MEDIAMIXER

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Community final report and sustainability

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Executive summary

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

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

- Web wide dissemination reach of MediaMixer news and activities
- Community maintenance through regular communication
- Acquisition of and follow up with new MediaMixer core members
- Strategy for sustaining the MediaMixer community

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Abstract (for dissemination)	This deliverable provides a final report on the MediaMixer community set-up, reach, and sustanance.
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1. Introduction

This deliverable provides a final report on the MediaMixer community set-up, reach, and sustenance, following up on the past community reports (MediaMixer D3.3.2 and D3.3.3), as a result of execution of 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 (called "core members"), 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 organizations 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 communication (Section 3)

- Acquisition of and follow up with new MediaMixer core members (Section 4)

- Strategy to sustain the MediaMixer community after the funded project end (Section 5)

2.   Web wide dissemination of MediaMixer news and activities

All figures in this chapter were true at the time of writing (28 April 2014).

Website(s)

MediaMixer has maintained a website at http://mediamixer.eu and has used this site not only to acknowledge the EU funded research project with some sections more typical of a project site (partners, factsheet, deliverables and contact) but also as a central point for all project related information, besides the Twitter feed and the Community portal which are both promoted in a frontpage banner.

- On the frontpage we maintained a regularly updated news feed from the project. Since November 1, 2013 we have posted 24 news items, thus averaging a news item a week.

- A section points to a dedicated page for the MediaMixer Innovation Day for industry, at mediamixer.eu/innovate, which embeds also all of the recorded presentations and video interviews at the event

- A section points to a dedicated page for the MediaMixer tutorial, at mediamixer.eu/tutorial, which embeds also the slidesets used at the tutorial

- A section points to a dedicated page for the MediaMixer Webinars, at mediamixer.eu/live, which links to all six Webinars given by the MediaMixer partners.

Thus the mediamixer.eu domain becomes the source of all the materials and video created in the project, organised by its source and target. Below we see page accesses across the domain for the past 12 months (May 1, 2013 – April 28, 2014)

Seite		Seitenaufrufe	% Seitenaufrufe
1. /		2.422	34,11 %
2. /live/		818	11,52 %
3. /innovate/		528	7,44 %
4. /deliverables/		409	5,76 %
5. /factsheet/		344	4,84 %
6. /tutorial/		316	4,45 %
7. /partners/		313	4,41 %
8. /contact/		165	2,32 %
9. /event/mmix2013/		114	1,61 %
10. /acm-grand-challenge-solutions-for-temporal-segmentation-of-elearning-videos-presented-at-acm-multimedia-2013/		110	1,55 %

Vollständigen Bericht anzeigen

Besides the front page (average 200 page views/month), we see that the Webinars site was the next most popular (which only launched in September 2013) and then the Innovation Day page (which only went online at the beginning of March 2014!). One news post, announcing the winners of the MediaMixer sponsored ACM Multimedia 2013 Grand Challenge, alone had >100 page views.

Twitter

MediaMixer has also been active in Twitter, having recognised the dissemination value of this particular channel. With now 213 tweets (128 tweets in the past 6 months), we have 108 followers (50% up on 6 months ago) and continue to benefit from use of hashtags during events (e.g. tweeting during #ocwcglobal, #www2014 or @MMM2014Dublin ensures visibility among many attendees) and from mentions and retweets (e.g. IKT_Talks promoted the Innovation Day to its 855 followers, the Open Education Consortium tweeted our VideoLecturesMashup talk at OCW Global to its 4 119 followers. Archiving2mro tweeted the MediaMixer talk by Martin Dow to its 485 followers etc.)

Use of Facebook and LinkedIn

MediaMixer continued its use of Facebook and LinkedIn, while this was not a key focus we did still announce events via Facebook and post discussions (e.g. on the publication of a Webinar or materials from an event) in the LinkedIn group. Largely, we used these channels to point people to the MediaMixer materials online. Our

Facebook page has 34 likes, but interestingly posts on the page reached more people: the most recent post about the Innovation Day was seen by 111 people while the announcement of the MediaMixer tutorial was seen by 103 people. The LinkedIn group has 67 members, here we found better reach by reposting or liking or commenting MediaMixer discussions with our own profiles.

