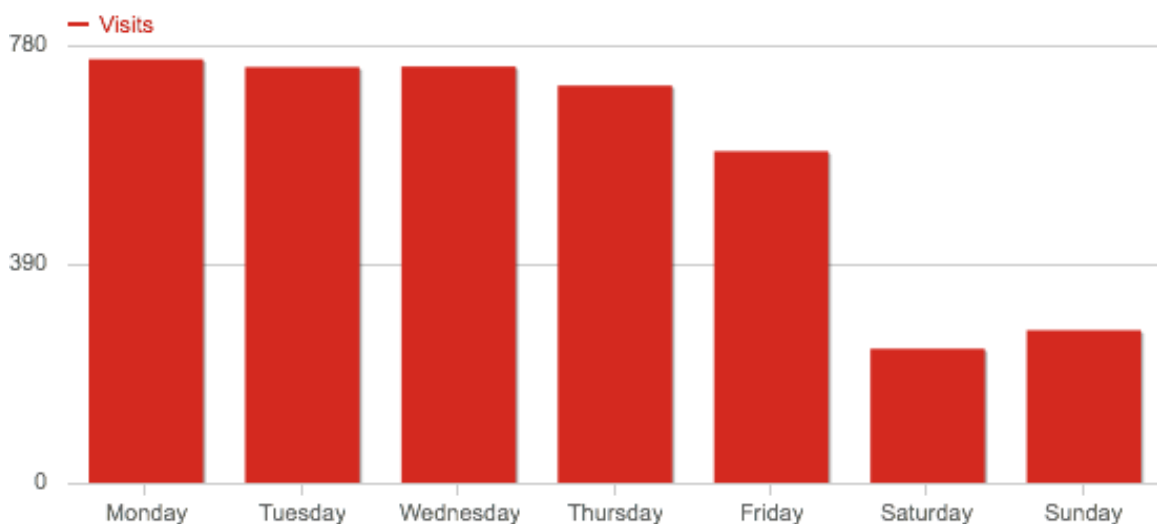


Figure 7: Website - Unique Visitors per Day

The analysis on accessing the SAM website from Social Networks shows that the SAM website is mainly found via Twitter (73%, 169 Visits). It is interesting to see that the SAM website is also visited via Facebook (19%, 45 Visits), LinkedIn (5%, 12 Visits) and Google+ (2%, 5 Visits). There is a clear increase of total visits via Social Media (231 Visits) in comparison to the previous reporting period (45 Visits).

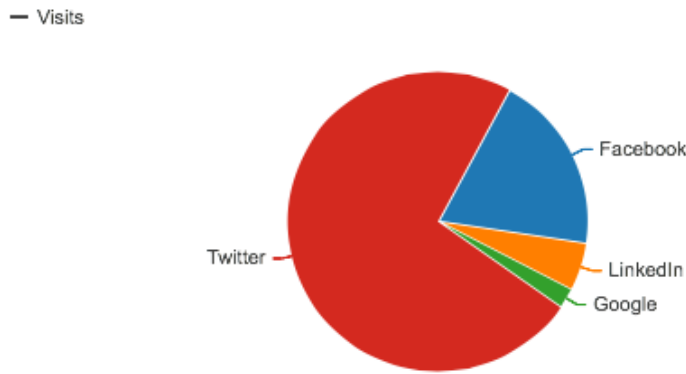


Figure 8: Website - Visits via Social Networks

The visitor map shows that the SAM website is most frequently visited from the US, UK and Germany. It should be noted that visitor location analysis is based on the preferred language used by visitors in their browser.

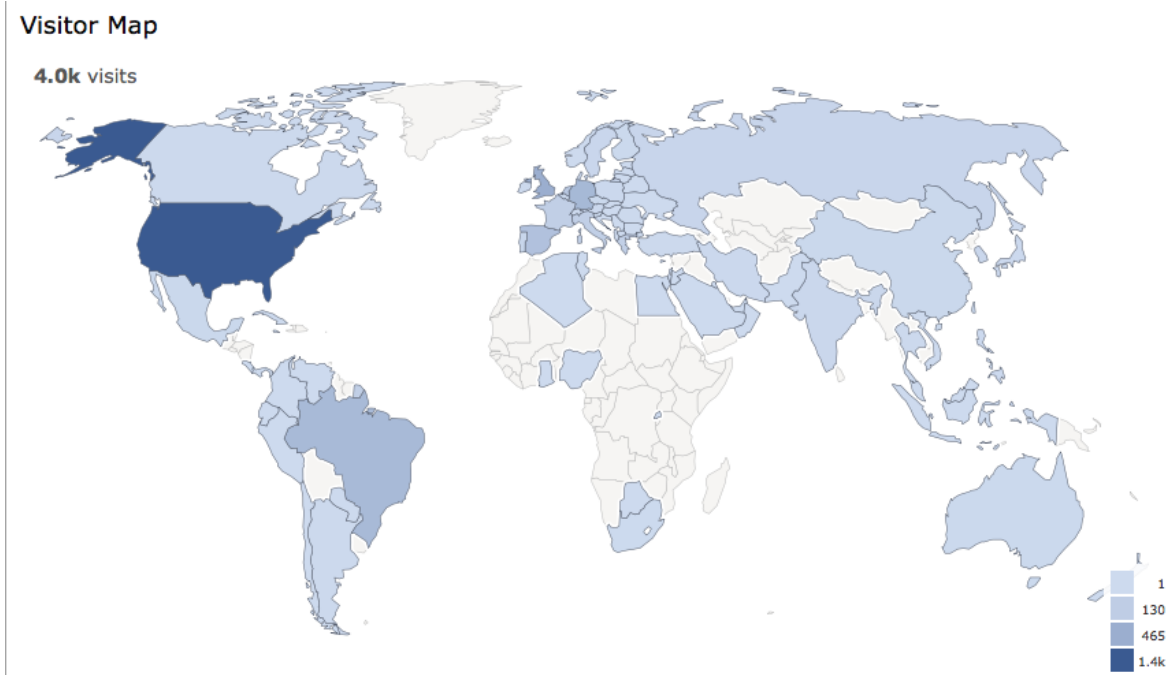


Figure 9: Website - Visitor Map

Apart from the numbers presented above, it is quite interesting to see what content on the SAM website is most popular. Below is a list of the 5 most visited content items. It is noteworthy that “more generic” items like “Social Media Verification” and the article about the underlying concept of SAM have been popular over a long period of time. See the table below for further details (statistics / analysis period from 1 October 2014 to 30 September 2015):

	Article	Page Views
1	SAM – Socialising around media – Home	3,057
2	SAM – Socialising around media – SAM Community	401

3	SAM – Socialising around media – News	388
4	SAM – Socialising around media – Our goals	371
5	SAM – Socialising around media – SAM for Business	238

Figure 10: Website – Most Popular Content

3.1.3.1 SAM Wiki – a Dynamic “State-of-the-Art” Portal

The SAM Wiki went live on 6 May 2014. For the second reporting period from 1 October 2014 to 30 September 2015, the following numbers can be reported:

Reporting period	Period 1 06 May 2014 – 30 Sep 2014	Period 1 Per month	Period 2 01 Oct 2014 – 30 Sep 2015	Period 2 Per month
Page views	1,390	278	4301	358
Visits	411	82	1618	135
Average visit duration	4 min 3 sec	-	3 min 36 sec	-
Actions per visit	3.7	-	2.9	-
Returning visits	283 (69%)	57	641 (15%)	53
Average Visit duration returning visit	4 min 49 sec	-	6 min 42 sec	-
Countries from which website is visited	17	-	57	-

Figure 11: Wiki – Reporting for this Period

For the period under investigation, there are 15% returning visitors. Together with the average visit duration, this indicates that the SAM wiki is actually used as a repository, a place to search and find information but by a small community.

In total, people residing in 57 countries have visited the Wiki.

It needs to be said that the SAM wiki is a dynamic compendium of knowledge that will grow and will be used more intensively over time, especially as more publications with project results are issued.

3.1.3.2 Twitter

Twitter is extremely useful to inform and engage with our target audiences and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and news has been and will continue to be provided via Twitter.

Via the [SAM Twitter channel](https://twitter.com/samprojecteu)² (@samprojecteu), it is easy for followers to engage with the SAM project, either by following, mentioning, retweeting or commenting on tweets.

² <https://twitter.com/samprojecteu>



Figure 12: Twitter Channel

Within the SAM project we have assigned a dedicated task force that publishes via Twitter in an agreed publication schedule.

Via [Twitonomy](http://www.twitonomy.com/)³ the following data analysis for the SAM Twitter channel can be reported:

Reporting Period	Status 30 Sep 2014	Status 30 Sep 2015
Tweets	45	606
Followers	34	309
Retweets	11 (31%)	229 (38%)
Retweets of our retweeted tweets	25 (score = 1.79)	396 (score =1.73)
Mentions	14 (score = 0.3)	243 (score = 0.4)
Favoured tweets	9 (20%)	195 (32%)

Figure 13: Twitter - Reporting for this Period

Looking at the above data, the following can be concluded:

The follower base is interested in what SAM has to say, which can be largely derived from the percentage of retweets: 38% of SAM’s tweets are being retweeted. Then, the follower base of SAM followers has retweeted those tweets 396 times. This implies a factor 1.73 to the amount of retweets. SAM has been mentioned 243 times (which alone gives SAM a potential reach of 628.957 views), and 32% of SAM’s tweets have been favoured, indicating the relevance of what SAM says.

The targets for dissemination via Twitter in Period 2 have clearly been reached. In the coming period (year 3 of the project), the project aims to sustain the usage of Twitter as a dissemination channel by all consortium partners.

³ <http://www.twitonomy.com/>

3.1.3.3 YouTube

YouTube is highly regarded as a very effective dissemination channel for video content. The [SAM YouTube channel](#)⁴ contains the SAM generic video that has been developed by ASC and TIE. The video outlines the aims, objectives and challenges of the SAM project to a generic audience. It has received 334 views over a period of 14 months to date (30 Sep 2015).

3.1.3.4 SlideShare

Presentations used for public appearances will be made available via the [SAM SlideShare](#)⁵ account and/or the SAM website. It is intended to give the viewer a deeper insight into the project and individual aspects of it. At the SAM SlideShare account, the [SAM Flyer](#)⁶ and two presentations have been published. These account for a total of 224 views. In due course, more presentations will be collected from the SAM consortium partners and will be made available.

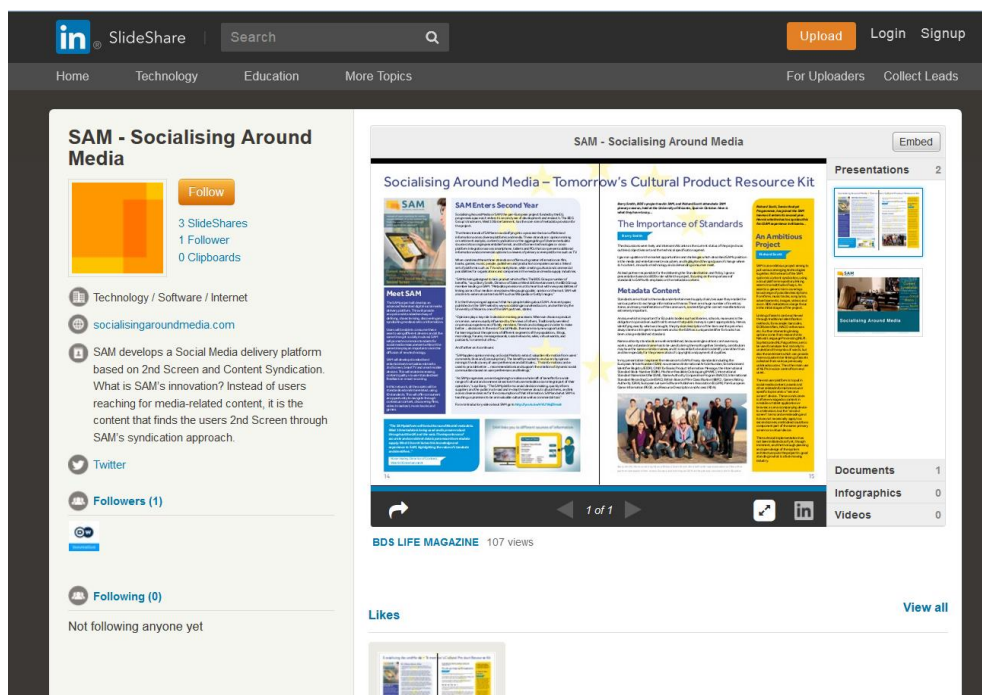


Figure 14: SlideShare Channel

3.1.3.5 LinkedIn

LinkedIn is a Professional Network through which SAM can address very specific target groups. It is mainly functional for targeted networking and to create a sustainable SAM network in which the status of the project but also project outcomes can be shared. Articles that are written for the SAM website are also syndicated via LinkedIn. On 30 September 2015, a total of 54 LinkedIn connections and 6 publications can be reported.

