Presto4U

Dissemination & Communication Plan — Year 1

Version 1.0

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Executive Summary

This Dissemination and Communication plan for 2013 (project Year 1) identifies and outlines the communication and dissemination strategies and actions taking place under Presto4U and can be considered a basis for post-project communication of the sustained project services and output.

The plan will also illustrate how and when Presto4U will use the connections and resources of PrestoCentre.

The aim of Presto4U is to focus research efforts onto useful technological solutions, raise awareness and improve the adoption of audiovisual preservation research results, both by service providers and media owners, with a particular emphasis on meeting the needs of smaller collections, private sector media owners and new stakeholders. Therefore Presto4U will:

• Create a series of Communities of Practice in the principal sub-sectors of audiovisual media preservation, which will develop a body of knowledge on the status of digital preservation practice, outstanding problems and needs for access to research results;

• Identify results of research into digital audiovisual preservation;

• Promote the take-up of promising research results by users, technology vendors and service providers, based on results of hands-on technology assessment, promotion of standards, analysis of economic and licensing models, and provision of brokering services;

• Raise awareness of the need for audiovisual media preservation and disseminate the information about project results;

• Evaluate the impact of the project and develop plans for long-term sustainability.

Presto4U will connect the different constituencies involved in audiovisual media preservation: expert users, who understand the
problems and require technological solutions, researchers who can
develop the fundamental knowledge, and technology providers who
can commercialise research results as sustainable tools and services.
It will support the pooling of expertise between the academic
research, media, culture and industry sectors so that the Communities
of Practices have a better understanding of what is technically
possible, and the research community can focus on the big challenges
faced by the users. Whereas today, users find it very hard to find
technologies and tools for preservation — and even harder to evaluate
their suitability — Presto4U will set up mechanisms for evaluating
research outputs and brokering their translation into useful tools. It
will help to develop and spread models of best practice in media
preservation, and promote the adoption of standards. The resulting
knowledge, tools and services to support the uptake of research will be
maintained after completion.

As a solid starting point, Presto4U communication actions will exploit
the instruments and networks put in place by the PrestoCentre — the
European Competence Centre for audiovisual preservation run as a
department of Project Partner Beeld en Geluid. PrestoCentre is the
outgrowth of three large-scale FP6 and FP7 research projects in AV
digitisation and preservation. Since its launch two years ago,
PrestoCentre has gained a reputation and built a large network of
stakeholders in the digital audiovisual domain. By exploiting
PrestoCentre, Presto4U will gain an easy entry point to connect with
stakeholders in the domain, offering a fundamental platform for
establishing and implementing its services, and an opportunity to
quickly build and grow the Presto4U project brand.
Objectives
1.1. Document Objectives

This Dissemination and Communication Plan is a key to the success of the project’s outcome and impact. The communications activity is not an end in itself but should serve and hence be aligned with the project objectives. This will also help to reinforce the importance and relevance of all our communications and to do the proper resourcing of communications activity within all Partner organisations.

The Communications and Dissemination Plan also provides a guide for the project managers and the Communities of Practice leaders to assist in effectively relaying key messages to stakeholder groups.

Specifically, the objectives of the Plan are to:

- Allow consistent messages to be developed and promoted;
- Develop messages tailored towards specific information gaps with regards to challenges and solutions in digital media preservation;
- Enable target audiences to be identified;
- Identify specific roles and responsibilities and timelines for actions at the local, national and international levels;
- Build and enhance partnerships between project partners, Communities of Practice and stakeholder groups;
- Clarify the relationship with Presto4U and PrestoCentre with respect to dissemination and communication activities.
- Liaise with all Communities of Practice on dissemination requirements and timings for collective meetings and events to support the community building process;
- Liaise with all research and industrial partners to collate and present relevant and timely research results;
- Liaise with PrestoCentre to clearly define publishing procedures understood and accepted by all project Partners;
• Link to other EU projects in the digitisation and audiovisual preservation space.

