



D1.1.5 FINAL PLAN FOR THE DISSEMINATION

Advanced Search Services and Enhanced
Technological Solutions for the European Digital
Library

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Report

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Executive Summary

The goal of this deliverable is to present the dissemination actions and strategy carried out during the project lifetime. Specifically this report focuses on the second year of the activities since at M12 was presented D1.1.2 Dissemination plan dealing with the plan and initiative adopted in the first year of the project. In any case a comparison between the first and the second year has been illustrated specifying the different approach for communication and dissemination due to the diverse status of the project results. The first year focuses more on general dissemination of the project objective and expected results and scientific dissemination covering the main scientific areas approached within ASSETS, while in the second year, when concrete results were ready for demonstration, specific initiatives (workshops, webinar, hackathon) have been carried out addressing different user typology of the ASSETS Community as specified in the following chapters.

This deliverable has been articulated as follows:

Chapter 1 Introduction presents the ASSETS strategy adopted in the different phases of the projects specifying the goals and the actions.

Chapter 2 International initiatives to foster the ASSETS Community awareness and involvement relates on the specific initiatives carried out in the second year. Namely 3 international workshops organised by ASSETS addressing three different typology of audience, the first one, *ASSETS 2011* dedicated to scientific communities collocated at SPIRE 2011 Conference in Pisa; the second one, *ASSETS 2012* in Luxembourg and in streaming in real time through the ASSETS website focusing on DL communities; and the third one *ASSETS4Europeana* addressing Museums community held in Brescia at Fondazione Luigi Micheletti with the presence of the European Museum Academy experts. Moreover a specific Webinar for the ASSETS service presentation have been held attracting 59 persons involved in DL services; and finally collocated to the ASSETS final review will be held the ASSETS hackathon to foster the usage of the ASSETS APIs for developers community in order to enhance the potentiality of the ASSETS APIs.

Chapter 3 Community aggregation tools presents the tools utilised in order to aggregate the ASSETS Community and namely, *LinkedIn group* and *Twitter* fostering the involvement of potential stakeholders and the ASSETS communication websites where the relevant actors/users could be informed on the latest news and results and download the ASSETS material and technical documentation.

Chapter 4 Dissemination material reports all the material realised during the project lifecycle.

Chapter 5 Partner Dissemination Actions presents all the actions carried out by each partners and specifically: general dissemination where ASSETS material has been distributed; Events sponsored by ASSETS; Tutorials where ASSETS results has been presented; Cultural Conferences and workshops where ASSETS services have been showed and scientific dissemination where papers have been submitted and presented.

Finally, Chapter 6 Results and Conclusions where some considerations of the dissemination experience have been reported and some quantitative indicators have been reported to give an overview of the amount actions realised within the project.

1. Introduction

1.1 ASSETS Dissemination Approach

This deliverable presents the final results of the Dissemination Activities (WP1.1). The report details all the activities carried out during the project lifecycle focusing more on the activities of the second year being this the final version of D1.1.2 Dissemination plan delivered at M12.

The first year was dedicated mainly to the following activities:

- **widely disseminating the project** aims and objectives towards the various potentially interested stakeholders so as to generate a broad awareness,
- **Building awareness** on the ASSETS expected results using a variety of communication and aggregation tools
- **Establishing valuable and durable liaisons with Europeana and the Europeana project group** through ECAB (Europeana Clustering Advisory Board) meetings where representatives of major Europeana Projects met in order to guarantee that ASSETS developments were in line with the Europeana strategy and expectations.
- **Start to attract potential adopters of the ASSETS services through the aggregation of the ASSETS community.** To this aim, a User group has been aggregated through: a) the ASSETS LinkedIn group where discussions have been carried out and members were updated on the latest news related to ASSETS, b) twitter accounts, where the ASSETS Community could follow the ASSETS main initiatives and c) through the Web Site where community members could be updated on ongoing results and where they could download all the ASSETS documentation including deliverables, demo videos, presentations and dissemination material in printable version.
- **Scientific dissemination.** A lot of scientific dissemination has been carried out in the first year. Scientific partners attended around 18 scientific conferences where ASSETS technology features have been presented.

The second year of activities had a different focus. Since the first concrete results were ready for demonstration, further to scientific dissemination, a major effort has been dedicated to the presentation of the ASSETS services to potential early adopters in order to foster their broad adoption after completion of the project. In particular three focused workshops have been organised addressing respectively three different typologies of audience: the first one was dedicated to **Scientific Communities**, the second one to **CH and DL domains** and finally the third ones to **Museums**. Therefore the work carried out concentrated on the involvement of ASSETS user community through:

- Organisation of **the first international workshop at M18: ASSETS advanced search services.** This event, held in Pisa, was co-located with the SPIRE2011 Conference. The event was targeted to the scientific communities. At the event keynote speakers from the search engine domain such as Yahoo have been invited. The goal was to positioning the ASSETS search feature in at international level in the relevant sectors.
- Organisation of **ASSETS 2012: Innovation4Culture (M23).** Speakers from the European Commission, Europeana projects, Industries and Content providers



have been invited in order to present demonstration of the services that have been integrated in the Europeana Platform. The workshop was addressed to the Cultural Heritage and Digital libraries domains. The event was accessible also via streaming and more than 100 people followed the event through the ASSETS website.

- Organisation of an **International workshop: ASSETS4Europeana (M24): New services for Museums and Digital Archives**. The workshop aimed to present the ASSETS services to the main representatives of the European Museum Academy, one of the most relevant Museum Association in Europe attracting thousands of small and medium museums. Feedback was collected through a survey.
- Organisation of the **ASSETS Webinar**. An online seminar, dedicated to the presentation and demonstration of 4 ASSETS services was realised at M24 attracting 59 people . This was an interactive event where attendees were asked to give their feedback on the services through a specific online survey.
- Realisation of an **Online Survey**. The objective of this piece of work was to gather the opinions of the content providers and sponsors, whose support is equally as important to the success of the project as the support of the end users. This was achieved through an online survey, in which content providers and sponsors watched videos describing key services and provided feedback.
- **ASSETS Hackathon**. The last ASSETS initiative will be the Hackathon aiming at enhancing the ASSETS API where developers will have the opportunity to develop applications/prototype using the ASSETS API. This event will be co-located with the ASSETS final review.
- **Partner Dissemination**. A lot of dissemination events, reaching the scientific and cultural sectors, have been carried out by the ASSETS partners as showed in the following sections.
- **Community tools**. Different online channels have been used in order to aggregate and discuss with Community members: a) **ASSETS LinkedIn group** where currently we have 116 members; b) **Twitter** where hundreds of followers have been informed on the ASSETS initiatives; c) **ASSETS website** always updated with the last news and results, where Community members can download all the ASSETS documentations.

2. International initiatives to foster the ASSETS Community awareness and involvement

Compared with the first year, during the second year the dissemination strategy was moved from a general events-oriented approach to a more focused one. This latter has been dedicated to the starting up of a living discussion around the ASSETS community, in this way three different community segments have been identified and actively involved within specific events. This decision has been taken in order to create interactive labs dedicated not only to the presentation of ASSETS results, but also to the creation of an innovation based discussion with exchange of information and real interactions. In this way a real living community has been created and more awareness around project results was obtained.

In the second year, the Project communication Team was more oriented to the organisation of this kind of events and workshops, where participation of opinion leaders in the field of Culture and Digital libraries was assured and high quality of discussions guaranteed together with the active involvement of the audience. After a preliminary careful analysis, three different targets have been identified around the main ASSETS domain, namely

1. Scientific and technological community
2. Cultural and Digital Libraries representatives
3. Museums and Cultural organizations

A specific events for all of these three communities have been organized.

2.1 ASSETS workshop: Advanced Search Services!

The first event was targeted to the scientific communities around ASSETS technical results. In order to reach this segment of the more general ASSETS community, the Communication Team suggested to link the workshop to a well-known scientific conference, the SPIRE 2011 conference. SPIRE 2011 is the 18th edition of the Symposium on String Processing and Information Retrieval, annually held with this title since 1998. The four first events concentrated mainly on string processing (SP), and were held in South America under the title South American Workshop on String Processing (WSP). WSP was transformed into SPIRE in 1998, when the scope of the event was broadened to include also information retrieval (IR). The change was motivated by the increasing relevance of information retrieval and its close inter-relationship with the general area of string processing.

The ASSETS workshop was co-located to event of the Conference in Pisa: more info can be found in the conference web site: <http://spire2011.isti.cnr.it/>.

The workshop has been a great success and this is a demonstration of the Project scientific impact (in addition to the quality and quantity of the papers accepted in international conferences after peer review process, see next paragraph). This is the confirmation of the results taken at scientific level by the project team and, at the same time, the factual demonstration of the importance of Digital Libraries and Search Engine as main factor of cultural advancement in Europe.

Target of the workshop was a purely technical and scientific audience in line with the conference SPIRE2011 and with the technical approach of the project. It has been



focused mainly on semantic search and advanced knowledge extraction issues . Note that participants included two of the three major (if not unique) global players in the field of search engines: Yahoo and Microsoft; one of them was also a speaker of the ASSETS workshop.

In the first part of the workshop, results of the project have been discussed, emphasizing the excellence achieved by winning the awards to the last Europeana Tech Hackathon in Vienna. In the afternoon the themes of knowledge management and extraction of information have been addressed in a more general external perspective. In this way , it has been possible to have an overview of the state of the art in the domain and compare ASSETS results with other projects. This was also a good possibility for members to share their ideas and organize future actions, especially during lunch time.

Another confirmation of the Project impact within the scientific community has been ensured by the fact that one of the speakers (prof. Paolo Nesi from Florence University) proposed to organize an ASSETS event during another scientific conference in Florence, the ECLAP conference (www.eclap.eu/conference); this was a real good follow-up for the ASSETS communication people, but unfortunately the conference was after project completion, so ASSETS people participated to the conference, but just by their own.

Pisa 21st of October 2011

This initiative represents the first workshop organised by ASSETS. The aim of the event was to present the first year's results to researchers, students, developers, stakeholders in Digital Libraries and Search engine sectors.

