



D1.1.2 DISSEMINATION PLAN

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

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Executive Summary

This document deals with all the activities and initiative carried out in order to create the presuppositions for creating a critical mass around the ASSETS initiative and exactly to disseminate the project results.

The "Dissemination Plan" as in previous versions is produced as part of the activities of Work Package WP1.1.

It defines the dissemination strategies and actions as well as the activities behind the dissemination campaign.

The document will look at the communication materials realised, the initiative ASSETS is planning and also the preliminary initiatives carried out within the first year of activities. (More details on the material are presented in D1.1.1 ASSETS website and dissemination material).

This document is articulated in 7 sections:

Section 1 introducing the purpose of this deliverable and presenting the main objective of the project.

Section 2 relates to the ASSETS approach to dissemination where the communication strategy are presenting in order to reach a real impact on the relevant communities.

Section 3 deals with the aggregation of the ASSETS communities and explaining which methodology have been chosen in order to guarantee a successful engagement of relevant stakeholders.

Section 4 reports on the dissemination material that have been realised and the ones planned, presenting also some visual examples.

Section 5 present that activities carried out and planned by each consortium partner including conferences, press release, presentations and papers.

Section 6 illustrates the synergy put in place with Europeana and the Europeana project group, starting from the Europeana Cluster Board (ECAB) meetings and the ASSETS involvement in the Europeana Project Group.

Finally Section 7 present the international ASSETS initiatives that includes the ASSETS special session at CBMI 2011. The ASSETS workshop co-located at SPIRE 2011 and the Best Practise Seminar that will be organised in Luxemburg at the end of the project.

1. Introduction

This deliverable presents the first results of the Dissemination Activities (WP1.1). The report which is in its first version, will be updated at the end of each project year (M24)

Dissemination and awareness activities are aimed at:

- widely disseminating the project aims and objectives towards the various potentially interested stakeholders so as to generate a broad awareness,
- obtain valuable feedback on intermediate project results so as to get a comprehensive validation from stakeholders covering all the addressed market sectors
- Building awareness on the ASSETS services using a variety of communication and aggregation tools
- Establishing valuable and durable liaisons with Europeana and the Europeana project group
- Prepare the grounding for an early and broad adoption of the ASSETS services after completion of the project.

The present document provides a general overview on the dissemination approach, including the following elements:

- The main results to be disseminated throughout the project,
- The available dissemination channels and instruments,
- The major stakeholders and targets groups to focus on,
- The ASSETS community aggregation,
- The main dissemination strategies actions for the 1st year are presented per each partner,
- The ASSETS events.

The project encourages the maximum publicity for its activities and the greatest possible involvement of external actors in its discussions.

This deliverable will be given the broadest diffusion through channels such as the project's communication website and Europeana Project Share.

1.1 ASSETS presentation

ASSETS aims to improve the usability of Europeana platform by developing, implementing and deploying large-scale services focusing on search, browsing and interfaces. These services are applicable to all digital libraries and include: **Searching multimedia objects based on metadata and on content similarity**; and **Ranking algorithm for improved result display**; **Browsing multimedia objects for rapid navigation through semantic cross-links**; **Interfaces especially designed for interacting with multimedia objects**; **planning Long-term Access to digital information**; **Ingestion of metadata** requiring normalization, cleaning, knowledge extraction and mapping to a common structure.

ASSETS undertakes the deployment of digital libraries services by adopting a clear user-centred methodology, in which the targeted user groups will be directly involved in requirements analysis, design, large-scale implementation, testing and evaluation.

ASSETS works in strict cooperation with Europeana, and will synchronize its workplan with the Europeana v1.0 and EuropeanaConnect activities, by making available the

first release of the ASSETS services to Europeana.

The main expected outcomes from ASSETS project are many-fold:

- A set of value-added search, browsing and long-term access services to directly enhance the content accessibility and improve the usability of Europeana operational services
- A large-scale validated implementation of such services in the real Europeana context of use
- A set of recommendations, guidelines and best practices concerning the technology adaptation, and service roll out contributing strongly to the promotion of the standards and specifications addressed in Europeana, and paving the way for an increased interoperability.
- Making new multimedia digital content available to and accessible by Europeana portal, as delivered by those ASSETS content providers which so far did not take part in the Europeana service (ANSC, Liberis, HASC, DIAS, Albeniz, UNESCO, F-Micheletti).

ASSETS will have a strong and measurable impact on bringing to the forefront of the large scale service implementation and real user context validation innovative technologies from the following three main areas:

- **Search and retrieval:** ASSETS will enhance in quality and widen in scope the search and retrieval service of Europeana. The quality enhancement will be produced by improving ranking of simple search through employing techniques developed in web search, such as the analysis of the query log and the usage of sophisticated weighting and scoring schemes. This will solve a large usability problem for Europeana, giving the user sets of results that have meaningful ranking and assurance of the quality of the service. The widening in scope will be produced by adding to Europeana a similarity-based search service that will exploit the media dimensions for giving the users a different way of discovering the information within Europeana.
- **Semantic Browsing** annotating the Europeana resources with categories from the Europeana semantic layer as well as with user-defined categories representing user interests, ideas and social interactions. Navigating through these categories will allow users to explore the Europeana information space in an interactive way leading to the discovery not only of the Europeana content but also of the interests, ideas and vocabularies of other communities.
- **Interface improvements:** deploying interfaces specially designed for browsing multimedia content.

The contribution of ASSETS to the Europeana plays an important role and will lead to better results for the users of Europeana and similar portals, as well as for its improved inclusiveness and accessibility. ASSETS fosters new industrial and service opportunities across the continent. The components developed by the ASSETS Best Practice Network are planned to be included directly into Europeana. This places the service ahead of the competition in terms of managing, discovering and visualising digital objects and their related knowledge. It will also support powerful semantic-based discovery, out of reach for e.g. audiovisual search engines. This will reinforce the European industrial leadership in these areas and develop stronger synergies between relevant actors.

The ASSETS services are loosely coupled with Europeana, which means that they can be used together or in isolation by the adopters. This approach paves the way even for a long-term viability of the ASSETS services beyond the scope of the project, since



it allows these services to be used even for integrating other cultural digital libraries, unlocking at the same time other exploitation channels beyond the Europeana one.

2. ASSETS approach to Dissemination

For the ASSETS project to effectively communicate with the external world, a defined dissemination methodology is needed. The ASSETS dissemination methodology is sustained by the following key points which define the dissemination plan:

- Raising Awareness
- Engaging the entire consortium;
- The Dissemination Team
- Effectively disseminating project results to target audiences

The dissemination strategy defines an agenda to promote the widespread adoption of ASSETS initiatives, which includes the definition of the essential marketing characteristics and the elaboration of an effective plan for disseminating project results. Activities to ensure wide visibility and identification of the project have been planned as part of a marketing driven dissemination campaign. These actions include:

- Design of the ASSETS brand (logo, colour scheme, style sheets)
- Production and distribution of promotional materials such as: flyers, posters, brochures, booklets, bookmarks, etc..
- Participation in relevant events, exhibitions, workshops, specialised international meetings, etc.
- Systematic targeting and recruitment of Community members to build consensus around project initiatives and valorise project results
- Launch of a media campaign existing of public relations, featured articles in magazines, ejournals, forums, mailing lists, press releases, etc..
- Establishing synergies with projects to help extend the scope of dissemination results to new fields in both national and international domains
- Guarantee synergy with Europeana and Europeana Project Group.

Dissemination activities are being conducted in order to actively engage all Partner organisations. The partner responsible for dissemination is working to ensure proper information dissemination to support the full communication of the project results. The Consortium is committed to presenting project outcomes in order to obtain a balanced participation from each partner. Partners are contacted in order to define and execute dissemination efforts in order to provide a structured and dynamic approach to the communication of project results.

2.1 Raising Awareness

In order to effectively raise awareness and target appropriate audiences, the following questions have been analysed:

- Who can benefit from the results of this project and how?
- Why this project is important for the target audience?
- When can significant results of the project be demonstrated?
- How can the Dissemination Team efficiently contact potential end users?

ASSETS is addressing these challenges by employing established dissemination techniques through various communication channels. These techniques include the professional design, production, and distribution of ASSETS dissemination material

(booklets, brochures, posters, etc..). This material are distributed at designated conferences, workshops, or EC events attended by ASSETS partners and external interested actors. The dissemination material is distributed in electronic format by email to interested parties and is accessible on the project management website.

The dissemination strategy is contingent on the introduction of ASSETS into new settings within the Digital Libraries domain. Consortium partners and Europeana members will both serve an expedient role in the diffusion of project results. Project results are demonstrated in a variety of ways, including the presentation of ASSETS at relevant events such as: conferences, exhibitions, poster sessions, workshops, communication material distribution opportunities, etc.. These events are researched and posted on the project communication website in order to promote an active participation by both partners and contacts.

In the interest of extending the scope of dissemination efforts, ASSETS intends to establish synergies with other projects in the Digital libraries field and is interested in improving coordination in specific areas. The planning of joint events, the sharing and integration of information provided on the web, and the preparation of common dissemination material are among the actions that may be undertaken to foster collaboration among the projects. Also, significant in terms of dissemination may be joint initiatives and the exchange of information resources with other major international players in the field, such as the Europeana initiatives.

