



FEDERATION AGGREGATION PLAN

Platform for search of Audiovisual Resources
across Online Spaces

PHAROS

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Executive Summary

This document describes the approach taken in setting up the PHAROS Federation, the benefits it will bring and the ways to attract members to join.

It starts by presenting an overview of the context in which PHAROS is present, that of the Audiovisual Search Engine, illustrating various other large-scale initiatives in this scenario, and giving examples of relevant European and National projects.

Having thus set the context, it then explains the reasoning that has been made in defining the approach to building the Federation. First it presents the results of the "Federation Aggregation Questionnaire" compiled by the PHAROS partners. These led to the definition of four clusters to be specifically targeted. The "Rules for Joining" are then outlined, the Benefits of joining presented, and finally the Material that will be provided to members is explained.

Then the document outlines the Communication approach for the Federation, which is sustained by the principles of Raising Awareness, Engaging the entire consortium, and effectively Disseminating project results to the designated target audiences.

Coordination with associated Stream 5 activities of Training, Exploitation and Dissemination is then outlined. The document concludes with the "Letter of Intent" to which all potential members must subscribe.



1. Introduction

The PHAROS Federation is meant to be a tool for both exploitation and dissemination activities.

As a tool for exploitation, it will allow project partners to enter into contact with relevant actors in the audiovisual sector, and meet potential customers or partners for future ventures and projects.

As a tool for dissemination, it will support communication about the project findings and will specifically diffuse the PHAROS Brand. The goal is in fact to make the Federation an elite club, to which only major players in the audiovisual and related markets may belong. Achieving this goal will increase resonance, awareness, and improve the perception of PHAROS.

Members of the Federation will mainly be sought through direct contacts activated by the PHAROS consortium members, and will be major players in their respective fields.

Benefits will be mutual for members in the Federation and PHAROS partners: project partners will have a privileged channel to understand the requirements of major players operating in the field, while members will have the opportunity to influence and tailor the project developments to their needs. They will have early access to the project results, and will be able to benefit from specific Training courses.

Thus the objectives of setting up the Federation include not only raising interest in the project's results, but also setting up a specific testing ground to obtain useful indications about the ongoing development of the project itself. In this sense this PHAROS Federation and Aggregation Plan should be considered as part of a more general framework, composed of the PHAROS Training Plan, the PHAROS Exploitation Plan and the PHAROS Dissemination Plan.

The PHAROS Federation will bring together market leaders in the field to share their experiences and views on audiovisual content publishing and retrieval, and will thus be an opportunity to foster cooperation between interested industrial players.

This document is planned as a living document, intended to be updated at month 24 and month 36 in order to fine-tune Federation activities as the project advances.



2. The PHAROS Scenario

2.1 The Audiovisual Search Engine Context

(Excerpt from Deliverable 4.2.1: Preliminary Business Plan)

The search-driven economy depends on people being able to find the information they need at any given moment. Web search, covering indices of approximately 10 billion documents, is often perceived as the world's largest search tool. From a business application perspective, however, enterprise search providers face far greater challenges. To illustrate what is possible today, FAST has customer search engine installations which exceed 30 times the size of the web index which corresponds to 300 billion documents or, from a different perspective, more than 40 petabytes of data.

Worldwide, the volume of stored information grows exponentially at 1 percent per week with an increasing share of audiovisual content. To make that volume of information a useable resource, the perspective on search is changing from a production-centric to a consumer-centric model. From a technology point of view, production-centric systems like data warehouses, databases, business intelligence systems, and content- and document-management applications are aimed at helping owners of content store, manage, and analyse that content. Shifting the focus from the owners of the content to the consumers of the content raises novel challenges for business applications on both the content side as well as the access side. Content repositories are often disparate, incorporating various types of textual and audiovisual content, databases, and the unstructured data of documents, emails, etc. Due to the different structure of repositories, the content environment for business applications becomes increasingly complex over time. The same is true for the access side: In addition to web access via PCs, televisions and personal mobile devices are becoming increasingly important gateways to access information and mixed media.