The ASSETS workshop was held in Pisa, Italy, at CNR (National Council of Research), on October 21st 2011. This workshop was a co-located event of the SPIRE 2011 Conference (<http://spire2011.isti.cnr.it/>).

TOPICS AND PROGRAMME

The program of the ASSETS workshop was articulated as follows:

Morning session

- Introduction and scope of the event
- ASSETS overall presentation
- ASSETS service presentations (scope & demos):
 - Metadata enrichment
 - Indexing and ranking
 - Browsing and characterisation
 - Community Services

Afternoon session

- Europeana plans
- Sessions dedicated to keynote speakers on DL and Search

assets
 Advanced Search Service and Enhanced Technological Solutions for the European Digital Library

**ASSETS is glad to announce the ASSETS Workshop:
 Advanced search services**

Pisa, Italy, October 21st, 2011
 CNR, Room 27

Morning session (10.00 -13.15)
 ASSETS Advanced Services, Chaired by Luigi Briguglio, Engineering

Introduction	10.00 - 10.15	Luigi Briguglio, Engineering
ASSETS overall presentation	10.15 - 10.45	
Image Searching on a Very Large Scale	10.45 - 11.15	Giuseppe Amato, NeMIS-ISTI-CNR
Coffee Break		
Metadata Ranking	11.45 - 12.15	Raffaello Perego, HPC-ISTI-CNR
Entity based Query Suggestion	12.15 - 12.45	Diego Ceccarelli, HPC-ISTI CNR
Community services	12.45 - 13.15	Carlo Meghini, NeMIS-ISTI CNR
Lunch		
Europeana plans	14.30 - 15.00	Anne Marie van Gerwen, Europeana
The ECLAP semantic model and search capabilities	15.00 - 15.30	Paolo Nesi, Università di Firenze
Who searches for what and why should we care?	15.30 - 16.00	Alex Jaimes, Yahoo Research, Spain
Coffee Break		
Natural language in semantic search	16.30 - 17.00	Roberto Basili, University of Rome "Tor Vergata"
Semantic Search business ecosystem	17.00 - 17.30	Francesco Nucci, Engineering

Figure 1 ASSETS: Advanced search services Poster

KEYNOTE SPEAKERS



Title: Europeana Plans

Anne Marie van Gerwen. She is the Manager Marketing at Europeana. Her current focus is on **building the marketing organization for Europeana**, the portal for Europe's digitized



cultural heritage. Main areas are **community engagement**, **portal** and **product development**, **innovation**, **social media optimization**, **marketing strategy**, **user research** and **expanding Europeana partner network**.



*Title: **The ECLAP semantic model and search capabilities***

Paolo Nesi is full professor at the University of Florence, working at *Computer Science Department*. He is the coordinator of the ECLAP best practice network

ECLAP is a projects, focusing on the use of **advanced database and delivery tools** for the production and dissemination of the rich **multilingual European heritage**. This will result in cultural enrichment and promotion of European culture, and **in improvements in learning and search in the field of performing arts**. ECLAP is co-funded by the European Union ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, Theme CIP-ICT-PSP.2009.2.2.



*Title: **Who searches for what and why should we care?***

Alejandro Jaimes 15+ years of research experience in **information retrieval**, **data mining**, **machine learning**, **multimedia content analysis** and **computer vision**. Currently managing new group and doing research on **Social Media Engagement at Yahoo!**

His technical research focuses on understanding **human behaviour** (in the widest sense) through interdisciplinary approaches and making the knowledge gained useful in the research, **development**, and **deployment of new applications and technologies**.

This means a strong focus on **data analysis considering the role of technology in business and society**, and drawing from work in the humanities, information and social sciences (anthropology, psychology, etc.).



*Title: **Natural language in semantic search***

Roberto Basile. Since May 2003 he is Associate Professor at the *Department of Computer Science of the University of Roma, Tor Vergata* and member of the *Artificial Intelligence group at Tor Vergata (ART)* since 1991. His current research is on **Natural Language Processing**, **Machine Learning**, knowledge representation and applications such as Information Retrieval and Semantic Web. He is an author of more than 60 publications in Journals, International and National

Conferences.



*Title: **Semantic Search business ecosystem***

Francesco Nucci. More than 15 years of experience in the **management of research and technology based innovation**. He acquired consolidated competencies in **mastering and understanding dynamics of innovation**: how it creates value for the organisations and companies, how it shapes market and causes paradigm shift in the business scenario, how it impacts



different technical, social and economics dimensions.

RESULTS

The workshop was attended by 24 persons coming from Universities, Industries and Cultural Organisations. It had strong impact and put the basis for future synergies among speakers and audience. A lot of questions have been asked. This initiative has been also an opportunity for networking and to be familiar with the Europeana Platform and services. Dissemination material including the press release: **ASSETS one year later...** has been distributed.



ASSETS one year later...

The ASSETS project aims to improve the usability of Europeana portal (**Insert web site**) by developing, implementing and deploying large-scale services focusing on content search, browsing and user interfaces.

After one year of execution, ASSETS is now starting to demonstrate its value by validating its services as a result of the joint effort of 24 ASSETS Consortium partners coming from 10 different European countries and Japan, offering their multi-disciplinary dimension, including all the significant stakeholders in the Digital Libraries value chain (cultural institutions, research organisations, ICT players and user-innovators).

A first set of services of the ASSETS platform have already been released, with demos and storyboards now available in the ASSETS web site (www.assets4europeana.eu). The services currently available include: Metadata ranking, query suggestion, image similarity search, audio search and recommendation, video indexing, 3D search, manual annotation and semantic browsing.

The demos will allow users to understand how ASSETS will enhance in quality, and widen in scope, the search and retrieval service of Europeana. This will improve the usability of Europeana, giving the user a sets of results with meaningful ranking and assurance of the quality of the service.

Users evaluation will now start in three different European countries, with user-innovators participating actively in the innovation process.

Starting from the above preliminary results, ASSETS activities will now proceed with the integration of ASSETS services into the Europeana platform, including text processing, metadata editing and semantic cross linking and community services such as content creation by re-use, personalisation and notification.

Now in its second year of execution, ASSETS is in the position to concretely improve the usability of Europeana portal. and contribute to Europeana global mission to enable people to explore the digital resources of Europe's museums, libraries, archives and audio-visual collections, and to promote discovery and networking opportunities in a multilingual space where users can engage, share and be inspired by the rich diversity of Europe's cultural and scientific heritage.

2.2 ASSETS2012 Innovation4Culture

The second international event was dedicated to the Digital Libraries segment within the ASSETS community, a segment relevant to all cultural institutions dedicated to electronic archives and libraries, and it was focused on the Europeana context. After the first event dedicated to scientific and technological aspects of the project, the second one was dedicated to the innovation leverage produced by the project



achievements and its relevance for the Digital libraries domain. For this reason the event organised in Luxembourg had a great impact for the communication strategy and its conduction.

Luxembourg 8th of March 2012 at CVCE



The event focused on Innovation services related to Culture. Key note speakers from Culture Institutions and Industries brought their experience in the field and discussed on how Culture can benefit from Innovation.

The workshop was introduced by the European Commission, Europeana and the ASSETS project. The event was articulated in 3 main sections: the first one aiming at presenting Europeana content provider vision and expectations, the second one focusing on the demonstration of the ASSETS services that have been integrated into Europeana and the final one offering a discussion on ideas for the future. The event aimed at attracting National Libraries, Museums, Archives, Ministries, SMEs involved in CH service development and Media industries.

The workshop was held at the Château de Sanem on 8th March 2012 and was **broadcasted via live streaming on the Web** so that all those interested could follow the discussions.

PROGRAMME

9.30 Welcome Marianne Backes (Centre Virtuel de la Connaissance sur l'Europe (CVCE) Director)

Chaired by Silvia Boi, Engineering Ingegneria Informatica

Introduction: The Context

9.45 European Commission (Francesca Borrelli, European Commission - ASSETS Project Officer)

10.00 Europeana (Jan Molendijk, Europeana Technical and Operations director)

10.20 The ASSETS project (Luigi Briguglio, ASSETS Coordinator)

10.45 Coffee break (Networking session)



Content provider vision of Europeana



11.00 Institut national de l'audiovisuel - ASSETS/Europeana Content Provider (Daniel Teruggi)

11.15 Österreichische Nationalbibliothek - Europeana

Content provider (*Max Kaiser*)

11.30 Centre Virtuel de la Connaissance sur l'Europe Adoption of the ASSETS services (*Ghislain Sillaume*)

ASSETS services demos

Chaired by Luigi Briguglio, ASSETS coordinator

12.00 ASSETS Service demos (*Sergiu Gordea, ASSETS technical director (AIT) - Diego Ceccarelli, Nicola Aloia, CNR*)

13.00 Industrial perspective

Francesco Nucci, Engineering Ingegneria Informatica

Patrizia Asproni, ConfCultura

13.30-14.30 Lunch (Networking session)

Ideas for the Future

14.30 Round table: Ideas for the future introduced by *Silvia Boi Engineering Ingegneria Informatica.*

Jan Molendijk (Europeana), Max Kaiser (ONB), Daniel Teruggi (INA), , Francesco Nucci (Engineering Ingegneria Informatica), Marianne Backes (CVCE), Patrizia Asproni (ConfCultura President), Marco Marsella (European Commission).



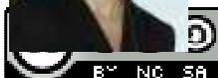
Round table

Figure 2 Round table

SPEAKERS



Patrizia Asproni, ConfCultura President. ConfCultural is the Director of Cultural Heritage of Giunti Editorial group. She is also president of ConfCultura, Italian Association of private enterprise for the management, valorisation and promotion of Cultural Heritage. Also president of the Enterprise and Culture Foundation



of Confultura. She is member of the following bodies: FederTurismo board, Confindustria innovative services Council, Confindustria Cultura Commission, Friend of Uffizi Association.



