



# DELIVERABLE

**Project Acronym:** EUscreenXL  
**Grant Agreement number:** ICT PSP 325100  
**Project Title:** EUscreenXL, the pan-European audiovisual aggregator for Europeana

## D1.5.1 Annual Report 1

**Revision:** Final

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P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

# PROGRESS REPORT

Grant Agreement number:

Project acronym:

Project title:

Project type:  Pilot A  Pilot B  TN  BPN

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Periodic report: 1<sup>st</sup>  2<sup>nd</sup>  3<sup>rd</sup>  4<sup>th</sup>

Period covered: from March 1, 2013 to February 28, 2014

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## DECLARATION BY THE PROJECT COORDINATOR

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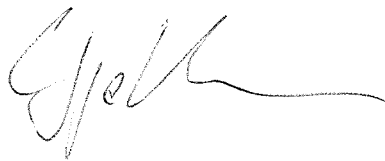
I, as coordinator of this project and in line with my obligations as stated in Article II.2 of the Grant Agreement declare that:

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;
- The project (tick as appropriate):
  - has fully achieved its objectives for the period;
  - has achieved most of its objectives for the period with relatively minor deviations;
  - has failed to achieve critical objectives and/or is deviating significantly from the schedule.
- The public Website is up to date;
- [this point only applies to projects with actual cost reimbursement] To my best knowledge, the information contained in the financial statement(s) submitted as part of this report is in line with the actual work carried out and consistent with the reported resources and if applicable with the certificates on financial statements.

Name and position of Coordinator: Prof. Dr. Eggo Müller, Scientific coordinator EUScreenXL

Date: 27 May 2014

Signature:



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**DOCUMENT INFORMATION**


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**HISTORY OF VERSIONS**


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Version	Date	Status	Author (organisation)	Description/Approval Level
0	20/02/14	First draft	Quirijn Backx (UU)	First draft
0.1	7/05/14	Draft	WP-leaders/PMB	
0.2	19/05/14	Draft	Input by Eggo Müller (UU), Johan Oomen (NISV)	
0.3	20/05/14	Final draft	PMB, Eggo Müller, Johan Oomen (NISV), Quirijn Backx (UU).	Ready for EC review.
0.4	26/05/14	Final draft	PMB, Eggo Müller, Johan Oomen (NISV), Quirijn Backx (UU).	Added performance indicators No internal review because of delays
1	27/05/14	Final	PMB, Eggo Müller, Johan Oomen (NISV), Quirijn Backx (UU).	Final check TD and PC

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**ABSTRACT**


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This deliverable reports on the progress of the overall project until M12, reflects on possible problems and their solutions and gives information about the resources employed. It also includes a publishable summary.

**Statement of originality:**

This deliverable is based on two previous progress reports (deliverable D1.4.1 and D1.4.2). This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## PUBLISHABLE SUMMARY

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On the next pages is a publishable summary covering the first project year of EUscreenXL (March 2013-2014). EUscreenXL is a three-year project that aggregates a comprehensive amount of professional audiovisual content and makes it accessible through Europeana. The project started in 2013 and runs until 2016 under the [CIP ICT-PSP](#) support programme.

The consortium brings together 32 partners from 22 EU member states and has established formal links with external stakeholders including the Europeana Foundation, FIAT/IFTA and IASA. EUscreenXL as the Pan-European aggregator of audiovisual heritage provides Europeana with at least 1.000.000 metadata records linking to online content held by 19 leading audiovisual archives. Beyond that, the archives will provide another 20.000 high quality programmes for public access and engagement on the EUscreen portal ([www.euscreen.eu](http://www.euscreen.eu)). The project promotes and maximises awareness for a shared Pan-European audiovisual content policy among archives, heritage institutions and broadcasters across Europe – and, in effect, substantially increases the online presence of digitised audiovisual heritage in Europeana. It thus enhances the visibility of the 20th century represented in audiovisual heritage and provides strategies for durable use, raising broader awareness of Europeana content for diverse groups of users.

### Consortium

EUscreenXL is a substantial network involving European audiovisual and broadcasting archives. The network brings together 32 partners from 22 EU member states. The project partners are important contributors to the field of audiovisual archives, research and software technology. The network was established in 2006. To ensure the long-term sustainability of the network, the consortium founded the EUscreen Foundation in 2013.



*Figure 1: Members of the EUscreenXL consortium at kick-off meeting in Utrecht, 13-15 March 2013.*

Utrecht University (UU) serves as overall coordinator of the project (WP1). Nineteen archives and memory institutions deliver metadata and original content (NISV, BUFVC, Luce, KB, RTVSLO, DW, RTBF, CT, TVC, TVR, ORF, LCVA, RTP, INA, NiA, SASE, RTE, DR and NAVA) and some are WP-leaders or task-leaders within WPs. Next to archives and memory institutions, six academic partners participate in the project, each with specific expertise relevant to the project's objectives: NTUA is responsible for the technical development and integration of scalable services that constitute the technical infrastructure of EUscreenXL (WP4); RHUL is

responsible for content selection policy, market research and user engagement pilots (WP2 and WP3, in co-operation with MU/UL and UU who are also responsible for contextualisation); Aalto is responsible for technical applications that allow for re-use of content; ELTE develops the strategic agenda for audiovisual archives to contribute to Europeana. QUB is part of a communications-focussed working group that is responsible for the definition and execution of the EUscreen content strategy, community management and portal development and cooperates with NInA and Noterik. Four educational or technical partners supervise the content delivery and support the development of standards and technologies: BUFVC has the responsibility for the delivery of aggregated and digitised content and for monitoring content delivery (WP2); ATiT co-operates in the definition of user requirements and evaluation methodology; Noterik is responsible for developing EUscreen web services and system integration; EBU for developing guidelines for metadata interoperability and integration.

A list of partners with links to their websites can be found here:

<http://euscreen.devel.noterik.com/partners.html>.

### **Project objectives**

The main objective of the project is to make European audiovisual heritage of the 20<sup>th</sup> century accessible to the general public, the creative industries and researchers. The project aggregates a comprehensive amount of professional audiovisual content to make it accessible on Europeana.eu. Beyond that, a selection of high quality archive material not available elsewhere is made public through the EUscreen portal.

EUscreenXL acts as the pan-European aggregator in the audiovisual domain for Europeana, bringing together major European broadcasters, developing and providing them with the necessary technology to make their holdings searchable and accessible via Europeana.eu. Also, EUscreenXL raises awareness of IPR-issues that impede access to and re-use of audiovisual heritage in Europe and develops policies for an enhanced accessibility and exchange of audiovisual heritage in Europe.

### **Work performed and main results achieved**

The expected final results and their potential impact are described in the project's Description of Work as follows:

1. EUscreenXL as the Pan-European audiovisual aggregator scales-up the availability of a massive volume of audiovisual heritage on Europeana: it adds at least 1.000.000 metadata records leading to digitised audiovisual heritage content across Europe.
2. Community and industry understanding of the effects of cloud-based computing will be enhanced, particularly regarding storage, accessibility, efficiency, viability and sustainability of massive volumes of audiovisual content.
3. Contextualisation of 20.000 high quality items on the EUscreen portal supports deeper understanding of European history and identity through its rich audiovisual heritage.
4. Innovative user engagement pilots motivate end-user groups (general public; researchers; creative industries) to engage with and use audiovisual heritage.
5. The Pan-European strategic agenda for online access of audiovisual heritage fosters the longevity of commitment to deliver content to Europeana;
6. Dissemination activities, reaching out to the general public, researchers, creative industries and professional stakeholders (archives and heritage institutions) support optimal use of the project results.

In year one of the project major steps have been taken to realise these results:

1. The necessary technologies to aggregate metadata records of the digital collections of the project partners and to ingest them to Europeana are in place; 224.677 metadata records have already been aggregated for ingestion to Europeana.
2. Necessary technologies to provide the project's content partners with the tools to aggregate metadata records for ingestion to Europeana.eu and to upload digitized items to EUscreen's core collection have been developed and workflows established. These technologies will also be provided to any new full or

- associate partner in the project. Tools and know-how developed by the project will enable new partners to participate effectively in making European audiovisual heritage accessible on a large scale.
3. The policy to select content for the core collection of 20.000 high quality audiovisual items on EUscreen.eu and the necessary technologies to upload content to the project website are in place; 1.722 items have been contextualized and added to the online core collection.
  4. As planned, two of the three innovative user engagement pilots have been initiated: the first on crowd-subtitling for the general public, the second on extended search functionalities and linked open data (LOD) for researchers within the Digital Humanities. The research undertaken has resulted in two design briefs (D3.3, D3.4) for these user engagement pilots: using crowd subtitling (pilot 1) will raise the usability of content on EUscreen.eu since it will lower language barriers. And the extended search functionalities (pilot 2) will raise the attractiveness of the EUscreen portal for researchers (academic and professional). Both design briefs will be implemented in the next project period.
  5. A Pan-European research effort into the status quo of accessibility, copyright issues and relevant institution's policies has been initiated and will lead to the development of a strategic agenda to increase online access of audiovisual heritage.
  6. Dissemination activities, reaching out to the general public, researchers, creative industries and stakeholders, have been numerous. They include research into enhanced *Dissemination*, into sustainable *Business Models* and *Exploitation*. The project's blog has been redesigned (blog.euscreen.eu), a newsletter is provided, a promotional video has been created, social media are used to attract more visitors to the project's website and Google analytics is used to monitor the traffic on EUscreen.eu. Beyond that, the infrastructure has been set up to develop a more up to date, more dynamic portal for the project that will also support mobile devices. These activities will enhance the visibility of the portal and attract more users of audiovisual European heritage on EUscreen.eu and Europeana.eu.

## Contact

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**PROJECT PROGRESS**


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**1 Project Objectives for the period**

Overall objective	Goal for Year 1
To make audiovisual content from broadcasters and audiovisual archives visible, findable and accessible across Europe, thus supporting use of European cultural resources through Europeana, EUscreenXL aims to act as Pan-European aggregator in the audiovisual domain, bringing together all major European broadcasters and to actively reach out to all European audiovisual archives.	<ul style="list-style-type: none"> <li>• Establish the content selection policy.</li> <li>• Contribute CCO attributed content to Europeana</li> <li>• Participate in the Europeana network</li> <li>• Establish internal Task Force to create and implement an editorial strategy and updated web design.</li> </ul>
To use and enhance interoperability protocols (technical and metadata level) developed in its precursor EUscreen and to set up a cloud-based metadata gathering platform accessible to all relevant audiovisual content holders.	Develop the content aggregation platform (implementing an EDM and EBU Core complaint metadata model) Training of partners in using the EUscreen toolset.
To maximise impact of audiovisual heritage by developing contextualisation strategies (editorial mechanisms and user-led activities).	Publish the VIEW journal Work on Online Exhibitions
To enhance the use base of Europeana by developing and testing three types of user engagement pilots catering for the diverse needs of three end-user groups (general public, researchers and creative industries) to participate and re-use material.	Generate deep understanding of user requirements Provide design briefs for the first two pilots Define an bespoke evaluation strategy
To contribute to open data advocacy in the audiovisual domain in order to promote online access to cultural heritage amongst all stakeholders.	Host workshop on creative reuse Work with Europeana, EBU and other bodies to gain understanding on obstacles and solutions to increase access to AV heritage Contribute to the Europeana Remix competition.
To build and share knowledge and to raise awareness of Europeana across audiovisual archives in Europe.	Active contribution to relevant events (IASA, BAAC, Europeana, FIAT-IFTA, EBU)

*Table 1: EUscreenXL project objectives and objectives for year 1 (DoW p.50)*

The overall objectives of the project are described in the Description of Work (DoW, p.39). These overall objectives translate to the following objectives of the first project period (year one):

1. Know-how about aggregation has to be developed and distributed among content partner, workflows have to be established and tested to make sure that content partners will be able to implement the technologies to be used for aggregation and ingestion of massive numbers of metadata records to Europeana.eu. Any partner has to successfully perform a test with a significant number of metadata

records to make sure that in the remaining project periods massive amounts of metadata records can be aggregated and ingested to Europeana.eu.

2. The necessary technologies to aggregate massive amounts of metadata records and to add new digitised video material to EUscreen.eu have to be developed and tested, in close collaboration with content partners. Mechanisms to solve technical problems have to be in place to make sure that aggregation and adding selected content to the core collection can be performed successfully in the remaining project periods.
3. The selection policy for EUscreen's core collection and the 'Metadata and Content Handbook' – defining the metadata policy for aggregation and core collection based on EBU-core and EDM – have to be developed and implemented. Research into user requirements has to be conducted. Contextualisation strategies for audiovisual heritage on EUscreen.eu have to be developed beyond the metadata enrichment as defined by the content selection and metadata policy.
4. In year one, two of the three innovative user engagement pilots have to be initiated and partly executed, those addressing general public (pilot 1) and for researchers (pilot 2). Design briefs for the pilots and the particular technologies and tools have to be developed.
5. Methodologies have to be developed for research into the state of the art of European policies and legislation regarding the accessibility of European audiovisual heritage. Crucial aspect of this research are IPR-issues that limit the accessibility of audiovisual heritage in Europe for the general public, researchers and professionals in the audiovisual sector.
6. Aim of year one of the project is particularly to perform research exploring the possibilities of enhanced *dissemination*, of sustainable *business models* and sustainable ways of *exploitation* of the project's result. Beyond that, the project's external communication has to be revisited and, where necessary, to be revised. These are steps make sure that in the remaining period of the project, the visibility of EUscreen's portal will be enhanced and that more users of audiovisual European heritage will be attracted to EUscreen.eu and to Europeana.eu.

The above objectives for period one of the project translate to the following milestones as defined on page 36 of the DoW:

Milestone number <sup>59</sup>	Milestone name	WP number <sup>53</sup>	Lead beneficiary number	Delivery date from Annex I <sup>60</sup>	Comments
MS1	Kick-off Conference	WP1	1	1	
MS2	Project Communication Platform	WP1	1	3	
MS3	Publication of Metadata Schema	WP2	4	6	
MS4	Publication Content Selection Policy	WP1, WP2	4	10	
MS5	Report on Strategies Developed for Contextualisation	WP3	8	12	
MS6	System Architecture and Delivery of Backend Services	WP4	6	12	

Table 2: EUscreenXL Milestones (DoW p.36)

## 2 Performance monitoring table (DoW p. 118)

Indicator No.	Objective/expected result	Indicator	Expected Progress		
			Year 1	Year 2	Year 3
1	Updating Metadata Schema	Publication of Metadata Schema for pan European Aggregator	put in place → D2.1, PM 7) <sup>1</sup>		
2	Aggregating Content for Europeana	Number of items aggregated	100.000 → more than 220.000 <sup>2</sup>	500.000	1.000.000
3	Content Selection Policy	Publication of content selection guidelines	put in place → D2.2., PM 11 <sup>3</sup>		
5	Enriched items for EUscreen portal	Number of items published	2.000 → 1.700 <sup>4</sup>	8.000	20.000
6	Aggregation services (7 key backend functionalities) <sup>5</sup>	Number of services developed and deployed	4 → actually 6 already realised in year 1	7	7
7	Portal services (user pilots)	Number of services developed and deployed	1 <sup>6</sup>	2	3
8	Public accessibility of the portal	Number of 'hits' on the website, measured as unique visitors	10.000 per month → 38.000 <sup>7</sup>	>25.000 per month	>50.000 per month
9	Actual use of European television heritage material	Numbers of video's played	2.000 per month → 30.400 <sup>8</sup>	>20.000 per month	>40.000 per month

<sup>1</sup> D2.1 (PM7) - compiled to one *Metadata and Content Handbook* (PM11)

<sup>2</sup> More than 220.000 metadata records have been aggregated and are ready to be published on Europeana once bugs in the EUscreenXL-Europeana publishing tool have been fixed, expected for June 2014.