Slideshare, YouTube and other hosts

MediaMixer uses Slideshare to host its presentations, focusing on those talks by MediaMixer partners at key events such as the MediaMixer tutorial. There are other slidesets by MediaMixer partners which are hosted on their personal SlideShare channels, these are liked by the MediaMixer account to provide a link to them. We now have 21 SlideShares as well as 11 liked presentations. The liked presentations have in total 21 900 views. The MediaMixer shares total ca 4 700 views but several key slidesets are very recent online (VideoLecturesMashup from OCW Global, 4 days old, 183 views or the MediaMixer tutorial slides, 2 weeks old, 670 views total).

Video material is hosted in several sites. Recordings of presentations e.g. Webinars are hosted by VideoLectures.NET. We close with three dedicated pages on that site:

- Winter School, http://videolectures.net/wmpa2014_dublin/, 10 videos, 113 views

- Innovation Day, http://videolectures.net/innovationday2014_london/, 14 videos, only public now at end of project so no figures yet

- Webinars, http://videolectures.net/mediamixer_webinars/, 6 videos, 215 views

We also set up a MediaMixer YouTube channel which focused on sharing the MediaMixer demo videos, while again some content has also been shared by others on their own YouTube channels the MediaMixer account has liked those videos in order to provide a link between them. MediaMixer itself has 3 demo videos on its channel with total 178 views. A further demo (Copyright Management) is on Roberto Garcia's own channel with 108 views to date.

Significantly, we expect all channels to remain online with these materials for the (far) foreseeable future. We are embedding slide and video material into the relevant sites and made another promotion of the availability of the materials to the community in the final mailing and news announcement (on the webpage, Twitter, Facebook and LinkedIn, with the hope to gather more views in the future post-MediaMixer project.

3. Community sustainance through regular communication

The MediaMixer community members must see an active, and regularly updated, project offer in terms of news, events, materials and community opportunities. As we improved our community reach and win new community members, member retaining became of critical importance. The community maintenance task foresaw two particular activities: informative mailings and conference calls.

The community itself closes with 133 registered members to the community portal and mailing list.

Informative mailings

The primary direct communication between MediaMixer and the observer community was informative e-mails sent to the community mailing list at a regular duration. 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. These 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

We have sent since October 1 2013 to project end 6 community mails summarizing all activities. Additionally 2 further mails focused on highlighting the remaining Webinars in 2014 and on collecting input for the MediaEval activity. In March 2014, 3 further mails focused on updating community members on the Innovation Day. So the community received a total of 11 mailings in the 6 month period. The very final mailing, sent on 30 April 2014, has collected pointers to all MediaMixer outputs in one informative mailing that members can use as a record of all the information and content MediaMixer makes available for them.

Creation and execution of a monthly Webinar program

Regular calls took 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 were also recorded, so that alongside the presentation slides, the video recording was 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 took place between September 2013 and March 2014 were not only another channel to directly connect with community members but resulted in a valuable repository of information about MediaMixer technology for dissemination.

The Google Analytics for the Webinars page shows clearly the dates of the live Webinars – the spikes in the page view numbers.

September 9, 2013	9 views (Webinar publicity started just shortly before, so in retrospect we did not get enough visibility in the first talk.)
October 2, 2013	77 views
November 14, 2013	48 views

January 14, 2014	29 views
February 3, 2014	36 views
March 31. 2014	13 views (Topic was much more specific – e-learning)

4. Acquisition of and follow up with new core members

Following the consortium members and the community members who sign up at the community portal to receive MediaMixer e-mails and gain access to our materials, we also sought throughout the project to win organisations as "core members", meaning making a mutual commitment to work more closely together with the goal to achieve knowledge and technology transfer with them.

