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Community building plan

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Executive summary

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.

A dedicated community building and networking activity within the project will take care of this community, which will be formed from key players in the domains the MediaMixer consortium strongly represents and which in our opinion form key adopters of the MediaMixer technology as their domains stand to benefit significantly from media mixing (news, e-learning, media production, media libraries, broadcasters and their archives). The first output of the activity is this *community building plan* whose purpose is to formulate the MediaMixer approach to setting up and to sustaining the community. This involves:

- Identifying and approaching the organisations who would benefit from joining the community
- Formulating clearly and disseminating the benefits of joining the community and opportunities for members of the community
- Ensuring community members are aware of and can benefit from the infrastructure, information and events being provided by MediaMixer
- Maintain that community through regular communication (e-mail, fora) and networking (conference calls, events)

MediaMixer foresees the community as being 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. In this community building plan, we address both groups separately as they require different approaches to build them up and sustain them.

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Abstract (for dissemination)	This deliverable outlines the plan of the MediaMixer support action to set up and sustain a community of industrial organisations 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.
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1 Introduction

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.

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In this document, we first define in more detail the above community groups: the “core” community and the “observer” community. In subsequent chapters, we identify the organisations who are initial members or potential contacts for joining the communities, we outline our communication to those organisations in terms of benefits to join the community or the opportunities available to a community member, and we specify our approach to raising awareness among the community of the MediaMixer offer and maintaining their interest and activity through regular communication and networking. We conclude with a projection for the first three months of community which will conclude with a first MediaMixer community report.

1.1 The core community

What is the core group? *A small, representative group of early adopters who will be more active in the MediaMixer activities such as use cases, demonstrators, *leading* events or representing MediaMixer to other members of their community.*

How is the core group supported? Mix of consortium members (direct support) and sub-contracting (indirect support). We will start with 3-4 members and plan to grow it to up to 10 members. Indirectly supported members should show some good will in their involvement (e.g. through their time) but to ensure their presence at necessary meetings sub-contracting can be applied for.

The core group members will be properly introduced into MediaMixer via a personal meeting (or call). Having understood the purpose of their involvement in the community, the first activity to pursue with the core group is the use case collection from which also requirements and barriers will be derived. (see WP2) They will also have privileged read and write access to online portal materials (see WP1) as well as preferred status at events (to be defined, see WP4). Fundamentally, they will benefit from direct consultation by MediaMixer partners on their technology needs and from specific demonstrator creation addressing their needs.

Depending on the respective status of project activities, we can foresee at least monthly individual calls with core group members. Furthermore, they will have the opportunity to take leading roles at events and to be the subject of widely disseminated news items and other materials. With respect to subcontracting, allocation of funds will give preference to core members.

Initially, we can rely on the core group being people we know and personally win for the core group. Later, we may identify active observers who we would approach to join the core group.

1.2 The observer community

What is the observer group? *A larger, looser community being targeted with information and invitations.*

They:

- receive project communications, e.g. email announcements, news, invitations to events
- are encouraged to participate over the online forum & attend events with MediaMixer

The goal is that they follow the early adopters in taking up the technology (maybe some leading observers will move to the core group during the project).

Whereas core members will be the subject of a specific invitation, any organisation can immediately join as an observer. A sign-up form will be made available online, complemented by a description of the benefits of being an observer in MediaMixer. Sign-ups can be registered via the form or direct e-mail communication (e.g. answering a personal invitation). Sign-ups gain login access to the online portal and are added to a dedicated mailing list. Communication will take place exclusively via these two channels, with mailings kept to a minimum while it is ensured that regularly some news, event details or other information is sent out (we could imagine 1-2 mailings a month being sufficient). Observers will be continually encouraged to directly interact on topics using the online portal, especially the foreseen communication forums there. We will consider the possibility for occasional Webinars where a MediaMixer partner informs the observer group of particular outcomes in the project (observers can participate live and hence interact with the speaker, but also access the recording any time afterwards). The main principle subjects of communication we foresee are:

- updates on content in the online portal, e.g. publication of use cases, demonstrators, papers, presentations or technical specifications or services
- invitations to participate in interaction via the portal, e.g. new topic in a forum, an online questionnaire, a Webinar
- invitations to events, where observers should have first knowledge (after the core group) of an event and preferred access (first opportunity to reserve places, possibly discounted registration, etc.)

On joining, the observer member receives a welcome message and a login for the portal (we plan that while the portal is publicly readable, write access to some parts such as discussion fora will be restricted to registered accounts. Also, some parts of the online infrastructure may be restricted to community members such as the Webinars or questionnaires.)

There is no limit to the potential number of observers. The first group, prior to the online portal launch, will be formed via personal contact. We aim for around 40 members at launch, who can also give early feedback on the online portal and the foreseen community structure. Post-launch we expect to see the observer group grow, with a goal of 100 members by end of 2013.