<sup>3</sup> D2.2 (PM11)

<sup>4</sup> More than 1.700 items are enriched and prepared for publication on EUscreen.eu, but PMB decided to postpone publication until the launch of the new dynamic portal in October 2014 for publicity reasons.

<sup>5</sup> The DOW mentions on p.109 the 7 key functionalities of the backend that have to be developed. Performance indicator no. 6 covers this aspect of the work, which means that it has to be 7 functionalities in place by the end of the project (instead of 8).

<sup>6</sup> User engagement pilot 1 (Translations/subtitling) is executed, design brief delivered (D3.3), but not yet published on the EUscreen portal.

<sup>7</sup> 38.000 unique visitors average per month in year one.

<sup>8</sup> 80% of the unique visitors actually use content: 30.4000 video items played per month average in year1.

Indicator No.	Objective/ expected result	Indicator	Expected Progress		
			Year 1	Year 2	Year 3
10	Contextualisation	Complex historical contributions (eg. Virtual Exhibitions) by highly involved users		30	60
11	User engagement	Number of users involved in the requirements definition and evaluation of pilots	10 → more than 30 <sup>9</sup>	20	30
12	User engagement	Tested business models related to specific user groups			put in place
13	Pan-European policy	Representatives from archives in all EU-Members States participating in research		put in place	
14	Dissemination	Organisation of public international conferences		1	2
15	Dissemination	Organisation of open workshops for new (associates) partners expanding the network		1	2
16	Dissemination	Number of participants in the events organised by the BPN		50 workshop participants; 100 conference participants	50 workshop participants; 100 conference participants
17	Active contributions to EUscreen Network activities	Papers and presentations on workshops and conferences organised by the BPN		10 (workshops) 20 (conference)	10 (workshops) 20 (conference)
18	Dissemination	Blog posts	20	40	60

<sup>9</sup> Research into user requirements (D3.1), pilot 1 (Translations/subtitling) and pilot 2 (Digital Humanities connect) plus research into strategies for contextualization (D3.2) involved focus group sessions with more than 30 users.

### 3 Work progress and achievements during the period

#### 4 WP2 Aggregating and Enriching Content

##### Workpackage objectives

- To create the Pan-European aggregator in the audiovisual domain and to aggregate audiovisual content for Europeana. This WP will deliver 1.000.000 aggregated metadata records of audiovisual content from European partner organisations for Europeana. It will also enable partners to curate, enrich and publish 200.000 items of standardized moving image content to the EUscreen portal. The content selection policy defined from this will support and inform the development of innovative pilots to cater for the needs of specific user groups (see WP3).
- To refine and implement the content selection policy. This will be implemented by developing concrete criteria for selecting and enriching content and by developing strategies and guidelines for all content providers as basic information for the workflow.
- To investigate, define, map and adapt the existing metadata schema to match the needs of the Pan-European aggregator in the audiovisual domain. This work will be based on the work done previously in EUscreen and other related EU initiatives, like the European Film Gateway and PrestoPrime.
- To engage with and operationally manage the community of content providers (CPs). This will be realized by the implementation of standards, the definition of effective workflows, identification of problems, and taking of remedial actions.

##### Work progress and achievements in this reporting period

###### Summary of Progress and Achievements

For WP2, project year one was completed with success. The overall ingestion target of 102.000 records (10% of the total delivery target) was exceeded by more than 100%: **226.399 records were successfully published** on the MINT backend tool. Of these

- ⇒ 224.677 records were published as part of the 'Aggregation' strand
- ⇒ 1.722 items were added and enriched for EUscreenXL's 'Core Collection'

Work package activity in the first six months of the project focused on defining the metadata and content ingestion workflow. As part of this process, **two online surveys and three regional workshops** involving all participating CPs were set up in the first quarter to

- offer a realistic assessment of the type and amount of material to be provided
- help identify and suggest solutions for any issues that could impact on successful delivery
- enable task leaders to define the optimal metadata aggregation strategy and content selection policy for a Pan-European Aggregator of audiovisual content

In order to facilitate the delivery process for the community of CPs, WP2 with input from technical partner Noterik and the European Broadcasting Union (EBU) compiled the **'Metadata and Content Handbook'**, a practical guide for the successful delivery of metadata and content. The first version was presented at the technical workshop held in collaboration with WP4 in PM7. This internal deliverable accompanies D2.1 *Publication of metadata schema for Pan-European Aggregator* and D2.2 *Publication of content selection policy for enriched content* and informs D4.1. *System Architecture and delivery of backend services*.

Overall work package activity in PM 6-12 was focused on the successful execution of **two hands-on technical content provider workshops** (PM7 and PM11), the definition, implementation and review of the metadata and content **ingestion pilot** (PM7-PM12), the compilation and submission of **Deliverables D2.1 and D2.2** (in PM9

and PM10 respectively), and the review of the *'Metadata and Content Handbook'* for publication in PM11. Since PM10, WP2 lead is also a participant in the **'Europeana Metadata Quality Task Force'**.

### **Progress and Achievements per Task**

#### **Task 2.1 Metadata Interoperability and Alignment with EDM**

Taking into account results from online questionnaires circulated to all CPs in PM2 and the outcomes of the regional workshops (see Task 2.3 below), task leader 2.1 (LUCE) spent the first quarter of the project work in closely with EBU and the Europeana Foundation to define a metadata schema for EUscreenXL based on EBUcore which is also fully interoperable with the Europeana Data Model (EDM).

In the second quarter of the project, the mandatory metadata schema for the 'Aggregation' strand of the project (the Europeana Data model, or EDM) was outlined for inclusion in the internal deliverable *'Metadata and Content Handbook'* v1 (see Task2.3 below). In order to best accommodate the new series focus of the 'Core Collection' strand of the project, a new 'record type' metadata element was introduced for the description of series/collection content. The new metadata schema has been defined to be backward compatible in order to allow mapping with the EUscreen schema and to accommodate the description of non-television material.

A complete mapping of this schema to EDM was delivered in PM8 after further consultation with Jean-Pierre Evain (representing project partner European Broadcasting Union) and Antoine Isaac (Europeana Foundation) to help delineate the audiovisual profile for EDM. In order to fully investigate all these aspects and their wider implications for the audiovisual domain, the "Publication of metadata schema for Pan-European Aggregator" (D2.1) was postponed three months from the originally scheduled delivery date of August 2013 (PM6).

**D2.1 Publication of metadata schema for Pan-European Aggregator** was formally submitted to the European Commission by task leader Marco Rendina in PM9. This Deliverable presents a succinct overview and analysis of the current audiovisual metadata landscape and illustrates the way in which the original EUscreen metadata schema had to be amended for its use in the Pan-European aggregator for audiovisual content.

The finalised mapping of the EBUcore/EUscreenXL metadata schema towards EDM (the Europeana Data Model) has also been included in the *'Metadata and Content Handbook'* v2 published in PM11.

Since EUscreen has established a reputation as high-quality data provider with Europeana, WP2 lead Eve-Marie Oesterlen (BUFVC) has been invited to represent EuscreenXL's **expertise as domain aggregator in the 'Europeana Metadata Quality Taskforce'**. The objective of this taskforce is to produce a report containing best practice guidelines for the submission and quality of metadata delivered to Europeana, including

- recommendations to represent certain metadata properties
- recommendations to expand the mandatory properties per media type
- an outline of the key issues affecting content providers in contributing higher quality metadata

#### **Task 2.2 Refinement and Implementation of Content Selection Policy**

Following face-to-face discussions with CPs on their holdings in the regional workshops in PM3-PM4, there has been extensive review, discussion and drafting of the EUscreenXL content selection policy. For this project the selection policy has shifted from a 'Historical Topic' based approach to one that is oriented towards 'Series and Collections'. This has meant assessing potential outcomes and implications of the new policy – which is aimed at rationalizing the selection process, and allowing partners to play to the strengths of their different broadcast and film archives.

The criteria and strategy for selection, together with real life examples for different types of AV material serving as guidelines for CPs were first published as part of the internal deliverable '*Metadata and Content Handbook*' v1 in PM7 (see Task 2.3 below).

**D 2.2 Publication of Content Selection Policy for Enriched Content** was successfully submitted to the European Commission by task leader Rob Turnock in PM10. It includes an expanded discussion of the rationale for the Series and Collections approach, together with a review of the content selection policies for the *Video Active* and *EUscreen* projects that had focused on Historical Topics as the primary criteria for selection.

The finalised version of the Content Selection Policy has also been included in the '*Metadata and Content Handbook v2*' published in PM11.

### **Task 2.3 Aggregation and Enrichment of Content for Europeana**

**Scoping surveys:** in order to get a detailed overview of the local circumstances of contributing institutions and to identify any key issues that may impact on metadata and content delivery, WP2 task leaders designed and circulated two online questionnaires, which were circulated to all CPs via [surveymonkey.com](http://surveymonkey.com) in PM2. In line with the twin-track approach to metadata aggregation and content selection, one survey covered questions related to the harvesting of basic metadata sets for Europeana (internally referred to as 'Aggregation'), while the other focused on selection and delivery processes involved in extending the EUscreen core collection (internally referred to as 'Core Collection'). Results formed the basis for in-depth interviews with Content Providers during the regional workshops.

**Regional Workshops:** the three regional workshops for CPs (WP2/WP4) were held as planned in PMs 3 and 4. Representatives from all 21 CPs (including associate partner Memoriav) attended.

Workshop achievements:

- brought together small groups of Content Providers, enabling WP2 task leaders to follow up in more detail on information given/issues raised in the online questionnaires on metadata and content delivery
- allowed WP2 task leaders to consult with partners on proposed models for the content selection policy (Task 2.2), the requirements and refinements of the metadata schema for 'Aggregation' (EDM) and 'Core Collection' (EUscreenXL) respectively (Task 2.1), and to define practicable delivery workflows for each strand (Task 2.3)
- helped clarify questions around IPR issues (esp. regarding geo(bl)ocking)
- enabled WP4 to assess (new) Providers' technical capabilities and needs regarding the technical workflow for metadata delivery (uploading and mapping data on the new MINT tool)

Findings from the regional workshops were collated and reviewed between WP2 task leaders and in consultation with WP4 and produced the following significant results:

**Compilation of a guideline for ingestion monitoring and support: the '*Metadata and Content Handbook*':** the decision to compile a '*Metadata and Content Handbook*' – an internal Deliverable not listed as part of the official 'Deliverables and Milestones' in the DoW 2012 – was taken by WP2 as a proactive measure to ensure that providers would receive all information necessary to allow them to proceed confidently with the selection, annotation, uploading and publishing of metadata and content by the time the delivery pilot was due to begin in PM8. Consequently, version 1 of the 'Handbook' was launched as part of the first technical workshop held in PM7. The revised version (v2), published in PM11, finalises the mapping of the EBUcore/EUscreenXL metadata schema towards EDM (the Europeana Data Model). Taking into account user feedback, it reflects some amendments introduced to the EUscreenXL Core schema specifications and contains a revision of Section B 5 ('Standards and Guidelines on Uploading Content').

The 'Handbook' is organized into two separate and colour-coded sections - one for each delivery strand - and a reference section that is relevant to both. Each section lists the mandatory metadata elements, the IPR requirements and explains how the delivery of metadata and content will be supported and monitored. The 'Core Collection' section also outlines the Content Selection Policy and defines the specifications for uploading AV content. The 'General Reference Section' contains an alphabetical list and detailed definition of all metadata elements used in this project, and an overview on who to contact if expert help is needed. Graphic representations are used to identify and explain different stages of the ingestion workflow for each strand of the project, as illustrated in the excerpts below:

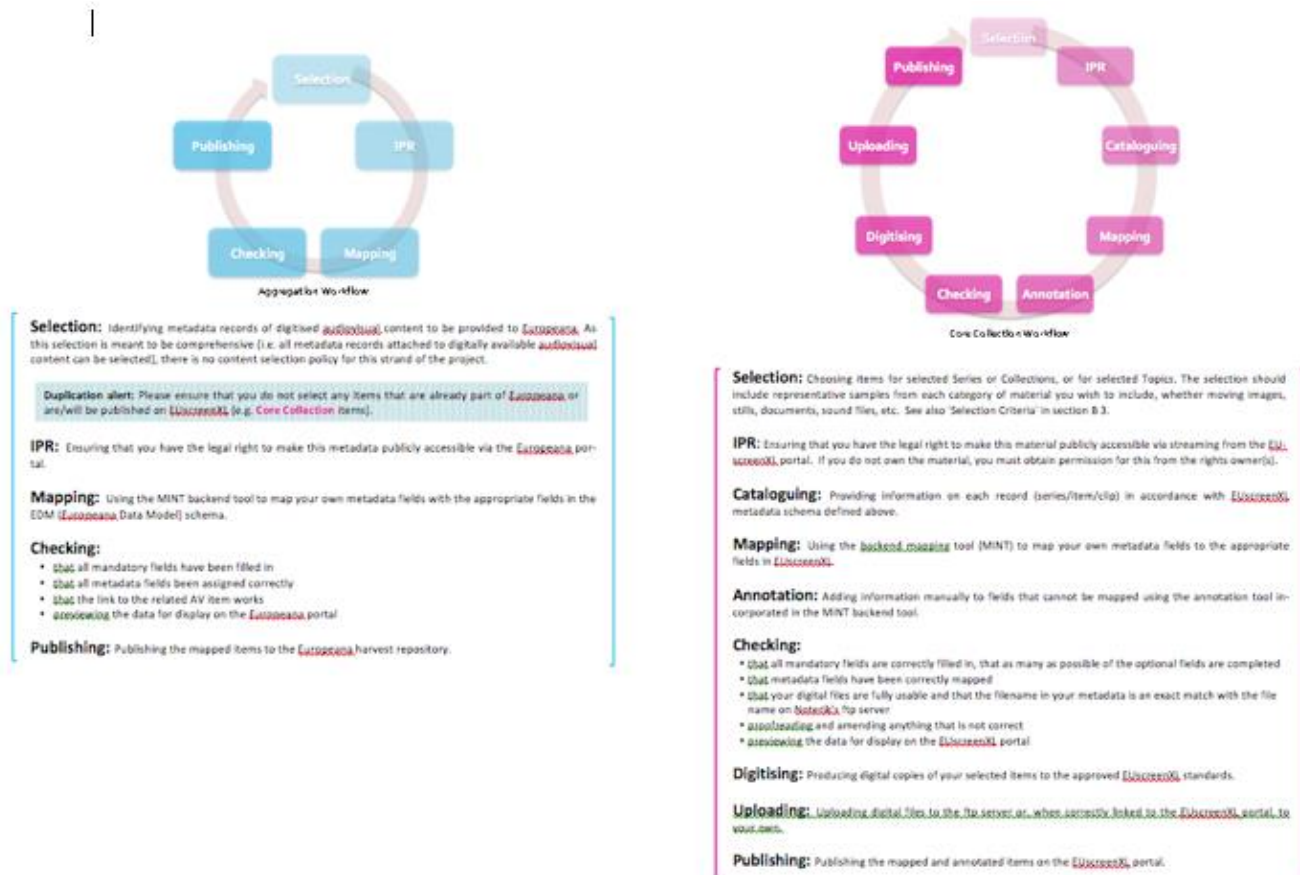


Figure 2: Illustration of the EUscreenXL ingestion workflow

**Implementing controlled delivery of content:** taking into account feedback from the regional workshops, phased delivery roadmaps were set up and presented to CPs as part of the technical workshop in PM7 for the two strands of the project, taking into account the different ingestion workflows involved in each. At the end of each delivery phase, CPs report back to BUFVC on the progress of their delivery using a report form provided. This reporting system was thought to be helpful both to

- CPs, allowing them to fully engage and plan all stages required in the delivery
- the BUFVC for purposes of monitoring the ingestion process, forecasting not only the volume and type of content of content uploaded but also to identify key issues at an early stage

It also allows the project to deliver discrete packages of completed work, thus providing tangible results to Europeana.