The modern role of search in business applications is to consolidate the information sources into a uniform knowledge repository, and to make the access to it simultaneously channel-agnostic and channel-optimised — that is, the user can get to the information regardless of the channel he chooses, and it will be accessible in the way that takes best advantage of any given channel. In doing so, search animates the intersection of access and repository. It maximises the value of content for both the creator and the consumer by aggregating, in real time, the most personally relevant knowledge base for the time, the place, and the circumstances.

2.2 Opportunities offered by large-scale initiatives

With reference to major European projects related to PHAROS, CHORUS and the NEM Initiative offer opportunities to recruit members into the Federation.

2.2.1 The Chorus context

The CHORUS¹ (/) Coordination Action aims at creating the conditions of mutual information and cross fertilisation between the projects funded under Strategic objective 2.6.3 (*Advanced search technologies for digital audiovisual content*) and beyond the IST initiative.

Its workplan specifically foresees the set up of a coordination and information exchange platform through meetings, newsletters, reference website to enhance the interactions and discussions across key players, thus stimulating the creation of the European Research Area (ERA).

¹ <http://www.ist-chorus.org>



An important task of the project consists of supporting the preparation of an analysis and a roadmap for the realisation of audiovisual search engines in EU. That activity will need a multi-disciplinary (societal, economic, regulatory and technological) and strategic approach and will imply the participation of major stakeholders of the domain through the creation of a Think-Tank. The Think-Tank, to which several representative organizations have already agreed to participate, will contribute to give an industrial relevance to the coordination action and its visions.

PHAROS consortium members fully support the CHORUS initiative and participate actively in the CHORUS actions and meetings.

Some of the PHAROS members are also CHORUS members. These are FAST, France Telecom and Circom Regional.

CHORUS is therefore considered to be a major opportunity to draw attention to the PHAROS project, and thus to involve relevant actors as members of the PHAROS Federation..

2.2.2 The NEM context

The Networked and Electronic Media (NEM) Initiative is an industry-led initiative to accelerate the pace of innovation and rate of technology evolution to a large-scale level in order to place European Industry at the forefront of the technology and to give European users a wide choice of services for home and office environments through broadband..

Activities in NEM include: road mapping, common experimental platforms, experimentation of business models, and feedback on customer experience and technology adoption by consumers. NEM stimulates worldwide development of regulations and standardisation policies and promotes and develops international cooperation: one of the key objectives is to build a pan-European infrastructure as a sustainable technology carrier allowing integration of projects' results, as a permanent evaluation facility, to test and validate service models, as a vehicle for international cooperation.

Engineering Ingegneria Informatica, coordinator of the PHAROS project, is part of the NEM steering committee and NEM events are considered to be good occasions to recruit members for the PHAROS federation, since NEM addresses all areas of electronic media and attendees of those events will be influential players of the audiovisual market, thus potential customers/users of PHAROS-based applications.

2.3 European Projects

2.3.1 mCDN - Multimedia Content Discovery and Delivery

The design of open interfaces that enable interaction between the different components of Content Delivery Networks (CDNs) at the network and service layers is the major goal of the **mCDN** project. This novel inter-layering approach is an attempt to enhance the services that CDN platforms can offer.

The service enhancement refers to the applicability of CDNs that can be delivered with respect to:

- Topologies (e.g. enterprise CDNs);
- Content distribution (optimised location);
- Content retrieval (optimised delivery), and
- The type of service (e.g. personalisation).

The inter-layer approach that will be employed in the **mCDN** project is aimed at allowing the



efficient information exchange among the different layers enabling the optimisation of the delivered functionality.

The **mCDN** project presents a solution within this new paradigm of content networks that intends to link home networking platforms with global networks and ensures the delivery of personalised content.

mCDN is focusing on the following main objectives:

- Address interlayer issues between the network and the service layers of a content delivery infrastructure.
- Develop content discovery and delivery mechanisms for client/server and P2P networks.
- Develop content personalization & content adaptation components for dynamically customized content delivery.
- Research security and privacy issues on all aspects of content retrieval and delivery process - Validate the content delivery inter-layering architecture through prototype demonstrations over different types of networks and client devices.
- Complement innovative technical developments with appropriate business models that ensure the viability of multimedia content service delivery.

VTT is part of the **mCDN** consortium.