Marianne Backes Director of the Centre Virtuel de la Connaissance sur l'Europe (CVCE). A confirmed European and enthusiast for innovation and new technologies, she sought to raise awareness of the history of the European integration process by harnessing the tremendous potential offered by information and communication technologies (ICT). Now a Senior Adviser to the Luxembourg Government, Marianne Backes has been the Director of the CVCE since it was first established and continues in her efforts to make the Centre a focal point for the research and dissemination of multimedia, multisource and multilingual information using an approach based on advanced digital libraries.



Maria Silvia Boi. Her skills lie in managing European and National projects mainly in digital content and the digital media sector. Specialised expertise and consultancy support to: Project quality assurance monitoring and management, Project organisation, EU programme expertise, Web Publishing & market planning. She delivers high-level Communications strategies on various projects dealing with Digital libraries, digital content preservation, new media & multimodal interaction and audiovisual search. She has been the coordinator of the ASSETS project (PSP ICT Best practice Network). She is currently work with Engineering at the Business Development Unit.



Luigi Briguglio received an Electronic Engineering degree in 1996. He has long experience in industrial system automation, especially in distributed acquisition systems and supervision software, and analysis, specification and development of software architectures within a quality controlled process. In 2001 he joined Engineering covering several different operational roles including requirement and specification analysis, analysis and design of service-based and component-based architectures, analysis of development methodologies. He is currently the coordinator of the ASSETS project.



Francesca Borrelli is currently working as Project Officer for DG INFSO in the fields of eContent & Safer Internet. Francesca Borrelli is a Management Engineer with a PhD in Management and Management and Economic Engineering. She has more than 10 years of experience gained in the fields of communication projects, evaluation of e-learning platforms and multimedia content, information and knowledge system set-up, technology transfer, network management, participation in and management of extended projects. She worked in Italy, Spain and Luxembourg.



Jan Molendijk is the Technical and Operations Directors of

Europeana.

Publisher and consultant to the publishing industry with 10+ years of experience in both publishing and ICT. Strong focus on online publishing business models that deliver results. Specialties: business model optimization; database publishing; bibliographic databases; STM and professional publishing; publishing historical documents (rare books, archives etc.); recruitment websites; ASPs; e-mail newsletters;

most of all: getting this stuff to work at both a technical and a business level.



Sergiu Gordea is a Software Engineer working at AIT – Austrian Institute of Technology (www.ait.ac.at). During his PhD study, Sergiu conducted research work and gain domain expertise in Software Engineering, Knowledge Management and Recommender Systems areas. He improved his engineering skills by working at Uniquare (www.uniquare.com) and developing software products for banking sector. In 2010 he joined the digital memory engineering research group at AIT, leaded by Ross King, and the Assets project for which he overtook the technical coordination position.



Max Kaiser, Max Kaiser is Head of the Research and Development Department at the Austrian National Library, Vienna. He has many years of experience in R&D in the areas of digital preservation, digitisation, and digital libraries. Since 2005 he has been involved in various projects and initiatives related to Europeana, the portal to Europe’s cultural collections. He acted as coordinator of the “EuropeanaConnect” project which built essential components for Europeana and currently is leading the “Innovation” work package of “Europeana V.2.0”.

Max Kaiser is member of the Board of Directors of the Open Planets Foundation and acts as programme lead for “Austrian Books Online”, the Austrian National Library’s large scale digitisation cooperation with Google. He has given talks at a number of international conferences and workshops. Recently he acted as co-chair of the EuropeanaTech (Vienna, October 2011) and IPRES2011 (Vienna, September 2010) conferences.

Marco Marsella is Deputy Head of the Unit eContent and Safer Internet of the European Commission Directorate-General for Information Society and Media. He coordinates Innovation (CIP Programme) and eContentplus Programme activities in the area of digital content. Prior to joining the Unit he has worked on EU research activities (RTD Framework Programme) on technology-enhanced learning where he has been responsible for coordinating research agendas, implementation of RTD



Programmes and dissemination activities. Computer scientist by education with specific interest in real-life application of artificial intelligence methods, prior to joining the Commission he has been researcher, project manager and team leader serving in several research centres in Italy.





Francesco Nucci. More than 15 years of experience in the **management of research and technology based innovation.** He acquired consolidated competencies in **mastering and understanding dynamics of innovation:** how it creates value for the organisations and companies, how it shapes market and causes paradigm shift in the business scenario, how it impacts different technical, social and economics dimensions. Since January 2012 he is the Research Directors –services and application at Engineering Ingegneria Informatica.



Ghislain SILLAUME, having won a prize in multimedia design, he graduated in computer engineering at the University of Nancy (FR). After over 5 years of experience developing IT solutions for institutional and industrial sectors, he joined the CVCE where he develops the European Navigator Digital library. He is interested in new technologies in the fields of Web 2.0, social networks, and collective intelligence. He is currently the ASSETS content director.



Daniel Teruggi In 1997 he become Director of the INA Groupe de Recherches Musicales. Since October 2001 he directs the Research and Experimentation Department in INA. PhD in Art and Technology in the Paris VIII University. **He teaches Sound and Visual Arts, at the Paris I Sorbonne University.** He is director of a Seminar on new technology applied to Music at the Paris IV University. He has developed an important activity as composer and researcher, mainly on the relations between creation and technology and the concepts underlying interfaces.

RESULTS

This workshop provided an opportunity to discuss and share ideas with representatives from the European Commission and Europeana and with the ASSETS partners in order to reflect on the work achieved and consider ideas for the future.

The workshop was attended physically by around 15 people mainly coming from Cultural Institution University and SMEs working in the cultural heritage domain. Moreover more than 100 people joined our Streaming. More than 150 tweets have been posted.

All the presented material is available on the ASSETS WebSite.

2.3 ASSETS 4 Europeana: New services for Museums and Digital Archives

The last event was dedicated to Museums and cultural organisations. The focus was on the possibility to increase access to culture throughout the technological assets and innovation, so the audience targeted was related to museums and cultural heritage institutions. The event was organized in collaboration with Fondazione Luigi Micheletti, an organisation specifically dedicated to the intersection between culture, industries and technology. The foundation organises the international Luigi Micheletti Award, that is the European prize for innovative museums in the world of industry,



science and techniques. Thanks to these links, it was possible to reach persons working in the museum environment with a particular innovative attitude. This event was collocated with the Luigi Micheletti award to facilitate the involvement of the European Museum Academy members and relevant museum actors.

Brescia 23rd of March 2012, Fondazione Micheletti

The 23rd of March in Brescia at *Fondazione Luigi Micheletti*, the ASSETS Workshop *New services for Museums and Digital Archives* was held.



Figure 3 The Fondazione Luigi Micheletti

TOPICS AND PROGRAMME

The event, organised in collaboration with Ciaotech-PNO Group and Micheletti Foundation aimed to present the ASSETS final results and in particular those services that have been integrated into the Europeana platform.

The event was articulated in **4 different Sections**: Innovation4Culture: How ASSETS brings innovation in accessing cultural content through Europeana; An overview of the ASSETS services; Why Cultural Institution should be interested in the ASSETS services; Discussion and services evaluation.

Programme

14.30 Innovation4Culture: the ASSETS Project, Silvia Boi (Engineering)

15.00 ASSETS Services: A presentation (Luigi Briguglio, Engineering)

16.00 Coffee break (Networking session)

16.15 ASSETS for Cultural Institutions (Morena Rizzo, Ciaotech –PNO Group)

16.30 Discussion and services evaluation (ALL)



Figure 4 A moment of discussion

SPEAKERS



Maria Silvia Boi. Her skills lie in managing European and National

projects mainly in digital content and the digital media sector. Specialised expertise and consultancy support to: Project quality assurance monitoring and management, Project organisation, EU programme expertise, Web Publishing & market planning. She delivers high-level Communications strategies on various projects dealing with Digital libraries, digital content preservation, new media & multimodal interaction and audiovisual search. She has been the coordinator of the ASSETS project (PSP ICT Best practice Network). She is currently work with Engineering at the Business Development Unit.



Luigi Briguglio received an Electronic Engineering degree in 1996. He has long experience in industrial system automation, especially in distributed acquisition systems and supervision software, and analysis, specification and development of software architectures within a quality controlled process. In 2001 he joined Engineering covering several different operational roles including requirement and specification analysis, analysis and design of service-based and component-based architectures, analysis of development methodologies. He is currently the coordinator of the ASSETS project.



Morena Rizzo, MSc. (Responsible for Dissemination and Networking activities) Degree in Political Sciences, Project Manager, has 10 years experience in International RTD projects, notably in Framework Programmes but also in other European Commission's DG funding programmes. She has worked for Public Research Institution (University Roma Tre) as well as for private consultancies (ARPES, AID) supporting public and private organizations in accessing European and national public funding for research and innovation actions. She successfully carried out dissemination, communication and exploitation tasks of several funded European research and innovation projects (SHARE, MOBIP, SMART, OSMOSIS, ASSETS).

RESULTS

The project has been disseminated to two typologies of audience: Cultural organisation Experts of the European Museum Academy (EMA), and technical experts interested in the services allowing novel access to cultural heritage content. The audience was really interested and a lot of discussions raised. Moreover we took the opportunity to ask attendees to fill in a questionnaire on some of our services namely: Metadata based-ranking, Query suggestion service, Image similarity search, Semantic cross linking service.

2.4 ASSETS Webinar

The Webinar aimed at presenting the ASSETS advanced search services and the features of the new software services to be integrated into Europeana. The webinar focused on the presentations and demos of: Metadata based ranking service, Query Suggestion service, Image Similarity Search service, Semantic Cross linking service.

At the end of the event the attendees were asked to provide their feedback through an online survey.