**Technical training and ingestion support:** two hands-on technical workshops were set up in collaboration with WP4 in PM7 and in PM11 to address CPs needs and concerns regarding the technical side of the ingestion workflow before and after the ingestion pilot scheduled for PM7-PM9 (see below). In addition, a WP4 technical



helpdesk was set up on Basecamp, allowing partners to report specific questions on tool use and development, the answers to which are accessible to all. Feedback from providers and weekly telcos with WP2 in turn help technical partners ensure that the ingestion tool is fit for purpose.

**Ingestion pilot (PM7-11):** all participating CPs were required to take part in the **ingestion pilot**, initially scheduled for PM7-PM9, to trial the delivery of metadata and content for the two strands of the project. Providers were asked to select, upload, map and publish a representational sample (2% of total delivery) of the type of content they were to deliver for both the core collection and – where applicable – the aggregation strand of the project. The objective of this pilot was to assess whether CPs had understood and could apply the metadata and content selection criteria correctly, whether the individual steps of the delivery workflows (e.g. selecting, cataloguing and clearing rights, uploading data and content, mapping and annotating, digitising, checking and publishing) created any unforeseen issues, and also to become familiar with and feedback on the upload and mapping functionality of the MINT backend tool.

By the end of the pilot in November, 18 out of 19 CPs had registered with the tool and uploaded some data, but only c.36% had been able to publish the required amount for 'Aggregation', while 60% published the requested material for the 'Core Collection' strand of the project. The main reasons for this underperformance were delays in the implementation of the new, more complex metadata schema for the 'Core Collection' (series and item/clip records), and continuous problems with the technical implementation of the annotator, the validation and the publication of data on MINT. NTUA's progress with the back-end tool development was affected by the extended strike of NTUA administrative staff from PM7 until the beginning of PM10. In addition, several partners were also facing internal organizational restructuring, and/or changes in their organisation's technical infrastructure. As a result of this delay, in consultation with WP4 it was decided to extend the pilot period until the end of PM11, at which point a technical follow-up workshop was set up.

**Follow-up technical workshop (PM11):** concerns and issues about the ingestion workflow raised by CPs in the pilot report forms and technical feedback posted via the WP4 Basecamp MINT helpdesk formed the basis for the agenda of the follow-up **technical workshop in Lisbon** held in M11, which was hosted by RTP and was organised by BUFVC with input from colleagues from NTUA, Noterik, Luce, RHUL and Aalto.

Workshop achievements:

- participants were given the opportunity to address practical issues and share best practice tips relating to the delivery of content and metadata for the EUscreenXL project in the presence of technical partners
- a MINT trouble-shooting session to ensure that partners could sufficiently address any persistent technical difficulties that were affecting their ingestion workflow
- discussion of issues with the application of metadata schema elements and/or selecting and uploading content
- update on portal development and workshop on translation pilot
- launch of the **revised *Metadata and Content Handbook (v2)***,

As a result of this workshop, major problems with the validation of data especially for the 'Core Collection' strand could be resolved. A more concerted effort by NTUA to fix technical issues ensured that at the end of project year one the target delivery of 10% of total content for 'Aggregation' was superseded (224.677 datasets published Europeana instead of required 100000). As the customisation of the MINT back-end tool for the two different sets of metadata schema validation for the 'Core Collection' required more work than initially planned, delivery of metadata and content for this strand of the project was inevitably delayed. In spite of all these difficulties, by the end of project year one CPs managed to publish 83% of the required target for this ingestion strand (1.772 items out of the expected 2.000 for 'Core Collection').

For more details on delivery progress see also forthcoming D2.3.1 '*Content Ingestion in the pan-European audiovisual aggregator for Europeana*' (PM13).

#### **Task 2.4 Operational Management of Network of Content Providers**

All activities listed under Task 2.3 were fundamental to enable BUFVC to engage with and successfully manage the community of CPs. The **online surveys** circulated to providers at the beginning of the project year helped highlight key risks and issues that were consequently addressed in more depth in the face-to-face discussions in the regional workshops, especially with new partners. Results were collated and assessed for their potential impact on successful delivery and have been taken into consideration when establishing **ingestion plans** for the two project strands. The decision to compile the '**Metadata and Content Handbook**' – an internal deliverable not listed as part of the official 'Deliverables and Milestones – was taken by WP2 as a proactive measure to ensure that Content Providers would receive all information necessary to allow them to proceed confidently with the selection, annotation, uploading and publishing of metadata and content in line with project standards. Technical questions about the ingestion process were mainly addressed via the **hands-on training** conducted by NTUA staff at the workshops held in PM7 and in PM11, as well as via the dedicated **technical helpdesk** set up on Basecamp. The **ingestion pilot** was crucial to highlight potential workflow issues, which were consequently addressed (and mostly redressed) in the follow-up workshop in PM11 and through weekly telco meetings with WP4 partners until the end of the project year. The evaluation and assessment of the ingestion pilot reports and concurrent consultation with WP4 partners NTUA and Noterik on outstanding developments has comprised BUFVC's core activity since PM12.

#### **Issues affecting the delivery of critical objectives and remedial actions**

The overall ingestion target for project year one is specified as 102.000 records (cf. Performance indicators in Annex 1 of the Grant Agreement). By the end of project year one a total of 237.384 datasets were imported into the MINT back-end tool, of which **226.399 were published successfully** (see also the ingestion overview in the table below).

Of the total datasets published,

- 224.677 were published as part of the '**Aggregation**' strand. This represents more than double the ingestion target for year one (100.000).
- 1.722 (1.649 'item/clip' and 73 'series records') were published as part of the '**Core Collection**' strand. This represents over 80% of the ingestion target for year one (2.000).

In spite of the obstacles to ingestion progress caused by the loss of four Consortium partners (VRT, ERT, BNT and TVP), prohibitive geo(b)locking policies or other IPR-related restraints<sup>10</sup>, and the significant delay in the provision of a fully functioning back-end infrastructure, the performance indicators for project year one have been reached successfully.

However, as the table below illustrates, based on current projections, the EUscreenXL project is still faced with a significant shortfall (36%) of material to be ingested for the 'Aggregation' strand of the project. Consequently,

<sup>10</sup> Geoblocking (or geo locking) is a system used to block the viewing of internet content based on the user's geographical location. Due to rights licensing limitations, certain types of audiovisual content cannot be viewed outside the geographical borders of countries which have chosen - according to law or the broadcaster's own policy - to restrict online access to within their own borders, or to certain restricted territories beyond those borders. Geoblocking has seriously impacted upon the delivery figures of metadata for aggregation to Europeana for two Scandinavian partners in particular: Danish broadcaster DR (15000 items), and the National Library of Sweden KB (4000 items). Although the provision of metadata sets under CC0 license is not a problem for these partners, the link to the digital object itself, or to a landing page from where the digital object can be viewed – mandatory elements required by Europeana – cannot be provided for users outside Denmark/Sweden. Alternative solutions have been proposed and need to be confirmed with project coordinators.

reaching the overall ingestion target will on a large extent depend on the successful conscription of new European partners with large collections of online content. This is task 5.1. within WP5 'Network Expansion and Pan-European Policies'.

Partner	Total Imported	Total Transformed	Total Published	Published to Europeana (EDM)	Aggregation Expected Project Total	Published to EuscreenXL (ItemClip v2)	Published to EuscreenXL (Series v2)	Core Coll. Expected Project Total
NISV	1172	1204	1139	1107	57400	32	0	1587
KB	270	269	189	0	4000	186	3	1500
TVR	314	314	314	239	1566	73	2	600
DW	58122	58121	58121	58018	35000	101	2	850
RTBF	462	461	0	0	15000	0	0	1100
CT	153551	153550	153536	153536	100000	0	0	670
TV3	134	134	134	0	127000	121	13	1000
RTV	682	625	625	0	0	597	28	6000
ORF	41	41	41	0	0	40	1	500
LCVA	78	76	76	12	600	63	1	645
RTP	41	41	41	0	0	40	1	500
NIrA	250	249	249	140	7000	99	10	1000
INA	11340	11268	11101	11000	50000	100	1	800
SASE	261	221	120	20	438	100	0	1000
RTÉ	80	80	68	0	0	58	10	650
DR	139	20	0	0	15000	0	0	1000
NAVA	9078	4280	39	0	207000	39	0	500
BUFVC	1369	881	606	605	600	0	1	0
Luce	0	0	0	0	21000	0	0	1515
<b>total</b>	<b>237384</b>	<b>231835</b>	<b>226399</b>	<b>224677</b>	<b>641604</b>	<b>1649</b>	<b>73</b>	<b>21417</b>
average	12493.89	12201.8421	11915.74	11825.10526	64160.4	164.9	3.84210526	2141.7

Table 3: Overview of project year 1 ingestion activity and projected total delivery figures for each strand by the of the project (February 2014)

Figures of this table have been discussed with the PMB. EUscreenXL will monitor the progress of the Aggregation strand closely and will invest in expanding the network. Budget from partners who left the project is reserved for attracting new partners. Once the aggregation tool is stable (PM12) and content partners have become more familiar with the ingestion process, the consortium will evaluate existing partner's potential to contribute more content to the 'Aggregation' strand of the project. This issue will be closely monitored by the project co-ordinators, leader WP2 and the PMB.

### Deviation from the work plan

The submission of D2.1 'Publication of metadata schema for Pan-European Aggregator' has been postponed from PM6 to M8 as further consultation with EBU and Europeana Foundation was needed to finalise the Europeana Data Model (EDM) mapping – originally scheduled for M10 – and to reach a consensus for the EDM profile in the wider audiovisual domain. The definition of an audiovisual profile for EDM was not originally envisioned in this task, but we thought it could be important in our role as pan-European aggregator to try to produce an outcome relevant to the whole audiovisual community. That is why we decided to issue both the EDM mapping and the EDM AV profile proposal as part of D2.1 in M9.

The delay in publication of D2.1 did not impact on metadata and content delivery for the project as the EUscreenXL metadata schema have been defined and reviewed for publication in M6 as part of the unscheduled internal deliverable, the 'Metadata and Content Handbook', initially presented to CPs at the technical workshop in PM7 and revised and finalised for the workshop held in PM11.

### Statement on the use of resources

Overall, the use of resources for this WP has been as expected, i.e. 34% of the planned total for this project have been claimed for this project year. Inevitably, there are differences in how partners spend available

resources internally: RTBF, SASE and ORF, for example, who have already claimed c. 50% of their total planned PMs for this project, are doing most of the preparatory selection, cataloguing and digitising work for this project in the first year – SASE, for instance, has hired an extra cataloguer for this period. NINA, who as a new partner has had difficulties adjusting to the workflow and the amount of cataloguing work expected, is currently claiming more PMs than planned, but is aware of this and hopes to even out this potential overspend in the coming years. This also applies to TVR and RTV Slovenia, whose claimed labour efforts are slightly higher than planned as they had to familiarise themselves with the semantic mapping process on MINT. Slovenia also had the added difficulty of getting access to what – in several cases – turned out to be bad quality content files, so alternatives had to be located in a laborious selection process.

The somewhat lower than expected labour efforts reported by the technical partner NTUA is explained by the fact that NTUA's administrative staff was on strike between September to December 2013, during which time offices were often inaccessible and work pay was suspended, so no labour effort was recorded. Even though they have been presenting as part of the WP2/4 technical workshops, research partner Aalto's actual research work was related to WP3, so no labour effort claim has yet been made by Aalto for WP2, leaving scope for some future collaborative work. Finally, RHUL, leader for Task 2.2 has claimed all planned PMs for this WP in year one. Again, this was to be expected, as RHUL's main task within this WP (delivery of D2.2) was completed in the first year.

## 5 WP3 Contextualisation, User Engagement and Evaluation

### Workpackage objectives

- To contextualise content of the core collection by the development of editorial mechanisms (defining topics) from a Pan-European perspective, linkable to Europeana moving image content as well as user-led activities.
- To enhance quality links between content and contextual information – thus supporting sustainability.
- To assess and refine user requirements of end-users (creative industry; researchers; general audience) in relation to Europeana.
- To undertake three user engagement pilots that focus on expanding the user base and usability of content and information for EUScreenXL and Europeana moving image content, especially with relation to the creative sector.
- To perform a user-centered validation of pilots by evaluating the EUScreenXL front-end core collection and its link to Europeana.
- To perform a user-centered system and portal evaluation.

### Work progress and achievements in this reporting period

#### Summary of Progress and Achievements

WP3 activities during the first year focused on reporting on strategies for contextualisation, assessing user requirements, developing and planning user engagement pilots for the general audience, researchers and creative industry. Thus, WP3 followed a three-lane track working on:

- Development of contextualisation strategies
- User requirements research and analysis
- Pilot review and development
  - Pilot 1 (general audience - translations)
    - Workshop development and delivery (with translations community/experts)
    - Survey of CP archival resources to support translation process

- Workshop with CPs to review translation processes, scope communities and identify pilot participants
- Pilot 2 (research community – search)
  - Workshop development and delivery (with researchers and digital humanities experts)

Deliverables D3.1 *Assessment of user requirements*, D3.3 *Development and design brief of User Engagement Pilot for the General Audience* and D3.4 *Development and Design Brief of User Engagement Pilot for Research* was completed and submitted during the first project year.

## Progress and Achievements per Task

### Task 3.1 Content contextualisation

This task explores the contextualisation potential for the EUscreenXL-project based on an assessment of concepts of and experiences with participatory television and archiving in the heritage domain. Based on this assessment, strategies for contextualisation for EUscreenXL will be formulated. These strategies focus particularly on how EUscreenXL's core collection on EUscreen can be contextualized.

Although, the deliverable *D3.2 Report on Strategies Developed for Contextualisation and to Link EUscreenXL Core Collection to Europeana* is delayed by one month (original due in project month 12) the work done for the draft version can nevertheless be reported. The items of the core collection on euscreen.eu are provided with rich metadata according to the EUscreen metadata scheme. Contextualisation does not amount simply to providing an object with additional information, such as origin, year of production, creator, country, type of source, etc. A contextualised item is linked to additional information that helps to place and understand that item in relation to the context of its origin, distribution or reception, in relation to its historical, political, social, or cultural meaning or in relation to its archival history. The provided metadata facilitate only a basic form of contextualisation of the sources on the EUscreen portal. Thus, adding metadata to the items on EUscreen's portal is only a first step in contextualising the audiovisual sources. *D3.2 Report on Strategies Developed for Contextualisation and to Link EUscreenXL Core Collection to Europeana* therefore gives an overview over the strands of contextualisation that are realised in EUscreenXL and its forerunner EUscreen. As well as exploring the theoretical discussion regarding concepts of participatory archiving and examines a couple of existing cases and experiences in the field of participatory archiving and engaging the crowd in contextualisation activities. The deliverable formulates for recommendations on contextualisation strategies in EUscreenXL regarding the three strands of complex contextualisation, i.e. virtual exhibitions, remix practices and a dynamic portal – they all aim at motivating users to visit EUscreen's home page, engage with the content in meaningful ways and to share their experiences of audiovisual heritage on EUscreenXL and via networks of social media.

### Task 3.2 Assessment and refinement of user requirements

This task discusses and specifies general user requirements for the portal of EUscreenXL. The results form basis for the user engagement pilots in the project, as well as technical development performed in WP4. Thus, the final aim of this task and the deliverable *D3.1 Assessment of user requirements* were to provide a structured list of (updated and refined) user requirements for the front-end technical developers in the project. Work within task 3.2 *Assessment and refinement of user requirements* determined the needs and/or conditions to meet the three main user groups in the EUscreenXL project as identified in the DoW: General audience, Researchers and Creative industries. More specifically, the aim of D3.1 was threefold:

- to give a first-hand report, discuss and specify general user requirements for the portal of EUscreenXL;
- to form the basis for the later development of the user engagement pilots;

- to form the basis for the later development in relation to technical specificities initially developed in WP4.

