

**MEDIAMIXER**  
**FP7-318101**

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**Deliverable 3.3.3**  
**Community report v2**

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## **Executive summary**

This deliverable provides a second report on the MediaMixer community set-up, reach, and sustainance. It outlines the progress made in growing and sustaining the community via global dissemination of MediaMixer news and activities, Webinars, emails and transitioning of observers to core members.

We update on the efforts to gain and sustain organisations for both the core and observer communities, which has been focused on the following activities:

- ◆ Web wide dissemination of MediaMixer news and activities: we report on how we have actively published online and targetted key communities using their dissemination channels.
- ◆ Community sustainance through regular e-mail updates: we report on how we have regularly sent out emails announcing key news and events to our community members.
- ◆ Creation and execution of a monthly Webinar program: we report on how we decided on and began a series of Webinars which will cover all the technology topics of MediaMixer.
- ◆ Acquisition of and follow up with new MediaMixer core members: we report on how we have successfully acquired new core members and began with them to develop planned collaborations in this next phase of the project.



## Document Information

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## 1. Introduction

This deliverable provides a second report on the MediaMixer community set-up, reach, and sustainance, following up on the previous deliverable written six months earlier (MediaMixer D3.3.2) and continuing to reflect on progress ongoing within the project according to the original Community Plan (MediaMixer D3.3.1).

The purpose of the MediaMixer support action is to set up and sustain a community of video producers, hosters and redistributors who will be supported in the adoption of semantic multimedia technology in order to support a European market for media fragment re-purposing and value creation. There will be both a smaller, more active group of partners who are regularly involved directly in MediaMixer activities, and a larger, more passive community of interested organisations who are informed at key moments of MediaMixer results, publications and invitations to participate at events or in activities.

We update on the efforts to gain and sustain organisations for both the core and observer communities, which has been focused on the following activities:

- ◆ Web wide dissemination of MediaMixer news and activities (Section 2)
- ◆ Community sustainance through regular e-mail updates (Section 3)
- ◆ Creation and execution of a monthly Webinar program (Section 4)
- ◆ Acquisition of and follow up with new MediaMixer core members (Section 5)

The final section reflects on the progress achieved in the past six months and specifies goals for the MediaMixer community as we enter the closing period of the project where community sustainance – also after project end - takes precedence. (Section 6)

## 2. Web wide dissemination of MediaMixer news and activities

As reported in D3.3.2, we took as one of our goals for this period in the project to work on increased visibility of the MediaMixer project and its activities in the target communities. This means ensuring that MediaMixer news and activities are visible online, and most importantly in the places the target community members themselves are present.

### General dissemination

The MediaMixer website <http://mediamixer.eu> continues to be the first place for announcements of MediaMixer news and activities. We published 31 news items in the period in question (May-Oct 2013), averaging over 5 news items / month or more than 1 new announcement every week. Not only are the news items tagged, we take care to use and repeat key terms as well as reference the main subject (e.g. event name) in news titles, for the purposes of SEO. This is complemented by the Twitter account @project\_mmixer which can report 72 followers at the time of writing and 85 tweets in the period considered (>14 tweets/month, almost a tweet every 2 days). The use of mentions and shared hashtags (e.g. for events) ensures wider visibility of each tweet, while the hashtag #mediafragments is established by regular MediaMixer usage.

We repeat key announcements on our LinkedIn and Facebook pages, with their 62 members and 24 likes, respectively. On SlideShare we have posted 7 presentations (with >1150 total views) and liked a further 7 relevant presentations posted on others' channels. Individual partners and organisations have ensured a wider general dissemination by reposting news and activities on their own websites, Twitter (e.g. Raphael Troncy @rtroncy who has 1237 followers), LinkedIn, or Facebook pages.

### Targeted dissemination

Here we provide a sample of how MediaMixer has highlighted its news and activities to the target communities, based on the mailing lists, Twitter accounts, or LinkedIn groups defined within the project and reported upon in deliverable D3.3.2.

