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EXECUTIVE SUMMARY

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No	Participant name	Participant short name	Country	Country
1	Universidad Politécnica de Madrid	UPM	Coordinator	Spain
2	ATOS Origin	ATOS	Contractor	Spain
3	Centre for Research and Technology Hellas	CERTH	Contractor	Greece
4	CREATE-NET	CREATE	Contractor	Italy
5	Queen Mary University of London	QMUL	Contractor	UK
6	Synelixis Solutions Ltd	Synelixis	Contractor	Greece

Table 1. Partner List

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1 Introduction

As part of the activities conducted in NextMedia, it was envisioned the organization of events in third countries with the objective of strengthening links with leader partners abroad and dissemination of NextMedia activities. In fact, these activities were organized under Task 4.4 that took care of organizing collaborative events between NextMedia and key actors in the field of Networked Media in third countries (mostly USA and Asia). The objective of this task was twofold: in one hand the aim was to bring international visibility to European results in a coordinated way and in the other to reinforce European positions with feedback and experiences from key actors in third countries. In this way, the activities done under that task served as a basis for receiving feedback and learning lessons from third countries experiences and as a good starting point for establishing further collaborations with the target regions.

2 NextMedia in EU-JAPAN Collaboration Event

2.1 Background

As a result of NextMedia participation in an event organized by the EU Commission, “The 3rd EU-Japan Symposium on Future Internet and New Generation Networks” (Tampere, Finland, Oct. 2010), it was identified the need and opportunity for establishing direct dialog between EU and Japanese counterparts in strategic research topics.

One of the emerging fields of interest identified in such opportunity was the Integration of Physical-World Sensing with Online Social Networks and Web Mining. In this regard, researchers from Japan and NextMedia discussed about the possibility of organizing a joint workshop in such topic. The main motivation on such topic was on the exchange of experiences of Japanese and NextMedia counterparts and in the identification of where and how this topic is evolving. Relevant technical premises rely in the fact that the amount of information available from the connected world, either belonging to online or physical sources, can describe aspects of reality in a detailed manner if both sources are combined. The kind of dynamics that mixed online-physical sensing and mining may generate can have an impact at different levels including the network management, the applications & businesses and the users and their daily life.

In this regard, the main The Workshop intends to create a common space for EU-Japanese researchers to discuss about their futuristic visions, challenges, opportunities and potential collaborations in such field.

The final outcome of the workshop was a set of directions for producing a Joint White Paper highlighting the Challenges and Opportunities in this topic from the EU-Japanese perspectives.

2.2 Event Structure

The event was organized on the basis of a 1-day workshop around the following topics:

- Future Mobile Social Networks Applications and Business Models
- Mobility Geo-Localization and Social Networks
- Implications to System Design of Integrated Physical and Social Network Sensing
- Crossroads between Internet of things, Internet of Media & People
- Multi-Source Information Integration and Scalability
- Challenges of Participatory Sensing
- Case studies and applications of mixed sensing and mining
- Social Metrics for Network Operation
- Middleware for joint Mobile, WSN and Social Networks
- Web dynamics and grid/cloud computing
- Security, privacy, reputation and trust issues

The agenda of the meeting was scheduled as follows (all presentations are available at <http://www.create-net.org/ubint/Nextmedia/agenda.html>):

	EU-Japan joint WORKSHOP	
Challenges and Opportunities of Online Social Networks and Physical Sensing Integration Kyoto, Japan June 10th, 2011		
Chairs: Ryoichi Shinkuma (Kyoto University) and Oscar Mayora (CREATE-NET)		
MORNING SESSION 9:00 - 9:20 Welcome and Introduction - Ryoichi Shinkuma and Oscar Mayora 9:20 - 10:40 - Session I - Chair - Ryoichi SHINKUMA Hideyuki KOTO - KDDI R&D Labs. Inc "Statistical Characteristics of Social Network Structure revealed by Analysis of Telecommunication Services" Oscar MAYORA - CREATE-NET, Italy "Social Networks and Participatory Sensing" Shinichi DOI - C&C Innovation Research Laboratories, NEC Corporation "Pro-Social Activity Promotion in Symbiotic Social Intelligence System" Koji ZETTSU -National Institute of Information and Communications Technology (NICT) "Japan Information Services Platform for Real-World Awareness via Social		