⁴ <https://www.youtube.com/channel/UC7ovrgPWtUUhxzU9AUio9Zw>

⁵ <http://www.slideshare.net/SAMProjectEU>

⁶ <http://www.slideshare.net/SAMProjectEU/sam-flyer-37279896>

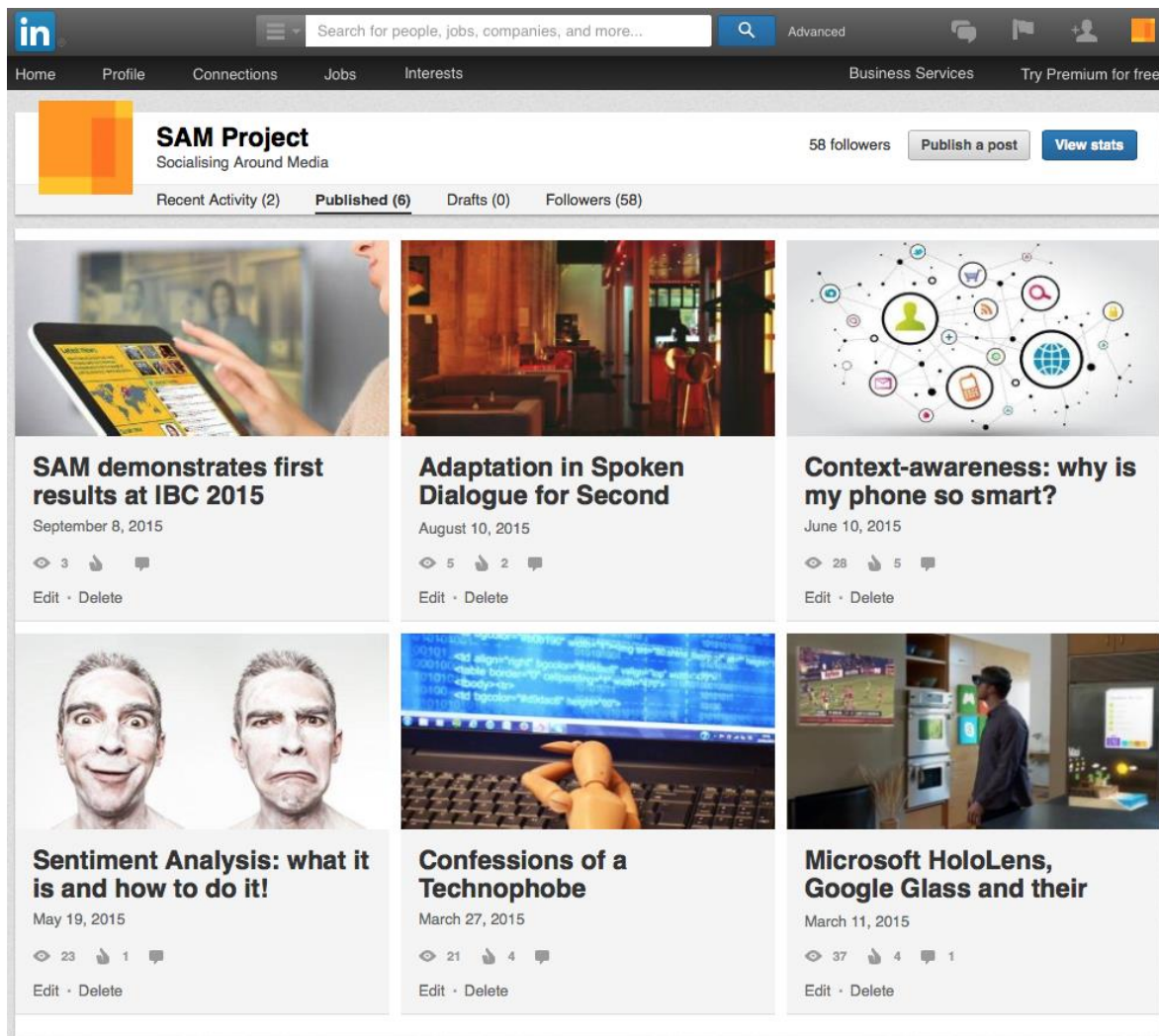


Figure 15: LinkedIn - SAM Publications on LinkedIn

3.1.3.6 Google+

Google+ is a Social Network in which SAM has created so-called “circles” to share content within its network. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via [SAM's Google+ channel](https://plus.google.com/114899758261554472202/)⁷.

8975 “views” on the SAM Google+ profile can be reported by 30 September 2015 (as reported by Google on the Google+ profile-page).

⁷ <https://plus.google.com/114899758261554472202/about>

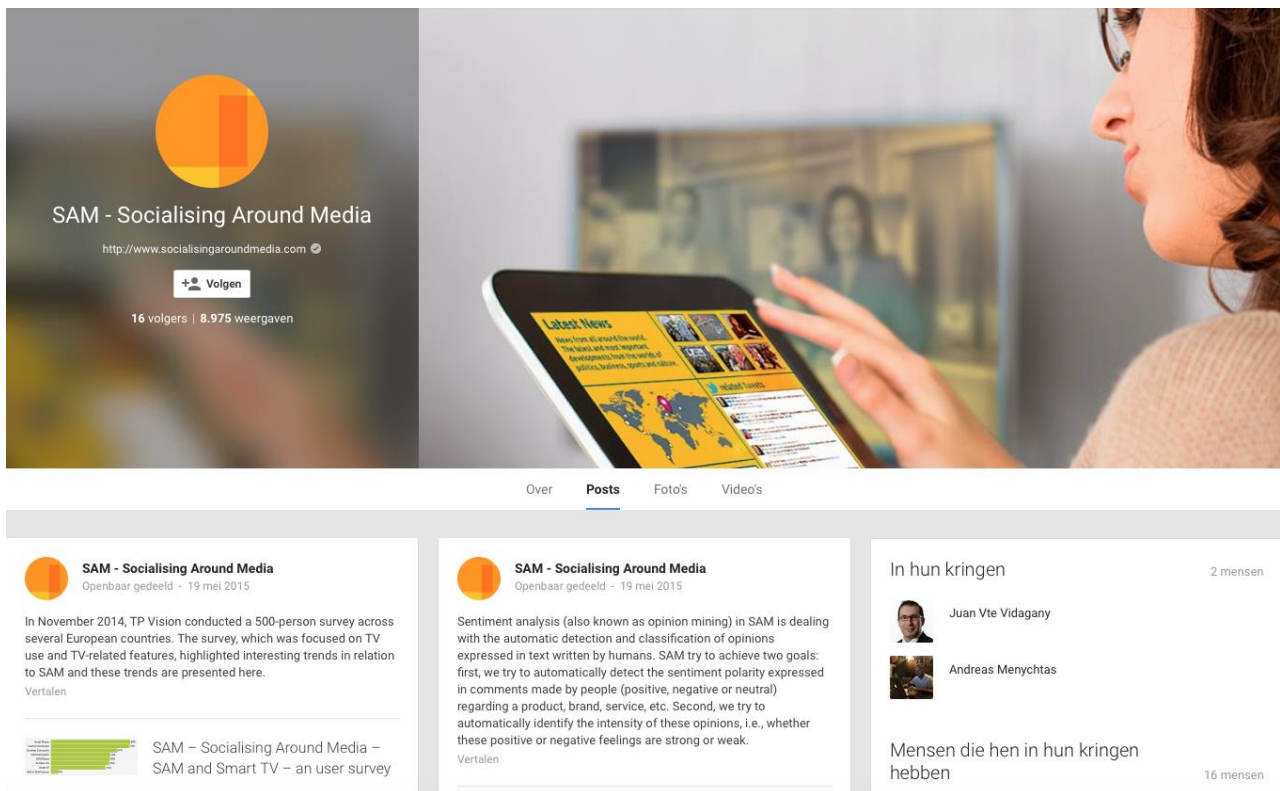


Figure 16: Google+ Account

3.1.3.7 Facebook

Facebook is a Social Network in which SAM can create a network of “friends” to syndicate content to. [SAM's Facebook page](https://www.facebook.com/socialisingaroundmedia)⁸ is publicly available. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Facebook channel.

61 “likes” on the SAM Facebook page can be reported up to 30 September 2015 (as reported by Facebook).

⁸ <https://www.facebook.com/socialisingaroundmedia>

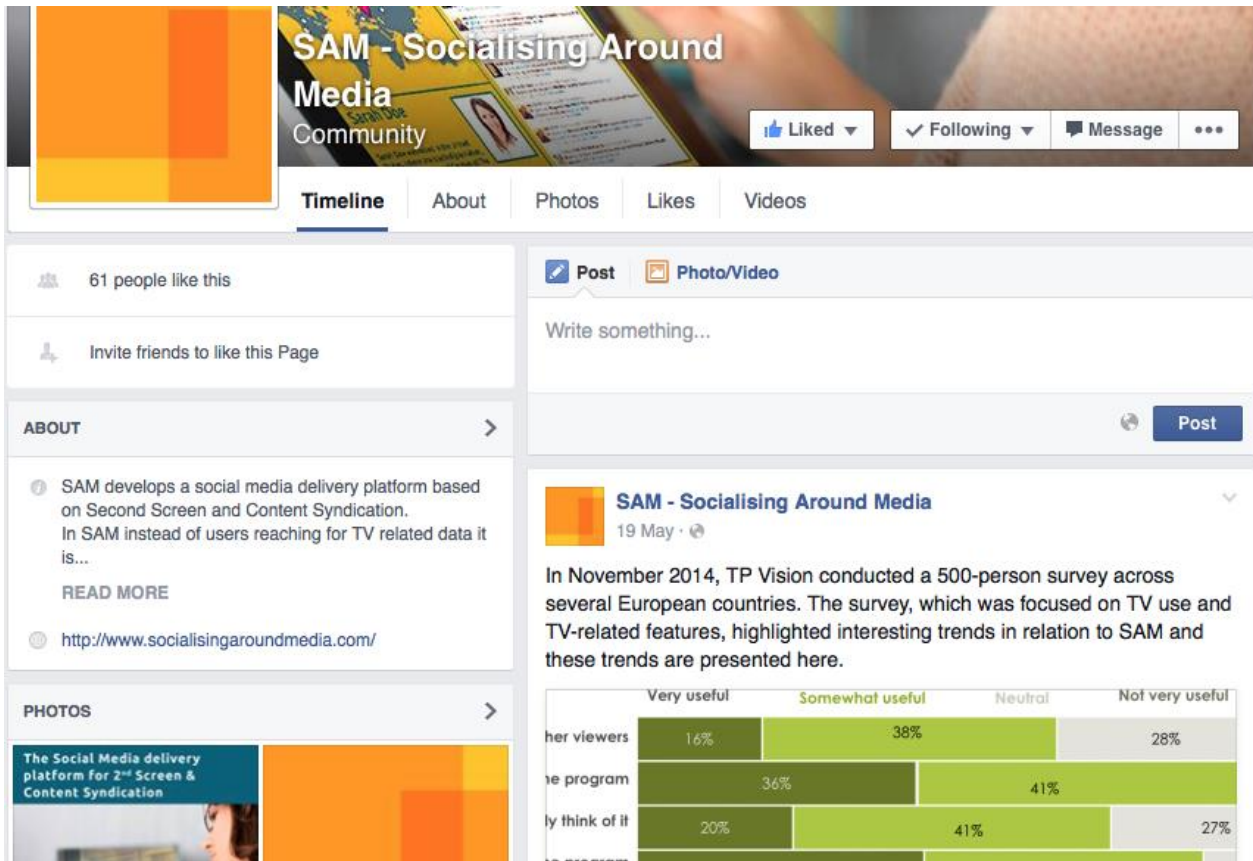


Figure 17: Facebook Profile SAM

3.1.4 Printed and Digital Material Available

The following is a cumulative list of material produced in the first and second reporting periods. This material remains available throughout the project. Updates will be issued as required.

SAM Printed Material
SAM Business card
SAM Flyer
SAM Brochure
SAM Banner
SAM Generic poster
SAM Scientific poster
SAM Newsletter
SAM Digital Material
SAM Website
SAM Newsletter
SAM Video
SAM BDS 2 nd Screen Content Linking Video
SAM General Presentation

Figure 18: Overview of SAM Printed and Digital Material

3.1.4.1 Scientific Poster

Based on the generic SAM poster, a scientific poster template has been designed and made available to all partners. This template can be “filled” with content by the scientific partners based on specific requirements. In such cases, pre-defined components are to be used on the one hand, while occasion-specific additions are included on the other hand. This way, individual partners can create “personalised” posters and print these out individually, depending on the event and message to be conveyed.

3.1.4.2 Newsletter

The first [SAM Newsletter](#)⁹ was issued at the end of Year 2. The newsletter has a real subscriber base of more than a hundred. A second newsletter will follow after the Scientific Workshop (M25) and the third one at the end of the project.

3.1.4.3 Generic Video

The partly animated [SAM video](#)¹⁰ on Tears of Steel gives an insight into the aims, objectives, challenges and stakeholders of the SAM platform and a basic idea of how related content can be shown. The video is published on YouTube and syndicated via SAM's website and Social Media channels. 334 Views of the video were reported on 30 September 2015, according to YouTube.

