



WP9 – Impact

D9.5.1: Collaboration, Clustering and Cooperation Report (I)

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Contributing Partners: ALL

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This deliverable provides the feedback report on the different types of collaboration activities and actions performed by the SAM project partners.

This report covers the activity of Period 1 and the planning for Period 2. The document should be perceived as a living document.



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Executive Summary

This deliverable provides the feedback report on cluster and collaboration activities performed in the context of SAM's project task T9.5.

This document describes the activities and its results aligned with the strategy and templates in the Dissemination Report (D9.3.1), which presented an overall project dissemination and its link to the collaboration strategy/plan. The areas documented herein, are those from that document which are classified as those under the 'coordination' of the collaboration manager, although in many cases other partners have specific responsibilities and are involved. This deliverable presents the activity of Period 1 and the planning for Period 2/3 where applicable, although the document should be perceived as a living document.

To date, the main clustering and collaboration activities have been focused on:

- Attendance at NEM cluster collaboration sessions
- Chairing and Participation on G1 Clustering Meeting
- Organisation of a mini-cluster focused on G1 projects dealing with aspects of 2nd Screen. The Mini-cluster is a collaboration activity set up by SAM, in order to facilitate the dynamic exchange of information, as well as to support possible synergies identification and development between different research projects
- Advisory Board agreements

In terms of planning the focus will be on:

- Mini-cluster
- ETPs collaboration
- Interproject cooperation
- Commercial companies collaboration

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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 comment or rate 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 coupled phenomenon is "Content Syndication" which is a field of marketing where digital content is created once and delivered to many different marketing channels (devices, social media channels, websites and stakeholders) , thus 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 limit 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 the data; it is the data which reaches the users through the syndication approach and 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 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 energise the community as well as enhance personalised knowledge and satisfaction.

1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to provide the feedback report on collaboration activities performed by the SAM partners in Period 1 and the planning for Periods 2 and 3. However, this document should be perceived as a living document.

As mentioned in D9.3.1 (Dissemination Report), the project wishes to inform and inspire other researchers and potential users of the SAM Platform by disseminating the project results and collaborate with other projects, initiatives or commercial companies. As part of

this strategy, SAM wants to establish feedback loops and involve potential users, early adopters and technologists right from the beginning of the project. The project wants to contribute to other projects with the goal of building collaboration networks, showing the relevance of the SAM initiative, convincing users to utilise the platform, and at the same time SAM wants to collaborate with other initiatives in order to improve the reach and relevance of the SAM initiative itself.

This document describes the collaboration actions performed by the SAM project during the M1-M13 period. The description of these activities is based in set of standardised templates that will be used and updated in the next yearly reports D9.5.2 and D9.5.3 for the summarisation of the performed activities and the results of the different actions.

1.3 Document Status and Target Audience

This document is listed in the DOW as Public since collaboration by definition is to the wider, generally public, audience.

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):** Introduces this deliverable with a general overview of the project, and outlines the purpose, scope, context, status and target audience
- **Section 2 (Strategy):** Introduces the definition of Collaboration and Clustering as well as the different phases planned to carry out the work
- **Section 3 (Collaboration and Clustering):** Describes the initiatives, projects and organisations SAM has been collaborating with, during the first period and the status of these collaboration activities
- **Section 4 (Collaboration Plan):** Presents the collaboration plan for SAM as well as the activities tables describing them. These tables contain a description of the Period 1 collaboration activities
- **Section 5 (Conclusion):** Provides the conclusions of the current document
- **Annexes:**
 - Annex A: Mini-Cluster Projects
 - Annex B: Other Bi-lateral Projects Collaboration
 - Annex C: Draft Mini-Cluster Synergies Table
 - Annex D: Dissemination Materials Prepared for G1 Concertation Meeting

1.6 External Annexes and Supporting Documents

No external annexes and supporting documents.

2 Strategy

2.1 What is Collaboration and Clustering?

Collaboration and Clustering among different initiatives is the best way to optimise resources. It allows all the collaborators to take profit from the common efforts, whilst at the same time the project information and results are spread wider and win-win (mutual profit among the collaboration parties) situations are created.

In the context of the SAM project, the G1 Media Content and Convergence (CC) related projects and initiatives (i.e., cooperation with other projects/activities in the same EC Unit) play an important role. To fulfil the expectations for such projects, a collaboration plan must be set up so that the different collaborative activities are perfectly orchestrated to reach the maximum profit for every collaborator, and profitable situations can be created. A mini-cluster approach (See 3.5) is followed to cover these fields.

The first step to establish the appropriate collaboration framework, consists of getting information about the different clusters and/or forums already established, which reach the audience SAM is targeting or have similar technological approaches. Some of these clusters could be NEM, the European Technology Platform (ETP) dedicated to media and creativity; or NESSI, the European Technology Platform dedicated to Software and Services. These two clusters reach different– and compatible– target audiences where SAM partners can look for collaborative opportunities.

In short, to enable SAM collaboration means “to spread the correct message and engage with the correct audience in an effective way”. Thus, the collaboration activity can heavily reutilise results of Tasks T9.2 (Promotion/Material/Workshops) and T9.3 (Dissemination) as well as the results of all project deliverables and resource expertise. In fact, this relationship is bi-directional, i.e., as a consequence of the collaboration activities, different kinds of dissemination activities can be performed.

2.2 Phases

All collaboration (and dissemination) activities have to be planned in order to maximise the effectivity and alignment of the actions. Regarding the project milestones and the expected outcome, the strategy will be based on a three-phase model, which is shown in Figure 1. It can clearly be seen that the phases are overlapping and partially parallel, and many activities fall across the boundaries – for example inter-project activity sharing may only come after some activities for dissemination and awareness building, in order to attract the intended audience.

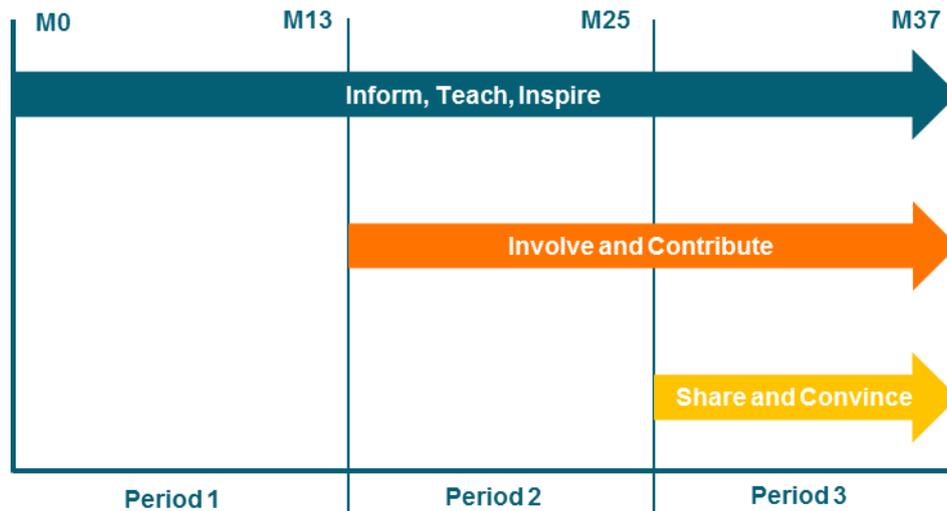


Figure 1: Dissemination and Collaboration Phases

2.2.1 Phase 1: Inform, Teach and Inspire (ITI)

This phase will concentrate on communicating the project objectives, concepts and specifications as well as research findings. Furthermore, the participants (early adopters, technology personnel, etc.) of the intended communities have to be invited, inspired and informed about the different aspects of the project.

Primarily, this phase sets out what, for example, SAM intends to achieve. Thus, it is prior to “effective” collaboration, since only with information and inspiration in place, the goals can be clearly communicated and understood by the other parties. Therefore, this phase also involves first rounds of meetings and possible collaboration agreements and mutual exchange of information with the main objective of detecting synergies with other projects.

It should be noted that this first phase is the only active phase in the first period of the project (Period 1). This document version is primarily orientated on this first phase.

2.2.2 Phase 2: Involve and Contribute (IAC)

The second phase, starting in Period 2, aims to gather feedback from users and companies and to establish tight cooperation and collaboration links with other projects. This includes, for example, the G1 range of projects and those linked to the NEM ETP.

Providing ready-to-use examples, proof of concepts, mock-ups or implemented components in an easy and comprehensive way, helps to get feedback from the wider community. Of course, such items, like samples, should be available for potential end users. It is also important to provide light-weight feedback channels such as taking advantage of social media mechanisms. Similarly, the project will contribute its ideas, where relevant, to other activities/projects that may have some similarity to SAM. For example, the Bridget project, which, as listed in the Annex A, has significant positive overlaps.

There will be some preparation of the IAC-phase during the first year (e.g. awareness of the project to other projects and first synergy exploration) since its concepts do overlap with the ITI phase. However, the real activity will start as the first results are available, and the technical direction of the project is clear. The IAC activities will continue until the end of the project.

During the first period, some (limited) collaboration has been performed, but the real activity for this phase will evolve in Period 2 and 3.

This document version starts to identify planning for this phase – e.g. the mini-cluster synergy identification and implementation.

2.2.3 Phase 3: Sharing and Convincing (SAC)

The third phase will focus on the sharing of results and the convincing of industrial end users to use or integrate with the SAM Platform. The “Share and Convince” phase is performed in the last half year of the project. The success of these dissemination efforts depends on stable results of the project.

As such, technical collaboration typified in research projects tails off as the results are achieved. Then, post project, there can be further collaboration activities (for Marketing Technical work), but this is outside the scope of the project and this deliverable. This document version only covers this phase as generic and also long-term actions.

