



**Project Acronym: Presto4U**  
**Grant Agreement no: 600845**  
**Project Title: European Technology for Digital  
Audiovisual Media Preservation**

## **D5.2: Dissemination and Communication Plan year 1**

Project funded by the European Community in the 7<sup>th</sup> Framework Programme



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## Executive Summary

This Dissemination and Communication plan for 2013 (project Year 1) identifies and outlines the communication and dissemination strategies and actions taking place under Presto4U and can be considered a basis for post-project communication of the sustained project services and output.

The plan will also illustrate how and when Presto4U will use the connections and resources of PrestoCentre.

The aim of Presto4U is to focus research efforts onto useful technological solutions, raise awareness and improve the adoption of audiovisual preservation research results, both by service providers and media owners, with a particular emphasis on meeting the needs of smaller collections, private sector media owners and new stakeholders. Therefore Presto4U will:

- Create a series of Communities of Practice in the principal sub-sectors of audiovisual media preservation, which will develop a body of knowledge on the status of digital preservation practice, outstanding problems and needs for access to research results;
- Identify results of research into digital audiovisual preservation;
- Promote the take-up of promising research results by users, technology vendors and service providers, based on results of hands-on technology assessment, promotion of standards, analysis of economic and licensing models, and provision of brokering services;
- Raise awareness of the need for audiovisual media preservation and disseminate the information about project results;
- Evaluate the impact of the project and develop plans for long-term sustainability.

Presto4U will connect the different constituencies involved in audiovisual media preservation: expert users, who understand the problems and require technological solutions, researchers who can develop the fundamental knowledge, and technology providers who can commercialise research results as sustainable tools and services. It will support the pooling of expertise between the academic research, media, culture and industry sectors so that the Communities of Practices have a better understanding of what is technically possible, and the research community can focus on the big challenges faced by the users. Whereas today, users find it very hard to find technologies and tools for preservation — and even harder to evaluate their suitability — Presto4U will set up mechanisms for evaluating research outputs and brokering their translation into useful tools. It will help to develop and spread models of best practice in media preservation, and promote the adoption of standards. The resulting knowledge, tools and services to support the uptake of research will be maintained after completion.

As a solid starting point, Presto4U communication actions will exploit the instruments and networks put in place by the PrestoCentre — the European Competence Centre for audiovisual preservation run as a department of Project Partner Beeld en Geluid. PrestoCentre is the outgrowth of three large-scale FP6 and FP7 research projects in AV digitisation and preservation. Since its launch two years ago, PrestoCentre has gained a

reputation and built a large network of stakeholders in the digital audiovisual domain. By exploiting PrestoCentre, Presto4U will gain an easy entry point to connect with stakeholders in the domain, offering a fundamental platform for establishing and implementing its services, and an opportunity to quickly build and grow the Presto4U project brand.

# 1 Objectives

## 1.1 Document Objectives

This Dissemination and Communication Plan is a key to the success of the project's outcome and impact. The communications activity is not an end in itself but should serve and hence be aligned with the project objectives. This will also help to reinforce the importance and relevance of all our communications and to do the proper resourcing of communications activity within all Partner organisations.

The Communications and Dissemination Plan also provides a guide for the project managers and the Communities of Practice leaders to assist in effectively relaying key messages to stakeholder groups.

Specifically, the objectives of the Plan are to:

- Allow consistent messages to be developed and promoted;
- Develop messages tailored towards specific information gaps with regards to challenges and solutions in digital media preservation;
- Enable target audiences to be identified;
- Identify specific roles and responsibilities and timelines for actions at the local, national and international levels;
- Build and enhance partnerships between project partners, Communities of Practice and stakeholder groups;
- Clarify the relationship with Presto4U and PrestoCentre with respect to dissemination and communication activities.
- Liaise with all Communities of Practice on dissemination requirements and timings for collective meetings and events to support the community building process;
- Liaise with all research and industrial partners to collate and present relevant and timely research results;
- Liaise with PrestoCentre to clearly define publishing procedures understood and accepted by all project Partners;
- Link to other EU projects in the digitisation and audiovisual preservation space.

Although the focus of this plan is on the full two-year project duration, the actions described primarily cover the first 12 months. We will perform a communications audit before PM12 to assess the effectiveness of the strategy with both our internal and external audiences. We will consider and discuss the results carefully and use them to amend our strategy for the second half of the project, end beyond.

## 1.2 Communication Objectives and Success Indicators

1. **Establish nine Communities of Practice, each based on a shared concern or problem.**

Indicators:

- The realisation of an expert working group (10 – 25 members per Community of Practice);

- The number of discussions taking place within the Communities of Practice;
- The number and frequency of meetings taking place among the members.

## **2. Raise awareness in the wider community of digital media preservation**

Indicators:

- Number of participants in (online or offline) events organised by Presto4U, or Presto4U contributions at external events;
- Number of subscriptions to newsletters and other communication media;
- Frequency and level of external communication to stakeholders.

## **3. Promote the take-up of promising research results**

Indicators:

- Number of publications arising from the Communities of Practice;
- The attention for and use of new services and publications by Presto4U (such as Tech Watch reports, standards registry, software catalogue and market place).

## **4. Collaborate and maintain relationships with cultural heritage organisations, professional associations, academic network organisations, technical consortiums, commercial vendors and service providers**

## 2 Target Groups

### 2.1 Introduction

The scale, scope and variety of institutions with some kind of AV archival function or service is vast, and many of them are in one way or another related to Presto4U. We'll make a division between internal stakeholders — stakeholders within the Presto4U project who will be interdependent for information and knowledge sharing and have the ability to influence the work of Presto4U — and external stakeholders — the focus groups for communication, dissemination and knowledge transfer. These include Archivists/Content Creators, Researchers and Technologists.

### 2.2 Internal Target Groups

1. The Presto4U consortium comprises fourteen partners from seven EU countries, covering a wide range of preservation expertise based on extensive research, multiple Communities of Practice, and centres specialising in technology transfer between research and industry.

