WP9 – Impact

D9.4.3: Standardisation and Policy Report

Deliverable Lead: BDS

Contributing Partners: BDS, TIE, ASC, UOR, NTUA, TPVI

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Final

This document provides a report of the applicable standardisation and policy activities, which the partners have carried out throughout the project. This has included communication with standardisation forums and monitoring to ensure compliance of the project and results with existing standards and policy, including Spanish data protection law (LOPD) and personal data, brand and consumer protection and related ethical issues.

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Disclaimer

Project Partners

TIE Nederland B.V., The Netherlands

Ascora GmbH, Germany

Talkamatic AB, Sweden

TP Vision Belgium NV, Belgium

Institute of Communication and Computer Systems, National Technical University of Athens, Greece

The University of Reading, UK

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Deutsche Welle, Germany

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Executive Summary

The purpose of D9.4.3 “Standardisation and Policy Report” is to deliver the final description of the standardisation and policy activities carried out during the project, including both business and technical standardisation aspects. The purpose of Task T9.4 was to act as a connector to standardisation initiatives and forums and to successfully align the project results with existing applicable standards. This report describes the activities and communication with associations and standardisation bodies such as EIDR, NACO, MusicBiz, HbbTV and Europeana carried out during the project. The policy regarding personal data protection and related ethical issues were strictly observed in this task.

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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 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, exchanging their role from passive and unidirectional to proactive and interactive. Under this new role, users are able to rate or comment on a TV show and search for related information regarding characters, facts or personalities. They do this both with friends and wider social communities through the so-called '2nd Screen'.

Another related innovation is 'Content Syndication'; a field of marketing where digital content is created once and delivered to various different marketing channels (devices, social media channels, websites 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 supplied by the media provider companies (e.g. as mobile or tablet apps), which limits outreach and, as a result, users are not stimulated and fed relevant contextual, syndicated information. European enterprises wishing to provide such services have limited potential to receive feedback, which in turn restricts the business intelligence that can be extracted and applied in order 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 and more fulfilling consumer experiences around the original media assets.

SAM's innovation in this area means that instead of users seeking out the data, it is the data, which reaches the user through the syndication approach by means of their 2nd Screen. This is based on the creation of dynamic social communities related to the user and digital asset context (e.g. profiles, preferences and connected devices). 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 energise the community as well as enhance personalised knowledge and satisfaction.

1.2 Deliverable Purpose, Scope and Context

The purpose of D9.4.3 Standardisation and Policy is to summarise the different standardisation and policy activities, which have been applied by the partners and implemented during the SAM project. This document provides information about the relevant standards, which reflect the position of the SAM project in the current Media and Entertainment (M&E) ecosystem, business and research/technological standards, partner

perspectives, underlying enablers of interoperability and applicable standards and policy, which have been followed to develop a successful system.

This document contains high-level information, showing the standards and policy used and the benefits gained from interacting with standardisation bodies or similar forums, which inform and involve media and content provider industries and communities.

1.3 Document Status and Target Audience

This document is listed in the Description of Work (DoW) as 'public' since it provides an updated description of the standardisation and policy activities of the project and includes both business and technical standardisation aspects, which are of importance to SAM.

Whilst the document is primarily aimed at the project partners, this public deliverable may also be useful for the wider business, academic and scientific community including other publicly funded projects, where the organisers may be interested in standardisation, policy and collaborative activities.

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 (Standardisation and Policy in SAM):** Explains the approach and plan which was utilised for Standardisation and Policy
- **Section 3 (Use of Standards):** Presents the applicable standards that have been applied during the project
- **Section 4 (Contributions to Standards):** Identifies the areas where SAM was able to make a contribution to industry standards
- **Section 5 (Policy Environment):** Presents any updates in the areas of consumer, brand and copyright protection and policy applicable to SAM
- **Section 6 (Conclusion):** Provides the conclusions of the final document

2 Standardisation and Policy in SAM

The SAM project has been engaged on the development of an advanced federated social media delivery platform providing an open and standardised way of defining, characterising, discovering and syndicating multi-media assets which enables users to consume using different devices (Notebooks and smart mobile devices as 2nd Screen and Smart or Connected TV as 1st Screen) whilst at the same time become socially involved.