2.3 Purpose and Nature of Collaboration

The project strategy is considering several ICT communities (both academic and industrial), when promoting the visibility, quality and adoption of the project results. In terms of collaboration, they can be described as follows:

- **Visibility** – Broadcasted among several targeted communities
- **Quality** – Targets to participate in different clusters and ETPs (NESSI, NEM) and foster exchange with other EU research projects (through mini-cluster approaches on bilateral approaches). Such collaborations can also be extended further with respect to a non-research domain (e.g. open-source projects), European standardisation bodies (e.g. CEN), EU user groups, with third parties (e.g. research organisations, public administrations, commercial organisations, non-profit organisations, etc.)
- **Adoption** – All consortium members allocate resources towards encouraging members of related communities and projects to become familiar with the tools and methodologies developed
- **Completeness** – The project has specific objectives and scopes. However, through collaboration initiatives, projects with complementary development can augment their reach towards a more complete/marketable/exploitable solution by connecting components/services/strategies, thus creating win-win situations on both sides

2.3.1 Responsibility

The overall strategy focuses on putting the approach of Section 2.2 into practice across the target areas formed from the overlap of the main technologies supporting the project, and potential academic and industrial audiences of these technical fields. The implementation of the strategy will be led by the Collaboration Manager (Juan Vte. Vidagany, TIE) with DW as lead of WP9 and Impact Manager, overseeing this process. The Collaboration Manager monitors interaction activities with other similar projects, clustering activities or ETPs.

In addition, TIE, ASC, TPVI, NTUA, UoR, UA and BDS have resources within T9.5 (Collaboration with other projects and cluster) or T9.4 (Standardisation and Policy), which partly relates to this and have or are expected to contribute to this activity.

2.3.2 Metrics

Within the DOW, the project sets itself the main objectives and Key Performance Indicators (KPIs) related to collaboration. In the table below (Figure 2) these objectives are described, and the status for these objectives at the end of Period 1 is depicted. As can be seen, the project is on track. Details to support these statements can be found in the templates of Section 4. Note that “NYD” infers “Not Yet Due”. The table will be updated at the end of the next period to have a complete track of these metrics along the project lifecycle.

Objective	Tasks	Party	Period 1	Period 2	Period 3
2 meetings per year with other projects	T9.5	TIE / ASC	10+ meetings with other projects have been performed during Period 1, including: <ul style="list-style-type: none"> • Mini-cluster meetings • Bilateral meetings 	NYD	NYD
Participation in 2-3 meetings with ETPs	T9.5	TIE / ASC	<ul style="list-style-type: none"> • NESSI (BDV Media Workshop, Breukelen Feb 2014) • NEM (NEM Summit 2013, NEM Summit 2014) 	NYD	NYD
Contacting with 2/3 relevant commercial companies to foster in possible collaboration	T9.5/T2.2	TIE / BDS	<ul style="list-style-type: none"> • 30+companies contacted • 10+ expressed explicit interest and information exchange is performed 	NYD	NYD
Engagement of 4 external domain experts / Advisory Board	T1.1	TIE / UA	<ul style="list-style-type: none"> • 3 external domain experts engaged, finalising agreement with the 4th 	NYD	NYD

Figure 2: Collaboration KPIs from DOW

3 Collaboration and Clustering

3.1 Preamble and status update

As described in the previous T8.5 deliverables, the NEM ETP was perceived and ranked as a very relevant collaboration activity for SAM. Additionally, NESSI is also a very interesting ETP for collaboration. Although it is not dealing directly with the Media environment, it covers different technological environments that are considered important for SAM, such as Interoperability, Semantics, etc.

3.2 NEM ETP

3.2.1 What is NEM?

The NEM Initiative (Networked and Electronic Media Initiative) was established as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms, so as to develop the emerging business sector of networked and electronic media. In order to respond to new need and requirements of the Horizon 2020 programme, the NEM initiative enlarged its focus towards creative industries and changed its name to New European Media. The NEM constituency includes all major European organisations working in the networked and electronic media area, including content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions.



The NEM ETP aims at building sustainable European leadership in content, media and the creative industries. The NEM Initiative focuses on an innovative mix of various media forms, delivered ATAWAD (Any Time, Any Where, Any Device) over technologically transparent networks to improve the quality, enjoyment and value of life for Europe's connected 'digital citizens' and digital content/media professional users. NEM is taking cognizance of existing and new technologies, including broadband, broadcast, mobile and new media across all ICT sectors, to create a new and exciting era of advanced professional and personalised services for various markets. A key focus of the NEM is on innovative services and applications that constitute different media.

3.2.2 SAM and NEM relationship

NEM is the "native" ETP dealing with the main aspects of SAM such as:

- Media-related content and content distribution technologies
- Social Media
- 2nd Screen

The collaboration activities within the NEM ETP will be enforced during Period 2 and Period 3 in order to contribute to the works that the ETP is performing and at the same time reach further relevance through the events organised by NEM.

3.2.3 SAM and NEM current activities

SAM representatives attended the NEM summit events in 2013 and 2014 in order to evaluate the possibilities of collaboration with the ETP and the projects, companies and initiatives that are part of it.

As part of the NEM summit 2014, and as part of the collaboration links started to be established through the participation on collaboration activities, the SAM project was invited to give a speech at the “TV ring” workshop.

The reports for these participations can be found in the next sections (Sections 3.2.3.1 and 3.2.3.2).

3.2.3.1 NEM Summit 2013 (October 2013)

Date/Location	France, Nantes, Oct. 28 th 2013
What (1/4 page)	<p>NEM Summit NTP Meeting</p> <p>This meeting was a part of the period series of NEM, but specifically focused on the changes in NEM due to the H2020 new directions.</p> <p>The NEM Summit is an international conference and exhibition, open to co-located events and organised every year since 2008 for all those interested in Future Internet developments and in the fast-paced evolution of the networked electronic media industry. The NEM Summit is a key opportunity to meet and network with prominent stakeholders, access up-to-date information, discover latest technology and market trends and identify research and business opportunities.</p> <p>SAM attended the General Assembly as well as the different workshop in order to:</p> <ul style="list-style-type: none"> • Gain knowledge of the NEM current and future activities and directions • Know the key people in order to discuss how SAM can fit in NEM and further collaboration pathways • Get knowledge of other projects in the same or similar areas of knowledge with the intention of approaching them for future collaboration and synergies development • Disseminate the SAM project by introducing the project to key people and providing the SAM business cards • Get to know the key people for the project, e.g. new Project Officer and exchange information and approaches with him
Attendees	TIE (Juan Vicente Vidagany)
Actions	<p>The main action was contacting people and projects dealing with complementary technologies and knowledge that can improve SAM.</p> <p>Further actions are the organisation of bilateral teleconferences with key people of NEM as well as contacting different interesting projects.</p>

Results	<p>Further contacts to be done with several EU projects and commercial companies interested in collaboration with SAM, especially in the areas of synchronisation, video processing, audio watermarking, etc.</p> <p>Contact established with EU representatives and a face-to-face meeting scheduled at ICT2013 in Vilnius.</p> <p>More than 70 SAM business cards delivered to contacts , allowing an increase of SAM awareness .</p> <p>10 requests for more information and keeping in touch for collaboration.</p>
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Figure 3: NEM Summit 2013

3.2.3.2 NEM Summit 2014 (September 2014)

Date/Location	Belgium, Brussels, Sept 29 th – 30 th 2014
What (1/4 page)	<p>NEM Summit</p> <p>The NEM Summit is an annual event organised by the NEM Initiative in close cooperation with leading industrial and academic players worldwide. It focuses on Future Internet developments and in the fast-paced evolution of the networked and electronic media industry.</p> <p>Over the years, the NEM Summit has grown to become the key conference and exhibition to meet and network with the most active stakeholders, access up-to-date information, discover the latest technology and market trends, identify research and business opportunities, and find partners for upcoming EU-funded calls.</p> <p>The very first part of the event, held at the Charlemagne building in Brussels included the European Commission DG CONNECT G1 Unit (Converging media & content) Information Day. This was followed by the NEM General Assembly at Flagey, which gathered many ICT clusters, universities, federations, associations, SMEs and large companies.</p> <p>The second day was divided into two big parts.</p> <ul style="list-style-type: none"> • In the morning, the NEM technology session took place. It was composed of interesting keynote speeches on technology, market and business trends. • During the afternoon, the NEM Creativity Workshops, (organised by third-party projects or companies) created an opportunity for NEM participants to discover their technologies, leading the Future of Europe in the field of connected media.
Attendees	TIE (Juan Vicente Vidagany)
Actions	The main action was contacting people and projects dealing with complementary technologies and knowledge that can improve SAM. A Meeting with the CC Mini-Cluster members from the

Bridget and LinkedTV projects was held. Additionally, the SAM project was participating in the Ring-TV workshop by providing a presentation(See more information below).



TV-RING: CONNECTED TV SERVICES AND APPS

Chair: Sergi Fernández, Director of the Audiovisual Unit at iZCAT and TV-RING coordinator

Services, trends and facts that are shaping the future of Connected TV: Key players of the broadcasting sector and research entities will their experience in the sector, the present situation, future opportunities and obstacles to overcome in the incoming future of TV.

Discover the latest and future Connected TV and HbbTV developments; how these services will contribute to the definition of the next steps for the sector. Attendees will find out breaking news on the HbbTV standard. This not-to-miss event will bring together key Connected TV stakeholders. Through selected presentations all attendees will have the chance to get informed as well as to share and discuss their own perspectives. This is a great opportunity to network with relevant European broadcasters, research centres, software developers, service providers and many others.

