



WP9 – Impact

D9.5.3: Collaboration, Clustering and Cooperation Report (third version)

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Contributing Partners: ALL

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Final

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 the final Period (P3).



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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 results that are aligned with the strategy and the templates of the Dissemination Report (D9.3.3), which presented the overall project dissemination and its link to the collaboration strategy/plan. The areas documented herein are those from that document which are classified under the 'coordination' of the collaboration manager, although in many cases other partners have specific responsibilities and might be involved. This deliverable presents the activity of the final period of the project.

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

- Attendance to EC organised clustering 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 2016 and managing of the collaboration projects and commercial contacts made at the event
- Synch and exchange of information with different research projects
- Collaboration with external contributors (Spanish Schools)
- Management of commercial contacts for possible collaboration and further exploitation

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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 that 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 enables syndication of comments, ratings, facts, recommendations and new information that 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 the final period of the project.

As mentioned in D9.3.3 (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 M26-M37 period. The description of these activities is based on a set of standardised templates that have been used in the previous reports of this deliverable series (D9.5.X) 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 third 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 3 collaboration activities
- **Section 5 (Conclusion):** Provides the conclusions of the current document

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 carried out to deal with 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 set up, so that the different collaborative activities are perfectly orchestrated to reach the maximum profit for every collaborator.

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.

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

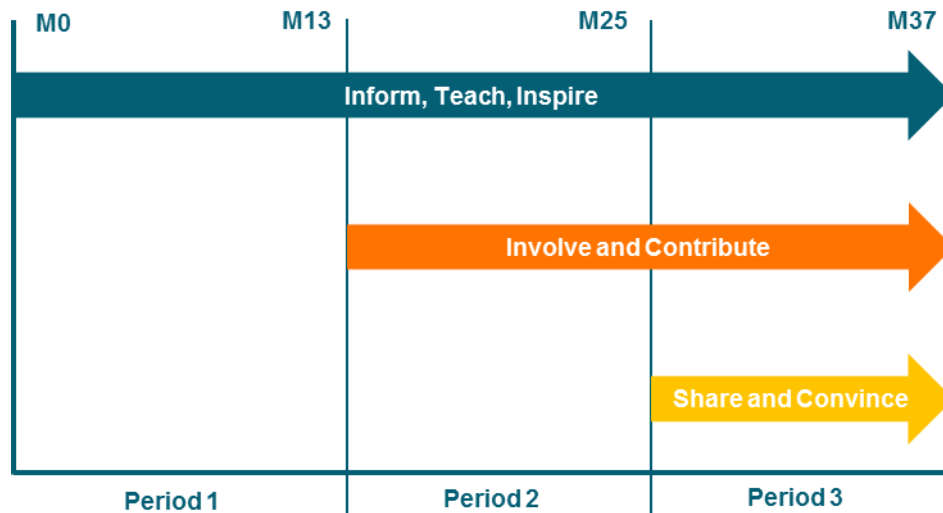


Figure 1: Dissemination and Collaboration Phases

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

This phase 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 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 as well as mutual exchange of information with the main objective of detecting synergies with other projects. This phase was the only active one in 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 throughout 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, e.g. by 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.

D9.5.2 described the results of this phase during the second period. This phase continued in an inherent way throughout the project, as a way of attracting different actors into Phase 3, which is only active during the last year of the project.

2.2.3 Phase 3: Sharing and Convincing (SAC)

The third phase focuses 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 or Technical work), but this is outside the scope of the project and this deliverable.

In alignment with the dissemination tasks, different activities have been organised in order to attract and keep the relationship with different types of actors and instruments (research projects, commercial companies, project proposals...) in order to involve those into further exploitation scenarios.

This deliverable focuses on Phase 3 results and activities.

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 participation in different clusters and European Technology Platforms (ETPs , e.g. NESSI, NEM) and fostering exchange with other EU research projects (through the creation of specific clustering mechanisms 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 other 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 for 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 was led by the Collaboration Manager (Juan Vicente 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 3 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”.

Objective	Tasks	Party	Period 1	Period 2	Period 3
2 meetings per year with other projects	T9.5	TIE / ALL	10+ meetings with other projects have been performed during Period 1, including: <ul style="list-style-type: none"> Mini-cluster meetings Bilateral meetings 	10+ meetings with other projects have been performed during Period 2, including: <ul style="list-style-type: none"> Mini-cluster meetings Bilateral meetings 	10+ meetings with other projects have been performed during Period 3, including: <ul style="list-style-type: none"> Mini-cluster meetings Bilateral meetings
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 	<ul style="list-style-type: none"> G1 Clustering activities
Contacting 2/3 relevant commercial companies to foster possible collaboration	T9.5/T 2.2	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 	<ul style="list-style-type: none"> 130+ companies contacted at IBC / Industrial Workshop 80+ expressed explicit interest and information exchange is performed
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 	<ul style="list-style-type: none"> 4 external domain experts engaged, participating actively in SAM plenaries

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), ETP activities progress (see section **Error! Reference source not found.**), events or meetings attended by SAM consortium (see section **Error! Reference source not found.**), the mini-cluster activities (see section 3.3), bi-lateral project collaborations (see section 3.4) and industry collaboration (see section 3.5).

3.1 Preamble and status update

As described in the previous deliverables, D9.5.1 and D9.5.2, the ETP collaboration is perceived and ranked as a relevant collaboration activity for SAM. The SAM representatives have been attending and collaborating with the NEM initiative in the last years though attendance to the different events organise. Unfortunately, for the final project period (P3) the NEW Summit has been delayed to the end of November (after the project end). 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 previous 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).

