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Talks

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1 SUMMARY

This deliverable includes the slides of the talks given within the OMWeb project at different events. These events tended to have an audience that was not necessarily already involved in W3C activities. Therefore, these types of presentations were an excellent means to increase the awareness of European research and industry of W3C's networked media work.

The overall goal of the OMWeb "Outreach" work package (WP1) is to disseminate the results of W3C's networked media work to a European audience.

This report gives a short description of the talks performed at diverse events such as conferences, summits, developer meetups, industry events, academic conferences, etc. in chronological order. Additional information on the audience size, contacts etc. is given in the annual project reports for 2010 and 2011.

The slides of the talks are stored in a zip file that is included with this report.

2 PROMOTION TALKS

During the two years project duration, there were numerous opportunities to promote OMWeb's project work at various events. It is important to stress that the OMWeb team received a fair number of invitations to present at events, and, as a consequence, we had to select high profile ones so to make sure to respond to the different audiences that were interested in W3C's networked media standardization efforts, with a focus on HTML5.

As planned, ten Networked media talks were given during the two years' projects

2.1 OMWeb Talks in 2010

1. Phil Archer presented "Bringing Augmented Reality into the Web" at the [Mobile Augmented Reality Summit](#) in conjunction with the [Mobile World Congress 2010](#), on 17 February 2010, in Barcelona, Spain

[Paper at http://www.w3.org/2010/02/mwc_ar_paper.html and attached in the Zip file at 2010-MWC-ARSummit-paper.pdf]

2. Dominique Hazaël-Massieux, François Daoust and Philippe Le Hégaret presented at the [HTML5 meetup](#), on 7 April 2010, in Paris, France.

[Presentation slides are at <http://www.w3.org/2010/Talks/0407-next-web-cantine/> and attached in the Zip file at 2010-HTML5meetup-slides.pdf. There is also the video of the presentation available at <http://lacantine.ubicast.eu/videos/w3c-html5-meetup-partie-1/> (all resources are in French)]

3. François Daoust presented "Mobile Web Evolution: HTML5, Video, Widgets and APIs" at the [Mobile2.0 Europe Developer conference](#), on 17 June 2010, in Barcelona, Spain.

[Presentation slides are at <http://www.w3.org/2010/Talks/06-mobile20/> and attached in the Zip file at 2010-Mobile20-slides.pdf]

4. Philipp Hoschka presented "Towards Video on the Web with HTML5" at [IBC2010 - Connected World](#), Amsterdam, The Netherlands, on 13 September 2010.

[Presentation slides are at <http://www.w3.org/2010/09/092010-IBC.pdf> and attached in the Zip file at 2010-IBC-slides.pdf]

5. François Daoust presented "Towards Video on the Web with HTML5", at the [NEM Summit 2010](#), on 14 October 2010, in Barcelona, Spain.

[Presentation slides are at <http://www.w3.org/2010/Talks/1014-html5-video-fd/> and attached in the Zip file at 2010-NEMSummit-slides.pdf]

2.2 OMWeb Talks in 2011

6. François Daoust presented "HTML5 in action" at the Imaginove project booster, on 1 February 2011, in Lyon, France.

[Presentation slides are at <http://www.w3.org/2011/Talks/0201-html5-imaginove-fd/> and attached in the Zip file at 2011-Imaginove-slides.pdf]

7. François Daoust presented “Web&TV at W3C and Accessibility” at the [Bilbao Web Summit](#), on 18 May 2011, in Bilbao, Spain.
[Presentation slides are at http://www.slideshare.net/W3C_OMWeb/webtv-at-w3c-accessibility and attached in the Zip file at 2011-BWS-slides.pdf]
8. François Daoust presented “Adopting HTML5 for television: next steps”, at the [NEM Summit 2011](#) event, on 28 September 2011, in Torino, Italy.
[Presentation slides are at <http://www.w3.org/2011/Talks/0928-webtv-nem-fd/> and attached in the Zip file at 2011-NEMSummit-slides.pdf]
9. Philipp Hoschka presented “Adopting HTML5 for Television: Next Steps” at the [2nd FOKUS Media Web Symposium 2011](#), on 10 November 2011, in Berlin, Germany.
[Presentation slides are at <http://www.w3.org/2011/11/Adopting-HTML5-for-Television-next-steps.pdf> and attached in the Zip file at 2011-MediaWebSymposium-slides.pdf]
10. François Daoust presented “Quand la petite lucarne s'ouvre sur le Web: nouveaux usages, nouvelles possibilités” at the [Rencontres INRIA-Industries](#) event focused on the “Future TV”, on 17 November 2011 in Rennes, France.
[Presentation slides are at <http://www.w3.org/2011/Talks/1117-webtv-inria-fd/> and attached in the Zip file at 2011-R2I-Rennes-slides.pdf]

3 CONCLUSION

Through its promotion talks, OMWeb has successfully reached a wide and diverse audience, informing it about the results of W3C standardization in the area of networked media. .

Table 1 summarizes the different audience categories that were reached by OMWeb's promotion talks during the 2 years of the project.

	MWC'10	HTML5 meetup	Mobile2.0	IBC'10	NEM Summit'10	Imagine	Bilbao Web Summit	NEM Summit'11	2 nd Fokus Media Web Symposium	Rencontres INRIA-Industries
Industry	X	X	X	X	X	X	X	X	X	X
Academics	X		X	X	X		X	X	X	X
Developer	X	X	X	X	X	X		X	X	
ICT community			X		X			X	X	X
Press/Analysts	X	X	X	X	X	X	X	X	X	X

Table 1: Outreach audiences at OMWeb promotion talks in 2010 and 2011

The zip file belonging to this report contains the slide sets of the talks (in pdf format).