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Community report v1

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Executive summary

This deliverable provides a first report on the MediaMixer community set-up, reach, and sustainance.

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 win organizations for both the core and observer communities, which has been focused on the following activities:

- ◆ direct invitations and indirect promotion of community benefits through the community portal
- ◆ targeted communication to the relevant communities via mail and social Web

Furthermore, we have begun the community maintenance via mailings which will take place at regular intervals. Finally, we reflect on the possibility to also maintain community via conference calls which will be planned for the next phase of the project.



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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.

As reported in D3.3.1 Community Building Plan a dedicated community building and networking activity is set up within the project with the goal to grow and sustain a MediaMixer community. This activity works closely with the other parallel activities of MediaMixer since it also depends strongly on them to be able to fulfil its goals: the activities in MediaMixer events (participation and organisation), use cases and demonstrators (which communicate the value of the MediaMixer technology to specific industry domains) and the community portal (which reflects the offer of MediaMixer to the external community) all provide means for greater visibility of the MediaMixer project to external organisations and communication of the project offer which encourages joining the community and being active in community events.

With respect to **growing the community**, we report on the results of the first phase in which we made direct invitations to industry contacts and relied on indirect promotion of community benefits through the community portal, and outline how we plan to drive further community growth based on targeted communication to the relevant communities via mail and social Web channels.

With respect to **sustaining the community**, we have begun our regular communication via informative mailings to community members. We also consider the additional communication channel of conference calls which community members are invited to join in the next phase of the project.

The MediaMixer community status

The current MediaMixer community consists of one core member and 44 observers. (as of 29 April 2013)

The acquisition of initial members has largely been based on:

- (i) direct invitation of industry contacts by the MediaMixer consortium members. As reported in D3.3.1 we created a first list of contacts who were invited in January 2013.
- (ii) indirect promotion of community membership using the community portal. The portal at community.mediamixer.eu is promoted from the project website (www.mediamixer.eu) as well as through links in project news and other communication (printouts, tweets etc.). Visitors do not only see a highlighted “Join now!” button but from the front page can read about the community benefits. Anyone not registered who follows a MediaMixer content link will also be informed about the benefits of signing up to the community not only to see this content but also having access to all other MediaMixer offers.

Core community membership

The core community is seen as being a mix of consortium members (direct support) and sub-contracting (indirect support). Initial invites to organisations to become core members were sent by consortium members to specific industry contacts while a promotional sheet for core membership has also been created for distribution to external persons at events. The initial core community members were the use case partners in the MediaMixer consortium JSI (on behalf of the VideoLectures.NET platform) and Citizenside.

Currently we have one core member. Since the VideoLectures.NET demonstrator implementation will require the technical effort of the JSI subcontractor VIIDEA d.o.o. (the company responsible for the VideoLectures.NET code) they have joined as core member in the place of JSI and will be responsible for the demonstrator implementation work.

The other partner Citizenside has ceased their role as consortium member in MediaMixer and are currently in discussions with us to continue involvement in MediaMixer as (external) core member.

Other MediaMixer consortium members continue their outreach to external organisations, particularly in the context of involving them in the MediaMixer use cases and demonstrators, with a goal of winning them for the core community.

Observer membership

The observer community is targeted at regular intervals with information and invitations. The goal is to drive return visits to the community portal (and making use of the materials and fora there), and participation in events and remote meetings. It is also hoped by they follow the early adopters in taking up the technology (i.e. maybe some leading observers will move to the core group during the project inspired by the published use cases and demonstrators). Observers are counted as those individuals who are joining the community portal, where they receive a login for the portal (in order to be able to access all materials) and are also added to a MediaMixer community mailing list. On joining, an email informs the new observer that they are now part of the MediaMixer community, will receive occasional mailings and are reminded of the various benefits of community membership.

Our stated goal in D3.3.1 was 40 observers by launch. We date the launch of the community to the initial public version of the community portal and the first regular mailing via the community mailing list to 9th April. As reported above, we count 44 members as of 29th April.