Speakers:

- Annette Wilson (RBB) – Social Connected TV Apps (Flcontent project)
- Joachim Koehler (IAIS) – LinkedTV project – Television linked to the Web
- Juan V. Vidagany (TIE Kinetix) – Socialising Around Media (SAM Project)
- Frank Visser (Immovator) – HbbTV in Europe status & barriers for the signal transmission
- Rob Koenen (TNO) – Delivering HbbTV services when the trigger does not reach the terminal
- Oliver Friedrich (DTelekom) – HbbTV in IPTV operator environments / Virtual Set-Top-Box & Cloud Browser: Impact and Requirements on the HbbTV standard
- Ralf Neudel (IRT) – HbbTV update

This workshop is organised by the TV-RING project, funded by the EC under the CIP programm



Figure 4: SAM Representative at TVRing Workshop



Figure 5: Partial view of audience at the workshop

Results	50+ SAM business cards delivered in person and around 25 people attended the SAM session at the TV Ring Workshop. 15 requests for more information and keeping in touch for collaboration.
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Figure 6: NEM Summit 2014 Report

3.3 NESSI ETP

3.3.1 What is NESSI?

NESSI, the Networked European Software and Services Initiative, provides input to the EU Institutions on research actions and technology matters of particular importance to the software domain, and the overall aim is to enable the software and services sector help vitalise the great potential of the European economy and society. NESSI gathers partners and members from all over Europe, both from industry and academia and engages in close dialogue with the European Commission and other stakeholders on several topics of specific relevance to NESSI, including Big Data Value, Cloud Computing and Software Engineering.



NESSI takes an active role in addressing future challenges of Europe, by offering research-oriented software and service-based solutions, while at the same time working to ensure that enough resources are invested in leading-edge industrial and academic research for innovative technologies in the software and service domain. Europe has to turn its outstanding R&D potential, its infrastructure and its technological environment into successful product development and marketable products in order to maintain its competitive edge.

Europe has to master the innovation cycle for key technologies that will allow people, businesses and governments to succeed and to seize the opportunities of the future. Enterprises in Europe are constantly facing challenges such as structural changes and will have to rely on innovative and advanced software in order to be able to adapt to these changes. It is part of NESSI's vision to play an important part in this process.

3.3.2 SAM and NESSI relationship

NESSI as Software Services ETP is dealing with some of the base technologies to be applied in SAM. The activities from the NESSI ETP will be followed up and their input will be distributed into the SAM team as deemed necessary.

TIE has become Co-Chair of NESSI during 2014, as such, the opportunities, knowledge and lessons learnt through the SAM project, will be an important input to the ETP, and in that way the SAM project will be providing guidelines and experience in the next Position Papers and contributions to the Strategic Agendas.

3.3.3 SAM and NESSI current activities

In collaboration and sponsored by SAM, the NESSI ETP celebrated the Media Big Data Value Workshop in TIE premises (Breukelen, The Netherlands). The results of the workshop were published in a document for discussion (more details can be found in Figure 7, including the report of the event, as well as the attendants list). The event was

very important from the collaboration point of view as many important contacts were made during the session, and some possible collaboration pathways were discussed (e.g. with NEM ETP Chairman who was also present in the session). Additionally, during one of the presentations the SAM project was explained to the attendants, informing them about the objectives, approaches and collaboration possibilities.

3.3.3.1 Big Data Value Workshop for Media

Date/Location	18.02.2014 / Breukelen, The Netherlands
Scope & Goals	<p>The main objective of the workshop was to discuss – with parties that are representative of the relevant stakeholder communities of the European Content and Media sector – the directions, ideas, concepts, gaps, etc. of their sector with relationship to Big Data (technology, business models, etc.).</p> <p>This workshop was one of a series of workshops in different sectors in order to provide feedback and recommendations to the European Commission, NESSI, NEM and other parties to plan future initiatives in this area. The specific objectives identified for the Big Data Value Content and Media Workshop (BDVCM) workshop were:</p> <ul style="list-style-type: none"> • Present the European Big Data Partnership • Collect sector input with regard to Big Data • Set priorities for research & innovation <p>The workshop was planned for a much reduced number of attendants, under specific invitation. The following relevant stakeholders were represented at the workshop:</p> <ul style="list-style-type: none"> • Content consumers and users • Content and Media Provision and Production • Publishers and Information brokers • Social Media organisations • Content and Media Software and Technology • Application and Device providers • Media Consulting • Teleconferences • Research and Academia • Relevant ETPs • European Commission <p>The workshop was supported by the “sponsoring” organisation TIE Kinetix and the Fraunhofer Institute Intelligente Analyse und Informationssysteme, the NESSI ETP and the SAM project. Industry-level representation included both large and SME organisations.</p>

Attendees SAM	TIE (Stuart Campbell, Juan Vicente Vidagany), BDS (Barry Smith)
Attendees Event	15 people (See attendants list below)
Attendees SAM presentation	15 people. See attendants table below
Presentation / Paper	Presentation available via SlideShare http://www.slideshare.net/SAMProjectEU/sam-presentation-34675432
Target audience	Media and Content stakeholders, EU Commission
VIP Attendees	EC POs Miguel Montarelo and Wolfgang Treinen
Actions / Engagement	The main action was discussing the different problems, approaches, state of the art, etc. and opportunities on Big Data in the Media and Content sector
Results / measurable	A document has been produced summarising the series of workshops, discussions and conclusions. The document for discussion can be found at http://www.bigdatavalue.eu/index.php/downloads/finish/3-big-data-value/14-big-data-value-strategic-research-and-innovation-agenda/0
Comments	The event provided the opportunity to present the SAM approaches and objectives to key people in the media and content sector. Several of them expressed their interest in following the SAM evolution and asked to keep them informed.

Figure 7: Big Data Value Workshop for Media Report

3.3.3.1.1 List of attendants

Content and Media Provision and Production	
Helen Lippell	Press Association
Roeland Ordelman	Sound and Vision
Publishers and Information Brokers	
Barry Smith	BDS/West10
Anne Joseph	Reed Elsevier
Content and Media Software and Technology	
Stuart Campbell	TIE Kinetix
Juan Vte Vidagany	TIE Kinetix
Nikos Saris	ATC
Application and Device Providers	
Pieter Van der Linden	Technicolor
Content and Media Consulting	
Paul Moore	ATOS
Research and Academia	
Joachim Köhler	Fraunhofer IAIS

Allan Hanbury	TU Vienna
Telecommunications	
Pierre Yves Danet	Orange (NEM Vice Chairman)
Relevant ETPs	
Jean-Dominique Meunier	NEM Chairman
European Commission	
Wolfgang Treinen	G3
Miguel Montarelo Navajo	G5

Figure 8: BDV Workshop List of Attendants

3.4 Other events/meetings

This section describes events or meeting enabling collaboration between projects attended by the SAM representatives during the current period.

3.4.1 CC G1 Concertation Meeting, Brussels - June 2014

The Unit G1 “Converging Media and Content” held a meeting with all the research projects working at the unit. The main objectives of the meeting were:

- Share knowledge on the ongoing project that the Unit G1 is managing to facilitate potential cooperation and synergies among projects
- Receive inputs for the next Work Programme (2016-17)
- Establish clusters for the G1 managed projects in order to stimulate research ideas and improve the communication between the Commission and stockholders involved in the field of research and innovation, which is of interest for G1

Date/Location	25.06.2014 / Brussels, Belgium
Attendees SAM	TIE (Juan Vicente Vidagany)
Attendees Event	Representatives from all the different projects running at this moment at G1 unit
Target audience	G1 projects and G1 EU Commission Project Officers
VIP Attendees	Harald Trettenbrein, Deputy Head of Unit, DG Connect, Converging Media and Content (G1)
Actions / Engagement	<p>SAM representatives were in touch with the different project representatives. First, possible synergies identification was performed in order to create a mini-cluster composed of 4-5 projects. The SAM video (http://youtu.be/6VL7WqZ9mz8) was shown (as a premier) during the project presentation. Additionally, a poster and a tri-fold leaflet were produced for the event (see them in the next pages).</p> <p>SAM representative was one of the chairs of the afternoon session.</p> <p>A presentation on SAM and CC approach was given (see http://es.slideshare.net/jvidagany/g1-clustering-content-</p>

	convergence-v2-jve)
Results / measurable	Positive response from 4 projects to create a MiniCluster. Intended 1 st meeting at IBC (Amsterdam, Sept 2014). Invitation to NEM Summit to participate in TV-Ring Workshop and start further collaboration paths.
Comments	The event provided the opportunity to present the SAM approaches and objectives to the different projects of the G1 unit and start deep collaboration paths through the mini-cluster approaches. Several projects expressed their interest in following the SAM evolution and asked to keep them informed.

Figure 9: CC G1 Concertation Meeting Report

3.5 Mini Cluster

Through one of the different actions identified in Section 4.3.1, the SAM partnership has investigated other initiatives, which may be relevant to SAM and applicable for a more in-depth collaboration. This collaboration framework has been integrated into the so-called SAM CC mini-cluster.

3.5.1 SAM mini-cluster activities

The SAM CC mini-cluster was initiated by TIE's participation in the G1 concertation meeting, in which Mr Vidagany presented the SAM consortium with regard to the clustering and collaboration initiatives as one of the four selected chairmen for the event. Mr Vidagany presented the results and approaches of the mini-cluster initiative performed by TIE in a different EU project (FoF Adventure), and right after the presentation, the contacts with different initiatives started.

The mini-cluster approach can be summarised as follows:

- Small topics with specific focus, oriented to specific (practical) collaboration actions
- Commonality of concepts and commonality of partners is pursued to really turn it into a success
- Exchange of low-level technical information oriented to in-depth knowledge sharing / technical integration of mutually beneficial functionalities

During Period 1, the main mini-cluster activities have been related to exchange of information and planning of possible collaborative activities among the partners as well as possible project additions during the next period.

3.5.2 Status of mini-cluster activities

The following table summarises the activities performed by the mini-cluster during Period 1. The specific details of these activities are reported later in section 3.5.3.