2.3.2 DIVAS - Direct Video & Audio Content Search Engine

DIVAS is an IST project of the EU that targets the design, implementation and demonstration of a multimedia search engine based on advanced direct video and audio search algorithms applied to encoded, compact and standards adhering to the representation formats of the content inside search databases.

The driving force is to disassociate content search from the availability of laboriously annotated metadata databases. Thus, algorithms to be developed will provide an alternative and complementary path for metadata based audio/video content search. The proposed approach advocates the automatic extraction of content features directly from the compressed content ("fingerprints" or "thumbnails"), thus accelerating the search process. Further, through an associated classification, search databases will be rendered compact and suitable for binary search techniques, providing fast searches over huge content databases.

The search engine will be applicable to a number of different use cases ranging from "similarity" searches for video and audio web content, to information harvesting and data mining. Moreover, the **DIVAS** approach enables "stream searches" suitable for DRM resolution, advertisement time tracking, etc.

DIVAS implements algorithms for compressed video and audio characterisation, fingerprint extraction, and segmentation applied on compressed content, all being essential for efficient search and result correlation in audio/video search engines. According to the **DIVAS** consortium, this will open the way for the introduction and seamless integration of audiovisual searching to any web search engine, and the location of video content anywhere, irrespective of transformations and annotations, thus adding true direct multimedia search capability to ambient intelligence.

SAIL LABS & Fraunhofer are part of the **DIVAS** consortium.

2.3.3 SAPIR - Search on Audio-visual content using Peer-to-peer Information Retrieval

SAPIR aims to extend the power of web searches beyond centralized text and metadata searches to include distributed audio-visual content by developing a large-scale, distributed P2P architecture



that will make it possible to search audio-visual content using the query-by-example paradigm and combine these search hints with optional metadata annotations and user and social networking contexts.

The **SAPIR** vision is to conduct innovative research that will lead to a technology where end-users are peers that can produce audio-visual content from their mobile devices. This content will be indexed by super-peers across a scalable P2P network to enable content searches in real-time, while respecting IPR and protecting against spam.

A common framework for feature extraction from all kinds of media content will be developed for similarity search and ranking along all supported media. To address scalability issues, **SAPIR** will develop a P2P architecture where features can be extracted by one peer and pushed to an indexing peer. The P2P architecture will provide a scalable indexing structure that can be used for multi-feature search. Caching techniques will be developed to increase system performance.

SAPIR is part of the Chorus activities.

2.3.4 VICTORY - Audio-Visual Content search and retrieval in a distributed P2P repository

VICTORY is an EC co-funded research project which will develop a distributed search engine, introducing MultiPedia search and retrieval capabilities to a standard (PC-based) and a mobile P2P network. A MultiPedia object is defined as a 3D object along with its associated information i.e. 2D views, text, audio, video.

VICTORY aims to achieve the following innovations in the field of audiovisual search:

- Development of the first distributed 3D search engine that will enable searching, accessing and retrieving 3D and other types of digital content, in a distributed MultiPedia object repository, through Peer-to-Peer networks.
- Development of innovative 3D search and retrieval techniques supporting mixed-media searching based on the extraction of low-level geometric characteristics (content) and intuitive semantics (context) from the audiovisual content.
- Development of an open-source, self-contained, P2P-based middleware framework, which will integrate Quality of Experience coordination services, Identity Management services and Knowledge Infrastructure services, along with enhancements/extensions to existing distributed-computing technologies (JXTA, OMG DDS, etc).
- Development of the knowledge infrastructure serving the organization and exploitation of data pertaining to business rules and security policies with regard to 3D content access and manipulation.
- Integration of novel mobile interfaces with knowledge extraction algorithms in order to provide next generation information query and access mechanisms.
- Personalization of information access and knowledge-based content manipulation and visualization.
- Development of a specialized server network or remote visualization of heavyweight 3D content by low-power mobile devices.
- Integration of novel 3D watermarking techniques with state-of-the-art copyright protection techniques.



2.4 The Main National projects

2.4.1 *Quaero*

Quaero is a project supported by the French Agency for Industrial Innovation (All) which has the goal of developing multimedia and multilingual indexing and management tools for professional and general public applications (such as search engines).