3.2 G1 Cluster meeting

Date/Location	Belgium, Brussels, 15 March 2016
Scope & Goals	<p>The G1 Cluster meeting is an event organised by the G1 unit in order to present the new projects and initiatives. It promotes the collaboration between the different projects by using poster sessions and a series of short inspirational presentations in order to highlight directions, activities or enablers both for the current but also for the future initiatives. Juan Vicente Vidagany (SAM Coordinator) was invited to present one of these short inspirational speeches that was based on the experience of the mini-cluster and enhanced collaboration among projects.</p> <p>This time, the Cluster session was coupled with the Info Day of Call ICT19-2017, making the event more open, especially for the porter sessions.</p> <p>The agenda was as follows:</p>

	<table border="1"> <tr> <td data-bbox="488 235 679 327"></td> <td data-bbox="679 235 1422 327">The Cluster Meeting starts after the Info Day of the Call ICT19-2017 on the same day and in the same room. Participants may stay, particularly for the poster session on the ongoing projects.</td> </tr> <tr> <td data-bbox="488 327 679 367">11:00 – 11:30</td> <td data-bbox="679 327 1422 367">Networking Coffee</td> </tr> <tr> <td data-bbox="488 367 679 434">11:30 - 13:00</td> <td data-bbox="679 367 1422 434">Poster session: Ongoing and New Projects of the Unit Converging Media and Content</td> </tr> <tr> <td data-bbox="488 434 679 474">13:00 - 14:00</td> <td data-bbox="679 434 1422 474">Lunch break</td> </tr> <tr> <td data-bbox="488 474 679 577">14:00 - 14:30</td> <td data-bbox="679 474 1422 577"> Support for our projects <ul style="list-style-type: none"> • Innovation Radar - Eoghan O'Neill • I3 Support Action – Jonas Breuer </td> </tr> <tr> <td data-bbox="488 577 679 779">14:30-15:30</td> <td data-bbox="679 577 1422 779"> Inspirational sessions - Food for thought – challenges and opportunities for our future <ul style="list-style-type: none"> • Accessibility - all together now - Prof. Pilar Oreo, UAB • Technology & standards – Ralf Neudel, IRT • The broadcasters challenges – Joost Negenman, NPO • 1+1=3 – Juanvi Vidagany Espert, Tie Kinetix and Mini-Cluster Second Screen Experience. </td> </tr> <tr> <td data-bbox="488 779 679 819">15:30 – 16:00</td> <td data-bbox="679 779 1422 819">Networking Coffee</td> </tr> <tr> <td data-bbox="488 819 679 1025">16:00 – 17:00</td> <td data-bbox="679 819 1422 1025"> What's new & how are they different – the first H2020 projects <ul style="list-style-type: none"> • MPAT • 2-Immerse • ImmersiaTV • Cognitius • InVID • Visualmedia </td> </tr> <tr> <td data-bbox="488 1025 679 1066">17:00 – 17:30</td> <td data-bbox="679 1025 1422 1066">Open Space for Thoughts – What will we take home?</td> </tr> </table>		The Cluster Meeting starts after the Info Day of the Call ICT19-2017 on the same day and in the same room. Participants may stay, particularly for the poster session on the ongoing projects.	11:00 – 11:30	Networking Coffee	11:30 - 13:00	Poster session: Ongoing and New Projects of the Unit Converging Media and Content	13:00 - 14:00	Lunch break	14:00 - 14:30	Support for our projects <ul style="list-style-type: none"> • Innovation Radar - Eoghan O'Neill • I3 Support Action – Jonas Breuer 	14:30-15:30	Inspirational sessions - Food for thought – challenges and opportunities for our future <ul style="list-style-type: none"> • Accessibility - all together now - Prof. Pilar Oreo, UAB • Technology & standards – Ralf Neudel, IRT • The broadcasters challenges – Joost Negenman, NPO • 1+1=3 – Juanvi Vidagany Espert, Tie Kinetix and Mini-Cluster Second Screen Experience. 	15:30 – 16:00	Networking Coffee	16:00 – 17:00	What's new & how are they different – the first H2020 projects <ul style="list-style-type: none"> • MPAT • 2-Immerse • ImmersiaTV • Cognitius • InVID • Visualmedia 	17:00 – 17:30	Open Space for Thoughts – What will we take home?
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17:00 – 17:30	Open Space for Thoughts – What will we take home?																		
Attendees	TIE Kinetix (Juan Vicente Vidagany), DW (Peggy van der Kreeft)																		
Actions / Engagement	<p>SAM was presenting an updated version of the SAM poster, highlighting the actual status. The different mini-cluster projects present (SAM, BRIDGET and MEDIASCAPE) presented an additional marker as part of the 2nd Screen CC mini-cluster.</p> <p>1+1=3 speech given in the “Inspirational sessions - Food for thought – challenges and opportunities for our future”.</p> 																		

Results / measurable	A number of fruitful contacts created relationships with other project initiatives as well a very interesting exchange of opinions and approaches after the 1+1=3 speech. Unfortunately, the main topic with regards to the mini-cluster (2 nd Screen) is marginally used in the new projects. Different representatives were interested in the mechanisms and internal organisation of the mini-cluster.

Figure 3: Big Data and Media & Content Workshop

3.3 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.

During the second year, a tighter collaboration was achieved, crystallising in the organisation of a joint Booth at IBC 2015 (including the achievement of the What Caught My Eye Award) and IBC 2016.

The following subsections describe these activities (see section 3.3.1), the meeting carried out (see section 3.3.2) and events attended by the CC mini-cluster (see section 3.3.3).

3.3.1 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 3.3.3.1) 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.

During Period 3, activities continued, although at a lower pace, due to the finalisation of 2

of the mini-cluster projects.

The following table summarises the activities performed by the mini-cluster during Period 3. The specific details of these activities are reported later in section 3.3.2.

What	Status
Filtering and ideas for G1 mini-cluster 1+1=3 speech	DONE
Preparation of a joint offering to participate in IBC2016 Futures Zone	DONE
Organisation of an awareness campaign to promote IBC joint participation	DONE
Organisation and logistics of the 2 nd Screen CC mini-cluster booth at IBC 2016	DONE

Figure 4: 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 5 shows a screenshot of this website. The website was updated accordingly to reflect the mini-cluster activities.

The screenshot shows the SAM Wiki page for the 2nd Screen CC (Content Convergence) mini-cluster. The page includes a navigation menu on the left with links like 'Home', 'Content Syndication', and 'Tools'. The main content area has a title '2nd Screen CC (Content Convergence) mini-cluster' and a description of the collaborative initiative. Below the description are logos for MediaScape, BRIDGET, SAM, and LINKEDTV. A 'News' section features a headline: 'The 2nd Screen CC mini-cluster wins one of the "What caught my eye" awards at IBC 2015'. To the right, a 'Contents' table lists '1 News' and '2 Projects Descriptions'. The IBC logo is visible in the bottom right corner.

