



Comment [H1]:

ECP 2008 DILI 518002 EUscreen
Exploring Europe's Television Heritage in Changing Contexts

Progress Report & Market Survey

1 OCTOBER 2009 – 31 MARCH 2010

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eContentplus



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¹ 011.79, 21.3.2005, p. 1.



1 Table of Contents

1	TABLE OF CONTENTS	3
2	SUMMARY	4
3	STATUS	5
3.1	RESOURCES EMPLOYED	7
3.2	WORK PACKAGE OVERVIEW.....	8
3.3	DELIVERABLES STATUS.....	22
3.4	PERFORMANCE INDICATORS	23
4	AWARENESS AND DISSEMINATION	24
4.1	OVERVIEW OF AWARENESS AND DISSEMINATION ACTIVITIES	24
4.2	EVENTS AND MEETINGS	25
5	CONCLUSIONS	25
6	APPENDICES	25



2 Summary

One page describing the overall objectives for the period and the progress towards them, concentrating on:

- Technical aspects
- User related aspects
- Management and partnership aspects

The overall objectives of EUscreen for the first six months were manifold and the way the project is designed required immediate action from all partners and from workpackage leaders in particular. The following are descriptions of the objectives with respect to the aspects mentioned above.

2.1 Technical aspects

Building upon the Video Active portal and Video Active experience, EUscreen had a flying start. The preliminary version of the Back-end tool of the EUscreen portal was demonstrated in the Regional workshops in London, Barcelona and Budapest in February 2010. The demonstration focused on how to upload clips and how to import XML files from the content providers' databases. All content providers had the chance to see it in a rudimentary form and to get accustomed with its operation. The Back-end tool will be ready for testing in July and the report containing Content selection guidelines and metadata definition (D3.1) will be presented during the workshop to be held on Mykonos in June. After that uploading video to the portal can begin.

NTUA completed D4.1 at the end of April, outlining the architecture of the portal. Noterik created a demonstration site to show all basic functionalities and functionalities that are optional for the EUscreen portal: <http://euscreen.devel.noterik.com/demo/>. Noterik presented the templates for wireframes they need in order to translate functional design into software.

2.2 User related aspects

Much of the activity in February and March, focused on the delivery and D5.1 User group definitions and Initial user requirements. The project needed to gather basic information on user requirements as these will inform both content selection strategy and the technical architecture and will also feed into the definition of use cases and the development of user scenarios. To that purpose it was decided to organize Focus group meetings in Utrecht and Vienna, engaging the focused fields of users as defined in the DoW (see further in the overview of WP5). Another meeting was scheduled to be organised in Athens. The meeting in Athens was cancelled in the last instant because of a bomb in the vicinity of HeNAA. HeNAA therefore distributed a questionnaire with sufficiently interesting results to meet the need for data on usergroups and user requirements. The results were elaborated and shared. A long list of initial requirements were discussed among members of WG4 in co-operation with WP3, WP4 and WP5. Important decisions were taken towards the first release of the portal to be expected by November 2010. This first release of the portal will be available to all user groups and contain at least all shared functionalities. In the second release there will be set up different interfaces for different user groups.



2.3 Management and partnership aspects

All partners were informed about the milestones and project management structure at the Kick off Meeting and in the Regional workshops and other (informal) meetings. These meetings were also very much on engaging everyone with the project and using everyone's experience. The PMB held two meetings. The rest of the Consortium, the Associate Partners and the Advisory Board were informed about the performed activities through the Internal Newsletter, the first one was circulated in January 2010. It is conceived as a bi-monthly update. Information provision through a bimonthly newsletter, quality assurance and risk management plan has been implemented.

3 Status

Detailed description of the project activities covering the entire period. Explain any deviation from the Description of Work

The key activities in this reporting period:

- The kick-off event in the Netherlands was a success. Almost all partners were present in Hilversum and at the dinner in Utrecht. The overall goal of the project was outlined in plenary sessions and, in separate sessions, WP leaders discussed the tasks in their WPs. Our project officer Marc Röder was also present. In his presentation, he underlined the expectations the EU has regarding the project and how reporting will be executed;
- A Basecamp environment was set up to streamline communications between [1] all partners; [2] PBM; [3] Partners involved in specific WP's;
- After the kick-off, WP5 organised a WG4 meeting in Paris in November 2009 to work on task 5.1 and prepare the focus group meetings to be scheduled in february 2010;
- Annex II was signed by all partners, and the UU stated transferring the first instalment to the partners mid-January;
- The first deliverables were reviewed by consortium partners, conform the Project handbook and Self Assessment Plan and consigned to the Commission. They included: D7.1 Multimedia Project Presentation, D7.2 Project Website, and D7.3 First Communication and Dissemination plan; The Project Handbook and Self Assessment Plan (D1.1) was reviewed by the PMB and will be consigned to the EC before 29 April.
- WP2 took the lead in administering the partners participating in the four Working Groups;
- WP3 designed and executed two questionnaires, asking content providers about their [1] archive holdings and [2] the status of their metadata management. The results were processed and shared.
- WP3 in collaboration with WP2 and WP4 set up three Regional workshops to discuss/interrogate further the holdings and metadata schemes of the archive partners. The results of this work will be captured in one of the projects' main Deliverables: D3.1 Content selection guidelines and metadata definition (M10). Also, the initial results are taken into account by WP4, in writing D4.1 Functional specifications and portal architecture (M6);