Although the focus of this plan is on the full two-year project duration, the actions described primarily cover the first 12 months. We will perform a communications audit before PM12 to assess the effectiveness of the strategy with both our internal and external audiences. We will consider and discuss the results carefully and use them to amend our strategy for the second half of the project, end beyond.

1.2. Communication Objectives and Success Indicators

1. Establish nine Communities of Practice, each based on a shared concern or problem.

Indicators:
• The realisation of an expert working group (10 – 25 members per Community of Practice);
• The number of discussions taking place within the Communities of Practice;
• The number and frequency of meetings taking place among the members.

2. Raise awareness in the wider community of digital media preservation

Indicators:
• Number of participants in (online or offline) events organised by Presto4U, or Presto4U contributions at external events;

• Number of subscriptions to newsletters and other communication media;

• Frequency and level of external communication to stakeholders.

3. Promote the take-up of promising research results

Indicators:

• Number of publications arising from the Communities of Practice;

• The attention for and use of new services and publications by Presto4U (such as Tech Watch reports, standards registry, software catalogue and market place).

4. Collaborate and maintain relationships with cultural heritage organisations, professional associations, academic network organisations, technical consortiums, commercial vendors and service providers
Target Groups
2.1. Introduction

The scale, scope and variety of institutions with some kind of AV archival function or service is vast, and many of them are in one way or another related to Presto4U. We'll make a division between internal stakeholders — stakeholders within the Presto4U project who will be interdependent for information and knowledge sharing and have the ability to influence the work of Presto4U — and external stakeholders — the focus groups for communication, dissemination and knowledge transfer. These include Archivists/Content Creators, Researchers and Technologists.

2.2. Internal Target Groups

1. The Presto4U consortium comprises fourteen partners from seven EU countries, covering a wide range of preservation expertise based on extensive research, multiple Communities of Practice, and centres specialising in technology transfer between research and industry.

   This primary internal group consists of all the project partners: Beeld en Geluid (Netherlands), Danish Film Institute (Denmark), Tate Gallery (UK), TV2 (Denmark), Cinecitta Luce (Italy), BBC (UK), Institute National de l’ Audiovisuel INA (France), Radiotelevisione Italiana RAI (Italy), Moving Media MM (Ireland), Kings College London (UK), Consiglio Nazionale delle Ricerche CNR (Italy), Univ Southampton IT Innovation Centre (UK), EURIX Digital Media (Italy), Joanneum Research JRS (Austria).

2. The second internal group consists of the Communities of Practice: Broadcast, Music and Sound; Video production and
Post-production; Footage libraries; Film and filmmakers; Art and museum objects, Artists and their representatives; Research and scientific collections; Learning and teaching repositories; and Personal collections. The Communities of Practice, collectively and individually, provide a crucial reference point and exchange environment for all Presto4U activities. Each Community of Practice will be coordinated by a specialist consortium partner who will develop a core expert working group within their specific field of expertise. The members of each expert working group will actively participate in user group meeting discussions and contribute by taking on leadership roles and engaging within the community through knowledge transfer activities.

3. The third internal group comprises specialist technology partners from within the consortium who have been working on audio and video digitisation, access and preservation for several years. IT Innovation, EURIX, RAI, Joanneum Research and Moving Media will provide technology evaluation, technology transfer, analysis of research results, promotion of standardisation activities and support the application of standards based tools and services. Their role is to promote the take-up of promising research results by analysing economic models, presenting research results to technology developers and service providers on the supply side and potential users in the core and peripheral groups within each Community of Practice.

2.3. External Target Groups

1. Archivists/Content Creators – creatives and custodians who need to preserve their content for the long-term future. This group covers a diverse spectrum of archives and collections, some of whom will form a core group within the nine Communities of Practice. Others will participate on a peripheral level as part of a much larger group of organisations and individuals who are less actively engaged. Their involvement will be fragmented and
hands off. Nevertheless, they constitute an important target group sensitive to one dimensional communication means such as electronic newsletters and larger scale dissemination activities, including workshops and conferences.