<i><b>Partner (target community)</b></i>	<i><b>Dissemination channel</b></i>	<i><b>MediaMixer activity</b></i>
EURECOM (Media Fragments)	Mailing list - W3C Media Fragments	Emails on 2.8., 25.5., 21.2.
	Mailing list - W3C Open Annotation Community	Emails on 2.8., 25.5., 21.2.
STI (Semantic Web)	Mailing list - STI International Community	7 Emails in Jan-Sept 2013
	Facebook group for STI International	10 posts since December 2012 to the page with 194 fans (each is also automatically tweeted by @sti2, 204 followers)
UdL (Digital Rights)	SemanticWeb.com	blog post (on a talk at SemTechBiz NYC 2013) & tweet (to >7400 followers)
	Createasphere Newsletter	News item. (24 000 subscribers)
JSI (e-learning)	VideoLectures.NET website and dissemination channels	News items on the website Tweets to >2250 followers Facebook posts to >3700 fans



<p>CERTH (media analysis)</p>	<p>LinkedIn groups: Video Content Distribution Experts, Video Junkies, Semantic Web Research, Digital Media, Media Research Group</p>	<p>News items. Total reach &gt; 24 000 total members.</p>
	<p>Email lists SIGIR and DBWorld</p>	<p>News items. Estimated 40 000 + subscribers.</p>

### **3. MediaMixer community sustainance through regular emails**

The MediaMixer community members must see an active, and regularly updated, project offer in terms of news, events, materials and community opportunities. As we improve our community reach and win new community members, member retaining becomes of critical importance. The community maintenance task foresees two particular activities: informative mailings and conference calls. These are of course complemented by the community infrastructure provided by the community portal (discussion fora) and by event organisation and participation by MediaMixer consortium members, to which community members can be invited, as well as be offered specific benefits (reduced registration, preferred places, contribution to the program), and fundamentally can be a basis for face-to-face meetings with the community.

#### **Community growth**

Between May 1<sup>st</sup> and the time of writing, 50 more persons have joined the MediaMixer observer community.

#### **Informative mailings**

The primary direct communication between MediaMixer and the observer community are informative e-mails sent to the community mailing list at a regular duration of once every two weeks. Only short “breaking news” or “last chance” mailings will be made between those informative mails, as we want to take care not to appear to be spamming the community. This primary mailings seek to summarize and highlight the main activities and outcomes of MediaMixer since the last mail:

- ◆ community portal: new materials available
- ◆ events: calls for action, reports from past events
- ◆ general promotion: updates on technologies, specifications or other news related to Media Mixing
- ◆ community involvement: highlighting direct communication options like calls/meetings/discussion fora
- ◆ core member call (to be repeated in each mail)

Mails refer to MediaMixers Social Web accounts every time to highlight their presence and encourage community members to also follow MediaMixer on the various sites.

Between May 1<sup>st</sup> and the time of writing, 12 mailings have been made on the mediamixer-community mailing list, averaging 2 per month. 9 mailings were informative collections of all MediaMixer news and announcements for the recent period, complemented by 2 announcements for MediaMixer Webinars and 1 announcement for the opening of registration for the Winter School.

#### **Conference calls**


As reported in D3.3.2, this has been structured in the form of a monthly Webinar.



#### 4. Creation and execution of a monthly Webinar program

Another option for involving the community is to hold conference calls on selected topics. This is an option once initial contacts have been established with community members and an awareness of relevant topics of interest to the community has been collected. Given the community reach being established as part of this community building activity, the current planning for this activity is to establish a schedule of monthly calls, each focused on a topic relating to one of the target domains and promoted, in particular, to the target community of that domain. These calls will take the form of an online Webinar, with a presentation by one of the MediaMixer consortium members as expert in the topic, and opportunity for live participation with Q&A and feedback in the Webinar platform. The Webinars will also be recorded, so that alongside the presentation slides, the video recording will be retained as a MediaMixer content available publicly after the event. Recording and subsequent dissemination can be promoted by the partner JSI via a dedicated page on the VideoLectures.NET platform. Hence the calls that will be take place in the period September 2013 to February 2014 will not only give MediaMixer another channel to directly connect with community members but result in a valuable repository of information about MediaMixer technology for dissemination.