Figure 5: Mini-Cluster Website

3.3.2 SAM Mini-Cluster Meetings

The face-to-face mini-cluster meetings have been held in parallel with 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. Moreover, the different events or meetings were prepared through e-mail exchanges and teleconferences. In the next sections the most significant meeting 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)

3.3.2.1 Mini-Cluster Meeting March

Date/Location	16.03.2016, Brussels, Belgium
Scope & Goals	As part of the G1 cluster meeting where all the G1 projects representatives were invited. SAM, Bridget and MediaScape representatives met in order to follow up of the actions and planning of the mini-cluster activities, foster the discussion of the existing technical synergies, and discuss the possibility of attending IBC this year.
Attendees SAM	TIE (Juan Vicente Vidagany)
Attendees Event	<ul style="list-style-type: none"> • Different members of Bridget crew (+telco with Miroslaw Bober afterwards) • Mikel Zorrilla, MediaScape • Juan Vicente Vidagany, Project Coordinator, SAM • Peggy van der Kreeft, SAM's DW Partner
Target audience	Attending projects
VIP Attendees	None
Actions / Engagement	<ul style="list-style-type: none"> • Organisation of the application work for IBC2016
Results / measurable	<ul style="list-style-type: none"> • Actions plan (as above)
Comments	N/A

Figure 6: 1st Mini Cluster Meeting Report

3.3.2.2 Mini-Cluster Meeting September

Date/Location	10.09.2016, 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 • Juan Vicente Vidagany, Project Coordinator, SAM • Vadim Chepegin, 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. Bridget and SAM project finalisation is in the next months. This is the last meeting scheduled as part of the mini-cluster activities.

Results / Measurable	No further activities expected
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 7: 2nd Mini-Cluster Meeting Report

As part of the communication for the organisation of the different activities, specially the speech at G1 clustering meeting, different email messages were exchanged and teleconferences organised.

3.3.3 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 third year. In the following sections, the most significant events and their results are described.

3.3.3.1 IBC2016

The joint attendance to IBC2016 was one of the most important actions that the mini-cluster carried out during this period.



Figure 8: SAM article at IBC Daily newspaper.



Figure 9: Mini-Cluster crew at IBC2016.

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

Date/Location	13.09.2016, 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 organised a SAM+ Mini-Cluster booth in collaboration with the BRIDGET project participants, 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>This event happened just after the Industrial Workshop in London (Sep 5th to 7th) where different SAM partners attended and promotion of the IBC booth was done.</p> <p>IBC is a 5-day event (including a weekend), so different partners were present and active on booth promotion and visitor engagement:</p> <ul style="list-style-type: none"> • TIE (Juan Vicente Vidagany, Vadim Chepegin, Vadim Petrenko) • NTUA (Angelos Valsamis) • TPVI (Henrique Soufflet) • BDS (Barry Smith, Richard Scott) • DW (Peggy van der Kreeft, Birgit Gray)

Attendees Event	<ul style="list-style-type: none"> Miroslaw Bober, Project Coordinator, Bridget and 5 Bridget partners' representatives
Target audience	55.000 attendees from more than 170 countries
VIP Attendees	SAM Advisory board members (Jim Bottoms, Igor Olaizola), CEOs of media related companies, TIE Kinetix CEO.
Actions / Engagement	Booth Demonstrations of the SAM 2 nd Screen end-user experience Demonstrations of the SAM 2 nd Screen editorial process of creating an end-user experience
Results / Measurable	<ul style="list-style-type: none"> 300+ Business Cards in total, 600+ visitors, and 1000+ dissemination materials distributed Twitter presence Further collaboration and information nurturing 80+ companies (SAM)
Comments	The event was very successful, with a lot of visitors for a Futures Zone booth. The projects are very satisfied with the different results: <ul style="list-style-type: none"> Industrial companies contact and feedback Projects Collaboration level

Figure 10: IBC2016

3.4 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 period covered in this report.

The following tables reflect the activity in the last year; for previous activities, please see deliverables D9.5.1 and D9.5.2

3.4.1 CREMA

Date/Location	30.05. - 01.06.2016, Vienna
What	Short presentation at the CREMA project plenary meeting, dealing with product information and representing the data using different media types. Also focussing on comparing the approaches to Cloud storage, GUI approaches (Dashboard), user management, privacy and security, collaboration technologies, as well as the dissemination strategy of SAM.
Attendees	ASCORA
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 common problems and possible solutions, and the storage architecture of CREMA and SAM have similar requirements and solutions. Also, user management and security topics were compared in a plenary discussion.
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.

Figure 11 CREMA Meeting Report

3.4.2 REVEAL

Date/Location	2016, DW (Bonn, Berlin) and 15.03.2016, Brussels
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. Issues and developments that were common to both projects were discussed among representatives of the two projects within the DW Innovation team, in particular related to (restrictions to) the use of social media. Representatives from the two projects also met at the G1 Cluster Meeting in Brussels and exchanged information on the achievements and potential use of project results.
Attendees	DEUTSCHE WELLE, REVEAL
Actions	Various social media issues were discussed and reviewed. The information exchanged supported decision making on the use of data from users of social networks by the SAM platform – in the context of privacy and data protection) and legal compliance requirements for the processing of personal data as described in the REVEAL deliverable D1.2.
Results	It was decided to ensure that social media use, as well as user profiling, was restricted to the SAM closed environment, in particular in all instances where the targeted student groups were involved. This was applied in all 2 nd Screen experiences created within SAM for the student population. The option of including wider social media sources, including hashtags is technically feasible.

Figure 12 SIMPLI-CITY Meetings Report

3.4.3 AXES

Date/Location	2016, DW, Bonn
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	Potential technology transfer of certain components, technologies, or processes from “Open AXES”, an open-source AXES system currently available on OW2 ² , was reviewed.
Results	Similarities between the two projects appear, in particular in the use of the semantic search tool. Also lessons learned from AXES enhanced search and linking were used in creating 2 nd Screen experiences. Potential enhancements or customisation of the tool in future exploitation could consider adding audio and/or video mining, in particular for automating synchronisation.