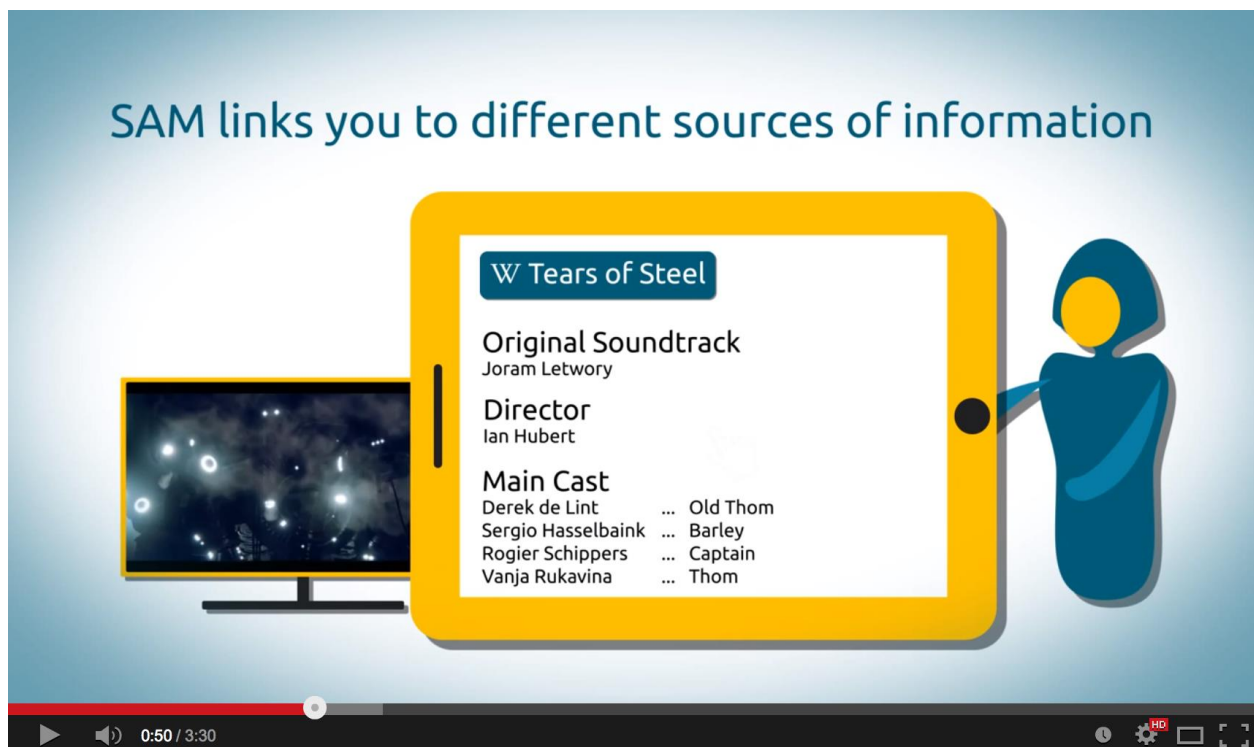


Figure 19: SAM Video

3.1.4.4 SAM BDS 2nd Screen Content Linking Video

In time for the demonstration at IBC in Amsterdam in September 2015, an interactive video presentation was produced by BDS, showing the principles and rich opportunities of

⁹ http://wiki.socialisingaroundmedia.com/images/2/29/SAM_Newsletter_1.pdf

¹⁰ <https://www.youtube.com/watch?v=6VL7WqZ9mz8>

content linking. The [SAM Content Linking Video](#)¹¹ is a guide for users to explore content linking for 2nd Screen.

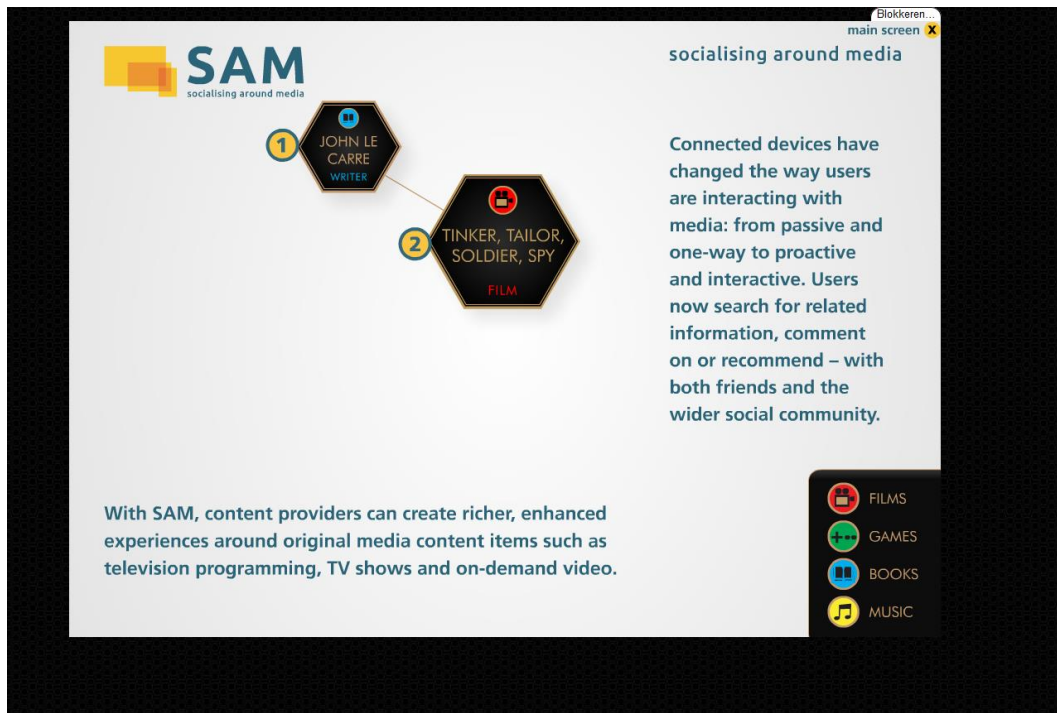


Figure 20: SAM BDS 2nd Content Linking Video

3.2 Dissemination Events

SAM aims to report its findings in at least 3 conferences/workshops per year. As is apparent from the event lists on the current and the previous reporting periods, this number is exceeded.

Each attendance is accompanied by a conference report to ensure communication towards the target audience and stakeholders as well as other consortium partners.

3.2.1 Attended Events

The following list is an overview of academic as well as industry-oriented presentations and participation of the consortium or individual participants in the context of SAM that have been organised/attended in this reporting period (M13-M24):

Name of Event	Action	When	Where	Focus	Attendees
MESA Content Protection Summit: Europe ¹²	Discussing collaboration on content protection and security	2015-10-21	London, UK	Industry	Medium
Media.net BerlinBrandenburg ¹³ Round table discussion on	Presenting SAM and discussing 2 nd Screen Opportunities	2015-10-02	Berlin, Germany	Industry	Medium

¹¹ <http://weesleekit.info/SAM-PRESENT/>

¹² <http://www.mesa-europe.org/second-annual-european-content-protection-summit-from-mesa-europe-london-21st-october-2015/>

¹³ <http://www.medianet-bb.de/>

Second Screen – Opportunity or Threat for TV and Film					
Scoopcamp 2015 ¹⁴	Networking at event focusing on the future of journalism	2015-10-01	Hamburg, Germany	Industry	Medium
EDItEUR meeting	Exchange of information and collaboration on Metadata Standards	2015-09-28	London, UK	Industry	Medium
Researchers Night ¹⁵ 2015 Workshop	Presenting SAM and its scientific results	2015-09-25	Athens, Greece	Scientif.	Medium
SEPLN 2015 ¹⁶ Conference	Presenting SAM and its scientific results	2015-09-16-18	Alicante, Spain	Scientific	Medium
TASS 2015 ¹⁷ Workshop	Presenting SAM and its scientific results	2015-09-16	Alicante, Spain	Scientific	Medium
MESA Europe: Content Access & Rights Management Forum ¹⁸	Presenting SAM and discussing rights management	2015-09-12	Amsterdam, Netherlands	Industry	Medium
IBC 2015 ¹⁹	Exhibiting SAM and its industrial use case	2015-09-10-15 (recurring event)	Amsterdam, Netherlands	Industry	High
Connected TV Summit 2015 ²⁰	Business and technology strategies that will safeguard and grow television services in the hyper-competitive connected era.	2015-06-24-26	London, UK	Industry	Medium
Global Media Forum 2015 ²¹	Presenting SAM at worldwide GMF media forum at Deutsche Welle	2015-06-13-15	Bonn, Germany	Industry	Medium
ACM TVX 2015 ²²	Presenting SAM and its scientific results	2015-06-03	Brussels, Belgium	Scientific	Medium
New Content Horizons Round table discussion	Presenting SAM and discussion collaboration	2015-06-02	London, UK	Industry	Medium

¹⁴ <http://scoopcamp.de/>

¹⁵ <http://www.researchersnight.gr/>

¹⁶ <http://gplsi.dlsi.ua.es/sepln15/>

¹⁷ <http://gplsi.dlsi.ua.es/sepln15/en/node/36>

¹⁸ <http://www.mesa-europe.org/events/contents-access-rights-management-forum/>

¹⁹ <http://www.abc.org/>

²⁰ <http://www.connectedtvsummit.com/>

²¹ <http://www.dw.com/en/global-media-forum/gmf-2015/s-101219>

²² <http://tvx2015.com/>

MESA Smart Content Summit ²³	Presenting SAM at panel discussion and discussing metadata and smart content	2015-05-20	London, UK	Industry	Medium
TV CONNECT 2015 ²⁴	The World's Leading Event on Connected Entertainment	2015-04-28-30	London, UK	Industry	Medium
FIE 2.0 ²⁵	Presenting SAM NLP technologies at panel discussion	2015-04-23	Madrid, Spain	Scientific	Medium
MESA/HITS Europe Data and Analytics Workshop ²⁶	Presenting SAM at workshop	2014-11-12	London, UK	Industry	Medium
eChallenges 2014 ²⁷	Presenting SAM and its scientific results, networking	2014-10-29-30	Belfast, Ireland	Scientific	Medium
MESA Content Protection Summit: Europe ²⁸	Discussing cyber and content security	2014-10-29	London, UK	Industry	Medium
NEM 2014 ²⁹	Presenting SAM and discussing collaboration opportunities	2014-09-29-30	Brussels, Belgium	Industry	High

Figure 21: List of Attended Events

²³ <http://www.mesa-europe.org/events/smart-content-summit-london/>

²⁴ <http://tvconnectevent.com/>

²⁵ http://www.ifema.es/fie20_01/

²⁶ <http://www.mesa-europe.org/events/contents-access-rights-management-forum/>

²⁷ <http://www.echallenges.org>

²⁸ <http://www.contentprotectionsummit.com/euro2014/>

²⁹ <http://neweumarket.com/nem-2014-the-destination-for-the-global-media-industry-2/>



Figure 22: Presenting SAM at SEPLN 2015

3.2.2 Targeted Events

The below table provides an update of future conferences and events that are SAM related. A selection of these is potentially interesting and considered for attendance by consortium members.

Name of Event	Target	When	Where	Focus	Priority
Apps World ³⁰	Defining Multiscreen opportunities for TV revolution.	2015-11-18-19 (recurring event)	London, UK	Industry	Medium
eChallenges 2015 ³¹	Leading SAM Scientific Workshop	2015-11-25-27 (recurring event)	Vilnius, Lithuania	Scientific	High
CEBIT 2016 ³²	Exhibiting SAM and its industrial use case	2016-03-14-18 (recurring event)	Hannover, Germany	Industry	High
Connected TV Summit 2016 ³³	Business and technology strategies that will safeguard and grow television services in the hyper-competitive connected era.	2016-03-16-17 (recurring event)	London, UK	Industry	Medium
TV CONNECT 2016 ³⁴	The World's Leading Event on Connected Entertainment	2016-04-26-28 (recurring event)	London, UK	Industry	Medium
SemDial Semantics and Pragmatics of Dialogue ³⁵	Presenting SAM and its scientific results	2016-06 (recurring event)	New Jersey, US	Scientific	Medium

³⁰ <http://www.apps-world.net/europe/agenda/tracks/tv-apps-and-multi-screen>

³¹ <http://www.echallenges.org>

³² <http://www.cebit.de/home>

³³ <http://www.connectedtvsummit.com/>

³⁴ <http://tvconnectevent.com/>

GMF 2016 ³⁶	Presenting SAM to media industry	2016-06-13-15 (recurring event)	Bonn, Germany	Industry	High
NEM 2016 ³⁷	Largest gathering of media professionals in the region	2016-06-14-16 (recurring event)	Dubrovnik, Croatia	Industry	High
NLDB 2016 ³⁸ International Conference on Application of Natural Language to Information Systems	Presenting SAM and its scientific results	2016-06-22-24 (recurring event)	Salford, UK	Scientific	Medium
ACM 2016 ³⁹ Conference on Hypertext and Social Media	Presenting SAM and its scientific results	2016-07-10-13 (recurring event)	Halifax, Canada	Scientific	Medium
ACL 2016 ⁴⁰ Association for Computational Linguistics Conference	Presenting SAM and its scientific results	2016-08-07-12 (recurring event)	Berlin, Germany	Scientific	Medium
IBC 2016 ⁴¹	SAM Industrial WS	2016-09-08-13 (recurring event)	Amsterdam, Netherlands	Industry	High
eChallenges 2016 ⁴²	Presenting SAM and its scientific results	2016-10 (recurring event)	Not yet available	Scientific	High

Figure 23: List of Targeted Events

More dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.

3.3 Papers and Publications

The publication of articles in journals helps to reach a large audience. To get a paper published in an international refereed journal supports the overall goal to have an impact on the topics of SAM. All partners in the project will submit papers for publication. All papers and other publications (e.g. book sections, company magazines) that will be produced in the project's lifetime will be referred to on the SAM website (if possible from a legal perspective, they will also be made accessible from there).