Figure 5 ASSETS webinar interface

ASSETS Webinar Agenda

Morena Rizzo, CiaoTech	Welcome and Agenda	5'
Luigi Briguglio, Engineering	ASSETS for Europeana	15'
Diego Ceccarelli, CNR	Presentation and demo of Metadata based ranking service	10'
Diego Ceccarelli, ISTI- CNR	Presentation and demo of Query Suggestion service	10'
Fabrizio Falchi, ISTI-CNR	Presentation and demo of Image Similarity Search service	10'
Michalis Lazaridis, CERT/ITI	Presentation and demo of Semantic Cross linking service	10'

Conclusions

Results

The webinar has been really successful, it was attended by 59 people from different part of Europe. The audience represented two typologies of Stakeholders, cultural organisation representatives, researchers and industries. The attendees showed strong interest and at the end of the ASSETS services presentation they were asked to fill in the questionnaires. This activity has been really important to disseminate the ASSETS final result and also to gather potential adopters feedbacks.

2.5 Hackathon

Pisa, Italy, June 20th -21st, 2012

ASSETS organises the Hackathon to enhance the potential of its APIs. This is a real relevant event to test the ASSETS API. Apart from Europeana itself ASSETS is the first project who has organised this kind of event.

PROGRAMME

DAY 1: *Hacking day*

Day 2: *Hacking and awards to the winners*

Expected Outcomes: sketches, prototypes, ideally applications

High potential outcomes: might be implemented later by Europeana/partners

Type of participants: 30 developers and designers from creative industries, cultural institutions.

The event will be carried out in coincidence to the final review. The results of the Hackathon will be presented to the reviewers including the winners' applications/prototypes.

The results will be further disseminate to Europeana that will have the opportunity to exploit the Hackathon results.



3. Community aggregation tools

3.1 LinkedIn group

To foster community activities related to the ASSETS project and to the broader area of Digital Libraries, a LinkedIn group has been created.

Many contacts have been invited to join and to take part in the discussion, as well as all the LinkedIn contacts of the project members that could be interested in ASSETS.

The group includes about 116 persons 30 from the project partners and 86 external actors.

The link to the ASSETS LinkedIn group is: <http://www.linkedin.com/groups/ASSETS-Project-3760064>.

The LinkedIn group has been an efficacious tool to interact with the members and to make alive the ASSETS Community. LinkedIn is a virtual space where members can meet and discuss.

3.2 Twitter

Twitter has been used as a tool by people interested in following the ASSETS activities (workshops, and other initiatives).

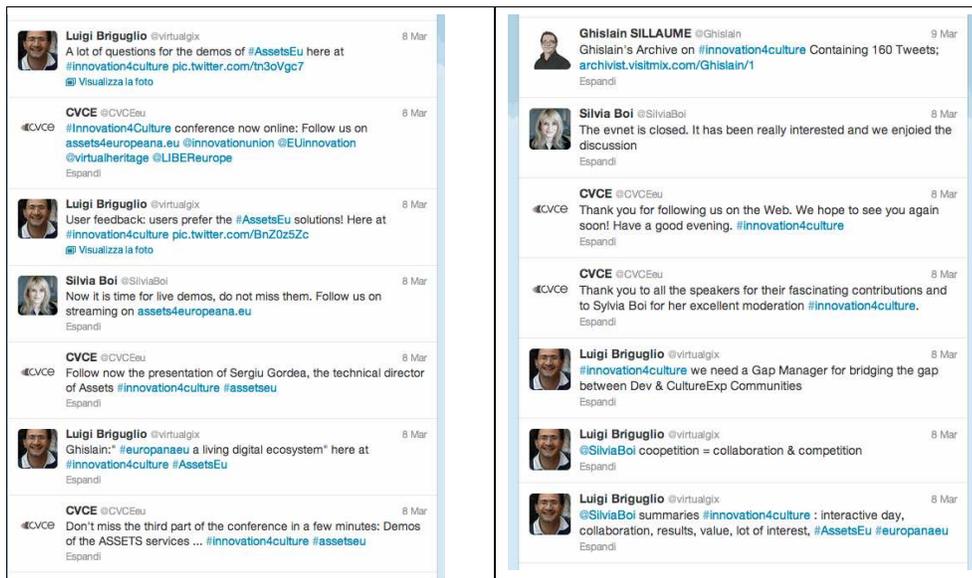


Figure 6 Twitter screen shot for #innovation4culture

3.3 Website Community

The ASSETS website: <http://www.assets4europeana.eu> serves an essential role in the overall project because it functions as the principle communication tool to disseminate project results.

It provides a wide array of functionalities including: document uploading/downloading, ASSETS events registration, news, and more importantly



serves as the communication hub of the ASSETS Community. The website acts as the main source of information on the project, on its initiatives such as events and training modules. It provides several services to Consortium partners and members of the ASSETS community with a user centric content management system that allows users to autonomously publish several types of content and to collect feedback. The website has been designed also to collect user statistics and detailed information about the Community in order to support its management.

The ASSETS Website has been implemented at M3 and it is continuously updated.

Here below the main pages.

The following are the Welcome pages, where each visitor will be directed navigating at www.assets4europeana.eu.

Public Pages

The web areas available to each user are:

- Welcome!
- Services
- Details services
- Project structure
- Get Involved
- Library
- Partners
- ASSETS 2012
- Webinar and online survey

The following images are some examples of public pages.



The screenshot shows a public page for the ASSETS Hackathon. At the top, there is a navigation menu with links: Welcome, Services, Services Details, Project Structure, Get Involved!, Library, Partners, ASSETS 2012, Webinar & Online Survey, What's New, Developers, Documents, Wiki. Below the navigation is a header for the ASSETS Hackathon, followed by the title "ASSETS organise the Hackathon to enhance the potential of its APIs" and the location "Pisa, Italy, June 20th -21st, 2012". A large image of the Leaning Tower of Pisa and the Pisa Cathedral is displayed. Below the image, there are sections for "Outcomes", "High potential outcomes", and "Type of participants". A "Save the date!!" banner is present, along with contact information: "For any information Please contact us at info@assets4europeana.eu". A "Welcome" section follows, describing the project's goals and partners. At the bottom right, there are social media links for LinkedIn and Twitter, and a "NEWS!!" section with the text "ASSETS 2012" and "ASSETS at:". The page also features logos for Europeana group, ICTPSP, and the European Commission.



Figure 7 ASSETS Homepage

Welcome Services Services Details Project Structure Get Involved! Library Partners ASSETS 2012 Webinar & Online Survey What's New Developers Documents Wiki

Web Content Display - Look and Feel - Configuration - Close

Services outline

Ingestion

The unified ingestion toolset allows content providers such as museums, libraries and archives to contribute their content to Europeana in a standardised and effective way. This process will generate enriched, clean and classified metadata, thereby increasing search precision and improving the user's browsing experience. High quality results and enhanced object previews will increase the search recall and user satisfaction.

[...more details](#)

Community

ASSETS provides the possibility to exchange information between portal users and the digital library, offering advantages to both. Users can enrich the library's resources with the results of their work and the libraries will improve the description of their objects. The added value of these services consists in the creation customised content, knowledge extraction and recombination, and information presentation in line with user preferences.

[...more details](#)

Indexing and Ranking

ASSETS offers advanced indexing and ranking techniques for the efficient and effective retrieval of multimedia objects. Indexing functionalities are provided for image/ video/audio/3D formats, which offer the possibility to perform multimedia-based similarity searches. The feedback from Europeana users improve the quality and precision of the retrieved results.

[...more details](#)

Browsing & Characterization

This allows users to search, browse, navigate and view media content with the aim of enriching the user experience and offering customised search results. Semantic links are established between the different media objects in order to improve access to interesting information. The users' behaviour is exploited to enhance the presentation of search results

[...more details](#)

Digital Preservation

ASSETS provides a set of services which prepare the ground for digital preservation:

- **Risk Management:** identification and monitoring of potentially occurring events;
- **Notification:** track, report, notification, communication and management procedures for events that could impact on long term content access;
- **Normalization:** enacts preservation plans.

[...more details](#)

Contact us

To be in contact with ASSETS, please, contact us at info@assets4europeana.eu

If you want to access more details on the ASSETS services [click here](#)

Web Content Display - Look and Feel - Configuration - Close

ICT PSP European Commission

Connect with us on [LinkedIn](#)

#assets4europeana #Innovation4Culture [Twtting ASSETS](#)

[twitter](#) Join the conversation

NEWS!!

ASSETS 2012

ASSETS at:

TPDL Conference 2011 in Berlin
Europeana Tech Conference

[ASSETS new material](#)

Figure 8 ASSETS Service area

Welcome Services Services Details Project Structure Get Involved! Library Partners ASSETS 2012
 Webinar & Online Survey What's New Developers Documents Wiki

Web Content Display - Look and Feel - Configuration - Close

ASSETS Webinar

We are glad to invite you to take part in the next ASSETS WEBINAR and related online survey to be held on the 15th of March 2012 at 15 (GMT+1).

The Webinar will give you insight on advanced search services and on the features of the new software services to be integrated into Europeana.

Afterwards, we ask your support by giving a quick feedback through an online survey. As professional user of digital content, your contribution is precious!
 To take part in the webinar, please contact : Morena Rizzo: m.rizzo@ciaotech.com

AGENDA

Morena Rizzo, CiaoTech Welcome and Agenda 5'

Luigi Briguglio, Engineering ASSETS for Europeana 15'

Diego Ceccarelli, CNR Presentation and demo of Metadata based ranking service 10'

Diego Ceccarelli, ISTI- CNR Presentation and demo of Query Suggestion service 10'

Fabrizio Falchi, ISTI-CNR Presentation and demo of Image Similarity Search service 10'

Michalis Lazaridis, CERTI/ITI Presentation and demo of Semantic Cross linking service 10'

ASSETS Online Survey

STEP 1: please, follow this link: <https://www.surveymonkey.com/>

STEP 2: if you want you can see the videos showing how the services work

STEP 3: answer the questions and leave your feedback That's all! Fast and useful.