It is a French project with the participation of several German partners. The consortium is led by Thomson. Other companies involved in the consortium are: France Télécom, Exalead, Bertin Technologies, Jouve, Grass Valley GmbH, Vecsys, LTU Technologies, Siemens A.G. and Synapse Développement. Many public research institutes are also involved, including LIMSI-CNRS, INRIA, RWTH Aachen, University of Karlsruhe, IRIT, Clips Imag, GET, INRA; as well as other public organisations such as INA, BNF, LIPN and DGA.

The main targeted applications can be divided into three broad classes: multimedia indexing and search tools for professional and general public use, including mobile environments; professional solutions for production, post-production, management and distribution of multimedia documents; and facilitation of access to cultural heritage such as audiovisual archives and digital libraries.

The search engine application has been the focus of the attention of many news articles. As a consequence, **Quaero** is often cited as a European competitor to Google, as well as other commercial search engines such as Yahoo, MSN and Ask.com.

Quaero is not intended to be a text-based search engine but is mainly meant for multimedia search. The search engine will use techniques for recognizing, transcribing, indexing, and automatically translating audiovisual documents and it will operate in several languages. There is also mention of automatic recognition and indexing of images.

2.4.2 *THESEUS*

THESEUS is a research program initiated by the Federal Ministry of Economy and Technology (BMW), with the goal of developing a new Internet-based infrastructure in order to better use and utilize the knowledge available on the Internet.

The focus of the research program is on semantic technologies: by using the standards and basic technologies ("semantic toolbox") developed by **THESEUS** on the Internet, the users will be able to produce and edit contents, rules, and structures themselves, as well as edit, collect, and link multimedia contents intelligently.

In this semantic infrastructure, companies will be able to communicate efficiently with other companies and with their customers as well as future consumers. In the process, innovative digital goods and services are meant to be developed whose safe utilization will be guaranteed through the development of rights-management tools.

THESEUS is part of the "Information Society Germany 2010 (id2010)" program of the federal government.

THESEUS developed out of the Quaero initiative suggested by a German-French industry study group in April 2005. In the wake of working out the details of the individual research projects, both sides realized that different focuses had evolved. Therefore, at the request of France, the decision was made at the turn of the year 2006/2007, to continue with the two programs separately for the time being. **THESEUS** – as the German part has been called since – and Quaero complement each other and are closely interlinked through study groups, which meet on a regular basis. The plans are to make use of joint synergy and cooperation potentials.



3. Federation Plan

3.1 Introduction

This section explains the reasoning that has been made in defining the approach to building the Federation. First it presents the results of the “Federation Aggregation Questionnaire” compiled by the PHAROS partners. These led to the definition of four clusters to be specifically targeted. The “Rules for Joining” are then outlined, the Benefits of joining presented, and finally the Material that will be provided to members is explained.

3.2 Federation Aggregation Questionnaire

In order to effectively engage and collect information from each of the partners, a questionnaire concerning the Federation has been distributed and retrieved. Partners were individually contacted in order to elicit a more specific definition of exactly what partners are expecting from the Federation, what roles Federation members should fill, and how to effectively target these specific typologies. This information has been collected and analysed, and will continue to guide the aggregation methodologies on how to develop effective relationships with Federation members.

Partners reported that the initial stage of building the Federation should be targeted towards Content Providers and Content Aggregators, especially those in the Media and Entertainment industry. Entities looking for new ways to monetise content should also be targeted, together with Research Centres, Educational institutions, and industry research departments. This in order to make available functionalities that are not provided by current partners and to function as a testing ground for the actual deployment of the platform.

Another genre of potential Federation members was identified in the Information Communications Technologies sector. This cluster represents actors within technological and service providers as well as system integrators, more specifically telecommunications companies, IT SMEs, consumer search engines, and software companies. These actors will be instrumental in providing user feedback on components and tools.

Finally, the Public Services sector represents another cluster that should be targeted to be incorporated into the Federation. These players come from public administration bodies, regional authorities, intelligence/security agencies and the healthcare sector. Benefits to the PHAROS consortium include the possibility to explore user feedback, content provision, and first validation and testing of project results and in addition to assess the multi-industry perspective of the PHAROS solutions.

The consortium had various expectations for the specific roles that the Federation should fill over the lifetime of the project. Some of these roles consisted in providing opportunities for growth both in terms of the adoption of the PHAROS platform, the provision of user feedback on components and tools, raising awareness, and the opportunity to engage potential early adopters of the system.