MediaMixer community reach

To grow the community, it is important for MediaMixer to achieve greater visibility within the target communities. The direct invitations and the reliance of indirect acquisition of members via (somehow finding) the community portal probably has reached its current limits in terms of member acquisition. Hence, to grow the community, it was considered very important to identify the key channels with which MediaMixer can reach the target communities which have been identified within MediaMixer as those which stand to benefit the most from MediaMixer technology:

- ◆ Media analysis community (research/science)
- ◆ Media fragments technology community (research/science)
- ◆ Semantic Web community (research/science)
- ◆ Media rights users (specification bodies/industry)
- ◆ E-learning (education)
- ◆ Broadcasters (industry)
- ◆ Media archives (industry)
- ◆ Media producers (industry)

The question asked was where representatives of those communities – in particular the decision makers (for uptake of new technology) – could be reached by MediaMixer communication. On one hand, this can be specific calls to join the MediaMixer community, highlighting the community benefits and pointing to the community portal. On the other hand, this can be dissemination of specific announcements (of particular relevance to that target community) which can include a pointer to joining the community and the benefits thereof. Channels considered were:

- ◆ mailing lists
- ◆ Twitter accounts that the project Twitter can follow and can mention in tweets
- ◆ LinkedIn groups that MediaMixer can join and post news to
- ◆ Facebook groups that MediaMixer can join and post news to
- ◆ Slideshare accounts that MediaMixer can follow
- ◆ YouTube accounts that MediaMixer can follow

This will complement MediaMixers use of its own dedicated channels, which should also gather followers on the basis of activity and visibility. Especially the act of following other channels of importance to the target communities can be effective due to the etiquette of being followed in return. Also MediaMixer can comment on relevant content posted on the followed channels, pointing interested readers to the MediaMixer community and the related social accounts. We have begun to initiate regular activity via the selected Social Web channels, which we expect to grow in the next months and that as a result further community membership will be achieved.

Mailing lists

At the time of writing, we have identified 13 lists from 5 communities to which MediaMixer could post calls for join the MediaMixer community and other announcements.

A first general call to join the community will be sent to all of those lists at the beginning of May. We wish to complete previous to this the materials available on the community portal and the event planning, and will seek to highlight to each community the materials and events of particular interest to their domain.

Twitter

The MediaMixer twitter account @project_mmixer was set up on 17 January 2013 and has tweeted to date 28 times, and we now pursue the goal since 8 April 2013 to average 1 tweet per day. (currently: 22 tweets in the subsequent 3 weeks). Tweets are mostly generated by the project co-ordinator STI International but all partners can tweet directly from the account e.g. live tweeting from an event they are attending.

To raise the Twitter visibility, as well as promoting it on www.mediamixer.eu and on community.mediamixer.eu, as well as to the MediaMixer community in the mailings, and to externals by mentioning it in MediaMixer communications on mailing lists or in profile pages on other Social Web sites, we take care where appropriate to mention relevant Twitter users in the tweets or use the correct hashtags (e.g. for a current event). We also check mentions of MediaMixer in Twitter which may lead to a conversation with followers and observers.

The account also follows key Twitter users from the target communities, currently we collected 72 accounts to follow, covering 5 domains. By following what these accounts tweet, MediaMixer can retweet information relevant to MediaMixer technology development and adoption, as well as tweet to these accounts when appropriate about its technology offer and benefits.

We have at the time of writing 34 followers. As we continue to tweet, and to follow other Twitter accounts, we expect this number to increase, also with the related growth in the MediaMixer community. Through mentions and hashtags, MediaMixer tweets become also visible outside of the circle of its own followers, and MediaMixer benefits from the fact that all tweets are public and searchable.

LinkedIn

MediaMixer set up a LinkedIn group “MediaMixer community for media fragment creation and re-use”¹ and will highlight the presence of this group to the MediaMixer community in order that community members on LinkedIn will join it and can participate there – we will publish MediaMixer news in this group and there are facilities to hold discussions on topics too. MediaMixer partners have joined the group and invited their contacts.

The MediaMixer project is also included in the biographies of partners in their LinkedIn profiles.