The partners identified some of the elements of current standardisation for implementation as summarised in D9.4.1: Section 3 – Use of Standards. These standards continue to encourage and facilitate the use of valuable contextual, relevant, connected data from content providers, social media and more through multi-device channels. Through use of standards, the interoperability of the resulting solutions allows seamless integration, making the exchange of components and underlying infrastructure possible, thus leading to greater prospects of successful exploitation.

SAM is able to provide an open market for standardised entertainment metadata related to content consumption through SmartTV and smart mobile devices. In this content-based network, the assets will continue to be standardised and interrelated using applicable ID standards. This will offer consumers an opportunity to navigate through contextual content, discovering films, video, broadcast, music, books and games products and be able to buy these items contextually, right away through the supply chain efficiencies standardisation brings into the marketplace.

2.1 Approach

SAM has made use of existing standards and provided active input by collaborating with different existing standardisation bodies. An objective of SAM was to deliver open and standardised formats for the description of media assets and a framework for their configuration and use that will be utilised by third party software companies to easily build new applications or business models. This continued through the tasks scheduled in WP2 (T2.4), WP3 (T3.3), WP4 (T4.1) and W9 (T9.4), and showed the utilised standards contribution/application e.g. data identifiers, social media measurement standards etc.

2.2 Plan

The SAM partners established active communications with associations and standardisation bodies such as EIDR, NACO, MusicBiz, HbbTV and Europeana Data Model (EDM), which include both business and technical standardisation aspects, all with a global reach and impact. Additionally an identified intention was to provide some input to standardisation activities and feeding results and knowledge into future EU RTD projects, national or industrial research projects.

Each initiative had an interested SAM partner, which followed up the activities and liaise with the bodies, as T9.4 operates over the three years of the project, e.g. BDS with EIDR, NACO and MusicBiz, TPV with HbbTV Association and NTUA with EDM, with one phase per year:

- **Period 1:** Standards exploration: The partners identified the most, relevant standards and associations that were to be applied to the different topics in the SAM project.

- **Period 2:** Usage and liaison: Having been identified, the standards were applied within the different aspects of the project and where appropriate collaborated with the standards bodies and associations, exchanging information, questions, etc.
- **Period 3:** Possible contributions: SAM partners made contributions to the standards and association bodies by sharing experiences and knowledge gained during the project. This was constrained by the limited resources allocated to this task in the DoW.

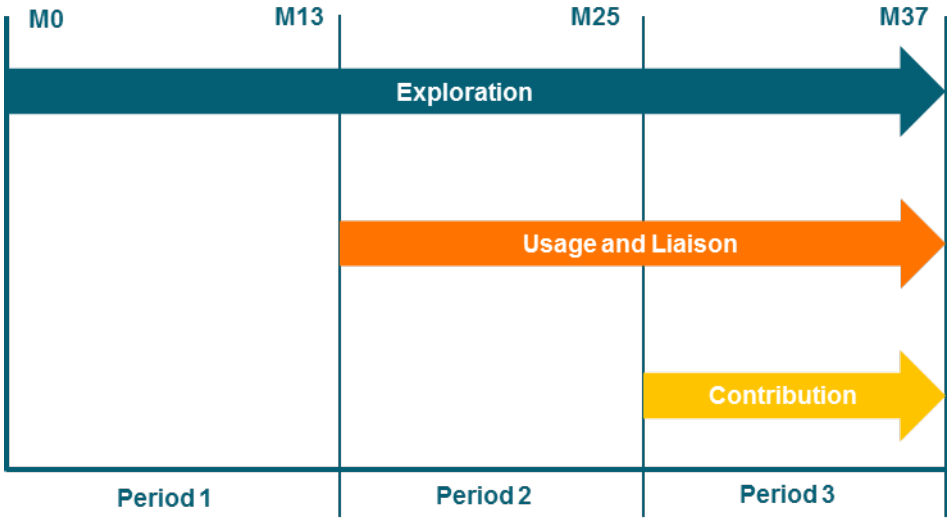

Figure 1: Plan Stages

BDS was a contributor of authority data to the Name Authorities Co-operative (NACO), and in addition BDS complies with the Anglo-American Cataloguing Rules, 2nd edition, (AACR2) and Resource Description and Access (RDA) standards.

TPV is a member of the Digital Video Broadcast consortium[1], which is an industry-led confederation that is active in promoting and participating in standardisation initiatives. A possible liaison is being explored with the DVB consortium in order to synchronise and mutually support the SAM developments and achievements.