The methodology used in order to establish the user requirements among these target groups was based on various qualitative and quantitative methods, for example focus group meetings, surveys, questionnaires, log data analysis and desk research. It was also decided in the project to no longer take various target groups as starting point for developing the EUscreen portal. Instead the main focus would be directed on the three core activities that represent the main actions on the portal: Search, Surf and Build. D3.1 *Assessment of user requirements* was, furthermore, based on previous experiences on user requirements in the previous EUscreen project 2009-2012.

However, it was decided that user requirements testing would not be undertaken for the Creative industries because it overlapped with work already being undertaken in task 6.1 *Market survey and business models*. The methodology undertaken in D3.1 was inappropriate to the scale and diversity of the creative industries, and the creative industries do not constitute a pre-existing or established user base for EUscreenXL content<sup>11</sup>. This is further described in the deliverable D6.2 *Market survey and business models*.

### **Task 3.3 User engagement pilot applications/Subtask 3.3.1 User functions and design application/Subtask 3.3.2 User engagement pilot design**

Work in task 3.3 aims at consolidating and integrating user requirements work done in task 3.2 and business development modelling in task 6.1 in order to develop three distinct user engagement pilots (for the general audience, researchers and creative industries respectively). Work in subtask 3.3.1 is centred on 'sandpit activities' - in the form of collaborative R&D - workshops to integrate user requirements and business modelling while subtask 3.3.2 provides design-led solutions to meet the design brief for each pilot defined in the 'sandpit' workshops conducted in subtask 3.3.1.

The EUscreenXL project consortium recommended in March 2013 that focus for the first pilot should be given to the issue of translating content to make it more accessible to a wider range of users across Europe. The PMB therefore subsequently agreed to dedicate the first user engagement pilot project in WP3 (originally titled 'Remix Cultures') towards exploring ways to translate content. While the translation pilot itself could potentially be small-scale, the challenge is potentially very large: translating up to 60,000 items of EUscreenXL content from the sixteen languages represented in the project to one target language (for example English), or several languages, or all of (or more than) the sixteen languages in the project. On top of this there are currently limited resources to facilitate translation. Furthermore, it was decided that D3.3 *Development and Design Brief of User Engagement Pilot for the General Audience* should be postponed one month from its original delivery date in project month 6 in order to better adhere to suggestions resulting from D3.1.

A workshop/sandpit activity was set up in London on Tuesday 17 September 2013 to investigate contemporary audio-visual translation practices, to understand communities involved in audio-visual translation processes, and to consider how these practices and communities could best be involved within the EUscreenXL project. The workshop/sandpit involved 14 participants. These included eight translation practitioners and specialists from the BBC, University of Nottingham, Imperial College, RHUL and the University of Bologna. Most of the participants were professional AV translators, some of them train other professionals, and some of them have done research into translator communities (including students and volunteers). One of the participants had been instrumental in writing the handbook for industry standard AV subtitling software and another was a

<sup>11</sup> In task 6.1 there is no presumption that EUscreenXL is the appropriate mechanism for the delivery AV content to the Creative industries, and the research focus in that task is perhaps best formulated as follows: "What commercial need is there for European audio visual content and how can it best be delivered?"

partner on a current EC funded project developing automatic AV translation tools. All of the participants were professional linguists and European language specialists.

The lessons learned from the workshop were subsequently developed into a workable plan to deliver the actual EUscreenXL translation pilot. This plan forms the basis of deliverable, *D3.3 Development and design brief of user engagement pilot for the general audience*.

As of the end of the first project year, the workshop and design brief (deliverable) stage of the pilot has been completed. Tool development is currently being undertaken/explored, and planning is underway for the delivery of the actual pilot(s). This work will be done in collaboration with selected Content Providers of the consortium. For this reason a translation workshop was held with the content providers at the *Content Providers Workshop* in Lisbon on 22-24 January 2014. To prepare for the workshop RHUL set up a survey in December to collect information from the content providers. The ongoing planning is done in collaboration with WP4 and WP6 as it is important for the overall development of the EUscreen community building tools.

The workshop/sandpit for pilot 2 took place in Utrecht on 16 January 2014, with invited participants from the research and digital humanities communities. The aim of the workshop was to find out how researchers currently use online resources and to find out what tools and resources they would like in order to make EUscreen more usable for, and attractive to, the research community.

The workshop generated a range of insights, not least that researchers are more interested in high functioning search tools and increased metadata provision than connectivity per se. In particular, they were keen to have more content, more metadata (access to Content Provider catalogues), transparency of search algorithms, consistent results and a means to reproduce search results (for 'scientific' validation). In addition, they asked for more information about the limits of the EUscreen project (as they have high expectations which are often unfulfilled). Further, analysis of the research outcomes by EUscreen colleagues in WP3 and WP4 revealed that the way to increase connectivity and improve research functionality would be to extend search to the Europeana family of projects while also creating additional tools for chaining/filtering results, tagging, sharing and storing. These additional tools are particularly important because they would increase search accuracy, allow results to be shared for comparison and dissemination, and would allow researchers to reproduce and modify their search activity.

The outcome of the workshop/sandpit was presented in deliverable *D3.4 Development and Design Brief of User Engagement Pilot for the General Audience*. These findings will be further assessed by colleagues in WP3 and WP4 to progress the onward development of the pilot - including any relevant technical and design specifications.

Planning for pilot 3 and *D3.5 Development and Design Brief of User Engagement Pilot for Creative Industry*, which is due in project month 18, has started with the identification of some possible pilot models. One suggestion for a pilot 3 that has received some attention is to trial one or more of the sustainable business models identified by *D6.2 Market Survey and Business Models*. The four models presented in D6.2 – online museum, commercial co-ordinator, archive consultancy (with platform), microtagger – have been assessed for this reason. The result indicates that both the Online Museum model and the Archive Agency model are more directly in tune with wider EUscreen ambitions and competences. For this reason it was recommended that these two models should be explored further as a possible pilot 3.

Online Museum model was seen as an opportunity to address the core aims of EUscreen and generate income. On the financial side there is the possibility of generating funding through sponsorship to make exhibitions (and to clear IPR for specialist content). Yet these exhibitions can also form the basis for TV/content packages to be

sold to broadcasters for transmission in different countries and languages – this would offer cross promotion, visibility, eventfulness and timeliness for the exhibitions – and provide more exposure for corporate sponsors. In effect – one seeks co-sponsorship to create exhibitions and TV programmes.

Archive agency model has a potentially to be a continuation/extension of work that is already being done in EUscreenXL. It might also be something that 'Foundation' members can benefit from – access to courses, mentoring, bootcamps etc in exchange for membership (fees). Obstacle would be to formalise some of this work and offer it to fee-paying customers.

After this assessment it was suggested that, potentially, the Online Museum model could be explored in pilot 3, whereas the Archive Agency could be seen as an extension of existing work in WP6 (Network expansion, exploitation etc.).

### **Deviation of work plan**

The submission of D3.2 *Report on Strategies Developed for Contextualisation and to Link EUscreenXL* has been delayed by one month. Expert meetings held in January lead to a couple of new insights that had to be taken into account when for the final version of the report. Particularly the *nich-sourcing* approach had to be integrated at this stadium of the work. The delay did not cause any delay in the overall workflow of task 3.1 or WP3.

D3.3 *Development and Design Brief of User Engagement Pilot for the General Audience* was also postponed one month from its original delivery date in project month 6 in order to better adhere to suggestions resulting from D3.1 *Assessment of user requirements* submitted in project month 6.

Results from D3.4 *Development and Design Brief of User Engagement Pilot for the General Audience* indicates a preference for upgraded search functionalities than piloting of new linkages services per se. A review of search upgrading will therefore be part of an internal assessment (iD3.4) in conjunction with wider portal upgrades.

### **Statement on the use of resources**

Overall, with one exception, the use of resources for WP3 has been as expected. Approximately 30% of the planned total PMs for WP3 have been claimed for this project year. However, technical partner (Noterik) have reached extent of allocated total PMs for WP3 already during the first year. Possible remedial action points would be a reallocation of resources and/or review of contextualisation and pilot development and delivery. The latter review would include:

- Review of contextualisation development and support.
- Review of Pilot 1 translation development (in conjunction with review of external services and systems) – potential solutions low-tech.
- Review of Pilot 2 search development – likely solution to be undertaken by metadata technical partner NTUA.
- Review of Pilot 3 'Creative Industries' – pilot not likely to require technical development.



## 6 WP4 Integration and Cloud-based Services Platform

### Workpackage objectives

1. metadata aggregation using cloud-enabled solutions;
2. monitoring the aggregation process, producing detailed statistics, checking consistency, creating persistent identifiers, evaluating the tools;
3. automatic metadata contextualisation, and linking with the web of linked data;
4. entity extraction from raw text and alignment with formal ontologies and taxonomies;
5. indexing and retrieval using semantic web standards.
6. browsing and viewing the metadata and content using state of the art web technologies
7. developing the services that will support WP3 pilot applications
8. integrating and testing a policy for integrating speech-to-text and subtitles

### Work progress and achievements in this reporting period

#### Summary of Progress and Achievements

1. The Ingestion mechanism has been deployed and used to aggregate metadata to Europeana and The EUscreenXL portals
2. Bugs in the ingestion mechanism have been identified and fixed. Improvements have been defined and developed to facilitate providers using the tool
3. The annotation tool has been developed and implemented enabling the aggregation of the core EUscreenXL collection
4. A new reporting mechanism has been developed and implemented to facilitate better monitoring and reporting of the progress of the content providers.
5. The EUscreen thesaurus has been skosified and deployed in the ingestion tool
6. The old EUscreen material has been transformed in the format
7. Technological base for mobile and multi-screen playout.
8. HTML 5 based throughout (no flash needed)

#### Platform Architecture and Cloud based Metadata Handling (task 4.1) and Support of Infrastructure and Back-end Evaluation (task 4.5)

In order to aggregate metadata to EUscreenXL portal and Europeana, a robust metadata aggregator mechanism and an efficient ingestion workflow is needed. In EUscreenXL, NTUA has – in collaboration with WP 2 - identified two ingestion workflows, one for the EUscreenXL portal and one for Europeana portal. Each aggregation workflow has its own requirements. In the Europeana aggregation, providers are asked to contribute large quantity of metadata in EDM format with few mandatory elements without translations and thesaurus terms. In the EUscreenXL portal aggregation providers are asked to contribute considerable smaller quantity of metadata in the EBUcore format but with much higher number of mandatory elements including translations and thesaurus terms. As the ingestion requirements are different, NTUA has deployed the MINT ingestion tool for the mass aggregation and developed an annotation tool specifically for the needs of EUscreenXL aggregation. The MINT tool has been developed in the framework of previous european projects. In the framework of EuscreenXL, NTUA has customised MINT to fulfill the aggregation requirements set in WP2 and has improved its functionality considerably in order to facilitate content providers to ingest large quantities of metadata for Europeana and create quality metadata for the aggregation of the core collection. Specifically for the core collection, NTUA has developed the annotation tool as an extension of the Mint tool providing the ability to annotate records either from scratch or enrich incomplete records. In the annotation tool, providers

can also add the thesaurus terms, preview the items in the EUscreen portal and search for items similar to the portal search.

The first six months, the work in WP4 has been focused on preparing and defining the workflows that providers need to follow in order to ingest the material to EUscreenXL and Europeana portals. Two different workflows identified, one for the EUscreenXL portal and one for the Europeana portal. Different metadata schemes will be used in each aggregation route.

The MINT tool has been deployed and customised to ingest providers' material in both workflows. Using the feedback received by the content providers gathered during the preparation period, the mint tool has been improved in many ways. It has been improved by creating an analytic reporting tool that facilitates monitoring the progress of aggregation. It has been improved by developing an annotation tool to facilitate the creation of the core collection. Finally, it has been improved by enriching with more languages, skosifying and embedding the EUscreen thesaurus in the Mint tool. The main actions that a content provider has to perform before submitting his/her content to Europeana and to EUscreen portal are:

- A User organization and registration;
- B Import of metadata;
- C Mapping at dataset level and/or annotating at item level;
- D Transformation – Publication to Europeana and EUscreen portal.

In the last six months, the development of the annotation has been finalized and exhaustive testing has been performed to identify bugs and missing functionality. The services that the annotation tool currently supports are:

- create new dataset
- edit existing dataset
- delete dataset
- create new record
- edit existing record
- delete record
- search records
- preview records
- select thesaurus terms

In addition to the development of the annotation tool, NTUA has deployed the basic functionality of the MINT mapping tool, which includes:

- create user
- create organisation
- import dataset
- preview dataset
- create mapping
- transform dataset
- publish dataset

The annotation tool is been added in the ingestion workflow just after the mapping process giving the ability to annotate incomplete mapped datasets (incomplete in the sense that not all mandatory elements are mapped during the mapping process). During the testing period, a number of bugs were identified and fixed, in close collaboration with WP2. Both mapping and annotation tools are currently running and used by providers to aggregate material. Additional functionality will be implemented in the forthcoming period as planned in the

DoW and also as requested by content providers to enable easier and more efficient aggregation process. The future plans include the creation of a thesaurus management tool. This tool will be responsible for managing the EUscreen thesaurus, including adding and deleting terms and adding translations. Future plans also include the development of a group edit functionality as part of the annotation tool. As there are many cases that providers are inserting the same value in many records (e.g. language) or they need to correct the same mistake in many records, the use of a group edit functionality would accelerate this process. This service will be built on top of the current annotation tool.

In this reporting period, NTUA has finalized the development of the reporting service. This service is part of the MINT tool. It provides information about

- A. imported items
- B. mapped items
- C. transformed items
- D. published
- E. per organization and overall
- F. per aggregation strand and overall

It provides the information in *csv*, *pdf* and *html* format and produces graphical representations of all the above information.

Finally, NTUA has created the user manual of the mint and annotation tools and created a number of screencast videos to demonstrate the functionality. In three regional workshops have NTUA presented the functionality and trained the users using example datasets. Continuous support through the basecamp lists is provided to users.

In other words, D4.1 (System Architecture and delivery of backend services) is in place. A written report covering this deliverable is under internal review.

#### **Portal maintenance and development: search and payout (task 4.2)**

Noterik is heavily been involved in the development of a new dynamic portal for EUscreen.eu. Since the previous EUscreen project a major shift in user expectations of multimedia web platforms has occurred. While it was ok to have a website being designed and mainly working for a desktop computer, this is not the case any longer. Tablet and mobile enabled websites are the norm for multimedia consumption.

Consequently, Noterik spend the first year on this project to develop the necessary technology to enable this. Most importantly, the backend video digestion pipeline has been overhauled to allow flash free video playback. Pure HTML5 based websites and touch user interfaces were investigated.

The new ingestion pipeline will now accept and process subtitle files and supports different languages of those. Tests and proof of concepts were built to allow the editing of those.

Metadata search and delivery used to be done exclusively on NTUA side, but since the inclusion of metadata that is not provided from content providers, this was impractical for the operation of a portal that can search all of this. Thus Noterik developed their own search service for the combined metadata. This changed as well the protocol between Noterik and NTUA to exchange metadata and metadata synchronization between them. Both issues are now solved.

In conclusion, all apparent technological problems are considered solved. Beyond that, wireframes for the upcoming portal are made, it seems likely that a scheduled first appearance of the portal in M16 will happen. It will be tested intensively before the launch of net new portal during the International Awareness Conference in Rome (October 2014).