What	Status
Project information exchange (teleconferences) and organisation of the first face-to-face meeting	DONE
1 st mini-cluster face-to-face meeting	DONE
Elaboration of the project's portfolio and possible joint activities	DONE

Establishment of internal collaboration and information sharing means <ul style="list-style-type: none"> • Mailing list • Folder sharing mechanism 	DONE
Proposal of further activities	DONE

3.5.3 SAM mini-cluster meetings

The face-to-face mini cluster meetings have been held in parallel to different events in which different projects were attending or events/workshops were created as a result of the mini-cluster activities. This allowed spending the travel budget in a more efficient way, obtaining better results from the attendance of these events. In parallel, the different events or meetings have been prepared through e-mail exchanges and teleconferences. In the next sections the most significant meetings and their results are described.

3.5.3.1 1st Mini-cluster Meeting

Date/Location	15.09.2014, Breukelen, The Netherlands														
Scope & Goals	<p>As a consequence of the G1 CC Clustering meeting (Brussels, June 2014), a group of 4 projects started to talk about tight collaboration, mainly focused on technical aspects, but not exclusively, in a mini-cluster environment, as presented by Juan Vicente Vidagany during the G1 meeting (See http://es.slideshare.net/jvvidagany/g1-clustering-content-convergence-v2-jve).</p> <p>The first CCMini-Cluster meeting was organised in coincidence with IBC (Sep 2014) in the HQ of TIE Kinetix in Breukelen.</p> <p>Agenda (15.09.2014)</p> <table border="1"> <thead> <tr> <th>When</th> <th>What</th> <th>Who</th> </tr> </thead> <tbody> <tr> <td>14:00</td> <td>Welcome and objectives</td> <td>JV TIE CTO (Stuart Campbell)</td> </tr> <tr> <td>14:20</td> <td>Project presentations and discussion/ questions (20 mins each)</td> <td>ALL</td> </tr> <tr> <td>16:00</td> <td>Synergies identification Discussion and alignment on who/how can make these offers/nice to have and how this can be done.</td> <td>ALL</td> </tr> </tbody> </table>			When	What	Who	14:00	Welcome and objectives	JV TIE CTO (Stuart Campbell)	14:20	Project presentations and discussion/ questions (20 mins each)	ALL	16:00	Synergies identification Discussion and alignment on who/how can make these offers/nice to have and how this can be done.	ALL
When	What	Who													
14:00	Welcome and objectives	JV TIE CTO (Stuart Campbell)													
14:20	Project presentations and discussion/ questions (20 mins each)	ALL													
16:00	Synergies identification Discussion and alignment on who/how can make these offers/nice to have and how this can be done.	ALL													

	17:30	Wrap-up and next steps	ALL
	18:00	End	
	<p>Objectives:</p> <ul style="list-style-type: none"> • Get to know the projects, technologies, user stories, etc. • Share the possible results with the rest of projects to check if they can be convenient for any of them • Share the “nice to have” of each project to check if some of the other projects can provide this as part of the collaboration • To start with a collaborative initiative that can benefit both the projects, the partners and the EC efforts on maximising the profit of the RDI initiatives through cross-fertilisation 		
Attendees SAM	TIE (Juan Vicente Vidagany)		
Attendees Event	<ul style="list-style-type: none"> • Miroslaw Bober, Project Coordinator, Bridget (http://ict-bridget.eu/) • Stavros Paschalakis, Director, Visual Atoms, Bridget Partner • Joachim Köhler, Project Coordinator, Linked-TV (http://www.linkedtv.eu/) • Igor García Olaizola, Project Coordinator, MediaScape (http://mediascapeproject.eu/) 		
Target audience	Attending projects		
VIP Attendees	TIE – Stuart Campbell, CTO		
Actions / Engagement	<ul style="list-style-type: none"> • Create easy communications channels <ul style="list-style-type: none"> • ccmuni-cluster@lists.tiekinetix.net • CCMiniCluster Shared Folders in DropBox • Fill in contact details sharing in contact Excel file • Explore further joint dissemination possibilities participation <ul style="list-style-type: none"> • IBC 2015, WMC 2016, etc. (JV/SAM to check prices and possibilities) • Complete the synergies identification exercise (ALL) <ul style="list-style-type: none"> • Check the produced Excel in \Dropbox\CC miniCluster\Synergy identification and provide feedback • Start expressing the preliminary interest in the Excel about the different offers/nice to have. • Plan synergies development 		
Results / measurable	<ul style="list-style-type: none"> • Production of the first version of the Excel • Actions plan (as above) • Next face-to-face meeting during NEM Summit in Brussels (Sept 29th and 30th 2014) 		
Comments	N/A		

Figure 10: 1st Mini Cluster Meeting Report

3.5.3.2 2nd Mini-cluster Meeting

Date/Location	30.09.2014, Brussels, Belgium
Scope & Goals (1/4 page)	As part of the NEM Summit, an informal meeting took place between the SAM, LinkedTV and Bridget representatives in order to follow up of the actions scheduled in the previous meeting, and foster on discussion on the synergies excel and new ideas.
Attendees SAM	TIE (Juan Vicente Vidagany)
Attendees Event	<ul style="list-style-type: none"> • Miroslaw Bober, Project Coordinator, Bridget • Joachim Köhler, Project Coordinator, Linked-TV
Target audience	Attending projects
VIP Attendees	None
Actions / Engagement	Further steps confirmed
Results / Measurable	Next teleconference scheduled for Dec 2014
Comments	N/A

Figure 11: 2nd Mini Cluster Meeting Report

3.6 Other Bi-lateral Project Collaboration

Apart from the mini-cluster projects, SAM is collaborating and exchanging information with other initiatives. Below is a description of the specific activities carried out during the current period.

3.6.1 Cloudi/o

Date/Location	22.10.2013, Berlin 11.02.2014, Gäufelden
What	Different physical meetings and workshops were organised by the project during this period. ASCORA, as a common partner in both projects and SAM T4.1 (Cloud Storage) lead, was appointed to follow the synergies related to this specific topic.
Attendees	ASCORA
Actions	Both projects' technical approaches were presented and common elements were explained. Different contributions have been exchanged between the projects (mainly related to access to public information, such as architecture, technical and functional specifications, etc.)
Results	The cooperation mainly targeted the architecture description of Cloudi/o and the definition of the functional and the technical specification of the Cloudi/o Repository component. Cloudi/o tries

	to improve the SAM Cloud Storage especially in the realm of data encryption and security, as this is a critical part in the Cloudi/o project scope, which can later benefit SAM, in case the security and encryption part gets more into focus of the SAM project or after the project's lifetime.
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Figure 12: Cloudi/o Meetings Report

3.6.2 SIMPLI-CITY

Date/Location	27-29.11.2013, Bologna (IT) 09-11.04.2014, Göteborg (SE) 04-08.08.2014, Valencia (ES)
What	Different physical meetings were organised during this period. ASCORA, as common partner in both projects and SAM T4.1 (Cloud Storage) lead, was appointed to follow the synergies related to this specific topic.
Attendees	ASCORA
Actions	The technical approach of the SAM Cloud Storage was presented, and evaluated against the plans and ideas of the SIMPLI-CITY team. Version 2 of the Cloud Storage was matched to the necessities of SIMPLI-CITY, and diverse requirements have been identified that could not directly be fulfilled by the SAM Cloud Storage version 2. A 3rd version of the Cloud Storage was developed after this in order to make use of the fruitful ideas in the SIMPLI-CITY project, while sharing code and specifications to that project.
Results	The cooperation was mainly targeted at the implementation needed for the specified architecture of SIMPLI-CITY, and the definition of the functional and the technical specification of the SIMPLI-CITY storage component. SIMPLI-CITY builds on OSGI components in order to be able to add and remove storage engines during runtime and does not use XMPP as a transport protocol, but instead uses HTTP-REST endpoints. These improvements are not a focus of SAM but can be easily reused in the SAM Architecture. The new 3rd version of the Cloud Storage produced at the SIMPLICITY project is the most feature-rich and customisable version yet.

Figure 13: SIMPLI-CITY Meetings Report

3.6.3 ADVENTURE

Date/Location	04-05.02.2014, Vaasa (FI) 09-11.07.2014, Sofia (BU) 08-05.08.2014, Breukelen (FI)
What	Different physical meetings were organised during this period. TIE

	and ASCORA, as common partners in both projects, were following the developments on intercommunication, gateways, interoperability and Cloud Storage. TIE lead was appointed to follow the synergies related to this specific project. ADVENTURE finished in August 2014, and the final results of components dealing with those aspects are available to SAM.
Attendees	TIE, ASCORA
Actions	Identification of possible useful software elements that can be applicable to SAM. Study if the proof of concepts and software developments done at the ADVENTURE project (applicable to Manufacturing and Virtual Factories) can be taken as starting point for improvement on SAM.
Results	Some elements developed in ADVENTURE as well as the mini-cluster ideas and methodology developed in the ADVENTURE mini-cluster can be applied in the SAM scope.

Figure 14: ADVENTURE Meetings Report

3.6.4 Empathic

Date/Location	10.2014, Ghent
What	TPVI is common partner in both SAM and Empathic, which is focusing on enabling intention and emotion aware products. In the context of SAM, having information on intentions and emotions could be a valuable additional parameter towards the syndication and aggregation algorithms.
Attendees	TPVision
Actions	Identification of possible useful deliverables from Empathic is targeted. In case of possibilities, further discussions with the involved Empathic project partners will have to be set up to align on how the cooperation can be established in the context of SAM.
Results	Identification of potentially useful tools for intention and emotion detection of users. Interested SAM partners could be brought in contact with the relevant Empathic partner.

Figure 15: Empathic Meetings Report

3.6.5 AXES

Date/Location	25-26.09.2014, Rotterdam 18-22.05.2014, London
What	AXES is a four-year EU-co-funded IP project facilitating access to audiovisual archives. Deutsche Welle is user and content partner in both AXES and SAM. As some of the user requirements and objectives of the two projects overlap, Deutsche Welle keeps track of commonalities and looks into the possibility of reusing some of the AXES technologies in SAM.
Attendees	DEUTSCHE WELLE

Actions	The overall goals and approaches were presented at consortium meetings for both projects and possible common elements were outlined. Exchange of information was enabled, joint requirements and potential technology transfer were reviewed. An open-source AXES system is currently under preparation and is scheduled to be available by March 2015.
Results	The cooperation mainly targets user requirements and the overlap and common objectives in the areas of visual and audio recognition. AXES has developed a modular platform for visual and audio analysis of video content, including recognition of faces, speakers, places, objects and events. The different components focus on specific analysis aspects, e.g. audio analysis with speech-to-text for speaker recognition and similarity searches in visual analysis. The planned Open-AXES system will be considered in particular to add video recognition to SAM. For AXES, this contributes to its exploitation plan and would mean continued use after project end.