Planning the effective dissemination of the project progress and results requires that the partners share the same guidelines and planning strategy. The dissemination activities may be carried out at the level of partners' own organisations at the consortium level, regionally or nationally, across the EU, and globally. For potential target audiences, the dissemination strategy defines:

- The objective of the dissemination
- What will be transmitted (flyer, communication papers and booklets, questionnaires, brochures, deliverables, etc.)
- When this dissemination will take place and how it will be performed
- What specific services can be offered
- How to properly sustain members

2.2 The ASSETS Dissemination Team

The Consortium has designated a team of members dedicated to the implementation of established dissemination models and guidelines. This team consists of one representative from each partner organisation and is responsible to effectively disseminate project results to the widest possible audience, in order to generate a critical mass around the project, demonstrate ASSETS project results and initiatives, and establish the project as a well known player in the audiovisual research field. The Dissemination Team will also help foster a community spirit among the consortium, and be instrumental in increasing the circulation of information among partners. A balanced approach throughout the entire consortium will help extend dissemination activities into local, national, and international levels. The following functions of the Dissemination Team have been defined:

- Help contact and refer potentially new Community members
- Communicate with partner responsible for dissemination with requests/suggestions for new dissemination materials and/or needs. (New

material can be produced on request)

- Contribute to the population public website (new content, relevant events, news, links, etc..)
- Produce and distribute press releases
- Organise opportunities for the involvement of external actors in the project's activities
- Promote the organisation of focused events by publicizing them on the project website
- Moderate online discussions, mailing lists, and/or newsgroups
- Assist in the timely and detailed response to technical inquiries

2.3 Disseminating Project Results

The scheduled completion of specific research activities outlined in the DoW will present the consortium with new opportunities to demonstrate project results. ASSETS results are regularly presented to potential end users through demonstrations, presentations, and also by exploiting the contact bases of partners in the consortium. In order to integrate ASSETS results into new Europeana scenarios, technical demonstrations of ASSETS will be produced to present project solutions and outcomes, and how end-users can benefit from them. The consortium as a whole is requested to pro-actively collaborate to provide information in order to find new venues and contacts to disseminate specific project results and aggregate the Community.

3. ASSETS Community

3.1 ASSETS Stakeholders and Users

The ASSETS services have been designed with a user-centred methodology, which builds on a clear identification of the target user groups. ASSETS indeed will affect the very large and diverse range of stakeholders in different ways.

Such user target groups match with the target users defined by Europeana projects group.

The following table defines the ASSETS stakeholder and users and describes the unmet needs of each category, the way ASSETS intends to contribute to fulfilling these needs, and how this category of users can be involved in the project.

Target User description	Needs	Involvement and Role
Ministries, Universities and Government Institutions	Need of contents/material for studies/analysis to evaluate/plan/implement policies and actions	This typology of users are involved in the <i>aggregation of new content</i> and in the adoption of the ASSETS services
Scientific Institutions	Need to access material for researches, studies and education.	Scientific Institution looks for specific topic Both expert (academic) researchers as well as professional users fit this profile. They are involved in the Assessment of the ASSETS services
Professional Users: Cultural Heritage Institutions <ul style="list-style-type: none"> ○ Museums (including even Small Museums) ○ Archives ○ Public and Private Libraries (University and Specific Libraries), 	Provide access to their own contents. Access contents for education/information, personal/professional interest. Usage of contents as lifelong learning tool (resource for further education).	These users are involved in the <i>assessment and validation</i> of the ASSETS users and in the <i>aggregation of new content</i>
Broadcasters and Audiovisual Institutions Media (press, communication agencies,	Access material for production of own contents (publication,	These user are interest in accessing the content and are involved in the testing

exhibitions)	media contents, exhibition, etc.)	and validation
Private Companies <ul style="list-style-type: none"> ○ Regulated Industries (Pharmaceutical, Finance,...) ○ Non-Regulated Industries (ICT, Automotive, Textile,...) ○ Technology / Service Providers 	Reading material and research material/files to use for analysis and reports. Access scientific materials for technology benchmark and innovation processes	<p>These Users are interested in specific topics such as technical results and documentation, specific services.</p> <p>They are involved in the assessment of the services.</p>
Content Providers for Digital Media and New Media Companies	Need to upload/share contents, enhancing object metadata and interoperability features	These user represent the category of content providers and are involved in the content provision, testing and validation.
Curators, librarians Professionals involved with Cultural, Scientific and Artistic activities (researchers, professors, experts,)	<p>Need of tools to enrich metadata, backend function.</p> <p>Need to share and integrate contents and services. Access material for studies, education, learning and training, analysis.</p>	Interest in the ASSETS services and are involved in the design, validation and testing
Citizens and Tourists Digital artists School student General Users	Need to access reading material and elements to use for homework and reports.	<p>These user can be considered general users. They are familiar with basic functionalities, has no specific domain knowledge.</p> <p>They are involved in the <i>Assessment</i> of the services</p>

Table 1 ASSETS relevant stakeholders

3.2 Community aggregation

3.2.1 *Linkedin group*

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

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

After the first year the group includes about 88 persons 30 from the project partner



and 58 external actors.

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

The LinkedIn group has the aim to arise interest to relevant stakeholder and start discussion. This group represents the first phase of the community aggregation. Members can start discussion and be aware on the ASSETS initiatives and results.

3.2.2 Website Community

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

It provides a wide array of functionalities including: document uploading/downloading, ASSETS events registration, news, and more importantly serves as the communication hub of the ASSETS Community. The website will be the main source of information on the project, on its initiatives such as events and training modules. It provides several services to Consortium partners and members of the ASSETS community with a user centric content management system that allows users to autonomously publish several types of content and to collect feedback. The website has been designed also to collect user statistics and detailed information about the Community in order to support its management.

4. Dissemination material and tools

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

All the material follows the Europeana graphical guideline and present the EC ICT PSP logos.

4.1 Logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the ASSETS logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.

The logo has the capability to make the project recognizable as it defines its identity for its whole duration. It is used in every document produced within the project context and in every kind of contact to the external environment.

For the ASSETS project a graphical logo has been selected with the main intention to remember the name of the project in one hand and the main project goal (to produce services for European Digital Libraries) on the other. For this reason the Logo is fully Compliant with Europeana Brand Guidelines.



Figure 1 The ASSETS Logo

4.2 Leaflet

The first dissemination material that has been realised at M3 is the ASSETS Leaflet where the ASSETS goals and expected results are described, the main services are presented and the consortium partners are listed.

assets

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

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

ASSETS Services

Ingestion Services

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

Community Services

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

Indexing & Ranking Services

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

Browsing & Characterization Services

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

Digital Preservation Services

ASSETS provides a set of services which prepare the ground for digital preservation:
Risk Management: identification and monitoring of potentially occurring events;
Notification: track, report, notification, communication and management procedures for events that could impact on long term content access;
Normalization: enacts preservation plans.

Get involved in the ASSETS Community!

Engineering Ingegneria Informatica (IT) www.eng.it	Coordinator	AIT Austrian Institute of Technology GmbH (A) www.ait.ac.at
Athens Technology Center (GR) www.atc.gr	Istituto di Scienza e Tecnologie dell'Informazione, Consiglio Nazionale delle Ricerche (IT) www.istit.cnr.it	Barcelona Music and Audio Technologies (ES) www.bmat.com
EXALEAD (FR) www.exalead.com	Swedish Institute of Computer Science (SV) www.sics.se	Universidad Autónoma de Madrid (ES) www.uam.es
The Europeana Foundation (EU) www.europeana.eu	Laboratoire de Recherche en Informatique (LRI) of Université PARIS-SUD XI (FR) www.lri.fr	Deutsche Welle (DE) www.dw-world.de
Tecnalia (ES) www.tecnalia.com	Libris Publications (GR) www.libris.gr	Dias Publishing Public (CY) www.diasmedia.com
Institut National de l'Audiovisuel (FR) www.ina.fr	Dias Publishing Public (CY) www.diasmedia.com	CIAOTECH S.r.l. (PNO Group B.V.) (IT) www.ciaotech.com
Informatics and Telematics Institute (GR) www.iti.gr	Dias Publishing Public (CY) www.diasmedia.com	Fondazione Luigi Micheletti (IT) www.fondazione-luigmicheletti.it
Virtual Resource Centre for Knowledge about Europe (LU) www.ck12.org	Dias Publishing Public (CY) www.diasmedia.com	
Accademia Nazionale di Santa Cecilia (IT) www.arsita.cecilia.it		
Hellenic Archive of Scientific Culture (GR) www.hasco.gr		
Fundación Albéniz (ES) www.albeniz.com		
United Nations Educational, Scientific and Cultural Organization www.unesco.org		
MEME Media Lab of the Hokkaido University (JP) meme.hokudai.ac.jp		

Register to ASSETS and discover more online services and benefits!

Contact us:
www.assets4europeana.eu
 Project coordinator:
 Ciaotech SpA
 Ms. Silvia Boi
 Email: silvia.boi@eng.it
 Communication point:
 Ciaotech Srl
 Ms. Morena Rizzo
 Email: m.rizzo@ciaotech.com

ASSETS is co-funded by the European Commission under the ICT Policy Support Programme (SMART Agreement n. 20037)

www.assets4europeana.eu

Figure 2 ASSETS Leaflet

4.3 Brochure

A brochure dedicated to the future ASSETS users and Content Providers has been designed and printed in order to summarize the project methods, objectives, and benefits. This is a fundamental tool to the Project visibility and awareness.



