



WP9 – Impact

D9.5.2: Collaboration, Clustering and Cooperation Report (second version)

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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 2 and the planning for Period 3. 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 are aligned with the strategy and templates in the Dissemination Report (D9.3.2), 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 2 and the planning for Period 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
- Organisation of collaboration activities and chairing of a mini-cluster focused on 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 management
- Organisation of the mini-cluster booth at IBC 2015 and managing of the collaboration projects and commercial contacts made at the event
- Synch with different research projects
- Collaboration with external contributors (Spanish Schools).

In terms of planning the focus will be on:

- Mini-cluster
- Interproject cooperation
- Commercial companies collaboration
- Collaboration with external contributors (Spanish Schools).

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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 2 and the planning for Period 3. However, this document should be perceived as a living document.

As mentioned in D9.3.2 (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 and convincing users to utilise the platform. 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 M14-M25 period. The description of these activities is based on set of standardised templates that will be used and updated in the next yearly report 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: Other Bi-Lateral Projects Collaboration

1.6 External Annexes and Supporting Documents

No external annexes and supporting documents.

2 Strategy

This section aims to explain the SAM strategy in order to deal with the collaboration, clustering and cooperation objectives. While section 2.1 explains the idea of collaboration and clustering in the context of SAM, section 2.2 details the different phases to carry out the different collaboration and dissemination activities. Finally, section 2.3 will describe the purpose and nature of SAM collaboration.

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 has to be setup, so that the different collaborative activities are perfectly orchestrated to reach the maximum profit for every collaborator, and profitable situations can be created.

A first step to establish the appropriate collaboration framework consists of getting information about the different clusters, projects and/or forums which are already established and reach the audience SAM is targeting, or have similar technological approaches. Some of these clusters are New European Media (NEM), the European Technology Platform (ETP) dedicated to media and creativity; or Networked European Software and Services Initiative (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 effectiveness 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.

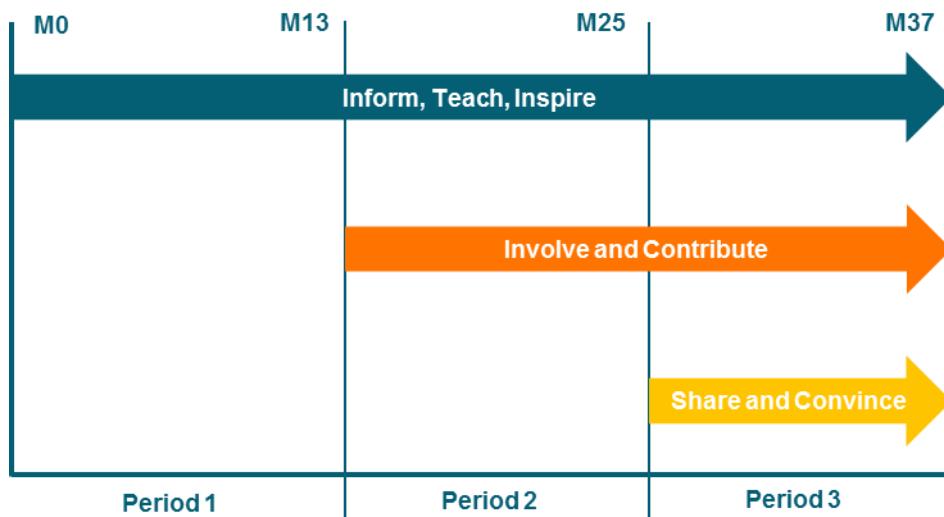


Figure 1: Dissemination and Collaboration Phases

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

This phase concentrates 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.

This phase was the only active one at the first period of the project (Period 1).

The first deliverable of this series, D9.5.1 was primarily focused on reporting the activities related to the first phase during the first period. This phase continues in an inherent way thorough the project.

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 "LinkedTV project", which, as listed in the Annex A, has significant positive overlaps and synergies.

During the first period, some (limited) collaboration was performed, but the real activity for this phase has started in Period 2 and will continue during the Period 3. This document version is primarily geared towards the latter phase.

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 mainly 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 towards participation in different clusters and ETPs (NESSI, NEM) and fostering exchange with other EU research projects (through the creation of specific clustering mechanism or 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 and 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) together with DW who is the 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 2 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	<p>10+ meetings with other projects have been performed during Period 1, including:</p> <ul style="list-style-type: none"> • Mini-cluster meetings • Bilateral meetings 	<p>10+ meetings with other projects have been performed during Period 2, including:</p> <ul style="list-style-type: none"> • Mini-cluster meetings • Bilateral meetings 	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) 	<ul style="list-style-type: none"> • NEM (NEM Summit 2015) • Big Data and Media & Content Workshop 	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 	<ul style="list-style-type: none"> • 100+ companies contacted at IBC • 80+ expressed explicit interest and information exchange is performed • +10 expressed possibility of testing / integrating once the solution is in final stages 	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 	<ul style="list-style-type: none"> • 4 external domain experts engaged, participating actively in SAM plenaries 	NYD

Figure 2: Collaboration KPIs from DOW

3 Collaboration and Clustering

This section offers a detailed description of the current status of the collaboration and clustering tasks. The different subsections describe the general status (see section 3.1), NEM ETP progress (see section 3.2), events or meetings attended by SAM consortium (see section 3.3), the mini-cluster activities (see section 3.4), bi-lateral project collaborations (see section 3.5) and industry collaboration (see section 3.6).

3.1 Preamble and status update

As described in the previous T9.5.1 deliverable, 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. During the second-year period, SAM's interest in NESSI has moved towards an activity that grew inside of this ETP and finalised with the foundation of BDVA (Big Data Value Association), led by former SAM Coordinator Stuart Campbell. SAM was sponsoring part of the previous activities that produced the setup of BDVA (Big Data Value Workshop for Media - 18.02.2014 / Breukelen, The Netherlands, See T9.5.1 Section 3), and thus it is natural for SAM to follow up the activities on this subject.

3.2 NEM ETP

The collaboration activities within the NEM ETP have been enforced during this Period 2 and will continue during 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.