Web Content Display - Look and Feel - Configuration - Close

Figure 9 ASSETS webinar and Online Services (interactive area)

Welcome Services Services Details Project Structure Get Involved! Webinars & Online Survey What's New Developers Documents Wiki Library Partners ASSETS 2012

Web Content Display - Look and Feel - Configuration - Close

ASSETS Library

ASSETS 2012: ASSETS4Culture

- Agenda
- CVCE Welcome
- ASSETS and Europeana (European Commission)
- Europeana vision
- The ASSETS project
- Europeana plans
- INA as Europeana Content Provider
- ONB as Europeana Content Provider
- Adoption of the ASSETS Services
- ASSETS service demos
- Industrial Perspective

ASSETS Workshop 2011: Advanced search services

- ASSETS overall presentation
- Image Searching on a Very Large Scale
- Metadata Ranking
- Entity based Query Suggestion
- Community services
- Europeana plans
- The ECLAP semantic model and search capabilities
- Who searches for what and why should we care?
- Natural language in semantic search
- Semantic Search business ecosystem

Public Deliverables

- The ASSETS API
- Specification of Ingestion services
- Specification of post-querying processing functionality
- Service deployment and experimentation in EuropeanaLabs
- Dissemination Plan

Content creation services. (see [code](#) in SVN)

All the prototypes of the ASSETS Services, and the relative source code, are available on SVN.

Videos and story-boards

ASSETS Overview	
Metadata ranking demo	story board
Query suggestion demo	story board
Image similarity search	story board
Audio search and recommendation	story board
Video indexing	story board
3D search	story board
Manual annotation	
Semantic browsing	story board

Communication material

- Leaflet
- Brochure
- Poster

Web Content Display - Look and Feel - Configuration - Close

connected with us on

#assets4eu #back4assets #innovation4culture
Twitting ASSETS

Join the conversation

NEWS!!

ASSETS 2012

ASSETS at:

- TPDL Conference 2011 in Berlin
- Europeana Tech Conference

ASSETS new material

- ASSETS one year later
- Query logs poster

Europeana makeover

- press release

Figure 10 ASSETS Library (download area)

4. Dissemination material

Here below all the dissemination material realised during the project lifecycle are presented.

Brochure/leaflets



Figure 11 First ASSETS Flyer realised at M3



Figure 12 ASSETS Brochure





ASSETS Workshop: Advanced search services
Pisa, Italy, October 21st, 2011

ASSETS: Advanced Service Search and Enhancing Technological Solutions for the European Digital Library (<http://assets4europeana.eu>) is glad to announce the ASSETS workshop that will be held in Pisa, Italy at CNR (National Council of Research), on October 21st 2011. This workshop is a co-located event of the SPIRE 2011 Conference (<http://spire2011.isti.cnr.it/>).

ASSETS PROJECT
ASSETS is a 2 year project co-funded by the CIP Policy Support Programme- which aims to improve the usability of Europeana by developing, implementing and deploying software services focused on search, browsing and interfaces. ASSETS strives also to make more digital items available on Europeana by involving content providers across different cultural environments.

TOPICS AND PROGRAMME
The preliminary program of the ASSETS workshop will be articulated as follows:
Morning session

- Introduction and scope of the event
- ASSETS overall presentation
- ASSETS service presentations (scope & demos):
 - Metadata enrichment
 - Indexing and ranking
 - Browsing and characterisation
 - Community Services

Afternoon session

- Europeana plans
- Sessions dedicated to keynote speakers on DL and Search

WHO CAN BE INTERESTED
Researchers, students, developers, stakeholders in Digital Libraries and Search engine sectors.

LOGISTICS
The ASSETS Workshop will be held in Pisa, Italy. The venue is in the CNR, Via Moruzzi, 1 Pisa. Lunch and coffee breaks will be provided at Workshop site. This will give attendees ample opportunities to get to know each other and to exchange ideas among themselves.

REGISTRATION
The ASSETS Workshop will be free of charge. Interested participants must register by sending an email to info@assets4europeana.eu

Figure 13 ASSETS 2011 Workshop (M18)

assets **ICT PSP** **European Commission** **Europeana**

INNOVATION4CULTURE – ASSETS 2012
6th of March, Château de Soreze, Lasserreborg

Assets is glad to announce ASSETS 2012: INNOVATION4CULTURE workshop.

The event focuses on innovation services related to Culture. Key note speakers from Culture Ministries and Institutions will bring their experience to the table and will discuss on how Culture can benefit from innovation.

The workshop will be introduced by the European Commission, Europeana (the European Digital Library) and the ASSETS project. It will be articulated in 3 main sections: the first one starting at presenting Europeana content provider vision and expectations, the second one focusing on the demonstration of the ASSETS search services that will be integrated into Europeana and the third one offering a discussion on ideas for the future.

The event will attract National Libraries, Museums, Archives, Kin archives, SMEs involved in CH services development and Media industries.

Programme

9.30 Welcome Meeting at the Centre Virtuel de la Connaissance sur l'Europe (CVC2) Director
Led by Silvia Ben, Engineering Department Informatica

Introduction: The Context

9.45 European Commission (Francesca Nucci, European Commission - ASSETS Project Officer)

10.30 Europeana (Dan Casella, Europeana director)

10.20 The ASSETS project (Luigi Briggato, ASSETS Coordinator)

10.45 Coffee break (Networking session)

Content provider vision of Europeana

11.30 Institut national de l'audiovisuel - ASSETS/Europeana Content Provider (Daniel Ternag)

11.15 Österreichische Mediathek/Instituts für Österreichische Fernstudien (Institute für Fernstudien)

11.30 Centre Virtuel de la Connaissance sur l'Europe (Accept on of the ASSETS services) (Stéphane Sibour)

ASSETS services demo

12.30 ASSETS Service demo (Krzysztof Gosciniak, ASSETS services director)

12.30 Industrial perspective
Francesca Nucci, Engineering Department Informatica
Patricia Asprino, CostCulture

12.30-12.30 Lunch (Networking session)

Ideas for the Future

14.30 Round table: Ideas for the future introduced by Silvia Ben (Engineering Department Informatica, IIT-CNR) (Moderator), Vito Roberti (CNRS), Daniel Ternag (INA), Francesca Nucci (Engineering Department Informatica), Patricia Asprino (CostCulture Provider)

Figure 14 ASSETS 2012 Flyer (M23)

assets HACKATHON

NEW

Pisa, Italy
June 20-21
2012

Save the date!

info@assets4europeana.eu

- ASSETS is organizing the **hackathon** to enhance the potential of its **APIs**
- **Outcomes:** sketches, prototypes, ideally applications
- **High potential outcomes** might be implemented later by Europeana/partners
- **Type of participants:** 30 developers and designers from creative industries, cultural institutions...
- **DAY 1:** hacking day
- **DAY 2:** Hacking and awards to the results

Figure 15 ASSETS Hackathon Flyer (M24)

assets **ASSETS ist ein event/gesamter Projekt-Marketing, der vom CIP PSP Programm finanziert wird, um dem Zugang zu und die Nutzung von Europeana, der Europäischen Digital Library, zu verbessern. Zum ASSETS Konsortium gehören die für die Entwicklung verantwortlichen Einrichtungen und Experten, die die Benutzer, Kulturerbe und digitalen Kulturerbe unterstützen. Das Ziel ist es, die ASSETS-Community zu stärken und neue Akteure zu gewinnen.**

Engagieren Sie sich in der ASSETS Community

ASSETS SERVICES	ENGAGIEREN SIE SICH IN DER ASSETS COMMUNITY		
Integration services Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen. Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen.	Community services Hier geht es um den Informationsaustausch zwischen den Nutzern und den Institutionen. Hier geht es um den Informationsaustausch zwischen den Nutzern und den Institutionen.	ASSETS 4 Customizable services Die ASSETS 4 Customizable Services sind Dienstleistungen, die es ermöglichen, die ASSETS 4 Services an die Bedürfnisse der Nutzer anzupassen. Diese Services sind: ASSETS 4 Search, ASSETS 4 Browsing, ASSETS 4 Ranking und ASSETS 4 Facets.	ASSETS 4 Events Die ASSETS 4 Events sind Veranstaltungen, die es ermöglichen, die ASSETS 4 Services an die Bedürfnisse der Nutzer anzupassen. Diese Events sind: ASSETS 4 Hackathon, ASSETS 4 Conference und ASSETS 4 Workshop.
Indexing and ranking services Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen. Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen.	Browsing und Characterisation services Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen. Diese Dienste werden an Institutionen und Museen, Bibliotheken und Archive, um Inhalte zu integrieren und zu veröffentlichen.	ASSETS 4 User interface/Research Cases Die ASSETS 4 User Interface/Research Cases sind Dienstleistungen, die es ermöglichen, die ASSETS 4 Services an die Bedürfnisse der Nutzer anzupassen. Diese Services sind: ASSETS 4 Search, ASSETS 4 Browsing, ASSETS 4 Ranking und ASSETS 4 Facets.	ASSETS 4 Public participations Die ASSETS 4 Public Participations sind Veranstaltungen, die es ermöglichen, die ASSETS 4 Services an die Bedürfnisse der Nutzer anzupassen. Diese Events sind: ASSETS 4 Hackathon, ASSETS 4 Conference und ASSETS 4 Workshop.

www.assets4europeana.eu www.assets4europeana.eu www.assets4europeana.eu www.assets4europeana.eu

Figure 16 ASSETS Flyer in German

Posters

The following poster has been realised in different format (70x100 and 100x200-PopUp banner) and has been printed several time according to the dissemination initiatives.





assets
Advanced Search Service and Enhanced Technological Solutions for the European Digital Library

ASSETS is a two-year Best Practice Network co-funded by the CIP PSP Programme to improve the accessibility and usability of Europeana (the European Digital Library platform).