#### **User engagement pilots technical delivery (task 4.3.)**

While the pilots have been discussed extensively in WP3 with involvement of WP4 in the sandpit discussions, actual technical development on these pilots will commence after the release of the portal.

#### **Issues affecting the delivery of critical objectives and remedial actions**

There are currently no issues apparent, that could stop WP4 from reaching its objectives during this project.

#### **Deviation from the work plan**

The delivery of the Annotator and the EUscreenXL publication plugin for MINT has suffered minor delays during the M7 to M10 because of the closing of NTUA facilities. As a result of this delay it was decided to extend the pilot period until the end of M11, at which point a technical follow-up workshop was set up.

The deliverable D4.1 was delivered in Software, as the ingestion, annotation and publication was functioning at M12. However, the written report is still under internal review and will be delivered soon.

#### **Statement on the use of resources**

Partners BUFVC and Noterik spent according to plan in the first year of the project. Due to the closing of the NTUA facilities, although work was done and payments were scheduled, these could only be done after reopening of the facilities. As a consequence, although NTUA has apparently only claimed 26% of the budget of the first year, work was done and money was claimed with a small delay.

## **7 WP5 Network Expansion and Pan-European Policies**

### **Work package objectives**

In order to become the pan-European aggregator of audiovisual content this work package ensures that the EUscreenXL network will grow substantially. EUscreenXL will aggregate more metadata, raise awareness for Europeana across audiovisual archives in Europe and draft a strategic agenda that outlines how the amount of audiovisual content can substantially be increased. This includes an in-depth assessment of the preconditions of sharing archival content online in all EU member states.

This WP covers two intertwined areas of work. It puts specific actions in place to ensure the growth of the EUscreen network and the successful, considerable increase of the amount and variety of content provided to Europeana. Secondly, it creates a Pan-European overview of the status quo of adding audiovisual content to the European cultural commons. This work is essential in order for Europeana to reach out to the audiovisual domain (broadcasters, memory organisations with AV material and players in the creative industries) and understand what needs to be put in place in order to maximise contributions to Europeana.

In EUscreen, it became clear that the situation in each member state differs profoundly, and that the only way to get a clear answer to the question 'how to increase the amount of audiovisual material in Europeana' is to invest in a Pan-European research effort. Also, EUscreen's collaboration with Europe's public broadcasters is essential in raising awareness for Europeana. This work will take advantage of recent work in this area, notably

resolutions such as the *Online distribution of audiovisual works in the EU – European Parliament draft Resolution*.

The involvement of the PrestoCentre Foundation ensures that the work done to increase the accessibility of AV content through EUscreenXL is well aligned with actions to increase the amount of audiovisual items available in digital format and also to sustain their availability in the long term.

**Progress towards objectives**

WP5 was designed to start in Month 4 and ramp up towards its first deliverable by October. The WP has two main tasks: expanding the network, by showcasing the value of the project's outcomes and building a strong case for EUscreen in the wider audiovisual community. Although not directly related to the efforts in WP5, the establishment of the EUscreen foundation has been an important step in securing EUscreen's future.

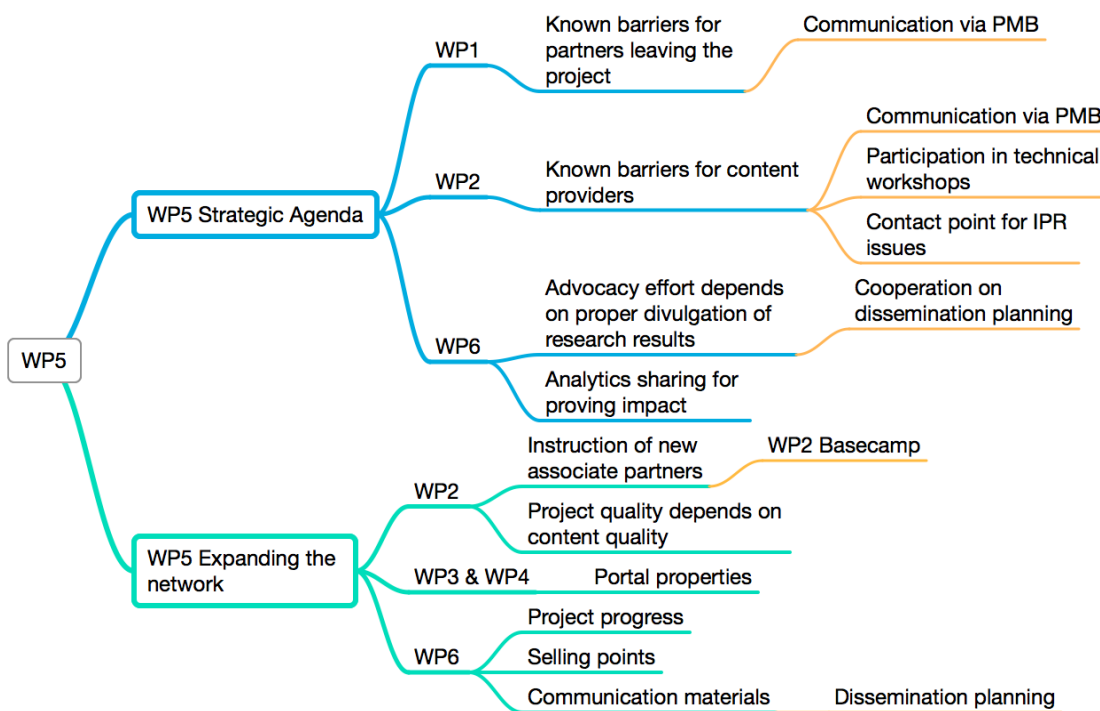


Figure 3: An overview of Work Package dependencies within the project

**1. Growth of the EUscreen Network**

Task leaders Sound and Vision (NISV) and ELTE started with fruitful discussions about the work planning ahead, based on project partner input for the WP5 tasks that were gathered at the round tables during the kick-off sessions. It resulted in a pre-emptive list of arguments on benefits & barriers to publishing audiovisual heritage content online. This list is a basis to be used in the work package to convince possible new partners of joining the consortium and bringing in new content. As one of the selling points of the project, archive partners indicated that through EUscreen they received feedback that otherwise would not have been received. Visitors who start correcting metadata or who get in touch about materials they would like to purchase were two of the most common examples. The WP continues to look for success stories and examples of engagement and encourage consortium partners to share them when they happen. Partners also indicated that reasons to convince management to join and work on the project differ much per organisation. As the WP gains experience

in attracting new partners, it also learns more about what types of arguments do not work.

The work package looks at ways to increase the network, in close collaboration with work packages 2 (content) and 6 (dissemination). EUscreenXL successfully entered a number of important conferences for the audiovisual heritage domain in the fall of 2013. This holds a dissemination angle, but is also an excellent opportunity to talk to potential new network members and discuss the status of EUscreenXL-related themes. AALTO talked at the Danish Ørecomm festival about designing EUscreen as a public participation platform,<sup>12</sup> and both LCVA and Sound and Vision, in collaboration with the Europeana Foundation, represented the consortium at the joint IASA-BAAC conference in October.<sup>13</sup> At the end of the month, EUscreenXL hosted an important panel about the visibility of hindrances to public access to AV heritage at the Digital Heritage 2013 conference in Marseille.<sup>14</sup> Sound and Vision also participated in the FIAT/IFTA television archives conference in Dubai, where it presented the pilots.<sup>15</sup>

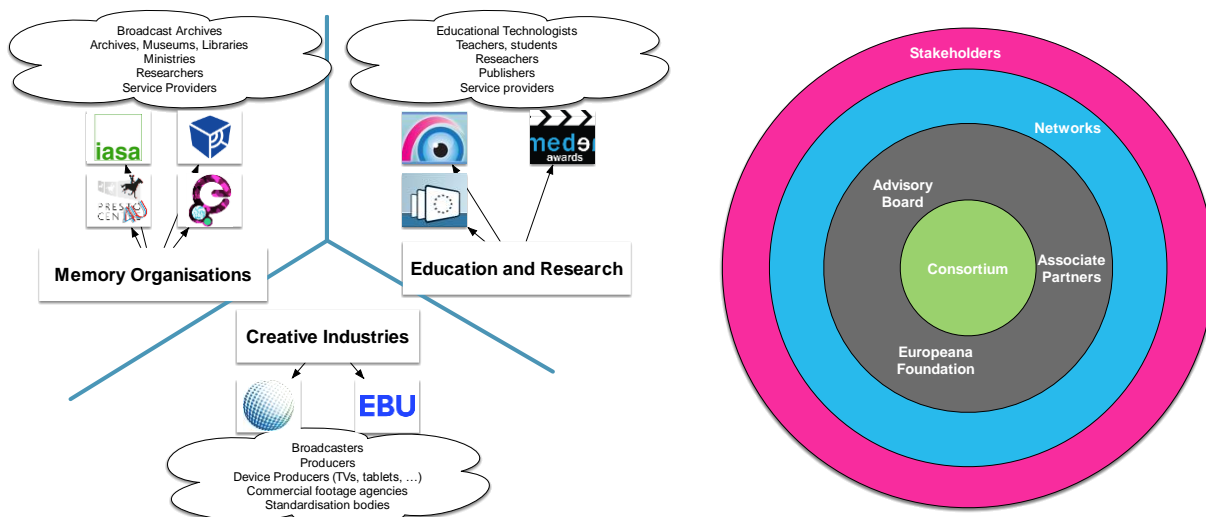


Figure 4: Overview of EUscreenXL related networks & stakeholders

In order to report back to the Project Management Board, the WP created the basis for an internal deliverable in October. It gives a basic outline of the steps to be taken in the network expansion task and serves as the planning timeline for the work package. Together with the earlier mentioned list of benefits & barriers, the promotional materials that have been produced and an overview of stakeholders contacted, this forms the paper trail for the network expansion task.

## 2. Pan-European overview

ELTE and NISV cooperate on the research methodology, which is intended to lead to a strategic number of policy recommendations to implement on a pan-European scale. The work package is therefore deeply involved with copyright issues. Réka Markovich, IPR expert at ELTE University, attended the final session of the *Licences for Europe* stakeholder dialogue around copyright and licensing. The dialogue looked at how they can stay fit for

<sup>12</sup> Full video recording available through <http://orecomm.net/orecomm-festival-2013/recordings/>

<sup>13</sup> Presentation available at <http://www.slideshare.net/EUscreen/20131008-iasa-baacipekeleverbruggen>. An overview of the project was published in the IASA Journal: Verbruggen, Erwin, Johan Oomen, and Eggo Müller. "Bringing Europe's Audiovisual Heritage Online: EUscreenXL." IASA Journal, no. 42 (January 2014). [http://www.iasa-web.org/system/files/iasa\\_journal\\_42\\_part7.pdf](http://www.iasa-web.org/system/files/iasa_journal_42_part7.pdf).

<sup>14</sup> Programme details at <http://digitalheritage2013.sched.org/?s=euscreen>

<sup>15</sup> Presentation available at: <http://www.slideshare.net/PaulaUdondek/flat-ifta-intro>

purpose in a new digital context and how the commission can deliver rapid progress in bringing content online through practical industry-led solutions. The programme ended with mixed results for the audiovisual sector. EUscreenXL published a session report on the project blog.<sup>16</sup>

At around the same time, WP5 set up a survey to identify existing barriers to the provision of online access to audiovisual works. It called on EU archives' collection managers and legal experts to fill out the survey on Online Access to Audiovisual Heritage. In all, 79 respondents filled out the survey. The responses were supplemented with one-on-one interviews and desktop research. In order to attract outsider's interest and let stakeholders follow the research progress, the WP set up an online reference library around the broad scale of audiovisual heritage archive related topics.<sup>17</sup> This public research list builds on the earlier blog section about IPR literature and gives a chance to researchers to connect with and contribute to the research. The group library is publicly available and currently consists of 11 active members.

In December, the European Commission sent out a public consultation about the nature and impact of its activities regarding copyright reform. Rights holders, members of the general public and cultural institutions were asked to voice their opinions. The copyright consultation came rather early on in the planned work trajectory. Nonetheless, the project team made an attempt at voicing its thoughts and opinions. EUscreen is not the only group working on a response in this domain. Both EBU and FIAT/IFTA, a dedicated Europeana group and some of the individual partner institutions (e.g. Ina from France) worked on a response. The EUscreenXL draft response leaned on the views set forth by Europeana and was fine-tuned through various e-mail discussions with the various partners.

The work package intends to further explore these topics by inviting IPR experts from the consortium and stakeholders to a dedicated workshop at the Europeana offices in The Hague in May. The experts are gathered around the table to have a good look at the topics, opportunities and necessities the project needs to be focusing on for the time remaining in the project. The outcomes of this workshop will greatly inform the *Strategic Agenda* deliverable (D5.3), which is the first of two reports with recommendations on how to increase the amount of audiovisual materials on Europeana. A first planning meeting with the work package members for this workshop was set up in The Hague in December. Due to the nuclear summit taking place with world leaders in the city in the originally foreseen dates in April, the workshop was moved back one month to May 13<sup>th</sup>.<sup>18</sup>

### Results and deviations

The work package delivered its research agenda (Deliverable 5.1) in November 2013. The task to develop a strategic agenda for European member states and institutions holding audiovisual objects requires three years of dedicated research and communication. The project participants have organized the work in three phases, each with a different focus. With each step, the focus will turn more outwards. Representing the pan-European audiovisual content domain, the research begins with data gathering and deep comparative research to involve more and more colleagues and stakeholders, arriving at an international dialogue with policy makers and within the domain itself. Tools that aid in this research are the Zotero public reference library and stakeholder dialogues. The WP completed the survey amongst 67 collection and IPR managers in November 2013 – the analysis of which got delayed due to the importance of the EC copyright review. The work package has set out an adjusted timeline and expects to hand in the final version for review at the end of May, 2014. By that time it

<sup>16</sup> Markovich, Réka. "Licenses for a Digital Europe: A Report from the Final Session." EUscreenXL Project Blog, November 20, 2013. <http://blog.euscreen.eu/archives/4096>.

<sup>17</sup> *Online Access To Audio-Visual Content* Zotero Group Library: [https://www.zotero.org/groups/online\\_access\\_to\\_audio-visual\\_content/items/](https://www.zotero.org/groups/online_access_to_audio-visual_content/items/)

<sup>18</sup> Eventbrite registration page for the workshop: <https://www.eventbrite.com/e/euscreenxl-strategic-workshop-on-ipr-regulations-for-audiovisual-heritage-registration-9926089200>

will also have delivered a successful IPR Workshop at Europeana premises, have communication materials and brochures available on- and offline and be able to analyse the results of the campaign to reach out to stakeholders and potential new partners. To this end,

### Deviations

D5.2 is an important deliverable in that it serves as the basis for the Strategic Agenda v1. It pulls together the outcomes of much-needed desk research with that of a widely spread survey and stakeholder interviews. The effort was interrupted with a focused round of discussions to come up with a consortium response for the EC IPR consultation. The findings have been presented at the Strategic IPR workshop on May 15th and the deliverable will be closed by the end of the month. The work package has discussed the findings and expects to be able to deliver the Strategic Agenda on time, taking into account expert feedback from within the consortium – no further delays of WP5 deliverables are expected.

The Sound and Vision (NISV) WP5 team has assigned a dedicated team member who, under supervision of the WP leader, will perform the communications with potential new partners and has laid out a clear action plan for following up potential leads.

### Use of resources

The work in WP5 has until now mostly been performed by the main work package participants, NISV and ELTE, with support from the Europeana Foundation. In year two, the work package expects to delegate more tasks to the partners who have a smaller amount of person months in the WP, to indicate local leads, partner up with new members and show their involvement in the various stakeholder dialogues.