Figure 13: AXES Meetings Report

3.4.4 EUMSSI

Date/Location	06.07.2016 Bonn, Germany Different preparatory meetings
What	<p>Joint session for demo and user evaluation on 2nd Screen related technologies</p> <p style="text-align: center;">DW Innovation Projects invites you to a Demo and User Evaluation Session: 2nd Screen in Action</p> <p style="text-align: right;">Wednesday, 6 July 2016 DW Bonn - Room: Nauen 14:00 Short introduction 14:15 Start demo and hands-on evaluation 17:00 End</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
Attendees	DEUTSCHE WELLE, TIE, IAIS Fraunhofer, LUH.
Actions	Preparation and execution of the event
Results	Around 20 people attended the session and explored the achievements of SAM and EUMSSI. Previously produced SAM 2 nd Screen Applications were shown on a smart TV to demonstrate the

² <http://www.axes-project.eu/?p=2433>

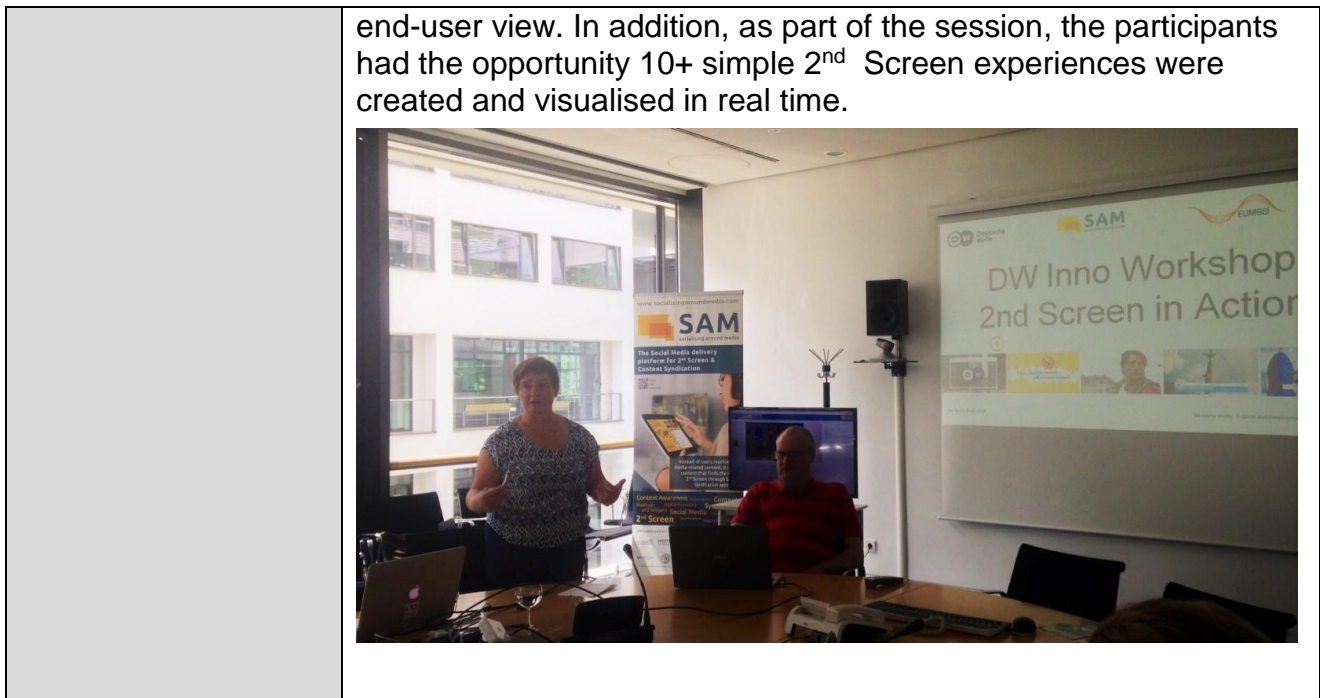


Figure 14: EUMSSI Meetings Report

3.4.5 RADICAL

Date/Location	2-10.06.2016, 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 meetings had the objective of updating and correcting SOCIOS APIs to adapt in the logic 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, taking into account the SocloS legal report deliverable. Thus, during the third year of the project, the collaboration was focused on correcting and updating SAM functionality in the SocloS API, as well as integrating SAM Dynamic Communities into SOCIOS as an extra social networking site.
Results	Following these meetings, the SAM team has implemented an adapted final version of SOCIOS tools for SAM, which included a fully integrated SOCIOS adapter for SAM Dynamic Communities. Also, the latest updates of other SOCIOS adapters were provided from RADICAL, as most social networking sites APIs are periodically changing and require client-side adaptation.

Figure 15: RADICAL Meetings Report

3.4.6 SciCafe 2.0

Date/Location	Staff collaboration UoR 2014-2016
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. The SciCafe 2.0 project has been concluded at the end of March 2016.
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 have regularly convened in order to exchange insights and best practises of value that could be shared between the two projects. Since a significant proportion of the project output of SAM is available publicly, it has not been necessary to request any changes in the accessibility of any content restricted to project participants of SAM.

Figure 16: SciCafe 2.0 Meetings Report

3.4.7 REDES

Date/Location	20.07.2016, Alicante (ES) to 10.08.2016, Alicante (ES)
What	Different meetings were organised during this period in order to find synergies between SAM and REDES ³ (<i>Reconocimiento de Entidades Digitales: Enriquecimiento y Seguimiento</i> ; in English: Digital Entity Recognition: Enrichment and Monitoring). UA participates in both projects providing technologies for semantic analysis. In SAM, these technologies are developed in T4.3 (Data Characterisation Services).
Attendees	University of Alicante
Actions	The approach followed by SAM for the semantic analysis was presented and compared with the goals of the REDES team. This process revealed that data characterisation components from SAM (for entity discovery and linking) could be reused and further evaluated in REDES. As a result of the agreements in these meetings there was a joint participation in the international challenge Text Analysis Conference 2016 (TAC) in the task Entity Discovery and Linking (EDL) ⁴ held in August 2016.