ASSETS Services

- Ingestion Services**
The unified ingestion bucket allows content providers such as museums, libraries and archives to contribute their content to Europeana in a standardized and effective way. This process will generate enriched, clean and classified metadata, thereby increasing search precision and improving the user's browsing experience. High quality results and enhanced object previews will increase the search recall and user satisfaction.
- Community Services**
ASSETS provides the possibility to exchange information between service users and the digital library, offering advantages to both. Users can enrich the Europeana resources with the results of their work and the library will improve the description of their objects. The subject nature of these services consists in the creation of substantial content, knowledge extraction and representation, and information presentation in line with user preferences.
- Indexing & Ranking Services**
ASSETS offers advanced indexing and ranking techniques for the efficient and effective retrieval of multi-media objects. Indexing functionalities are provided for heterogeneous digital formats, which offer the possibility to perform multidimensional-based similarity searches. The feedback from Europeana users improves the quality and precision of the retrieved results.
- Browsing & Characterization Services**
The access users to search, browse, navigate and view needs to be considered with the aim of enriching the user experience and offering customized search results. Semantic links are established between the different media objects in order to improve access to interesting information. The user's behaviour is monitored to enhance the presentation of search results.
- Digital Preservation Services**
ASSETS provides a set of services which prepare the ground for digital preservation: Risk Management identification and monitoring of potentially occurring events; Notification track, report notification, communication and management processes for events that could impact on long term content access; Operational events preservation data.

Get involved in the ASSETS Community!

Engineering Ingegneria Informatica (EII)	Coordinator	ATP Austrian Institute of Technology (ATP)	Register to ASSETS and discover more online services and benefits!
Affinity Technology Center (ATC)		Witten of Science - University of Information, Genova	
EXALAP (E)		Museo delle Scienze (E)	Contact us: info@assets4europeana.eu www.assets4europeana.eu
The European Foundation (EFL)		Benetton Music and Audio Technologies (E)	
Tecnalia (E)		Swedish Institute of Computer Science (S)	Project coordinator: Engineering SPA M. Saba (E)
Intelita National de Informatica (INI)		Universidad Autonoma de Madrid (E)	
Information and Telecommunication (IRT)		Laboratoire de Recherche en Informatique (LRI) of Université Paris-Saclay (F)	Dissemination partner: Cinecoch (S) M. Maresca (E)
Visual Resources Center for Knowledge about Europe (V)		Deutscher Bibliotheks (D)	
Asociación Nacional de Bibliotecas (ANB)		Users Publications (E)	Email: iturza@cincoch.com
Infodivision of University of Coimbra (I)		Open Publishing Public (O)	
Parabola Media (E)		QADSOFT S.r.l. (P) (N) Group (E) (I)	
Universitätsbibliothek Bonn (U)		Finlandia-Land Metadata (F)	
MEME-Museum of the Hebrew University (M)			

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Figure 17 ASSETS general poster (M9)

assets
Advanced Search Service and Enhanced Technological Solutions for the European Digital Library

International Conference on Theory and Practice of Digital Libraries 2011
Improving Europeana Search Experience Using Query Logs

Diego Ceccarelli, Claudio Lucchesi, Franco Maria Nardi, Gabriele Tassinari
ISTIT-CNR, Pisa, Italy
(nardi, lucchesi@isti.cnr.it)

Sergio Gortler
AIT Austrian Institute of Technology GmbH, Wien, Austria
(sergio.gortler@ait.ac.at)

Europeana is a strategic project funded by the European Commission with the goal of making Europe's cultural and scientific heritage accessible to the public. Since 2008, about 1,500 institutions have contributed to Europeana, enabling people to explore Europe's museums, libraries and archives. This huge amount of multimedial and multimedia data is made available through the Europeana Portal, a search engine that allows users to explore such content by means of textual queries.

Europeana II is a long-term project funded by the European Commission with the goal of making Europe's cultural and scientific heritage accessible to the public. Since 2008, about 1,500 institutions have contributed to Europeana, enabling people to explore Europe's museums, libraries and archives. This huge amount of multimedial and multimedia data is made available through the Europeana Portal, a search engine that allows users to explore such content by means of textual queries.

The Europeana logs contain the behavior of the users interacting with the portal. We present here a preliminary characterization of this behavior, and a comparison of the distribution of submitted queries. As expected, the majority of the queries follows a power-law distribution $f(x) \propto x^{-\alpha}$, where x is the popularity rank. The best fitting parameter is $\alpha = 2.36$, which gives a first idea of the shape of the frequency distribution. The larger α the larger the portion of the log covered by the top frequent queries. The same analysis conducted on query logs coming from commercial Web search engines shows larger values of α (2.4 and 3.4 respectively from a Dutch and a Yahoo! query log).

Figure 1: Frequency distribution of the queries

Figure 2: Country of origin

Figure 3: Distribution of the queries over the hours

Figure 4: Distribution of the queries over the days

Figure 5: Distribution of the queries over the hours

Figure 6: Distribution of the queries over the days

Figure 7: Distribution of the queries over the days

Figure 8: Distribution of the queries over the days

Figure 9: Distribution of the queries over the days

Figure 10: Distribution of the queries over the days

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Figure 100: Distribution of the queries over the days

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Figure 18 Poster on ASSETS Query Logs presented at TPDL 2011

assets
Advanced Search Service and Enhanced Technological Solutions for the European Digital Library

ASSETS is glad to announce the ASSETS Workshop:
Advanced search services

Pisa, Italy, October 21st, 2011
CNR, Room 27

Morning session (10.00 - 13.15)
ASSETS Advanced Services, Chaired by Luigi Briguglio, Engineering

Introduction	10.00 - 10.15	Luigi Briguglio, Engineering
ASSETS overall presentation	10.15 - 10.45	
Image Searching on a Very Large Scale	10.45 - 11.15	Giuseppe Amato, NeMIS-ISTI-CNR
Coffee Break		
Metadata Ranking	11.45 - 12.15	Raffaele Porego, HPC-ISTI-CNR
Entity based Query Suggestion	12.15 - 12.45	Diego Ceccarelli, HPC-ISTI-CNR
Community services	12.45 - 13.15	Carlo Meghini, NeMIS-ISTI-CNR
Lunch		

Afternoon session (14.30-17.00)
Keynote speakers on DL and Search domain, chaired by Silvia Boi, Engineering

Europeana plans	14.30 - 15.00	Anne Marie van Gerwen, Europeana
The ECLAP semantic model and search capabilities	15.00 - 15.30	Paolo Nesl, Università di Firenze
Who searches for what and why should we care?	15.30 - 16.00	Alex Jaimes, Yahoo Research, Spain
Coffee Break		
Natural language in semantic search	16.30 - 17.00	Roberto Basile, University of Rome "Tor Vergata"
Semantic Search business ecosystem	17.00 - 17.30	Francesco Nucci, Engineering

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Figure 19 ASSETS poster at ASSETS 2011 Workshop (M18)



5. Partner Dissemination Actions

In this chapter all the dissemination activities carried out by the ASSETS Partners during the project lifecycle are listed. We started from year 2 that presents all the action realised since the last review, then for sake of completeness we report also the first year of dissemination action.

5.1 Year 2

The dissemination action has been split in:

- **general dissemination** where ASSETS material has been distributed
- **ASSETS sponsorship**, events sponsored by ASSETS
- **Tutorials** where ASSETS results has been presented
- **Cultural Conferences and workshops** (presentation of the ASSETS services)
- **Scientific** dissemination where papers have been submitted and presented.

GENERAL DISSEMINATION					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
01-05-11	SICS Open House	Stockholm, Sweden	ASSETS mentioned on various posters and in presentations	500 + 400	SICS
24-01-11	Scienza, tecnica e industria nei 150 anni di Unità d'Italia	Brescia, Italy	The press release of ASSETS project has been distributed to participants.	50	FLM
22-06-11	Workshop Music and new technologies	Rome, Italy	Flyer distribution and project explanation	100	ANSC
11-10-11	Conference of the association Children's Hands On Museum	Ljubljana, Slovenia	During the seminar the press release of ASSETS project has been distributed to participants.	100-250	FLM
08-03-12	FIA Board of Governance	Madrid	Plenary Session - Results presentation	40	FIA
01-04-12	SICS Open House	Stockholm, Sweden	ASSETS mentioned on various posters and in presentations. Participants from SICS for ASSETS: Preben Hansen, Oscar Täckström, Magnus Boman	500 + 400	SICS
20-10-12	ANSC season presentation press review	Rome, Italy	season launch of the new musical season, Press conference for 2011-2012	70	ANSC

Table 1 General dissemination actions

ASSETS SPONSORSHIP					
Date	Event Name	Location	Type/ Subject	Partners involved	
26/28-09-2011	TPDL 2011 The international conference on Theory and practice of digital libraries	Berlin	ASSETS has sponsored the event (Bronze Sponsor)	CIAOTECH	
17/21-10-2011	SPIRE 2011 The International Symposium on String Processing and Information Retrieval	Pisa	ASSETS has sponsored the event (Silver Sponsor)	Ciaotech	

Table 2 Events sponsored by ASSETS

TUTORIALS					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
12-04-11	Seminario "Scienziati, tecnici e inventori lombardi tra Ottocento e Novecento", Musil Rodengo Saiano	Brescia, Italy	Presentation of FLM activities in the Assets project and of Europeana as a learning tool to high school students and teachers. The press release and the official brochure of the Assets project has been distributed to participants.	130	FLM
20-05-11	La Fondazione Luigi Micheletti nel progetto ASSETS, Università degli Studi di Bergamo - Facoltà di Scienze della Formazione	Bergamo, Italy	Presentation to PhDs in education science of FLM activities in the Assets project and of Europeana as a learning tool. The press release and the official brochure of the Assets project has been distributed to participants.	20	FLM
31-05-11	First OPF Technical and Architecture Advisory Board Meeting	Rotterdam, Netherland	Disseminating technical design and architectural decisions for development of an open source platform for digital preservation services.	7	AIT
16-06-11	UGC4GLAM Workshop	Vienna, Austria	Organizing the User Generated Content for GLAM institutions workshop in Vienna. Disseminating the results of Assets project during the workshop.	25	AIT