A common denominator among the results of the questionnaire was the number of members that should be incorporated into the Federation. Partners reported that it was important to incorporate as many members as could be properly sustained, in order to both provide reciprocal benefits for both parties as well as raise awareness in the audiovisual domain. One major issue raised was the process for approving membership into the Federation. This topic was raised due to the representation of actors within the Federation who compete with partners in respective market schemes. Partners were adamant in the agreement that no direct competitors should be allowed to have full disclosure and access to information within the Federation.

Entities that have been contacted so far include:



- Swisscom
- TSI Switzerland (tv)
- TSR Switzerland (tv)
- SF1 (tv)
- IBM Research Co.
- Stanford Television Station
- Uninettuno University
- RAI
- Vodaphone Italia
- Schibsted ASA
- Telefonica
- Deutsche Telekom
- Bertlesmann.

3.3 Approach to attract members

Following the results of the Questionnaire, the strategy for aggregating members in the PHAROS Federation foresees the division of potential members into clusters, to focus communication on the mutual benefits from collaboration between the PHAROS consortium and the Federation members.

Four clusters have been identified. They are:

1. Media and Entertainment Cluster
 - Content Providers
 - Content Aggregators
2. Research Cluster
 - Public
 - Private
3. ICT Industry Cluster
 - Technology Providers
 - Service Providers
 - System Integrators
4. Public Services Cluster
 - Public Administration
 - Security
 - Healthcare

This structure will be also be the reference to define the future activities of the Federation and to tailor the material to be used to attract members, considering those aspects of the PHAROS project which are most relevant to each specific cluster.



3.4 Rules to join the Federation

Federation membership will initially be offered through direct contacts with PHAROS partners. Each will consider which relationships could be developed in its reference context with PHAROS and will provide reference contacts for the Federation clusters, potentially relevant for their future objectives also over the project's life-cycle. In this way each Partner, according to their own interests and those of the Federation members, will choose to address the more congenial parts for their aims.

Dissemination material (e.g. presentations, press releases, etc.) will be used to support this crucial task.

The signature of a Letter of Intent, whose layout is presented in Section 6, will be required to start the membership acceptance process in the PHAROS Federation. With this letter, an institution, a company or individuals willing to join, will state their interest in the project and the endorsement of the Federation mission, that states: "Create a service-oriented shared European Audiovisual Search Platform". The PHAROS Consortium will recognise in turn the right to inform the new members about events and results concerning the project.

3.5 The Benefits

The table below maps the benefits associated to the four different target clusters:

	CLUSTERS			
	Media and Entertainment	Research	ICT Industry	Public Services
Benefits to PHAROS	<ul style="list-style-type: none"> • User feedback on components and tools • Content provision • First validation/testing of the results 	<ul style="list-style-type: none"> • Add further functionalities to the PHAROS platform 	<ul style="list-style-type: none"> • User feedback on components and tools 	<ul style="list-style-type: none"> • User feedback on components and tools • Content provision • First validation/testing of the results



Benefits to Federation members	<ul style="list-style-type: none"> • Early adopters/users of the platform (Explore the Pharos technologies and possibilities of the platform) • Direct the PHAROS development through feedback and definition of user requirements • Access to the training modules 	<ul style="list-style-type: none"> • Access to PHAROS technical know-how • Access to the training modules • Summer School • PHAROS Award 	<ul style="list-style-type: none"> • Liaison with other members/partners • Early adopters/users of the platform (Explore the Pharos technologies and possibilities of the platform) • Direct the PHAROS development through user feedback and definition of user requirements 	<ul style="list-style-type: none"> • Early adopters/users of the platform (Explore the Pharos technologies and possibilities of the platform) • Direct the PHAROS development through user feedback and definition of user requirements • Access to Training Modules
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Table 3-1: Benefits: return on participation associated to the PHAROS Federation

For the Federation members, PHAROS represents an integral and attractive medium for exploiting their archives and content, as well as receiving access to the latest innovation in the domain of audiovisual search.