Figure 16: AXES Meetings Report

3.6.6 RADICAL

Date/Location	2-3.09.2014, Athens 22-23.09.2014, Athens
What	RADICAL is a EU-co-funded CIP project with the objective to ease the fast creation of interoperable and socially-aware services, by leveraging Internet of Things and Social Networking technologies. RADICAL continues the development effort of SOCIOS tools, which are expected to be used in SAM for the communication with the popular social networking sites.
Attendees	ICCS/NTUA
Actions	The meeting objectives were mainly knowledge and technology transfer from the RADICAL/SOCIOS team to SAM for the customisation, deployment and use of SOCIOS tools in the frame of SAM. The fundamentals of communication with the social networking sites were also discussed focusing both on the technical and also the legal/privacy aspects.
Results	Following these meetings, the SAM team has access to early builds of SOCIOS tools, which incorporated the latest API adaptations for communicating with the popular social networking sites. During the second year of SAM, the SOCIOS tools will be integrated into the SAM Social Components and as part of the development and evaluation of the SAM prototype feedback and recommendations for the improvement and bugfixing of the tools will be provided.

Figure 17: RADICAL Meetings Report

3.6.7 SciCafe 2.0

Date/Location	21.10.2014, Reading
What	SciCafe 2.0 is the European observatory for crowd sourcing, concerned with engagement and involvement of citizens. SciCafe 2.0 is developing a virtual platform that involves techniques with some overlap with the technologies used in SAM. The project is co-funded by the European Commission under the FP7 framework and is being coordinated by the University of Reading
Attendees	University of Reading
Actions	The project teams involved in the two projects at the University of Reading have exchanged past, present and planned activities in the two projects. Potential synergies in the areas of context data representation, social media integration and recommendation have been identified.
Results	The project teams involved in the two projects at the University of Reading will regularly convene in order to exchange insights, best practises and investigate deeper cooperation as far as it is possible given the requirements and restrictions of the two projects. The University of Reading SAM team will involve other SAM partners in this cooperation as deemed appropriate. In order to improve the ease of information sharing, both teams will investigate whether part of the project output that is currently restricted in terms of dissemination can be shared under a more inclusive agreement.

Figure 18: SciCafe 2.0 Meetings Report

3.6.1 FIRST

Date/Location	10.12.2013, Luxembourg
What	FIRST is a three-year EU-funded STREP project developing a tool to assist people with autism spectrum disorders to adapt written documents into a format that is easier for them to read and understand. UA is a common partner in both SAM and FIRST projects. In the context of SAM, some of the NLP tools developed for the FIRST project can be useful for Semantic Services and Social Mining components.
Attendees	University of Alicante
Actions	The goals and foreseen approaches for both projects were presented and discussed in the framework of FIRST WP4 (Processing ambiguity in meaning), identifying potential collaborations in the field of word sense disambiguation and automatic summarisation. Both are key technologies in SAM in order to characterise the meaning of words for the Semantic Services component and produce summaries for the Social Mining component.

Results	Some of the elements developed in FIRST (the project finished on September 2014) can be reused in SAM. By the time FIRST ended, these technologies included word sense disambiguation and text summarisation tools. Nevertheless, these implementations have be adapted to fit the conditions and scope of SAM project (such as the specific domain and language of application).
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Figure 19: FIRST Meetings Report

3.7 Industry Collaboration

3.7.1 Pikel



Date/Location	13/09/2014 IBC, Amsterdam (The Netherlands)
What	Meeting with Piksel Product Owner, Miles Weaver in order to exchange information about what Piksel as a company is doing regarding 2 nd Screen, what SAM is doing and what can be the level of interest of Piksel on following up the SAM project and potentially experiment with the preliminary results of SAM integrating them into some proof of concept experience.
Actors	Miles Weaver – Piksel PO Juan Vicente Vidagany - TIE
Actions	Send information to Piksel contact point and meet again once some tangible results can be shown from SAM point of view so that more tangible actions can be taken and a better evaluation of the possibilities can be done.
Results	<i>"It was great to meet you this past week at IBC, and talk about the exciting things you're doing on the SAM Project. As I said when we met, it would be great to understand more about the project, so that we could understand if there are any potential collaborative opportunities between us".</i>

Figure 20: Pikel Meeting Report

3.7.2 DigiSoft



Date/Location	13/09/2014 IBC, Amsterdam (The Netherlands)
What	Meeting with DigiSoft representative CEO, Eoin Shanaghy, in order to exchange information about what DigiSoft as a company is doing regarding 2 nd Screen, what SAM is doing and what can be the level of interest of Digisoft on following up the SAM project and potentially experiment with the preliminary results of SAM integrating them into some proof of concept experience.
Actors	Eoin Shanaghy – DigiSoft CEO Juan Vicente Vidagany - TIE
Actions	Send information to DigiSoft contact point and have a teleconference, once some tangible results can be shown from SAM point of view so that more tangible actions can be taken and a better evaluation of the possibilities can be done.
Results	<i>“Our UX could be a great showcase for the project. We also have quite a lot of experience with interesting second screen social applications. Let’s have a call to see what we can contribute and discuss further”.</i>

Figure 21: Digisoft Meeting Report

3.7.3 The Copyright Hub



Date/Location	6/10/2014 The Copyright Hub, London
What	Meeting with Dominic Young CEO of the Copyright Hub and Caroline Boyd in order to discuss how creative industries can work towards the creation of a digital copyright hub and how the SAM project would provide a source of name-authority controlled data for integration into the Copyright Hub.
Actors	Dominic Young – CEO, The Copyright Hub Caroline Boyd – Manager, The Copyright Hub Barry Smith – West10
Actions	Send information to Caroline and meet again once The Copyright Hub begins its beta build when data assets can be provided from SAM so that more tangible actions can be taken, and a better evaluation of the possibilities of working with SAM can be made.
Results	<i>“Thanks so much for coming in yesterday; much appreciated. It was really interesting to hear about what you do; a serious undertaking to say the least. As Dominic said, suggest we stay in touch and see if touch points arise. Probably our Beta build would</i>

	<i>be the next stage to chat when we can show how the Hub services are working.”</i>
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Figure 22: The Copyright Hub Meeting Report

3.7.4 Creative Content UK

Date/Location	20/08/2014 Creative Content UK, London
What	<p>Meeting with Creative Content UK, a new industry scheme supported by a joint creative industry and government 3-year education campaign towards which will help to reduce online copyright infringement, raise awareness of the benefits that copyright brings and promote the use of legal digital content.</p> <p>The discussions centred around how data from SAM can be part of the digital solution for the Creative Content UK education programme, providing a source of information about verified legally available content for integration into the Creative Content UK project.</p>
Actors	<p>Marianne Grant - Motion Picture Association of America</p> <p>Howard Lamb - Federation Against Copyright Theft - project leaders for Creative Content UK</p> <p>Barry Smith – West10</p>
Actions	Send information to Marianne and Howard and meet again once Creative Content UK has completed its research and begins to specify its requirements build when data assets can be provided from SAM for testing so that more tangible actions can be taken and a better evaluation of the possibilities of using SAM data can be made.
Results	<i>“I am confident that not only will you have the depth and breadth of data and quality of service that the project will require but also the rounded ‘industry view’ which will be essential in creating a digital solution which reflects the importance for Creative Content UK.”</i>

Figure 23: Creative Content UK Meeting Report

3.7.5 MovieWiz



Date/Location	14/05/2014 MovieWiz, London
What	Meeting with Andrew Keyte MD of Moviewiz which has a meta-data library containing over 60,000 items of fully researched movie-related quiz and trivia items. The discussions focused on the potential of SAM to solve some of the data problems in the entertainment industry and identified some of the opportunities SAM would bring to the entertainment industry in general and for movies and music specifically. There was exchange of ideas and the requirements for rich and dynamically extended content sets for both film and music companies.
Actors	Andrew Keyte – MD, MovieWiz Barry Smith – West10
Actions	Keep Andrew updated and meet again when there are significant developments from a SAM point of view at which stage the possibilities of working together can be a better evaluated.
Results	<i>“Where SAM makes sense to me is as a platform or data repository accessible to the industry acting as a ‘data-broker’ in a regulated marketplace which is controlled and coordinated by authoritative and respected suppliers.”</i> <i>“There are a lot of broadcasters, app developers, advertising agencies, PR agencies, journalists, bloggers who would subscribe to a centralised, curated industry marketplace.”</i>

Figure 24: MovieWiz Meeting Report

3.7.6 Other Companies

Other companies contacted that need to be followed up and fed with news about SAM as potential collaborations can arise are:

Company	Theme
Arbitrion	Synchronisation
Civolution	Synchronisation
ExMachina	Mobile Services

Nordija	Hardware/Software manufacturer
ContentWise	Content and Solutions
Visual Atoms	Image Processing and Topic/Object Characterisation

Figure 25: Other Companies Contacted

4 Collaboration Plan

4.1 Introduction

This section will discuss concrete, planned dissemination and collaboration activities and serves to contain summary information on their status and/or results. Thus, it has represented a living part of the project during its execution, resulting in this final report, with information and updates provided in the previous ones. The following templates follow the templates described in D9.3.1 and updated where appropriate and related to collaboration. A reminder of the template structure and key is below.