Figure 3 ASSETS Brochure external pages



Figure 4 ASSETS Brochure internal Pages

4.4 Public section of ASSETS Website

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

Here below the main pages.

The following is the Welcome pages, where each visitor will be directing navigating at

Public Pages

The web areas that will be available to each user are:

- Welcome!
- Why ASSETS
- Project structure
- Partners
- Get Involved

The following images are some examples of public pages.



Figure 5 ASSETS website Home Page

The next pages is the welcome to the potential Community member where the benefit to be involved in the ASSETS Community are presented.

Welcome Why ASSETS Activities & Impact Partners Get Involved!

**Are you interested in ASSETS?
Join the ASSETS community!**

You will be one of the early adopters of the ASSETS services, and you will have the opportunity to make your content accessible through the Europeana!

Register NOW!!

Moreover you will have a preferential access to the main ASSETS results:

- Technical documentation
- Tools, DEMOs
- Communication Material
- Best Practices
- Information on ASSETS events

...and you will have the opportunity to interact with the ASSETS participants and the other members of the ASSETS community!!!

Main User Groups




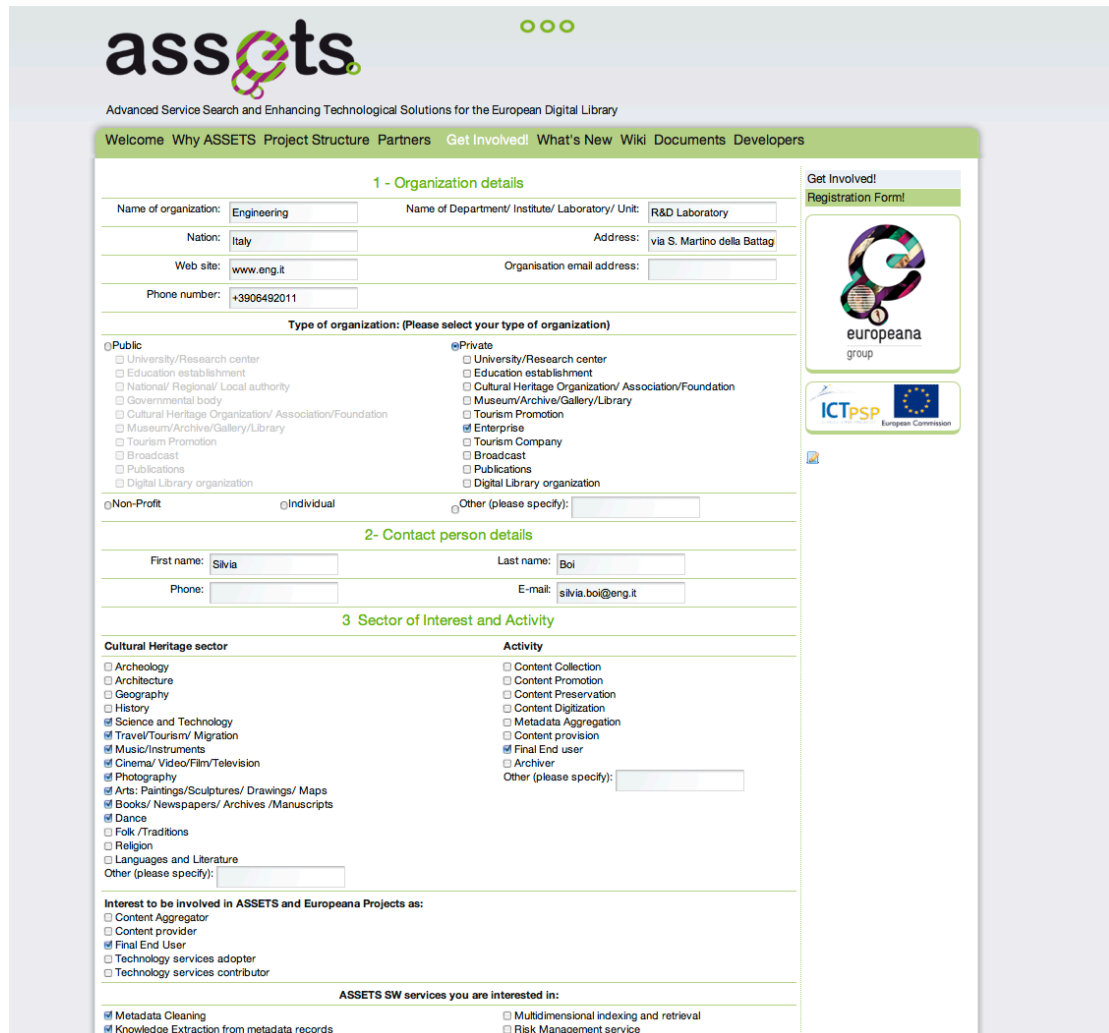
Content Providers	End Users	University/research center
 <p>Cultural Heritage Institutions, Museums, Libraries, Archives, Cultural Foundations, Broadcasters and Audio-Visual Institutions. The content providers are warmly invited to join ASSETS and upload/share multimedia contents, enhancing object metadata and interoperability features, increasing traffic on their websites.</p>	 <p>Citizens and Tourists Digital artists, School students, General Users can be involved in a rich search experience by registering in ASSETS and contributing to the improvements of the provided services. Enriching and sharing content on Europeana and giving feedback on ASSETS services.</p>	 <p>Researchers from Universities or Research center can be interested in the technical aspects of ASSETS and Europeana. If you want to know more about the technical features of ASSETS services, you can contact us! See also the specific SW services ASSETS is going to develop and contact the responsible partner in order to get a deeper insight! If you want to discover more about technology used to improve access to Europe's cultural and scientific heritage, go to the Europeana ThoughtLab</p>

Figure 6 Get Involved!

Once the visitor decide to be involved into the ASSETS Community has to register through the following Registration Form.



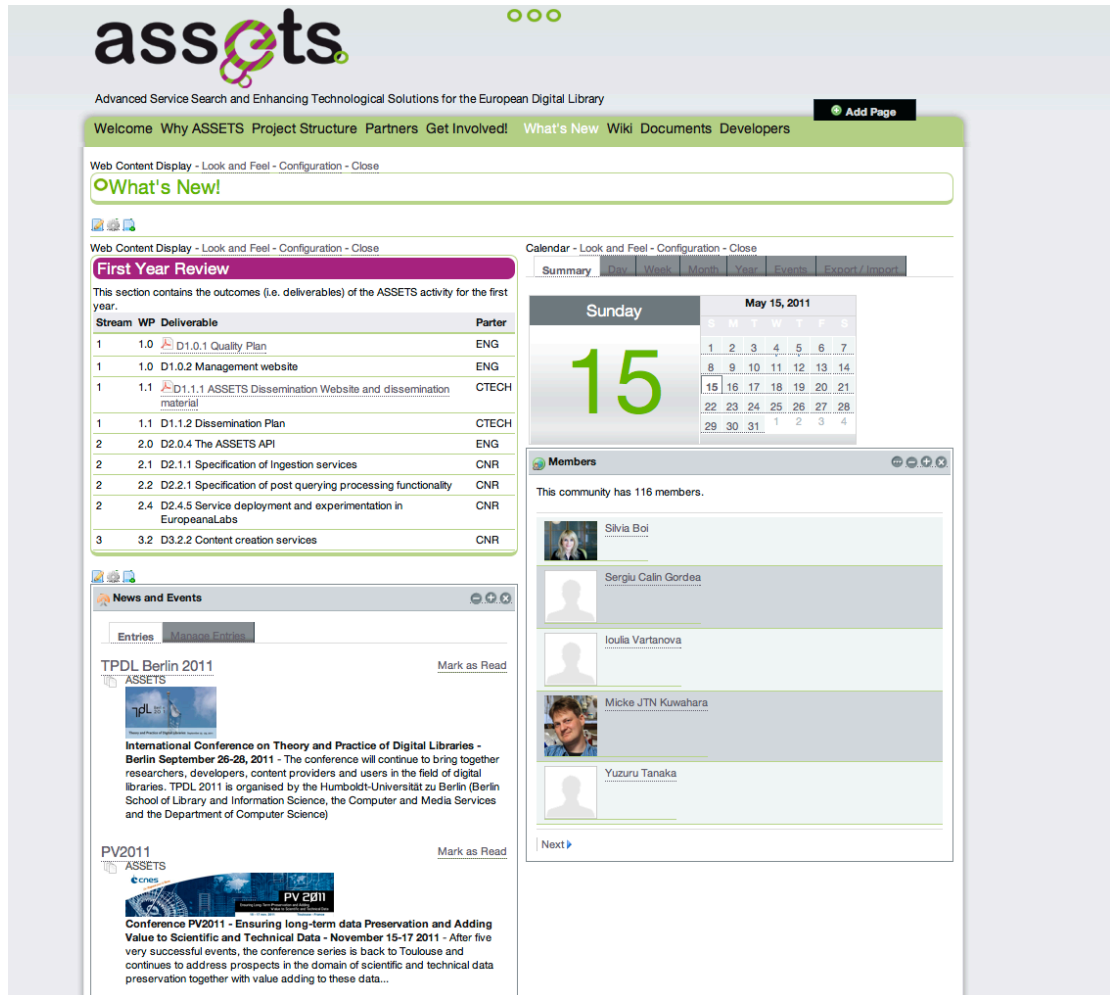
The screenshot shows the ASSETS registration form with the following sections and data:

- Header:** assets logo, navigation menu (Welcome, Why ASSETS, Project Structure, Partners, Get Involved!, What's New, Wiki, Documents, Developers).
- 1 - Organization details:**
 - Name of organization: Engineering
 - Name of Department/ Institute/ Laboratory/ Unit: R&D Laboratory
 - Nation: Italy
 - Address: via S. Martino della Battag
 - Web site: www.eng.it
 - Organisation email address: [empty]
 - Phone number: +3906492011
- Type of organization:**
 - Public:
 - University/Research center
 - Education establishment
 - National/ Regional/ Local authority
 - Governmental body
 - Cultural Heritage Organization/ Association/Foundation
 - Museum/Archive/Gallery/Library
 - Tourism Promotion
 - Broadcast
 - Publications
 - Digital Library organization
 - Non-Profit
 - Individual
 - Other (please specify): [empty]
 - Private:
 - University/Research center
 - Education establishment
 - Cultural Heritage Organization/ Association/Foundation
 - Museum/Archive/Gallery/Library
 - Tourism Promotion
 - Enterprise
 - Tourism Company
 - Broadcast
 - Publications
 - Digital Library organization
- 2- Contact person details:**
 - First name: Silvia
 - Last name: Boi
 - Phone: [empty]
 - E-mail: sivia.boi@eng.it
- 3 Sector of Interest and Activity:**
 - Cultural Heritage sector:**
 - Archeology
 - Architecture
 - Geography
 - History
 - Science and Technology
 - Travel/Tourism/ Migration
 - Music/Instruments
 - Cinema/ Video/Film/Television
 - Photography
 - Arts: Paintings/Sculptures/ Drawings/ Maps
 - Books/ Newspapers/ Archives /Manuscripts
 - Dance
 - Folk /Traditions
 - Religion
 - Languages and Literature
 - Other (please specify): [empty]
 - Activity:**
 - Content Collection
 - Content Promotion
 - Content Preservation
 - Content Digitization
 - Metadata Aggregation
 - Content provision
 - Final End user
 - Archiver
 - Other (please specify): [empty]
- Interest to be involved in ASSETS and Europeana Projects as:**
 - Content Aggregator
 - Content provider
 - Final End User
 - Technology services adopter
 - Technology services contributor
- ASSETS SW services you are interested in:**
 - Metadata Cleaning
 - Knowledge Extraction from metadata records
 - Multidimensional indexing and retrieval
 - Risk Management service

Figure 7 ASSETS Community registration Form

Restricted Community Pages

When a member is registered at the ASSETS Community he will receive a password to access to the reserved Community pages.



The screenshot displays the ASSETS community website interface. At the top, the ASSETS logo is visible, followed by the tagline "Advanced Service Search and Enhancing Technological Solutions for the European Digital Library". A navigation menu includes "Welcome", "Why ASSETS", "Project Structure", "Partners", "Get Involved!", "What's New", "Wiki", "Documents", and "Developers".

The main content area is divided into several sections:

- What's New!**: A section for recent updates.
- First Year Review**: A table summarizing the outcomes of the ASSETS activity for the first year.

Stream	WP	Deliverable	Partner
1	1.0	D1.0.1 Quality Plan	ENG
1	1.0	D1.0.2 Management website	ENG
1	1.1	D1.1.1 ASSETS Dissemination Website and dissemination material	CTECH
1	1.1	D1.1.2 Dissemination Plan	CTECH
2	2.0	D2.0.4 The ASSETS API	ENG
2	2.1	D2.1.1 Specification of Ingestion services	CNR
2	2.2	D2.2.1 Specification of post querying processing functionality	CNR
2	2.4	D2.4.5 Service deployment and experimentation in EuropeansLabs	CNR
3	3.2	D3.2.2 Content creation services	CNR
- Calendar**: A calendar for May 15, 2011, showing the day is a Sunday.
- Members**: A list of community members, including Silvia Boi, Sergiu Calin Gordea, Ioulia Vartanova, Micke JTN Kuwahara, and Yuzuru Tanaka. It notes that the community has 116 members.
- News and Events**: A section for news and events, featuring articles such as "TPDL Berlin 2011" and "Conference PV2011 - Ensuring long-term data Preservation and Adding Value to Scientific and Technical Data".

Figure 8 Reserved Community pages

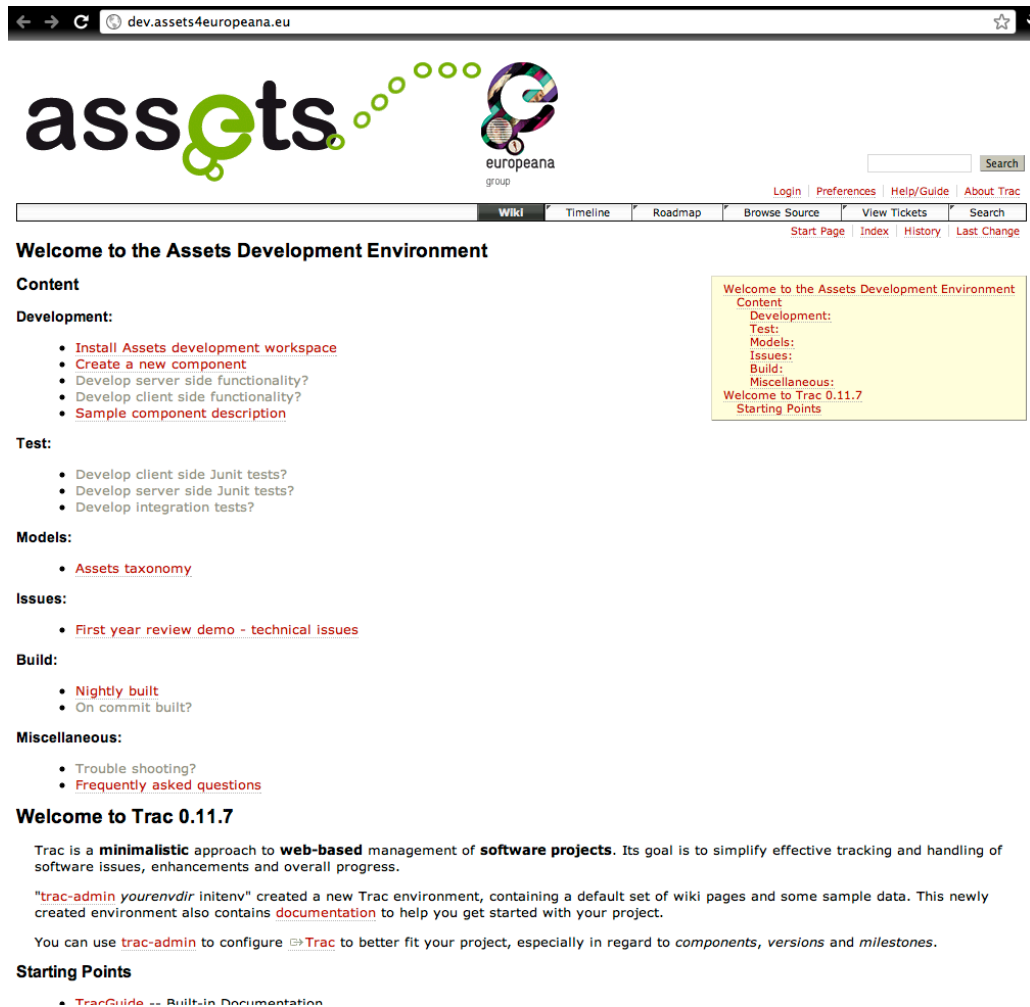


Figure 9 ASSETS Development Environment

4.5 Newsletter

The first ASSETS newsletter will be realised after the first year when the ASSETS first results will be approved. The main goal of the newsletter will be to present the first concrete results in order to attract potential member of the ASSETS Community. The presentation of tangible results such as service implementation and public documentation, is the only strong leverage to rise interest on the project and attract the relevant stakeholders.

4.6 Press releases and articles

During the project, communication and marketing activities is providing a wide visibility of the project to the general public. Special attention from the media (television, radio, newspapers, magazines, and online news sites) has been witnessed especially in Italy, where the project coordinator (Engineering) and the communication responsible (Ciaotech) are located.

ASSETS also is undertaking efforts to disseminate and circulate the results of the project via the publication of press articles in the specialised press, including articles written by various partners. These articles are released to give journalists information that is useful, accurate, and interesting referring to project partners about their

activities in general, or to highlight the quality of the work completed. The purpose of these articles is to inform the public at the local level about ASSETS. Additional information about project results, products, or specific scenarios activities will be included in future press releases according to specific needs. These articles will contain general information about ASSETS and the Consortium, elaborate recent project initiatives and objectives, present the opportunities offered by the ASSETS Community to various sectors, and indicate main communication channels where to find more relevant information.

The dissemination team is also taking care of collecting all articles on ASSETS released by external parties.