Core members were deliberately kept to a limited number to allow MediaMixer partners to have the resources to communicate and work with them (emails, calls or meetings at events). Some core member partnerships were able to achieve a working demonstrator together within the project (WebLyzard GmbH, Viidea d.o.o.), others achieved agreed use case descriptions and agreements for future collaboration via technology transfer (Tagasauris, NueMeta, Open University). Summaries of the status with each core member are given here:

Digital rights

➔ **NueMeta LLC**

In the context of digital rights, the key core member acquired during MediaMixer has been NueMeta LLC. This has been a key actor when driving impact to the industry. NueMeta is a technical development and service provider that helps media and entertainment companies design and develop digital asset management and royalty reporting systems, which embrace global metadata and messaging standards.

NueMeta plays an important role in the digital music and media industry as experts in DDEX, the Digital Data Exchange industry standard for digital content distribution. They have tools implementing these technologies and also participate actively in the corresponding standardization bodies.

NueMeta joined as MediaMixer core member on February 2014, though the collaboration with them had started before MediaMixer. In any case, it was strengthened during the project.

In addition to facilitating contact with interested organizations during MediaMixer trip to New York (like YouTube, Sony, Harry Fox Agency, etc.) as detailed in Deliverable D5.5.3, the collaboration with NueMeta main outcome has been the "User Generated Content Copyright Management" use case and demonstrator, developed during the project.

This collaboration will continue beyond MediaMixer completion in two main project that have already started to be defined, both with the MediaMixer partner Universitat de Lleida. The first is about integrating semantic copyright management tools in the DIYstribution product by NueMeta. The second involves the joint participation in proposal for a project related with asset management using semantic technologies for a Grammy-awarded independent music label in the United States. The contract with this label is currently being negotiated.

E-learning

➔ **Viidea d.o.o.**

MediaMixer partner JSI was collaborating with the core partner Viidea on the VideoLectures.NET use case throughout the whole duration of the MediaMixer project. The core partner Viidea established also good collaborations with other technical project partners (especially MODUL University), as they created a special relationship in a concept like teacher (technical partners) – student (Viidea), which was extremely important for the MediaMixer technology transfer aspects, as the MediaMixer technology was built into the VideoLecturesMashup demonstrator (see deliverable D2.2.3). The result of the final demonstrator was impressive and inspiring for the project partners, core members and other actors in the domain of e-learning (demonstrated live at the OCW Global 2014 conference). To sum up, the core membership with Viidea brought great results and will lead to future cooperation.

➔ **Open University**

Another core member in the domain of e-learning is Open University. The VideoLectures.NET use case was presented to Open University during the OCW Global Conference 2014 in April 2014 (host for the OU Podcasts

site, http://podcasts.open.ac.uk) and they are impressed with the result of the final demonstrator. Further cooperation is expected to arise in the future.

Media owners

➔ **Tagasauris**

As reported in deliverable D3.3.3, Tagasauris approached MediaMixer with an interest in collaboration and became a core member. After initial use case generation (see deliverable D2.2.2) and a first face to face meeting between Roberto Garcia (of partner Universidad de Lleida) and Todd Carter (CEO of Tagasauris) in September 2013, MediaMixer increased its activity in knowledge and technology transfer (concrete outputs of which in the form of demonstrators for 2 Tagasauris use cases are reported in D2.2.3), sharing via the Tagasauris platform wiki, active e-mail communication and holding a further Google Hangout on 3 December 2013 which included several further European collaborators (Ontoba, VU Amsterdam). As a further step in collaboration, we held a face to face meeting with Todd Carter and the company CTO at the EURECOM premises (Sophia Antopolis, France) involving all technical MediaMixer partners to discuss use cases, implementation and future collaboration in February 2014. MediaMixer partners intend to continue collaboration with Tagasauris after the MediaMixer project on the individual basis. CERTH, EURECOM, MODUL and UdL all have potential use cases to develop, with the first two partners having already made progress (cf. D2.2.3).