At the same time, the Federation is essential to PHAROS in order to have a direct and concrete link with the needs of potential users. The division of members into clusters is important in order to investigate in detail each particular market orientation and to make special agreements in the future.

3.6 Material

Press releases, presentations, attendance to events and direct contacts will be the reference tools to attract members in the PHAROS Federation.

The emphasis in the aggregation strategy is to provide mutually beneficial functionalities to both members and partners. This focus is essential to stimulate an active level of participation among the Federation members and to create a common spirit of collaboration with each other.

Upon registration of new members into the Federation, a **Welcome Package** will be prepared and mailed via post. This package will provide brochures, bookmarks, booklets, an electronic version of the Content Management System (CMS) guide and a welcome letter

Federation members will be allowed to post on the PHAROS web-site an individual professional profile, which will contain a brief description of the organisation, CVs of reference contacts, contact information and a logo.

Several other initiatives are planned in order to foster a common spirit among the Federation, including a **seasonal newsletter** to broadcast individual accomplishments and news. There will be a featured column in the PHAROS newsletter dedicated to the Federation.

Due to the diverse functionalities available to each Federation member, a specialised **Content Management System (CMS) guide** will be made available to Federation members in order to help facilitate the learning process, and to become proficient with the website's functions. This



document is intended to serve as an informational guide to the content management system of the PHAROS website. Federation members will be able to create various types of content. RSS feeds may also be automatically created for most content. This guide consists of two versions: one for partners (made available on the project's wiki), and one designed for Federation members, which will be automatically supplied to new members upon registration. Members will also have constant user assistance with regard to technical inquiries and service requests by the administrative team of the communication website. Requests for technical assistance and inquiries may be submitted to info@pharos-audiovisual-search.eu.

The partner responsible for communication will coordinate relationships with external projects, special interest groups, standardisation bodies, and participation in events, workshops, and conferences. These **events** and occurrences will be indirectly targeted at Federation members in order to facilitate occasions for professional networking and the free exchange of knowledge and ideas amongst the Consortium and members of the Federation.

Members of the Federation will also be involved directly in the **production of dissemination material**, by contributing with images, articles, or other materials. This material will be distributed and circulated at relevant events, strategic meetings, and dissemination venues in order to increase awareness and to target individuals and organisations so that they may become involved in project initiatives.

Management of the Federation will include the day-to-day operations of providing services to Federation members and maintaining open lines of communication between both parties. Members of the Federation will also be invited to compile questionnaires and surveys in order to identify specific requirements and ascertain areas of improvement.



4. The Communication Approach for the Federation

4.1 The General Communication Concept

The foundation of the Federation Aggregation plan is to provide an exclusive platform for members to be included in the validation and adoption of PHAROS services. For the PHAROS project to effectively communicate results with Federation members, a defined dissemination methodology is needed. The PHAROS dissemination methodology is sustained by the following key points:

- Raising Awareness in the selected domains.
- Engaging the entire consortium.
- Effectively disseminating project results to designated target audiences.

4.2 Raising Awareness

The dissemination strategy is aimed at the introduction of PHAROS into both established and novel settings within the audiovisual domain, and at presenting project results and initiatives to domain actors and decision makers. Consortium partners will serve an expedient role in propagating project results. These results will be demonstrated in a variety of ways, including the participation of PHAROS at relevant events, the pursuit of synergies with relevant projects, the deployment of the training campaign, the accumulation of contacts and supporters through partner referrals, and the production and distribution of dissemination material. This entourage of dissemination tactics, which is detailed in the subsequent sections, is being carried out both to facilitate the establishment of PHAROS as a major player in the audiovisual domain, and to raise awareness of designated target audiences in order to build consensus and ultimately aggregate the Federation.

4.3 Engaging the Entire Consortium

Planning the effective dissemination of the project progress and results requires that the partners share the same guidelines and planning strategy. The dissemination activities may be carried out at the level of a partner's own organisation or at consortium level. These activities can be endorsed regionally or nationally, across the EU, or globally.

For each potential target audience, the dissemination strategy defines the following aspects:

- What will be transmitted (flyer, communication papers and booklets, questionnaires, brochures, deliverables, etc.).
- When this dissemination will take place and how it will be performed.
- Which specific services can be offered.
- How to properly motivate and incorporate members into project initiatives.