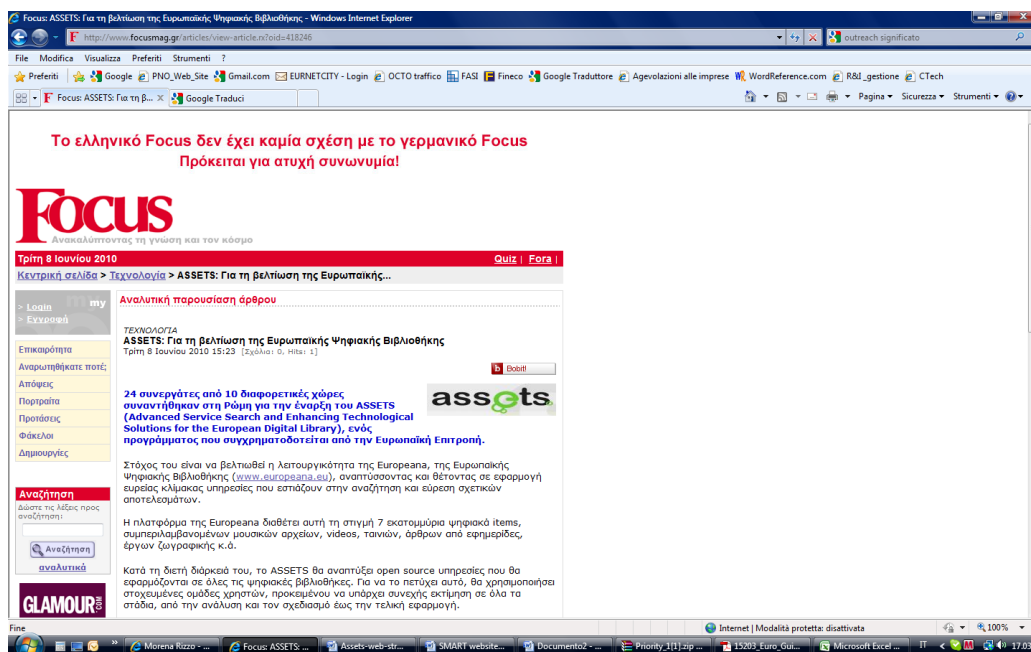


Figure 10 Online Greek Press release on Focus



Figure 11 ASSETS Online Italian press release at Le Scienze Web News on Facebook

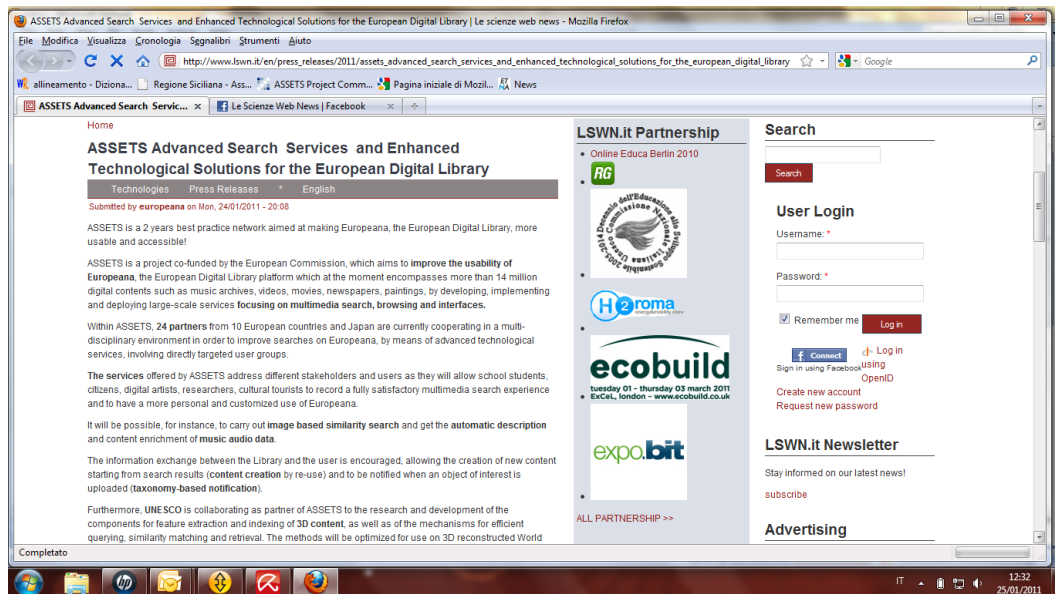


Figure 12 ASSETS Online Italian press release at Le Scienze Web News



Figure 13 ASSETS English and Spanish news at www.alphagalileo.org

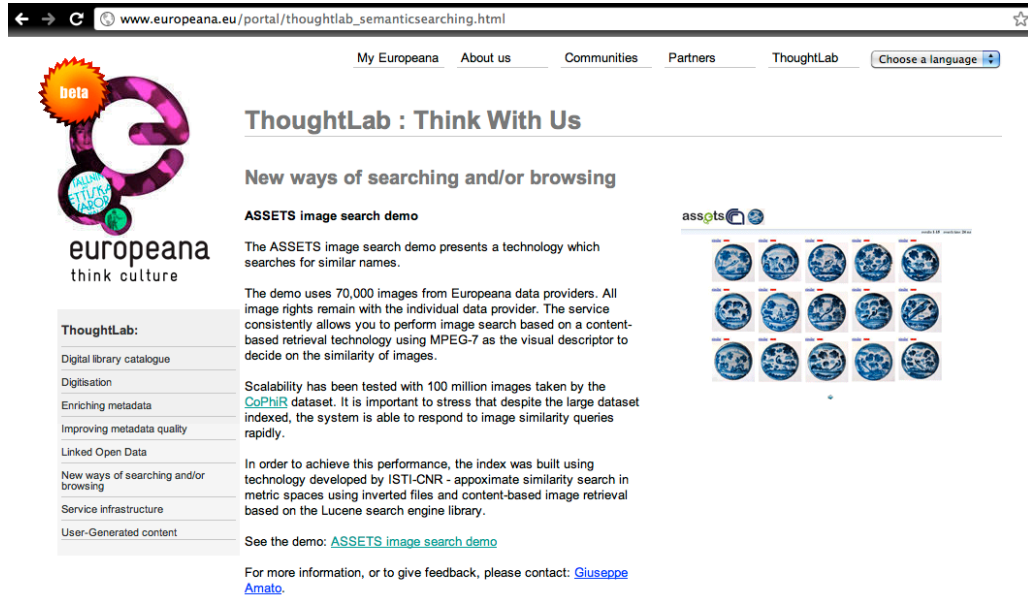
Other Press release in English, Italian, Greek, Spanish and German are presented in D1.1.2 ASSETS Dissemination Material.

4.7 ASSETS video

To support the exhibition and demonstration activities, a dynamic graphical animation will be produced, representing the first year results. The animation is meant to be presented to each ASSETS initiatives, with possible human assistance for providing additional information.

4.8 ASSETS DEMOS

ASSETS demos will be effective tools to disseminate the project results, a first demo on Image similarity search has been published in the Europeana ThoughtLab (http://www.europeana.eu/portal/thoughtlab_semanticsearching.html).



The screenshot shows a web browser window with the URL www.europeana.eu/portal/thoughtlab_semanticsearching.html. The page layout includes a navigation menu with links for 'My Europeana', 'About us', 'Communities', 'Partners', and 'ThoughtLab', along with a language selection dropdown. The main content area is titled 'ThoughtLab : Think With Us' and features a 'New ways of searching and/or browsing' section. This section highlights the 'ASSETS image search demo', which is described as a technology for finding similar images. The demo is based on 70,000 images from Europeana data providers and uses MPEG-7 as a visual descriptor. The page also includes a sidebar with 'ThoughtLab' categories and a grid of 12 image thumbnails.

Figure 14 ASSETS in Europeana ThoughtLab

The ASSETS image search demo presents a technology which searches for similar names. The demo uses 70,000 images from Europeana data providers. All image rights remain with the individual data provider. The service consistently allows you to perform image search based on a content-based retrieval technology using MPEG-7 as the visual descriptor to decide on the similarity of images.

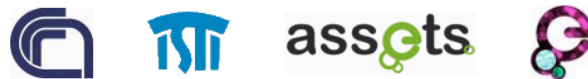


Figure 15 ASSETS Image similarity search demo

Other ASSETS demos will be available in the ASSETS Community dedicated pages.

5. List of Dissemination events

5.1 Partner dissemination

The main purpose of the Dissemination activities is therefore defined to ensure the following actions:

- Demonstrate project results to the widest audience and aggregate critical mass;
- Target specific audiences that benefit from the results;
- Building up a community of early adopter to the ASSETS services and promote content aggregation to Europeana;
- Share the results with the Europeana project group.
- Create awareness and consensus on the ASSETS services

Partners are requested to maintain an active participation within the dissemination plan, and set the standard for Community members to follow. Proactive and balanced levels of participation will have profound effects throughout the whole project, and guarantee that the dissemination techniques are applied to the fullest possible extent.

A Dissemination Table has been distributed to each partner in order to collect and monitor dissemination progress. Each table summarizes the dissemination activities that have been foreseen by each partner within the coming months.

A brief outlook of the activity has been reported which includes 7 columns:

- 1) *Name of the event*: which specifies name of the initiatives (conference, journal...) dissemination activity.
- 2) *Title / description*: Title of the paper, presentation press releases...
- 3) *Target Group*: What is the typology of the actors being targeted?
Website: where the link to retrieve more information is given
- 4) *Date*
- 5) *Location*
- 6) *Size and type of audience*

In the next chapter the contribution collected from each partner are presented.