3.3.1 Scientific Papers

The following scientific papers and publications have been prepared or published in this reporting period (M13-M24):

³⁵ <http://www.illc.uva.nl/semidial/>

³⁶ <http://www.dw.com/en/global-media-forum/gmf-2015/s-101219>

³⁷ <http://nweumarket.com>

³⁸ <http://nlbd.didas.org>

³⁹ <https://www.facebook.com/Hypertext2015>

⁴⁰ <http://www.aclweb.org/website/acl>

⁴¹ <http://www.abc.org/page.cfm/Action=VCalendarIndex/CalendarID=1/t=m>

⁴² <http://www.echallenges.org>

Conference or Journal	Title	Issue Date	Authors	Status S=Submitted A=Accepted P=Published
Article IEEE STCSN E-Letter	SAM: Socialising Around Media	2015-09-30	Atta Badii, Marco Tiemann, David Tomás, Andreas Menychtas, Christina Santzaridou, Alexandros Psychas, Juan Vicente Vidagany Espert	S *
Article IEEE STCSN E-Letter	Human Language Technologies in Media Consumption: The Case of SAM	2015-09-30	David Tomás, Yoan Gutiérrez	S *
SEPLN 2015 ⁴³ – SEPLN Journal - Natural Language Processing	Socialising Around Media (SAM): Dynamic Social and Media Content Syndication for Second Screen	2015-09-16	David Tomás, Yoan Gutiérrez, Isabel Moreno, Francisco Agulló, Marco Tiemann, Juan Vicente Vidagany, Andreas Menychtas	P
SEPLN 2015 – SEPLN Journal - Natural Language Processing	Social Rankings: Visual Sentiment Analysis in Social Networks	2015-09-16	Javi Fernández, Yoan Gutiérrez, José M. Gómez, Patricio Martínez-Barco	P
SEPLN 2015 – SEPLN Journal - Natural Language Processing	ElectionMap: a geolocalized representation of vote intentions to political parties based on twitter's user comments	2015-09-16	Francisco Agulló, Antonio Guillén, Yoan Gutiérrez, Patricio Martínez-Barco	P
TASS 2015 ⁴⁴	Evaluating a Sentiment Analysis Approach from a Business Point of View	2015-09-15	Javi Fernández, Yoan Gutiérrez, David Tomás, José M. Gómez, Patricio Martínez-Barco	P
eChallenges 2015 ⁴⁵	Combining Three Thriving Business Areas to enable Monetisation for Content Providers and, Ultimately, Value to the End User	2015-10-05	Juan Vincente Vidagany Espert, Barry Smith , Francisco Rodriguez	A
eChallenges 2015	Entity Linking in Media Content and User Comments: Connecting Data to Wikipedia and other Knowledge Bases	2015-08-13	Yoan Gutiérrez, David Tomás, Javi Fernández	A
eChallenges 2015	Benefits of using ranking skip-gram techniques for opinion mining approaches case	2015-08-13	Yoan Gutierrez, David Tomás, Javi Fernandez	A
eChallenges 2015	Multi-genre summarization: approach, potentials and	2015-08-13	Elena Lloret, Ester Boldrini	A

⁴³ <http://gplsi.dlsi.ua.es/sepln15/en/node/36>

⁴⁴ <http://www.wikicfp.com/cfp/servlet/event.showcfp?eventid=45903>

⁴⁵ <http://www.echallenges.org/e2015/>

	challenges			
eChallenges 2015	Media Content Linking, Semantic Annotation and Syndication in Social Enabled, Multiscreen Environments	2015-08-13	Alexandros Psychas, Andreas Menyctas, Christina Santzaridou, Theodora Varvarigou, Yoan Guitierrez, Isabel Moreno, David Tomas	A
eChallenges 2015	Context Management and Analysis for Social TV Platforms	2015-08-13	Christina Santzaridou, Andreas Menyctas, Alexandros Psychas, Theodora Varvarigou	A
eChallenges 2015	Creating Dynamic TV Viewer Communities to Increase User Engagement	2015-08-13	Atta Badii, Marco Tiemann	A
ACM TVX 2015 ⁴⁶ Conference, June 4-5, 2015	SAM: Dynamic and Social Content Delivery for Second Screen Interaction	2015-04-06	Atta Badii, Marco Tiemann, Andreas Menyctas, Christina Santzaridou, Alexandros Psychas, David Tomas, Juan Vincente. Vidagany, Stuart Campbell	P
ICI Global Journal - Special Issue: "Social Media and Networks for Multimedia Content Management" of IJVCSN	Dynamic Social and Media Content Syndication for Second Screen	2015-03-17	Andreas Menyctas, David Tomás, Marco Tiemann, Christina Santzaridou, Alexandros Psychas, Juan Vicente Vidagany Espert, Stuart Campbell	A

Figure 24: List of Scientific Publications

Annex A provides summary information for each of these papers listed.

Items marked with * are journal papers that have been submitted, but not yet accepted. A one-page description for these papers will be included in the next report once they have been accepted.

3.3.2 Other Publications

The following other publications have been produced and issued in this reporting period (M13-M24):

Type	Title	Publication Date	Details
SAM Newsletter	SAM Newsletter ⁴⁷	2015-10	First of three of SAM newsletters
DW Innovation Blog	Meet us @ IBC 2015 ⁴⁸	2015-09	Announcement SAM demo at IBC 2015
BDS LIFE Magazine Article	"Socialising Around Media – Tomorrow's Cultural Product Resource Kit" ⁴⁹	2014-12	Article in BDS LIFE Magazine, a corporate magazine which is published by BDS to inform the library world

⁴⁶ <http://tvx2015.com/>

⁴⁷ http://wiki.socialisingaroundmedia.com/images/2/29/SAM_Newsletter_1.pdf

⁴⁸ <http://blogs.dw.com/innovation/category/meet-us/>

⁴⁹ <http://www.slideshare.net/SAMProjectEU/bds-life-sam>

			mainly but also the commercial world of West10.
DW Insider Article	"Where does the rabbit hole of user-generated content lead?" ⁵⁰	2014-10	Article in DW Insider blog about the SAM project by Wilfried Runde, Head of Innovation Projects at DW.
Press Release	Socializing Around Media (SAM) Expects Significant Advantages to Self-Pushed Content to 2 nd Screen	2015-09-10	Press Release by TIE

Figure 25: List of Other SAM Publications

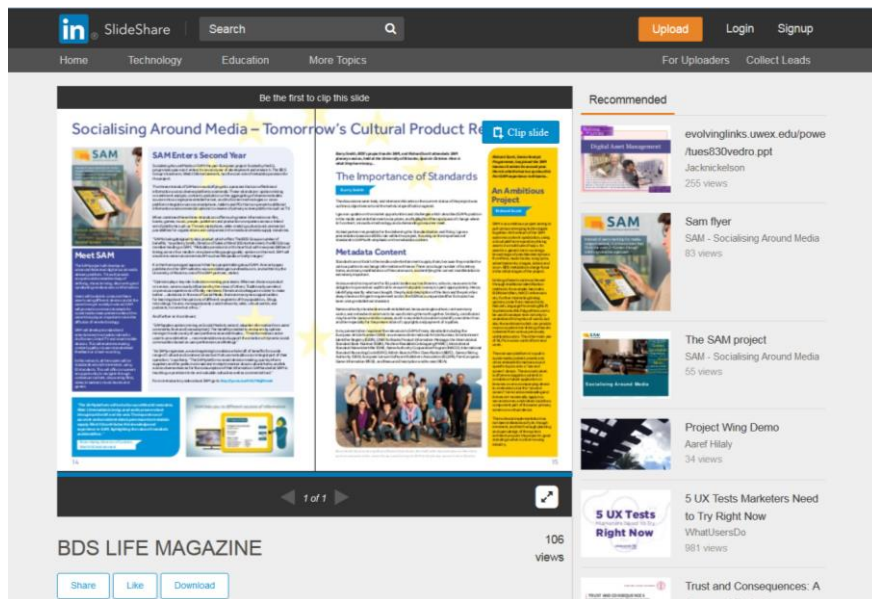


Figure 26: SAM Article in BDS Life Magazine



⁵⁰ <http://blogs.dw.com/insider/2014/10/29/where-does-the-rabbit-hole-of-user-generated-content-lead/>

Figure 27: SAM Press Release

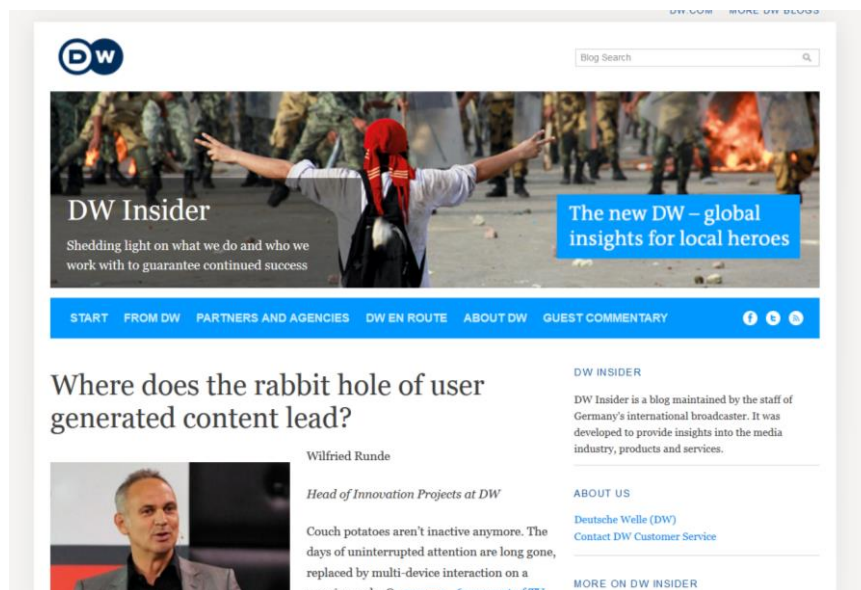


Figure 28: Article in DW Insider Magazine

3.4 SAM Workshops

SAM's objective is to organise two different workshops, a science-oriented workshop (around M25) and an industry-oriented workshop (by M37). To reach a broad but also specialised group of participants, the aim is to couple the workshops to existing and well-known big conferences, dealing with SAM relevant issues. Representatives of the main SAM target audiences and experts important for SAM will be invited to the workshops.

The workshops will provide 1/2-1 day presentations and promote the SAM concepts and results. The scientific workshop is being organised by UA as part of the eChallenges 2015 Conference in Vilnius. DW will supervise the organisation of the industry-oriented workshop in Year 3.

The SAM workshops will be reported on in separate deliverables (including metrics about participants and feedback collected during the workshops):

- D9.2.1 Report Scientific Workshop
- D9.2.2 Report Industry Workshop

4 Updated Dissemination Plan

This section describes the current status of the dissemination plan.

4.1 Introduction

The previous sections gave some details on the project website and social media statistics as well as SAM dissemination tools and activities, such as events and publications. The current section presents a living part of the project and provides a summary on the status and/or results of each activity. It follows the system set up in D9.3.1 and thus uses a colour coding indicating the current status of each component of the dissemination plan as follows:

Colour Coding of Planned Dissemination Activities Status	
	Not Due
	Not Started (and should have been)
	Ongoing
	On Track (Multiple deliveries, each on-Track, but not ended)
	Completed (Final – action ended)

Figure 29: Colour Coding of Dissemination Activities

As stipulated in D9.3.1, the project intends to focus on quality actions rather than trying to simply deliver them all at low-level simply because they are on this list. Thus, the list of possible actions should not be seen as a list of actions of which each and every one will be performed; but instead as a list which is prioritised and will be re-prioritised based on the resources used in practice, the changing needs of the “market” and partners, and EU recommendations

In general terms, the following prioritisation scale is used:

Priority	Type of Actions	Examples
1=Critical	<ul style="list-style-type: none"> Precise Task in DOW (or significant text) + Metric Critical for operating project 	<ul style="list-style-type: none"> Website Workshop
2=Expected	<ul style="list-style-type: none"> Easy Impact Necessary for operating project 	<ul style="list-style-type: none"> Academic Paper Clustering activities Main flyer
3=Wherever Possible	<ul style="list-style-type: none"> Further iteration of a previous Critical/Expected action More difficult and impacting Loosely mentioned in DOW or normal expectation 	<ul style="list-style-type: none"> Mid-Project Flyer Project Video
4=Nice To Have	<ul style="list-style-type: none"> Further iteration (or form) of a “where possible action” Not mentioned in DOW but can have good impact and is easy to achieve 	<ul style="list-style-type: none"> Business card Some multilingual pages in website
5=Very Optimistic	<ul style="list-style-type: none"> Idea not mentioned in DOW Idea mentioned but difficult to deliver with resources available 	<ul style="list-style-type: none"> Marketing gift for exhibitions

Figure 30: Prioritisation Scale

4.2 Overview Table of Planned Activities and Status

Dissemination activity T9.2 & T9.3	Status	Task	Priority	Est. Size	Main Responsible
Project Identity	Completed	T9.2.1	1	10	DW
PowerPoint Template and Slide Pack	Completed	T9.2.2	1	4	DW
SAM Website	Completed	T9.2.5	1	30	DW
Website - Growth & Monitoring	Ongoing	T9.3.1	1	4	DW
Website - Content	On Track	T9.3.2	1	29	All
Social Networks - Twitter	On Track	T9.2.7	1	17	DW/All
Social Networks - SlideShare	On Track	T9.2.8	2	3	DW/All
Social Networks - YouTube	On Track	T9.2.9	2	3	DW/All
Social Networks - LinkedIn	On Track	T9.2.10	2	3	DW/All
Social Networks - Google+	On Track	T9.2.22	4	2	TIE/All
Social Networks - Facebook	On Track	T9.2.23	4	2	TIE/All
Printed Media - Flyer	Completed	T9.2.11	2	3	DW
Printed Media - Business Card	Completed	T9.2.12	3	3	DW
Printed Media - Generic Brochure	Completed	T9.2.13	2	3	TIE
Printed Media - Use Cases Brochure	Not Due	T.9.2.14	2	3	DW
Printed Media - Generic Poster	Completed	T9.2.15	2	3	DW
Printed Media - Scientific Poster	On Track	T9.2.16	2	7.5	DW/Scientific Partners
Printed Media - Banner	Completed	T9.2.17	2	2	DW
Publications - Press Releases	Ongoing	T9.3.3	2	6	All
Publications - White Paper	Not Due	T9.3.4	2	4	BDS/TIE
Publications - Scientific Papers	Ongoing	T9.3.5	2	9	UoR/Scientific Partners
Mobile App	Completed	T9.2.25	2	10	ASC
Printed Media - Newsletter	On Track	T9.3.6	2	11.5	TIE
Publications - Other	On Track	T9.3.16	4	6	All
Conferences Survey	Ongoing	T9.3.7	3	1	TIE/All
Conferences Attendance / Presentations	Ongoing	T9.3.8	2	5	All
Conference Papers	Ongoing	T.9.3.9	2	4	All
Generic SAM presentation	Ongoing	T9.2.18	2	5.5	TIE
Generic SAM Video	Completed	T9.2.19	2	7	TIE/ASC
Exhibitions Survey	Ongoing	T9.3.10	3	1	TIE
Exhibitions	On Track	T9.3.11	2	5	TIE
Scientific Workshop	Ongoing	T9.2.20	2	21.5	UA
Industry Workshop	Not Due	T9.2.21	2	23.5	DW
Dissemination Activities outside of DOW					
Marketing gift	Not Due	T9.2.24	5	1	TIE/Ascora
Other activities related to dissemination reported in other documents					
SAM Wiki setup	Completed	T3.1	1	n.a.	NTUA
SAM Wiki updates	Ongoing	T3.1	2	n.a.	NTUA
Collaboration - Cluster Events	Ongoing	T9.5	1	n.a.	TIE

Collaboration	Ongoing	T9.5	1	n.a.	TIE
Standardisation	Ongoing	T9.5	1	n.a.	BDS

Figure 31: Planned Activities and Status

4.3 Dissemination Action Status Sheets

In this section all dissemination activities are listed including their status, the responsible partner and the results. In order to provide a useful, detailed and up-to-date overview of all activities for easy reference by consortium partners, all envisaged activities/elements are included, also those finished in Year 1.