Consortium		WP5		Consortium		WP5	
Nr	Short name	Actual	Planned	Nr	Short name	Actual	Planned
1	UU	0,12	2	15	RTBF	0,00	1
2	NISV	4,84	22	16	CT	0,10	1
3	RHUL	0,00	1	17	TVC	0,00	1
4	BUFVC	0,80	2	19	TVR	0,00	1
5	LUCE	0,30	1	20	ORF	0,39	1
6	NTUA	0,00	1	21	LCVA	0,17	1
7	ELTE	4,81	14	22	RTP	0,00	1
8	KB	0,00	1	25	NINA	0,20	1
10	AALTO	0,00	1	26	SASE	0,08	1
11	EBU	0,07	1	29	DR	0,00	1
13	RTV SLO	0,14	1	30	NAVA	0,00	1
14	DW	0,00	1				

Table 4: Use of resources in WP5

### Corrective actions

WP5 has drawn a reworked timeline for the deliverables expected in year two. It expects to get back on course with its deliverable planning in order to publish a qualitative Deliverable 5.3 with input from various stakeholders within the consortium. It will actively follow up on leads from the current connection campaign and does make sure to leave a paper trail to document the process and learn from its outcomes. It is working on making the best use of the upcoming FIAT/IFTA Conference and EUsXL Rome Conference to involve new partners with the project.



## 8 WP6 Dissemination, Exploitation and Sustainability

### Workpackage objectives

- To ensure the dissemination of information about the project, its objectives, approaches and results.
- Define suitable business models for EUscreenXL and will develop models needed to sustain the platform and services after the project duration. For this a project exploitation plan will be defined.
- To organize two international public conferences illustrate to all interested actors (both users and stakeholders) the guidelines and the recommendations produced by the EUscreenXL network.

### Work progress and achievements in this reporting period

In October 2013 NinA with NISV's support delivered Deliverable **D6.1 Dissemination and Standardization Report**. The report describes the steps that will be taken to inform an as wide audience as possible about the project's efforts and achievements, and to reach as many users as possible with the available content. Most important target groups are the stakeholders identified in the DoW: creative industries, researchers and the general public.

Moreover, the Deliverable **D6.2 Market Surveys and Business Models Version 1** was delivered in November 2013(M10), as well as market survey was conducted. RHUL undertook a broad overview of current trends on the provision and use of moving images content and an analysis of sustainable business models. As a follow up to D6.2 "Market Surveys and Business Models Version 1", a wider discussion was held on possible future planning on the EUscreen and use of potential sustainable business models. During a PMB meeting in Lisbon in January 2014, after brainstorming sessions took place, two potential models have been indicated for further exploration. The Online Museum model and the Archive Agency model are in tune with wider EUscreen ambitions and competences and will be further developed.

Finally, the Deliverable **D6.3 Exploitation Plan and IPR Registry V1** was delivered in April 2014. The aim of the first and preliminary Exploitation Plan was to identify possible scenarios for the future of EUscreen. With the project's end defined for February 2016 certain steps need to be undertaken in order to secure the sustainability of EUscreen after year 2016. In that sense, creation of an exploitation strategy is crucial. The report states that only thoughtful and dynamic governance, proactive collaboration with similar projects and expansion of the EUscreen network will, with no doubt, contribute to continuous perception of EUscreen as a leading entity advocating for improvement of online access to audiovisual heritage, attractive both to professionals and users.

Deliveries of D6.1 and D6.3 were delayed due to the staff changes in NinA. Kamila Lewandowska joined the EUscreenXL staff in September 2013 and in February 2014 Maria Drabczyk replaced Karolina Czerwinska as a WP6 leader.

### Dissemination activities that have been undertaken:

#### Project website

The new project blog ([www.blog.euscreen.eu](http://www.blog.euscreen.eu)) was delivered in December 2013. The redevelopment of the previous EUscreen blog was initiated in September 2013. The blog was built upon the already existing EUscreen blog. The basic infrastructure has been developed in the preceding EUscreen project, carried out from 2009 to 2012. The remodelled website has an entirely new design, which was changed in order to make it more appealing and user-friendly. The structure of the blog is more comprehensive, some significant elements were added, such as the About section, where the users can find a visually attractive presentation about the

EUscreenXL. This 12-slide presentation, along with promotional Video Clip on Virtual Exhibitions and other elements of the blog, builds promotional materials that all the consortium partners are encouraged to use. The website is maintained in English due the international character of the project.

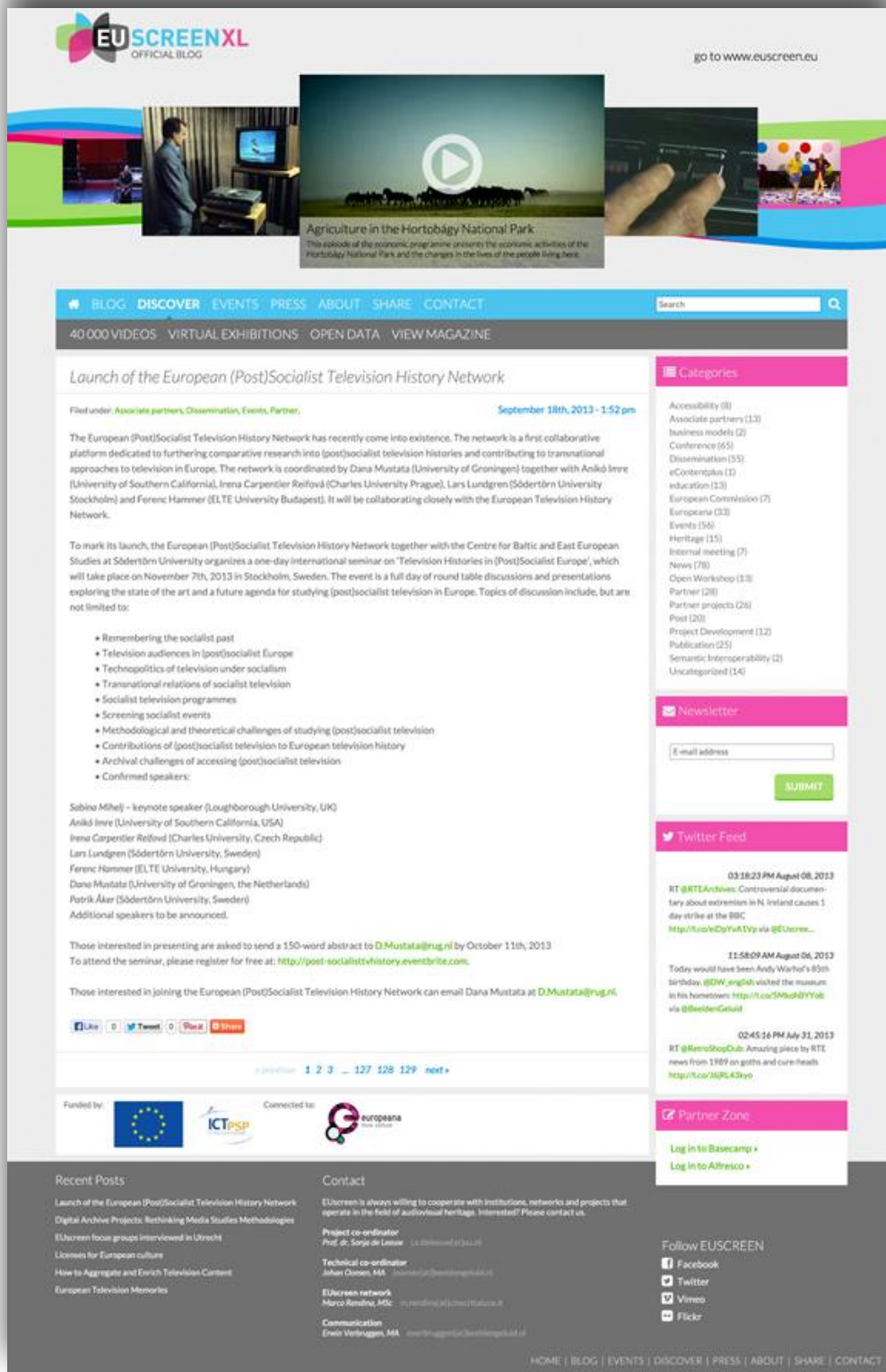


Figure 5: EUscreenXL blog

### **Promotional video**

Promotional Video Clip, which promotes EUscreen Virtual Exhibitions, has been produced by NInA and was presented at FIAT/IFTA conference in October 2013. It introduces and presents Virtual Exhibitions, as well as new features that will be released on the EUscreen. The Virtual Exhibitions were shortlisted in FIAT/IFTA Award in 2013. The clip can be found on EUscreen Vimeo channel - [vimeo.com/78342872/](http://vimeo.com/78342872/).



*Figure 6: EUscreenXL Promotional Video Clip*

### **VIEW**

VIEW, Journal of European Television History and Culture (<http://viewjournal.eu>) is the first peer-reviewed multi-media e-journal in the field of television studies. Offering an international platform for outstanding academic research on television, the journal has an interdisciplinary profile and acts both as a platform for critical reflection on the cultural, social and political role of television in Europe's past and present as well as a multi-media platform for the circulation and use of digitized audiovisual material. During year one 2 VIEW issues were published with a special focus on European Television Memories (Vol 2, No 3) and Hidden Professions of Television (Vol 2, No 4).

### **Social media**

Communication on social media channels has been maintained throughout the year in order to engage the general public and raise interest in the extraordinary content collected in EUscreen, as well as for viral marketing. A social media Calendar on Basecamp was created to enable partners to contribute to postings. The Facebook page "EUscreen" is a cornerstone of our outreach strategy to the general public, particularly young people. The "EUscreen" fan page went public on Facebook in 2010 (during previous project) and has by the end

of year 1 had 500+ fans. Facebook has been also identified as one of the main social driver for traffic to the website. Other social media channels: Twitter, Vimeo, Flickr, Slideshare serve to publish more EUscreen-centric news to enlarge both the professional audience and to engage the public at large. To measure the performance of EUscreen's Facebook page, an emphasis has been put on collecting and reporting metrics (see below).

### **Newsletter**

Alongside with the project blog, a new newsletter was designed. The MailChimp online marketing tool was incorporated into the blog and synchronized with the subscription tool. The first newsletter was released in December 2013 and was sent to around 200 subscribers. The newsletter contained mostly the content from the blog – last blog posts and information about upcoming events listed in the calendar available on the blog. The newsletter is to be published approximately every two months.

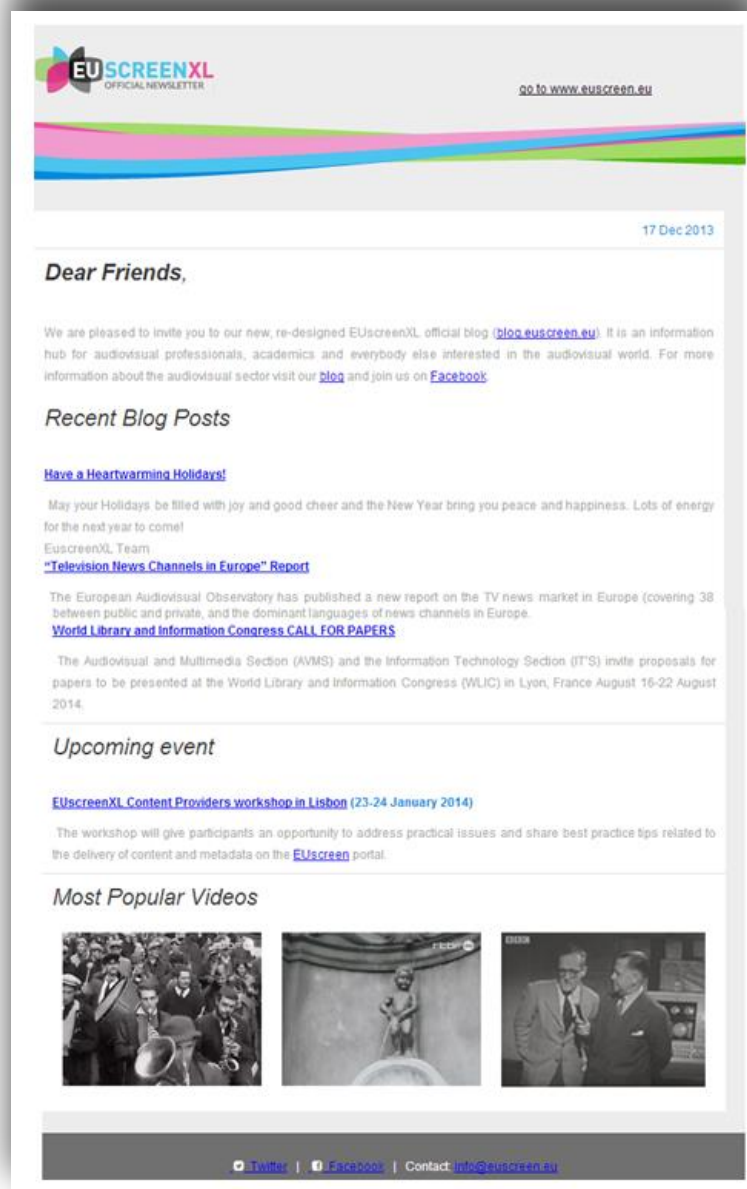


Figure 7: EUscreenXL Newsletter

### **Google Analytics**

In January 2014 the first EUscreenXL Google Analytics report has been prepared which analysed the traffic on the euscreen.eu portal. The report comprised: a general audience overview (by language or country), major traffic sources, a list of the most viewed videos, a bounce rate indicator, a list of the most frequently used search terms and the analysis of mobile vs. desktop use of the EUscreen website. The report was sent to project partners and received a very positive feedback. Similar reports shall be released every 2 months and provided to all the consortium partners.

The statistics show that during the first project year:

1. There has been 466 570 hits (unique visitors to the website) which gives an average of 38 000 hits per month. In the less busy months, e.g. August there was aprox 20 000 users. There was a significant increase in hits in May-June 2014 due to heavy promotion of the clip 'Macrobiotic lady' (Czech TV) which generated over 215 000 hits over the year (and over 188 000 in May and June only)!
2. Around 80% of users visited euscreen.eu for the first time. It means that the portal constantly attracts new audiences but also indicates that users rarely come back to the website after playing a video. This issue has been addressed by the Task Force in order to encourage users to further explore other portal pages.
3. Major traffic sources are generated by Google search and social media (Facebook, Twitter). Moreover, also Europeana has been identified as one of the major traffic sources (including Europeana portal, Europeana Exhibitions, Europeana 1914-1918) which proves a strong link between EUscreen and Europeana.
4. For most of the visitors the landing page is the playout page (more that 80%). However, visits that start on the homepage are more engaging ones - they are longer, include more steps and show much more interaction with the website.
5. Almost 37% of the visitors left the homepage before further exploring the website (bounce rate).
6. Almost 80% of searches ended up in a video being played which proves the efficiency of the search tool.

### **1st EUscreenXL conference:**

#### ***From Audience to User: New Ways of Engaging with Audiovisual Heritage Online***

First year of the project focused also on the preliminary activities related to planning of the 1<sup>st</sup> of 2 conferences, which is foreseen to take place in October 2014 in Rome and will be open to both EUscreen Consortium as well as academics and professionals from the GLAM and CCS. The conference, planned by a special Conference Board, will be organised by NInA and hosted by Luce. The main aim of the conference will be to build consensus around EUscreenXL and address the user engagement of online audiovisual heritage in the context of Europeana (see DoW).

### **Other dissemination activities**

EUscreenXL stickers and VIEW promotional postcards were produced.