SAM representatives were attending 2015 New Summit in Frankfurt. This time, the main goal was focused on Big Data movement and its influence to the content & media industry (see section 3.2.1).

3.2.1 NEM Summit 2015 (October 2015)

Date/Location	Germany, Frankfurt am Main, 15-16 October, 2015
What (1/4 page)	<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>NEM Summit 2015 was held during the Frankfurt Book Fair 2015 and it had a 2-day program that included NEM Communities Day and NEM Vision Day.</p>

	<p>This Summit was a part of the period series of NEM with the focus on Big Data movement and its influence to the content & media industry. Also a very important part was dedicated to the commercialisation of research projects and connections with different types of investors, including private angel investors.</p> <p>SAM attended both days in order to:</p> <ul style="list-style-type: none"> • Gain knowledge of the NEM current and future activities and directions • Talk to the participants in order to discuss how SAM can fit in NEM and further collaboration pathways for next period • Gain understanding of the influence that Big Data related developments have to NEM, interrelations with BDVA, the EC and how this all reflected in the EU digital agenda and research road map • Get to know people from industry who can be interested in the results of SAM project • Get to know the opportunities for the continuation of the project as a spin-off, or start-up, or joint venture and how SAM can approach investors • Get to know more projects in the related areas for future collaboration and synergies
Attendees	TIE (Vadim Chepegin)
Actions	<p>The main action was on getting knowledge about changes in the NEM in the connection to Big Data, communicating with industrial partners regarding their expectations in this respect and investigating the opportunities for the SAM continuation in the new form after project end, e.g. as a start-up that can attract angel investors.</p> <p>Further actions are to organise bilateral teleconferences with the contacts and exploration of further commercialisation opportunities for SAM after the end of the research project.</p>
Results	<p>Further contacts to be done with several commercial companies interested in collaborate with SAM, especially in the areas of context-aware commercials for the TV, and so on.</p> <p>Also the knowledge was gained during the sessions and pitches organised for/with angle investors for a number of start-ups that belong to the NEM domain. In addition:</p> <ul style="list-style-type: none"> • 50+ SAM business cards delivered in person • 10 requests for more information and keeping in touch for collaboration • 1 request to join the mini-cluster activities

Figure 3: NEM Summit 2015

3.3 Other events / meetings

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

3.3.1 Big Data and Media & Content Workshop

Date/Location	Belgium, Brussels, 24 September 2015
Scope & Goals	<p>Big Data and Media & Content</p> <p>This meeting was a part of the series of workshops organised by the EC in the area of Big Data. This one was devoted to the content and media industries, which fall under the topic of the SAM project.</p> <p>The synergy between Big Data technologies and the media is one of the most promising dimensions of ICT applications. Big Data technologies enable Media companies to develop new customer strategies based on audience, build journalistic stories from public and private databases tools, manage relevant content from user-generated contributions in social media, develop targeted advertising, etc.</p> <p>While the huge potential of Big Data and Media integration is uncontested, Media & Content industries in Europe seem to be lagging behind in terms of Big Data competencies and technology adoption.</p> <p>The impact and potential of an already strong European media sector would be multiplied if it embraced big data technologies. Moreover, good Big Data management would accompany the media sector in its ongoing transformation. Therefore, it is of paramount importance to bring together European Big Data and Media stakeholders to develop new strategies able to convert the challenges of this transformation into new opportunities.</p>
Attendees	TIE Kinetix (Vadim Chepegin)
Actions / Engagement	<p>This workshop will provide an effective opportunity for European stakeholders to contribute to this topic, to discuss with key speakers and to influence the future activity in the European scenario. The event agenda consisted of two major parts: 1) Invited talks from large industrial players such as BBC where they shared their experiences with Big Data and 2) so called “world café” – round tables where participants did an intense brainstorming sessions in order to shape the understanding of the problems that industry has now in respect to analysis of large volumes and varieties of data and try to propose certain directions to solve them.</p>
Results / measurable	<p>There were several intensive interactive round tables (“world café”) organised in order to brainstorm various aspects of data analytics and big data issues in the connection to the media & content industry. The results will be aggregated and shared soon. Those</p>

	<p>results will be taking into consideration while forming the EC agenda for Big Data related calls. Industrial partners can profit by knowing where the industry goes in general terms as well as making their voice and opinion heard.</p> <p>Also there were a number of fruitful contacts made related to the topic of SAM project. Several companies were interested in the innovation aspects research under the SAM umbrella. The whole platform attracts attention as well. The exchange of business information was made and the consortium agreed to continue the discussions further on regarding SAM and its further piloting and exploitation.</p>
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Figure 4: Big Data and Media & Content Workshop

3.4 2nd Screen CC Mini Cluster

During the period one, 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 2nd Screen CC (Content Convergence) mini-cluster that is being chaired by the SAM project.

The following subsections describe these activities (see section 3.4.1), meeting carried out (see section 3.4.2) and events attended by the CC Mini Cluster (see section 3.4.3).

3.4.1 2nd Screen CC Mini-Cluster Activities

The 2nd Screen 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 were related to exchange of information, discovery of possible synergies and planning of possible collaborative activities among the partners as well as possible project additions during the next period (See detailed information about Period 1 activities in D9.5.1).

During Period 2, one of the most important activities of the mini-cluster was the organisation of a joint booth at IBC2015 (Amsterdam Sept 11th to 15th). The participation of the mini-cluster (See section 3.4.3.1) was very notorious and successful in terms of contact with industry, but also in terms of research communication and awareness. The organisation of this activity has been a continuous effort for the different projects towards the preparation of a joint offering and organisation of the booth setup.

The following table summarises the activities performed by the mini-cluster during Period

2. The specific details of these activities are reported later in section 3.4.2.

What	Status
Preparation of a joint offering to participate in IBC2015 Futures Zone	DONE
Face-to-face meeting for discussion of the activities and enhance the technical collaboration.	DONE
Organisation of an awareness campaign to promote IBC joint participation	DONE
Proposal for organisation of a joint workshop	DONE
Organisation and logistics of the 2 nd Screen CC mini-cluster booth at IBC 2015	DONE
Proposal of further activities	DONE

Figure 5: Mini-Cluster Activities

All the information related to the Mini-Cluster has been included in a specific website¹ as part of the SAM Wiki. Figure 6 shows a screenshot of this website.