ASC and TIE continued to disseminate information about the standards and project results of SAM in its industrial and scientific network including partners from other EU projects such as the FP7 SIMPLI-CITY project. ASC also promoted the results in national projects such as BMBF Cloudi/o or BLE OPDIS.

NTUA developed the SAM asset description using EDM standards and also provided new extensions which may be applicable to EDM in order to support the features of social aware content delivery platforms.

3 Use of Standards

Whilst it was recognised that standardisation is an important element in the SAM project and much standardisation alignment was applied throughout the technical tasks, resource implications constrained liaison with standards groups.

The partners identified many of the standards that were to be used in the project and the foundations for the use and sharing of any such standards and policies was laid out. However, it is clear that this approach may be further refined as SAM develops into a commercial entity, but by adopting an early knowledge and understanding of the applicable standards from the outset, the likelihood of a successful outcome will be increased.

During the reporting period Y3, SAM partners maintained the use of appropriate standards and policies and continued to monitor the development in this area and found no significant changes relevant to SAM. The partners had confirmed and updated the applicable standards tables based on their importance to SAM, the M&E ecosystem and its different sectors in Y2 and these can be found summarised in the previous version of this deliverable, D9.4.2 in Section 3.1 Content Representation, p 11, Section 3.2 User Interaction p12 and Section 3.3 Media Analytics p13.

4 Contributions to Standards

The importance of accurate and consistent metadata is paramount to facilitate the distribution of cultural products in the industry supply chain. In order to aggregate data in a meaningful way it is important that SAM continues to promote the use of standards for media assets, reference models, cataloguing rules, vocabularies, authority files, and data exchange specifications.

4.1 Media Representation

Media Representation Standards are critical to the M&E supply chain, because they enable various parties to exchange information with ease. There are a large number of inventory items and many manifestations of the same work, so identifying the correct item is extremely important as illustrated by the examples, which follow.

4.1.1 Information IDs

With over 2,500 public bodies such as libraries, schools, museums, etc. currently contributing to its digitised cultural heritage content, Europeana is an ever-growing network of connected cultural institutions (including libraries, museums and archives) and commercial organisations (including software developers) working together to preserve European shared heritage through the digitisation and digital curation of millions of images, texts, objects, audio and video resources[2]. It is therefore a vital requirement that SAM standards will ensure that it is able to engage with institutions interacting with the Europeana Data Model.

Utilising library standard metadata within SAM will ensure a data-rich resource, compatible with other standards and schema, as contributors to the platform provide digitised content and metadata. SAM will be able to attract content suppliers and aggregators of content so the opportunities presented through Linked Open Data developments can increase traffic to and from contributing cultural organisations[3].

The provenance of the data embedded in EDM is important to the aggregators, contributors and users of Europeana. EDM attempts “to transcend the respective perspectives of the various communities constituting Europeana, such as museums, archives, audio-visual collections and libraries... adopting an open, cross-domain Semantic web-based framework that can accommodate particular community standards...”.[4] The new cataloguing standard, Resource Description and Access (RDA), is one such standard that can be accommodated in Europeana’s data model, which also supports schema including MARC21 and Dublin Core.

BDS was one of the first adopters of RDA and continues to invest time and effort to ensure that the SAM project is able to benefit from its expertise, experience and industry knowledge.

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[3] EUROPEANA. The Europeana Data Model for Cultural Heritage. [Online] Available from: http://pro.europeana.eu/files/Europeana_Professional/Share_your_data/Technical_requirements/EDM_Documentation/EDM_Factsheet.pdf [Accessed: 9th September 2015]

[4] EUROPEANA. (2013) European Data Model Primer. [Online] Available from: http://pro.europeana.eu/files/Europeana_Professional/Share_your_data/Technical_requirements/EDM_Documentation/EDM_Primer_130714.pdf [Accessed: 9th September 2015]

The SAM Asset Description "refers to the characterisation of the media content... at both the meta-level... and the content level"[5] and the proposed schema links to the WEMI concepts embedded in RDA and the controlled vocabulary used to describe content, media and carrier types. The structure of the SAM Asset Description Schema is intrinsically linked to the FRBR WEMI model and the identification and transcription of relationships through linked data.[6]

The granularity of RDA adds value to bibliographic records and enables the linking of abstract ideas to physical items. Relationships are also established by incorporating other industry standards such as the Name Authority Cooperative Program (NACO). NACO, ISNI, VIAF and other authority control identifiers are now made available on Wikipedia pages, linking authority data about individual artists, authors, musicians, actors, etc.[7] Linked data is the key concept in creating syndicated data for end users.