4.3.1 Project Identity

Name	Project Identity
Task	T9.2.1
Due (Next)	M2
Status	Completed
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire
Type	General Dissemination
Purpose	Quality
Audience	All
Planned Schedule	Ready for use for implementation in all dissemination channels
Responsibility	DW
Description/ Content	Logo, colours, fonts, use of images, language, compulsory elements, imprint and contact details
Monitoring	Dissemination Manager
Size (days)	10 days
Priority	1=Critical
Results@ Q4-2013	See reporting in D9.3.1, section 3.1, Project Identity

Figure 32: Project Identity Status Sheet

4.3.2 PowerPoint Template and Slide Pack

Name	PowerPoint Template and Slide Pack
Task	T9.2.2
Due (Next)	M3
Status	Completed
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire
Type	General Dissemination
Purpose	Visible, Quality
Audience	All
Planned Schedule	Ready for use before first plenary meeting
Responsibility	DW
Description/ Content	A PowerPoint template and Slide Pack with which the consortium can easily create SAM presentations. A second, improved version was delivered in M10
Monitoring	Dissemination Manager
Size (days)	4 days

Priority	1=Critical
Results@ Q2-2014	See reporting in D9.3.1, section 3.2 PowerPoint Template and Slide Pack

Figure 33: PowerPoint Template and Slide Pack Status Sheet

4.3.3 Website

Name	Website	
Task	T9.2.5	
Due (Next)	M2	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visible	
Audience	All	
Planned Schedule	Ready for use before first plenary meeting	
Responsibility	DW	
Description/ Content	The SAM website ⁵¹ is designed to be a place to turn to for key information about the SAM project and to read about the latest developments in the project. The website contains information about the project partners, public deliverables, publications, events, the work packages, etc.	
Monitoring	Dissemination Manager	
Size (days)	30 days	
Priority	1=Critical	
Results@ Q4-2013	See reporting in D9.3.1, section 3.3 Website	

Figure 34: Website Status Sheet

4.3.4 Website – Growth & Monitoring

Name	Website – Growth & Monitoring	
Task	T9.3.1	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW	
Description/ Content	PIWIK ⁵² (the open source alternative to Google Analytics) is used to measure the traffic on the SAM website. Reporting is done in D9.3.1, D9.3.2 and D9.3.3.	
Monitoring	Dissemination Manager	
Size (days)	4 days	
Priority	1=Critical	
Results@	See reporting in D9.3.1, section 3.3 Website	

⁵¹ <http://socialisingaroundmedia.com/>

⁵² <http://piwik.org/>

Q3-2014	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.2 Website

Figure 35: Website – Growth & Monitoring Status Sheet

4.3.5 Website – Content


Name	Website – Content																																																																																																																																																																																																			
Task	T9.3.2																																																																																																																																																																																																			
Due (Next)	M36																																																																																																																																																																																																			
Status	On Track - multiple deliveries, each on track but not ended																																																																																																																																																																																																			
Related Task	T9.3																																																																																																																																																																																																			
Focus	Dissemination																																																																																																																																																																																																			
Phase	Inform and Inspire																																																																																																																																																																																																			
Type	Website																																																																																																																																																																																																			
Purpose	Visible																																																																																																																																																																																																			
Audience	General																																																																																																																																																																																																			
Planned Schedule	<p>One website article per month according to publication schedule:</p>  <p style="text-align: right;">Website content plan</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Project Month</th> <th>M1</th><th>M2</th><th>M3</th><th>M4</th><th>M5</th><th>M6</th><th>M7</th><th>M8</th><th>M9</th><th>M10</th><th>M11</th><th>M12</th> </tr> </thead> <tbody> <tr> <td>Delivery date</td> <td>01.10.13</td><td>01.11.13</td><td>01.12.13</td><td>01.01.14</td><td>01.02.14</td><td>01.03.14</td><td>01.04.14</td><td>21.05.14</td><td>18.06.14</td><td>16.07.14</td><td>19.08.14</td><td>17.09.14</td> </tr> <tr> <td>Author</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>TIE</td><td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td> </tr> <tr> <td>Topic</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>content syndication</td><td>2nd Screen</td><td>Opinion mining</td><td>Multiscreen technologies</td><td>Digital Media content linking</td> </tr> <tr> <td>Review</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>NTUA</td><td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Project Month</th> <th>M13</th><th>M14</th><th>M15</th><th>M16</th><th>M17</th><th>M18</th><th>M19</th><th>M20</th><th>M21</th><th>M22</th><th>M23</th><th>M24</th> </tr> </thead> <tbody> <tr> <td>Delivery date</td> <td>15.10.14</td><td>18.11.14</td><td>12.12.14</td><td>20.01.15</td><td>17.02.15</td><td>17.03.15</td><td>15.04.15</td><td>19.05.15</td><td>16.06.15</td><td>15.07.15</td><td>18.08.15</td><td>16.09.15</td> </tr> <tr> <td>Author</td> <td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td><td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td><td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td> </tr> <tr> <td>Topic</td> <td>Dialogue Systems</td><td>Dynamic Communities</td><td>Data Standards</td><td>Business intelligence</td><td>HoloLens, Google Glass</td><td>Sentiment Analysis</td><td>User Survey Smart TV</td><td>Context Awareness</td><td>Adaptation in Dialogue</td><td>Context Awareness</td><td>Extended Content</td><td>Relevant Content out of Big Data</td> </tr> <tr> <td>Review</td> <td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td><td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td><td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Project Month</th> <th>M25</th><th>M26</th><th>M27</th><th>M28</th><th>M29</th><th>M30</th><th>M31</th><th>M32</th><th>M33</th><th>M34</th><th>M35</th><th>M36</th> </tr> </thead> <tbody> <tr> <td>Delivery date</td> <td>14.10.15</td><td>17.11.15</td><td>14.12.15</td><td>19.01.16</td><td>17.02.16</td><td>16.03.16</td><td>19.04.16</td><td>18.05.16</td><td>15.06.16</td><td>19.07.16</td><td>17.08.16</td><td>20.09.16</td> </tr> <tr> <td>Author</td> <td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td><td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td><td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td> </tr> <tr> <td>Topic</td> <td></td><td></td><td></td><td></td><td>Dialogue and Attention</td><td>Security</td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Review</td> <td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td><td>ASC</td><td>UA</td><td>TPVI</td><td>NTUA</td><td>TALK</td><td>UoR</td><td>BDS</td><td>TIE</td> </tr> </tbody> </table>	Project Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Delivery date	01.10.13	01.11.13	01.12.13	01.01.14	01.02.14	01.03.14	01.04.14	21.05.14	18.06.14	16.07.14	19.08.14	17.09.14	Author								TIE	ASC	UA	TPVI	NTUA	Topic								content syndication	2nd Screen	Opinion mining	Multiscreen technologies	Digital Media content linking	Review								NTUA	TALK	UoR	BDS	TIE	Project Month	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	Delivery date	15.10.14	18.11.14	12.12.14	20.01.15	17.02.15	17.03.15	15.04.15	19.05.15	16.06.15	15.07.15	18.08.15	16.09.15	Author	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	Topic	Dialogue Systems	Dynamic Communities	Data Standards	Business intelligence	HoloLens, Google Glass	Sentiment Analysis	User Survey Smart TV	Context Awareness	Adaptation in Dialogue	Context Awareness	Extended Content	Relevant Content out of Big Data	Review	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	Project Month	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	Delivery date	14.10.15	17.11.15	14.12.15	19.01.16	17.02.16	16.03.16	19.04.16	18.05.16	15.06.16	19.07.16	17.08.16	20.09.16	Author	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	Topic					Dialogue and Attention	Security							Review	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE
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Responsibility	All: Every month another partner writes an article.																																																																																																																																																																																																			
Description/ Content	Every partner can choose a SAM related topic that should reflect research challenges, use cases or status of the SAM project.																																																																																																																																																																																																			
Monitoring	Dissemination Manager																																																																																																																																																																																																			
Size (days)	29 days																																																																																																																																																																																																			
Priority	1=Critical																																																																																																																																																																																																			
Results@ Q3-2014	See reporting in D9.3.1, section 3.3 Website																																																																																																																																																																																																			
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.2 Website																																																																																																																																																																																																			

Figure 36: Website – Content Status Sheet

4.3.6 Social Networks – Twitter

Name	Social Networks – Twitter
Task	T9.2.7
Due (Next)	M36
Status	On Track - multiple deliveries, each on track but not ended
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire

Type	General Dissemination
Purpose	Visible
Audience	General
Planned Schedule	Throughout whole project lifespan
Responsibility	DW / All to contribute
Description/ Content	Via the SAM Twitter channel (@samprojecteu) it is easy for followers to engage with the SAM project, either by following, mentioning, retweeting or commenting on tweets.
Monitoring	Dissemination Manager
Size (days)	17 days
Priority	1=Critical
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.1 Twitter
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.2 Twitter

Figure 37: Twitter Status Sheet

4.3.7 Social Networks – SlideShare

Name	Social Networks – SlideShare	
Task	T9.2.8	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / to be used by All	
Description/ Content	Presentations used for public appearances will be made available via the SAM SlideShare ⁵³ account and / or the SAM website.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.3 SlideShare	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.4 SlideShare	

Figure 38: SlideShare Status Sheet

4.3.8 Social Networks – YouTube

Name	Social Networks – YouTube	
Task	T9.2.9	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	

⁵³ <http://www.slideshare.net/SAMProjectEU>

Purpose	Visible
Audience	General
Planned Schedule	Throughout whole project lifespan
Responsibility	DW / to be used by All
Description/ Content	YouTube is highly regarded as a very effective dissemination channel for video content. The SAM YouTube channel already contains the SAM generic video that has been developed by ASC and TIE.
Monitoring	Dissemination Manager
Size (days)	3 days
Priority	2=Expected
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.2 YouTube
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.3 YouTube

Figure 39: YouTube Status Sheet

4.3.9 Social Networks – LinkedIn

Name	Social Networks – LinkedIn	
Task	T9.2.10	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / to be used by All	
Description/ Content	LinkedIn is a Professional Network through which SAM can address very specific target groups. It is mainly functional for targeted networking and to create a sustainable SAM network in which the status of the project but also project outcomes can be shared.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.4 LinkedIn	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.5 LinkedIn	

Figure 40: LinkedIn Status Sheet

4.3.10 Social Networks – Google+

Name	Social Networks – Google+	
Task	T9.2.22	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	

Purpose	Visible
Audience	General
Planned Schedule	Throughout whole project lifespan
Responsibility	TIE / to be used by All
Description/ Content	Google+ is a Social Network in which SAM can create so-called “circles” to share content within its network. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Google+ channel .
Monitoring	Dissemination Manager
Size (days)	2 days
Priority	4=Nice To Have
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.5 Google+
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.6 Google+

Figure 41: Google+ Status Sheet

4.3.11 Social Networks – Facebook

Name	Social Networks – Facebook	
Task	T9.2.23	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	TIE / to be used by All	
Description/ Content	Facebook is a Social Network in which SAM can create a network of “friends” to syndicate content to. SAM's Facebook page will be publically available. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Facebook page.	
Monitoring	Dissemination Manager	
Size (days)	2 days	
Priority	4=Nice To Have	
Results@ Q3-2014	See reporting in D9.3.1, section 3.5.6 Facebook	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.3.7 Facebook	

Figure 42: Facebook Status Sheet

4.3.12 Printed Media – Flyer

Name	Printed Media – Flyer	
Task	T9.2.11	
Due (Next)	M6	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	

Audience	General
Planned Schedule	M6 The flyer has been updated in M9 to include the latest feature image and texts.
Responsibility	DW
Description/Content	The SAM Flyer is a small hand-out (A5 size) that communicates the projects main message, main research objectives (tag cloud), context (Why SAM now?), contact details and project partners. Via a QR code the reader can easily access the SAM website.
Monitoring	Dissemination Manager
Size (days)	3 days
Priority	2=Expected
Results@ Q2-2014	See reporting in D9.3.1, section 3.6.2 Flyer

Figure 43: Flyer Status Sheet

4.3.13 Printed Media – Business Card

Name	Printed Media – Business Card	
Task	T9.2.12	
Due (Next)	M3	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	This business card was developed before the first flyer was created in order to give SAM partners something to hand out on public events.	
Responsibility	DW	
Description/Content	The SAM business card is a non-personal card that can be handed out to share the projects research objectives (tag cloud on the front), contact details and project partners.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	3=Wherever possible	
Results@ Q4-2013	See reporting in D9.3.1, section 3.6.1 Business Card	

