



SEVENTH FRAMEWORK PROGRAMME
ICT-1-1.5
Networked Media

Specific Targeted Research Project

My eDirector 2012

(FP7-215248)

**My eDirector 2012 - Real-Time Context-Aware and
Personalized Media Streaming Environments for
Large Scale Broadcasting Applications**

D8.4 Post-Project Dissemination activities Plan

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1 Executive Summary

1.1 Scope

The My eDirector 2012 post-project dissemination activities plan presented in this report serves as a guideline for the dissemination activities to be performed once the project has finished.

1.2 Audience

This deliverable is public. It contains the strategy to fulfil the dissemination-related objectives set in the Description of Work (DoW), namely to make the project and its work widely known. It can be used by anybody who wants to learn about the activities that have been undertaken to publicize My eDirector 2012 project.

1.3 Summary

The main areas addressed in this deliverable are the dissemination actions to be performed after the completion of the project and the presentation of a suitable strategy to continue in making the project known all over the European state, including a definition of the term and its interpretation for My eDirector 2012 for the next years.

Based on the plan in the DoW, target groups for dissemination in My eDirector 2012 are identified and the subjects or matters of these actions are described. The management as well as the tools and activities are defined and the partner roles are shown. As the resources dedicated to dissemination are very limited, cost-effective ways were chosen to achieve a maximum of publicity for the project and its results.

1.4 Structure

The deliverable is structured in three sections, which are briefly described below:

Section 1 provides an introduction to the document and contains the basic information about this deliverable, as well as the private or public character of the document.

Section 2 shows the actions to be performed to disseminate My eDirector 2012 project from researcher's point of view during the future. This section is divided in different subsections which indicate the strategy to be followed and the actions to be taken.

Section 3 contains a description of the future dissemination activities to be done during the further years from a business point of view.

Section 4 shows a description of the future dissemination activities to be done during the further years from an academic point of view.

2 Research oriented dissemination

2.1 Strategy

The lack of budget for post-project actions conditions the activities done for disseminating My eDirector 2012 after the completion of the project. Therefore, the strategy to follow for post-project dissemination will be based on:

- My eDirector 2012 project Website: This website, hosted by Atos Origin, will be maintained and updated with the latest news related to the project or the technologies that have been involved in the project.
- My eDirector 2012 will be taken into account in future research projects. The work done could be used as basis of further investigations.
- My eDirector will be present in other projects' future dissemination events. This could be an indirect way to disseminate the project in the framework of similar research projects.

2.2 Dissemination tools

2.2.1 Online presence

My eDirector project is present online (www.myedirector2012.eu/). During the development of the project, My eDirector 2012 website has been providing information about the progress of the project. Now it is a place where potential users could find out about the existence of My eDirector 2012 solution and let them learn more about this amazing tool that makes them feel an audiovisual experience never seen before.

My eDirector 2012 is also present in social networks. It has been possible to follow the evolution of the in My eDirector 2012 Facebook group (<http://www.facebook.com/group.php?gid=114980445207441>) during the development of the project; Now, this group has become a place where users could chat and share their experiences using My eDirector 2012.

The usage of social networks for disseminating the project results could now be utilized as a meeting point or for interchanging opinions between My eDirector 2012 users. These other networks are Twitter (<http://twitter.com/myedirector2012>) and Flickr (<http://www.flickr.com/photos/49277314@N07/>)

It is possible to find My eDirector 2012 in Youtube (<http://www.youtube.com/user/MYeDirector>); this dissemination channel is recent and it will offer the possibility to watch and upload videos directly recorded from My eDirector 2012 platform. The videos will display individual WP3 technologies running on rights-free athletics videos. Also there are two videos of tutorial presentations that can be found in this Youtube channel. One on Video Signal Processing for Sports Events and a second one named "Load Balancing through terminal based dynamic AP reselection for QoS in IEEE 802.11 networks."

My eDirector 2012 will continue to be mentioned in various parts of the web sites of the project partners. See for example:

- http://www.ait.edu.gr/ait_web_site/faculty/apne/pnevmatikakis.html
- http://www.ait.edu.gr/export/sites/default/ait_web_site/pdf_projects/My-eDirector2012.pdf
- <http://www.bbc.co.uk/rd/projects/2009/10/myedirector2012.shtml>
- http://www.atosorigin.com/en-us/services/industries/telecom_media/new_media/default.htm

In addition, individual partners will also maintain a Web presence to disseminate the main ideas of My eDirector 2012 and what has been achieved from a partner perspective.