BDS has continued working with The Music Business Association (MusicBiz) to create a guide[8] to assist in the harmonising of standards across digital music retailers with respect to how music is listed, ingested, and managed by establishing a common set of metadata guidelines. The guide is designed to provide all music industry stakeholders the opportunity to work from common naming conventions and data entry standards to help avoid past pitfalls and improve on data quality on a going-forward basis.

Entertainment Identifier Registry (EIDR) is a unique identifier for all television and movie assets and is crucially important for SAM as EIDR is an identifier in the EBUCore metadata specification, setting the stage for efficient, streamlined workflows to support the new world of entertainment everywhere, anytime, on any device. In Y3 BDS registered 10,000 new audio-visual title record with EIDR and added 45,000 EIDR numbers to its database, which is available to SAM.

As EIDR is based on the Digital Object Identifier (DOI), ISO standard (ISO 26324), it is applicable in a wide variety of environments and content supply chains, and is relevant to SAM to both the M&E ecosystem which includes VOD, OTT, cable, on demand TV, TV Everywhere, retail digital media etc., as well as the public sector education, film and TV archives, scholarly research, and digital cultural patrimony projects.

SAM gains value from the inclusion of EIDR identifiers in its content within both the cultural heritage and commercial sectors, by improving its ability to match assets and metadata from different databases, service providers, or metadata suppliers, increasing efficiencies in the flow of data, and allowing simplified universal search and discovery.

4.1.2 Asset Representation

Media Assets are among the main entities of the SAM Platform with the asset related functionality which impacts on various interdependent processes across the asset lifecycle, from importing media content into SAM and its semantic annotation, to the creation of asset compositions and their social aware syndication to end users. This requires a robust, semantically and social enabled, dynamic and, at the same time, efficient schema for the description and representation of media assets.

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[5] ASSET DESCRIPTION –SAM. (2015) [Online] Available from: http://wiki.socialisingaroundmedia.com/index.php/Asset_Description [Accessed: 9th September 2015]

[6] ibid.

[7] SUBJECT WIKI for STEPHEN HAWKING-WIKIPEDIA. (2015) Stephen Hawking. [Online] Available from: https://en.wikipedia.org/wiki/Stephen_Hawking [Accessed: 9th September 2015]

[8] http://musicbiz.org/wp-content/uploads/2015/09/MusicMetadataStyleGuide_V2.1.pdf

The SAM approach has been to build on top of well-established media representation standards, which may be extended to accommodate the specific functional and technical requirements of the SAM environment. Analysis of state-of-the-art in this domain concluded that the main specification candidate for the foundation of the asset description in SAM should be the Europeana Data Model (EDM) together with ontologies from schema.org. This has enabled the sharing of enriched content, supplementing it and thereby generating more content in ways that no single provider could achieve alone, which is one of SAM's foundation principles.

In the framework of SAM however, a new asset description schema was proposed to address the specific requirements of the platform and the stakeholders. The schema reuses elements from EDM with the addition of new extensions.

These can be seen in D9.4.2, Section 4.1.2 Asset Representation p17.

4.2 User Interaction

SAM worked to the HbbTV v2 specification to identify how HbbTV v2 terminals fit in the SAM ecosystem and the early results of the interaction with the HbbTV Association provide the SAM consortium with technical details that have been embedded into the SAM Technical Specification for easier alignment (e.g. 1st and 2nd Screen interaction scheme).

TPV continues to actively participate in standardisation activities of both HbbTV Association and W3C for HbbTV 2.0 and HTML5 respectively, with attention to aspects of interactivity technologies, streaming technologies, content ecosystems and security related aspects in content distribution. Via this representation in the standards bodies and their steering groups, TPV has been able to take its experiences and lessons learned in SAM into account when contributing to the standards – and chairing the specifications group in case of HbbTV.