This primary internal group consists of all the project partners:- Beeld en Geluid (Netherlands), Danish Film Institute (Denmark), Tate Gallery (UK), TV2 (Denmark), Cinecitta Luce (Italy), BBC (UK), Institute National de l' Audiovisuel INA (France), Radiotelevisione Italiana RAI (Italy), Moving Media MM (Ireland), Kings College London (UK), Consiglio Nazionale delle Ricerche CNR (Italy), Univ Southampton IT Innovation Centre (UK), EURIX Digital Media (Italy), Joanneum Research JRS (Austria).

2. The second internal group consists of the Communities of Practice: Broadcast, Music and Sound; Video production and Post-production; Footage libraries; Film and filmmakers; Art and museum objects, Artists and their representatives; Research and scientific collections; Learning and teaching repositories; and Personal collections. The Communities of Practice, collectively and individually, provide a crucial reference point and exchange environment for all Presto4U activities. Each Community of Practice will be coordinated by a specialist consortium partner who will develop a core expert working group within their specific field of expertise. The members of each expert working group will actively participate in user group meeting discussions and contribute by taking on leadership roles and engaging within the community through knowledge transfer activities.
3. The third internal group comprises specialist technology partners from within the consortium who have been working on audio and video digitisation, access and preservation for several years. IT Innovation, EURIX, RAI, Joanneum Research and Moving Media will provide technology evaluation, technology transfer, analysis of research results, promotion of standardisation activities and support the application of standards based tools and services. Their role is to promote the take-up of promising research results by analysing economic models, presenting research results to technology developers and service providers on the supply side and

potential users in the core and peripheral groups within each Community of Practice.

### **2.3 External Target Groups**

1. Archivists/Content Creators – creatives and custodians who need to preserve their content for the long-term future. This group covers a diverse spectrum of archives and collections, some of whom will form a core group within the nine Communities of Practice. Others will participate on a peripheral level as part of a much larger group of organisations and individuals who are less actively engaged. Their involvement will be fragmented and hands off. Nevertheless, they constitute an important target group sensitive to one dimensional communication means such as electronic newsletters and larger scale dissemination activities, including workshops and conferences.
  - practitioners from within each of the Communities of Practice core and peripheral groups, including digital media preservation specialists, content custodians, strategic decision-makers, content creators (film, television and radio producers, independents), knowledge and learning creators, individuals with personal collections
  
2. Researchers – with specialist research skills in the fields of technology research in digital media preservation. This group is involved in research covering a wide range of topics related to audiovisual digitisation and digital media preservation. Many will have been involved in past research activities which have been funded by the EU or national government departments. It is often the case that many research institutions and universities are unable to acquire further funding to develop their prototype tools and technologies further. Therefore, knowledge sharing and an understanding of commercial technology developers and providers and a better insight into the real needs of archives and collection owners would be beneficial.
  - leaders in the field of technology and research, academic institutions, industrial research, technology projects, EU R&D projects
  
3. Technology Developers and Providers – who provide technology and services to the AV archival community which may range from digitisation, digital preservation, storage and exploitation services. This group is keen to understand the needs of the archive communities in terms of audiovisual digital preservation tools and services. In addition, it wishes to acquire knowledge and information on research results and prototypes in the field which could be productised and brought to market.
  - Technology and service providers, industrial research companies, manufacturers, vendors, system providers and integrators

All three groups will have different levels of activity and needs; some will be more proactive than others, some will require consistent communication services via e.g. the public website, newsletters, AV Insider magazine, social media, whereas others have a need for face-to-face conversations and sharing. Attendance at Conferences and workshops will be key to the knowledge transfer, sharing, networking, learning and information gathering activities.



## 2.4 Communication Messages

- **Target Group: Archivists/Content Creators**

Stress the importance and relevance of collation for gathering practical knowledge about shared concerns and problems in digital AV preservation. Information on Communities of Practice activities relevant to their specific archival domain and needs. Be pro-active in spreading the word amongst archive networks to contribute to requirements surveys and assessment of output.

- **Target Group: Researchers**

Promote Presto4U as a forum to meet supply and demand, for the furthering of research results. Promote the identification of needs and requirements for new R&D. Stress the importance to collate and publish promising research results for both internal and external groups.

- **Target Group: Technology Developers and Providers**

Promote Presto4U as opportunity to understand different Communities of Practices' needs for services and tools and what emerging technologies out there have potential to serve those needs.

## 3 Communities of Practice

### 3.1 *Kick-off of Communities*

Communication is key to the work, success and impact of the Communities of Practice. Presto4U WP5 Communication strategies will therefore conjugate with WP2 Communities of Practice activities for helping the Community of Practice formation, building relationships and communicating with stakeholders, and communicating results and impact.

Leading up to the Communities of Practice launch and during the first months we will focus communication on the community-building efforts — especially towards community core membership and stakeholders. We will produce formats, presentations and publications to gain support from these stakeholders, stepping up the start-up phase and expanding the Communities of Practice. We will also pay attention to communicating to potential corporate champions and senior management in core group members' organisations. Gaining a high level of commitment of senior management for the — primarily volunteer — work and involvement of members of each Community of Practice is crucial for the overall community performance and output.

The business cases and value propositions that are to be developed by each of the Community of Practice leaders, will be crucial is identifying the expectations of members and other key stakeholders. We need to understand what the various groups need to know in order to gauge success. Value propositions will change from community to community and core group to core group and we need to ensure we have the full range covered and target our key messages on the community's progress and value by audience.

Communication activities will also be important in the WP6 impact assessment work. Throughout the development process of each Community of Practice we will need to establish a routine of seeking constant feedback and creating baselines for measuring progress and comparisons to other communities. After establishment of the Communities in PM7, we will aim to focus all of our communications, whether individual emails, group notices of Community activities, general newsletters, external presentations etc. on the value and gains that are being generated by and for each Community of Practice.