- practitioners from within each of the Communities of Practice core and peripheral groups, including digital media preservation specialists, content custodians, strategic decision-makers, content creators (film, television and radio producers, independents), knowledge and learning creators, individuals with personal collections

2. Researchers – with specialist research skills in the fields of technology research in digital media preservation. This group is involved in research covering a wide range of topics related to audiovisual digitisation and digital media preservation. Many will have been involved in past research activities which have been funded by the EU or national government departments. It is often the case that many research institutions and universities are unable to acquire further funding to develop their prototype tools and technologies further. Therefore, knowledge sharing and an understanding of commercial technology developers and providers and a better insight into the real needs of archives and collection owners would be beneficial.

- leaders in the field of technology and research, academic institutions, industrial research, technology projects, EU R&D projects

3. Technology Developers and Providers – who provide technology and services to the AV archival community which may range from digitisation, digital preservation, storage and exploitation services. This group is keen to understand the needs of the archive communities in terms of audiovisual digital preservation tools and services. In addition, it wishes to acquire knowledge and information on research results and prototypes in the field which could be productised and brought to market.
- Technology and service providers, industrial research companies, manufacturers, vendors, system providers and integrators

All three groups will have different levels of activity and needs; some will be more pro-active than others, some will require consistent communication services via e.g. the public website, newsletters, AV Insider magazine, social media, whereas others have a need for face-to-face conversations and sharing. Attendance at Conferences and workshops will be key to the knowledge transfer, sharing, networking, learning and information gathering activities.

2.4. Communication Messages

- **Target Group: Archivists/Content Creators**
  Stress the importance and relevance of collaboration for gathering practical knowledge about shared concerns and problems in digital AV preservation. Information on Communities of Practice activities relevant to their specific archival domain and needs. Be pro-active in spreading the word amongst archive networks to contribute to requirements surveys and assessment of output.

- **Target Group: Researchers**
  Promote Presto4U as a forum to meet supply and demand, for the furthering of research results. Promote the identification of needs and requirements for new R&D. Stress the importance to collate and publish promising research results for both internal and external groups.
• **Target Group: Technology Developers and Providers**

Promote Presto4U as opportunity to understand different Communities of Practices’ needs for services and tools and what emerging technologies out there have potential to serve those needs.
Communities of Practice
3.1. Kick-off of Communities

Communication is key to the work, success and impact of the Communities of Practice. Presto4U WP5 Communication strategies will therefore conjugate with WP2 Communities of Practice activities for helping the Community of Practice formation, building relationships and communicating with stakeholders, and communicating results and impact.

Leading up to the Communities of Practice launch and during the first months we will focus communication on the community-building efforts — especially towards community core membership and stakeholders. We will produce formats, presentations and publications to gain support from these stakeholders, stepping up the start-up phase and expanding the Communities of Practice. We will also pay attention to communicating to potential corporate champions and senior management in core group members’ organisations. Gaining a high level of commitment of senior management for the — primarily volunteer — work and involvement of members of each Community of Practice is crucial for the overall community performance and output.

The business cases and value propositions that are to be developed by each of the Community of Practice leaders, will be crucial is identifying the expectations of members and other key stakeholders. We need to understand what the various groups need to know in order to gauge success. Value propositions will change from community to community and core group to core group and we need to ensure we have the full range covered and target our key messages on the community’s progress and value by audience.

Communication activities will also be important in the WP6 impact assessment work. Throughout the development process of each Community of Practice we will need to establish a routine of seeking constant feedback and creating baselines for measuring progress and comparisons to other communities. After establishment of the Communities in PM7, we will aim to focus all of our communications,
whether individual emails, group notices of Community activities, general newsletters, external presentations etc. on the value and gains that are being generated by and for each Community of Practice.

3.2. Individual Communication Plans

The Communication plan at hand can be regarded as a high-level communication plan recognising the many distribution channels available throughout the project. It outlines a comprehensive communication strategy that informs all stakeholders and other relevant wider audiences about the development and outcomes of each Community. It provides a basis for creating more detailed communication plans — i.e. project plans — for each of the Communities of Practice.