³ Reference TIN2015-65136-C2-2-R

⁴ <http://nlp.cs.rpi.edu/kbp/2016/>

Results	As result of the participation on TAC 2016 challenge, the core technologies of the data characterisation services developed in SAM were applied in a different domain and further evaluated. The results of this evaluation were described in a paper and submitted for publication in the workshop proceedings. ⁵
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Figure 17: REDES Meetings Report

3.4.8 I3

Date/Location	07.07.2016, Brussels, Belgium
What	SAM consortium has contacted the EU i3 project that “provides the tools for the enhancement of technological maturity levels and for the creation of sound and innovative business models.” (http://www.i3project.eu/). At the time of SAM, i3 was still busy finalising its approach and toolset. Thus, SAM is following this project and may use its assistance after the formal project end.
Attendees	TIE Kinetix
Actions	A deputy coordinator of SAM project (Vadim Chepegin) has visited the first workshop organised by i3 in Brussels. The workshop allowed picking up a few fruitful ideas when analysing the commercialisation potential of the EU RDI project. Also during the workshop the timelines of the i3 and SAM projects were compared and discussed. It became clear that SAM could not use the tools being developed by i3 projects due to the end of the SAM project prior to the delivery of the services by i3. There was a discussion between SAM and i3 members about the possibilities and the attempt to try to use at least some of the results.
Results	SAM consortium got insights of the business analysis performed by i3 but due to the timing of the projects SAM could not get a full benefit of using services expected from i3 project.

Figure 18: I3 Meetings Report

3.4.9 Other

Collaborations with other projects that ended in the previous periods have also been carried out. To find information about the specific activities with the following projects, please revisit D9.5.1 or D9.5.2

- Adventure
- FIRTS
- SIMPLICITY
- ALFRED
- CLOUD I/O
- ATTOS
- LEGOLANGUAGE

⁵ <https://tac.nist.gov//2016/KBP/index.html#schedule>

3.5 Industry Collaboration

3.5.1 FindAnyGame



Date/Location	10.02.2016, Teleconference 17.03.2016, Teleconference 12.05.2016, Teleconference 25.10.2016, Teleconference
What	FindAnyGame is a metadata provider working with Spanish broadcasters. The interest of the company is on the production of 2nd Screen experiences based on the materials they already produce for successful Spanish series, such as review, comics, etc...
Actors	Santiago de Bernardo – CEO Fran Rodriguez, Juan Vte Vidagany - TIE Barry Smith – West10
Actions	Different teleconferences scheduled in order to provide information and updates on the status of the SAM Platform. FindAnyGame has very interesting contents for the SAM Platforms, and it also has access to different franchises and broadcasters that can be interested in testing the SAM platform.
Results	Different exploitation scenarios for TV Series, Comics with 2 nd Screen, etc. are under discussion. “SAM is a very easy and effective way of offering an extended experience based on any classic media channel. Companies using SAM can offer a useful 2 nd Screen experience to the users, that will allow the media channels to increase the ROI and increase retention”

3.5.2 Music Story



Date/Location	18.07.2016 Music-Story, London
What	Music Story is an international music data provider based in France, offering B2B services and has expertise in processing, enriching and analysing music metadata. They provide services to digital media, platforms, operators and retailers who wish to strengthen their audience engagement and deliver a digital music offer.
Actors	Jean-Luc Biaulet – CEO, Music Story François Souflet – Business Development, Music Story Barry Smith – West10
Actions	Music Store works with West10 to provide a range of services in the music industry. Following the development of the relationship and sharing of information, Jean-Luc Biaulet is keen to examine the potential of collaborating with SAM in the music service industry and the potential for providing richer experiences to their international client.
Results	<i>“Thanks for our conversations about extending our relationship and possibility for working with SAM. As you well know, the possibility of specific data use at each key stage of the production chain, from programming to broadcasting requires access to high-quality data on a daily basis is essential. The display and enrichment is a key as part of the dynamic Music Story editorial, enrichment and recommendation strategy.”</i>

3.5.3 British Association for Screen Entertainment



BRITISH ASSOCIATION for SCREEN ENTERTAINMENT



CHAMPIONING THE GROWTH OF SCREEN ENTERTAINMENT
ACROSS DISC AND DIGITAL

Date/Location	07.09.2016 British Association of Screen Entertainment (BASE) , London
What	The SAM project was one of three exclusive exhibitors at the BASE MESA Entertainment Summit, held in London. This major industry event with approximately 350 attendees from the media and entertainment industry featured presentations and panel discussions involving senior level executives from across Retail, Broadcast and Video. West10 has had a long standing data-supplier relationship with BASE and has provided updates as SAM has developed. Barry Smith was able to provide further updates to Liz Bales, the Director of the British Association of Screen Entertainment (BASE), one of the hosts of the event
Actors	Liz Bales – BASE – 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 a better evaluated.
Results	<i>“The BASE MESA Entertainment Summit provides a great opportunity to explore the latest insights into the home entertainment industry and it was appropriate that members of the SAM project were able to share relevant knowledge, insight and learnings, with colleagues in the entertainment industry. Over three hundred delegates from across the category gather with a keen interest to understand and explore the new technologies driving the sector forward. I think SAM is an important project - it's reflective of the changes social media have delivered to consumers and explores and identifies how the audio visual sector to embrace that.”</i>

3.5.4 Entertainment intelligence



Date/Location	18.11.2015 Entertainment Intelligence, London
What	Entertainment Intelligence is a company experienced in services for 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 analysing tens of millions of lines of data daily. The company has

	recently moved into film and TV data with emphasis on territorial rights.
Actors	Greg Delaney – Co-founder, Entertainment Intelligence Barry Smith – West10
Actions	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. The next step is to investigate how the entertainment data can be made available to EI under terms of an agreement.
Results	<i>“The data available through SAM can be imported into our data repository and allow EI to have a ‘universe’ of data against which we can compare and match data from our clients in the film and music industry in a controlled and coordinated manner.” “There will be an opportunity for massive saving for EL in terms of time and resources by having authoritative data already in our systems.”</i>