A Webinar structure and schedule was proposed and agreed among the partners, with a focus on covering all project topics in a relevant order. The list of talks, their scheduled date/time, abstracts and speakers have been published at <http://mediamixer.eu/live> and is shown below. As can be seen on the webpage, the live video stream is embedded along with a 'TitanPad' (online collaborative notetaking tool) which can be used to make comments or ask questions during the transmission (which also be seen by all other viewers). After the Webinar itself has been transmitted live, the recording is post-produced and synchronized with the slides and made available via the VideoLectures.NET platform. A link to this recording will be added to the Webinar table, as can be seen by the very first talk on MediaMixing from the 9<sup>th</sup> of September.

Date	Time	Title	Speaker
September 9th, 2013	1500 CET	<p><b>What is MediaMixing? – making media more valuable for its owner and more useful for its consumer</b></p> <p>MediaMixer is an EU funded project to support organisations in enhancing their media contents to create greater value and extend their reach across customers, consumers and the media value chain. MediaMixer promotes new technologies which enable the fragmentation of media items into distinct parts which can be re-purposed and re-sold. In this talk, project coordinator Dr Lyndon Nixon will outline the MediaMixer vision, grounding it in organisational trends to create and re-use increasing amounts of media assets, and backing it up with a look at the limitations of current media technology solutions. He will explain how MediaMixer can support interested organisations to adopt and use new technology for working with audiovisual media.</p>	 <p><a href="#">Click here to watch the recorded webinar “What is MediaMixing? – making media more valuable for its owner and more useful for its consumer”</a> by Lyndon Nixon (MODUL University)</p>

## **Describing Media Assets – media fragment specification and description**

October  
2nd,  
2013

1400  
CET

Semantic descriptions of non-textual media available on the Web can facilitate retrieval, re-use and presentation of media assets. Semantic Web languages can represent controlled vocabularies and shared annotations of media content on the Web. By identifying concepts to consider, Uniform Resource Identifiers (URIs) are the building blocks of the Semantic Web. Often, particular regions of an image or particular sequences of a video need to be localized and uniquely identified in order to be used as subject or object resource in an RDF annotation. In this talk, we will first present the Media Fragment URI specification, a recent W3C recommendation that enables to uniquely identifying sub-parts of media assets in the same way that the fragment identifier in the URI can refer to part of an HTML or XML document. We will then describe models and ontologies that we will illustrate with several real world applications using semantic annotations attached to media fragments.



Raphaël Troncy (EURECOM)

November  
14th, 2013

## **Fragmenting your Media Assets meaningfully – media analysis for fragment detection and extraction**

1100  
CET

In this webinar we will discuss a set of video processing techniques for media fragment creation and annotation. These include techniques for the temporal segmentation of the video into shots and scenes, the re-detection of appearances of specific objects throughout the video, and the detection of concepts that describe the temporal video fragments. Such techniques are the first step towards converting the raw video material into meaningful media fragments.



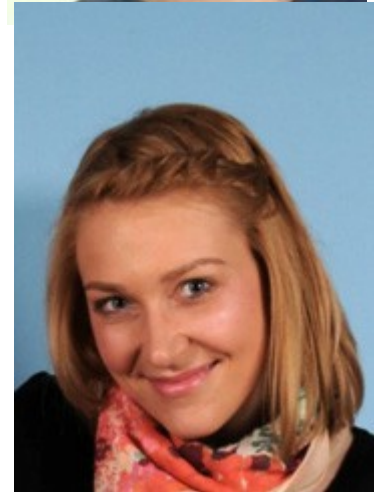
Vasileios Mezaris (CERTH)

**Media Fragment Re-use as a Benefit: use cases in the newsroom and e-learning**

In this webinar we focus on how media fragments and semantic technology benefit the media owner and consumer, as demonstrated in two use cases implemented by the project.

The use case Broadcast Newsroom will show the support of news editors by recommending video snippets from heterogeneous footage related to the current working focus. The solution derives a ranked list of recommendations from meta data annotated media fragments of the materials by using semantic fingerprinting, entity enrichment and disambiguation. The second part of the talk will highlight the benefits for the e-learning video platform VideoLectures.NET. The 'VideoLecturesMashup' is capable of accepting a specific learning topic as input and produces as a result a mashup of fragments of learning materials from the site addressing that topic, ordered in a meaningful way. The mashup is specifically addressable and hence bookmarkable/saveable for subsequent reference and viewing. The talk will reflect on the new learning opportunities realised for online learners as a result of the MediaMixer technology.