Each Community of Practice communication plan must be designed around the communication channels available as described in this report, and should be set up as a framework helping Community of Practice core members to move their community people and audiences through a cycle of awareness, to interest, to decision making, to action. The desired “action” should be regarded at the level of membership — thus, to create and maintain active participation in each community by:

- informing the relevant audiences of a Community of Practice;
- encouraging individuals to participate in the Core Group of a Community of Practice;
- creating interest among the wider, peripheral group, to participate in fact checking, surveys, and further communication and awareness raising activities
- tying each Community of Practice communications to the Presto4U’s activities
Communication Plans for the Communities of Practice should include:

- Risks/critical success factors of the communication plan
- A description of the key benefits of each community of practice
- Key messages for communication
- Specific Community of Practice audiences
- Use of formats/distribution channels within and outside the project
- A description of the communication phases
Communication Actions
4.1. Project Identity

A strong project or ‘corporate’ identity is key for successful dissemination of Presto4U which will be embodied by the branding, project website and the internal workspace.

4.1.1. Logo

A Project logo has been designed and set up to represent the Presto4U project. The Presto4U logo represents a triple helix, better known as the triple-stranded DNA. In industrial policy, the term triple helix denotes the three-way relationship between government, industry and researchers. It stresses the interrelationship of the three actors involved in increasingly knowledge-based societies and the level playing field required between institutional partners. The project has stretched this image and projected it on the three stakeholder groups it addresses: AV media archives, researchers and industrial players.
The project logo can be used in combination and in association with multiple partner brands, and especially PrestoCentre (see left). The project brand will be one of the project’s strengths, helping it to attract and engage stakeholders, collaborate with partners and strengthen our network of supporters. The image that the logo represents is what makes the project distinctive and unique. The colours of the logo will also function as a guideline for the colour scheme of all Presto4U communication. The logo will be used in all offline and online branding and communication activities, including future publications and products.

4.1.2. Project Website
The project website (www.presto4u.eu) has been launched in January 2013 and will be updated throughout the project. The Presto4U website will be hosted through PrestoCentre, which is built on an open source Drupal 7 platform which supports multiple functionalities for dialogue, relationship building and knowledge exchange.

The Presto4U landing page’s design will emphasize the relation with the PrestoCentre and the AV media preservation constituency while it will also recognise the position as a stand-alone project:

- All project pages feature the Presto4U logo (top left);
- All project pages have an image background to make the pages stand out. We have chosen Charles Babbage’s Analytical Engine as the image best representing the purpose of the project. Babbage’s engine is considered the first digital computer but never made it into production for reasons of unclear views of its use, production conflicts and inadequate funding.
- All project pages contain a subnavigation menu dedicated to navigate through the Presto4U pages and content.
The project website is the front door to the project and often the first point of contact for all types of users. As such it will be structured in a way that makes information findable. There will be core elements providing the end users with basic information which is commonly requested:
Core Elements for Project Website

| “About Us” / Partners / Objectives / Contacts | A short paragraph giving a top level overview of project, the partners, goals and ambitions. |
| Links to published deliverables and project highlights | An overview of all public documents as well as presentations and other information from the project. |
| Events announcements | Project events announcements, such as preservathons, workshops, contributions to external conferences |
| Blog | Posts from bloggers involved in Presto4U |

The Project’s landing page summarises the most important project information and provides quick links to dedicated pages with more information. This way the main page stays clear and short and thereby very accessible for users. Elements on the main page are:

- Project description: a short description about the Presto4U project, so users get a first quick impression about the project. More information can be found when clicking on the ‘read more’ link;
- Status Update: this will be a regularly update about the project, such as where do we stand, what are we working on etc. to give up-to-date information about the project;
- Project partners: a list of all project partners within the Presto4U project. By clicking on one of the logos you’ll be redirected to a page with more contact information.
- The reference to the European Commission’s Seventh Framework Programme is mentioned on a visible place in the middle of the page.
The Presto4U pages currently provide mainly basic information, including a short description of the Project, of the Work Packages, of the Partners, and refers to related projects that Presto4U will be involved in.