5.2 Individual Partners Dissemination Plan Table

The tables below report all the dissemination initiative planned at partners level. An updated partner dissemination plan will be delivered in the next versions of this deliverable due at month 12 and month 24.

The table below lists all the main dissemination activities performed in the first 12 months of the ASSETS project (for more details please see Deliverables D1.1.2 Dissemination Plan).

Dates	Event name and Location	Type/subject	Audience/Countries addressed	Partner involved
11/05/2010	Press releases	Biblioteca Digitale Europea	-	ENG
19/05/2010	ANSC	Press conference for 2010-2011 season	50-100 Actors	ATC
19/05/10	ANSC	Press conference for 2010-2011 season	50-100 Actors	UAM
19/05/2010	Valletta, LREC'10	7th Conference on Language Resources and Evaluation	Higher education/Research	CNR
01/06/10	Patras, 8th International Symposium on the Conservation of Monuments in the Mediterranean Basin	HASC was major sponsor of the event along with National Technical University of Athens, University of Patras and Technical Chamber of Greece. Presentation of Assets to Greek authorities of Monuments Conservation	50 Higher education/Research and CH actors	HASC
08/06/10	the website of Focus magazine (scientific content)	http://www.focusmag.gr/articles/view-article.rx?oid=418246	84776 unique visitors (stats: May 2010)	LIBERIS
08/06/10	the website of Computer Active magazine (technology content)	http://www.computeractive.gr/default.php?pid=6&art_id=3033	9.365 unique visitors (stats: May 2010)	LIBERIS
10/06/2010	Press releases	Different press releases have been released to disseminate ASSETS project	Different actors	Micheletti
12/06/10	Nessebar, Bulgaria, Digital Earth Summit 2010 (ISDE) 2010	Keynote presentation of UNESCO digital heritage activities including participation in ASSETS	700 people	UNESCO
24/06/10	Conference on Cultural enterprises incubators	presentation of project's activities; dissemination and networking	around 100 business, gov and institutional actors	CIAOTECH
01/07/10	Santander, Encounter of Music and Academy	branding in collaterals	200-300 actors	Albeniz
05/07/10	Mytilene, Historical Archive of the Aegean "Ergani"	Presentation of ASSETS	Cultural Heritage actors	HASC

15/07/2010	Uppsala, SEMEVAL'10	5th International Workshop on Semantic Evaluation	Higher education/Research	CNR
24/07/2010	LSDSIR'10	SIGIR 2010 Workshop on Large-Scale Distributed Systems for Information Retrieval	800 Higher education/Research	CNR
01/09/10	Cyprus, different events	Dissemination of Assets throughout many different media channels, including TV, newspapers and newsroom	Many different audience have been covered	DIAS
10/09/2010	Glasgow, ECDL'10	14th European Conference on Research and Advanced Technologies for Digital Libraries	Higher education/Research	CNR
30/09/2010	barcellona Future Music Forum	Presenting BMAT's Products and Projects such as ASSETS	20	BMAT
30/09/2010	The Hague, Europeana Project groups meeting	Share results and strategy among the Europeana projects	16 Europeana projects	ENG
01/10/2010	Patras Science Park	Presentation of ASSETS	14 higher education	HASC
14/10/2010	Den Haag, Europeana Open Culture Plenary	Europeana Group Project presentation	About 300 actors	EDLF
15/10/2010	Amsterdam, Europeana open Culture	distribution of ASSETS brochure among participants	200 CH actors	CIAOTECH
03/11/10	19th National Conference of Academic Libraries	Presentaion of Assets to staff from Academic Libraries	20 Higher education/Research	HASC
03/11/2010	19th National Conference of Academic Libraries	Presentation of Assets to staff from Academic Libraries	20 Higher education/Research	HASC
16/11/2010	Jerusalem (Israel), EVA-MINERVA 2010, The 7th Jerusalem Conference on the Digitisation of Cultural Heritage	ASSETS Presentation	50-200. general public, higher education, cultural heritage org., press	ENG, CIAOTECH
10/12/2010		ASSETS Press Release-Launch		ATC
12/01/2011	Tecnalía press room	Communication in many different context (Media channels, newsroom, etc) of Tecnalía participation to Assets	50000 Contacts	Tecnalía
15/01/2011	Different meetings	Presentation of Assets in many different context and one-to-one meetings	20 different actors from industries, gov,	HASC

			universities	
23/01/2011	Cannes, Music Hack Day	Presenting BMAT's Products and Projects such as ASSETS	20 Higher education/Research	BMAT
24/01/2011	Cannes, Future of Music Consumption	Presenting BMAT's Products and Projects such as ASSETS	20 Industry	BMAT
25/01/2011	Cannes, MIDEM	Presenting BMAT's Products and Projects such as ASSETS	1000 Industry	BMAT
27/01/2011	IIR'11	2nd Italian Information Retrieval Workshop	Higher education/Research	CNR
27/01/11	Italian Information Retrieval Workshop	Distribution of ASSETS brochure among participants	40 High education researchers	CIAOTECH
10/02/2011	WSDM'11	Identifying Task-based Sessions in Search Engine Query Logs	800 Higher education/Research	CNR
21/02/11	ATHENA/European Local workshop	The European contribution to online digital cultural heritage.	200 actors	ANSC
01/03/2011		Europeana ThoughtLab.	Tweeted from EuropeanaEU and posted on the Europeana LinkedIn group (currently 258 members)	EDLF
15/03/2011	Direct meeting	Report of ASSETS project activities to the Technical Committee	Japan Ministry of Education, Culture, Sport, Science, and Technology	MMLHU
16/03/11	Paris, International workshop on the documentation of the Silk Road	Presentation on digital heritage concept including CASPAR and ASSETS	50 people	UNESCO
22/03/2011	EDBT'11	Caching query-biased snippets for efficient retrieval	800 Higher education/Research	CNR
24/03/2011	Florence, THATCamp	ASSETS presentation	Around 100 of Cultural and Humanities organisation	ENG, CIAOTECH
28/03/2011	EV1WP3 Final Meeting	Dissemination of Assets	40, Cultural Heritage Foundation/Association/ Museum	AIT

01/04/11	Celebration of the 16th Luigi Micheletti Award	The press release of ASSETS project will be distributed to participants.	Different actors	Micheletti
01/04/2011	EuroHack	Participated in Hackathon	20, Cultural Heritage Foundation/Association/ Museum	AIT
01/04/11	Norway, International workshop on non-invasive methods for heritage	Keynote presentation UNESCO digital heritage activities including ASSETS	100 people	UNESCO
01/04/11	XVI Luigi Micheletti Award	During the conference the activities of Luigi Micheletti Foundation will be presented to all former winner Museums.	Museums and Cultural Institutions	Micheletti
01/05/11	LEM (The Learning Museum) - Project Grundtvig with 24 partners	Promoting Assets through the network of the LEM Project	50 - 100 CH actors	Micheletti, DIAS
05/05/11	SICS Open House	ASSETS leaflets made available at our open house	4-500	SICS
16/05/2011	UGC4GLAM	Organizing joint workshop	30, Cultural Heritage Foundation/Association/ Museum	AIT
19/05/11	ANSC	Press conference for 2010-2011 season	50-100	ANSC
20/05/2011	The Hague, Europeana Project groups meeting	Presentation and discussion of the Project Share	Europeana projects	ENG
26/05/2011	2nd Information Communication Technology (ICT)	Presentation at the conference	400-500, Higher education/Research; general public, Government	DIAS
	Multiple Europeana group project meetings	Europeana standard project presentation	Typically 20-40 people per event	EDLF

Table 2 List of dissemination activities in the first 12 months

Planned dissemination events

Main future dissemination events and actions planned are listed in the table.

Planned Dates	Event name and Location	Type/subject	Audience/Countries addressed	Partner involved
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01/06/2011		Presentation of Europeana and ASSETS to Regional Collectors and Archives	20 Cultural Heritage actors	HASC
05/06/2011	Historical Archive of the Aegean "Ergani"	Presentation of ASSETS	6 CH actors	HASC
13/06/11	CBMI2011	Special Session on Indexing and Retrieval of Multimedia Cultural Heritage Objects	50-100	UAM
16/06/2011	Barcelona, Music Hack Day	Presenting BMAT's Products and Projects such as ASSETS	20 Higher education/Research	BMAT
02/07/2011	Porto, Colloquim in University of Porto	Music Recommendation and Discovery: The Long Tail, Long Fail and Long Play in the digital music space	20 Higher education/Research	BMAT
03/07/11	Master in European Museology - Università IULM di Milano	During the master, a specific lesson will be devoted to the presentation of ASSETS project and EUROPEANA as resources for digital libraries.	10-20 students	Micheletti
30/09/11	Master Erasmus Mundus TPTI (Techniques, Patrimoine, Territoires de l'Industrie)	Presentation of Assets Project and Europeana as digital resource.	About 30 members mostly from outside Europe	Micheletti
01/10/11	Conference of the association Children's	During the seminar the press release of ASSETS project will be distributed to participants.	Different actors	Micheletti
04/10/11	Deutsches Kulturerbe auf dem Weg in die Europeana	Rundfunkinhalte in Europeana		DW
04/10/2011	EuropeanaTech	ASSETS Digital Preservation	80, Cultural Heritage Foundation/Association/ Museum	AIT
01/11/11	Presentation of an ASSETS article in: Elsevier Journal Signal Processing: Image Communication	SPECIAL ISSUE ON VISUAL SEARCH AND AUGMENTED REALITY		CERTH
05//09/2011	San Francisco, SFMusicTech	Presenting BMAT's Products and Projects such as ASSETS	1000 Industry	BMAT
Autumn 2011	Luxembourg, Digital media innovation (name to be defined)	Organization of a workshop in Luxembourg (November) in which Luxembourg-based cultural institutions, research centres and universities will participate, along with companies in the private sector. The aim is to present the results of the ASSETS project.	50-100 Higher education/Research, Cultural Heritage Foundation/Association/ Museum	CVCE
June 2011	Project website	In June, the CVCE will launch its new website (cvce.eu). This site will include a section presenting the		CVCE