Figure 44: Business Card Status Sheet

4.3.14 Printed Media – Generic Brochure

Name	Printed Media – Generic Brochure	
Task	T9.2.13	
Due (Next)	M10	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M10	
Responsibility	TIE	

Description/ Content	This brochure contains more business-oriented information about 2 nd Screen and Content Syndication. Topics like a changing market, loyalty of viewers, control via data and the financial size of the markets are being highlighted.
Monitoring	Dissemination Manager
Size (days)	3 days
Priority	2=Expected
Results@ Q4-2013	See reporting in D9.3.1, section 3.6.3 Brochure

Figure 45: Generic Brochure Status Sheet

4.3.15 Printed Media – Use Cases Brochure

Name	Printed Media – Use Cases Brochure
Task	T9.2.14
Due (Next)	M36
Status	Not Due
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire
Type	Marketing Materials
Purpose	Visible
Audience	General, Industry
Planned Schedule	M24 – moved to M36
Responsibility	DW
Description/ Content	This brochure focuses on the use cases in SAM.
Monitoring	Dissemination Manager
Size (days)	3 days
Priority	2=Expected
Results@ Q3-2015	2=Expected

Figure 46: Use Cases Brochure Status Sheet

4.3.16 Printed Media – Generic Poster

Name	Printed Media – Generic Poster
Task	T9.2.15
Due (Next)	M10
Status	Completed
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire
Type	Marketing Materials
Purpose	Visible
Audience	General
Planned Schedule	M10
Responsibility	DW
Description/ Content	This poster shows more detailed information about the three pillars of the SAM project, 2 nd Screen, Content Syndication and Social Media. Next to that it shows a “Video on Demand” scenario and the SAM system architecture. Partner and contact information is also included.
Monitoring	Dissemination Manager
Size (days)	3 days

Priority	2=Expected
Results@ Q3-2014	See reporting in D9.3.1, section 3.6.5 Generic Poster

Figure 47: Generic Poster Status Sheet

4.3.17 Printed Media – Scientific Poster

Name	Printed Media – Scientific Poster	
Task	T9.2.16	
Due (Next)	M16	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	Scientific	
Planned Schedule	M10, the general concept has been developed. Scientific partners can request a poster based on their specific requirements.	
Responsibility	DW / Scientific partners	
Description/ Content	Based on the generic poster, a scientific poster template has been developed. This template can be “filled” with content by the scientific partners based on specific requirements.	
Monitoring	Dissemination Manager	
Size (days)	7,5 days	
Priority	2=Expected	
Results@ Q3-2014	In Development	
Results@ Q3-2015	See reporting in D9.3.2, section 3.3.1 Scientific Poster	

Figure 48: Scientific Poster Status Sheet

4.3.18 Printed Media – Banner

Name	Printed Media – Banner	
Task	T9.2.17	
Due (Next)	M8	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General, Industrial, Technical	
Planned Schedule	M8	
Responsibility	DW	
Description/ Content	This banner should support SAM’s presence on events and create interest with the audience from far away to come closer and discuss the SAM project directly with a SAM representative.	
Monitoring	Dissemination Manager	
Size (days)	2 days	
Priority	2=Expected	
Results@ Q2-2014	See reporting in D9.3.1, section 3.6.4 Banner	

Figure 49: Banner Status Sheet

4.3.19 Publications – Press Releases

Name	Publications – Press Releases	
Task	T9.3.3	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	All	
Description/ Content	The SAM consortium will publish several press releases during the project's lifetime. The aim is to publish several press releases. Press releases may take the form of traditional ones as well as more digitally suited releases, e.g. via a company's external newsletters.	
Monitoring	Dissemination Manager	
Size (days)	6 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.9.3 Press Releases	
Results@ Q3-2015	See reporting in D9.3.2, section 3.3.2 Other Publications	

Figure 50: Press Releases Status Sheet

4.3.20 Publications – White Paper

Name	Publications – White Paper	
Task	T9.3.4	
Due (Next)	M36	
Status	Not Due	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	1 Paper by Industrial Partners, before M36.	
Responsibility	BDS / TIE	
Description/ Content	White papers can be used to educate end users and inform decision makers about the SAM platform.	
Monitoring	TIE	
Size (days)	4 days	
Priority	2=Expected	
Results@ Q3-2014	Not due yet, will be reported when completed	
Results@ Q3-2015	Not due yet, will be reported when completed	

Figure 51: White Paper Status Sheet

4.3.21 Publications – Scientific Papers

Name	Publications – Scientific Papers	
Task	T9.3.5	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	UoR/Scientific Partners	
Description/ Content	Publication of scientific papers relevant to SAM knowledge areas	
Monitoring	UA	
Size (days)	9 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.9.1 Scientific Papers	
Results@ Q3-2015	See reporting in D9.3.2, section 3.3.1 Scientific Papers	

Figure 52: Scientific Papers Status Sheet

4.3.22 Mobile App

Name	Mobile App	
Task	T9.3.25	
Due (Next)	M24	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M24	
Responsibility	ASC	
Description/ Content	Implementation of a SAM mobile application with access to the web information and news	
Monitoring	DW	
Size (days)	10 days	
Priority	2=Expected	
Results@ Q3-2014	Not yet due	
Results@ Q3-2015	https://play.google.com/store/apps/details?id=de.ascora.samapp https://itunes.apple.com/en/app/eu-sam/id981030207?mt=8	

Figure 53: Mobile App Status Sheet

4.3.23 Printed Media – Newsletter

Name	Newsletter	
Task	T9.3.6	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	SAM aims to publish 1 newsletter a year with a real subscriber base of more than a hundred.	
Responsibility	TIE with contributions of others	
Description/ Content	Newsletters can be used to inform specific target audiences (companies, decision makers, interested people) about the progress in the project, latest findings and planned events.	
Monitoring	Dissemination Manager	
Size (days)	11.5 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.6.7 Newsletter	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.4 Printed and Digital Material Available	

Figure 54: Newsletter Status Sheet

4.3.24 Publications – Other

Name	Publications - Other	
Task	T9.3.16	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	Multiple	
Planned Schedule	Throughout whole project lifespan	
Responsibility	All	
Description/ Content	In order to disseminate SAM as well as possible, other publications (intranet, blogs, newspapers, etc.) are also initiated.	
Monitoring	Dissemination Manager	
Size (days)	6 days	
Priority	4=Nice To Have	
Results@ Q3-2014	See reporting in D9.3.1, section 3.9.4 Other Publications	
Results@ Q3-2015	See reporting in D9.3.2, section 3.3.2 Other Publications	

Figure 55: Other SAM Publications Status Sheet

4.3.25 Conferences – Survey

Name	Conferences – Survey	
Task	T9.3.7	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Technical Event	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	TIE / All partners	
Description/ Content	Conferences and dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.	
Monitoring	Dissemination Manager	
Size (days)	1 days	
Priority	3=Wherever Possible	
Results@ Q3-2014	See reporting in D9.3.1, section 3.8.3 Targeted Events	
Results@ Q3-2015	See reporting in D9.3.2, section 3.2.2 Targeted Events	

Figure 56: Conferences Survey Status Sheet

4.3.26 Conferences Attendance / Presentations

Name	Conferences Attendance / Presentations	
Task	T9.3.8	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination, Technical Event	
Purpose	Visible	
Audience	General	
Planned Schedule	SAM aims to be seriously engaged presenting/chairing at several of such conferences/workshops and anticipates partners will, all together, engage in 3 conferences over 3 years.	
Responsibility	All partners	
Description/ Content	The presentation of research findings in national and international events such as conferences, trade fairs, workshops and summer schools is an important dissemination activity, providing an opportunity to present SAM results and engage with various people.	
Monitoring	Dissemination Manager	
Size (days)	5 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in section D9.3.1, section 3.8 Dissemination Events	
Results@ Q3-2015	See reporting in section in D9.3.2, section 3.2 Dissemination Events	

Figure 57: Conference Attendance Status Sheet

4.3.27 Conference Papers

Name	Conference Papers	
Task	T9.3.9	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	All	
Description/Content	2 Conference or Journal Papers per RTD WP accepted over the whole project duration.	
Monitoring	Dissemination Manager	
Size (days)	4 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.9.1 Scientific Papers	
Results@ Q3-2015	See reporting in D9.3.2, section 3.3.1 Scientific Papers	

Figure 58: Conference Papers Status Sheet

4.3.28 Generic SAM Presentation

Name	Generic SAM Presentation	
Task	T9.2.18	
Due (Next)	M16	
Status	Ongoing	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M16, several iterations possible over time.	
Responsibility	TIE	
Description/Content	A generic PowerPoint presentation of the SAM project that can be presented to a generic audience.	
Monitoring	Dissemination Manager	
Size (days)	5.5 days	
Priority	2=Expected	
Results@ Q3-2014	Not yet due	
Results@ Q3-2015	See reporting in D9.3.2, section 3.1.4 Printed and Digital Material Available	

Figure 59: Generic SAM Presentation Status Sheet

4.3.29 Generic SAM Video

Name	Generic SAM Video	
Task	T9.2.19	
Due (Next)	M11	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M11	
Responsibility	TIE / ASC	
Description/ Content	A video about the SAM project that can be presented to a generic audience. In the video the aims, objectives, challenges and stakeholders of the SAM project are being addressed	
Monitoring	Dissemination Manager	
Size (days)	7 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.7 Generic Video	

Figure 60: Generic SAM Video Status Sheet

4.3.30 Exhibitions – Survey

Name	Exhibitions – Survey	
Task	T9.3.10	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	TIE	
Description/ Content	Exhibitions and dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.	
Monitoring	Dissemination Manager	
Size (days)	1 days	
Priority	3=Wherever Possible	
Results@ Q3-2014	See reporting in D9.3.1, section 3.8.3 Targeted Events	
Results@ Q3-2015	See reporting in D9.3.2, section 3.2.2 Targeted Events	

Figure 61: Exhibitions Survey Status Sheet

4.3.31 Exhibitions Attendance / Presentations

Name	Exhibitions	
Task	T9.3.11	
Due (Next)	M36	
Status	On Track - multiple deliveries, each on track but not ended	
Related Task	T9.3	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	Industrial	
Planned Schedule	1 relevant exhibition per year at which SAM is being presented.	
Responsibility	TIE	
Description/ Content	The presentation of research findings in national and international events such as trade fairs is an important dissemination activity, providing an opportunity to present SAM results and engage with various people.	
Monitoring	Dissemination Manager	
Size (days)	5 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.8 Dissemination Events	
Results@ Q3-2015	See reporting in D9.3.2, section 3.2 Dissemination Events	

Figure 62: Exhibitions Attendance/Presentations Status Sheet

4.3.32 Scientific Workshop

Name	Scientific Workshop	
Task	T9.2.20	
Due (Next)	M25	
Status	Ongoing	
Related Task	T9.2	
Focus	Dissemination	
Phase	Share and Convince	
Type	Workshop	
Purpose	Visible	
Audience	Scientific	
Planned Schedule	1 Workshop held with around 30-50 participants, around M25.	
Responsibility	UA	
Description/ Content	SAM will organise a scientific oriented workshop. To reach a broad but also specialised group of participants, the aim is to couple the workshop to an existing and well-known big conference, dealing with SAM relevant issues. The workshops will provide 1/2-1 day presentations and promote the SAM concepts and results. The SAM scientific workshop will be reported on in separate deliverable - D9.2.1 Report scientific workshop (including metrics about participants and feedback collected during the workshop).	
Monitoring	Dissemination Manager	
Size (days)	21.5 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in D9.3.1, section 3.10 SAM Workshops	
Results@	See reporting in D9.3.2, section 3.4 SAM Workshops	

Q3-2015	
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Figure 63: Scientific Workshop Status Sheet

4.3.33 Industry Workshop

Name	Industrial Workshop
Task	T9.2.21
Due (Next)	M36
Status	Not Due
Related Task	T9.2
Focus	Dissemination
Phase	Share and Convince
Type	General Dissemination
Purpose	Visible
Audience	Industrial
Planned Schedule	1 Workshop held with around 30-50 participants, before M37.
Responsibility	DW
Description/ Content	SAM will organise an industry-oriented workshop. To reach a broad but also specialised group of participants, the aim is to couple the workshop to an existing and well-known big conference, dealing with SAM relevant issues. The workshop will provide 1/2-1 day presentations and promote the SAM concepts and results. The SAM industrial workshop will be reported on in a separate deliverable - D9.2.2 Report industrial workshop (including metrics about participants and feedback collected during the workshop).
Monitoring	Dissemination Manager
Size (days)	23,5 days
Priority	2=Expected
Results@ Q3-2014	Not Due
Results@ Q3-2015	Not Due

Figure 64: Industrial Workshop Status Sheet

4.3.34 Marketing Gift

Name	Marketing Gift
Task	T9.2.24
Due (Next)	M32
Status	Not Due
Related Task	T9.2
Focus	Dissemination
Phase	Inform and Inspire
Type	Marketing Materials
Purpose	Visible
Audience	Multiple
Planned Schedule	M32
Responsibility	TIE/Ascora
Description/ Content	A marketing gift that can be handed out at fairs, events, conferences etc. The gift should at least have a link to the project website and a SAM logo on it to ensure sustainability. The gift can also be valuable for the SAM workshops.
Monitoring	Dissemination Manager
Size (days)	1 days
Priority	5=Very Optimistic

Results@ Q3-2014	Different possibilities under study. A final decision on this item will be taken during Y2.
Results@ Q3-2015	Different possibilities under study. Action moved to Y3.