In the top bar of each template, there is a coloured indicator highlighting the current status of each of the dissemination actions and inferring as follows:

Key:

Not Due	Review shortly: Need to be address by end of December 2014
Not Started (and should have been)	
Ongoing	
Task Completed: Task Completed	
Task Removed: Task Removed or covered by other activity	
Void (started but became obsolete)	
	No immediate requirements: Fall into 2015 and will be reviewed early 2015

Figure 26: Template key

Each activity will follow the template below along with an embedded example:

Name	Article	
Status	Not Started	
ID	10	
Focus	Collaboration (Also Dissemination)	
Phase	IAC: Involve and Contribute (Also: ITI: Inform, Teach and Inspire and SAC: Share and Convince)	
Type	Marketing Interaction	
Purpose	Visible (Also: Quality, Adopt)	
Who	General (Also: Scientific, Industrial, Internal)	
Planned Date (finalisation)	A yearly newsletter	
Responsibility	Lead by ASC and all partners contributing.	
Description/	What is going on in the project? What are the newest findings, thoughts	

Content	or next events?
Monitoring	Collaboration Manager (Also Dissemination Manager, Project Manager)
Related Task	T9.2
Priority	1=Critical (Also 2=Expected, 3=Wherever Possible, 4=Nice To Have, 5=Very optimistic)
Results@ [date]	Periodic update of results repeated as necessary

Figure 27: Activity Template

4.2 Summary of planned activities and status

ID	Name	Status / Priority	Schedule (by Quarter)											
			See 4.1 for key											
Collaboration and in-scope of this Deliverable			Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12
240	Domain Experts	In Progress												
270	Inter-project Liaison	In Progress												
340	ETP Liaison	In Progress												
350	Non-RTD/Project Collaboration	Not Due												
360	Third-Party Collaboration	In Progress												
370	Collaboration with Schools	In Progress												
Collaboration but covered in D9.3.1-3 deliverables														
90	Technical event / Summer School	Not Due												
180	Workshop 1	Not Due												
190	Workshop 2	Not Due												

Figure 28: Action Summary

4.3 Resource Planning

In defining the strategy and plan, the project has attempted to both size and prioritise the actions, since it is evident that the resources available for dissemination do not match the size of the actions that could be conducted.

4.3.1 Collaboration Actions and Status

This section lists all templates for the activities listed in the previous section and which are monitored/planned within this report under the auspices of Task 9.5 and its clustering/collaboration remit.

In addition, there were several actions that can be considered as “Collaboration” but some of these are more related to Task 9.3 Dissemination (e.g. workshops) and as such are reported there.

4.3.1.1 240: Domain Experts

Name	Domain Experts	
Status	In Progress	
ID	240	
Focus	Collaboration	
Phase	SAC	
Type	Engagement	
Purpose	Quality	
Who	General	
Planned Date	Q4/2014	
Responsibility	TIE	
Description/ Content	Engagement of external domain experts	
Monitoring	Project Manager	
Related Task	WP1/WP9	
Size (days)	4 for engagement (finding, contracts etc.), 4 for interfacing = 8	
Priority	2=Expected	
Q2-Q3/2014	<p>The SAM Advisory Board is composed by 3 members:</p> <ul style="list-style-type: none"> • Jim Bottoms, MESA (the Media & Entertainment Services Alliance) and HITS (Hollywood IT Society) Europe executive director (expert in market and technologies in media) • Eddy Leviten, Director General, Alliance for Intellectual Property (expert in IP) • Sara Giordani, Consultant on innovation and technology transfer (expert in technology transfer) <p>Jim Bottoms has participated in the SAM plenary meeting in Alicante (2014-10) providing its market vision and media sector knowledge to the team. A member is missing in the Advisory Board at the end of Period 1. The conversations to engage the missing member are in a very mature status and hopefully it will be engaged by December 2014. It is foreseen that the full Advisory Board will be co-organised with some of the plenaries during 2015.</p>	
Further Actions	The missing Expert will be engaged by the beginning of 2015. The complete experts team will be present in next plenary meetings	

Figure 29: Domain Experts Plan and Status

4.3.1.2 Interproject Liaison

Name	Interproject Liaison
Status	Ongoing
ID	270
Focus	Collaboration
Phase	SAC
Type	Engagement
Purpose	Quality
Who	Scientific
Planned Start Date	Q3/2014
Responsibility	TIE
Description/ Content	Investigate other projects and liaise with them Make a mini-cluster group for SAM related projects and arrange different meetings with them to share information and realise jointly activities and/or implement detected synergies. There should be at least 2 meetings per year with other projects.
Monitoring	Collaboration Manager
Related Task	T9.3
Size (days)	Initial Investigation/Liaison: Total 15 Days mini-cluster: 29 Days Total
Priority	2=Expected
Q1-Q3/2014	Contacts with different projects, Attendance to concertation meetings, organisation of the first mini-cluster meetings
Further Actions	Detect synergies and agree on different ways to implement them. Organise teleconferences and face-to-face meetings to improve the collaboration between the existing projects. Add new projects to the mini-cluster initiative. Foster on the collaboration with projects not linked to the mini-cluster and liaise with them when win-win situations are detected (additionally they can be invited to the mini-cluster).

Figure 30: Interproject Liaison Plan and Status

4.3.1.3 340: ETP Liaison

Name	ETP Liaison	
Status	Ongoing	
ID	340	
Focus	Clustering	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	General	
Planned Start Date	Q4/2013	
Responsibility	TIE	
Description/ Content	Explore contact with relevant ETPs such as NEM and NESSI and relevance with SAM work	
Monitoring	Collaboration Manager	
Related Task	T9.3, T9.4	
Size (days)	1 day each year =3	
Priority	3=Where possible	
Q4/2013 Q1-Q3/2014	<ul style="list-style-type: none"> • NEM: Attendance to NEM Summit. Contact to NEM Chairman Jean Dominique Deffosez, has been established and kept during the first period. SAM participated actively on NEM Summit 2014 being part of the TV-Ring Workshop. • NESSI: Stuart Campbell, CTO TIE, is on the Steering Committee of NESSI and TIE CEO Jan Sundelin is on the Management Board. NESSIs remit is Software and Services and is focused very much on cloud these days. Of course, SAM is related to this since it uses cloud/services, but there is little actual overlap with practical activity since NESSI is largely about influencing work programs and strategy. However, SAM (via TIE) is well placed to continue monitoring overlaps and opportunities and highlight them if applicable. 	
Further actions	Establish further liaison with NEM in order to contribute to NEM activities.	

Figure 31: ETP Liaison Plan and Status

4.3.1.4 350: Non-RTD/Project Collaboration

Name	Non-RTD/Project Collaboration	
Status	Not yet due	
ID	350	
Focus	Clustering	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	General	
Planned Start Date	Q3/2012	
Responsibility	ASC	
Description/ Content	Non-research collaborations, e.g. by cooperating with Open-Source projects	
Monitoring	Collaboration Manager	
Related Task	T9.3, WP4, WP5, WP6, WP7	
Size (days)	2 days each year =6	
Priority	3=Where possible	
Further Actions	Expected to start activity during Period 2, once implementation task starts	

Figure 32: ETP Liaison Plan and Status

4.3.1.5 360: Third Party Collaboration

Name	Third Party Collaboration	
Status	OnGoing	
ID	360	
Focus	Clustering	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	General	
Planned Start Date	Q4/2014	
Responsibility	TIE	
Description/ Content	Collaborations with third parties (research organisations, public administrations, commercial organisations, not-for-profit organisations)	
Monitoring	Collaboration Manager	
Related Task	T9.1, T9.4, T9.2, T9.3	
Size (days)	5 days spread across the project duration	
Priority	4=Nice To Have	
Q1-Q3/2014	The tasks started in advance thanks to the attendance of TIE representatives in different industrial events where commercial companies were contacted. See section 3.7 for further details.	
Further Actions	Foster the exchange of information with the organisations that showed interest for the results of SAM in order to engage them in the initiative.	

Figure 33: Third Party Collaboration Plan and Status

4.3.1.6 370: Collaboration with Schools

Name	Third Party Collaboration	
Status	OnGoing	
ID	370	
Focus	Collaboration	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	TIE / General	
Planned Start Date	Q1/2014	
Responsibility	TIE	
Description/ Content	Collaboration with schools that will participate in the validation stages of SAM.	
Monitoring	Collaboration Manager	
Related Task	T9.2, T9.3, T94	
Size (days)	5 days spread across the project duration	
Priority	4=Nice To Have	
Q1 2014	A first collaboration stage has been initiated with the schools in terms of filtering the initial enquiry for T8.1, circulating it and providing the anonymous results. The results of this activity have been added into D8.1. The names of the schools representatives participating in the experience were included in D8.1, and a copy of the report and the raw excel sheet were sent to them.	
Q2 2014	A couple of meetings with the representatives have been held in order to provide information of the project status and start proposing some joint activities in order to disseminate SAM, Research and Innovation among the schools students.	
Q4 2014	Meeting with the School "La Encarnacion" as a consequence of the change of the School Director. A set of conferences and video conferences has been agreed (one every 3 months) dealing with subjects of interest for the students related to SAM. La Milagrosa representative has been informed and is interested in the initiative.	
Further Actions	Schedule the conferences calendars and topics for 2015. Plan 2016 with actions related to the validation experience.	

Figure 34: Collaboration with Schools Plan and Status

4.3.1.7 Collaboration Actions and Status (Under other Task/Deliverables)

Within D9.5.1 there were several other activities related to the area of collaboration, but these are actually closer to dissemination rather than clustering and are reported in D9.3.x series of deliverables. These actions are:

- 90: Technical Event / Summer School
- 180: Workshop 1
- 190: Workshop 2

5 Conclusion

Significant work has been invested in collaboration in the first period.