The screenshot shows a Wikipedia-style page for the "2nd Screen CC (Content Convergence) mini-cluster". The page header includes the SAM logo and a navigation bar with links like "Page", "Read", "View source", and "Search". The main content area features four project logos: MediaScape, SAM, BRIDGET, and LinkedTV, arranged in a grid. Below the logos, there's a "News" section with a link to "The 2nd Screen CC mini-cluster at IBC 2015". The "Projects Descriptions" section contains links to individual project pages. A sidebar on the left provides links to various SAM-related pages, and a sidebar on the right contains a "Contents" table of contents and a "1 News" section. The IBC 2015 logo is prominently displayed on the right side of the page.

Figure 6: Mini-Cluster Website

3.4.2 SAM Mini-Cluster Meetings

The face-to-face mini cluster meetings have been held in parallel to other 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.

¹ [http://wiki.socialisingaroundmedia.com/index.php/2nd_Screen_CC_\(Content_Convergence\)_mini-cluster](http://wiki.socialisingaroundmedia.com/index.php/2nd_Screen_CC_(Content_Convergence)_mini-cluster)

3.4.2.1 Mini-Cluster Meeting June

Date/Location	12.06.2015, Breukelen, The Netherlands
Scope & Goals	As part of the SAM Plenary meeting where 2 nd Screen CC mini-cluster projects were invited as part of the SAM advisory board, a mini-cluster meeting took place. SAM, LinkedTV and MediaScape representatives met in order to follow up of the actions and planning of the mini-cluster activities, foster on the discussion of the existing technical synergies, prepare the next steps and logistics for the participation in IBC and discussion of new ideas for period 3.
Attendees SAM	TIE (Juan Vicente Vidagany)
Attendees Event	<ul style="list-style-type: none"> • 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	None
Actions / Engagement	<ul style="list-style-type: none"> • Create further communications channels as suggested by the SAM reviewers in SAM technical review 1 <ul style="list-style-type: none"> • 2nd Screen mini-cluster web page • Organisation of logistics and action plan towards joint participation at IBC: <ul style="list-style-type: none"> • Communications and awareness creation • IBC Booth logistics • IBC Booth projects offerings coordination • IBC Booth administration
Results / measurable	<ul style="list-style-type: none"> • Actions plan (as above) • Organisation of follow-up calls
Comments	N/A

Figure 7: 1st Mini Cluster Meeting Report

3.4.2.2 Mini-Cluster Meeting September

Date/Location	15.09.2015, Amsterdam, The Netherlands
Scope & Goals (1/4 page)	As part of the IBC joint booth setup, a recap meeting was celebrated at the end of the event. The purpose of the event was to evaluate the joint IBC booth experience, exchange results, set up a follow up plan and plan next period actions. Additionally, the proposal of new projects to join the mini-cluster was evaluated.
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 • Igor García Olaizola, Project Coordinator, MediaScape

	<ul style="list-style-type: none"> Juan Vicente Vidagany, Deputy Project Coordinator, SAM
Target audience	Attending projects
VIP Attendees	None
Actions / Engagement	IBC has been successful, in part thanks to the efforts of the SAM consortium for the organisation and logistics of the event – and also in particular to TPVISION providing the TVs for the booths. Next stages are going to be more focused on the technical exploration of results (as now everyone has prototypes) and the technical synergies.
Results / Measurable	Next teleconference scheduled for Dec 2015
Comments	The IBC booth experience has been very enriching for all the projects as the importance and market niches have been explored and checked. Additionally, from a technical point of view, it has been 4 days in which the different teams' members have been exchanging demos, approaches and ideas, which most likely will crystallise in some integration experiences between the projects and in some specific research topic exploration for new proposals.

Figure 8: 2nd Mini Cluster Meeting Report

As part of the communication for the organisation of the different activities, a lot of email messages were exchanged and teleconferences organised.

3.4.3 SAM Mini-Cluster Events

The mini-cluster events are one of the most important outcomes as a result of the collaboration between partners in the second year. In the following sections, the most significant events and their results are described.

3.4.3.1 IBC2015

As explained before, IBC2015 was one of the most important actions that the mini-cluster carried out during this period. In this major event, the 2nd Screen CC mini-cluster booth was one of the only ten award-winning with the renowned prize “What Caught My Eyes” ² given by Professor Graham Thomas from BBC R&D. This achievement pays honour to all the collaboration work carried out by the mini-cluster, brilliantly led by the SAM Project.

² <http://www.ibc.org/seminar/What-Caught-My-Eye-1-2>



Figure 9: IBC website.



Figure 10: Mini-Cluster crew at IBC2015.



Figure 11: What Caught My Eye Award at 2nd Screen CC mini-cluster booth.

The related information at this event is summarised in the following table:

Date/Location	11.09.2015, Amsterdam, The Netherlands
Scope & Goals	<p>IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. Six leading international bodies are the partners behind IBC, representing both exhibitors and visitors.</p> <p>SAM has organised the 2nd Screen CC Mini-Cluster booth in collaboration with the rest of mini-cluster participant, providing a 2nd Screen complementary offering of the projects that covers different techniques and strategies to implement and monetise 2nd Screen experiences.</p>
Attendees SAM	<p>A technical and plenary meeting was organised in TIE Headquarters in Breukelen the previous days to the IBC fair. This gave the team the opportunity to participate in the Booth and disseminate SAM promotion material in their encounters with exhibitors:</p> <ul style="list-style-type: none"> • TIE (Juan Vicente Vidagany, Vadim Chepegin, Fran Rodriguez, Deniz Coskun) • UA (David Tomas) • NTUA (Andreas Menychtas, Alexandros Psychas, Christina Santzaridou) • TPVI (Koen Cooreman, Sushil Jha) • BDS (Barry Smith, Richard Scott) • DW (Birgit Gray)