4.3 Security System Implementation

Throughout the project, SAM has applied existing standards in many parts of the overall SAM system implementation, including in particular Web Services for the inter-component communication. In terms of opportunities and needs for contributions to standards, the area of data and service access authorisation was identified as a suitable and useful area in which contributions can be made by the SAM Project partners. The particular interest of the University of Reading has been to improve the applicability, configurability and flexibility of OAuth 2.0-based authorisation systems so that complex authorisation scenarios such as ones that may occur in SAM can be implemented.

As part of their work with and on standardisation in SAM, the University of Reading has:

- Applied UMA in a demonstration use case with a scope depending on the release date and status of the UMA specifications; envisioned for Prototype 2 or 3 release
- Identified requirements and solutions that can be proposed for updates to the UMA specifications and/or be provided to the work group as best practices to be promoted
- Provided the identified requirements and solutions to the GLUU open source identity management server community through their feedback processes

The University of Reading has provided feedback to the developers of the GLUU open-source identity management server system, who are a member of the UMA Kantara working group. The University of Reading has provided feedback and suggestions for

improvement to the GLUU server team, who currently provide the de-facto reference implementation of the UMA standard during the third reporting period.

4.4 Social Media Content Representation

SAM has implemented specifications developed as part of the OpenSocial specification and that are currently being developed further by a W3C working group on the representation of Social Media content and activities.

The consortium believes that the extensions that have been created in particular for the W3C Activity Stream draft specification for use with the SAM program may be beneficial for other parties who may, in the future, try to achieve goals that are similar to the ones of the SAM Social Media multiscreen integration. In particular, the integration of Social Media content relative to continuous media content and the integration of group activity features may be useful to future users of the W3C Activity Stream API.

To this end, the University of Reading will formally describe the extensions made for the two purposes described above and will publish the specifications on the SAM Wikipedia page. Once the final versions of the extensions have been published as part of the relevant SAM deliverable D6.9.3, the University of Reading will contact the W3C working group concerned with the Activity Stream API to introduce the extensions and propose that they be referenced from the W3C working groups' documentation and/or integrated into future draft specification updates. This is expected to be carried out after the completion of the technical work in the final year of the project, as by then the final version of the Activity Stream format extensions used in SAM will have been implemented.

5 Policy Environment

SAM has continued to actively participate in the activities organised at programme level relating to the ICT Converging Media and Content area. The objective is providing input towards common activities and receiving feedback (e.g. from clusters and co-ordination groups), offering advice and guidance and receiving information relating to ICT programme implementation, standards, policy and regulatory activities, national or international initiatives, etc.

The project has primarily processed information on the partners' products and company information and there were no plans to handle personal data (whether identified by name or not) of the partners, however any the information related to individuals was managed after explicit consensus and in compliance with the European and national legislation of the countries of interest. The policy regarding personal data protection and related ethical issues was observed at all times.
The SAM Project has interacted with different ETPs through the Collaboration task T9.5 and has provided relevant inputs about policy and collaborate with other projects in the work programme through this type of interaction - e.g. the mini-cluster activity.

5.1 Consumer Protection

As the SAM Platform interacts with social networks, there is the need for mechanisms to evaluate and categorise the content in order to avoid inappropriate language, spam and malicious content to preserve consumer integrity. Clearly the most vulnerable groups of users are children and adolescents and it is vital to minimise the online risks of pornography, bullying, receiving sexual messages, contact with people not known face-to-face, off-line meetings with online contacts, potentially harmful user-generated content and personal data misuse.

Where SAM connects with media distribution systems such as TV, video or cinema, children will be protected from online access to media content, which may not be appropriate for their age and learning potential. General protection from inappropriate content is achieved with media age-rating and content classification systems.

The content providers are accountable for ensuring greater availability of age-appropriate positive content for children and, in this context, a complete Consumer Protection Policy not only provides the right mechanisms for the delivery of the appropriate content but also includes the responsibility for the parental awareness of risks and online safety.

The aforementioned techniques and practices constitute the policy framework towards the consumer protection and, more specifically, the protection of younger people. SAM enables components to allow providers to construct rules in order to ensure users get the appropriate content.

5.2 Brand and Copyright Protection

The term Brand and Consumer Integrity refers, to the right of owners to protect their brands and reputation from unauthorised use and to the safeguard of customers against inappropriate or illegal content.