3.5.5 Moviezine



Date/Location	06.09.2016 MovieZine, London
What	MovieZine , is a Swedish company founded in 2003 as a site for news and reviews of movies and TV series. For a number of years it also provided a free paper magazine, in collaboration with Film2home a film streaming site owned by Bonver. The company launched a movie-focused app ‘Flixit’ in spring 2016 based on MovieZine’s database.
Actors	Philip Gylche – Co-founder, MovieZine Barry Smith – West10
Actions	Philip was a fellow presenter at the SAM workshop held 6 th September in London. Philip was keen to discuss the potential for utilising the rich linked data available through West10 and SAM, the sentiment analysis of social media and examine the potential for linking the MovieZines recommendation engine. The discussions are ongoing as Philip refines his thoughts.
Results	<i>“SAM has the potential as a complement to MovieZine and Flixit and with the database of movies and series connected to all major streaming services can helps people to quickly find a good movie or series to watch. We could create a group of friends and suggest Flixit movies to suit all, or easily suggest titles for each other in a ‘Flixit community.’”</i>

3.5.6 Media Translation



Date/Location	11.09.2016 Media-translation.com, IBC2016, Amsterdam
What	Media-translation offer machine and human translation services currently focussed in the academic sector where the company provides translation services for course materials as well as offering consultancy services.
Actors	Mark Elliott – Co-founder, Media-Translation Barry Smith – West10
Actions	Mark was very interested in the educational aspects of SAM and the potential for offering translation services for the rich linked data and in accessing the academic book and multi-media resource listing. Mark wants to set up a meeting in London post-IBC to discuss the potential of collaboration.
Results	<i>“This is the first time I have seen such a rich depository of material which could be so easily accessed.”</i>

3.5.7 The European Metadata Group



Date/Location	10.09.2016 The European Metadata Group, IBC2016, Amsterdam
What	“The purpose of the Group is to offer top quality metadata to the European entertainment industry based on strong local expertise in all the various countries. To reach the highest quality metadata possible, within the Group they will work closely on harmonising technical and editorial standards. Whilst each member is keen to supply the best services to the local TV broadcasters, the Group proposes to extend the same standards of services to pan-European companies who need multi-lingual data: SVoD players, TV manufacturers, TV operators, OTT, etc.”
Actors	Nathalie Cagossi – Plurimedia, France, Member of TEMG Barry Smith – West10
Actions	SAM people met with Nathalie who works for Plurimedia, a French company member of TEMG. Nathalie clarified the purpose of the group and explained that it welcomed applications for

	organisations to join the group. We identified that prospect of rich additional linked content along with social media elements could be an attractive proposition for companies requiring data for EPGs, VOD, OTT, cinema listings etc. Nathalie wants to receive more information post-IBC.
Results	<i>“The group are constantly seeking partners who can provide a data repository accessible to the film and TV industry.”</i>

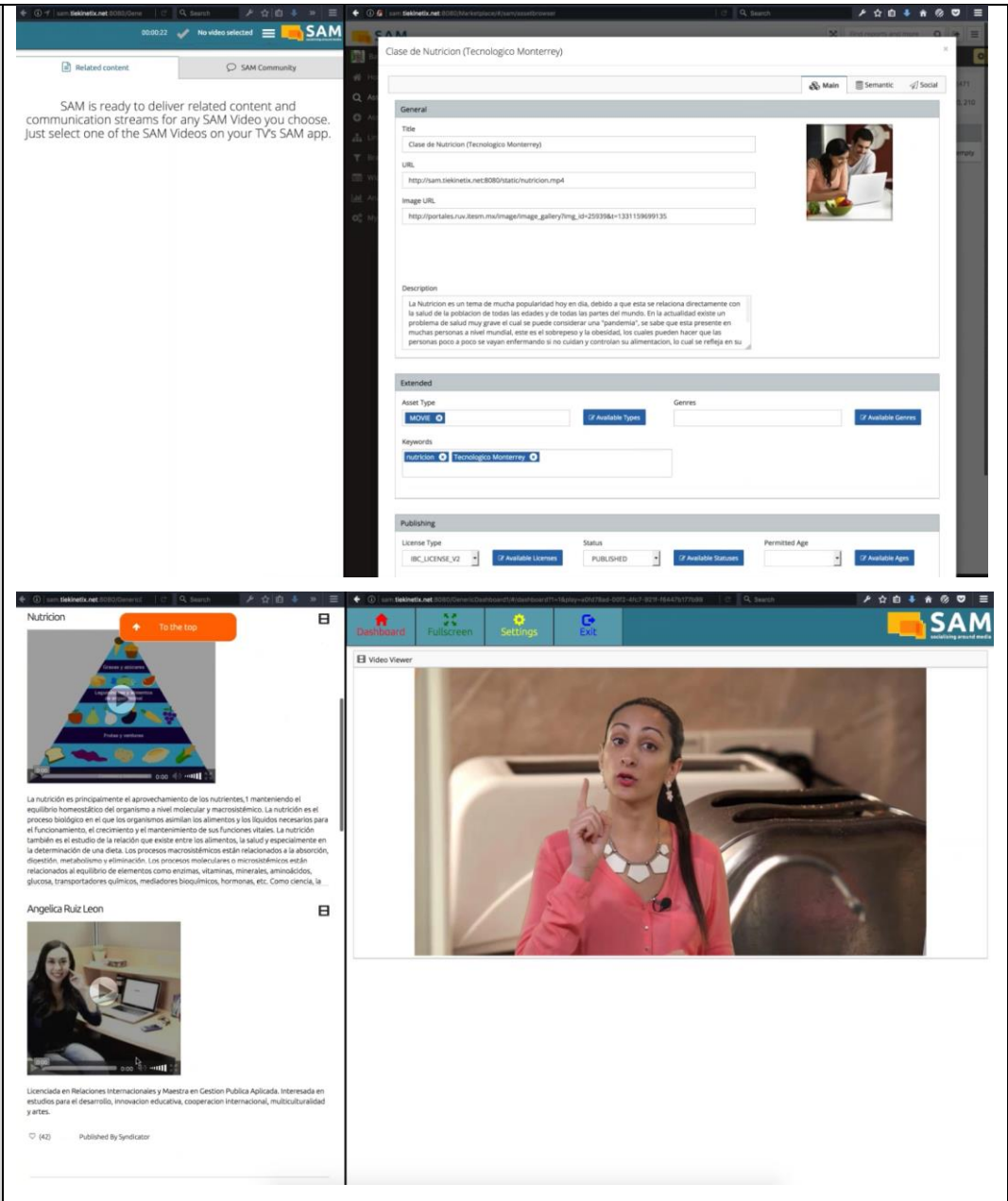
3.5.8 ITESM and Video Integra

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 Technology⁶ (ITESM).