### 3.2 *Individual Communication Plans*

The Communication plan at hand can be regarded as a high-level communication plan recognising the many distribution channels available throughout the project. It outlines a comprehensive communication strategy that informs all stakeholders and other relevant wider audiences about the development and outcomes of each Community. It provides a basis for creating more detailed communication plans — i.e. project plans — for each of the Communities of Practice.

Each Community of Practice communication plan must be designed around the communication channels available as described in this report, and should be set up as a framework helping Community of Practice core members to move their community people and audiences through a cycle of awareness, to interest, to decision making, to action. The desired "action" should be regarded at the level of membership — thus, to create and maintain active participation in each community by:

- informing the relevant audiences of a Community of Practice;
- encouraging individuals to participate in the Core Group of a Community of Practice;
- creating interest among the wider, peripheral group, to participate in fact checking, surveys, and further communication and awareness raising activities
- tying each Community of Practice communications to the Presto4U's activities

Communication Plans for the Communities of Practice should include:

- Risks/critical success factors of the communication plan
- A description of the key benefits of each community of practice
- Key messages for communication
- Specific Community of Practice audiences
- Use of formats/distribution channels within and outside the project
- A description of the communication phases

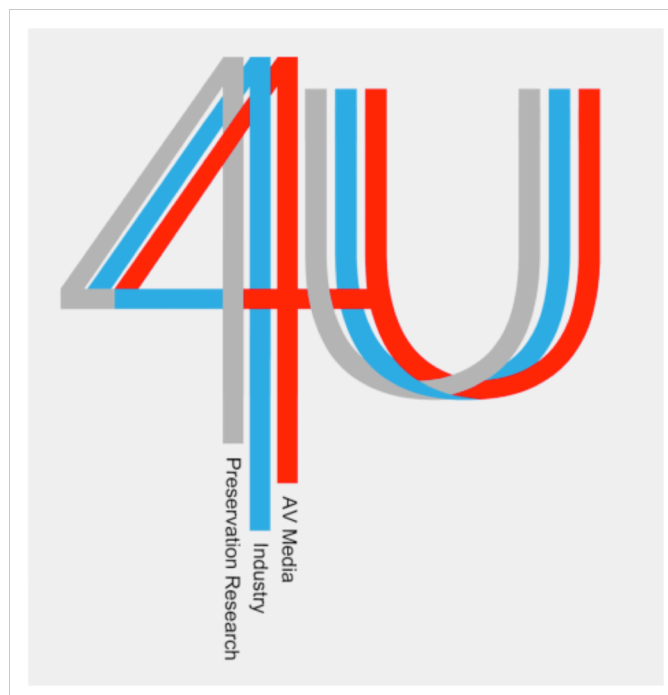
## 4 Communication Actions

### 4.1 Project Identity

A strong project or 'corporate' identity is key for successful dissemination of Presto4U which will be embodied by the branding, project website and the internal workspace.

#### 4.1.1 Logo

A Project logo has been designed and set up to represent the Presto4U project. The Presto4U logo represents a triple helix, better known as the triple-stranded DNA. In industrial policy, the term triple helix denotes the three-way relationship between government, industry and researchers. It stresses the interrelationship of the three actors involved in increasingly knowledge-based societies and the level playing field required between institutional partners. The project has stretched this image and projected it on the three stakeholder groups it addresses: AV media archives, researchers and industrial players.





The project logo can be used in combination and in association with multiple partner brands, and especially PrestoCentre (see left).

The project brand will be one of the project's strengths, helping it to attract and engage stakeholders, collaborate with partners and strengthen our network of supporters. The image that the logo represents is what makes the project distinctive and unique. The colours of the logo will also function as a guideline for the colour scheme of all Presto4U communication. The logo will be used in all offline and online branding and communication activities, including future publications and products.