Observers may also make use of sub-contracting budget but only for enabling direct contributions to MediaMixer activities similar to the core group and subject to application and acceptance (to control this, it may be often subject to specific calls, such as "Three companies are needed to test technology X", where those volunteering companies are invited to attend an one day workshop to perform the tests).

We will create a short promotional text to show to potential observers so that they can understand the benefits of joining.

2 The initial MediaMixer community

The initial MediaMixer core group is formed from consortium members and consortium member contacts. We deliberately begin with a small number of participants who will be able to give early feedback on the core community experience to us and thus enable us to tailor our communication and offer better for future core members. We begin with the two industry partners in the MediaMixer consortium.

Consortium core members:

- news: Citizenside
- e-learning: VideoLectures.net

A number of foreseen external core members are in discussion with MediaMixer consortium partners. At the time of writing they have been contacted to give them initial information about MediaMixer and its offer. This must first be backed up by the MediaMixer online portal with its initial content, published use cases as well as first event announcements, all of which are indicators of MediaMixer's concrete offer to organisations. Before this, it would be unrealistic to expect a clear commitment from external players.

The observer group will be solicited initially from personal contacts, using direct e-mails outlining the benefits of community membership. We began observer group contacts through a list of organisations drawn up by the MediaMixer consortium. Each organisation received an email from us with the community benefits description and an invitation to join (via email response or online signup) by the 31st January 2013. The community benefits and online signup form are published on the MediaMixer online portal (community.mediamixer.eu) and are publicised by the consortium members via Web channels, so that any organisation may join the observer group through a simple sign-up process if they wish to avail of the described community benefits.

3 The communication to the MediaMixer community

We have prepared two documents for the initial communication with (potential) community members:

- An industry briefing document (1 page) highlighting the offer of MediaMixer to the core members
- A benefits of membership text promoting the observer status to interested organisations

The current texts are **draft** and we are improving the text according to feedback from industry contacts.

3.1 The industry briefing

MediaMixer is an EU funded action to support organisations in making their media more valuable and more useful for consumers. Being a MediaMixer core member means being an early adopter of innovative new technology which can generate new value for your business.

Emerging innovative technology which can **fragment** media items into distinct parts which can be re-purposed and re-sold unlocks new opportunities to re-use your media in new contexts and acquire new revenue streams from existing content!

The MediaMixer action has been set up to bring together European expert organisations in the use of the technology to **work directly with interested early adopters** to integrate the innovation into their systems and workflows and **be the first to benefit from media fragment technology**. This offer is limited to an exclusive number of core members who will receive direct access to our technology experts and the technology and knowledge support necessary to proof the use of media fragment technology for their business.

We offer:

- **Privileged access to the MediaMixer online portal materials and community infrastructure.** Core members have full read and write access to the community portal, where they can find technology use cases, demonstrators, downloads, documentation, presentations as well as discussion fora. They will have exclusive first access to new materials, direct contact to technology experts, as well as access to dedicated private fora for their collaboration with MediaMixer.
- **Direct consultation with MediaMixer experts on technology requirements and offers.** Core members will be able to participate in direct communication with MediaMixer experts by conference call or personal meeting. Technology and knowledge transfer can take place specifically for the use cases of their business.
- **Collaborative creation of a proof of concept demonstrator with MediaMixer technology.** Every core member will be enabled to set up a proof of concept demonstrator tailored to their content and business in close co-operation with MediaMixer experts.
- **Preferred status at MediaMixer events.** MediaMixer plans to organize or support different events for the technology promotion, presentation, tutorials, or training days, including Summer/Winter Schools. Core members will receive first information about those events, opportunities to contribute to the agendas or participate as speaker, reserved participation places and reduced attendance fees (where possible) as well as preferred access to event materials.
- **Promotion of your activity via MediaMixer channels.** Core member collaborations will be the subject of widely disseminated news items and other materials created by MediaMixer, promoting core member organisations as innovative early adopters of new technologies.
- **Financial support in specific cases.** MediaMixer community members may access a specifically reserved project fund, where this is deemed necessary by the MediaMixer partners to support those members in fully participating in MediaMixer activities, such as attending a specific event or performing technology or knowledge transfer. Core members will be given preference in the allocation of the fund.



As a MediaMixer core member, we would kindly request your support in allowing us to make public your business use case and proof of concept demonstrator (subject to your agreement), promoting MediaMixer to other members of your industrial community (e.g. speaking at events on your technology adoption experience), and involving MediaMixer technologists in your industry events (MediaMixer technologists would also like to involve you in their events).

For more information about MediaMixer core membership, contact the MediaMixer co-ordinator Lyndon Nixon lyndon.nixon@sti2.org

3.2 The benefits of membership

We would like to invite you to join the community of MediaMixer, an EU funded action to support organisations in making their media more valuable and more useful for consumers. We believe the particular technologies promoted by MediaMixer can be of interest and value to your organisation. Being a community member requires a simple sign-up procedure and will involve you in all MediaMixer activities without any further commitment required from your side. We will also not spam you with emails, promising no more than 2 direct email communications per month.