Attendees Event	<ul style="list-style-type: none"> • Miroslaw Bober, Project Coordinator, Bridget and 5 Bridget partners' representatives • Joachim Köhler, Project Coordinator, Linked-TV and 3 Bridget partners' representatives • Igor García Olaizola Project Coordinator and. Mikel Zorrilla MediaScape
Target audience	55.000 attendees from more than 170 countries
VIP Attendees	Eddy Leviten, Jim Bottoms, CEOs of media related companies, EU Commission representatives
Actions / Engagement	Booth
Results / Measurable	<ul style="list-style-type: none"> • 500+ Business Cards in total, +1000 visitors, and 2000+ dissemination materials distributed • YouTube/Twitter presence • Further collaboration and information nurturing +100 companies (SAM)
Comments	<p>The event was very successful, with a lot of visitors for a Futures Zone booth. The different projects are very satisfied with the different results:</p> <ul style="list-style-type: none"> • Industrial companies contact and feedback • Projects Collaboration level <p>The possibility of repeating the experience next year will be further discussed.</p>

Figure 12: IBC2015

3.5 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.

3.5.1 Claudi/o

Date/Location	22.10.2013, Berlin, DE 11.02.2014, Gäufelden, DE
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 Claudi/o and the definition of the functional and the technical specification of the Claudi/o Repository component. Claudi/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 Claudi/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 13: Claudi/o Meetings Report

3.5.1 ALFRED

Date/Location	21.09.2014, Ganderkesee
What	As ASC and TALK are both projects Partners in ALFRED and SAM collaboration over the boundaries of SAM always takes place in the context of ALFRED. During a small ALFRED Hackathon in September 2014, members from the SAM team joined the ALFRED team for an exchange of expertise for the Cloud Storage (Lead ASC) and the Dialogue engine (Lead TALK) with focus on integration and usage as a "Third Party Developer".
Attendees	ASCORA, TALK
Actions	Hands-on explanation for the usage of the Cloud Storage and the Dialogue engine.
Results	The cooperation mainly targeted the usability from a third-party developer perspective. As the focus for the Cloud Storage shifted to the ease of use for third-party developers, it was important to get a broad feedback.

Figure 14: ALFRED Meetings Report

3.5.2 CREMA

Date/Location	12 - 14.01.2015, Ganderkesee
What	Short Presentation at the CREMA project plenary meeting, dealing with product information and representing the data using different media types.
Attendees	ASCORA, TIE
Actions	Both projects have been presented in terms of scope and technical approaches. An overlap has been discovered in two aspects: The collaboration aspect of CREMA and the representation of content on desktop platforms as well as on mobile devices share some commons problems and possible solutions, and the storage architecture of CREMA and SAM have similar requirements and solutions.
Results	Project partners agreed on keeping in contact and syncing on a regular basis. The younger CREMA project will look at technology choices of SAM for the collaboration component, and for the data storage, where CREMA has planned a more distributed and easy-

	to-use approach than SAM, CREMA will try to learn from the lessons learnt at SAM and will try to let choices in CREMA flow back to the SAM consortium.
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Figure 15 CREMA Meeting Report

3.5.3 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 third 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 third version of the Cloud Storage produced at the SIMPLI-CITY project is the most feature-rich and customisable version yet.

Figure 16: SIMPLI-CITY Meetings Report

3.5.4 REVEAL

Date/Location	2015, DW (Berlin) and KULeuven (Leuven)
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What	DW is a common partner in both SAM and REVEAL. REVEAL develops tools and services that support Social Media verification, which involves use and analysis of data from Social Media. The project entails a legal partner, KU-Leuven, for the purpose of describing the relevant legal framework, requirements for legal compliance and its specific application to the REVEAL project. In order to obtain general legal background information for the SAM project, DW has sought access to deliverables and information from KU-Leuven via email and telephone exchange, also with a view to update the initial learnings from the SOCIOS project where both DW and NTUA were partners.
Attendees	DEUTSCHE WELLE
Actions	The information obtained was forwarded to the SAM coordinator and technical teams in order to support their decision making on the use of data from users of social networks by the SAM platform – in the context of the complex legal situation (privacy and data protection) and legal compliance requirements for the processing of personal data described in the REVEAL deliverable D1.2.
Results	The information has been discussed internally as a result of the recommendations of the Technical Review 1. The use cases are very different and the scopes of social data processing and profiling are focused on different aspects. SAM use cases are focused on user profiling in a closed environment, not the wider social networks.

Figure 17 SIMPLI-CITY Meetings Report

3.5.5 Dalia

Date/Location	10.2015, Gent, BE
What	DALIA provides an interactive Personal Virtual Assistant to facilitate activities of daily living for elderly. It is a server-based system that uses smartphones and TV as user interaction devices, tailoring its functionality as a function of the capabilities of each type of device. Given its configuration and target population, it offers opportunities for learnings about app design for ease and usability in context of different devices.
Attendees	TP Vision
Actions	Project DALIA requirements and architecture have been looked at as a function of the SAM context. Possible synergies in client-server communication and 2 nd Screen interactions have been looked into.
Results	There does not seem to be a straightforward opportunity for mutual learnings between the two projects: application domains, architecture and implementations are quite different: DALIA is fully server centric; TV and 2 nd Screen are independent clients that do not interact or communicate with each other. Nevertheless, project reps agreed to inform each other about possible evolutions in

	either project warranting further alignments.
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Figure 18: Dalia Meetings Report

3.5.6 Empathic

Date/Location	10.2014, Ghent, BE 06.2015, Espoo, FI
What	TPVI is a common partner in both SAM and ITEA2 “Empathic Products”. The latter is focusing on enabling intention and emotion aware products and services. Though project “Empathic Products” recently terminated, it has a toolbox of empathic technologies that are provided and maintained by project partners.
Attendees	TP Vision
Actions	Project “Empathic” strives to disseminate its results; it provides a series of technologies that could be of benefit to SAM. Potentially useful deliverables from Empathic are identified. SAM partners will get updates on the relevance of Empathic results. Further discussions with the involved Empathic project partners can be set up and facilitated.
Results	The “Empathic” portal http://portal.empathic.eu/ showcases a list of technologies and applications. Of particular interest, “Empathic” provides sentiment and emotion detection in textual information via SATI (Sentiment Analysis from Textual Information) API. This API is documented and provided under OSS license. TPVI can act as intermediary with the involved parties if further investigations are considered interesting.