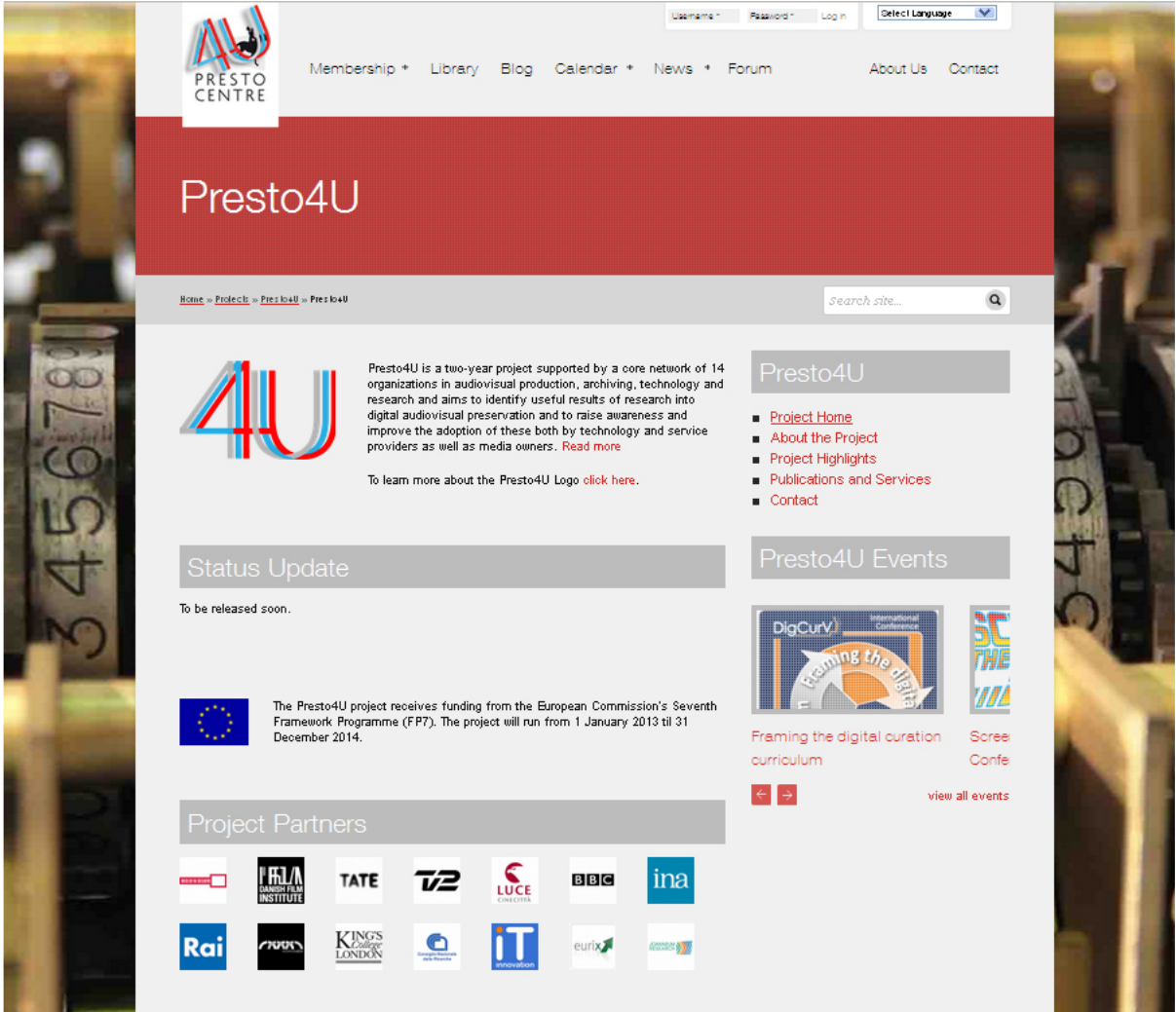
#### 4.1.2 Project Website

The project website ([www.presto4u.eu](http://www.presto4u.eu)) has been launched in January 2013 and will be updated throughout the project. The Presto4U website will be hosted through PrestoCentre, which is built on an open source Drupal 7 platform which supports multiple functionalities for dialogue, relationship building and knowledge exchange.

The Presto4U landing page's design will emphasize the relation with the PrestoCentre and the AV media preservation constituency while it will also recognise the position as a stand-alone project:

- All project pages feature the Presto4U logo (top left);
- All project pages have an image background to make the pages stand out. We have chosen Charles Babbage's Analytical Engine as the image best representing the purpose of the project. Babbage's engine is considered the first digital computer but never made it into production for reasons of unclear views of its use, production conflicts and inadequate funding.

- All project pages contain a subnavigation menu dedicated to navigate through the Presto4U pages and content.



Screenshot of the project landing page, www.presto4u.eu

The project website is the front door to the project and often the first point of contact for all types of users. As such it will be structured in a way that makes information findable. There will be core elements providing the end users with basic information which is commonly requested:

Core Elements for Project Website	
"About Us" / Partners / Objectives / Contacts	A short paragraph giving a top level overview of project, the partners, goals and ambitions.
Links to published deliverables and project highlights	An overview of all public documents as well as presentations and other information from the project.
Events announcements	Project events announcements, such as preservathons, workshops, contributions to external conferences
Blog	Posts from bloggers involved in Presto4U

The Project's landing page summarises the most important project information and provides quick links to dedicated pages with more information. This way the main page stays clear and short and thereby very accessible for users. Elements on the main page are:

- Project description: a short description about the Presto4U project, so users get a first quick impression about the project. More information can be found when clicking on the 'read more' link;
- Status Update: this will be a regularly update about the project, such as where do we stand, what are we working on etc. to give up-to-date information about the project;
- Project partners: a list of all project partners within the Presto4U project. By clicking on one of the logos you'll be redirected to a page with more contact information.
- The reference to the European Commission's Seventh Framework Programme is mentioned on a visible place in the middle of the page.

The screenshot shows the Presto4U website's 'Highlights' page. At the top, there is a navigation menu with links for Membership, Library, Blog, Calendar, News, Forum, About Us, and Contact. A search bar is located in the top right corner. The main content area is titled 'Highlights' and features a list of links: Technology Watch, Communities of Practice, Standards Register, Software Tools Catalogue, Market Place, and Preservations. Below this list, there are three sections: 'Technology Watch', 'Standards Register', and 'Software Tools Catalogue', each with a short paragraph of text. On the right side, there are two boxes: 'Presto4U' with links to Project Home, About the Project, Project Highlights, Publications and Services, and Contact; and 'Presto4U Events' with a 'Framing the digital curriculum' event card and a 'Screening Conference' card, along with a 'view all events' link.

Screenshot of part of the project's 'Highlights' page

The Presto4U pages currently provide mainly basic information, including a short description of the Project, of the Work Packages, of the Partners, and refers to related projects that Presto4U will be involved in.

The PrestoCentre online platform further supports multiple discussion forums, facilitating dialogue and relationship building, and leading to knowledge exchange.

There will be an editorial team from BBC and B&G's PrestoCentre department responsible for the content of the website and ensuring that it is up to date with news, articles, blogs and events.

The website will include options for sharing to social media sites such as Facebook, Twitter, LinkedIn.

Other features from PrestoCentre can be easily borrowed such as the library, calendar and events, a poll function, discussion forums, webforms, etc.

The screenshot shows the PrestoCentre website interface. At the top, there is a navigation bar with links for Library, Forum, Membership, Calendar, News, About Us, and Blog. The main header area is red with the word 'Library' in white. Below the header, there is a breadcrumb trail: Home » Library » Resources » Digest: Guidelines for AV content providers to make their content available to Europeana. A search bar is visible on the right. The main content area features the title 'Digest: Guidelines for AV content providers to make their content available to Europeana' and a 'Share' button. Below the title, there are social media icons for Facebook, Twitter, LinkedIn, Email, and Print. A thumbnail image of the resource is shown on the left, with a 'Download resource' button below it. On the right, there is a metadata section with the following details:

- Type: Digest
- Author: PrestoCentre
- Difficulty: Not Applicable
- Sections: Access
- Tags: Access, Aggregation, Metadata, Standards, Interoperability
- Rating: No votes yet

Below the metadata, there is a short description: 'This is a digest of the technical report "Guidelines for AV content providers to make their content available to Europeana." (PrestoPRIME Deliverable D6.2.2). A digest is a summarized version of a technical report, created by PrestoCentre to aid our users in finding the information they need without having to go through long and detailed technical reports completely.'