MediaMixer promotes new technologies which enable the **fragmentation of media items** into distinct parts which can be re-purposed and re-sold, which can unlock new opportunities to re-use your media in new contexts and acquire new revenue streams from existing content!

As a community member, you will be able to log into our MediaMixer online portal where you will find technology use cases, demonstrators, downloads, documentation, presentations as well as participate in our discussion fora. You will also receive occasional updates by email (e.g. announcing new materials on the portal) as well as invitations to MediaMixer supported events and exclusive Webinars.

We believe MediaMixer community membership can help you evaluate and take up media fragment technology to the benefit of your business, and look forward to welcoming you in our community! Sign up quickly and easily from <http://community.mediamixer.eu>. You will be free to cancel your membership at any time.

4 Sustaining the MediaMixer community

The initial MediaMixer community should not only grow, it should also be sustained (interested organisations remain members and use their membership to participate in the offers made to them by MediaMixer). To work towards this goal, some guidelines can be established regarding the community management which are intended to maximise the communities' sustainability. This is in line with our original plan for risk management and contingency planning (MediaMixer Description of Work, Section B1.3.3) noting the importance to set up a community infrastructure as quickly as possible, as well as leverage the industry partners in the project consortium as well as the contacts of the other partners to industry associations and representatives. In the coming phase, it will be very important in MediaMixer to communicate and demonstrate the value of the technology (e.g. via the use case and demonstrators) as well as reflect the concrete offer that the community has access to (content in the online portal, active fora, first event announcements).

- **A community manager.** Active management of the MediaMixer community will be ensured by a dedicated community manager who ensures that the community structures are operating as planned (according to this document) and that community members are properly informed of and aware of the MediaMixer community offer (as defined in our communication to them, see Section 3). The community manager will address direct enquiries by members. The leader of the community activity, Lyndon Nixon of STI International, will act as community manager.
- **Community infrastructure.** The online portal will be rolled out progressively in terms of content and functionality between M3 and M6 of the MediaMixer project (January to April 2013). The regular updates will be communicated to community members, and feedback sought at each release to understand which contents and functionalities are desired by the community. Discussion fora will be set up to encourage more online interaction between community members and the consortium and forum topics may be proposed by the community itself.
- **Communication.** Significant updates to the MediaMixer offer in terms of available content and functionality will be communicated by email to the community (other channels such as the website, RSS and Twitter will additionally be used), however to avoid over-communication to busy industry people (which can influence negatively their view of MediaMixer) care will be taken to package announcements and (normally) restrict community e-mails to no more than twice a month. Core members will be offered additional opportunities for one-to-one communication (phone calls, meetings) according to their availability and interest.
- **Networking.** MediaMixer will evaluate with the community the interest in further community networking opportunities such as conference calls or Webinars. Such instruments offer a possibility for MediaMixer to communicate directly with community members in a timesaving manner (multicast) as well as give community members an opportunity to interact directly with one another.
- **Events.** MediaMixer is currently actively planning its first events in 2013. Community members will be encouraged to attend events, also through community incentives such as guaranteed places or reduced fees. If they are contributing directly to the event (e.g. speaking) they may also be able to benefit from project financial support to attend.
- **Technology.** Both observer and core members will have improved access to the MediaMixer technology, for example observers will have the means to contact technology representatives from within the consortium via the online portal. Core members will have direct opportunities to acquire technical expertise and technology transfer to make proofs of concept. We expect in due course community members will be early adopters of the technology, acquiring tools and services subject to license-appropriate negotiation.

5 Conclusion

The initial MediaMixer community by the end of January 2013 (at the time of writing) consists of 2 core members and contacted 30 organisations inviting them to act as observers. The small number is not unexpected as we rely initially on personal contacts; for external organisations the full offer of MediaMixer (online portal and its contents, events) is not yet apparent as we find ourselves still in the planning stages and this offer must be visible to back up our promotional communication for organisations to be interested in joining the community. We benefit from current communication with potential future core members, including with industry organisations FOCAL and Linked Content Coalition, to better understand the expectations and requirements of external organisations to join a community – e.g. the need to better demonstrate the technology on offer and the expertise of the consortium to promote it, which has impressed on us the importance of preparing in the next phase a technical briefing about MediaMixer as well as show first educational and instructional materials on the portal.

The subsequent three months are thus very significant because various concrete offers of MediaMixer will be realised (the online portal with initial contents is available, first events held, various communications and calls have taken place), backing up our initial claims of benefits of membership to the contacted organisations. As well as sustaining the interest of the initial community members, this should serve to win new members into the community. There is an expected virtuous circle between community growth & maintenance and the MediaMixer offer – more involved community members make the MediaMixer activities more profitable with better participation, more profitable MediaMixer activities help raise the awareness of the benefits of community membership to new organisations. Thus we expect, as we approach the milestone of having a complete running online portal for the community and first organized events benefitting the community, to have grown the community and convinced the initial members of the community benefits.

We will report on the development of the community in this period in the Community Report v1.