The provision of Brand and Consumer Protection is of great importance for the content/broadcast providers and companies that publish information in SAM as they

demand protection of their brand image and reputation, whilst end users wish to avoid random, non-verified information or comments coming from prosumers.

As a platform, which allows users to find content, created by other people, Intellectual Property Rights (IPR) is of major importance for SAM. Common types of IPR include copyright, trademarks, patents, industrial design rights, and, in some jurisdictions, trade secrets and their protection is critical as many legal issues may arise from not taking into consideration all of the obligatory limitations. For this reason, the applications providers will be protected by addressing these issues in the Terms and Conditions section, so as to make clear their approach regarding the ownership, the storage and uploading of the content and the rights of the end users. SAM has created and enabled mechanisms to sanction who is able to see or use the content of a specific content creator or distributor.

5.3 Ethics Policy and Data Protection for School Participation

The participation of children during the validation stages of SAM required the consideration of special ethical issues regarding privacy and data anonymisation as described in detail in the (DoW) Section B4.1 and which were followed throughout the project.

These aspects were:

- Identification of aspects of the research that need to be addressed
- Justification of the procedures and the need to involve children
- Informed Consent and Assent
- Protection of vulnerable participants.
- Description of the participation of children in the validation activity
- Contents of explanatory print-out to be circulated with the consent template
- Draft consent forms for the schools

Whilst the validation sessions were part of a didactic experience that was similar to what the students usually do at the schools, before the execution of the activity, specific requirements were considered and taken into account. These were:

- **Protection of vulnerable participants:** Appropriate safeguards were put in place prior to the initial evaluation in May 2016 and final validation in September 2016. The SAM partners ensured that all activities were managed according to the relevant legal framework, including planning and completion of the correct informed consent procedures involving both the pupils and their legal guardians (e.g., parents or other responsible legal guardians). The legal framework compliance was arranged with the schools themselves so that SAM's partners had not managed or had access to personal data during the experience. SAM's responsibility for the experience included different workshops with the children (remotely) and with their parents/guardians in order to explain the project objectives, scope and experience of the validation. The schools teachers had a very active participation on these workshops, in the verification of the content and later at the execution of the experience to ensure that all the different requirements were fulfilled and that the pedagogical experience was good for the students.
- **Availability of a suitable system environment for evaluation:** A functioning and suitably prepared SAM Platform was available for validation so that participants were bale use a 2nd Screen experience and interact via the social network features of the SAM Platform. The environment was controlled so that no unauthorised content was presented to participating pupils from external sources.

- **LOPD Consultation**: For each participating school, Ley Organica de Proteccion de Datos (LOPD) manager responsible was consulted to establish the appropriate terms of the children's guardians consent and the terms of the experience itself. The LOPD compliance was monitored by the schools responsible.
- **Anonymisation of profiles:** During both validation exercises the participants were allocated random anonymised profiles for all of the procedures of data capture, results storage, aggregated data and resulting treatment, to ensure that the participant were unidentifiable.

The personal consent forms were sent and actioned by the personnel of the schools and managed using the mechanism that the schools have already in place for the management of these types of forms following the LOPD (Spanish law 15/1999, December 13th of Personal Data Protection).

The consent forms informed those with legal responsibility for the participating children about the legal framework to be used during the experience. The forms contain the officially required phrase *"The data of this consent form will be managed following the requirements described by the LOPD (Organic Law 5/1999, of September 13th of Personal Data Protection). The participation in this initiative does not imply the transfer of any kind of personal data to the partners of the SAM Project."*

At the Y3 validation stages in May 2016 and September 2016 these aspects and principles were valid and observed in the SAM Project and no updates or further considerations were introduced. The Data Protection plan and LOPD compliance plans were considered by the schools' directors and pedagogic boards and accepted. All aspects were monitored through the periodic meetings between the boards of the schools and the SAM representative (TIE).

Below, the letters sent by the schools appointed responsible for the execution of the SAM experience can be seen, declaring the compliance of the LOPD precepts as managed by the school. The letters also describes the experience from the teachers and students point of view, and expresses their interest and expectations on how the SAM platform can be further used as a pedagogical tool.