**Screenshot example of PrestoPRIME report published on PrestoCentre.org. The PrestoCentre website contains a free-to-use library of information resources with professional search and selection features. This library will be used for publishing all public project documents relevant to the professional digital AV communities. This will ensure they will get the appropriate attention by the user communities while they will also receive a permanent virtual reference point, open to comments, sharing and revisions. The Presto4U publications will be tagged and fed on the Presto4U landing page.**



## 4.2 Project Workspace

For the Presto4U workspace, the project uses an open source off-the-shelf online platform (Open Atrium) for enabling collaboration, communication and sharing at the Task level, Workpackage level and Project level. Just as with the public project website, the Presto4U internal workspace is hosted through the PrestoCentre website. Access is via a login and password which will enable all Presto4U partner members to collaborate, view and share restricted information and documents.

The screenshot shows the Presto4U workspace dashboard. At the top, there is a green navigation bar with icons for Dashboard, Home, Add custom, and a search bar. Below this, the dashboard is divided into several sections:

- Announcements:** A post titled "Don't forget to register to Screening the Future 2013!" by Marius Snyders, dated 8:21pm Sun 7 Apr. The post includes a link to <http://2013.screeningthefuture.com> and mentions a WP2-WP3 meeting on the 9th.
- Recent comments:** A list of comments from users like Lizzy Komen and Laurent Boch regarding the project progress and the upcoming meeting.
- My assignments:** A task assigned to Lizzy Komen with the title "provide input to Q1 progress report" and a deadline of 22/04/2013.
- Events, Upcoming Milestones and Deliverables:** A section for "Management Meeting Coordinator & KCL - London" on Wednesday, 10 Apr.

### Screenshot of the Presto4U workspace Dashboard

The Presto4U workspace functions as an intranet in a box with a blog, a wiki, a calendar, a to do list, and a dashboard to manage it all. The workspace will be customized over the following months based on the project's specific needs and requirements. This customization process will also be used to prepare the Communities of Practice workspaces (due PM6) as it is expected that many custom features can be borrowed from the internal workspace.

All project information will be located in the workspace including planned events and activities, publications and deliverables. The European Commission staff and project reviewers will also receive access to (part of) the Workspace.

W/P / Task	Task leader	Due Date	Total Assignments
1.1 Consortium Management (M1-M24)	Marius Snyders	31/12/2014	1
1.2 Financial Management (M1-M24)	Lizzy Komen	31/12/2014	0
1.3 Activity Planning and Reporting (M1-M24)	Marius Snyders	31/12/2014	38
1.4 Quality assurance (M1-M24)	Lizzy Komen	31/12/2014	0
2.1 Methodology and Knowledge Schema (M1-M4)	Carlo Meghini	01/05/2013	9
2.2 Building the Communities of Practice (M1-M6)	Marius Snyders	01/07/2013	9
2.3 Knowledge Transfer with Growing Communities of Practice (M7-M24)	Marius Snyders	31/12/2014	0
3.1 Research Outcomes Assessment Methodology (M1-6)	Antonia Bertolino	01/07/2013	0
3.2 Preservation Research Technology Watch and Assessment (M7-M24)	Paul Walland	31/12/2014	0
3.3 Technology for Handling Audiovisual Rights (M1-M24)	Laurent Boch	31/12/2014	0
4.1 Mechanisms for technology promotion and uptake (M7-M12)	Paul Walland	31/12/2013	0
4.2: Promoting Technology standardisation and services (M7-M24)	Walter Allasia	31/12/2014	0
4.3 Brokering Technologies to CoPs and Suppliers (M7-M24)	Simon Tanner	31/12/2014	0
5.1: Dissemination and Public Outreach (M1-M24)	Mirella Bulsink...	31/12/2014	2
5.2 Conferences, workshops and webinars (M1-M24)	Jacqui Gupta	31/12/2014	0
6.1 Impacts on the Sector, Policy and Research (M10-M24)	Daniel Teruggi	31/12/2014	0
6.2: Sustainability of Outcomes (M18-M24)	Marius Snyders	31/12/2014	0

**Screenshot of the Presto4U workspace, presenting the Workpackages as well as indicating the assignments created to track progress of work.**

### **4.3 Promotional Material**

Various forms of promotional material will be made during the course of the project:

- Flyers
- Newsletters
- Direct Mail
- Magazine

#### **4.3.1 Flyers**

A promotional project flyer will be designed and produced within the next three months to distribute at workshops, conferences, trade shows and events. It will give a brief explanation of the project, project goals, information on partners and the nine communities of practice, contact addresses and link to the public project web page. PDF version of the flyer will be made available at the Project website ([www.presto4u.eu](http://www.presto4u.eu)).

Flyers might also be used to announce specific conferences, trainings, webinars or other events such as the Preservation workshops. Flyers will contain information about the event, format, topics, speakers, participants, venue, rate, registration and other relevant information.

Flyers might also be produced for specific services developed under the Presto4U project, such as the standards registry, software catalogue and market place. Purpose of these flyers is to promote the service and stimulate the use by stakeholders.

#### **4.3.2 Newsletters**

A newsletter will be developed for each Community of Practice. Besides informing both the internal project members and the Communities of Practice members, the newsletter will also be aimed at a much larger group of organisations and individuals who are less actively engaged but constitute an important target group. The newsletter offers the opportunity to communicate with specific groups focussing on their particular needs or interests and inform them about community updates, results and activities. Each Community of Practice leader with their expert working group will produce content in the form of news, announcements, user group meetings events and articles on their main issues and challenges. The online newsletter will be quarterly to ensure a high information level. The coordination and production of the newsletters will be done by PrestoCentre to ensure a secure distribution and high-level content.