Figure 19: Empathic Meetings Report

3.5.7 AXES

Date/Location	25-26.09.2014, Rotterdam, NL 18-22.05.2014, London, UK 5.5.2015, Riga, Latvia
What	AXES is a four-year EU-co-funded IP project facilitating access to audio-visual archives which ran from January 2011 to March 2015. As a user and content partner in both AXES and SAM, Deutsche Welle keeps track of commonalities between the two projects 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. “Open AXES”, an open-source AXES system is currently available on OW2 ³ .

³ <http://www.axes-project.eu/?p=2433>

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 Open-AXES system which is now available on OW2 is being considered in particular to add video recognition to SAM. For AXES, this would mean continued use of the results.
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Figure 20: AXES Meetings Report

3.5.8 RADICAL

Date/Location	2-3.09.2014, Athens 22-23.09.2014, Athens Multiple ad-hoc NTUA internal meetings
What	RADICAL is an 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 framework 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. During the second year of the project, the collaboration was focused on integrating the SAM developments in Social Components into the SOCIOS API. During the second year of the project, the collaboration was focused on integrating the SAM developments in Social Components into the SOCIOS API.
Results	Following these meetings, the SAM team has access to early builds of SOCIOS tools, which incorporated the latest API adaptions for communicating with the popular social networking sites. During the second year of SAM, the SOCIOS tools were integrated into the SAM Social Components and as part of the development and evaluation of the SAM prototypes feedback and recommendations for the improvement and bug fixing of the tools were provided. The most important contribution to the SOCIOS API was to natively support of the SAM Dynamic Communities as part of available social networks of SOCIOS.

Figure 21: RADICAL Meetings Report

3.5.9 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 22: SciCafe 2.0 Meetings Report

3.5.10 LEGOLANGUAGE

Date/Location	17.05.2015, Alicante (ES) 07.07.2015, Alicante (ES)
What	Different meetings were organised during this period between LEGOLANGUAGE and SAM members. University of Alicante, as common partner in both projects and contributor to T5.1 (Assets Description and Composition Techniques), agreed to search for a common ontology exploitation methodology for both projects.
Attendees	University of Alicante
Actions	The technical approach for defining the SAM Ontology was presented and evaluated against the plans and ideas of the LEGOLANGUAGE team. The LEGOLANGUAGE project aims to define a framework for the integration of Natural Language Processing (NLP) technologies supported by ontology on the NLP Domain. The tools and techniques to exploit both SAM and LEGOLANGUAGE ontologies were aligned in these meetings. Next steps will be addressed to provide standard RESTful interfaces according to the needs of both projects.

Results	The cooperation was mainly targeted at the technical requirements needed to semantically exploit LEGOLANGUAGE and SAM Ontology definitions, trying to find synergies and reuse the efforts made in both projects.
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Figure 23: LEGOLANGUAGE Meetings Report

3.5.11 ATTOS

Date/Location	20.06.2015, Alicante (ES) 17.09.2015, Alicante (ES)
What	Different meetings were organised during this period between ATTOS and SAM members. University of Alicante, as common partner in both projects and lead in SAM T4.3 (Semantic Services) and T6.4 (Social Mining), agreed to search for a common strategy to develop and exploit different semantic tools related to both projects.
Attendees	University of Alicante
Actions	The technical approach of the SAM Semantic Services was presented and evaluated against the plans and ideas of the ATTOS team. Versions 1 and 2 of the Semantic Services and Social Mining subcomponents were aligned to cover the common requirements of both projects. The Human Language Technologies considered were Text Characterisation (for discovering and linking entities in a text), Sentiment Analysis (to detect sentiment in a text comment) and Automatic Summarisation (to summarise text). Next steps will be addressed to prove standard RESTful interfaces according to the needs of both projects.
Results	The cooperation was mainly targeted at the identification of technologies that could be shared between both projects. Since ATTOS is focused on evaluating social behaviours based on Sentiment Analysis technologies, SAM considered reusing the technologies developed in ATTOS for sentiment identification and analysis. In addition, it was agreed that ATTOS would build adapter components in order to be able to exploit the NLP framework developed in SAM using HTTP-REST endpoints.

Figure 24: ATTOS Meetings Report

3.5.12 OPDIS

Date/Location	02.03.2015, Ganderkesee, DE
What	Short Presentation at the OPDIS project plenary meeting, dealing with product information and representing the data using different media types.
Attendees	ASCORA
Actions	Both projects have been presented in terms of scope and technical approaches. An overlap has been discovered in two aspects: Firstly, the presentation of data to the user in a self-explaining way

	and the optical display to the user on different devices. Secondly, the management of media information and the information interlinked to it. Both projects discussed current challenges and demands from a developer and from an end user perspective.
Results	Project partners agreed on keeping in contact and exchanging on a regular base. For the data storage, the OPDIS project partners follow a more lightweight approach which may benefit from the cloud storage approach of SAM, while SAM may benefit from the data management UI created by the OPDIS team, which is currently in beta stage. A follow-up meeting for mid-2016 has been scheduled.