Media delivery

➔ **WebLyzard GmbH**

MediaMixer partner MODUL University worked closely with WebLyzard GmbH in the second phase of the project, inspired by the work on exposing relevant video fragments via semantic annotation in a media repository as also pursued in the VideoLecturesMashup use case which fit very well in the needs of WebLyzard GmbH who are crawling YouTube videos for their Media Watch on Climate Change demonstrator. Through the use of sub-contracting, knowledge and technology transfer was funded between MODUL and WebLyzard, leading to the VideoLyzard demonstrator (see deliverable D2.2.3). The functionality was very well received within WebLyzard and is planned to be taken up within the live WebLyzard platform product (the initial video functionality was included in the April 2014 release, cf. http://weblyzard.com/video) and expanded in the future through ongoing collaboration between MODUL University and WebLyzard GmbH.

Media archives for independent production

Partner ACUITY has been active in extending networks beyond the traditional archives industry, as industry categories converge in the face of the shift to digital networks. Two core members were acquired: ICM Reporting and Public Space.

➔ **ICM Reporting**

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. Through meetings held at the IBC in Amsterdam in September 2013, ICM Reporting and ACUITY Unlimited further collaborated to explore possibilities within their mutual industries to utilize the semantic technologies and web standards promoted by MediaMixer to bring them to the **independent production sector**. The objective at these IBC sessions was to produce use cases *from the production and archives industry, once a case for sufficient demand in its own right has been established,* to work with both MediaMixer research partners and for assessment as to its operational and sustainable viability in practice.

➔ **Public Space**

The independent production sector was further developed along different use case lines during several telephone meetings with core partner and independent producer serving the non-commercial sector, Public Space Ltd. For Public Space, the initial Use Case with business value originally discussed, was support of privacy via access control policies applied to materials, such as scientific evidence, that can include references to, for example, specific individuals or sensitive topics, and would benefit from fine-grained references using the W3C Media Fragments standards. Since the new Fedora platform is currently in alpha and yet to develop this functionality (with committer call contributions from partner ACUITY), two additional Use Cases are under development. The first concerns creating a linked data endpoint alongside a media repository to enable fine-grained search, where publishing concerns making available and registering datasets alongside, for example, scientific papers that might serve as evidence. Public Space as first priority would require professional-grade tools to enable control over their publishing workflows in a way that connects their semantic media. The initial Use Case involves recreating a sample selection of Public Space's website video, annotating the segments using a suitable tool and recording all material in the Fedora-based DAMS according to the appropriately designed content model. A follow-on case where Google rich snippets (using schema.org's RDFa) might be available for mainstream search is also of interest for promotional purposes.

5. **Strategy to sustain the MediaMixer community**

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 133 registered community members and are at the end of the funding period, so a strategy is necessary to sustain this useful momentum achieved during MediaMixer. The strategy agreed by the consortium in its last meeting is as follows:

- The community portal has been relaunched with an improved design and better organisation of materials at the end of April. At this relaunch, the log-in barrier will be removed as it was an incentive to registration during the project but not of value any more. Instead, the community portal will provide open access to all collected materials.

- This will be complemented by also hosting the MediaMixer materials on Slideshare, YouTube, VideoLectures.NET and the MediaMixer (mediamixer.eu) sites for the foreseeable future. All this materials have been collected in a list and sent by email to the community members in a final community mail end of April 2014 to ensure they are aware of all the content MediaMixer has produced during its lifetime.

- We will retain the MediaMixer community list and send emails to the registered members in advance of related and relevant future events taking place in other projects, for example several MediaMixer partners are in the LinkedTV EU project (linkedtv.eu) which runs until March 2015 and plans tutorials on semantic multimedia technology as well as events targeting the broadcast TV industry.

- We will continue to tweet on the MediaMixer account (>100 followers at time of writing).

We hope with this strategy not only to maintain a contact with the organisations who have already established contact with us during the funding period by signing up as community members, but to keep the potential for a wider reach of all the MediaMixer results to interested research and industry communities.