Figure 65: Marketing Gift Status Sheet

4.3.35 SAM Wiki setup

Name	SAM Wiki setup
Task	T3.1
Due (Next)	M12
Status	Completed
Related Task	T3.1
Focus	Communication
Phase	Inform and Inspire
Type	Sharing of research findings and state-of-the-art technologies
Purpose	Visible / Dissemination
Audience	EC, Research, Industrial
Planned Schedule	Ready for use in M6
Responsibility	NTUA
Description/ Content	The purpose of the SAM wiki is to host the state-of-the-art analysis of the project in a dynamic way to have the possibility to continuously update it with new research findings and new technical market changes through the whole project lifecycle.
Monitoring	TIE
Size (days)	Resources allocation in T3.1
Priority	1= Critical
Results@ Q3-2014	This task is reported in D3.1 - Technology Update and Positioning

Figure 66: SAM Wiki Setup Status Sheet

4.3.36 SAM Wiki updates

Name	SAM Wiki updates
Task	T3.1
Due (Next)	M36
Status	Ongoing
Related Task	T3.1
Focus	Communication
Phase	Inform and Inspire
Type	Sharing of research findings and State Of The Art technologies
Purpose	Visible / Dissemination
Audience	EC, Research, Industrial
Planned Schedule	Updates throughout the whole project
Responsibility	NTUA
Description/ Content	The SAM wiki is continuously updated with new research findings and new technical market changes throughout the whole project lifecycle.
Monitoring	TIE
Size (days)	Resources allocation in T3.1
Priority	2=Expected
Results@ Q3-2014	Please check online for the current state of the SAM Wiki
Results@	Please check online for the current state of the SAM Wiki

Q3-2015	
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Figure 67: SAM Wiki Updates Status Sheet

4.3.37 Collaboration – Cluster Events

Name	Collaboration – Cluster Events	
Task	T9.5	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.5	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	EC, Research, Industrial	
Planned Schedule	2 participants in each cluster event.	
Responsibility	TIE	
Description/ Content	The SAM project plans to adopt a high profile in the European ICT Program. In this activity, the members of the consortium will liaise with related EU projects, in order to ensure a higher scientific and technological impact of the SAM findings and solutions, as well as to foster exploration of possible synergies and complementarities and to safeguard sustainability of the work done within the SAM project.	
Monitoring	TIE	
Size (days)	Resources allocation in T9.5	
Priority	1= Critical	
Results@ Q3-2014	This task is reported in D9.5.X Collaboration, Clustering and Cooperation report	
Results@ Q3-2015	This task is reported in D9.5.X Collaboration, Clustering and Cooperation report	

Figure 68: Cluster Events Status Sheet

4.3.38 Collaboration

Name	Collaboration	
Task	T9.5	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.5	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	EC, Research, Industrial	
Planned Schedule	Average of 3 meetings per year with other projects across project duration. The efforts and results in collaboration, clustering and cooperation of the SAM consortium will be reported in D9.5 – collaboration, clustering and cooperation report by TIE.	
Responsibility	TIE	
Description/ Content	The SAM project plans to adopt a high profile in the European ICT Program. In this activity, the members of the consortium will liaise with related EU projects, in order to ensure a higher scientific and technological impact of the SAM findings and solutions, as well as to foster exploration of possible synergies and complementarities and to safeguard sustainability of the work done within the SAM project.	

Monitoring	TIE
Size (days)	Resources allocation in T9.5
Priority	1= Critical
Results@ Q3-2014	This task is reported in D9.5 Collaboration, Clustering and Cooperation report
Results@ Q3-2015	This task is reported in D9.5 Collaboration, Clustering and Cooperation report

Figure 69: Collaboration Status Sheet

4.3.39 Standardisation

Name	Standardisation	
Task	T9.5	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.4	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	Scientific, Industrial, Technical	
Planned Schedule	The SAM standardisation efforts will be led by BDS and will be reported in D9.4 – Standardisation and Policy report by BDS.	
Responsibility	BDS	
Description/ Content	SAM aims at becoming a project of high impact. In order to ensure that the resulting concepts will be further developed into products after the research stage and will foster European stakeholders to follow SAM results, the project will establish strong liaisons with research, standardisation and decision making groups. Thus, SAM partners will elaborate a common standardisation strategy, identifying relevant standardisation bodies and, for each of them, deciding on the appropriate level of participation (active contribution, active attendance, passive follow-up).	
Monitoring	BDS	
Size (days)	Resources allocation in T9.4	
Priority	1= Critical	
Results@ Q3-2014	This task is reported in D9.4 Standardisation and Policy report.	
Results@ Q3-2015	This task is reported in D9.4 Standardisation and Policy report.	

Figure 70: Standardisation Status Sheet

5 Conclusion

The purpose of this document is to produce and distribute the dissemination strategy and concrete actions needed to fulfil this strategy in terms of a plan. Furthermore, it serves for reporting on and measurement of all SAM's dissemination activities.

All dissemination activities are presented in a framework created to identify responsibilities, outcomes and also in order to monitor them and their impact.

At M25 of the project, the dissemination of SAM is well on track. After producing dissemination materials in the first year, the focus in this reporting period was on raising general awareness, reaching target audiences through the project website, flyer and brochure distribution, presentation and publication of papers, participation in collaboration events, etc.

This document (D9.3.2) is the second version of D9.3 and primarily an update, focusing on details and results per action, covering dissemination tools, materials and activities and the dissemination plan. A third and last update will be produced in M37 (D9.3.3).

Annex A: Scientific Publications

This annex provides a summary table for each scientific publication that has been published in the period that is relevant for this deliverable – including those still in process at the end of the previous reporting period, and not yet reported in the previous deliverable version.

A.1 Combining Three Thriving Business Areas to enable Monetisation for Content Providers and, Ultimately, Value to the End User

Title	Combining Three Thriving Business Areas to enable Monetisation for Content Providers and, Ultimately, Value to the End User
Authors	Juan Vincente Vidagany Espert, Barry Smith , Francisco Rodriguez
Partners	TIE, BDS
Conference	eChallenges 2015
Contribution type	Business paper
Review format	3 blind reviews
Status	Approved
Citation reference	
Web reference	http://www.echallenges.org/e2015/default.asp?page=schedule-view&schedule.id=292&schedule.day.date=2015-11-25%2000:00:00&schedule.slot.time=16:00&schedule.event.pos=2&schedule.event.id=22876&schedule.day.pos=#slot2015-11-25%2000:00:00T16:00
Abstract	This paper aims to describe the benefits and business case behind the development of SAM, a federated media distribution platform based on the following three pillars: 2 nd Screen (Multi-device consumption), Content Syndication (Digital Marketing) and Social Media by combining the three aspects in a single platform that facilitates new business models on the distribution of context aware media-related information, including linked content, to the end users through their devices. SAM will serve two main scenarios, production and monetisation of contents for Content Providers and Broadcasters and contextual prosumption at the End User Side. The paper describes the process of market watching, the results of it on terms of market fitting, and its possible extension to be utilised in the application of 2 nd Screen approaches to novel areas like Education.
Relevance for SAM	Business and exploitation approaches
Relevant SAM tasks	T2.2, T9.1

Figure 71: Annex A.1.1 SAM Scientific Publication Info Sheet

A.2 Entity Linking in Media Content and User Comments: Connecting Data to Wikipedia and other Knowledge Bases

Title	Entity Linking in Media Content and User Comments: Connecting Data to Wikipedia and other Knowledge Bases
Authors	David Tomás, Yoan Gutiérrez, Francisco Agulló
Partners	UA
Conference	eChallenges 2015
Contribution type	Paper
Review format	Peer review
Status	Accepted on 13.08.2015
Citation reference	David Tomás, Yoan Gutiérrez, Francisco Agulló: Entity Linking in Media Content and User Comments: Connecting Data to Wikipedia and other Knowledge Bases. In Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania.
Web reference	-
Abstract	This paper presents an approach to entity linking in the domain of Social TV on two different knowledge bases: Wikipedia and our own ontology of media assets. We provide insights into the main challenges posed by this task, together with a description of different tools and related projects in the field. Since the system described is part of a platform intended for commercial exploitation, licensing issues are described in order to help small and medium-sized enterprises (SME) willing to develop systems for entity linking to take decisions on the best choice. The paper also presents information about business benefits of these technologies for both end users and companies. The approach described includes an evaluation of three different disambiguation methods and two different entity candidate selection processes.
Relevance for SAM	This work provides a description of the approaches followed in SAM to entity linking to both Wikipedia articles and SAM Assets. The paper describes the tools employed and the decisions made regarding licensing issues. The paper is completed with a first evaluation report of the task in a set of 1,000 thousand Wikipedia entries.
Relevant SAM tasks	The paper includes elements relevant to T4.3 (Data Characterisation Services). Specifically, it affects the Data Characterisation subcomponent of the Semantic Services.

Figure 72: Annex A.1.2 SAM Scientific Publication Info Sheet

A.3 Benefits of using ranking skip-gram techniques for opinion mining approaches

Title	Benefits of using ranking skip-gram techniques for opinion mining approaches
Authors	Yoan Gutierrez, David Tomas, Javi Fernandez
Partners	UA
Conference	eChallenges 2015
Contribution type	Paper
Review format	Peer review
Status	Accepted on 13.08.2015
Citation reference	Yoan Gutierrez, David Tomas, Javi Fernandez: Benefits of using ranking skip-gram techniques for opinion mining approaches. In Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania.
Web reference	-
Abstract	This paper presents an opinion mining approach in the domain of Social TV using two different contexts: twitter user messages for Spanish and English, as well as movie reviews. The main goal of this paper is to study the benefits of opinion mining approaches using ranking skip-gram techniques for processing user feedbacks. To carry out this study it is described a system based on supervised machine learning and text categorisation techniques. This system has been evaluated on user messages obtained from Twitter and Amazon users' reviews. Results demonstrate that the use of ranking skip-grams techniques provide suitable opinion mining results independently of the language and scenario of application. The paper also presents information about business benefits of these technologies which are part of an advanced digital media delivery platform currently under development in the framework of the EU-funded project SAM – Socialising Around Media.
Relevance for SAM	This work provides a description of the sentiment analysis approaches followed in SAM for classifying user comments in sentiment polarities (Positive, High Positive, Neutral, None, Negative, High Negative). The paper describes algorithms developed in SAM platform during the first and the second year and also a detailed evaluation of performance on different datasets.
Relevant SAM tasks	The paper includes elements relevant to the task T6.4 (Business Intelligence and Social Mining). Specifically, it affects the Social Mining subcomponent and the Sentiment Analysis subcomponent of the Semantic Services which serves as Natural Language Processing core service for all SAM platform.

Figure 73: Annex A.1.3 SAM Scientific Publication Info Sheet

A.4 Multi-genre summarization: approach, potentials and challenges

Title	Multi-genre summarization: approach, potentials and challenges
Authors	Elena Lloret, Ester Boldrini
Partners	UA
Conference	eChallenges 2015
Contribution type	Paper
Review format	Peer review
Status	Accepted on 13.08.2015
Citation reference	Elena Lloret, Ester Boldrini: Multi-genre summarization: approach, potentials and challenges. In Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania.
Web reference	-
Abstract	In our current context, the Social Web is fostering the creation of a wide range of new textual genres (e.g., review sites, blogs, fora, social networks or microblogs). These new textual genres are becoming more and more important for both users and also for the business sector. Their effective analysis and exploitation may offer an added-value for the decision-making processes of customers but also from the company perspective to monitor possible competitors. Given these premises, in this paper, we outline and discuss the importance of a novel type of text summarization, i.e., multi-genre summarization, by means of reviewing the most relevant literature aiming at generating automatic summaries from new textual genres, specifically, reviews and microblogs, since they are growing in popularity. We report the main findings in the literature, and, different from what is being done at the moment regarding the production of automatic summaries, we stress the need for addressing different genres within the same approach, and we describe the challenges involved in the creation of this new type of summaries.
Relevance for SAM	This work provides a description of the approaches that will be followed in SAM to text summarisation, taking into account the perspective of new genres, i.e. informal language produce by users in the context of media consumption.
Relevant SAM tasks	The paper includes elements relevant to T6.4 (Business Intelligence and Social Mining). Specifically, it affects the Text Summarisation subcomponent of the Social Mining services.

Figure 74: Annex A.1.4 SAM Scientific Publication Info Sheet

A.5 Media Content Linking, Semantic Annotation and Syndication in Social Enabled, Multiscreen Environments

Title	Media Content Linking, Semantic Annotation and Syndication in Social Enabled, Multiscreen Environments
Authors	Alexandros Psychas, Andreas Menychtas, Christina Santzaridou, Theodora Varvarigou, Yoan Guitierrez, Isabel Moreno, David Tomas
Partners	NTUA, UA
Conference	eChallenges 2015
Contribution type	Paper
Review format	Peer review
Status	Accepted on 13.08.2015
Citation reference	Alexandros Psychas, Andreas Menychtas, Christina Santzaridou, Theodora Varvarigou, Yoan Guitierrez, Isabel Moreno, David Tomas: Media Content Linking, Semantic Annotation and Syndication in Social Enabled, Multiscreen Environments. In Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania.
Web reference	-
Abstract	This work describes a new approach on the description of media content assets focusing on the content and information linking aspects. In addition, it presents a novel media content enrichment and management framework, which uses the aforementioned media description approach to address the requirements of the modern, social and semantically enabled content production and delivery environments. The proposed solution exploits the latest technical and technological advancements for semantic annotation, content linking and customisation in the frame of a platform that realises the effective, personalised and social-aware content syndication for first and second screen devices.
Relevance for SAM	This work provides a description of the approaches followed in SAM for creating the SAM Asset Description. The paper describes the Description frameworks, serialisation formats and description languages employed and the decisions made regarding the creation of the Asset description Schema.
Relevant SAM tasks	The paper includes elements relevant to T5.1 Asset description and also T5.3 Asset Aggregation and composition.