Date/Location	7+ teleconferences during the year PoC realisation in collaboration
What	The ITESM showed a lot of interest on the possibilities of the application of SAM on the eLearning platform that the Tecnológico 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	Discussion on exploitation approaches and realisation of a PoC for a Course of Nutrition.

⁶ <http://www.itesm.mx/wps/wcm/connect/ITESM/Tecnologico+de+Monterrey/English>

	 <p>The screenshot displays the SAM (Shout America Media) interface. On the left, a sidebar shows 'Related content' with a message: 'SAM is ready to deliver related content and communication streams for any SAM Video you choose. Just select one of the SAM Videos on your TV's SAM app.' The main content area is divided into two sections. The top section, titled 'Clase de Nutricion (Tecnologica Monterrey)', shows a form for video details. The 'General' section includes fields for Title, URL, and Image URL, along with a description: 'La Nutricion es un tema de mucha popularidad hoy en dia, debido a que esta se relaciona directamente con la salud de la poblacion de todas las edades y de todas las partes del mundo. En la actualidad existe un problema de salud muy grave el cual se puede considerar una "pandemia", se sabe que esta presente en muchas personas a nivel mundial, este es el sobrepeso y la obesidad, los cuales pueden hacer que las personas poco a poco se vayan enfermado si no cuidan y controlan su alimentacion, lo cual se refleja en su...'. The 'Extended' section includes fields for Asset Type (set to 'MOVIE'), Genres, and Keywords (set to 'nutricion' and 'Tecnologica Monterrey'). The 'Publishing' section shows License Type (set to 'IBC_LICENSE_V2'), Status (set to 'PUBLISHED'), and Permitted Age. The bottom section shows a video player with a woman speaking, and a sidebar with a 'Nutricion' video thumbnail and a profile for 'Angelica Ruiz Leon'.</p>
<p>Results</p>	<p>Further activities will be scheduled for the first stages of the exploitation as possible first test users, and acting as potential commercial collaborators in US and Shout America.</p> <p>Figure 19: ITESM and Video Integra Activities Report</p>

3.5.9 Grammatical Framework (GF)



Date/Location	01.04.2016 – 30.07.2016
What	The Grammatical Framework is the company that commercialises the syntax parser that is being used by Talkamatic's dialogue manager TDM in order to understand user input.
Actors	TALK – Per Gustafson, Alex Berman, Robin Persson GF – Aarne Ranta, Krasimir Angelov, Thomas Hallgren
Actions	In order to make the syntax parser more robust and easily programmable, a series of possible functional improvements and description of found bugs were reported and solutions were discussed with the developers of Grammatical Framework.
Results	The syntax parser has been updated with extended multi-lingual support and adapted for better interoperability with TDM

3.5.10 Other Companies

Other companies contacted at IBC need to be followed up and fed with news about SAM as potential collaborations may arise. An important number of these companies (80+) have been contacted, informed and provided with a demonstration at IBC 2016.



Figure 20: Samples of the business cards collected at IBC 2016.

4 Collaboration Plan

4.1 Introduction

This section discusses 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 can be seen below.

The activities realised during the previous period can be found in deliverables D9.5.1 and D9.5.2.

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)
	Ongoing
	Task Completed: Task Completed
	Task Removed: Task Removed or covered by other activity
	Void (started but became obsolete)

Figure 21: Template key

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

Name	Article	
Status	Completed	
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 22: 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	Completed												
270	Inter-project Liaison	Completed												
340	ETP Liaison	Completed												
350	Non-RTD/Project Collaboration	Completed												
360	Third-Party Collaboration	Completed												
370	Collaboration with Schools	Completed												
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 23: Action Summary

4.3 Resource Planning

In defining the strategy and plan, the project has attempted to consider both size and prioritisation of 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 provides 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 effort.

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	Task Completed
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
Q4/2015-Q3-2016	<p>All the Advisory Board Members have met the SAM project during Period 3 with the opportunity to discuss test and give guidance on the status and approaches.</p> <p>Jim Bottoms has been crucial and very active in the organisation of the industrial Workshop in collaboration with MESA.</p> <p>Joachim Köhler participated actively in the joint session with EUMSSI at DW (06.07.2016)</p> <p>Eddy Leviten was participating in the SAM Plenary Meeting held in Edinburgh (April 2016).</p> <p>Igor García Olaizola attended IBC 2016. The team was providing a demo of the SAM platform and discussed the latest updates on exploitation.</p> <p>The advise and implication of the SAM Advisory Members in different SAM activities have been very important in these last months of the project, in particular as to their deep knowledge of the industry and technical environments.</p>
Further Actions	No further actions

Figure 24: Domain Experts Plan and Status

4.3.1.2 Interproject Liaison

Name	Interproject Liaison
Status	Task Completed
ID	270
Focus	Collaboration
Phase	SAC
Type	Engagement
Purpose	Quality
Who	Scientific
Planned Start Date	Q3/2014
Responsibility	TIE
Description/ Content	Investigate other projects and liaise with them Make a mini-cluster group for SAM-related projects and arrange different meetings with them to share information and realise jointly activities and/or implement detected synergies. There should be at least 2 meetings per year with other projects (face-to-face or virtual)
Monitoring	Collaboration Manager
Related Task	T9.3
Size (days)	Initial Investigation/Liaison: Total 15 days mini-cluster: 30+ days total
Priority	2 = Expected
Q4/2015-Q3/2016	Management of the mini-clustering activities, including <ul style="list-style-type: none"> • Management of the IBC 2016 joint participation <ul style="list-style-type: none"> • Proposal for the IBC Future Zone • Meetings with IBC organisation • Description of the joint offering • Logistics of the booth • Administration and expenses • G1 mini-cluster related speech
Further Actions	No further activities