Since groups can not join other groups and post news there, we will re-use the MediaMixer partners own (individual) LinkedIn presence for this, with individuals from MediaMixer joining identified groups relevant to the target community they are representing (in the project dissemination activities) and posting relevant announcements and discussion topics there.

| <i>MediaMixer participant</i> | <i>LinkedIn groups joined to disseminate MediaMixer</i> |
|-------------------------------|--|
| Roberto González (UdL) | Digital Asset Management group (12,320 members) World Creators Summit (1,097 members) |
| Lyndon Nixon (STI) | Education and Training on Semantic Technologies (116 members) Linked Data Web (2464 members) Semantic Web Research (2549 members) |
| Tanja Zdolsek (JSI) | Opencast community OpenCourseWare Consortium (OCWC) |
| CERTH | Digital Media, Restoration and Colorization of old Movies/Video Content (608 Members) Semantic Web Research (2.539 Members) Video Junkies-online video content producers, media content producers, media personalities and digital marketers (1.768 Members) |

1 <http://www.linkedin.com/groups/MediaMixer-Community-media-fragment-creation-4968211>



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| | Aristotle Univ. of Thessaloniki (AUTH) (2862 members) |
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Facebook

MediaMixer set up a Facebook page “MediaMixer Community”² and will highlight the presence of this group to the MediaMixer community in order that community members on Facebook will join it and can participate there – we will publish MediaMixer news in this group and there are the usual Facebook facilities for members to comment / share posts in the group too. We recognise that Facebook is primarily for users a personal communication channel and hence we see it as a means to make some more visibility for the project, but will not focus on Facebook as a community itself – the community portal is not replaced by Facebook nor by LinkedIn.

Since pages can not join other pages and post news there, we will re-use the MediaMixer partners own (individual) Facebook presence for this, with individuals from MediaMixer joining identified groups relevant to the target community they are representing (in the project dissemination activities) and posting relevant announcements and comments there, or sharing group content into the MediaMixer Facebook group where appropriate.

| <i>MediaMixer participant</i> | <i>Facebook groups joined to disseminate MediaMixer</i> |
|-------------------------------|---|
| Lyndon Nixon (STI) | Semantic Technology Institute International (167 likes) |

Slideshare

MediaMixer set up a Slideshare account and will highlight the presence of this account to the MediaMixer community in order that community members on Slideshare will follow it. In the first instance, the account can highlight the MediaMixer community in its description and raise the community visibility by following other SlideShare accounts where relevant presentations are being posted, liking highly relevant presentations, and commenting where appropriate. It is likely that posting of own content will be only a secondary activity, as individuals including those in the MediaMixer consortium, typically have their own Slideshare accounts which already have followers and visibility that we should not fail to make use of. However, specific MediaMixer materials which do not fit in another's account – for example, the slides from the MediaMixer Webinars (see “conference calls” in the next section) – could be posted directly in the MediaMixer account.

YouTube

MediaMixer sets up a YouTube account and will highlight the presence of this account to the MediaMixer community in order that community members on YouTube will subscribe to it. In the first instance, the account can highlight the MediaMixer community in its description and raise the community visibility by subscribing to other YouTube channels where relevant videos are being posted, liking highly relevant videos, and commenting where appropriate. It is likely that posting of own content will be only a secondary activity, as individuals including those in the MediaMixer consortium, typically have their own YouTube accounts which already have followers and visibility that we should not fail to make use of. However, specific MediaMixer materials which do not fit in another's account – for example, the videos from the MediaMixer Webinars (see “conference calls” in the next section) – could be posted directly in the MediaMixer account.

Google AdWords

Since April 24 we make an experiment with using Google AdWords. We purchased €100 credit for ads for the MediaMixer community (“Join the MediaMixer Community”, with a link to community.mediamixer.eu and a short text related to the keyword) against keyword searches we felt related to the target communities such as digital

² <http://www.facebook.com/MediaMixer.Community>

rights management, media fragments specification or video mashups. From the available analytics we will measure not only click-throughs but whether visitors become community members, as far as this is possible. From experience we expect that the campaign will run roughly one month, with around 100 000 impressions and 200-300 click throughs. We have to expect that many click-throughs will be truly interested persons who may or may not be encouraged from the portal front page to register for free to the community. As the campaign runs we will try to learn from the analytics to focus on the most effective keywords to get click-throughs who could register to the Media-Mixer community.



The image shows a search engine interface with the search term "video re-use" entered in the search bar. Below the search bar, there are tabs for "Web", "Bilder", "Maps", "Videos", "Mehr", and "Suchoptionen". The search results indicate approximately 3,870,000,000 results found in 0.25 seconds. A cookie consent banner is visible, followed by a yellow highlight for a result titled "Join MediaMixer Community - community.mediamixer.eu". Below this, a video result for "Reduce, Reuse, Recycle! - YouTube" is shown, featuring a thumbnail with the word "Recycle!" and a duration of 2:58. The video description includes the URL "www.youtube.com/watch?v=loeHhmUh-nE", the upload date "17.05.2008", and the uploader "Brandon Thompson".