		ASSETS project.		
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Table 3 List of disseminations events planned for the next future

Performed and foreseen publications

A list of paper produced on ASSETS is presented in the next table (this include papers presented and waiting for response)

Date	Conference or Book	Title	Partner involved
07/12/10	SocPar 2010, Intl. Conference on Soft Computing and Pattern Recognition,	<i>TIGER: Querying Large Tables through Criteria Extension</i> , Y.Pitarch D.Laurent P.Poncelet N.Spyratos	UPS
20/01/11	GCOE Workshop	<i>Preference Queries over Large Data Tables</i> , N.Spyratos	UPS
20/01/11	7th Italian Research Conference on Digital Libraries	<i>Taxonomy Based Notification Service for the ASSETS Digital Library Platform</i> J.Yang, T.Sugibuchi, N.Spyratos,	UPS
22/03/11	International Journal of Digital Libraries,	<i>A Data Model for Digital Libraries</i> C.Meghini, N.Spyratos, J.Yang, ,	UPS, CNR
29/03/2011	WWW'11	<i>Efficient Diversification of Search Results using Query Logs (poster)</i>	CNR
29/03/2011	WWW'11	<i>Recommendations for the Long Tail by Term-Query Graph (poster)</i>	CNR
13/06/11	CBMI2011	<i>"Efficient Video Summarization and Retrieval Tools" in Special Session on Indexing and Retrieval of Multimedia Cultural Heritage Objects</i>	UAM
10/09/2011	Berlin, TPDL 2011	<i>Paper proposal on User Generated Content</i>	CNR
15/09/2011	Berlin, TPDL2011	<i>Paper proposal on User Generated Content</i>	EDLF
26/9/11	TPDL 2011	<i>Joint paper submitted</i>	AIT

18/10/2011	SPIRE'11	<i>International Symposium on String Processing and Information Retrieval</i>	CNR
01/11/11	iPres 2011	<i>Paper submission planned</i>	AIT
15/12/2011	ICDM'10	<i>Document Similarity Self-Join with MapReduce</i>	CNR
Sept. 2010,	The 14th European Conference on Research and Advanced Technology for Digital Libraries (ECDL'10)	<i>Modelling Digital Libraries Based on Logic, , C.Meghini, N.Spyratos, T.Sugibuchi,</i>	UPS, CNR
Sept 2010	4th International Workshop on Personalized AAccess, Profile Management, and Context Awareness in Databases (PersDB 2010, in conjunction with VLDB 2010),	<i>Combining Preference Relations: Completeness and Consistency, N.Spyratos, C.Meghini</i>	UPS, CNR
	International Conference on Theory and Practice of Digital Libraries 2011	<i>Design, implementation and evaluation of a user generated content</i>	SICS
	Advances in Intelligent Information Systems, Z.W. Ras and L.-S. Tsay (eds) Springer Studies in Computational Intelligence Vol. 265. Springer Verlag 2010		UPS

Table 4 ASSETS publications

a. Dissemination Impact Evaluation

Action	Target	Material	Measurable Indicators	Current State	
ASSETS initiatives				Value	%
Specific Workshops (SW)	DL domain DL users DL developers CH DL users All the DL stakeholders (for final event)	Booklet, Brochure, Posters, Manual	3 SW 40 people per SW / clustering event	4: 3 Ingestion, Content and Indexing workshops 1 interface workshop	100%
ECAB Workshops	EUROPEANA and ASSETS key representatives	Technical documentations Project	> 6	3	50%

		deliverable Project website			
Training dissemination	CH developers and users	DL The ASSETS web site	Training material > 5 tutorials > 10 people per tutorials	5 tutorials (Ingestion- Indexing Pisa June 2010) Metadata model (The Hague) (2 Econnect technical workshop)	100% but it will continued in the second Year)
ASSETS publications					
Publication @ Conference dealing with DL services	Scientific and DL Community	Paper, Poster, brochure, Press releases	> 8	35 press releases 1 poster 1 brochure 11 papers	100% but it will continued in the second Year)
Events Reports /whitepapers					
Media Plan					
Specialised Magazine National/regional Newspaper Online Magazine	CH organisation Research community	DL -articles	>10	11	100
Involvement of other user communities					
Engagement of stakeholder external to the project Synergies with other DL community	CH organisation DL community	-Press releases	>5	35	100% but it will continued in the second Year)
	DL communities and developers	-Website developer space, documentation	> 4	2 (Europeana, eConnect)	50%
The ASSETS Community engagement	Developers Users	-The ASSETS documentation, - The ASSETS communication platform -Publication, public deliverables, booklet and documentation	> 150		

6. Synergies with Europeana and the Europeana Project Group

6.1 ECAB meetings

ECAB is the Europeana Cluster Advisory Board, whose aim is: (a) to strengthen the cooperation with Europeana, (b) to participate in and approve the definition of the ASSETS services specifications, (c) to foster coordination with the Europeana projects, (d) supervise the interoperability with the Europeana infrastructure.

This initiative has allowed ASSETS to work in strict synergies with other Europeana project working for the implementation on the ASSETS services.

Two main ECAB meetings was held in Berlin and in The Hague.

6.1.1 First ECAB meeting

Time: 11 November 2010, 13:00 – 17:00 CET

Venue: Institut für Bibliotheks- und Informationswissenschaft (Berlin School of Library and Information Science) / Humboldt-Universität zu Berlin, Dorotheenstrasse 26, Room 3e

Participants: Silvia Boi (SB), Assets; Stefan Gradmann (SG), Assets/EuropeanaConnect/Europeana V1.0; David Haskiya (DH), Europeana Office; Max Kaiser (MK), Europeana Connect; Ross King (RK), Assets; Stefanos Kollias (SK), EUscreen; Carlo Meghini (CM), Assets/Europeana V1.0; Jan Molendijk (JM), Europeana Office; Vivien Petras (VP), Europeana V1.0; Vanessa Proudman (VP), Europeana Office; Ghislain Sillaume(GS), Assets; Anne Marie van Gerwen (AvG), Europeana Office.

Agenda

Item No.	Start	End	Item	Who
1	13:00	13:05	Welcome and Introduction	ALL
2	13:05	13:25	Mission statement for ECAB	SB
3	13:25	14:00	The Europeana Business Model	tbd
4	14:00	14:25	Overview of services developed/implemented within Assets	RK, CM
5	14:25	14:50	Overview of services developed/implemented within eConnect	MK
	14:50	15:10	Break	
6	15:10	15:35	Clarifying Europeana's position <ul style="list-style-type: none"> ⤴ The Europeana technical infrastructure ⤴ Sharing good and bad practices to date. Brainstorming 	JM VP
7	15:35	15:50	Short reminder of the synergies + additional findings from discussion	DH

8	15:50	16:15	Proposed roles and responsibilities & discussion	SG
9	16:15	16:50	Key activities for the future (Brainstorming)	SB
10	16:50	17:00	Wrap up and fixing of next meeting	SG

Table 5 First ECAB meeting Agenda

Results

The main results of this meeting was the identification of potential synergies and overlaps among Europeana technical projects.

Synergetic potential was identified in the following areas:

- EDM related
- More specifically in the music area and related to provider training
- Ingestion and enrichment
- There is overlap in the provision of enrichment tools (with parallel activities in TEL, Assets and EuropeanaConnect)
- Manual annotation tools
- There are partial overlaps currently not coordinated – but the annotation strategies have different functional focus.
- Usability Testing
- The Europeana office agreed to send their document on “personas” (which is based on the one produced by EuropeanaConnect) to Assets.
- 3D methods
- Audio: The EuropeanaConnect audio aggregation platform is missing.
- Assetss and EuropeanaConnect should work together towards sustainability.
- Assetss and EuropeanaConnect should share content with EUScreen.

6.1.2 ECAB Roadmap meeting

Time: 02 March 2011, 13:30 – 17:00 CET

Venue: The Royal Library, The Hague Participants:

Participants Silvia Boi (SB), Assets; Stefan Gradmann (SG), Assets/EuropeanaConnect/Europeana V1.0; David Haskiya (DH),Europeana Office; Max Kaiser (MK), Europeana Connect; Ross King (RK), Assets; Stefanos Kollias (SK), EUScreen; Carlo Meghini (CM), Assets/Europeana V1.0; Jan Molendijk (JM), Europeana Office; Vivien Petras (VP), Europeana V1.0; Veronika Praendl-Zika (VPZ), EuropeanaConnect; Vanessa Proudman (VP), Europeana Office; Ghislain Sillaume(GS), Assets; Ralf Stockmann (RS), EuropeanaConnect.