The PrestoCentre online platform further supports multiple discussion forums, facilitating dialogue and relationship building, and leading to knowledge exchange.

There will be an editorial team from BBC and B&G’s PrestoCentre department responsible for the content of the website and ensuring that it is up to date with news, articles, blogs and events.

The website will include options for sharing to social media sites such as Facebook, Twitter, LinkedIn.
Other features from PrestoCentre can be easily borrowed such as the library, calendar and events, a poll function, discussion forums, webforms, etc.

Screenshot example of PrestoPRIME report published on PrestoCentre.org. The PrestoCentre website contains a free-to-use library of information resources with professional search and selection features. This library will be used for publishing all public project documents relevant to the professional digital AV communities. This will ensure they will get the appropriate attention by the user communities while they will also receive a permanent virtual reference point, open to comments, sharing and revisions. The Presto4U publications will be tagged and fed on the Presto4U landing page.
4.2. Project Workspace

For the Presto4U workspace, the project uses an open source off-the-shelf online platform (Open Atrium) for enabling collaboration, communication and sharing at the Task level, Workpackage level and Project level. Just as with the public project website, the Presto4U internal workspace is hosted through the PrestoCentre website. Access is via a login and password which will enable all Presto4U partner members to collaborate, view and share restricted information and documents.

![Screenshot of the Presto4U workspace Dashboard](image)

The Presto4U workspace functions as an intranet in a box with a blog, a wiki, a calendar, a to do list, and a dashboard to manage it all. The workspace will be customized over the following months based on the project's specific needs and requirements. This customization process will also be used to prepare the Communities of Practice workspaces (due PM6) as it is expected that many custom features can be borrowed from the internal workspace.
All project information will be located in the workspace including planned events and activities, publications and deliverables. The European Commission staff and project reviewers will also receive access to (part of) the Workspace.

Screenshot of the Presto4U workspace, presenting the Workpackages as well as indicating the assignments created to track progress of work.
4.3. Promotional Material

Various forms of promotional material will be made during the course of the project:

- Flyers
- Newsletters
- Direct Mail
- Magazine

4.3.1. Flyers

A promotional project flyer will be designed and produced within the next three months to distribute at workshops, conferences, trade shows and events. It will give a brief explanation of the project, project goals, information on partners and the nine communities of practice, contact addresses and link to the public project web page. PDF version of the flyer will be made available at the Project website (www.presto4u.eu).

Flyers might also be used to announce specific conferences, trainings, webinars or other events such as the Preservathon workshops. Flyers will contain information about the event, format, topics, speakers, participants, venue, rate, registration and other relevant information.

Flyers might also be produced for specific services developed under the Presto4U project, such as the standards registry, software catalogue and market place. Purpose of these flyers is to promote the service and stimulate the use by stakeholders.
4.3.2. Newsletters

A newsletter will be developed for each Community of Practice. Besides informing both the internal project members and the Communities of Practice members, the newsletter will also be aimed at a much larger group of organisations and individuals who are less actively engaged but constitute an important target group. The newsletter offers the opportunity to communicate with specific groups focusing on their particular needs or interests and inform them about community updates, results and activities. Each Community of Practice leader with their expert working group will produce content in the form of news, announcements, user group meetings events and articles on their main issues and challenges. The online newsletter will be quarterly to ensure a high information level. The coordination and production of the newsletters will be done by PrestoCentre to ensure a secure distribution and high-level content.

Presto4U news will be included in the PrestoCentre online Newsletter. PrestoCentre is currently setting up a new two-monthly newsletter which contains all sort of information related to the audiovisual digitisation and digital preservation domain. Subscription is possible through the sign-up box on the homepage. By using PrestoCentre’s newsletter in stead of creating a dedicated Presto4U newsletter it is possible to send out the newsletter more frequently since there will be more items to be included in the newsletter. Also, PrestoCentre already has a number of subscriptions to the newsletter, which makes it possible to develop and distribute the first newsletter on short notice.