Sensing"

10:40 - 11:00 Coffee Break

11:00 - 12:20 - Session II - Chair - Oscar MAYORA

Hendrik BERNDT - DOCOMO Communications Laboratories Europe GmbH
"Challenges in taking Social Networking Services to the Real World"

Ryoichi SHINKUMA - Kyoto University
"Social metric based network and service control"

Kiran YEDUGUNDIA - CREATE-NET
"Emerging business models and trends using online social networks"

Kazuhiro YAMAGUCHI - Kobe Digital Labo
" Structuring and searching method of the data defining social relationship"

12.20 - 13.30 Lunch Break

AFTERNOON SESSION

13:30 - 14:30 - Brainstorming and Discussion on Research Challenges and Opportunities

14:30 - 16:00 - Definition of table of contents of White Paper and assignment of responsibilities + (individual video interviews in parallel)

16:00 - 16:20 - Wrap up & Closing



Figure 1: Participants to the Workshop



Figure 2: A Moment of the Workshop

2.3 Event Outcome

The major outcome of the NextMedia event in Japan is the production of a white paper including the reflections of European and Japanese researchers about the topic of online social networks and physical world sensing integration. These reflections will identify and provide a set of relevant challenges and opportunities in this growing research field and will be used as a basis for establishing further collaborations with the targeted region. The white paper will serve as a reference document for identifying common research interests and potential roadmaps between Japan and the EU.

The authors of the white paper and the table of contents follow below (the actual finalized white paper will be distributed during the NextMedia Final Review Meeting):

Title: EU-Japan Joint White Paper on Challenges for Integration of Online Social Networks and Real World Sensing

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- 2 Main Challenges from JAPAN-EU Perspective
 - 2.1 Technology Challenges
 - 2.1.1 Data Collection
 - 2.1.2 Large Scale Data Analysis
 - 2.1.3 Data Delivery
 - 2.1.4 System Modeling
 - 2.2 – Application Scenarios and Users Challenges
 - 2.2.1 Users Issues
 - 2.2.2 Scenarios
 - 2.2.3 Security and Social – Related Issues

3 Concluding Remarks

4 References

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3 NextMedia in Canada EU-Future Internet Event

3.1 Background

The Canada-EU Future Internet Workshop 2011 brought together EU and Canadian researchers and companies to explore opportunities to directly interact, to be updated on the respective research statuses, and to explore areas of mutual interest. The event was designed to address industry interests and to provide interested Canadian partners with an opportunity to participate in EU research related to the Future Internet. It also was intended to provide a basis for the exploration of longer term joint research avenues and processes.

The major objective of this event was to explore prospects for deeper exchange and collaboration between the Canadian and European research communities in the area of "Future Internet (FI)" in Europe.

It took place in March 2011 in the Canadian city of Waterloo which is home to the most respected Canadian university in the areas of computer science and mathematics (University of Waterloo). As well, it is home to Research in Motion, the company behind the Blackberry as well as being the most vibrant area for start ups and high tech companies in Canada (*“the Canadian Silicon Valley”*).

The event was co-sponsored by the EU and the National Research Council of Canada. The agenda for the event can be found at <http://www.futureinternet-internetdufutur.nrc-cnrc.gc.ca/eng/index.html>

3.2 Event Structure

The event was over 2 days with presentations from many different research projects from both the EU and Canada as well as from representatives of the European Commission and the National Research Council of Canada.

The program was centred around the following topics associated with Future Internet:

- Collaboration between Canada and the EU
- Content and Media
- Testbeds and Experiments
- Services and Clouds
- Wireless and Mobile
- Trustworth Networks and Services
- As well, there were networking sessions to foster communication between researchers from both sides of the Atlantic.



Paul Moore of ATOS participated representing NextMedia and was active in the networking sessions distributing information about NextMedia as well as explaining the goals and achievements of the project to Canadian researchers in the area of content and media and the future media internet.

3.3 Event Outcome

The major outcome of the event was to provide the opportunity to connect directly researchers from Canada and the EU to explore potential opportunities for collaboration as well as allow these researchers to clearly see what is being done in the other region.

For NextMedia the major outcome was to increase awareness of the project amongst the Canadian research community. To that end contacts were made who especially expressed interest in receiving a copy of the deliverable D3.3 Future Media Internet Roadmap.