Figure 25 OPDIS Meeting Report

3.5.13 Other

Collaborations with other projects that ended in the previous period have also been carried out. To find information about the specific activities with the following projects, please revisit D9.5.1

- Adventure
- FIRTS

3.6 Industry Collaboration

3.6.1 Piksel



Date/Location	13/09/2014 IBC, Amsterdam, NL 14/09/2015 IBC, Amsterdam , NL
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. At IBC 2015, the contact continued with Mario Pabst, Commercial Director Dach with the intention of filtering the SAM approach fitting as a previous step to further contacts.
Actors	Miles Weaver – Piksel PO Mario Pabst, Commercial Director Dach Juan Vicente Vidagany – TIE
Actions	Send information to Piksel contact point and explore further activities based on final prototypes.
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</i>

	<i>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>
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Figure 26: Piksel Meeting Report

3.6.2 Oxagile



Date/Location	13/09/2015 IBC, Amsterdam , NL
What	Oxagile CTO asked for a meeting during IBC. It took place at the 2 nd Screen CC mini-cluster booth, where a short demo of the current status of SM was provided. Mr Marchuk expressed his interest in following up the project results and the possibility of a short proof of concept (PoC) when the final prototypes are developed for a commercial project.
Actors	Sergey Marchuk, Co-founder & CTO - Oxagile Juan Vicente Vidagany – TIE
Actions	Send information to Oxagile contact point and explore further activities based on final prototypes.
Results	<i>“The R&D project to build this Social Media powered 2nd Screen platform is really fascinating and I’m sure it will result in a successful product with high market demand. I look forward to seeing the initial release in 6 months as you mentioned.”</i>

Figure 27: Oxagile Meeting Report

3.6.3 DigiSoft



Date/Location	13/09/2014 IBC, Amsterdam (The Netherlands) 13/09/2015 IBC, Amsterdam (The Netherlands)
What	During the 1st period a meeting with DigiSoft representative CEO, Eoin Shanaghy, took place 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. See D9.5.1 for more details. During this 2 nd period a meeting with DigiSoft representatives CTO, Ronan Meagher, and Paul Cogan, Commercial Director took place in order to update Digisoft about the SAM project and potentially experiment with the preliminary results of SAM integrating them into some proof of concept experience.

Actors	Paul Cogan DigiSoft Commercial Director Ronan Meagher – CTO Barry Smith – West10
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>"We are continuing working with OTT providers and also have quite a lot of experience with interesting second screen social applications. Let's have a call in early 2016 to see what we can contribute and discuss the prospects for collaboration".</i>

Figure 28: Digisoft Meeting Report

3.6.4 The Copyright Hub



Date/Location	6/10/2014 The Copyright Hub, London
What	During the 1 st period, a meeting with Dominic Young CEO of the Copyright Hub and Caroline Boyd took place 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. See D9.5.1 for more details. During this 2 nd period, a meeting with Caroline Boyd took place 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. Caroline confirmed that the Hub had integrated the first POC which was sources of photograph.
Actors	Caroline Boyd – Manager, The Copyright Hub Barry Smith – West10
Actions	Send information to Caroline and meet again once The Copyright Hub continues its beta build with photographs and are interested 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>"It was really interesting to hear about the advances with SAM and I suggest we see where we can integrate product information when the Beta build will be the next stage can consider how the Hub services could work with the metadata."</i>

Figure 29: The Copyright Hub Meeting Report

3.6.5 Creative Content UK



Date/Location	20/08/2014 Creative Content UK, London 15/10/2015 Creative Content UK, London
What	<p>Meeting with Creative Content UK, a new industry scheme supported by UK creative industries and the UK Government.</p> <p>Online copyright infringement is posing a growing concern within the creative industry owing to the developments in technology and heightened with improvements in broadband.</p> <p>CCUK will run an education campaign 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/CCUK</p> <p>Sir Richard Hooper – Chair of the Broadband Stakeholder Group and the Copyright Hub</p> <p>Barry Smith – West10</p>
Actions	Marianne and Richard want to arrange a round-table meeting with the stakeholders of Creative Content UK. The latter has to specify its requirements for data assets which may be provided from SAM for testing. Once tangible actions can be taken and a better evaluation of the possibilities of using SAM data can be made they will evaluate the SAM solution.
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 expertise, experience and breadth of industry which will be essential in creating a digital solution which reflects the importance for Creative Content UK."</i>

Figure 30: Creative Content UK Meeting Report

3.6.6 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 better evaluated.
Results	<p><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></p> <p><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></p>

Figure 31: MovieWiz Meeting Report

3.6.7 The Industry Trust for IP Awareness – Find Any Film.com



Date/Location	29/10/2015 Find Any Film, London
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What	Meeting with Liz Bale, Director General of The Industry Trust for IP Awareness which runs FindAnyFilm.com which is one of the UK's leading websites for film fans looking to watch, buy, download or rent films legally. The discussions focused on the potential of SAM to guide consumers to legal content and to provide ratings, reviews and recommendations. Liz Bales confirmed that The Industry Trust would be happy to take part in any validation trials in 2016.
Actors	Liz Bale – Director General Barry Smith – West10
Actions	Keep The Trust 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 better evaluated.
Results	<i>"The Industry Trust sees potential in a collaborative relationship with SAM through West 10, as the data it provides is a very important part of our education initiatives, helping to meet consumer demand in ways that support the future of the film and TV industries. We're looking forward to the opportunities ahead that will extend from the SAM project."</i>

Figure 32: The Industry Trust for IP Awareness Meeting Report

3.6.8 Entertainment Intelligence



Date/Location	18/11/2015 Entertainment Intelligence, London
What	Entertainment Intelligence is a company made up of individuals with experience in label services, music and film distribution, publishing, artist services, ticketing, commerce, talent booking & promotions, royalties, sync, marketing and of course technology. The company specialises in “Big Data” finding, ingesting, analysing and presenting data in meaningful ways for music companies and it now wishes to move into film and TV data. The discussions centred around how data from SAM can be part of the digital solution for EI by providing a source of information about verified available content for integration into the EI platform.
Actors	Greg Delaney – Co-founder, Entertainment Intelligence Barry Smith – West10
Actions	Greg wants to arrange a round-table meeting in January 2016 with the stakeholders of EI to identify its potential requirements for data assets which may be provided from SAM for testing. Once tangible business opportunity is confirmed the plan would be to quickly assess the possibilities of using SAM data once evaluation of the SAM solution has occurred.