- The first version of the Back-end tool was demonstrated and discussed at a WP3/WP4 meeting that took place in London in February 2010 and during the Regional workshops, also in February 2010.
- Focus groups meetings involving users were held in Utrecht and Vienna in February 2010, according to the focused fields defined in the Description of Work. These interactive sessions, each with 10-15 participants representing different user groups proved very useful for WP5 in preparing D5.1 about definitions of user groups and user requirements. The focus group meetings provided an initial list of requirements, some of which turned out to be similar among all user groups.
- The already mentioned Regional working groups were held as planned and they were a success. Almost all content providers were present in London, Barcelona or Budapest in February. Here, the leaders of WP3 and WP4 discussed metadata matters with all content providers. The content providers had the opportunity to talk about their own organizations, their holding, their rights issues, systems, (digitization) processes and databases and share their ideas for content selection and metadata.
- The second Project Management Board meeting was held in Budapest in conjunction with the final regional workshop. The PMB discussed the early results, the status of the project, the interdependencies between the WPs, the involvement of the whole consortium.
- On March 31 2010 a meeting was held in Amsterdam at Noterik, one of the technical partners. It was decided during the PMB in Budapest that it would be useful to have a WG4 meeting in co-operation with WP5 to discuss questions and issues that raised from the material that had become available on user group definitions and user requirements in relation to technical specifications.
- D1.1, D4.1. & D5.1 will be finalized, reviewed and consigned to the commission before April 29.
- D3.1 Content selection guidelines and metadata definition (M10) is in preparation.
- The first version of the Back-end tool will be ready for testing in July 2010.

There were no deviations from the Description of Work. The first Milestone due in M3, was reached: Initial Investigations and Project Establishment. It included as planned the Project Website, a first draft of the Project Handbook and Self-Assessment Plan, a first list of User Group Definitions, and a first assessment of Metadata standards used.



3.1 Resources employed

Resources employed for the reporting period (person-months)								
Beneficiary short name	WP 01	WP 02	WP 03	WP 04	WP 05	WP 06	WP 07	Total
UU	6,2	1,7	6,6		1,8		0,5	16,8
BUFVC			1,45		0,08		0,03	1,56
ATIT		0,34	0,4		2,11		0,33	3,18
DR		0,31	0,37	0,17				0,85
DW		0,23	0,97					1,2
EDL		0,2	0,41					0,61
HeNAA								
INA		0,4	0,2	0,13				0,73
RTE		0,14	0,35					0,49
IL		3,99	2,66	0,11			0,49	7,25
SV	0,9		0,18	1,68	0,85		2,77	6,38
Noterik		0,44		7,81	0,56			8,81
ELTE				3,46	0,20			3,66
NTUA		0,27	0,47	7,76				8,5
ORF		0,39	0,79	0,21			0,71	2,1
TVP SA		0,72	0,82	0,21				1,75
RTVSLO			3,95					3,95
RHUL			5,38				0,3	5,68
TVR		0,21	1,1					1,31
RTBF		0,28	0,44				0,09	0,81
KB		0,38	4,62		2	0,31	0,32	7,63
TVC		0,24	0,63					0,87
VRT		0,24	0,65	0,31				1,2
TAIK								
RAI								
TOTAL								



3.2 Work Package Overview

Work package description

Work package number :	1	Start date:	1	End date:	36
Work package title:	Project Management				

Objectives for the period

To ensure the effective overall management of the project and administration and financial planning. This requires a control of the quality of contributions throughout the duration of the project, and appropriate timing of activities. Rules for the quality control of all project activities will be defined and adopted. Progress of the work will be monitored against the milestones and the objectives defined in the project programme.

Description of work carried out and achievements

The UU and Sound and Vision jointly organized the first PMB meeting (October 7) and Kick-off Meeting (October 8/9). UU helped SV setting up Basecamp.