External newsletters from project partner’s organisations are a secondary source of communication enabling the project to reach a much wider target group. Major archive organisations publish newsletters either in printed or electronic form aimed at general and specific groups of members. Presto4U will make use of these external newsletters in order to reach as many new interested parties or individuals and make news announcements and PrestoCentre/Presto4U.
4.3.3. Direct Mail

Direct mail will be used to invite the core members for the Communities of Practice. This can either be an online direct mail (email) or a physical letter. A template for this direct mail will be provided by PrestoCentre to ensure members will be invited in the same way and under the same conditions for each Community of Practice. The direct mail will be sent by the Communities of Practice leaders.

Direct mail in online form might also be used to invite people for specific conferences, trainings, webinars or other events. This can either be through an online event registration system or through the PrestoCentre CRM – which contains contact details of around 1500 organisations and 2500 persons worldwide.

4.3.4. Magazines

The magazine AV Insider, first published in May 2012 by PrestoCentre, is a magazine dedicated to the audiovisual digital preservation community, introducing readers to the faces doing the crucial work for AV digital preservation.

The January 2013 issue of AV Insider was dedicated to AV preservation research transfer, with contributions from many Project Partners. It was the very first communication action for Presto4U and had a great reach: AV Insider is published quarterly and distributed worldwide. Average print circulation is 2000. Online publication has an average page views of 1000 per month at www.prestocentre.org/avinsider.
From 2013 on AV Insider will carry information about Presto4U and promote activities throughout the life time of the project. Other professional and popular magazines will be sought after to publish about Presto4U, its goals and impact.

4.3.5. Social Media
The internet is more and more used to share ideas, knowledge and content and to create networks through social media. An important element for the dissemination of Presto4U is to take part in online conversations that take place via these platforms. It is impossible to be present on every online community, because of the diversity in social media platforms. To ensure visibility and reach through social media, Presto4U will make use of the PrestoCentre social media platforms. Currently PrestoCentre is only using Twitter since it turned out that Twitter was used most by the stakeholders. PrestoCentre has been active on Twitter for two years and has a large number of followers. Via the Twitter account of PrestoCentre we will share Presto4U news, events, results, publications and other information..

4.4. Other dissemination and communication means and activities

4.4.1. Listservs
Listservs of other organisations will be used to communicate, news, events and other activities of Presto4U.
4.4.2. CRM
PrestoCentre holds a large contact database with around 1500 international organisations and 2500 contacts. This database might be used to send out invitations and other direct communications. This can either be by email or by post.

4.4.3. Conferences
Conferences will provide a platform to report directly to the wider group around each Community of Practice, to present findings, to raise awareness and demonstrate the European added value of the transnational co-operation. Especially the Screening the Future conference series, which is the outcome of the previous PrestoPRIME project and currently runs as an independent conference from PrestoCentre, brings together relevant stakeholders for the project, including AV preservationists, AV production companies, filmmakers, TV producers, scientists, vendors, strategists, funders and policymakers and addresses similar challenges and solutions of sound and image media preservation like Presto4U.

For “Screening The Future 2013: Crossing Boundaries for AV Preservation”, Presto4U is a conference partner and involved in a large part of the programme planning. The conference is hosted by the Tate. It will be a two day event with key topics and focus sessions on the major issues and challenges within audiovisual digitisation and digital preservation. Screening the Future 2013 be a project communication highlight, presenting the relevance of the start of the project’s Communities of Practice, and an opportunity to collect current challenges and share experiences between conference attendees.

4.4.4. “Preservathons” – Workshops
The “Preservathon” workshop will be one of the key dissemination activities highlighting the outcomes of the requirements gatherings of each Community of Practice, sharing the research results of research projects, the status of standardisation activities relating to digital
preservation, the latest technological trends and product and service offerings from vendors and technology providers. Communities of Practice and partner members will use this forum to raise awareness and share with colleagues their collective and specific issues, challenges, opportunities and potential solutions, network and share knowledge amongst key experts and stakeholders in the digital media preservation space.