Results	<p><i>"Where SAM makes sense to me is as a platform or data repository accessible to the film and music industry acting as a 'data-broker' in a regulated marketplace which is controlled and coordinated by authoritative and respected suppliers."</i></p> <p><i>"There are a lot of labels, music and film distribution, publishing, artist services, ticketing, commerce, talent booking & promotions companies who would subscribe to a centralised, curated industry marketplace."</i></p>
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Figure 5: Entertainment Intelligence Meeting Report

3.6.9 ITESM and Video Integra

One of the most immediate tangible results of the presence of SAM as part of the mini cluster during the IBC2015 was the opportunity to collaborate with the Monterey Institute of Technology⁴ (ITESM).



Date/Location	13.09.2015 IBC
What	The ITESM showed a lot of interest on the possibilities of the application of SAM on the eLearning platform that the Tecnologico has online. This platform contains a lot of video materials that can be enabled with further discovered information from the didactical materials they already have.
Actors	TIE – Juan Vicente Vidagany and Fran Rodriguez ITESM - Elsa Beatriz Palacios Corral, Karla Lizbeth Álvarez Contreras, Norma Angélica Lara Uribe, Alfonso de León Medina, Andrés González Escobedo
Actions	Further video conferences have been scheduled to explore how to collaborate and the possibility of some PoC with the eLearning platform.
Results	At this moment the collaboration is just starting. A video-conference was organised on 08/10/2015 to confirm the interest on collaboration and highlight possible pathways.

Figure 33: ITESM and Video Integra Meeting Report

3.6.10 Other Companies

Other companies contacted at IBC need to be followed up and fed with news about SAM as potential collaborations can arise. An important number of these companies (100+) have been contacted, informed and provided with a demonstration at IBC 2015.

⁴ <http://www.itesm.mx/wps/wcm/connect/ITESM/Tecnologico+de+Monterrey/English>



Figure 34: Business cards collected at IBC 2015.

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

Figure 35: 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/Content	What is going on in the project? What are the newest findings, thoughts 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 36: 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	In Progress												
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 37: Action Summary

4.3 Resource Planning

In defining the strategy and plan, the project has attempted to both size and prioritises 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. The SAM advisory board was completed at the beginning of 2015 with two more technical oriented profiles, Joachim Köhler and Igor García Olaizola, who are coordinators of different projects at the mini-cluster, and with great insight on the 2nd screen technologies and research</p>	
Q4/2014-Q3-2015	<p>The SAM Advisory Board is finally composed by 4 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) • Joachim Köhler, Fraunhofer IAS. Project Coordinator, Linked-TV • Igor García Olaizola, Vicomtech. Project Coordinator, 	

	MediaScape
Further Actions	Although the activity for engaging the four experts into SAM is finished, this action will continue on the management and information exchange with them in the next period.

Figure 38: 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	<p>Investigate other projects and liaise with them</p> <p>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 (face-to-face or virtual)</p>	
Monitoring	Collaboration Manager	
Related Task	T9.3	
Size (days)	<p>Initial Investigation/Liaison: Total 15 Days</p> <p>mini-cluster: 29 Days Total</p>	
Priority	2=Expected	
Q1-Q3/2014	<p>Contacts with different projects</p> <p>Attendance to concertation meetings, organisation of the first mini-cluster meetings</p>	
Q4/2014-Q3/2015	<p>Management of the mini-clustering activities, including</p> <ul style="list-style-type: none"> • Further exploration of technical synergies • Proposal of a joint Workshop • Management of the IBC joint participation <ul style="list-style-type: none"> • Proposal for the IBC Future Zone (2 teleconferences + coordination of joint description) • Meetings with organisation (4 teleconferences) • Description of the joint offering (2 teleconferences + coordination of joint description) 	

	<ul style="list-style-type: none"> • Logistics of the booth (involving different TIE employees) • Recap session • Administration and expenses
Further Actions	Schedule specific deadlines for technical synergies implementation. 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 39: 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 	

Q4/2014-Q3/2015	<ul style="list-style-type: none"> NEM: Attendance to NEM Summit 2015 with a special focus put in the investor sessions and contacting projects that expressed an interest in joining the mini-cluster
Further actions	Establish further liaison with NEM in order to contribute to NEM activities

Figure 40: ETP Liaison Plan and Status

4.3.1.4 350: Non-RTD/Project Collaboration

Name	Non-RTD/Project Collaboration	
Status	Ongoing	
ID	350	
Focus	Clustering	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	General	
Planned Start Date	Q3/2015	
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	
Q4/2014-Q3/2015	Different Open-Source institutions have been contacted for cooperation. The most visible ones are Europeana, Socios API ⁵ project (more than 30 commits contributed from SAM project), and other minor collaborations with open source projects.	
Further Actions	More collaboration and contributions to these initiatives are expected for the elaboration of the final prototypes and the implementation of the Use Cases.	

Figure 41: ETP Liaison Plan and Status

4.3.1.5 360: Third Party Collaboration

Name	Third-Party Collaboration	
Status	Ongoing	
ID	360	

⁵ <https://github.com/dkmsntua/SociosApi>

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 3.6 for further details.
Q4/2014-Q3/2015	Main activity was focused on preparation of the IBC event. At IBC more than 1000 people passed through the 2 nd Screen CC mini-cluster, gathering information and +100 companies were given with face-to-face information and/or demos. Some of companies engaged during the first year were visiting the booth and confirming their interest in having more information about SAM and start collaborating in a more mature prototype status.
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. Plan specific demos and/or test with interested companies and organisations. Additionally, different e-learning related initiatives have expressed its interest on SAM results and will be feed with more specific information.

Figure 42: 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.
Q1 2015	Both Schools were updated with the status of the project, and proposed with a specific collaboration plan.
Q2 2015	Meeting with the schools to detail the validation experiences and agree the methods with the children representatives and LOPD responsible. The validations dates are proposed and a new meeting will take place in Q3 to confirm these dates and the contents of the first workshops. See D8.3.1 for further details.
Further Actions	The First workshop will take place at the beginning of November 2015 (Universidad de Alicante).It is intended to have one every 2 months. A specific workshop will be held in February to inform the children and their parents about the validation experience and start with the parents' permission gathering. First validation experiences are scheduled in May (La Encarnacion) and June (La Milagrosa). The final joint validation round will take place at the end of September 2016.