Moreover, up to now, two relative entries have been included in Wikipedia citing research results of My eDirector 2012, under the lemmas of "Streaming Media" and "Adaptive Bitrate".

2.2.2 Presentation in Workshops and conferences

- Atos Origin will present My eDirector 2012 solution in the leading global tradeshow for profes-

sionals engaged in the creation, management and delivery of broadcasting media and entertainment, better known as IBC, which will take place in Amsterdam, from 8th to 13rd, September 2011.

- Atos Origin presented My eDirector 2012 solution in the National Association of Broadcasters show (NABShow) in 2011. With the motto “Where content comes to life”, this event took place in Las Vegas, Nevada, USA, in April, from 9th to 14th. The presence in this dissemination event was scheduled before the extending date of the project.
- QMUL has submitted a paper to UbiComp 2011 in Beijing, China on the topic of personalized zooming. If accepted, it will be presented in September 2011 and the trip will be funded by QMUL.

2.2.3 Leading and editing of publications

- At the end of the project QMUL has the results of multiple Lab trials and the main live trials. It is the intention of some of the academic partners to submit journal papers that do not incur a travel and presentation cost as follows;
 - QMUL is preparing a journal paper called “Personalizing Live Zooming for Web TV Sports” to be submitted to IEEE Intelligent Systems in late Spring.
 - QMUL is preparing a journal paper called “Personalised event viewing” to be submitted to ACM Transactions on Internet technology. QMUL is also preparing a journal paper about the evaluation and the recommendation part of a personalised multi-event system to be submitted to an as yet unidentified journal
- My eDirector 2012 is acknowledged in the book “Audio-visual Person Tracking: A Practical Approach”, by Aristodemos Pnevmatikakis, Fotios Talantzis and Antony Constantinides, to be published in July 2011 by Imperial College Press and distributed by [World Scientific Publishing Co.](http://www.worldscibooks.com/compsci/p724.html) (see <http://www.worldscibooks.com/compsci/p724.html> and http://www.ait.edu.gr/ait_web_site/faculty/apne/AV_tracking_book.html)

2.2.4 Publications in Journals & Magazines

- By the part of ICCS, the following white paper: Ch. Z. Patrikakis, N. Papaoulakis, N. Doulamis, Ch. Stefanoudaki, C. Goktug Gurler, Burak Gorkemli, "Personalized Media Distribution Technologies over the Internet" has been submitted to the Internet Protocol Journal – Cisco Systems and, depending on the outcome of the evaluation, it is expected to be a good reference point for many students and have large impact, as it has happened in the past with other work of ICCS that has been presented there.
- INOV will publish the article “IPTV architecture for an IMS environment with dynamic QoS adaptation” in Springerlink, Multimedia Tools and Applications: Volume 53, Issue 3 (2011), Page 557. (<http://www.springerlink.com/openurl.asp?genre=article&id=doi:10.1007/s11042-010-0537-8>)

3 Business oriented dissemination

3.1 Atos Origin

3.1.1 Global Key Offering: New Media in Sport

Atos Global Key Offerings enables enterprises to reduce costs, create value and achieve a real competitive advantage. Each one demonstrates the company's commitment to state-of-the-art solutions and underlines Atos's drive for innovation.

One of the distinctive offering that Atos Origin makes available to customers is New Media solutions. Atos Origin New Media solutions consist of following main components:

- New Media for Sports
- Online Video Platform (OVP)
- Archiving On Demand

The first component, New Media for Sports, is the ideal one for including My eDirector 2012 solutions.

The new media explosion makes "any sport – any event – any time – any device" a viable reality for the fan. It also begins to blur the boundary between gaming and reality, and socializes the digital experience of sport rather than an individual experience..

Video is the corner stone of the activities in New Media. There are billions of videos on the Internet and mobile devices. This applies not only to media companies; digital content is revolutionizing the sports industry as well. The consumers expect to see live and archived content, whenever, wherever and however they want.

For new media in sport, Atos is at a very special point in time and has a timely and compelling proposition ready to celebrate the opportunity for the following reasons:

- It is about technologies:
 - Universal internet access is the new reality in fixed and mobile
 - Digital TV bridges the final gap between broadcast and "IT-cast" devices
 - Combine automated meta-tagging with unlimited processing and storage and the technology barriers begin to dissolve
- It is about people:
 - Expectations of digital media quality have soared – now we expect digital to be "near life".
 - Our digital habits have changed too – we expect choice in everything – device, location and content.
 - Life-styles become digitally interactive – this is no longer about passive observation.
- It is about localization:
 - As people explore the world physically and digitally, sports experience and branding becomes global - just think about "Brazil".
 - Players and play in all sports become completely internationalized.