The name “Preservathon” was inspired by the word “Hackathon” (where computer programmers and designers join up to learn and develop together). There will be three Preservathon workshops throughout the life-cycle of the project which will take place towards the end of Year One, M18 and towards the end of the project to be hosted in Paris, London and Hilversum, the major centres of audiovisual activity in Europe.

For each Preservathon there will be an opportunity for technology providers and service providers to engage with the specialist end user within a dedicated information space and to discuss the latest preservation technology trends that have not yet been productasised.

Each “Preservathon” will also provide a timestamp on a timeline of the digitisation and digital preservation status building on the key issues and challenges of the time and charting the progress over the two years. It will feature interactive discussions with real experiences and examples, question and answer clinic sessions, results of user surveys, new and emerging best practices and the latest research results and technological innovations.

The Target Audience will be digital media preservation specialists, collection owners and practitioners from within each of the Communities of Practice, strategic decision-makers, leaders in the field of technology and research; technology and service providers.

4.4.5. Webinars

Web based seminars will be an integral part of the overall dissemination activities. The PrestoCentre site will be the main platform for hosting the webinars based on it’s technical
infrastructure. Webinars can take the form of a presentation, lecture or workshop and can either be one way from the speaker to the audience with limited audience interaction or more collaborative with questions and answers allowing full collaboration.

It is intended to hold webinars to coincide with key activities within the Communities of Practice, e.g. user group workshops, meetings and local events. This could take the form of a recording of an activity for a wider group of interested users who are unable to participate in workshops and meetings. Or a key expert in a specific field of digital media preservation could highlight key issues, challenges and potential solutions to a targeted group of interested parties. Research project partners will have the opportunity to participate and talk about the potential research results of technology projects. Potential vendors or service providers could also participate in the webinars and provide a forum for discussion on emerging technologies in the digital
For the Webinars, Presto4U will again buy in on the infrastructure already in place through PrestoCentre (see screenshot above).

4.4.6. External Conferences and Events

There are a large number of international and national professional associations involved in developing, evaluating, and sharing knowledge and expertise about audiovisual archiving, digitisation and digital media preservation in the creative and cultural sectors including broadcast, video production and post-production, motion picture, sound and music recording, educational, visual and performing arts. All share a willingness for collaboration and coordination on standards and practices, best practices, guidelines and advice and consultancy. Therefore, it is important to collaborate, partner and/or contribute with Presto4U dissemination activities at future events. This will ensure a larger reach to a much wider audience in a variety of sub-sectors within the audio-visual domain.

For each Community of Practice, there is usually one or more relevant professional association.

All are pro-active in organising conferences, workshops, seminars and training activities per year.

An on-going activity will be monitoring events and encouraging submission of papers, presentations and talks at appropriate events.

- FIAT/IFTA (International Federation of Television Archives)
  http://www.fiatifta.org/
- IASA (International Association of Sound and Visual Archives)
  http://www.iasa-web.org
- FIAF (International Federation of Film Archives)
  http://www.fiafnet.org/
- AMIA (Association of Moving Image Archivists)
  http://www.amianet.org/
• FOCAL (Federation of Commercial Audiovisual Libraries)
  http://www.focalint.org/
• ACE (Association Des Cinematheques Europeennes)
  http://www.acefilm.de/
• SEAPAAVA (South East Asia-Pacific Audiovisual Archives)
  http://archives.pia.gov.ph/seapavaa/
• UNESCO (United Nations, Educational, Scientific and Cultural Organisation)
  http://www.unesco.org
• DPC (Digital Preservation Coalition)
  http://www.dpconline.org/
• DCC (Digital Curation Centre)
  http://www.dcc.ac.uk/
• PASIG (Preservation Archive Special Interest Group)
  http://sun-pasig.ning.com/
• iPRES (Int Conference on Preservation of Digital Objects)

4.4.7. National and Local Events
Each project partner will endeavour to use their national and local contacts in their respective fields of expertise to identify suitable events and forums to disseminate information about the project, Communities of Practice, research results and new and innovative technologies. Notification of events will be input into the Presto4U workspace as an ongoing activity throughout the project.