TUTORIALS					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
01-07-11	Master Erasmus Mundus TPTI (Techniques, Patrimoine, Territoires de l'Industrie) Università degli Studi di Padova Université Paris Sorbonne Universidade de Evora	Padova, Italy	Presentation of Assets Project and Europeana as digital resource to Master members (mostly from outside Europe)	30	FLM
16-07-11	Università IULM di Milano Master specialistico in Museologia Europea	Milan, Italy	A specific lesson has been devoted to the presentation of ASSETS project and EUROPEANA as resources for digital libraries.	10	FLM
21-08-11	La Fondazione Luigi Micheletti nel progetto ASSETS, Fondazione Cassa di Risparmio di Bologna	Bologna, Italy	Closed-door seminar focused on the participation of FLM to Assets project. The seminar has been attended by representatives of: - Fondazione Cassa di Risparmio di Bologna - Museo della Città di Bologna - Centro Studi sul Rinascimento - Università di Bologna - Fondazione Marconi	15	FLM
12-10-11	LEM (The Learning Museum) - Project Grundtvig with 24 partners	Tampere, Finland	Promoting Assets through the network of the LEM Project	50-100	FLM
18-11-12	Kenneth Hudson Seminar <i>The seminar looked both at how technology is changing museums and how museums must become learning organisations in order to use and exploit the new technologies.</i>	Bertinoro – Italy	«ASSETS for Europeana. Digital resources and Real Users».	30	FLM

Table 3 Tutorials

CULTURAL CONFERENCES AND WORKSHOPS					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
08-04-11	XVI Luigi Micheletti Award, Deutsche Arbeitsschutzausstellung, DASA, The German Occupational Safety and Health Exhibition	Dortmund, Germany	During the conference ASSETS project has been presented. The press release and the official brochure of the project has been distributed to participants.	150	FLM

CULTURAL CONFERENCES AND WORKSHOPS					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
02-06-11	VISIO Conference	Bilbao, Spain	International meeting for sharing and discussing issues related to Technology Watch and Competitive Intelligence. ASSETS has been presented in a dedicated stand		Tecnalia
07-06-11	Copyright summit, CISAC	Brussels, Belgium	Presenting ASSETS results	100-1000	BMAT
22-06-11	Future Music Forum	Barcelona, Spain	Presenting ASSETS results, during the forum activity	100-200	BMAT
4-07-11	ENCUENTRO DE MÚSICA Y ACADEMIA DE SANTANDER	Santander	ASSETS Presentation	120	FIA
31-08-11	OPF Hackathon	Cologne, Germany	Dissemination and hacking around state of the art frameworks used in digital preservation	30	AIT
05-10-11	EuropeanaTech 2011 Conference	Vienna, Austria	Booth of ASSETS Project and video presentation. ENG prepared a video with demo of the services and distributed brochures of the ASSETS project.	200	ENG, AIT
13-10-2011	VII Symposium Cotec Europa	Genoa, Italy	ASSETS has been presented and discussed in the VII Symposium Cotec Europa held on 13th of October 2011 in Genova, under the high patronage of H. E. Giorgio Napolitano, H. M. Juan Carlos I, H. E. Anibal Cavaco Silva.	50	CIAOTECH, ENG
01-11-11	Greek National Non-profit Archives Conference	Mytilene, Greece	Presentation of the ASSETS Project	50	HASC
13-11-11	VIII Professional Forum "Publishing Expo-2012"	Moscow, Russia	Exhibition booth <i>The exhibition is positioned as an annual national professional event designed for Russian and international publishing business representatives to communicate with colleagues and partners. Trends, technologies and innovations in the publishing business are discussed.</i>	2500	ATC
26-01-12	MIDEM, connected by Music, international event	Cannes	Presenting ASSETS results	100-200	BMAT
22-03-12	Children's Museum Award	Bologna – Italy	During the Ceremony the press release of ASSETS project has been distributed to participants.	200	FLM

CULTURAL CONFERENCES AND WORKSHOPS					
Date	Event Name	Location	Type/ Subject	Audience	Partners involved
23-03-12	LEM (The Learning Museum) - Project Grundtvig with 24 partners	Dublin - Ireland	Promoting Assets through the network of the LEM Project	150	FLM
27-03-12	Europeana Remix Workshop	The Hague, Netherland	Disseminating the potential of Assets services for leveraging the reuse of Europeana content in third party applications.	15	AIT

Table 4 Cultural Conferences

SCIENTIFIC DISSEMINATION				
Date	Event Name	Location	Title	Partners involved
20-01-11	Digital Libraries and Archives. Proceedings of IRCDL 2011, the 7th Italian Research Conference on Digital Libraries	Pisa, Italy	ASSETS: Advanced service search and enhancing technological solutions for the European digital library	CNR
25-05-11	JHOVE2 Next-Generation Characterization Workshop	Rome, Italy	State of the art technologies for characterization tools used in digital preservation planning.	AIT
01-06-11	PVLDB 4(7): 451-459		Efficient Diversification of Web Search Results.	CNR
01-06-11	ERCIM News 2011(86)		Discovering Europeana Users' Search Behavior.	CNR
01-06-11	ACM Trans. Inf. Syst. 29(4): 17 (2011)		Upper-bound approximations for dynamic pruning	CNR
12-06-11	PODS 2011: Proceedings of the 30th ACM SIGMOD-SIGACT-SIGART Symposium on Principles of Database Systems, 2011	Athens, Greece	Space-efficient substring occurrence estimation	CNR
13-06-11	Proceedings of CBMI 2011 - 9th International Workshop on Content-Based Multimedia Indexing	Madrid, Spain	Efficient Video Summarization and Retrieval Tools	UAM
13-06-11	Proceedings of CBMI 2011 - 9th International Workshop on Content-Based Multimedia Indexing	Madrid, Spain	Combining local and global visual feature similarity using a text search engine.	CNR
26-06-11	SEBD 2011 - Nineteenth Italian Symposium on Advanced Database Systems	Maratea, Italy	An approach to content-based image retrieval based on the Lucene search engine library (Extended Abstract)	CNR

SCIENTIFIC DISSEMINATION				
Date	Event Name	Location	Title	Partners involved
16-07-11	IJCAI (International Joint Conferences on Artificial Intelligence) WorkShop on Link Analysis in Heterogeneous Networks	Barcelona, Spain	Boman, M. (2011) On Understanding Catastrophe — The Case of Highly Severe Influenza-Like Illness	SICS
21-08-11	KDD 2011, ACM SIGKDD international conference on Knowledge discovery and data mining	San Diego, USA	Direct local pattern sampling by efficient two-step random procedures	CNR
05-09-11	ESA (Annual European Symposium on Algorithms) 2011: Proceedings of 19th Annual European Symposium,	Saarbrücken, Germany	Distribution-Aware Compressed Full-Text Indexes	CNR
15-09-11	Ph D defense of ASSETS-relevant thesis	Tampere, Finland	Ph D Thesis Preben Hansen (2012). Task-Based Information Seeking and Retrieval in the Patent Domain. Processes and Relationships.	SICS
26-09-11	TPDL 2011 the international conference on Theory and practice of digital libraries	Berlin, Germany	Design, implementation and evaluation of a user generated content service for europeana	CNR
26-09-11	TPDL 2011 the international conference on Theory and practice of digital libraries	Berlin, Germany	Improving Europeana Search Experience Using Query Logs	CNR
23-10-11	RecSys'11 Workshop on Human Decision Making in Recommender Systems	Chicago, USA	Computing Recommendations for Long Term Data Accessibility basing on Open Knowledge and Linked Data / Presentation of the research work carried out in WP2.3 – Digital Presentation Services	AIT
08-11-11	APA 2011 Alliance for Permanent Access Conference	London, UK	ENG presented the outcomes of the Preservation activities in ASSETS “Preservation: synergies within ASSETS and SCIDIP-ES”	ENG
08-02-12	WSDM 2012, ACM Int. Conference on Web Search and Data Mining	Seattle, USA	From Chatter to Headlines: Harnessing the Real-Time Web for Personalized News Recommendation	CNR
01-04-12	Proceedings of ECIR 2012, the 34th European Conference on Information Retrieval	Barcelona, Spain	How Random Walks Can Help Tourism	CNR
01-04-12	Proceedings of the 34th European Conference on Information Retrieval (ECIR 2012).	Barcelona, Spain.	How Random Walks Can Help Tourism	CNR

SCIENTIFIC DISSEMINATION				
Date	Event Name	Location	Title	Partners involved
01-04-12	Proceedings of the International Workshop on Information Retrieval Over Query Sessions (SIR 2012) co-located with the 34th European Conference on Information Retrieval (ECIR 2012).	Barcelona, Spain.	Studying Search Shortcuts in a Query Log to Improve Retrieval Over Query Sessions	CNR
14-04-12	Elsevier Journal on Signal Processing: Image Communication - <i>to be published</i>		Multimedia search and retrieval using multimodal annotation propagation and indexing techniques	CERTH
02-06-12	Information Process. Manage		Generating suggestions for queries in the long tail with an inverted index.	CNR
03-07-12	CPM 2012, Proceedings of 23rd Annual Symposium on Combinatorial Pattern Matching,	Helsinki, Finland	Compressed String Dictionary Look-up with Edit Distance One	CNR
12-08-12	SIGIR (Special Interest Group on Information Retrieval) 2012: Proceedings of the 35th Annual International ACM SIGIR Conference on Research and Development in Information Retrieval	Portland, US	Efficient Query Recommendations in the Long Tail via Center-Piece Subgraphs	CNR
23-11-12	TPDL 2012, the international conference on Theory and practice of digital libraries	Nicosia, Cyprus	Enhancing user engagement: Evaluation of End-user and professional Services of Europeana (Paper submitted)	Tecnalia, CNR, ENG, AIT

Table 5 Scientific Conferences where papers has been presented

5.2 Year 1

Table 6 lists all the main dissemination activities performed in the first 12 months of the ASSETS project.