To properly address these challenges, workpackage WP5.2 has contacted each individual partner, and will continue to remain in contact in order to provide a balanced and effective communication approach and to uphold Federation aggregation policies.

The Consortium has designated a team of members dedicated to the implementation of established dissemination models and guidelines. This team consists of one representative from each partner organisation and is responsible for effectively disseminating project results to the widest possible audience, in order to generate a critical mass around the project, demonstrating PHAROS project results and initiatives, and establishing the project as a well known player in the



audiovisual research field. The Dissemination Team will also help foster a community spirit among the consortium, and be instrumental in increasing the circulation of information among partners. A balanced approach throughout the entire consortium will help extend dissemination activities at the local, national, and international levels. The following functions of the Dissemination Team have been defined:

- Help contact and refer potentially new Federation members.
- Communicate with the partner responsible for dissemination with requests/suggestions for new dissemination materials and/or needs. (New material can be produced on request).
- Contribute to the population of the public website (new content, relevant events, news, links, etc.).
- Produce and distribute press releases.
- Organise opportunities for the involvement of external actors in the project activities.
- Promote the organisation of focused events by publicizing them on the project website.
- Moderate online discussions, mailing lists, and/or newsgroups.
- Assist in the timely and detailed response to technical inquiries.

4.4 Disseminating Results

The scheduled completion of specific research activities outlined in the Description of Work will present the consortium with new opportunities to demonstrate project results. PHAROS results are regularly presented to potential end users through demonstrations, presentations, and also by exploiting the contact bases of partners in the consortium. To facilitate the integration of PHAROS results into new multi-industry scenarios, technical demonstrations of PHAROS will be produced to present project solutions and outcomes, and how end-users can benefit from them. The consortium as a whole is requested to pro-actively collaborate to provide information in order to find new venues and contacts to disseminate specific project results and aggregate the Federation. This task is being achieved by pooling resources and contact bases among the consortium, publishing quality content on the communication website, sharing information concerning relevant events, and utilizing communication material provided by the partner responsible for dissemination.



5. Coordination with other activities in PHAROS Stream 5

5.1 Dissemination activities

Dissemination activities have been programmed in order to promote the PHAROS project results to target audiences around the world. This group of users will be organised and motivated in order to benefit from project results, and also provide the consortium with essential user feedback, a support base, and insight in terms of the self-sustainability of the project during and after the official end of its lifecycle. This activity is a major challenge for the PHAROS consortium, due to the effort involved in successfully targeting these actors, providing them with the tools to succeed, and motivating the entire group to maintain a high level of involvement and production. This challenge has been analysed and addressed with an entire anthology of dissemination techniques in order to specifically identify areas for development and means of maintaining advanced levels of aggregation and participation. The foundation of this strategy is built on the establishment and maintenance of the official PHAROS website, and is complemented by dissemination techniques including attendance at events, distribution of professionally crafted communication material, the establishment of synergies with relevant projects in the audiovisual domain, and the deployment of a training program.

The **PHAROS website**: <http://www.pharos-audiovisual-search.eu/> serves an essential role in the overall project because it functions as the principle communication tool to disseminate project results. It provides a wide array of functionalities including document uploading/downloading, PHAROS events registration, news, and more importantly serves as the communication hub of the PHAROS Federation. The website is the main source of information on the project and on its initiatives, such as events and training modules. It provides several services to Consortium partners and members of the PHAROS Federation with a user-centric content management system that allows users to autonomously publish several types of content and to collect feedback. The website has been designed also to collect user statistics and detailed information about the Federation in order to support its management. Technical assistance is provided to website visitors and interested parties at info@pharos-audiovisual-search.eu

Events are researched and posted on the project communication website in order to promote active participation by both Partners and Federation members. Relevant events can include: conferences, seminars, workshops, summer schools, symposiums, etc. all pertaining to relative domains. These events are being exploited by displaying posters, material distribution opportunities, presentations, paper publications, etc. A current listing of relevant events is posted on the communication website, and is easily updated by partners and Federation members wishing to publicise events or broadcast participation to website visitors. The attendance of events constitutes a staple venture into the aggregation of the Federation by constituting an effective way to broadcast project initiatives into relevant domains to targeted audiences. Online registration and communication services for events is available through the project's communication website, and will produce special promotional material upon request.