5.3.1 Colegio La Encarnación

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Por la presente, yo Assumpta Meseguer Sisternes, como profesora de inglés del colegio La Encarnación de Sueca (Valencia) expreso la conformidad procedimental en relación a las actividades de validación y test del proyecto SAM, Socialising Around Media. Las actividades relacionadas con SAM se han realizado bajo el control de los responsables didácticos de los alumnos participantes y en un entorno creado especialmente para asegurar el anonimato de los participantes, y observando los requerimientos de la LOPD (Ley Orgánica 15/1999, de 13 de desembre de Protección de Datos de Carácter Personal).

La experiencia ha resultado más que satisfactoria y ha superado con creces las expectativas de ambos, tanto profesorado como alumnado.
SAM nos parece una herramienta muy útil, enriquecedora y motivadora para todas las clases viendo el inmenso potencial que tiene, no solamente en cuanto a la gran cantidad de información que puede aportar y de fuentes tan diversas sino por el manejo interactivo de esta información que supone por parte de los alumnos, con alumnos de su misma clase e incluso con alumnos de otros centros, lo que puede ofrecer un aula sin fronteras algún día.

Destacamos que SAM no solamente es una aplicación de fácil uso por lo intiutiva que es dando fácil acceso a los contenidos a todos los niveles, sino que ofrece una gran versatilidad por poner al alcance del profesorado la oportunidad de seleccionar dicho contenido para la preparación de unidades didácticas especificas.

No podemos olvidar el entusiasmo y el interés que ha despertado en todos nuestros alumnos la posibilidad de estar cooperando con profesionales de universidades y compañías de toda Europa en un proyecto de este calibre, asistiendo a conferencias on-line o realizando tests y encuestas donde es vital su opinión sobre un tema que tanto les atrae como la tecnología y los medios de comunicación.

Sueca a 10 de octubre del 2016

5.3.2 Colegio La Milagrosa

Cullera a 25 de Octobre de 2016

Por la presente, yo Ximo Gonzalez, como professor del Colegio La Milagrosa de Cullera (Valencia) expreso la conformidad procedimental en relacion a las actividades de validación y test del proyecto SAM – Socialising Around Media. Las actividades relacionadas con SAM se han realizado bajo el control de los responsables pedagogicos de los alumnos participantes, en un entorno creado especialmente para asegurar el anonimato y observando los requerimientos de la LOPD (Ley Organica 15/1999, de 13 de diciembre de Protección de Datos de Caracter Personal).

SAM ha demostrado durante los test realizados que puede ser una herramienta muy útil en el terreno del entretenimiento, pero especialmente relacionado con las actividades pedagogicas, ya que permite a los alumnos interactuar libremente con los conceptos didacticos que se explican en los videos y profundizan e interactuar con ellos en un entorno seguro, permitiendo una experiencia personalizada para cada alumo.

Las pruebas de SAM han excedido las expectativas tanto del equipo directivo y pedagógico, como de los propios alumnos. Ha resultado una iniciativa muy motivadora para los alumnos, ya que han estado expuestos a temas muy atrayentes para ellos, especialmente nuevas tecnologias y dispositivos moviles.
Tambien ha sido muy importante para los alumnos vivir el proceso de evolucion de la tecnologia, y como los comentarios realizados en el primer test se han convertido en mejoras para el prototipo final.

Desde el colegio queremos agradecer al equipo de SAM la posibilidad de que nuestros alumnos y profesores haya podido interactuar con investigadores de toda Europa y participar activamente en una iniciativa tan enriquecedora.

Ximo González Gutiérrez

6 Conclusion

This deliverable provides a summary of the work carried out within the framework of the Standardisation and Policy Plan for the SAM project.

The policy regarding personal data protection and related ethical issues have been maintained throughout the project and if there are any changes, as SAM moves to an exploitation phase after the project is completed, the specific updates and corrective actions and strategies will be implemented.

The project's use of standards was maintained and a clear identification and prioritisation of the beneficial standards was utilised. The partners recognised how the project gained tangible benefit from the use of standards during development, which also increases the chance for future exploitation and sustainability.

Standardisation has been an important element in the project, enabling exploitable results to be relevant to others through the effective use of existing standards. Specific components of the project such as the Asset Description of task T5.1 and Content Syndication and Media Enrichment in task T8.2 were channelled to the standardisation process by active communication with associations and standardisation bodies.

Several factors will play a role in the assessment of the successful future exploitation of the SAM Project's business objectives and as the landscape shifts, there may be technological advances, new concepts and standards that may need to be integrated into its approach.