Figure 43: 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 during the second period. As a result of this effort, the following activities have been performed:

- Collaboration with NEM ETPs
- Management 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
- Organisation and management of the logistics for the mini-cluster to set-up a booth at IBC 2015
- Engagement of the external experts
- Participation in more than 10 meetings with other projects

It has been a very active second period in terms of collaboration activities, especially focused in the organisation of joint activities with the mini-cluster (proposal of a joint workshop and joint participation in the IBC2015 booth). These activities opened a wide scope for further technical collaboration both with the mini-cluster projects but also with the organisations contacted at IBC 2015. The next period will be focused in specific technical synergy implementation, nurturing of the contacted organisations and explore the possibility of PoC (Proof of Concept) initiatives with them.

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

Annex A: 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 44: 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:</p> <ul style="list-style-type: none"> • A next-generation European wide service platform allowing the creation of mobility-related services as well as creation of

	<p>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> <ul style="list-style-type: none"> • 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.
Common Interests	Cloud Storage, Voice Dialogue, Mobile Developments

Figure 45: 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 46: ADVENTURE Project and Interest Description

	Empathic – http://www.empathic.eu/
SAM Responsible	TPVISION
Goal	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

	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 47: Empathic Project and Interest Description

 AXES ACCESS TO AUDIOVISUAL ARCHIVES	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 audio-visual libraries, helping them discover, browse, navigate, search and enrich archives. In particular, apart from a search-oriented scheme, we will explore how suggestions for audio-visual 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 48: Axes Project and Interest Description

 RADICAL RApid Deployment for Intelligent Cities And Living	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> <ul style="list-style-type: none"> • An eclipse-based application development environment, (allowing rapid development of applications through APIs to social network and IoT services), • Mechanisms for legal, governance and socio-economic assessment, • Tools to enable the provision of media-rich services by utilising Next Generation Access (NGA) networks.
Common Interests	Social Networks interoperability

Figure 49: Radical Project and Interest Description

	SciCafe 2.0 – http://www.scicafe.eu/
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 50: 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 (BCNI)"</p>
Common Interests	Semantic Services, NLP techniques

Figure 51: FIRST Project and Interest Description

	LEGOLANGUAGE – http://gplsi.dlsi.ua.es/legolang/
SAM Responsible	UA
Goal	The LEGOLANGUAGE project (whose acronym is broken down as Lego-Language-UA-Generation) is based on the need to rethink

	the classical philosophy of TLH to suit both the fonts' currently available (not structured multi-mode, multi-lingualidad data varying degrees of formality) as to the real needs of end users. To achieve this goal it is necessary to integrate both understanding and generation of human language into a single model (LEGOLANGUAGE model) based on techniques of deconstruction of language, regardless of their final application and the chosen variant of human language to express knowledge
Common Interests	Semantic Services, NLP techniques

Figure 52: LegoLangUage Project and Interest Description

	ATTOS – http://gplsi.dlsi.ua.es/attos/
SAM Responsible	UA
Goal	The project Attos focus its activity on the study and development of techniques for analysis of opinions, focused on providing all the necessary information for a company or an institution can make strategic decisions based on the image that society has of business, product or service. The ultimate goal of the project is the automatic interpretation of these opinions, thus enabling subsequent operation. To do parameters such as studied intensity Review , geographic location and user profile , among other things, to facilitate decision-making
Common Interests	Semantic Services, NLP techniques

Figure 53: ATTOS Project and Interest Description

	OPDIS – http://opdis.de/
SAM Responsible	ASCORA
Goal	With OPDIS KNOW, the project will explore an approach for an open product information system. This is a server-based system that manages information about a product in a structured form. This system can also integrate other sources of information and allows us to provide applications, requests to the system. For example, are provided by a barcode value an inquiry
Common Interests	Cloud Storage

Figure 54: OPDIS Project and Interest Description

	CREMA – http://www.crema-project.eu/
SAM Responsible	ASCORA
Goal	CREMA aims at simplifying the establishment, management, adaptation, and monitoring of dynamic, cross-organisational manufacturing processes following Cloud manufacturing principles. CREMA will develop the means to model, configure, execute, and monitor manufacturing processes, providing end-to-end support for Cloud manufacturing by implementing real systems and testing and demonstrating them in real manufacturing environments
Common Interests	Cloud Storage

Figure 55: CREMA Project and Interest Description

	ALFRED – http://alfred.eu/
SAM Responsible	ASCORA
Goal	<p>One of the major problems today is the increasing isolation of older people, who do not actively participate in society either because of missing social interactions or because of age-related impairments (physical or cognitive). The ALFRED project will allow to overcome this problem with an interactive virtual butler (also called ALFRED) for older people, which is fully voice controlled.</p> <p>The ALFRED project is wrapped around the following very clear main objectives:</p> <ul style="list-style-type: none"> • Empowering people with age-related dependencies to live independently for longer by delivering a virtual butler with seamless support for tasks in and outside the home. The virtual butler ALFRED will have a very high end-user acceptance by using a fully voice controlled and non-technical environment. • Fostering active participation in society for the ageing population by suggesting and managing events and social contacts. • Improved care process through direct access to vital signs for carers and other medical staff as well as alerting in case of emergencies. The data is collected by unobtrusive wearable sensors monitoring the vital signs of older people. • Prevailing age-related physical and cognitive impairments with the help of personalized, serious games. <p>To achieve its goals, the project ALFRED conducts original</p>

	research and applies technologies from the fields of Ubiquitous Computing, Big Data, Serious Gaming, the Semantic Web, Cyber Physical Systems, the Internet of Things, the Internet of Services, and Human-Computer Interaction.
Common Interests	Semantic Services, NLP techniques

Figure 56: ALFRED Project and Interest Description