According to the dissemination reports delivered by the consortium partners, EUscreenXL project was mentioned in different types of media and online resources:

- Project Partner's websites
- Project Partner's social media, such as Twitter and Facebook (i.e. RTE tweets every week one item from RTE collection in EUscreen, INA and NInA post information about EUscreen on their Facebook profiles as well)
- International portals or associations websites: Wikipedia, IASA, BAAC, PrestoCentre, OpenGLAM

- Printed magazines (such as IASA Journal, Viewfinder, magazine of BUFVC which gains 16 800 readership)

EUscreenXL was mentioned multiple times at conferences, seminars, workshop and other meetings, such as:

2013:

- Jun 8: Europeana 1989 launch, Warsaw,
- Jun 13: "Open up cultural heritage", Technical National University, Buenos Aires
- Jun 26: "World Cinema On-Demand: Film Distribution and Education in the Streaming Media Era", Belfast
- Aug 02: "Opening up speech archives", British Library, London
- Sep 12 - 17: IBC, Amsterdam (no presentation, only *networking*, flyers, etc.)
- Sep 15: Örecomm Festival 2013, "Designing a Public Participation Platform – The EUscreen Case": presentation by Sanna Marttila, Sweden, Malmö
- Sep 16 - 17: Open Knowledge Conference, Geneva (*networking*, flyers, etc.)
- Oct 1: Eläköön arkistosi! –seminaari (seminar), Ateneum-sali, Helsinki,
- Oct 6 - 10: IASA/BAAC Conference; presentation Erwin Verbruggen with Joris Pikel "[Making audiovisual heritage accessible and valuable through EUscreenXL](#)", Vilnius
- Oct 11 - 12: NiA Culture 2.0 (*networking*, flyers, etc.), Warsaw
- Oct 27 - 30: Digital Heritage 2013, Marseille:
  - o Organised the panel: [Giving Users What They Want: Bringing Audiovisual Sources Online](#)
  - o Presentation: [Visualising Television Heritage: The EUscreen Virtual Exhibitions and the Linked Open Data Pilot](#)
- Nov 06 - 08: ICT2013 (*networking*, flyers, etc.)
- Nov 14 - 15: LARM Conference, Copenhagen (*networking*, flyers, etc.)
- Nov 27 - 28: Cinema Experts Group meeting, Brussels (*networking*, flyers, etc.)
- Nov 29 - Dec 1: IDFA DocLab Masterclass (*networking*, flyers, etc.)
- Dec 02: [Europeana Network Annual General Meeting \(AGM\)](#): Presentation by Johan Oomen
- Dec 03: DISH, Rotterdam (*networking*, flyers, etc.)
- Dec 04: Presto4U workshop: Digital Audiovisual Preservation in Communities of Practice: Learn, Collaborate and Share, Ina, Paris (*networking*, flyers, etc.)

2014

- Feb 10: Berlinale Creative Europe MEDIA Info Day (*networking*, flyers, etc.)
- Feb 24: PATCH workshop: The Future of Experiencing Cultural Heritage ~ Part of the IUI 2014 conference. Haifa.

### **Online communication Task Force**

Online communication Task Force has been established in September 2013. It is a group of three people: Kamila Lewandowska (NiA), Sian Barber (Queens University Belfast) and Rutger Rozendaal (Noterik) who are in charge of the definition and execution of the EUscreen content strategy, community management and portal development to create more engagement with the EUscreen.

This group possesses expertise in key areas: technical development, social media and engagement, curation and dissemination. Its main objective is to improve the look and feel of the portal and ensure that material on portal is displayed in an informative and appealing manner. The Task Force analyses website statistics in order to monitor user experience and feedback on user activity. The main goal is to meet and manage user expectations.

The group met for the first time in Amsterdam in November 2013 in order to define the key aspects of the EUscreen and to map the user requirements for the portal. The workshop in Amsterdam centered on creating an overview of the needed portal pages and making more detailed sketches of some portal pages, e.g. the homepage. The main outcome of the workshop was creation of a new portal overview which was presented to the PMB in Brussels (December 2013) and to the members of the consortium in Lisbon (January 2014).

The current work of the Task Force focuses on defining the purpose of specific portal webpages and creating wireframes. One of the major challenges is to coordinate and integrate different tasks and developments that fall between different work packages e.g. translation, subtitling work, user engagement pilots. The new, re-developed EUscreen portal will offer users different tools which will allow to reuse the content, e.g. create virtual exhibitions or facilitate the use of videos, photos etc. in the classroom. Users, especially translation students and professionals, will be also encouraged to add subtitles to the videos and use the content for professional purposes. To this end, subtitling tools need to be developed and integrated into the portal. The Task Force, working in close collaboration with other work packages, has also taken steps to involve the consortium members in the editorial tasks. Information will be gathered via a web form to allow project partners to suggest items to highlight and to offer specifically curated selections. A key aim is to make EUscreen a platform for collaborative activity for the project partners and make sure that the content recommended to users is the “cream of the crop” of the EUscreen collection.

## DELIVERABLES AND MILESTONES TABLES

DELIVERABLES									
Del. no.	Deliverable name	WP no.	Lead participant	Nature	Diss level	Due delivery date from Annex I	Delivered Yes/No	Actual/Forecast delivery date	Comments
D1.2	Project Handbook including Quality Assurance Plan	1	1	R	CO	1	Yes	29-08-13	Delayed delivery
D1.3	Project communication Platform	1	1	P	PU	3	Yes	29-08-13	Delayed delivery
D6.1	Dissemination and Standardisation Report, project website V1	6	25	R	CO	4	Yes	23-10-13	Delayed delivery
D1.4.1	Progress report 1	1	1	R	PP	6	Yes	29-10-13	Delayed delivery
D2.1	Publication of metadata schema for Pan-European Aggregator	2	4	R	PU	6	Yes	11-11-13	Delayed delivery
D3.1	Assessment of user requirements	3	8	R	PP	6	Yes	23-09-13	On time
D3.3	Development and design brief of user engagement pilot for the general audience	3	8	R	PP	6	Yes	23-10-13	Delayed delivery
D5.1	Research methodology to define strategic agenda for online access to audiovisual content	5	2	R	PU	8	Yes	11-11-13	On time
D2.2	Publication of content selection policy for enriched content	2	4	R	PP	10	Yes	02-12-13	On time
D6.2	Market survey and business models V1	6	25	R	PP	10	Yes	12-12-13	On time
D6.3	Exploitation Plan and IPR registry V1	6	25	R	CO	10	Yes	29-04-14	Delayed delivery
D1.4.2	Progress report 2	1	1	R	PP	12	Yes	27-05-14	Delayed delivery
D1.5.1	Annual report 1	1	1	R	PU	12	No	20-05-14	Delayed delivery, final draft
D3.2	Report on strategies developed for contextualisation and to link EUScreenXL core collection to Europeana	3	8	R	PP	12	Yes	15-04-14	Delayed delivery
D3.4	Development and design brief of user engagement pilot for research	3	8	R	RE	12	Yes	27-03-14	Delayed delivery
D4.1	System Architecture and delivery of backend services	4	6	O	PP	12	No		Delayed delivery
D5.2	Research in On-line publication of audiovisual heritage in Europe	5	2	R	PU	12	No		Delayed delivery
D2.3.1	Content ingestion in the Pan-European audiovisual aggregator for Europeana	2	4	R	PU	13	Yes	24-04-14	On time



## D1.5.1 Annual report



D1.4.3	Progress report 3	1	1	R	PP	18			
D3.5	Development and design brief of user engagement pilot for creative industry	3	8	R	PP	18			
D4.2	Portal services	4	6	O	PU	18			
D4.3	Backend and frontend evaluation	4	6	R	PP	18			
D5.3	Strategic recommendations to increase the amount of audiovisual content in Europeana V1	5	2	R	PU	18			
D6.4	Dissemination and Standardisation Report V2	6	25	R	PP	18			
D6.5	International Awareness Conference 1	6	25	O	PU	18			
D4.4	Pilot services	4	6	O	PP	22			
D1.4.4	Progress report 4	1	1	R	PP	24			
D1.5.2	Annual report 2	1	1	R	PU	24			
D4.5	LoD services	4	6	O	PP	24			
D6.6	Update of market analysis to include results of pilot/business model trial	6	25	R	PP	24			
D6.7	Exploitation Plan V2	6	25	R	CO	24			
D2.3.2	Content ingestion in the Pan-European audiovisual aggregator for Europeana	2	4	R	PU	25			
D3.6	Evaluation report on pilots	3	8	R	CO	28			
D1.4.5	Progress report 5	1	1	R	PP	32			
D5.4	Strategic recommendations to increase the amount of audiovisual content in Europeana V2	5	2	R	PU	32			
D3.7	Final report on user centred system and portal evaluation	3	8	R	PP	34			
D5.5	Report on network expansion and content from external parties	5	2	R	PP	34			
D6.8	Final dissemination and Exploitation plan and Sustainability strategy i.a.w. the EUscreen Foundation	6	25	R	CO	34			
D1.4.6	Progress report 6	1	1	R	PP	36			
D1.6	Final report	1	1	R	PU	36			
D2.4	Content ingestion in the Pan-European audiovisual aggregator for Europeana	2	4	R	PU	36			
D4.6	Final delivery of EUscreenXL backend and portal services	4	6	O	PU	36			

D6.9	International Awareness Conference 2	6	25	O	PU	36			
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### MILESTONES

Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS1	Kick-off conference	1	Yes	13-15 March 2013	
MS2	Project Communication Platform	3	Yes	1 March 2013	
MS3	Publication of Metadata Schema	6	Yes	3 September 2013	
MS4	Publication content Selection Policy	10	Yes	2 December 2013	
MS5	Report on Strategies Developed for Contextualisation	12	Yes	15 April 2014	
MS6	System Architecture and Delivery of Backend Services	12	Yes	February 2014	
MS7	Successful Project Review 1	13			
MS8	Dissemination and standardisation Report V2	18			
MS9	Strategic Recommendations on Increasing AV-Content on Europeana	18			
MS10	International conference Awareness Raising	18			
MS11	Pilot Services	22			
MS12	500.000 metadata sets ingested and 10.000 items added to the core collection	24			
MS13	Exploitation Plan	24			
MS14	Successful Project Review 2	25			
MS15	Final Report on User Centered System and Portal Evaluation	34			
MS16	Final Delivery of EUscreenXL Backend and Portal Services	36			
MS17	Final report on Content Ingestions and Content Curation	36			
MS18	Final Dissemination and Exploitation Plan and Sustainability strategy	36			
MS19	International Conference Network Expansion	36			
MS20	1.000.000 metadata sets ingested and 20.000 items added to the core collection	36			
MS21	Successful Final Project Review	36			

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## PROJECT MANAGEMENT

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### 9. Consortium management tasks and achievements

The project objectives in regards to project management and quality assurance are focused on management of the whole project, according to agreed methods, structures and procedures as described in the DoW and the project handbook (D1.2). Leadership and guidance are provided; managing priorities and risks and additionally the quality of deliverables is ensured. Decision-making procedures and efficient and effective management are ensured; the progress is coordinated and monitored; requirements by the Commission (contract, deliverables and reports) are ensured; efficient and effective communication and information sharing among partners is supported and finally efficient financial management and timely payment procedures is provided by the coordinator.

This project management chapter covers achievements and progress of the various project management tasks in year one of the project:

- Project and financial management, including any changes to the consortium
- Quality assurance and risk management, including problems that have occurred and solutions
- Technical coordination of the project
- Internal communications and project meeting
- Project planning and status, including the impact of possible deviations

#### 9.1 Task 1.1 Project and Financial Administration (UU)

Unfortunately complicated negotiations with partners delayed the start of EUscreenXL. During the negotiations it became evident that the Bulgarian partner BNT could not proceed within the project and therefore GA and DoW had to be adjusted accordingly. The GA was signed by the coordinator on June 11<sup>th</sup>, but before it could be countersigned by the European commission, the European crisis, particularly developments in Greece and consequently the closing of the Greek partner ERT forced again a change of the contract. After adjustments were made, the coordinator and the GA signed the contract again on July 4<sup>th</sup> and all partners acceded to the contract. This time, the Belgian partner VRT could not accede to the contract due to internal management decisions. Additionally, the Polish partner TVP had not acceded to the contract so far either and after lengthy negotiations it was decided to proceed without TVP.

Due to these administrative delays, pre-financing and the consortium agreement were delayed as well. These delays, caused by unpredictable events and decisions, have caused an average delay of the whole project outcomes of ca. one month average for the project in general.

#### Changes in the consortium or to the legal status of beneficiaries

Changes that occurred are the withdrawal of BNT, ERT, VRT and TVP from the consortium. Due to staff mobility, University of Luxembourg (LU) has replaced Maastricht University (MU). Queens University Belfast (QUB) has entered the consortium with particular expertise that contributes to contextualization and dissemination. Some other minor changes have been included in the last amendment as well 1) a budget shift from UU to UL, 2) change in authorized representative for TVR, BUFVC, AALTO, EBU and RTE, 3) removal of VRT from the consortium. Several other organisations have shown their interest in becoming part of our project.

The legal status of one of our partners has changed during the first year of the project: therefore a universal transfer of rights and obligations took place from *Cinecitta'Luce SPA* to *Instituto Luce-Cinecitta SRL*.

## 9.2 Task 1.2 Quality Assurance and Risk Management (UU)

Procedures regarding quality assurance and risk management have been described in deliverable D1.2 *Project Handbook and Quality Assurance*.

### Quality assurance

At the start of the project a deliverable review system has been set up to guarantee the quality of the deliverables. Each deliverable is internally reviewed by two of our project partners and additionally checked by both the scientific coordinator and the technical director. This has led in a few cases to minor delays, but given the quality assurance, the internal review is a necessary step. Until now, delay due to the review procedure, has not caused delay in the progress of the project.

### Risk management

The PMB board has created a risk template that registers and monitors the project risks per WP. WP leaders are responsible for the risks and corrective actions in their WP. Every six months and update is provided in the progress reports (D1.4.1, D1.4.2 etc.).

### Problems that have occurred and solutions

As indicated above, problems with various partners during the negotiations delayed the signing of the Grant Agreement and consequently the pre-financing. This caused problems with various partners; due to internal regulations, staff could not be appointed and consequently work started later than planned. Therefore a number of deliverables due in the first year of the project were submitted too late. Pre-financing was transferred to the partners during the summer of 2013. Project partners have been and are working hard to catch up. Workflows have been established and the project management board (PMB) is confident that from year two on deliverables will be submitted as scheduled and planned.

## 9.3 Task 1.3 Technical co-ordination (NISV)

Task 1.3 monitors and controls the development of technical solutions and applications (notably the interplay between the lead technical partners NTUA, NOTERIK, AALTO and EBU). It includes strategic communication on relevant technical issues between technology partners and content providers and with the development team at Europeana. This activity is managed by the Technical Director appointed by NISV: Johan Oomen.

## 9.4 Task 1.4 Internal communication and meetings (UU)

The EUscreenXL project kick-off was held in Utrecht from March 13 to 15, 2013. Partners discussed and agreed to the communication policy (use of Basecamp for communication within WPs, newsletters, workshops and conferences).

The project management board (PMB) meets on a regular basis: face-to-face every half year for the fundamental discussions and decisions, and furthermore every three weeks online to discuss current issues. Three Regional Workshops took place in London, Warsaw and Barcelona, followed by a workshop for all content providers in Lisbon (January 2014). An overview of all project meetings can be found on the next page. The communication platform Basecamp was set up and is used as the main communication tool within the project. Each WP has its own Basecamp environment in which all communication is dealt with, stored and registered. Every three months an internal newsletter informs the EUscreenXL consortium on the progress and other important project information and issues.

For details about project communication, the development and use of the EUscreenXL website and the use and dissemination activities during the first year of the project, please see the chapter on Progress per WP, section 6. Below a list of all the project meetings is provided.