Figure 25: Interproject Liaison Plan and Status

4.3.1.3 340: ETP Liaison

Name	ETP Liaison
Status	Task Completed
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 and clustering activities with relevance to SAM work
Monitoring	Collaboration Manager
Related Task	T9.3, T9.4
Size (days)	1 day each year = 3 days
Priority	3 = Where possible
Q4/2015-Q3/2016	<ul style="list-style-type: none"> • G1 Cluster Meeting <ul style="list-style-type: none"> • Poster session • 1+1=3 Speech preparation • Contact new projects • NEM: NEM Summit this year is scheduled for the end of November (out of P3). Different partners of SAM will be present in the event.
Further actions	No further activities, apart from possible attendance to NEM summit through SAM partners.

Figure 26: 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

Q4/2015-Q3/2016	<p>Open Source Project: SAM Ontology</p> <p>Open Source repository: https://github.com/perma-id/w3id.org/tree/master/media/assetdescription</p> <p>Partner: UA, NTUA</p> <p>Activities:</p> <ul style="list-style-type: none"> Definition of the entire ontology based on media contents Testing in real SAM data Reusing Open source schemas: <ul style="list-style-type: none"> schema="http://schema.org/" rdvocab="http://rdvocab.info/ElementsGr2/" owl="http://www.w3.org/2002/07/owl#" swrlb="http://www.w3.org/2003/11/swrlb#" protege="http://protege.stanford.edu/plugins/owl/protege#" swrl="http://www.w3.org/2003/11/swrl#" xsd="http://www.w3.org/2001/XMLSchema#" <p> ONTOLegolang_UAge="https://w3id.org/nlp/ONTOLegolang_UAge#" rdfs="http://www.w3.org/2000/01/rdf-schema#" edm="http://www.europeana.eu/schemas/edm#" xsp="http://www.owl-ontologies.com/2005/08/07/xsp.owl#" rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#" schemas="https://schema.org/ property="http://dbpedia.org/property/ dcterms="http://purl.org/dc/terms/ ontology="http://dbpedia.org/ontology/ dc="http://purl.org/dc/elements/1.1/ </p> <p>100+ commits to the main source branch for publishing only the schema (no instances)</p> <p>GLUU Open Source Project</p> <p>During the course of the project, the SAM team has extensively used features of the Gluu Open Source authentication server. As part of this work, the team has interacted with the developers of the system and provided feedback on bugs and features through the project ticketing system. The Gluu team has used this feedback to address a number of bugs and to improve the system.</p> <ul style="list-style-type: none"> • Number of items raised through tickets: 18 • Bug fixes and additions made by Gluu team that respond to items raised: 7 since Gluu server release 2.2 (release notes for previous releases are no longer available)
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Further Actions	No further contributions expected as part of the project, although the collaboration will continue for further exploitation.

Figure 277: ETP Liaison Plan and Status

4.3.1.5 360: Third-Party Collaboration

Name	Third-Party Collaboration	
Status	Ongoing	
ID	360	
Focus	Clustering	
Phase	IAC	
Type	Cooperation	
Purpose	Engagement	
Who	General	
Planned Start Date	Q4/2014	
Responsibility	TIE	
Description/ Content	Collaborations with third parties (research organisations, public administrations, commercial organisations, not-for-profit organisations)	
Monitoring	Collaboration Manager	
Related Task	T9.1, T9.4, T9.2, T9.3	
Size (days)	5 days spread across the project duration	
Priority	4 = Nice To Have	
Q4/2015-Q3/2016	Main activity was focused on preparation of the IBC event for 2016 and follow up, demoing and testing with some of the leads raised at IBC 2015. Again in 2016, a high number of contacts have been established at IBC, with +80 demos given. The different contacts have been ranked for further follow-up. In the meanwhile, these leads will be nurtured with information about the end of the project.	
Further Actions	No further contributions expected as part of the project, although the collaboration will continue for further exploitation.	

Figure 28: 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
Q4 2015-Q3 2016	The first workshop took place at the beginning of November 2015 (Universidad de Alicante), followed by workshops from NTUA (Jan) and TIE (Feb). A specific workshop was held in February with the children's parents to inform them about the project and the validation experience. This enabled the schools to start gathering the parents' permission following LOPD procedures. The first validation experiences were performed in May. The final joint validation round took place at the end of September 2016 (See 8.3.2 for further information)
Further Actions	The participating schools are very satisfied with the experience and rated it in a highly positive way for the development of their students. Various SAM partners expressed the willingness to start some further proposals related to SAM technologies and the educational world, in which these schools can play a very prominent role.

Figure 29: Collaboration with Schools Plan and Status

4.3.1.7 Collaboration Actions and Status (Under Other Tasks/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 therefore reported in the 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 third period. As a result of this effort, the following activities have been performed:

- G1 Clustering meeting
- Management of the activities of the mini-cluster of projects
- Contacts with commercial companies who are potentially interested in the SAM results, tests, PoCs and demos.
- Organisation and management of the logistics for the mini-cluster to set up a booth at IBC 2016
- Engagement of the external experts
- Collaboration activities organisation with the schools (workshops, informative sessions, joint organisation of validation events).
- Participation in more than 10 meetings with other projects

It has been a very active third period in terms of collaboration activities, specially focused on the collaboration with schools, contributions to open source and the organisation of joint activities with the mini-cluster (proposal of a joint workshop and joint participation in the IBC2016 booth). These activities opened a wide scope of further collaboration opportunities and encouraged the contacted organisations to explore the possibility of PoC (Proof of Concept) initiatives with them.

The objectives of the collaboration activity for the third period have been achieved, providing a good number of possible and qualified leads for exploiting the project results.