Presto4U news will be included in the PrestoCentre online Newsletter. PrestoCentre is currently setting up a new two-monthly newsletter which contains all sort of information related to the audiovisual digitisation and digital preservation domain. Subscription is possible through the sign-up box on the homepage. By using PrestoCentre's newsletter instead of creating a dedicated Presto4U newsletter it is possible to send out the newsletter more frequently since there will be more items to be included in the newsletter. Also, PrestoCentre already has a number of subscriptions to the newsletter, which makes it possible to develop and distribute the first newsletter on short notice.

External newsletters from project partner's organisations are a secondary source of communication enabling the project to reach a much wider target group. Major archive organisations publish newsletters either in printed or electronic form aimed at general and specific groups of members. Presto4U will make use of these external newsletters in order to reach as many new interested parties or individuals and make news announcements and PrestoCentre/Presto4U.

### 4.3.3 Direct Mail

Direct mail will be used to invite the core members for the Communities of Practice. This can either be an online direct mail (email) or a physical letter. A template for this direct mail will be provided by PrestoCentre to ensure members will be invited in the same way and under the same conditions for each Community of Practice. The direct mail will be sent by the Communities of Practice leaders.

Direct mail in online form might also be used to invite people for specific conferences, trainings, webinars or other events. This can either be through an online event registration system or through the PrestoCentre CRM – which contains contact details of around 1500 organisations and 2500 persons worldwide.

### 4.3.4 Magazines



The magazine AV Insider, first published in May 2012 by PrestoCentre, is a magazine dedicated to the audiovisual digital preservation community, introducing readers to the faces doing the crucial work for AV digital preservation.

The January 2013 issue of AV Insider was dedicated to AV preservation research transfer, with contributions from many Project Partners. It was the very first communication action for Presto4U and had a great reach: AV Insider is published quarterly and distributed worldwide. Average print circulation is 2000. Online publication has an average page views of 1000 per month at [www.prestocentre.org/avinsider](http://www.prestocentre.org/avinsider).

From 2013 on AV Insider will carry information about Presto4U and promote activities throughout the life time of the project. Other professional and popular magazines will be sought after to publish about Presto4U, its goals and impact.

### 4.3.5 Social Media

The internet is more and more used to share ideas, knowledge and content and to create networks through social media. An important element for the dissemination of Presto4U is to take part in online conversations that take place via these platforms. It is impossible to be present on every online community, because of the diversity in social media platforms. To ensure visibility and reach through social media, Presto4U will make use of the

PrestoCentre social media platforms. Currently PrestoCentre is only using Twitter since it turned out that Twitter was used most by the stakeholders. PrestoCentre has been active on Twitter for two years and has a large number of followers. Via the Twitter account of PrestoCentre we will share Presto4U news, events, results, publications and other information..

#### **4.4 Other dissemination and communication means and activities**

##### **4.4.1 Listservs**

Listservs of other organisations will be used to communicate, news, events and other activities of Presto4U.

##### **4.4.2 CRM**

PrestoCentre holds a large contact database with around 1500 international organisations and 2500 contacts. This database might be used to send out invitations and other direct communications. This can either be by email or by post.

##### **4.4.3 Conferences**

Conferences will provide a platform to report directly to the wider group around each Community of Practice, to present findings, to raise awareness and demonstrate the European added value of the transnational co-operation.

Especially the Screening the Future conference series, which is the outcome of the previous PrestoPRIME project and currently runs as an independent conference from PrestoCentre, brings together relevant stakeholders for the project, including AV preservationists, AV production companies, filmmakers, TV producers, scientists, vendors, strategists, funders and policymakers and addresses similar challenges and solutions of sound and image media preservation like Presto4U.

For “Screening The Future 2013: Crossing Boundaries for AV Preservation”, Presto4U is a conference partner and involved in a large part of the programme planning. The conference is hosted by the Tate. It will be a two day event with key topics and focus sessions on the major issues and challenges within audiovisual digitisation and digital preservation. Screening the Future 2013 be a project communication highlight, presenting the relevance of the start of the project’s Communities of Practice, and an opportunity to collect current challenges and share experiences between conference attendees.

##### **4.4.4 “Preservathons” – Workshops**

The “Preservathon” workshop will be one of the key dissemination activities highlighting the outcomes of the requirements gatherings of each Community of Practice, sharing the research results of research projects, the status of standardisation activities relating to digital preservation, the latest technological trends and product and service offerings from vendors and technology providers. Communities of Practice and partner members will use this forum to raise awareness and share with colleagues their collective and specific issues, challenges, opportunities and potential solutions, network and share knowledge amongst key experts and stakeholders in the digital media preservation space.

The name “Preservathon” was inspired by the word “Hackathon” (where computer programmers and designers join up to learn and develop together). There will be three Preservathon workshops throughout the life-cycle of the project which will take place towards the end of Year One, M18 and towards the end of the project to be hosted in Paris, London and Hilversum, the major centres of audiovisual activity in Europe.

For each Preservathon there will be an opportunity for technology providers and service providers to engage with the specialist end user within a dedicated information space and to discuss the latest preservation technology trends that have not yet been productised.

Each “Preservathon” will also provide a timestamp on a timeline of the digitisation and digital preservation status building on the key issues and challenges of the time and charting the progress over the two years. It will feature interactive discussions with real experiences and examples, question and answer clinic sessions, results of user surveys, new and emerging best practices and the latest research results and technological innovations.

The Target Audience will be digital media preservation specialists, collection owners and practitioners from within each of the Communities of Practice, strategic decision-makers, leaders in the field of technology and research; technology and service providers.

#### **4.4.5 Webinars**

Web based seminars will be an integral part of the overall dissemination activities. The PrestoCentre site will be the main platform for hosting the webinars based on its technical infrastructure. Webinars can take the form of a presentation, lecture or workshop and can either be one way from the speaker to the audience with limited audience interaction or more collaborative with questions and answers allowing full collaboration.