With technology, society and international markets all ready for New Media in Sport, Atos Origin is one of the best positioned companies to take advantage of these new business opportunities. Our New Media activities are closely aligned with the Atos R&D team. The most avant-garde aspects are provided by the Atos Research&Innovation (ARI) Media department.

ARI has been involved in Olympic media projects since the 2004 Olympic Games and has created a suite of components on which the most appealing solutions and services are based. These media research activities have allowed ARI, only to gather the most advance technical solutions for delivering personalized and attractive content, but also to establish long term relationships with many of the key actors in the sector such as BBC, ORF, EBU, IRT, Thomson/Technicolor, etc. and many of Europe's leading research institutes in the area of media technologies.

Beside this, it is important to remark that Atos Origin has extensive experience in the Broadcast and Entertainment environment with their main activity being based on TV and the web (NewMedia). In addition, Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and is uniquely poised to provide an innovative New Media platform oriented to expand the diffusion of the Games with the professional level of quality. This frame is ideal for dissemination of My eDirector 2012 results.

The Atos Origin New Media in Sport proposition adds stand-out WOW! to the fan's experience, as we can see in the figure below:



Atos Origin delivers New Media solutions not only for the Broadcast & Entertainment business, but for all sectors.

For all these reasons, Atos Origin could take benefit of its good position in this field for including My eDirector solution in their portfolio.

3.1.2 Global Key Offering planned activity

For this year, Atos Origin has planned many meetings where My eDirector results will be presented. Some of them are:

- **February 22nd to 23rd, 2011**: My eDirector 2012 was presented in the event called “Estrategia Digital Española. Horizonte 2015”, in the conference “New digital communication and new user experience (NEW MEDIA IN SPORT + My eDirector 2012)” which will be held in Madrid.
- **February 14th to 17th, 2011**: My eDirector 2012 was presented in Mobile World Congress event, in New Media in Sports sessions that took place in Barcelona.
- **March 23rd to 25th, 2011**: Atos was presented My eDirector 2012 solution in Canada-EU Future Internet Workshop: Future Internet, that took place in Waterloo, Canada.
- **April 9th to 14th, 2011**: Atos was presented My eDirector results in the Digital Media Industry Event for Video, Audio Film and Communication Professionals (**NAB 2011** which will take place in Las Vegas, Nevada, USA).
- **May 3rd and 4th, 2011**: Business Strategy meeting in Barcelona.
- **May 12nd, 2011**: Global Management Meeting with Telecom, Media & Services (TMS) Market, in Utrecht
- **May 19th, 2011**: Atos Research and Innovation (ARI) and Atos Media France meeting related to New Media Solutions in Paris

All the previous events were scheduled before the extension of the project; For this reason we consider that they should be mentioned in this document as they were planned as post-project dissemination events where My eDirector should be presented.

For the rest of the year, Atos plans to present My eDirector solution in the following events:

- **June 8th, 2011**: New Media in sports presentation at Group Telegraaf in Utrecht
- **June 16th, 2011**: ARI Media presentation at Atos UK, focused on New Media in Sports, in London.
- **September 8th to 13rd, 2011**: Atos will present My eDirector 2012 results and solution in **IBC 2011**, the leading global tradeshow for professionals engaged in the creation, management and delivery of broadcasting media and entertainment. It will take place in Amsterdam.

4 Academic – research oriented dissemination

4.1 ICCS

4.1.1 Opportunities for future research

In this context, ICCS will work toward progressing the ideas and research that emerged out of the project and link them with complementary research results and ideas. Work towards this direction has already started, through the attempt to enhance personalisation through the use of social networking in order to take advantage of the user profiles available in social networks. Another area of interest that could provide benefit to the results of My-eDirector 2012 is the use of P2P networks for media distribution, which could provide an efficient framework for media distribution, especially when combined with scalable coded content. In this course, an article named “My own, personal video broadcast” has been prepared and submitted to IEEE MMTC E-Letter, and is expected to be released in the next couple of months. The ideas expressed here are expected to present the way media distribution can move forwards, evolving around personalisation, P2P distribution and adap-tive/scalable content

4.1.2 Increasing the impact of projects results

In this context, the submission of proposals for workshops and conferences sections on topics that cover my-eDirector research will be pursued. In fact, such submissions, through the collaboration of similar or complementary projects have been already been completed, in high impact conferences such as IEEE Globecom and ACM Multimedia.