As a result of this effort, the following activities have been performed:

- Collaboration with NEM and NESSI ETPs
- Creation of a Mini-Cluster of projects consisting in the following projects:
 - SAM
 - Bridget
 - Linked-TV
 - MediaScape
- Contacts with commercial companies who are potentially interested in the SAM results
- Engagement of 3 of 4 of the external experts
- Participation in more than 10 meetings with other projects

It has been a promising first period in terms of collaboration activities. These activities opened a wide scope for further collaboration that needs to be focused upon during the second period. Thus, in the next period, more specific synergy implementation and realisation activities will be organised in order to start providing real benefits to the SAM project and its partners.

The objectives of the collaboration activity for the first period have been achieved and some activities expected for the second year have been advanced to profit from the momentum of established relationships between the projects.

Annex A: Mini-Cluster projects

LINKEDTV	LinkedTV – http://www.linkedtv.eu/
SAM Responsible	TIE
Goal	The concept of Linked Television is made up of an initial audiovisual stream, i.e., a TV program (termed the <i>seed content</i>), a set of concepts determined to be relevant to parts of that audiovisual stream (termed the <i>annotation</i>), and a set of digital contents which are associated to each concept as being informative or illustrative of that concept (termed the <i>enrichment</i>). Within a Linked Television environment the viewer of supported seed content would be able to access a LinkedTV application on some connected device able to recognise which content was being consumed, retrieve the associated annotations and enrichments, and make them accessible to the viewer. This concept does not impose any expectations regarding which device runs the application, nor on which screens the seed content, annotations or enrichments would be displayed. It recognises that the future viewing environment may involve several devices capable to connect to the Internet and to share content between them.
Consortium	<ul style="list-style-type: none"> • Centre for Research and Technology Hellas • Condat AG • EURECOM • Fraunhofer Institute for Intelligent Analysis and Information Systems IAIS (Coordinator) • MODUL University Vienna GmbH • Netherlands Institute for Sound and Vision • Noterik BV • Rundfunk Berlin-Brandenburg • Stichting Centrum voor Wiskunde en Informatica (CWI) • Université de Mons • Universität St. Gallen • Vysoka Skola Ekonomicka v Praze
Common Interests	Video Processing, Event Detection, Keywords Extraction, 2 nd Screen
Actions to date	<ul style="list-style-type: none"> • Mutual presentations at G1 Concertation Meeting • Invitation to CC Mini-Cluster • 2 meetings in the context of the Mini-Cluster
Planned actions	<ul style="list-style-type: none"> • Synergy detection and development plan if necessary

Figure 35: LinkedTV Project Description

	Bridget – http://ict-bridget.eu/
SAM Responsible	TIE
Goal	<p>BRIDGET will open new dimensions for multimedia content creation and consumption by enhancing broadcast programmes with bridgets: links from the programme you are watching to external interactive media elements such as web pages, images, audio clips, different types of video (2D, multi-view, with depth information, free viewpoint) and synthetic 3D models.</p> <p>Bridgets can be:</p> <ul style="list-style-type: none"> • created automatically or manually by broadcasters, either from their own content (e.g., archives, Internet and other services) or from wider Internet sources • created by end users, either from their local archives or from Internet content; transmitted in the broadcast stream or independently • filtered by a recommendation engine based on user profile, relevance, quality, etc. • enjoyed on the common main screen or a private second screen, in a user-centric and immersive manner, e.g. within 3D models allowing users to place themselves inside an Augmented Reality (AR) scene at the exact location from which the linked content was captured
Consortium	<ul style="list-style-type: none"> • Centre For Vision Speech and Signal Processing • University of Surrey (Coordinator) • CEDEO SAS di Chiariglione Leonardo e C. • Heinrich Hertz Institute • Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung E.V. • Huawei Technologies Düsseldorf GmbH • Institut Mines-Télécom • RAI – Radiotelevisione Italiana • Telecom Italia S.p.A. • Grupo de Tratamiento de Imágenes • Universidad Politécnica de Madrid • Visual Atoms
Common Interests	Video processing, Event Detection, Object Description, 2 nd Screen
Actions to date	<ul style="list-style-type: none"> • Mutual presentations at G1 Concertation Meeting • Invitation to CC Mini-Cluster • 2 meetings in the context of the Mini-Cluster
Planned actions	<ul style="list-style-type: none"> • Synergy detection and development plan if necessary

Figure 36: Bridget Project Description

 <p>MediaScape Dynamic Media Service Creation Adaptation and Publishing on</p>	MediaScape – http://mediascapeproject.eu/
SAM Responsible	TIE
Goal	<p>In times where TVs, smartphones and tablets are all being connected to the Internet, it is increasingly common for people to watch TV at the same time as interacting with their smartphone or tablet. MediaScape is working on helping broadcasters to provide a socially engaging experience across multiple screens for broadcast and streamed content, and associated applications in order to provide the users more consistent multi-device and multi-user media services.</p> <p>Essentially, the challenge is to take connected service development to a new level. MediaScape will lay the foundations for advanced connected multi-user services via a standardised approach integrated into the HTML5 paradigm. The project also seeks to facilitate the marriage of the TV, PC and Mobile worlds through a standard solution that includes real-time delivery and synchronisation of media contents and applications/services across a variety of devices.</p>
Consortium	<ul style="list-style-type: none"> • Vicomtech-IK4 (Coordinator) • IRT (Institut Fuer Rundfunktechnik) • BBC (British Broadcasting Corporation) • W3C (GEIE ERCIM) • NEC EUROPE • NORUT (Northern Research Institute Tromso) • Bayerischer Rundfunk
Common Interests	2 nd Screen, Social Networks,
Actions to date	<ul style="list-style-type: none"> • Mutual presentations at G1 Concertation Meeting • Invitation to CC Mini-Cluster • 2 meetings in the context of the Mini-Cluster
Planned actions	<ul style="list-style-type: none"> • Synergy detection and development plan if necessary

Figure 37: MediaScape Project Description

Annex B: Other bi-lateral projects collaboration

	Cloudi/o – http://www.cloudi-o.de/
SAM Responsible	ASCORA
Goal	<p>Towards an approach for cloud based data management in clinical trials.</p> <p>Cloudi/o will provide a set of components to describe clinical trials in a fully digital way without the need for a paper based form. Data is kept in a secure, private or public cloud environment, which allows seamless interaction with external data sources such as sensors or third party software applications available in the hospital. All forms, which are needed by the medical personal are presented fully electronically using a non-distracting tablet which interacts with the Cloudi/o environment by exchanging encrypted information describing all forms and the questions within them.</p> <p>Patient data will therefore be recorded electronically and will be instantly available for data management without the risk of losing data by media discontinuities</p>
Common Interest	Cloud Storage

Figure 38: Cloudi/o Project and Interest Description

	SIMPLI-CITY – http://simpli-city.eu/
SAM Responsible	ASCORA, TALKAMATIC
Goal	<p>Analogously to the “App Revolution”, SIMPLI-CITY adds a “software layer” to the hardware-driven “product” mobility. SIMPLI-CITY will take advantage of the great success of mobile apps that are currently being provided for systems such as Android or iOS. These apps have created new opportunities and even business models by making it possible for developers to create new applications on top of the mobile device infrastructure. Many of the most advanced and innovative services have been developed by new players, who bring in fresh ideas. Hence, SIMPLI-CITY will support third party developers to efficiently realise and sell their mobility-related service ideas by a range of methods and tools, including the Mobility Services and Application Marketplaces.</p> <p>SIMPLI-CITY will facilitate two main RTD results: A next-generation European wide service platform allowing the</p>

	<p>creation of mobility-related services as well as creation of corresponding apps. This will enable third party providers to create a wide range of interoperable, value-added services, and applications for drivers and other road users.</p> <p>An end-user assistant allowing road users to make use of the information provided by applications and to interact with them in a non-distracting way – based on a speech recognition approach.</p>
Common Interests	Cloud Storage, Voice Dialogue, Mobile Developments

Figure 39: SIMPLI-CITY Project and Interest Description

	ADVENTURE – http://simpli-city.eu/
SAM Responsible	TIE
Goal	<p>ADaptive Virtual ENterprise manufacTURing Environment aims at simplifying the establishment, management, adaptation, and monitoring of dynamic manufacturing processes in virtual factories. Technologies from the field of Ubiquitous Computing and ‘the Internet of Things’, e.g. wireless sensors, will be adopted in order to support the monitoring and governance of processes, i.e., give information about the current status of manufacturing and delivery.</p> <p>ADVENTURE will help virtual factories and enterprises move beyond existing operational limitations by developing concrete tools and solutions for leveraging the information exchange between factories. Factory process optimisation will be enabled by the integration of runtime factory selection, forecasting, monitoring, and on-the-fly collaboration.</p>
Common Interests	Interoperability, Gateways, Transformation, Interconnection Bus, Workflows

Figure 40: ADVENTURE Project and Interest Description

	Empathic – http://www.empathic.eu/
SAM Responsible	TPVISION
Goal	<p>The success or failure of applications and services is greatly determined by User Experience (UX). While careful UX design has proven beneficial, it is surprising how few efforts have been made to measure and respond to user experience after deploying the application. This project aims to achieve better user experience by</p>

	applying affective computing technologies to understand and respond to user intentions and emotions. The project will start defining a number of case studies by ideating scenarios and use cases for empathic applications in the chosen domains and taking into account value co-creation and business opportunities.
Common Interests	Devices interfaces, User Experience

Figure 41: Empathic Project and Interest Description

	AXES – http://www.axes-project.eu/
SAM Responsible	Deutsche Welle
Goal	<p>The goal of AXES is to develop tools that provide various types of users with new engaging ways to interact with audiovisual libraries, helping them discover, browse, navigate, search and enrich archives. In particular, apart from a search-oriented scheme, we will explore how suggestions for audiovisual content exploration can be generated via a myriad of information trails crossing the archive. This will be approached from three perspectives (or axes): users, content, and technology.</p> <p>Within AXES innovative indexing techniques are developed in close cooperation with a number of user communities through tailored use cases and validation stages. Rather than just starting new investments in technical solutions, the co-development is proposed of innovative paradigms of use and novel navigation and search facilities. Target audiences include media professionals, educators, students, amateur researchers, and home users.</p>
Common Interests	Media Interaction, Information Management, Indexing, Characterisation