MediaMixer community maintenance

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.

Informative mailings

The primary direct communication between MediaMixer and the observer community will be informative e-mails sent to the community mailing list at an expected 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 will 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 will refer to MediaMixers Social Web accounts every time to highlight their presence and encourage community members to also follow MediaMixer on the various sites.

For example, having achieved a first “critical mass” of almost 40 observers we sent out the first informative mailing on 9th April, the content is repeated below as indicative of how the subsequent mails will also look:

–

Dear MediaMixer community member,

Its time to update you on what has been happening in the world of Media Mixing! To get daily information just follow us in Twitter @project_mmixer.

Check out our community portal - it's for you

<http://community.mediamixer.eu> is the place where you will find regularly updated materials, links and publications, by MediaMixer experts and others, covering all relevant topics to Media Mixing: media fragments, analysis, description, rights management, assets management and media re-use. You'll find introductions to each of those topics, and a first selection of relevant tutorials, presentations, software, specifications and demonstrators.

This portal is for you - so if you don't find what you are interested in or have a comment about the portal content, structure or functions we also have a forum on site where you can give us your feedback -

<http://community.mediamixer.eu/forum/feedback> - so tell us what we can do for you!

Last chance - join our Summer School

The portal also has a calendar of events where you can find MediaMixer experts, but the best opportunity is in June! At the first Summer School on Media Fragment Creation and Remixing, taking place at Chania, Crete, Greece from June 3 to 6 2013, all of the MediaMixer experts will be present and will be presenting on video analysis, video annotation, semantic multimedia, social media, digital rights and multimedia applications. Everything

you need to know to create new value from media whether you are a media owner or a media consumer!
The FINAL deadline for registrations is April 14 at <http://summerschool.mediamixer.eu> - don't forget that as a community member you pay a DISCOUNTED fee!

Visit our partner Condat at NAB 2013

Another event, taking place right now, is NAB 2013 at Las Vegas. MediaMixer partner CONDAT is present there at stand N4333 , presenting a new software module for ANNOVAs OpenMedia! Condat® Smart Media Engine technology adds cross media analysis for semantic search and recommendations to ANNOVAs market leading Newsroom system "OpenMedia SMARTSEARCH".

This innovative solution is one of the use cases being described by MediaMixer, illustrating the value of the technology for media owners such as news video providers and media consumers such as broadcasters' newsrooms. We also have a use case on mashing up e-learning video. All use cases are published at <http://community.mediamixer.eu/usecases>

Want to get more out of MediaMixer? Ask to be a core member!

Core members can be directly supported by MediaMixer to participate in knowledge and technology transfer activities! We are interested in hearing your real world requirements and use cases, and want to demonstrate how our technology can address them. If you are interested, just drop me a line: lyndon.nixon@sti2.org

If you have any questions or comments to Media Mixing feel free to contact us!

Your MediaMixer community manager.

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The next mailing was made on the morning of 24th April:

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Dear MediaMixer community member,

Its time to update you again on what has been happening in the world of Media Mixing! To get daily information just follow us in Twitter [@project_mmixer](https://twitter.com/project_mmixer).

Check out all our channels - community portal and Social Web

<http://community.mediamixer.eu> is the place where you will find regularly updated materials, links and publications, by MediaMixer experts and others, covering all relevant topics to Media Mixing: media fragments, analysis, description, rights management, assets management and media re-use. Every new update on the community portal is now also being tweeted so that subscribers can be fully up-to-date with MediaMixer materials!