Figure 75: Annex A.1.5 SAM Scientific Publication Info Sheet

A.6 Context Management and Analysis for Social TV Platforms

Title	Context Management and Analysis for Social TV Platforms
Authors	Christina Santzaridou, Andreas Menychtas, Alexandros Psychas Theodora Varvarigou
Partners	NTUA
Conference	eChallenges 2015
Contribution type	Paper
Review format	Peer review
Status	Accepted on 13.08.2015
Citation reference	Christina Santzaridou Context Management and Analysis for Social TV Platforms. In Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania.
Web reference	-
Abstract	With the emergence of Web 2.0, large amounts of multimedia enriched data have deluged the cyberspace rendering the process for the selection and recommendation of relevant content increasingly difficult for the end-user. This overabundance of audio-visual material needs to be handled if one wishes to provide quality services related to content delivery, syndication, recommendations etc. In this work, we present an innovative context-aware platform that combines social media, content syndication and targets second screen usage to enhance media content provisioning, renovate the interaction with end-users and enrich their experience. The platform captures users' preferences, interests and social behaviour and effectively delivers and recommends to them media assets compositions in a contextual-aware fashion, automatically or ad-hoc, synchronously or asynchronously, providing a rich user experience.
Relevance for SAM	This paper presents the design and implementation of a novel solution for media content delivery in the context of the SAM Project. This is achieved by providing new ways of characterising, discovering and syndicating media assets interactively as part of a modern, context-aware, business-oriented environment.
Relevant SAM tasks	The paper includes elements relevant to T6.1 Context Analysis Principles and Methodology, T6.2 Context –based dynamic communities creation and also T6.3 Social Interaction Core Components

Figure 76: Annex A.1.6 SAM Scientific Publication Info Sheet

A.7 Creating Dynamic TV Viewer Communities to Increase User Engagement

Title	Creating Dynamic TV Viewer Communities to Increase User Engagement
Authors	Atta Badii, Marco Tiemann
Partners	University of Reading
Conference	eChallenges 2015
Contribution type	Workshop paper
Review format	Double-blind peer review
Status	Accepted on 13.08.2015
Citation reference	A. Badii and M. Tiemann, Creating Dynamic TV Viewer Communities to Increase User Engagement, In: Proceedings of eChallenges 2015, November 25 – 27, 2015, Vilnius, Lithuania (forthcoming)
Web reference	-
Abstract	This contribution introduces an approach for engaging television viewers through second screen devices and dynamic contextual social communities. This approach is being developed as part of a large European research project. It introduces the concept of dynamic contextual social communities for augmenting television viewing when using a combination of smart televisions and smart second screen devices such as smartphones or tablet devices. The contribution describes technical factors, in particular source data characteristics and different candidate algorithms under consideration. It furthermore describes expected user and business benefits dynamic social communities in second screen television viewing settings and outlines upcoming work building on the general concept of dynamic contextual social communities.
Relevance for SAM	This paper describes aspects of the research and development efforts in SAM that are concerned with the identification and usage of dynamic contextual communities. The paper focuses on a high-level functional overview of the system and the intended benefits of providing dynamic contextual community functionalities as part of SAM.
Relevant SAM tasks	The paper is related to SAM Work Package 6 and in particular the tasks T6.1 and T6.3 that relate to dynamic contextual communities.

Figure 77: Annex A.1.7 SAM Scientific Publication Info Sheet

A.8 Socialising Around Media (SAM): Dynamic Social and Media Content Syndication for Second Screen

Title	Socialising Around Media (SAM): Dynamic Social and Media Content Syndication for Second Screen
Authors	David Tomás, Yoan Gutiérrez, Isabel Moreno, Francisco Agulló, Marco Tiemann, Juan V. Vidagany, Andreas Menychtas
Partners	UA, UoR, TIE, NTUA
Conference	XXXI Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural
Contribution type	Short paper
Review format	Peer review
Status	Published on 16.09.2015
Citation reference	David Tomás, Yoan Gutiérrez, Isabel Moreno, Francisco Agulló, Marco Tiemann, Juan Vicente Vidagany, Andreas Menychtas: Socialising Around Media (SAM): Dynamic Social and Media Content Syndication for Second Screen. <i>Procesamiento del Lenguaje Natural</i> 55: 181-184 (2015)
Web reference	http://journal.sepln.org/sepln/ojs/ojs/index.php/pln/article/download/5234/3038
Abstract	Today's generation of Internet devices has changed how users are interacting with media, from passive and unidirectional users to proactive and interactive. Users can use these devices to comment or rate a TV show and search for related information regarding characters, facts or personalities. This phenomenon is known as second screen. This paper describes SAM, an EU-funded research project that focuses on developing an advanced digital media delivery platform based on second screen interaction and content syndication within a social media context, providing open and standardised ways of characterising, discovering and syndicating digital assets. This work provides an overview of the project and its main objectives, focusing on the NLP challenges to be faced and the technologies developed so far.
Relevance for SAM	This work provides a general description of SAM as a platform and the current NLP challenges addressed in the project, including a brief overview of the approaches carried out during the first year of the project, and the tasks to carry out in the second and third year.
Relevant SAM tasks	The paper includes elements relevant to T4.3 (Data Characterisation Services), T5.2 (Content Gateways), and T6.4 (Business Intelligence and Social Mining).

Figure 78: Annex A.1.8 SAM Scientific Publication Info Sheet

A.9 Social Rankings: Visual Sentiment Analysis in Social Networks/ Social Rankings

Title	Social Rankings: Visual Sentiment Analysis in Social Networks/ Social Rankings
Authors	Javi Fernández, Yoan Gutiérrez, José M. Gómez, Patricio Martínez-Barco
Partners	UA
Conference	XXXI Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural
Contribution type	Demo paper
Review format	Peer review
Status	Published on 16.09.2015
Citation reference	Fernández, Javi, Yoan Gutiérrez, José M. Gómez, & Patricio Martínez-Barco. "Social Rankings: análisis visual de sentimientos en redes sociales." <i>Procesamiento del Lenguaje Natural</i> , 55 (2015): 199-202. Web. 27 oct. 2015
Web reference	http://journal.sepln.org/sepln/ojs/ojs/index.php/pln/article/download/5238/3042
Abstract	Social Rankings is a web application that follows different entities in the social networks in real time. It detects and analyses the opinions about these entities using sentiment analysis techniques, to generate a visual report of their reputation and evolution in time.
Relevance for SAM	This work provides a description of how to exploit and visualise in a web application sentiment analysis and opinion mining technologies, based on social media user comments. The sentiment analysis and opinion mining technologies described in this work are part of the current SAM platform which has been carried out during the first and second year of the project.
Relevant SAM tasks	The paper includes elements relevant to T4.3 (Data Characterisation Services), and T6.4 (Business Intelligence and Social Mining).

Figure 79: Annex A.1.9 SAM Scientific Publication Info Sheet

A.10 Election Map

Title	ElectionMap: a geolocalized representation of vote intentions to political parties based on twitter's user comments
Authors	Francisco Agulló, Antonio Guillén, Yoan Gutiérrez, Patricio Martínez-Barco
Partners	UA
Conference	XXXI Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural
Contribution type	Demo paper
Review format	Peer review
Status	Published on 16.09.2015
Citation reference	Agulló, Francisco, Antonio Guillén, Yoan Gutiérrez, & Patricio Martínez-Barco. "ElectionMap: una representación geolocalizada de intenciones de voto hacia partidos políticos sobre la base de comentarios de usuarios de Twitter.." <i>Procesamiento del Lenguaje Natural</i> , 55 (2015): 195-198. Web. 27 oct. 2015
Web reference	http://journal.sepln.org/sepln/ojs/ojs/index.php/pln/article/download/5237/3041
Abstract	ElectionMap is a web application that follows, in Twitter, entities previously established and related to the politics. The user's opinions about the entities are classified according to its valuation by using sentiment analysis processes. Afterwards the opinions are represented in a geographic map that allows knowing the social acceptance of Spanish political parties in different geographical areas.
Relevance for SAM	This work provides a description of how to exploit and visualise in a web application sentiment analysis and opinion mining technologies, based on social media user comments. The sentiment analysis and opinion mining technologies described in this work are part of the current SAM platform which have been carried out during the first and second year of the project.
Relevant SAM tasks	The paper includes elements relevant to T4.3 (Data Characterisation Services), and T6.4 (Business Intelligence and Social Mining).

Figure 80: Annex A.1.10 SAM Scientific Publication Info Sheet

A.11 Evaluating a Sentiment Analysis Approach from a Business Point of View

Title	Evaluating a Sentiment Analysis Approach from a Business Point of View
Authors	Javi Fernández, Yoan Gutiérrez, David Tomás, José M. Gómez, Patricio Martínez-Barco
Partners	UA
Conference	TASS 2015 Workshop on Sentiment Analysis
Contribution type	Paper
Review format	Peer review
Status	Published on 16.09.2015
Citation reference	Javi Fernández, Yoan Gutiérrez, David Tomás, José M. Gómez, Patricio Martínez-Barco: Evaluating a Sentiment Analysis Approach from a Business Point of View. TASS@SEPLN 2015: 93-98
Web reference	http://ceur-ws.org/Vol-1397/dlsi.pdf
Abstract	In this paper, we describe our contribution for the Task 1: Sentiment Analysis at global level of the TASS 2015 competition. This work presents our approach and the results obtained, focusing the evaluation and the discussion in the context of business enterprises.
Relevance for SAM	This work describes the results and findings of the participation of University of Alicante in the TASS 2015 competition on sentiment analysis. The goal of this competition was to determine the global polarity of Twitter messages in a corpus of around 70,000 samples. These results provided as feedback on the performance of the current sentiment analysis component developed in SAM.
Relevant SAM tasks	Task T6.4 (Business Intelligence and Social Mining) will benefit from the findings in this work, by improving the accuracy of the Sentiment Analysis subcomponent developed in the Semantic Services.

Figure 81: Annex A.1.11 SAM Scientific Publication Info Sheet

A.12 SAM: Dynamic and Social Content Delivery for Second Screen Interaction

Title	SAM: Dynamic and Social Content Delivery for 2nd Screen Interaction
Authors	Atta Badii, Marco Tiemann, David Tomas, Andreas Menychtas, Christina Santzaridou, Alexandros Psychas, Juan Vicente Vidagany Espert, Stuart Campbell
Partners	UoR, UA, NTUA, TIE
Conference	ACM TVX 2015
Contribution type	Short paper
Review format	Formal peer review
Status	Published
Citation reference	Atta Badii, Marco Tiemann, Andreas Menychtas, Christina Santzaridou, Alexandros Psychas, David Tomas, Stuart Campbell, and Juan Vicente Vidagany Espert. 2015. SAM: Dynamic and Social Content Delivery for Second Screen Interaction. In <i>Proceedings of the ACM International Conference on Interactive Experiences for TV and Online Video (TVX '15)</i> . ACM, New York, NY, USA, 119-124. DOI= http://dx.doi.org/10.1145/2745197.2755511
Web reference	http://dl.acm.org/citation.cfm?id=2745197.2755511
Abstract	Social media services offer a wide range of opportunities for businesses and developers to exploit the vast amount of information and user-generated content produced via social media. In addition, the notion of TV second screen usage – the interleaved usage of TV and smart devices such as smartphones – appears ever more prominent, with viewers continuously seeking further information and deeper engagement while watching movies, TV shows or event coverage. In this work-in-progress contribution, we present SAM, an innovative platform that combines social media, content syndication and targets second screen usage to enhance media content provisioning and advance the user experience. SAM incorporates modern technologies and novel features in the areas of content management, dynamic social media, social mining, semantic annotation and multi-device representation to facilitate an advanced business environment for broadcasters, content and metadata providers and editors to better exploit their assets and increase revenues.
Relevance for SAM	This paper provides an overview over the SAM project for persons interested in the overall SAM platform and its capabilities. The paper is intended for both a scientific and a commercial audience.
Relevant SAM tasks	The main function of the paper is to introduce the SAM platform to the scientific community; the paper also serves as a citeable reference for more specialised papers so that they do not need to reintroduce the SAM Platform again.

Figure 82: Annex A.1.12 SAM Scientific Publication Info Sheet

A.13 Dynamic Social and Media Content Syndication for Second Screen

Title	Dynamic Social and Media Content Syndication for Second Screen
Authors	Andreas Menychtas, David Tomás, Marco Tiemann, Christina Santzaridou, Alexandros Psychas, Dimosthenis Kyriazis, Juan Vicente Vidagany Espert, Stuart Campbell
Partners	NTUA
Conference	IGI Global
Contribution type	Journal
Review format	Peer review
Status	Accepted on 27.03.2015
Citation reference	Andreas Menychtas, David Tomás, Marco Tiemann, Christina Santzaridou, Alexandros Psychas, Dimosthenis Kyriazis, Juan Vicente Vidagany Espert, Stuart Campbell, "Dynamic Social and Media Content Syndication for Second Screen", In International Journal of Virtual Communities and Social Networking (IJVCSN) Special Issue: "Social Media and Networks for Multimedia Content Management", IGI-Global.
Web reference	To be published
Abstract	Social networking apps, sites and technologies offer a wide range of opportunities for businesses and developers to exploit the vast amount of information and user-generated content produced through social networking. In addition, the notion of second screen TV usage appears more influential than ever, with viewers continuously seeking further information and deeper engagement while watching their favourite movies or TV shows. In this work, we present SAM, an innovative platform that combines social media, content syndication and targets second screen usage to enhance media content provisioning, renovate the interaction with end-users and enrich their experience. SAM incorporates modern technologies and novel features in the areas of content management, dynamic social media, social mining, semantic annotation and multi-device representation to facilitate an advanced business environment for broadcasters, content and metadata providers, and editors to better exploit their assets and increase their revenues.
Relevance for SAM	The work summarizes the outcomes and the vision of the overall SAM project from the scientific point of view.
Relevant SAM tasks	All technical WPs of SAM: WP3-WP7

Figure 83: Annex A.1.13 SAM Scientific Publication Info Sheet