Agenda

Item No.	Start	End	Item	Who
1	13:30	13:40	Welcome and Introduction	All
2	13:40	14:05	Introduction of the Roadmap Document	JM/DH
3	14:05	15:00	Discussion on the Roadmap and Summing Up	ALL
	15:00	15:10	Break	
4	15:10	16:00	Left-Overs from the first meeting	SG

5	16:00	16:30	Content Issues	ALL
6	16:30	16:45	Europeana Project Group	ALL
7	16:45	17:00	Wrap up and fixing of the next meeting	

Table 6 First ECAB meeting Agenda

Results

The roadmap definition.

- The roadmap is a living document.
- “Danube 1-4” corresponds to priorities assigned in Danube.
- Regarding thoughtlab status:
 - depending on the perspective taken the thoughtlab can or cannot be considered a light level of integration.
 - the name and the branding of the thoughtlab will need to be reconsidered in the next few months
 - turn the thoughtlab into a public collective sandbox with some redactional control in the office – or create a real sandbox next to the thoughtlab
 - the sandbox was part of the original eConnect planning, anyway. ° DH: access to the sandbox should be authenticated, but much of the further steps depends on the new data agreements.
- Activities without date set:
 - Map search and display (ticket 1313) has been given high priority now as a scaled down version. The full fledged interface will probably go to the thought- lab. Work may start in April and be done in June. DDB will use this work as well. Optional activation of the full fledged version would be the best approach.
 - Improved tagging (ticket 1308) is this annotation of metadata records. The eCo- nnect annotation tool needs direct access to the actual objects and therefore currently cannot be integrated easily. There is a functionality design issue here. Direct access to the actual objects is currently obsolete as an objective for Europeana and annotations will relate to metadata only. Same is applicable to the multimedia annotation tool from ASSETS. Consequences for work led by Ross King in WP5: move to metadata annotation.
 - Semantic search engine: it is unsure whether and when we will see a SPARQL endpoint in Europeana. Scalability and performance issues are still not determ- ined. However, the option of direct access to the RDF data is crucial for scholarly use of Europeana data in terms of reasoning support. Much of the further devel- opments also depends on the Linked Open Data pilot.
 - eConnect WP4: Public domain calculator and license calculator. There is a big user market, integration could be aimed at for June 2011. The calculators could also be offered as standalone tools. Integration is expected within the lifetime of eConnect, anyway.
 - Query translation: must be integrated before the review. It remains unclear whether Europeana will actually be able to afford the tools developed in eCon- nect WP2. The Google- and Bing-Translation APIs need to be considered in this context as well.

Left-Overs from first meeting

Enrichment

There are two entirely different enrichment strategies. Machine learning (Assets) vs. se- mantic enrichment (eConnect). Both could be seen as technically complementary

ap- proaches but yielding potentially identical results? It will thus be necessary to evaluate and compare results at a later stage to enable choices by enrichment managers.

Ingestion tools

- United ingestion manager (designed for use in TEL, Assets + Europeana) is a workflow modeling tool inserts records in EDM and otherwise depends on plugins. An interface description will be available for the WP3 meeting in Vienna. Components are assumed to be stateless.
- MINT (designed for use in Athena, Carare, EuScreen, Judaica and others) does mapping and data transformation and could eventually be integrated in the united ingestion manager workflow.

Annotation

- eConnect: enduser annotation (post-publication)
- Assets: multimedia characterisation tool for ingestion professionals (pre-ingestion) Results are different as are the technical approaches and the position in the overall work-flow.

There seem to be no imminent conflicts, no actual redundancies: just synergies that need to be monitored. The working groups that were planned initially are not necessary.

NEXT

The next ECAB meeting should be planned adjacent to the EuropeanaTech conference (October 2011 in Vienna).

6.2 Europeana project group and the Project Share

Europeana has based its evolution from the results of EC co-funded projects. In order to better exploit each project results strong synergies are needed.

The main reason of the conception of the Europeana Project Group has been to create a Project Share where all the classified project results are stored.

In answer to this, a Project Share working group was established. Main aspects have been analysed and after intensive discussion goals of such a space, its stakeholders, stakeholder needs, information products. This proposal is the product of this group have been defined and agreed.

The group comprises of representatives of 7 projects: Assets, ECLAP, EFG, EuScreen, EuropeanaConnect, and MIMO with some input from EuropeanaLocal.

Two sub-goals have been defined by the Project Share Working Group:

1. Provide integrated open access to Europeana project results by topic for all.
2. Archive the products of projects that have come to the end of their life-cycle.

The **key benefits** identified were also twofold:

- Increase **visibility** of the work done, also to increase standing in the cultural heritage community
- Promote the broader **re-use** of project results by the cultural heritage community

The presence of ASSETS in this initiatives guarantees that the results of the project will be available also after the end of ASSETS.

7. ASSETS international workshops

ASSETS international initiatives have been planned in order to disseminate and share the project results with the relevant communities. The strategy is to link the ASSETS event to relevant conference in order to attract as many attendees as possible, and the main goal of such events is to attract critical mass and potential early adopters of the ASSETS services in order to guarantee a future sustainability of the project results.

Three focused events have been already planned:

1. Special ASSETS session at the CBMI 2011, 13-15 June 2011
2. ASSETS workshop co-located with SPIRE 2001, 17-21 October 2011
3. International ASSETS focused workshop organised in Luxembourg early 2012

7.1 ASSETS at the CBMI 2011



1999 Toulouse 2001 Brescia 2003 Rennes 2005 Riga
2007 Bordeaux 2008 London 2009 Catania
2010 Grenoble

*9th International Workshop on
Content-Based Multimedia Indexing
13-15 June 2011, Madrid, Spain*

ASSETS will present a Special Session on Indexing and Retrieval of Multimedia Cultural Heritage Objects

Motivation

Cultural heritage (CH) content in multiple media is everywhere, in more traditional environments such as libraries, museums, galleries and audiovisual archives, but also in popular magazines and newspapers. CH objects on the web are no longer isolated objects, but richly connected entities, situated in context, and associated with information from a broad spectrum of sources, representing both authoritative and highly personal views. For both social and economic reasons, there is a growing interest in the development of tools and systems to manage and retrieve cultural heritage content. Europeana, a platform for search over a vast collection of European digital libraries with digitised paintings, books, films and archives is an important example of the effort dedicated to this area by the European Commission.

Digital representations of cultural heritage objects are heterogeneous in nature; they are available in the form of images, videos, audios, 3D models, texts. Making on-line cultural heritage more accessible involves defining new smart techniques and paradigms for indexing and retrieving these objects. Information retrieval techniques applied to CH material must take into account the specificity of the digital representation, the characteristics of the content being indexed and retrieved, and the most suitable search paradigms for the user.

Therefore ASSETS is willing to share experience and results focusing on the ASSETS services that are detailed in the next paragraph.

Topics

Papers presenting solutions, proposing new indexing and retrieval paradigms, analyzing existing approaches are solicited, including, the following topics:

- Image indexing and retrieval technique
- Video indexing and retrieval techniques
- Video summarization
- Audio indexing and retrieval techniques

- Audio summarization
- 3D models indexing and retrieval
- Text indexing and retrieval
- Metadata indexing and retrieval
- Automated metadata generation
- Automated annotation
- Multimedia content extraction
- Interfaces for multimedia retrieval
- Presentation and visualization tools
- Query log analysis
- Post Query processing
- User interaction and relevance feedback
- Large scale indexes for content based retrieval

This initiative is organised by ISTI - CNR, - UAM.

7.2 ASSETS at SPIRE 2011

A focused ASSETS workshop will be organised in Pisa during the SPIRE 2011-05-06

Motivation

This workshop focuses on the presentation of the ASSETS services. The motivation of the organisation of this workshop is twofold. From one hand it aims at demonstrate how digital content managers can take advantages on the use of the ASSETS services for ingesting indexing and browsing multimedia content. On the other hand it aims at attracting the Europeana community to demonstrate how ASSETS will improve the EUROPEANA usability.



Topics

- Ingestion for metadata cleaning, enrichment and classification;
- Indexing and Ranking algorithms for improved result;
- Browsing and Characterisation of multimedia objects;
- Digital Preservation for planning and guaranteeing long-term access and usability of content;
- Community for supporting user generated content.

This initiative is organised by CIAOTECH, Engineering and ISTI – CNR.

7.3 Best Practices Seminar

Title of the event: « Digital innovation for culture, higher education & research »

Date: March 2012

Duration: 1 day

Targeted public: Private and public stakeholders of culture and higher education and research in Luxembourg and surrounding area of Belgium, France, and Germany.

Objective: Introducing innovative software solutions and best practices dedicated to the worlds of culture, research and higher education.

Type of event: Best practice seminar



Speakers: CVCE, ASSETS and Europeana representatives, invited experts.

Expected number of participants: 60

This event could precede the international symposium Digital humanities Luxembourg , co-organized by CVCE and University of Luxembourg which will gather during two days Social Science researchers and Professors from Europe and United States of America.