Furthermore, MediaMixer is now present on the most common Social Web channels:

* join our community group at LinkedIn to network with other media researchers and professionals using or needing the media technology we promote! <http://www.linkedin.com/groups/MediaMixer-Community-media-fragment-creation-4968211>

* like our page at Facebook to get MediaMixer updates on your timeline and have the chance to share them with your network as well as give us your comments! <http://www.facebook.com/MediaMixer.Community>

How MediaMixing works with online media rights management

The MediaMixer project takes seriously media owners' needs to protect the re-purposing and re-use of their media assets, including at the fine granular level of media fragments. A use case has just been published on the topic of "Rights Integration and Intelligence", addressing how MediaMixer technology can support machine processing of digital media permissions and hence benefit both media owners and media consumers in ensuring correct access



and acquisition of media assets. See the use case at <http://community.mediamixer.eu/usecases/rights-integration-and-intelligence-rii-use-case/view>

Our community portal already contains links to introductory materials about copyright reasoning and semantic technologies for copyright management:

<http://community.mediamixer.eu/materials/presentations/copyright/view>

<http://community.mediamixer.eu/materials/tutorials/semantic-technologies-for-copyright-managment/view>

We are pleased to announce that the MediaMixer proposal for copyright management of media fragments will be presented at the 2nd International Conference on Data Management Technologies and Applications (DATA 2013), in Iceland in July 29-31 2013. An overview of the proposal will be included in the soon to be published MediaMixer Core Technology Set, and the accepted paper is already online at

<http://rhizomik.net/html/~roberto/papers/MediaFragmentsCopyrightManagement.pdf>

How MediaMixing benefits e-learning video offers

Another event being organized by MediaMixer partners is a special workshop on **“Advanced Methods and Tools for Web-based Education”** (<http://conference.ocwconsortium.org/index.php/2013/2013/schedConf/program#box-two>) one day before the main OCWC Global Conference 2013. OCWC – the Open CourseWare Consortium - is a collaboration of more than 200 higher education institutions and associated organizations from around the world creating a broad and deep body of open educational content using a shared model. The mission of the OpenCourseWare Consortium is to advance education and empower people worldwide. The workshop will permit conference attendees to learn about, among others, technologies for granular level media fragment re-purposing and re-mixing that may be pertinent to setting up an e-learning or open education project.

The e-learning video portal VideoLectures.NET collaborates with MediaMixer on an use case for learning video mashups. As part of our goal to discover improved methods for automated video segmentation which would support topically organised mashups, we have launched a Grand Challenge at the 21st ACM International Conference on Multimedia. The participant providing the solution with the best evaluation results will win a trip to beautiful Ljubljana, where they will have the opportunity to visit the VideoLectures.NET offices and spend some time exploring Slovenia's capital city. For more information and submission guidelines please see:

<http://mediamixer.eu/solve-our-grand-challenge-and-win-a-trip-to-ljubljana/>

Welcome to core member Viidea. You too can be a core member!

We are pleased to welcome Viidea.com as core member of MediaMixer. Viidea will collaborate with us on the implementation of media fragment technology into the VideoLectures.NET platform. The company offers a product for publishing lecture videos and slides side-by-side in self-hosted cloud-based online portals. Deeper analysis and annotation of the lecture materials to allow for topical fragmentation and mashups as well as more finely grained video and slide synchronization are examples of MediaMixer technology that can benefit Viidea.

Core members can be directly supported by MediaMixer to participate in knowledge and technology transfer activities! We are interested in hearing your real world requirements and use cases, and want to demonstrate how our technology can address them. If you are interested, just drop me a line: lyndon.nixon@sti2.org

If you have any questions or comments to Media Mixing feel free to contact us!

<http://community.mediamixer.eu/forum/feedback>

Your MediaMixer community manager.

Conference calls

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 over the next circa 9 months 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.



Conclusions

The MediaMixer community plan outlined how we intended to structure the community and how to start the community activity with winning the first community members. Now we have reached our initial goal of circa 40 observers and our attention turns to two activities of vital importance to MediaMixer:

- **Community reach.** We have outlined how we will use dedicated MediaMixer channels on common Social Web platforms to disseminate more widely MediaMixer announcements while also targetting specific communities' own channels with appropriate news. One goal is to ensure a greater visibility of MediaMixer online, complementing the events activity and giving us an opportunity to connect to new contacts via the same social channels they use online. The other goal is to bring people to the MediaMixer community portal and gain new registrations.
- **Community sustainance.** We have outlined how we will 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 also plan to engage with community members via Webinars later in the year. 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 will use common analytics – numbers of registered community members, visits to the portal, likes and followers on social channels, Google Analytics for AdWords – to track the success of our community reach and sustainance actions, and report on the achievements – and lessons learnt – in the next community report.