It is intended to hold webinars to coincide with key activities within the Communities of Practice, e.g. user group workshops, meetings and local events. This could take the form of a recording of an activity for a wider group of interested users who are unable to participate in workshops and meetings. Or a key expert in a specific field of digital media preservation could highlight key issues, challenges and potential solutions to a targeted group of interested parties. Research project partners will have the opportunity to participate and talk about the potential research results of technology projects. Potential vendors or service providers could also participate in the webinars and provide a forum for discussion on emerging technologies in the digital preservation space.

The screenshot shows a web page for a webinar. At the top, there is a navigation bar with 'Home » Calendar » Webinar: Preservation Workflows at the Library of Congress' and a search box. The main heading is 'Webinar, Nov 15 2012' with a 'PrestoCentre' logo. A timer shows '0 : 0 : 0 : 0' for days, hours, min, and sec. A red button says 'play the recorded webinar' next to the text 'This webinar is finished.' Below this is a paragraph: 'This webinar presents the preservation workflow practices of one of the largest archives in the world: the Library of Congress. Focusing on the Library of Congress' National Audio Visual Conservation Center, this webinar discusses the workflow challenges faced while digitising and preserving more than 6 million audiovisual items.' To the right is an image of a shelf with a sign 'Digitized and Scanned' and several wooden sticks. Below the image are three sections: 'About the presenter' (James Snyder, digital media engineering specialist), 'Summary' (repeating the main paragraph), and 'Objectives' (starting with 'After the webinar, you will:').

For the Webinars, Presto4U will again buy in on the infrastructure already in place through PrestoCentre (see screenshot above).

#### 4.4.6 External Conferences and Events

There are a large number of international and national professional associations involved in developing, evaluating, and sharing knowledge and expertise about audiovisual archiving, digitisation and digital media preservation in the creative and cultural sectors including broadcast, video production and post-production, motion picture, sound and music recording, educational, visual and performing arts. All share a willingness for collaboration and coordination on standards and practices, best practices, guidelines and advice and consultancy. Therefore, it is important to collaborate, partner and/or contribute with Presto4U dissemination activities at future events. This will ensure a larger reach to a much wider audience in a variety of sub-sectors within the audio-visual domain.

For each Community of Practice, there is usually one or more relevant professional association.

All are pro-active in organising conferences, workshops, seminars and training activities per year.

An on-going activity will be monitoring events and encouraging submission of papers, presentations and talks at appropriate events.

- FIAT/IFTA (International Federation of Television Archives)  
<http://www.fiatifta.org/>
- IASA (International Association of Sound and Visual Archives)  
<http://www.iasa-web.org>
- FIAF (International Federation of Film Archives)  
<http://www.fiafnet.org/>
- AMIA (Association of Moving Image Archivists)  
<http://www.amianet.org/>
- FOCAL (Federation of Commercial Audiovisual Libraries)  
<http://www.focalint.org/>
- ACE (Association Des Cinematheques Europeennes)  
<http://www.acefilm.de/>
- SEAPAAVA (South East Asia-Pacific Audiovisual Archives)  
<http://archives.pia.gov.ph/seapavaa/>
- UNESCO (United Nations, Educational, Scientific and Cultural Organisation)  
<http://www.unesco.org>
- DPC (Digital Preservation Coalition)  
<http://www.dpconline.org/>
- DCC (Digital Curation Centre)  
<http://www.dcc.ac.uk/>
- PASIG (Preservation Archive Special Interest Group)  
<http://sun-pasig.ning.com/>
- iPRES (Int Conference on Preservation of Digital Objects)  
<http://ipres2013.ist.utl.pt/index.html>

#### **4.4.7 National and Local Events**

Each project partner will endeavour to use their national and local contacts in their respective fields of expertise to identify suitable events and forums to disseminate information about the project, Communities of Practice, research results and new and innovative technologies. Notification of events will be input into the Presto4U workspace as an ongoing activity throughout the project.

#### **4.4.8 Standards Bodies**

The research project partners will attend standards bodies meetings and events to promote Presto4U activities, disseminate project research results and feedback recommendations. The following organisations are active in standardisation activities:

- EBU (European Broadcasting Union)
- SMPTE (Society of Motion Picture Television Engineers)
- MPEG (Moving Picture Expert Group)
- W3C
- ISO (International Standards Organisation)

The PrestoCentre Blog space will be used to discuss current and future standardisation activities and Presto4U inputs and recommendations.



#### 4.4.9 Collaboration with EU projects and Government funded collaborative projects

Seven FP6 projects have been identified specifically about digital preservation and which have already produced results which will be evaluated by project partners. Capturing data and feedback to the Communities of Practice and research partners is imperative. The Presto4U workspace will be a mechanism for sharing information internally and research results will be published as Reports on the public Presto4U website.

- Caspar: a prolific project, with 11 software components available for download — and two ontologies. 2006-2010
- Planets: we will work with the Open Planets Foundation on accessing and evaluation Planets technology. Planets is well-known for its planning approach and supporting tools, but it also has a Testbed and Interoperability Framework that could have wider use in „supply side“ development. 2006-2010
- Bricks: an “open-source software framework for the management of distributed digital assets”, first available in 2005, but possibly dormant since 2007.
- Memories: an ambitious project combining preservation and access, specifically incorporating an OAIS approach. There was strong industrial membership in the consortium. 2006-2009
- PrestoSpace: a range of tools and information services, several still running and some which we know have fed into commercial projects. 2004-2008
- EdCINE: resulted in the Fraunhofer IIS „Curator Archive Suite“ (announced September 2010) to make and store Digital Cinema Package (DCP) files, using a lossless JPEG 2000 codec.
- There were many FP6 digital preservation networking projects. We will learn from the success of Delos, DPE and Epoch to improve our own activity in the creation of Communities of Practice.

Many FP7 projects are still running (in 2012); some only started in 2011. The following have been identified as producing outputs.