January 14th, 2014  
TBD



Rolf Fricke (CONDAT)  
and  
Tanja Zdolsek (JSI)

**Managing your Media Fragments and their Rights - maintaining fragments along the media lifecycle**

This webinar continues with the MediaMixer semantics-based media workflow. Once media has been fragmented and fragments semantically annotated, it is time to manage them. Digital Asset Management solutions empowered by semantic technologies help managing assets lifecycle at the fragment level, facilitating their reuse and exploitation. Once submitted to the Digital Asset

February 6th, 2014  
1300 CET

Management system for ingest, it becomes available to those services configured for workflows based on digital objects, rather than files. The sophisticated semantic capabilities offered by MediaMixer technologies allow media to be annotated and referenced as fine-grained media fragments within workflows, using structured links to source media, whilst at the same time capturing provenance relations, for example, for auditing and the fostering of trusted status. Further semantic media analysis is possible, allowing entities and categories identified within the media to be ascribed identifiers and, through linked data, connected to existing ones on the web. The system allows its access control policies to further leverage these fine-grained semantic references, and through integration with Copyright Ontology services, offers the possibility of automating licence checks and filtering of available content against their terms of use.



Martin Dow (ACUITY)  
and  
Roberto Garcia Gonzalez (UdL)

## 5. Acquisition of and follow up with new MediaMixer core members

Besides the observer membership growth, also in this period MediaMixer has achieved in this goal to convert some interested organisations into core members. We set up a simple, non-legal 'acceptance letter' for organisations to sign and for the MediaMixer coordinator Lyndon Nixon to countersign, simply to formalise more clearly the step of becoming a core member and to make some clarifications within the letter about the commitments expected as well as make clear the lack of legal obligations associated to this (from both sides). Also, in preparation, we set up a simple form for core members to claim the reimbursement of costs from the project's subcontracting budget in specific cases – which need to be accepted as justified by the coordinator – as per the MediaMixer Description of Work:

*“ The project consortium members anticipate sub-contracting for the support of external experts among the community members and industry associations to participate in the activities of MediaMixer. This support is for covering attendance costs (incl. travel, accommodation and registration fees) of experts at events where they are participating in order to either meet with MediaMixer partners to strengthen the co-operations between their industry and the project, and/or to communicate MediaMixer to the wider industry on behalf of the project. No salaries will be paid to experts. Subject to agreement with the European Commission, classical sub-contracting of external experts may also be supported by this budget, in order to cover human resource costs for knowledge and technology transfer from the MediaMixer consortium into the external organisation (e.g. for training or implementation effort). “*

The following organisations who are external to the project consortium have signed the core member acceptance letter:

- ◆ Viidea
- ◆ The Open University
- ◆ Weblyzard
- ◆ Tagasauris
- ◆ ICM Reporting
- ◆ Public Space

### Viidea

The company Viidea will be subcontracted in the MediaMixer use case VideoLecturesMashup.

The sub-contracting money is needed for the implementation and adjustments of Mediamixer technology into the VideoLectures.NET portal, which runs based on a program code, which is copyrighted work. The author runs a private company. The Videolectures group is paying him a license fee for the usage. Moreover, as only this particular person knows the program in full, he is also the only one, who is making all maintenance, implementations and adjustments into the portal. As such, we need the sub-contracting money for all this services. As this sub-contractor is not relevant to other project partners, involving him into the project as a project partner is not reasonable.

### The Open University

The Open University has its own e-learning video platform, OU Podcasts (<http://podcast.open.ac.uk>).

They encounter the same issues as VideoLectures.net, as described in their use case (MediaMixer deliverables D2.2.1). Hence the intention of Open University as core member is to gain insight into the implementation of video fragment topical mashups in the VideoLecturesMashup demonstrator and receive support from the MediaMixer partners to apply the technology to their Podcasts platform. They will benefit from the offering of a new functionality and service to their users, while MediaMixer will be enabled to widen the technologies' visibility in the e-learning community.

## Weblyzard

This Austrian spin-off from the MODUL University offers a platform for automatic analysis of online media and produces insights into trends and sentiment around various topics, organisations, products or persons.