Dates	Event name and Location	Type/subject	Audience/Count ries addressed	Partner involved
11-05-2010	Press releases	Biblioteca Digitale Europea	-	ENG
19-05-2010	ANSC	Press conference for 2010-2011 season	50-100 Actors	ATC
19-05-10	ANSC	Press conference for 2010-2011 season	50-100 Actors	UAM
19-05-2010	Valletta, LREC'10	7th Conference on Language Resources and Evaluation	Higher education/Research	CNR



Dates	Event name and Location	Type/subject	Audience/Count ries addressed	Partner involved
01-06-10	Patras, 8th International Symposium on the Conservation of Monuments in the Mediterranean Basin	HASC was major sponsor of the event along with National Technical University of Athnes, University of Patras and Technical Chamber of Greece. Presentation of Assets to Greek authorities of Monuments Conservation	50 Higher education/Research and CH actors	HASC
08-06-10	the website of Focus magazine (scientific content)	http://www.focusmag.gr/articles/view-article.rx?oid=418246	84776 unique visitors (stats: May 2010)	LIBERIS
08-06-2010	the website of Computer Active magazine (technology content)	http://www.computeractive.gr/default.php?pid=6&art_id=3033	9.365 unique visitors (stats: May 2010)	LIBERIS
10-06-2010	Press releases	Different press releases have been released to disseminate ASSETS project	Different actors	Micheletti
12-06-2010	Nessebar, Bulgaria, Digital Earth Summit 2010 (ISDE) 2010	Keynote presentation of UNESCO digital heritage activities including participation in ASSETS	700 people	UNESCO
24-06-2010	Conference on Cultural enterprises incubators	presentation of project's activities; dissemination and networking	around 100 business, gov and institutional actors	CIAOTECH
01-07-2010	Santander, Encounter of Music and Academy	branding in collaterals	200-300 actors	Albeniz
05-07-2010	Mytilene, Historical Archive of the Aegean "Ergani"	Presentation of ASSETS	Cultural Heritage actors	HASC
15-07-2010	Uppsala, SEMEVAL'10	5th International Workshop on Semantic Evaluation	Higher education/Research	CNR
24-07-2010	LSDSIR'10	SIGIR 2010 Workshop on Large-Scale Distributed Systems for Information Retrieval	800 Higher education/Research	CNR

Dates	Event name and Location	Type/subject	Audience/Count ries addressed	Partner involved
01-09-2010	Cyprus, different events	Dissemination of Assets throughout many different media channels, including TV, newspapers and newsroom	Many different audience have been covered	DIAS
10-09-2010	Glasgow, ECDL'10	14th European Conference on Research and Advanced Technologies for Digital Libraries	Higher education/Research	CNR
30-09-2010	Barcelona Future Music Forum	Presenting BMAT's Products and Projects such as ASSETS	20	BMAT
30-09-2010	The Hague, Europeana Project groups meeting	Share results and strategy among the Europeana projects	16 Europeana projects	ENG
01-10-2010	Patras Science Park	Presentation of ASSETS	14 higher education	HASC
14-10-2010	Den Haag, Europeana Open Culture Plenary	Europeana Group Project presentation	About 300 actors	EDLF
15-10-2010	Amsterdam, Europeana open Culture	distribution of ASSETS brochure among participants	200 CH actors	CIAOTECH
03-11-2010	19th National Conference of Academic Libraries	Presentaion of Assets to staff from Academic Libraries	20 Higher education/Research	HASC
03-11-2010	19th National Conference of Academic Libraries	Presentation of Assets to staff from Academic Libraries	20 Higher education/Research	HASC
16-11-2010	Jerusalem (Israel), EVA-MINERVA 2010, The 7th Jerusalem Conference on the Digitisation of Cultural Heritage	ASSETS Presentation	50-200. general public, higher education, cultural heritage org., press	ENG, CIAOTECH
10-12-2010		ASSETS Press Release-Launch		ATC
12-01-2011	Tecnia press room	Communication in many different context (Media channels, newsroom, etc) of Tecnia participation to Assets	50000 Contacts	Tecnia
15-01-2011	Different meetings	Presentation of Assets in many different context and one-to-one meetings	20 different actors from industries, gov, universities	HASC

Dates	Event name and Location	Type/subject	Audience/Count ries addressed	Partner involved
23-01-2011	Cannes, Music Hack Day	Presenting BMAT's Products and Projects such as ASSETS	20 Higher education/Research	BMAT
24-01-2011	Cannes, Future of Music Consumption	Presenting BMAT's Products and Projects such as ASSETS	20 Industry	BMAT
25-01-2011	Cannes, MIDEM	Presenting BMAT's Products and Projects such as ASSETS	1000 Industry	BMAT
27-01-2011	IIR'11	2nd Italian Information Retrieval Workshop	Higher education/Research	CNR
27-01-2011	Italian Information Retrieval Workshop	Distribution of ASSETS brochure among participants	40 High education researchers	CIAOTECH
10-02-2011	WSDM'11	Identifying Task-based Sessions in Search Engine Query Logs	800 Higher education/Research	CNR
21-02-2011	ATHENA/EuropeanaLocal workshop	The European contribution to online digital cultural heritage.	200 actors	ANSC
01-03-2011		Europeana ThoughtLab.	Tweeted from EuropeanaEU and posted on the Europeana LinkedIn group (currently 258 members)	EDLF
15-03-2011	Direct meeting	Report of ASSETS project activities to the Technical Committee	Japan Ministry of Education, Culture, Sport, Science, and Technology	MMLHU
16-03-2011	Paris, International workshop on the documentation of the Silk Road	Presentation on digital heritage concept including CASPAR and ASSETS	50 people	UNESCO
22-03-2011	EDBT'11	Caching query-biased snippets for efficient retrieval	800 Higher education/Research	CNR
24-03-2011	Florence, THATCamp	ASSETS presentation	Around 100 of Cultural and Humanities organisation	ENG, CIAOTECH

Dates	Event name and Location	Type/subject	Audience/Count ries addressed	Partner involved
28-03-2011	EV1WP3 Final Meeting	Dissemination of Assets	40, Cultural Heritage Foundation/Asso ciation/ Museum	AIT
01-04-2011	Celebration of the 16th Luigi Micheletti Award	The press release of ASSETS project will be distributed to participants.	Different actors	Micheletti
01-04-2011	EuroHack	Participated in Hackathon	20, Cultural Heritage Foundation/Asso ciation/ Museum	AIT
01-04-2011	Norway, International workshop on non-invasive methods for heritage	Keynote presentation UNESCO digital heritage activities includi9ng ASSETS	100 people	UNESCO
01-04-2011	XVI Luigi Micheletti Award	During the conference the activities of Luigi Micheletti Foundation will be presented to all former winner Museums.	Museums and Cultural Institutions	Micheletti
01-05-2011	LEM (The Learning Museum) - Project Grundtvig with 24 partners	Promoting Assets through the network of the LEM Project	50 - 100 CH actors	Micheletti, DIAS
05-05-2011	SICS Open House	ASSETS leaflets made available at our open house	4-500	SICS
16-05-2011	UGC4GLAM	Organizing joint workshop	30, Cultural Heritage Foundation/Asso ciation/ Museum	AIT
19-05-2011	ANSC	Press conference for 2010-2011 season	50-100	ANSC
20-05-2011	The Hague, Europeana Project groups meeting	Presentation and discussion of the Project Share	Europeana projects	ENG
26-05-2011	2nd Information Communication Technology (ICT)	Presentation at the conference	400-500, Higher education/Resea rch; general public, Government	DIAS
	Multiple Europeana group project meetings	Europeana standard project presentation	Typically 20-40 people per event	EDLF, ENG

Table 6 List of dissemination activities in the first 12 months

6. Results and Conclusions

The two years effort dedicated to the Dissemination activities showed successful results due to several ingredient:

Europeana Network: ASSETS being one of the Europeana group of project had the possibility to have direct contacts with Europeana and take advantage of the Europeana networks reaching thousands of users.

Innovative Initiatives: ASSETS in addition to the traditional dissemination actions and tools (dissemination material, website, participation to relevant events) has developed very focused international initiatives with innovative tools such as social networking and on line survey and seminars.

International events tailored to different typology of users: ASSETS international workshops have been organised in the last six months of the project when concrete results ready for demonstration were available. ASSETS organised three international events specifically tailored to different typologies of attendees: a. *ASSETS: advanced search services* (M18) was dedicated to technical and scientific communities; b. *ASSEST2012: Innovation4Culture* (M23) attracted Digital Library Community; c. Finally *ASSETS 4 Europeana: New services for Museums and Digital Archives* (M24) focused on Museums' Community.

ASSETS dissemination approach has been really fruitful since the manifold initiatives allowed the consortium to collect feedback from a critical mass of users and have direct interactions with the concerned community. This has been a good methodology to validate the ASSETS services, allowing consortium partners to develop services whose features and performance were in line with the users' expectation. For these reasons, three of the ASSETS developed services have been integrated in the Europeana real environment and the other ones have been posted in the Europeana ThoughtLab for further validation and future developments.

As showed in the following table, ASSETS completely reached the success indicators planned at the beginning of the project:

Action	Target	Material	Measurable Indicators	Final Status	
ASSETS initiatives				Value	%
Specific Workshops (SW)	DL domain DL users DL developers CH DL users All the DL stakeholders (for final event)	Booklet, Brochure, Posters, Manual	3 SW 40 people per SW / clustering event	3 international workshop (100
ECAB Workshops	EUROPEANA and ASSETS key representatives	Technical documentations Project deliverable Project website	> 6	6 ECAB meeting	100
Training	CH DL developers	Training material	> 5 tutorials	1 webinar (59	>100



dissemination	and users	The ASSETS web site	> 10 people per tutorials	attendees) 8 tutorial	
ASSETS publications					
Publication @ Conference dealing with DL services	Scientific and DL Community	Paper, Poster, brochure, Press releases	> 8	23 scientific papers (1 st year) 26 Scientific Paper (2 nd Year) 3 posters	100
Events Reports /whitepapers					
Media Plan					
Specialised Magazine National/regional Newspaper Online Magazine	CH organisation DL Research community	-articles	>10	6 Brochures/Leaflets	
Involvement of other user communities					
Engagement of stakeholder external to the project	CH organisation DL community	-Press releases	>5	11 Press releases	100
Synergies with other DL community	DL communities and developers	-Website developer space, documentation	> 4	4 (1 st year) 7 (2 nd year)	100
The ASSETS Community engagement	Developers Users	-The ASSETS documentation, - The ASSETS communication platform -Publication, public deliverables, booklet and documentation	> 150	116 LinkedIn Group 50 twitter followers	100