- PrestoPRIME: FP7 „flagship“ IP in the long-term preservation of audiovisual digital media, which has produced a platform of tools and methods. 2009-2012
- BlogForever: digital preservation, management and dissemination facilities for weblogs. Has a prototype spider (web crawler) and a preservation-platform specification. 2011-2013
- ENSURE: long term usability of commercial data. The consortium has had contact with this work (IBM, Haifa) and can get early access to results. 2011-2014
- LiWA: web archiving tools; project completed and code released. 2009-2012
- KEEP: portable emulators; one prototype, project just finished. Again, the consortium has been cooperating with this project over the last two years. 2009-2012
- PROTAGE: software agents for long-term digital preservation. 2007-2010
- SHAMAN: a digital preservation framework; a four-year project, now complete; has one demonstrator that we can evaluate. 2008-12
- Wf4Ever: methods and tools for preservation of scientific workflows; initial deliverables are a Sandbox and an Architecture. 2010-2013
- ARCOMEM: archiving of social media, including use image content analysis (open source tools).2011-2014

#### 4.4.10 Events Planning & Attendance

Dissemination events that have been attended or set up by PRESTO4U partners can be logged on the internal project space; which gives all the partners the opportunity to see where the project will be promoted. This information will also assist in project reporting activities.

Events planned so far:

<b>PRESTO4U Events Planning Table 2013</b>				
<b>Date</b>	<b>Event</b>	<b>URL</b>	<b>Partners</b>	<b>Presentations</b>
<b>April</b>	Fraunhofer Event		JRS	Presentation
<b>21-27 April</b>	FIAC Congress	<a href="http://www.fiaccongress.org/2013/index.php">http://www.fiaccongress.org/2013/index.php</a>	DFI	Presentation
<b>7-8 May</b>	PrestoCentre Screening The Future Conference	<a href="https://prestocentre.org/calendar/screening-future-2013-conference">https://prestocentre.org/calendar/screening-future-2013-conference</a>	All	Presentations, Panel sessions
<b>16-17 May</b>	FIAT MMC Metadata Seminar	<a href="http://www.beeldengeluid.nl/MMCSeminar2013">http://www.beeldengeluid.nl/MMCSeminar2013</a>	B&G BBC	Information Stand
<b>27-31 May</b>	SEAPAVVA Conference	<a href="http://archives.pia.gov.ph/seapavaa/">http://archives.pia.gov.ph/seapavaa/</a>	INA	Keynote Speech
<b>29 May - 1 June</b>	American Institute for Conservation Conference	<a href="http://www.conservation-us.org/index.cfm?fuseaction=Page.viewPage&amp;pageId=710">http://www.conservation-us.org/index.cfm?fuseaction=Page.viewPage&amp;pageId=710</a>	TATE	Presentation
<b>29 June - 6 July</b>	Bologna Film Festival	<a href="http://www.cinetecadibologna.it/cinemaritrovato2013">http://www.cinetecadibologna.it/cinemaritrovato2013</a>	DFI	Presentation
<b>June</b>	EBU/MDN workshop	<a href="http://tech.ebu.ch/Jahia/site/tech/cache/offonce/events/metadata12">http://tech.ebu.ch/Jahia/site/tech/cache/offonce/events/metadata12</a>	RAI	Presentation on Rights
<b>June</b>	ISO/MPEG Italian National Body	Events	RAI EURIX	Standardisation Topics
<b>12-17 Sept</b>	IBC	<a href="http://www.ibc.org/">http://www.ibc.org/</a>	All	Explore opportunities
<b>6-10 Oct</b>	IASA Conference	<a href="http://2013.iasa-web.org/call-presentations">http://2013.iasa-web.org/call-presentations</a>	RAI	Presentation
<b>25-28 Oc</b>	FIAT/IFTA World Conference	<a href="http://new.fiatifta.org/?page_id=3040">http://new.fiatifta.org/?page_id=3040</a>	All	Presentation Information Stand

## GRID OF PLANNED ACTIVITIES YEAR 1

(numbers = cumulative count of communication item; ■ = continuous communication)

Communication 2013	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Project Website		■	■	■	■	■	■	■	■	■	■	■
AV Insider with Presto4U specific item	1						2		3			4
Community of Practice Newsletters (one for each Community)							1	2	3	4	5	6
PrestoCentre Newsletter incl. Presto4U				1		2		3		4		5
Social Media					■	■	■	■	■	■	■	■
Flyer, Brochure						1	■	■	■	■	■	■
Communities of Practice specific communication (tbd)						■	■	■	■	■	■	■
Invitation Letters					1	2						
Core Group Meetings							1		2		3	
Project Newsletter							1					2

## Document information

<b>Delivery Type</b>	Report
<b>Deliverable Number</b>	5.2
<b>Deliverable Title</b>	Dissemination & Communication Plan (Year1)
<b>Due Date</b>	28 February 2013
<b>Submission Date</b>	6 May 2013
<b>Work Package</b>	5.1
<b>Partners</b>	BBC, B&G, INA
<b>Author(s)</b>	Mirella Bulsink, Jacqui Gupta, Marius Snyders
<b>Reviewer(s)</b>	Marius Snyders, Daniel Teruggi
<b>Keywords</b>	Communication, Dissemination, Target Groups, High-Level Plan
<b>Document Identifier</b>	Deliverable_D5.2_presto4u_05_05_2013_V1(R).pdf
<b>Document Status</b>	Public; Released
<b>Project Acronym</b>	Presto4U
<b>Project Full Title</b>	European Technology for Digital Audiovisual Media Preservation
<b>Grant Agreement</b>	600845
<b>Project Coordinator</b>	Beeld en Geluid
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### Document Status Sheet

Issue	Delivery Date	Comment	Author
V0.6	18 March 2013	First Full Draft	Jacqui Gupta
V0.7	26 March 2013	Draft for Review	Mirella Bulsink, Jacqui Gupta
V0.8	8 April 2013	Reviewed Draft	Marius Snyders, Mirella Hoogeveen
V0.9	1 May 2013	Included CoP chapter	Marius Snyders
V1.0	5 May 2013	Final Draft for Release	