Their purpose as core member is the interest in extending the platform to support the analysis and processing of video material. They are already crawling at large scale relevant YouTube videos for their customers but their analysis and processing is limited to video titles and descriptions. With MediaMixer, they will explore the annotation of video fragments and the use of those annotations in providing more fine grained analysis of trends and sentiments around topics which may be positive or negative subjects of fragments of the considered video material.

## Tagasauris

This New York City-based startup has as a core goal to make visual media searchable. It develops a solution, mediaGraph, which will describe the features and content of visual media and make it searchable at a level of expressiveness not yet possible with current technology.

Currently this platform complements machine-sourced computations with large scale crowdsourced annotation by humans. They are interested in shifting to more machine algorithms and less human (paid) annotation in order to minimize cost and maximize speed without compromising accuracy. MediaMixer offers relevant technology for media fragmentation, annotation and rights management. In turn, Tagasauris provides sample content from its clients to allow for proof of concept implementations, sourced from millions of available image and video assets.

## Core member acquisition by ACUITY: ICM Reporting and Public Space

With the MediaMixer core technology set in place, partner Acuity Unlimited has stepped up the advocacy and engagement activities with commercial archive organisations, via attendance and face-to-face meetings at selected professional events, such as the FIAT/IFTA Media Management Commission's Metadata conference and PRESTO's Screening the Future. As well as strengthening the interest of these and other bodies such as FOCAL, who sought a MediaMixer speaker at its Metadata Day, alongside presentations from the LCC, Rights Data Initiative and the UK Copyright Hub, it has led to detailed dialogue with one European national broadcaster (RAI) about joining as core partner to define a commercial semantic rights broadcast archival use case, and a direct enquiry from another (RTÉ) around fine grained linked data integration from another, with invitations for further discussion having now been received from wider industry, including major service providers such as Prime Focus.

Acuity has also been active in extending networks beyond the traditional archives industry, as industry categories converge in the face of the shift to digital networks. At the premiere international Sheffield DocFest event, the strong interest shown towards independent production companies building reuse through MediaMixer's abilities in cloud-based asset management led to the acquisition of two core partner signatories. The use case with ICM Reporting will reflect their demonstrating a production asset management system that supports semantic categories for on-location event reporting, offering reuse and a web-based connection to their clients, whilst PublicSpace also requires connectivity with internet video platforms, seeks management using annotated media fragments for discovery, but requires secure protection of its clients' rights over the production lifecycle. MediaMixer's sponsorship of the first IBC London Technology Booster event (LTB) has begun to draw considerable interest from dedicated technology providers relevant to MediaMixer, for example, post-production company Forbidden Technologies, as well as interest from journalists from the industry mainstream. IBC, owned by six industry bodies, have themselves offered media coverage of the planned MediaMixer industry event, and also **the rights to use the LTB journalist coverage for MediaMixer exploitation through its commissioning of production company ICM Reporting.**





## 6. Conclusions

The MediaMixer community now exceeds 100 observers, first core members have accepted our invitation and started to work with us, and thus our attention turns to how to handle the two ongoing activities of vital importance to the MediaMixer community:

- ♦ **Community reach.** We have outlined how dedicated MediaMixer channels on common Social Web platforms to disseminate more widely MediaMixer announcements have been set up and gain traction with a community of interested observers, while we have also successfully targetted specific communities' own channels with appropriate news with a reach sometimes going into the thousands. We have found how specific activities at key (target community) events in particular can generate new dissemination opportunities and interest in the MediaMixer offer.
- ♦ **Community sustainance.** We have outlined how we communicate at regular intervals with the community members via a mailing list dedicated to this purpose. Regular communication is vital to remind them of MediaMixer, show them our activity and point them to materials and events which can be of benefit to them. We have also begun with monthly Webinars on MediaMixer topics, and those recordings will be persisted at [videlectures.net](http://videlectures.net) for future access. The goal is to ensure that people who register for the MediaMixer community do continue to be aware of the project, return to log in to the community portal and get more involved (via the discussion forum, Webinars, event attendance).

We must in this period also begin the discussion about how we can continue to leverage this community after the MediaMixer project ends, with an interest to maintain the community portal, and that the publication of MediaMixer relevant material as well as community discussions could continue there.