### List of EUScreenXL meetings

Meeting	Date (project month)	Participants	Location	Status
Kick-off (general assembly) + PMB meeting	March 13-15, 2013	All participants	Utrecht	Executed
Regional meeting 1	May 9-10, 2013	Content providers	London	Executed
Regional meeting 3	May 20-21, 2013	Content providers	Warsaw	Executed
Regional meeting 2	June 6-7, 2013	Content providers	Barcelona	Executed
Technical workshop	Sept 4-5, 2013	Content providers	Mykonos	Executed
PMB	Sept 5-6, 2013	PMB	Mykonos	
Workshop user engagement pilots Applications (1)	Sept 17, 2013	Task participants	London	Executed
User pilot meeting	Nov 14-15, 2013	WP3	Helsinki	Executed
PMB meeting	Dec 4, 2013	PMB	Brussels	Executed
Workshop user engagement pilots Applications (2) / WP3 DH-C, sandpit scheduling	Jan 15-16, 2014	Task participants	Utrecht	Executed
Content providers workshops	Jan 23-24, 2014	Content providers	Lisbon	Executed
PMB business models meeting	Jan 23, 2014	PMB	Lisbon	Executed
PMB meeting	March 20-21, 2014	PMB	Stockholm	Executed
Strategic workshop on awareness in IPR regulations concerning audiovisual material	May 13, 2014	IPR experts of content providers, also outside consortium	The Hague	Executed
<i>Technical review by European Commission</i>	<i>May, 22, 2014</i>	<i>PMB</i>	<i>Luxembourg</i>	In preparation
IPR workshop dissemination 1	Oct 30/31, 2014	Stakeholders	Rome	Planned
PMB meeting (including advisory board)	Oct 28/29, 2014	PMB + Advisory board	Rome	Planned
International conference Awareness Raising (including General Assembly)	Oct 30-31, 2014	All participants	Rome	Planned
Workshop user engagement pilots Applications (3)	M18	Task participants	To be decided	
PMB meeting	M22	PMB	To be decided	
Workshop dissemination 2	M24	All participants	To be decided	
<i>Technical review by European Commission</i>	<i>M25</i>	<i>PMB</i>	<i>Luxembourg</i>	
Evaluation workshop engagement pilots Applications	M26	Task participants	To be decided	
PMB meeting	M28	PMB	To be decided	
PMB meeting	M32	PMB	To be decided	
PMB meeting (including Advisory Board)	M36	PMB+ AB	To be decided	
International Conference Awareness raising (including General Assembly)	M36	All participants	To be decided	
<i>Technical review by European Commission</i>	<i>M36</i>	<i>PMB</i>	<i>Luxembourg</i>	

## 10 Project planning and status and impact of possible deviations

### 8.1 Planning

Due to the delay in signing the Grant Agreement, many of the deliverables to be delivered in the first year of the project were delayed as well on average ca. one month. So far, this has not delayed the progress of the work of the overall project. Reporting is in some cases delayed, but the work to be covered has in most cases been performed.

### 8.2 Deviations milestones/deliverables

#### Deliverables

The following **deliverables** have been submitted during the reporting period, the first year of the project:

- D1.2 *Project handbook including Quality Assurance Plan.*
- D1.3 *Project communication platform*
- D1.4.1 *Progress report 1*
- D2.1 *Publication of metadata schema for Pan-European Aggregator*
- D2.2 *Publication on content selection policy for enriched content*
- D3.1 *Assessment of user requirements*
- D3.3 *Development and design of user engagement pilot for the general audience*
- D3.4 *Development and design brief of user engagement for research*
- D5.1 *Research methodology to define strategic agenda for online access to audiovisual content*
- D6.1 *Dissemination and standardisation report, project website 1*
- D6.2 *Market survey and business models V1*

There has been an adjustment to the delivery dates of the progress reports (one month later than originally planned). Progress reports (D1.4.1, D1.4.2 etc.) will be delivered a month later than scheduled because obtaining the financial information covering 6 months cannot be done within this period. Consequently, the annual reports will be delayed, too, for one month.

The following **deliverables**, due in year one, have been submitted in time, according to amendments or with delay after the end of the reporting period of this annual report:

- D1.4.2 *Progress report 2* (in time according to amendments)
- D1.5.1 *Annual report 1* (first version under internal review)
- D2.3.1. *Content ingestion in the Pan-European audiovisual aggregator for Europeana*
- D3.2 *Report on strategies developed for contextualisation and link EUscreenXL core collection to Europeana* (delivered, but delayed)
- D4.1 *System Architecture and delivery of backend services* (technical delivery in time, first version of written report under internal review)
- D5.2 *Research on on-line publication of audiovisual heritage in Europe* (first draft expected by May 30<sup>th</sup>, 2014)
- D6.3 *Exploitation plan and IPR registry V1* (delivered, but delayed)

#### Milestones

The following **milestones** have been reached during the reporting period, the first year of the project:

- MS1 Kick-off conference
- MS2 Project communication platform
- MS3 Publication of metadata schema
- MS4 Publication content selection policy

- MS6 System Architecture and Delivery of Backend Services

The following **milestone**, due in year one, have been reached or are pending after the reporting period of this annual report:

- MS4 Report on strategies developed for contextualisation (reached, but slightly delayed)
- MS7 Successful project review 1 (in process)

So far, the delays of deliveries have not caused delays in progress of the project. Particularly the core business of the project, aggregating metadata for Europeana.eu and adding new high quality digitized and contextualized content to EUscreen.eu, is in time. This is a central achievement of the first project year, particularly since there – due to changing policies of some partner institutions - were delays in signing the GA and difficult situations for some partners due to the European crises. Unless these difficulties, all milestones have been reached in year one of the project, except for the delayed *Report on strategies developed for contextualisation* (MS4; D3.2). This slight delay will not delay the workflow. As the report points out, major strands of the contextualisation strategies, as the enriched metadata schema, the EUscreenXL blog, the project journal VIEW, are in place or, like the redesigned project portal, in the making. The further suggestions of the report regarding contextualisation and re-mix of content on EUscreen.eu have been tested in workshops and will be technically developed according to the DoW in year two. First published results are due only by the end of year two of the project.

The report covering *Research on on-line publication of audiovisual heritage in Europe* 9 (5.2) is delayed due to an unforeseen richness and complicatedness of the landscape of online publication policies and practices in the heritage sector. Still, the delay will not hinder the workflow of the overall project.

The project review 1 (MS7) is obviously in process, and the PMB is confident that the outcome will be positive.

### Changes of legal status

In the first year of the project an amendment was done to the Grant Agreement. This amendment included several changes. The following partners did not accede to the contract: *De Vlaamse Radio en Televisieomroeporganisatie* (VRT), and *Telewizja Polska SA* (TVP SA). The participation of *Universiteit Maastricht* (MU) was terminated as of 31 August 2013. Partners *Universite du Luxembourg* (UL) (J20) and *Queen's University Belfast* (QUB) were added to the consortium as of 1 September 2013 and 1 November 2013 respectively. The following partners had a change of their legal authorised representatives: *Societatea Romana de Televiziune SRTV* (TVR), *Union Europeenne de Radio Television* (EBU), *Aalto-korkeakoulusäätiö* (AALTO), *RTÉ Archives* (RTÉ) and *British Universities Film and Video Council* (BUFVC). Additionally the legal status of our partner *Cinecitta' Luce SPA* was transferred to *Instituto Luce-Cinecitta SRL* with effective date of 26 August 2013.

### Development and use of the project website and use and dissemination activities

The project website ([www.euscreen.eu](http://www.euscreen.eu)) and the use and dissemination activities have been previously discussed in the progress in chapter 7 where the progress of WP6, the dissemination work package is discussed.

### Issues and internal communication

Once again, given the difficulties during the kick-off period of the project and the delays caused by changing policies of a number beneficiaries and the crisis of the Euro, the project's overall progress is good. The milestones have been reached (only one slightly delayed not causing any delay in the workflow), and so have the main targets of year one. For year two, the PMB, PC and TD are confident that the project will reach its targets again. However, the withdrawal of four content partners from the project for divers reasons (ERT, VRT, BNT and TVP) has led to a significant shortfall of metadata records for aggregation. Therefore, emphasis in year two will be on network expansion. Particularly partners that can contribute to the aggregation strand of EUscreenXL will be identified (among others the successors of ERT and VRT, NERIT in Greece and VIAA in the Flemish part of Belgium) and attracted. WP5 *Network Expansion and Pan-European Policies* will in close

cooperation with WP6 *Dissemination, Exploitation and Sustainability* put particular emphasis on expanding the consortium and preventing shortfall in the aggregation strand of the project.

Effective communication procedures have been set up and have shown their effectiveness. PMB-meetings on a regular basis (every 6 month face to face, every 3 weeks on-line) make sure that all issues can be identified, discussed and solved in effective ways. Project partners have access to all necessary information via the project communication platform on Basecamp and the document repository on Alfresco, via the newsletter and the EUscreen blog. Specific meetings and workshops with content providers make sure that the stream of information is two-way. This helped to solve a couple of technical problems during year one. When necessary, WP leaders, task leaders and project partners meet face-to-face to solve problems (eg. BUFVC and NTUA regarding technical problems of the MINT-tool) or to discuss complicated workflows (e.g. UU, NISV, RHUL, KB, Aalto, Noterik regarding the coordination of the pilots and contextualisation activities in WP3 with the Task Force).

During year one, the Task Force has been erected; this was a necessary step to create an effectively working body that integrated expertise in content contextualisation (Sian Barber, QUB), communication and PR (Kamila Lewandowska, NInA) and technical development (Rutger Rozendal, Noterik) to develop a more dynamic, attractive portal. For this reason, QUB with Sian Barber, an experienced member of the forerunner of EUscreenXL, joined the consortium. The results of the efforts of the Task Force (covered in section 2, WP6 of this report) are promising. The launch of the new, dynamic portal EUscreen.eu is planned as event during the Project's International Awareness Conference to be held in Rome in October 2014.



## USE OF RESOURCES

In chapter 9 an extended overview is given of the actual person months (pms) spent and the planned pms. In chapter 10 is an explanation of the use of resources per partner for this period. So far there are no exceptional deviations from the planned person months and budgets.

### Overview person months status (cumulative)

Consortium		WP1		WP2		WP3		WP4		WP5		WP6		TOTAL	
Nr	Short name	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned
1	UU	12,98	41,00	0,51	5,00	8,77	28,00	0,00	0,00	0,12	2,00	0,94	8,00	<b>23,31</b>	<b>84,00</b>
2	NISV	3,76	9,50	5,93	17,00	1,04	4,00	6,31	13,00	4,84	22,00	2,92	11,50	<b>24,81</b>	<b>77,00</b>
3	RHUL	0,33	0,50	5,89	5,00	4,04	21,00	0,05	2,00	0,00	1,00	0,65	8,50	<b>10,97</b>	<b>38,00</b>
4	BUFVC	0,20	0,50	14,80	37,00	0,80	2,00	4,91	12,00	0,80	2,00	1,40	3,50	<b>22,92</b>	<b>57,00</b>
5	LUCE	0,30	0,50	6,49	21,00	0,00	0,00	0,00	2,00	0,30	1,00	0,51	1,50	<b>7,61</b>	<b>26,00</b>
6	NTUA	0,22	0,50	0,44	5,00	0,07	5,00	13,64	52,00	0,00	1,00	0,32	1,50	<b>14,69</b>	<b>65,00</b>
7	ELTE	0,00	0,50	0,00	0,00	0,00	0,00	0,00	0,00	4,81	14,00	0,00	2,50	<b>4,81</b>	<b>17,00</b>
8	KB	0,22	0,50	5,25	17,00	9,25	25,00	0,12	5,00	0,00	1,00	0,04	0,50	<b>14,88</b>	<b>49,00</b>
9	Noterik	0,23	0,50	1,03	4,00	6,77	6,00	13,01	41,00	0,00	0,00	0,33	1,50	<b>21,37</b>	<b>53,00</b>
10	AALTO	0,20	0,50	0,00	2,00	7,54	17,00	2,36	8,00	0,00	1,00	0,00	3,50	<b>10,10</b>	<b>32,00</b>
11	EBU	0,07	0,50	0,49	3,00	0,11	0,00	0,21	8,00	0,07	1,00	0,00	1,50	<b>0,96</b>	<b>14,00</b>
12	ATIT	0,21	0,50	0,00	0,00	1,68	11,00	0,00	0,00	0,00	0,00	0,19	1,50	<b>2,09</b>	<b>13,00</b>
13	RTV SLO	0,26	0,50	6,08	17,00	0,00	0,00	0,00	1,00	0,14	1,00	0,11	1,50	<b>6,59</b>	<b>21,00</b>
14	DW	0,17	0,50	7,76	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,04	1,50	<b>7,97</b>	<b>21,00</b>
15	RTBF	0,66	0,50	9,16	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,07	1,50	<b>9,90</b>	<b>21,00</b>
16	CT	0,29	0,50	3,42	17,00	0,00	0,00	0,42	1,00	0,10	1,00	0,18	1,50	<b>4,40</b>	<b>21,00</b>
17	TVC	0,29	0,50	2,51	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,00	1,50	<b>2,79</b>	<b>21,00</b>
18	MU	0,18	0,18	0,00	0,00	0,02	0,00	0,00	0,00	0,00	0,00	0,00	0,00	<b>0,20</b>	<b>0,18</b>
19	TVR	0,50	0,50	6,80	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,00	1,50	<b>7,30</b>	<b>21,00</b>
20	ORF	0,23	0,50	4,94	11,00	0,00	0,00	0,09	1,00	0,39	1,00	0,64	1,50	<b>6,28</b>	<b>15,00</b>
21	LCVA	0,27	0,50	5,75	17,00	0,00	0,00	0,79	1,00	0,17	1,00	0,23	1,50	<b>7,21</b>	<b>21,00</b>
22	RTP	0,23	0,50	5,56	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,00	1,50	<b>5,79</b>	<b>21,00</b>
23	INA	0,40	0,50	5,94	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,35	1,50	<b>6,69</b>	<b>21,00</b>
25	NINA	0,15	0,50	8,29	17,00	0,80	2,00	0,20	1,00	0,20	1,00	11,89	24,50	<b>21,52</b>	<b>46,00</b>
26	SASE	0,53	0,50	9,24	17,00	0,00	0,00	0,51	1,00	0,08	1,00	0,10	1,50	<b>10,45</b>	<b>21,00</b>
27	RTE	0,17	0,50	0,68	17,00	0,00	0,00	0,00	1,00	0,00	1,00	0,00	1,50	<b>0,85</b>	<b>21,00</b>
29	DR	0,13	0,50	5,28	15,00	0,00	0,00	0,00	1,00	0,00	1,00	0,34	1,50	<b>5,75</b>	<b>19,00</b>
30	NAVA	0,47	0,50	2,24	17,00	0,00	0,00	0,17	1,00	0,00	1,00	0,14	1,50	<b>3,03</b>	<b>21,00</b>
31	UL	0,00	0,32	0,00	0,00	0,32	7,00	0,00	0,00	0,00	0,00	0,00	1,50	<b>0,32</b>	<b>8,82</b>
32	QUB	0,00	0,50	0,00	0,00	0,00	2,00	0,00	0,00	0,00	0,00	0,82	3,00	<b>0,82</b>	<b>5,50</b>
<b>Total</b>		<b>23,67</b>	<b>64,00</b>	<b>124,49</b>	<b>363,00</b>	<b>41,20</b>	<b>130,00</b>	<b>42,79</b>	<b>158,00</b>	<b>12,03</b>	<b>61,00</b>	<b>22,19</b>	<b>95,50</b>	<b>266,37</b>	<b>871,50</b>

Table 5: Use of resources EUscreenXL partner year 1