In the interest of extending the scope of dissemination efforts, PHAROS intends to establish **synergies with other projects** in the audiovisual search field and is interested in improving coordination in specific areas. The planning of joint events, the sharing and integration of information provided on the web, and the preparation of common dissemination material are among the actions that may be undertaken to foster collaboration among the projects, which in turn will generate more support and attract more Federation members. Joint initiatives may be significant in terms of the dissemination and exchange of information resources with other major international players in the field. A designated page of the website (<http://www.pharos-audiovisual-search.eu/links>) is dedicated to the promotion of links and relevant projects.

Dissemination material is being distributed at designated conferences, workshops, or EC events



attended by PHAROS partners. The dissemination material is distributed in electronic format by email to interested parties and is accessible on the project website in the '**Communication Materials**' section. In order to address specific typologies of potential Federation members, close contact with partners is maintained to produce typology-specific dissemination material in order to target selected audiences.



Figure 5-1: PHAROS Poster

Efforts are being undertaken to disseminate and circulate the results of the project via the



publication of **press articles** in the specialised press, including articles written by various partners. These articles are released to give journalists information that is useful, accurate, and interesting with respect to project partners and their activities in general, or to highlight the quality of the work completed. The purpose of these articles is to inform the public at a local level about PHAROS. Additional information about project results, products, or specific scenario activities will be included in future press releases according to specific needs. These articles will contain general information about PHAROS and the Consortium, elaborate recent project initiatives and objectives, present the opportunities offered by the PHAROS Federation to various sectors, and indicate the main communication channels where relevant information may be found.

5.2 Training activities

Training activities are an excellent occasion to reinforce the Federation. **Specific courses** are being planned for members of the Federation, both technical and functional/commercial. Training is also an occasion to set up events that may raise resonance and awareness around the project, as well as giving a precise view of PHAROS in terms of the way the PHAROS brand is perceived.

To this regard, a summer school initiative being started close to the end of the project funding period will be the ideal action for getting industry players together, disseminating PHAROS findings and services, and exchanging ideas on how to best exploit the functionalities of the PHAROS platform. It will also serve as a demonstration to our potential customers of how the PHAROS platform will actually empower their businesses.

The **PHAROS Summerschool** will be an excellent event to bring together the scientific community (graduates, academics) with the industrial players. Stages for top students and other joint initiatives can be thought of to strengthen the relationships between the PHAROS consortiums and the members of the PHAROS Federation.

All training activities are explained in detail in the training methodology deliverable.

5.3 Exploitation activities

The major concern from a business perspective is the number of potential early adopters willing to experiment the project results and to mature the decision to adopt it, therefore the objective of using the Federation to gather the requirements from relevant actors in the market is instrumental to the sustainability plan and to the strategy to transform the project results into commercially viable solutions over the project life-cycle.

Through the PHAROS Federation, the first industrial contacts for future exploitation will be explored through influential members. Furthermore, Federation activities could be useful to identify and define different positions in the value chain of the PHAROS platform. Thus, by involving a critical mass in the PHAROS network, the PHAROS Federation could make a significant impact on the business model.

Exploitation activities will be supported by dissemination, training and federation activities to identify specific opportunities in the market sectors and to understand requirements of typologies of Federation members.



6. Appendix - Letter of Intent

Letter of Intent

stated by

[Name of the organisation].

- hereinafter referred to as PARTY.

1. PARTY expresses its interest in the Project named **PHAROS – Platform for the search of Audiovisual Resources across Online Spaces** within the 6th Research and Technological Development Framework Programme
2. PARTY agrees with the general **PHAROS** Federation mission: “**Create a service oriented shared European Audiovisual Search Platform**”.
3. For the Party, **PHAROS** represents a very interesting supplementary way of exploiting audiovisual archives. This would be a unique chance to support the audiovisual content institutions to encourage innovations.
4. The Party expresses its interest in becoming part of the **PHAROS** Federation, that is to receive and use the **PHAROS** results belonging to *[Name of the PHAROS member(s) providing their results to the signing organisation]*, and be informed of future **PHAROS** events.

Place, date

[signature and stamp]

Signed on behalf of PARTY