Figure 42: Axes Project and Interest Description

	Radical – http://www.radical-project.eu/
SAM Responsible	NTUA/ICCS
Goal	<p>The RADICAL platform will be integrated based on readily available social networking platforms and smart city infrastructures (including sensing and IoT infrastructures). To this end, the project will leverage R&D results from successful FP7 projects of the partners. Based on this platform, RADICAL will ensure the replicability and interoperability of social networking and IoT based services across different cities, which possess heterogeneous infrastructures and operate under different legal environments. Thus, RADICAL will alleviate the heterogeneity of different urban</p>

	<p>environments in order to facilitate the sustainable and cost-efficient deployment of smart city services. Furthermore, within RADICAL, “added-value” services will be developed on top of the aforementioned services. These services refer to:</p> <p>An eclipse-based application development environment (allowing rapid development of applications through APIs to social network and IoT services),</p> <p>Mechanisms for legal, governance and socio-economic assessment,</p> <p>Tools to enable the provision of media-rich services by utilising Next Generation Access (NGA) networks.</p>
Common Interests	Social Networks interoperability

Figure 43: Radical Project and Interest Description

	<p>SciCafe 2.0 – http://www.scicafe.eu/</p>
SAM Responsible	UoR
Goal	<p>Science cafés are an informal and innovative way of communicating science and providing for grassroots social innovation and citizens empowerment. SciCafe2.0 will support</p> <ul style="list-style-type: none"> • A portable Virtual Platform and Observatory for Crowd Sourcing, extending wiki-based and other media and a knowledge base with an invitational and customisable interface, to engage both offline/online communities and support them in a joint deliberation to resolve the real problems/ dilemmas faced by society • Local and global scale knowledge sharing and co-evolution of ideas, not just one-way information transfer, by more deeply informed "Scientific Citizens" • Participative management to enable inclusive, e-democratic and co-creative consensus solution-seeking responsive to societal challenges such as global warming, energy, biomedicine, privacy, security • Methodologically-guided experiments to evaluate various approaches for engaging the citizens in the democratic consultative process and the sharing of resulting insights re the relative merits of different situated models for participative engagement and leadership so as to best mobilise, harness and harvest collective intelligence • A framework of normative forms and associated models,

	<p>metrics and KPIs for social engagement, including Efficacy and Quality-of-Experience, arising from the self-expression of the participants and dissemination of insights</p> <ul style="list-style-type: none"> Collectively informed reflective practice at various levels, not just involving the scientists, but also a variety of stakeholders through bottom-up contributions from citizens and social networks to inform policy makers at local community, national and international levels e.g. the involvement of other CAPS projects, ICT EIT Labs and other KICS, Network of Regions, various local authorities, NGOs and their stakeholders, universities and other public entities will contribute to a real prospect of pan-European scale exploitation of the SciCafe2.0 tools, and Observatory Services
Common Interests	Social Networks, Social Engagement Metrics, Context Data Representation

Figure 44: SciCafe Project and Interest Description

	FIRST – http://www.first-asd.eu/
SAM Responsible	UA
Goal	<p>The FIRST project is developing a tool to assist people with autism spectrum disorders to adapt written documents into a format that is easier for them to read and understand. It will empower people with autism to read documents with confidence and autonomy. As a result, their social inclusion will be increased as they gain better access to educational, vocational, cultural and social opportunities in Europe.</p> <p>This software product will address the European Commission’s priority need for “Research on ICT for smart and personalised inclusion addressing advanced solutions to improve social and economic inclusion by means of inclusive design, accessible, personalisable and human-ICT interfaces, social computing and advanced solutions for learning and skills acquisition as well as Brain-Neural Computer Interfaces (BNCI)”*.</p>
Common Interests	Semantic Services, NLP techniques

Figure 45: FIRST Project and Interest Description

Annex C: Draft Mini-Cluster synergies Excel

The table below contains the first collaboration topics offered or demanded by the different projects. Next steps consist of declaring interest in the proposed topics and then starting the bi-lateral or joint synergy development schedule.

			Keys	Interested	More info needed	
			Identified Synergies			
Project	Offer / nice to have	Description	SAM	LinkedTV	Bridget	MediaScape
SAM	Offer	Marketplace and API for metadata (API)				
SAM	Offer	Metadata representation format (Open specification)				
SAM	Nice to Have	Video processing feature to extract timeid and topics list into TEXT/XML and import as metadata				
SAM	Nice to Have	1st, 2nd screen synch using advanced techniques as finger printing, etc.				
SAM	Offer	Semantic Services (API) for NLP, sentiment, and characterisation (DBPedia as base ontology)				
GENERAL	Nice to have	Joint standardisation efforts. Specific topics need to be defined				
SAM	Offer	Joint / Collaboration on State of the art Share technical public documents in a common repository SAM WIKI is available and ready for collaboration. Specific articles can be published by the different projects related to common interest subjects.				
SAM	Nice to have	Pluggable widgets (mini-apps) dealing with additional aspects of social media/media consumption (video repository UI, etc.				
GENERAL	Offer/Nice to Have	Access to use cases data and APIs				
SAM	GENERAL	Possible common portfolio and joint participation in brokerage events, commercial fairs (e.g. IBC next year)				
BRIDGET	offer	Media analysis tools				

BRIDGET	offer	Large scale Tools				
BRIDGET	offer	3d reconstruction tools				
BRIDGET	nice to have	Social media components				
BRIDGET	nice to have	Multi screen delivery				
BRIDGET	nice to have	other related techniques				
BRIDGET	nice to have	audio analysis				
GENERAL		Joint participation in IBC and could be in MWC				
MediaScape	Offer	Standard authentication method for interoperable devices				
MediaScape	Offer	Libraries and open spec. for simultaneous multi-device dynamic adaptation				
MediaScape	Offer	Resources for multi-device media synch (mainly video and audio)				
MediaScape	Nice to have	Standard base resources for experience timeline, social networks, sharing, collaborating and social graph.				
LinkedTV	Offer	Content analytics services (ASR, face, concept)				
LinkedTV	Offer	Ontologies and merged ontologies for media				
LinkedTV	Offer	Named Entity recognition (NERD)				
LinkedTV	Offer	Media recommendation engine with personalisation functionalities				
LinkedTV	Offer	Media processing services				
LinkedTV	Offer	Entity recognition – Available for research community as a Service				
LinkedTV	Offer	Media fragmentation and metadata strategies/mechanisms for media linking				

Figure 46: Proposed synergies at 1st Mini-Cluster Meeting

Everyone wins with SAM

SAM works on innovations that aim to shape the future of media consumption, enhancing the lives of TV viewers. But as SAM's areas of expertise are in business, technology, research, and standardisation, other parties that benefit from SAM will be digital advertising agencies, content asset providers, media broadcasters, and software companies.

SAM will deliver tangible results in areas such as:

- Online community building
- Content sourcing and characterization
- Content discovery
- Brand and consumer protection
- Digital media delivery
- Business models and exploitation

Putting it to the test

Several players from the media industry (Deutsche Welle, TPVision, The BDS Group) are involved, to ensure SAM's impact on industry needs.

Furthermore, SAM will put its solutions to the test by involving heavy media users: two schools with 11-18 year olds.



Do you have what it takes to keep up with expectations of TV audiences?

From passive to interactive viewing

Connected devices have changed the way users are interacting with media: from passive and one-way to proactive and interactive. Users now comment on or recommend a TV program and search for related information – with both friends and the wider social community.

Using multiple screens simultaneously

Currently, in some countries 86% of online users aged 14-59 uses at least two screens in parallel: they use their laptop, smartphone, or tablet while watching TV.

Viewers expect a richer experience

Discussing TV shows is just one activity of TV viewers. Some want to read in depth information about the topic, others want to know where to buy the products shown, or watch related shows.

Can your company keep up with these changes?

Find out more

www.socialisingaroundmedia.com



Contact us

<https://twitter.com/samprojecteu>

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Breukelen, 3621 ZA, The Netherlands

Project coordinator

Stuart Campbell, CTO
stuart.campbell@tiekinetix.com

Join SAM and work with these parties



Project details

Objective : ICT-2013.1.6 Connected and Social Media

Scheme : Small or medium-scale focused research project

Launched : Oct 2013

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611312.

www.socialisingaroundmedia.com



The Social Media delivery platform for 2nd Screen & Content Syndication



Context Awareness Mashups and Widgets
Dialogue Systems Digital Marketing Social Media
Content Syndication Opinion Mining Interactive Media
Voice Recognition

The SAM project has received funding from the European Union's Seventh Framework Programme under grant agreement N° 611312

Loyal viewers, more control, and better data with SAM

SAM enables broadcasters, production companies and other content providers to get:

- More loyal and engaged viewers.
- Better and richer data about your audience.
- More control over your online reputation.
- New, targeted ways to monetize your content.



SAM develops a Social Media delivery platform based on 2nd Screen and Content Syndication

SAM develops a platform that supports you in providing richer, enhanced experiences around original media content items like TV programs. At the same time, SAM allows you to have more efficient content control & delivery, feedback from users on your content, and gather valuable data about your viewers.

Jump into billion dollar markets

Content syndication, social networks and context linked content are part of digital marketing, that has a projected growth to €58 billion in 2016. And the 2nd Screen market is expected to grow up to €4.4 billion by 2017.

What is SAM?

SAM is a consortium of leading European organizations from the software, technology research, TV device and media/broadcasting sectors, working on open, standardised ways of interactively characterising, discovering and syndicating media content items.

A central part of our work is to develop a Social Media delivery platform that is specifically built around two concepts:

- Device-independent content that supports media content on TV: 2nd Screen.
- Distribution of digital content via a range of marketing channels: Content Syndication.



Figure 48: Trifold