4.4.8. Standards Bodies
The research project partners will attend standards bodies meetings and events to promote Presto4U activities, disseminate project research results and feedback recommendations. The following organisations are active in standardisation activities:
• EBU (European Broadcasting Union)
• SMPTE (Society of Motion Picture Television Engineers)
• MPEG (Moving Picture Expert Group)
• W3C
• ISO (International Standards Organisation)

The PrestoCentre Blog space will be used to discuss current and future standardisation activities and Presto4U inputs and recommendations.

4.4.9. Collaboration with EU projects and Government funded collaborative projects

Seven FP6 projects have been identified specifically about digital preservation and which have already produced results which will be evaluated by project partners. Capturing data and feedback to the Communities of Practice and research partners is imperative. The Presto4U workspace will be a mechanism for sharing information internally and research results will be published as Reports on the public Presto4U website.

• Caspar: a prolific project, with 11 software components available for download — and two ontologies. 2006-2010
• Planets: we will work with the Open Planets Foundation on accessing and evaluation Planets technology. Planets is well-known for its planning approach and supporting tools, but it also has a Testbed and Interoperability Framework that could have wider use in „supply side“ development. 2006-2010
• Memories: an ambitious project combining preservation and access, specifically incorporating an OAIS approach. There was strong industrial membership in the consortium. 2006-2009
• PrestoSpace: a range of tools and information services, several still running and some which we know have fed into commercial projects. 2004-2008


• There were many FP6 digital preservation networking projects. We will learn from the success of Delos, DPE and Epoch to improve our own activity in the creation of Communities of Practice.

Many FP7 projects are still running (in 2012); some only started in 2011. The following have been identified as producing outputs.

• PrestoPRIME: FP7 „flagship“ IP in the long-term preservation of audiovisual digital media, which has produced a platform of tools and methods. 2009-2012

• BlogForever: digital preservation, management and dissemination facilities for weblogs. Has a prototype spider (web crawler) and a preservation-platform specification. 2011-2013

• ENSURE: long term usability of commercial data. The consortium has had contact with this work (IBM, Haifa) and can get early access to results. 2011-2014

• LiWA: web archiving tools; project completed and code released. 2009-2012

• KEEP: portable emulators; one prototype, project just finished. Again, the consortium has been cooperating with this project over the last two years. 2009-2012

• PROTAGE: software agents for long-term digital preservation. 2007-2010

• SHAMAN: a digital preservation framework; a four-year project, now complete; has one demonstrator that we can evaluate. 2008-12
• Wf4Ever: methods and tools for preservation of scientific workflows; initial deliverables are a Sandbox and an Architecture. 2010-2013
• ARCOMEM: archiving of social media, including use image content analysis (open source tools). 2011-2014

4.4.10. Events Planning & Attendance
Dissemination events that have been attended or set up by PRESTO4U partners can be logged on the internal project space; which gives all the partners the opportunity to see where the project will be promoted. This information will also assist in project reporting activities.

Events planned so far:

| PRESTO4U Events Planning Table 2013 |
|---|---|---|---|---|
| Date | Event | URL | Partners | Presentations |
| April | Fraunhofer Event |  | JRS | Presentation |
| 16-17 May | FIAT MMC Metadata Seminar | [http://www.beeldengeluid.nl/MMCSeminar2013](http://www.beeldengeluid.nl/MMCSeminar2013) | B&G BBC | Information Stand |
| 29 June – 6 July | Bologna Film Festival | [http://www.cinetecadibologna.it/cinemacontatto2013](http://www.cinetecadibologna.it/cinemacontatto2013) | DFI | Presentation |
| June | EBU/MDN workshop | [http://tech.ebu.ch/alahia/site/tech/cache/offence/events/metadata](http://tech.ebu.ch/alahia/site/tech/cache/offence/events/metadata) | RAI | Presentation on Rights |
GRID OF PLANNED ACTIVITIES YEAR 1
(numbers = cumulative count of communication item; ■ = continuous communication)

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