The Project Manager established communications with administrative people within partner organisations, also those that were not able to come to the kick off session. All partners signed the Annex II in order to join the Grant Agreement. UU also started to write the EUscreen Consortium Agreement and Project Handbook and Self-Assessment Plan (D1.1 due in M06), which was reviewed by the PMB. A first draft of the Consortium Agreement is currently under review. UU received the first instalment of the EC on Dec 28th. Payment of the first instalment to all partners was prepared, a process to be completed by the third week of January. WP1 coordinated the reviewing process of the first Deliverables: D7.1, D7.2 and D7.3. The first Internal Newsletter it was written and distributed.

Right after receiving the first instalments all project partners were informed on financial and administrative reporting duties. Partners received the Financial Statements together with the instructions. It elucidated on how to deliver their input for the first progress report, D1.2.1 before April 14. The Second PMB meeting was held in Budapest. Minutes were made available to the PMB after the meeting.

The Advisory Board and the Associate Partners were informed about the progress in EUscreen through the first Internal Newsletter and they will involved in planning the first EUscreen international conference in Rome in October 2010. D1.1 Project Handbook & Self Assessment plan, that provides all partners with practical information on how to work in EUscreen, was finalized and reviewed by the PMB in March and will be consigned to the Commission before 29 April and also distributed among all partners.

D.1.2.1 First progress report & Market Survey. The first progress report will be composed of



updates from the WP leaders, the input from all partners, and input from the project co-ordinator and technical director. The Market Survey that is conceived to be part of the first progress report will be presented as a separated, though integral document of the report. It is conducted by SV. Every partner who receives a community contribution for their work in EUscreen is asked to fill in their Financial Statement and send it to the EU Liaison Office before April 14, 2010.

We are in the process of evaluating the basecamp site. We have created a document storage place on a MS Sharepoint environment for easy filing and finding of documents produced within EUscreen. Also the PMB has regular Skype teleconferenes to exchange important information, discuss interdependencies as well as possible risks and to monitor the overall development of the project.

Deviation from work plan & remedial action

The Consortium Agreement has not yet been signed by all partners. This will be done shortly.

The accession to the consortium of Maastricht University has been delayed because the responsible person at MU changed jobs.

Work package description

Work package number :	2	Start date:	1	End date:	36
Work package title:	Network Activities				

Objectives for the period

- To organise two open workshop on a specific topic chosen by the four EUscreen Working Groups, in which both network partners and interested stakeholders could discuss issues like for example semantic interoperability or IPR problems, encouraging all the subjects involved to contribute to the network activities. (RHUL, 17 MAY)
- To organise three regional meetings for Archive partners,
- To organise an international conference in M12 to illustrate to all interested actors (both users and stakeholders) the guidelines and the recommendations produced by the EUscreen best practices network to all interested actors (both users and stakeholders) and to spread the results of the project in order to involve also new potential partners in the network.
- To organise nine open workshops during the whole duration of the project on specific topics chosen by the four EUscreen Working Groups, in which both network partners and interested stakeholders could discuss issues like for example semantic interoperability or IPR problems, encouraging all the subjects involved to contribute to the network activities.



- To develop a privileged communication channel and a factual collaboration between the EUScreen Consortium, the EBU and the FIAT/IFTA members and the EDLnet network and EDL foundation.
- To coordinate the activities and disseminate the results of the four Working Groups made up of EUScreen network members, with a special attention to the interaction and factual collaboration with related working groups in EDLnet and other Best Practice networks. (See Chapter 1 and 7 Project Work Plan for more details about the WG structure and mission)

Description of work carried out and achievements

During the kick-off meeting in Hilversum, WP2 presented the aims and the activities of the four Working Groups defined in the DoW, along with a preliminary calendar of the international conferences and workshops to be held during the three years of the project. Right after the kick-off meeting the composition of the Working Groups was finalised and all the project partners joined at least one of the four WGs.

In collaboration with WP3 three regional workshops were organised during February 2010. In these workshops the members of the WG1 on "Metadata standards and interoperability" were invited.

with the collaboration with other initiatives related to Europeana also started. In particular EUScreen representatives were invited as observers during the focus groups for a Europeana functionality study in November/December 2009, and WP2 and WP7 leaders were invited to join the next Europeana WP5 Communications group meeting in Edinburgh. Joint presentations with the European Film Gateway have been executed and WP7 participated in the Europeana V1.1. users Working Group.

During February and March the activity of WP 2 was mainly orientated towards the coordination of the activities of WG 1 on "Metadata standards and interoperability", that has been involved in the regional workshops (in London, Barcelona and Budapest) organised in collaboration with WP3, and of WG 4 on "New service development and business models" that has worked on the definition of user groups and on the initial user requirements. A brainstorming meeting has been organised by WG4 in Amsterdam on the 31th of March to discuss these issues.

The organisation of the first two EUScreen workshops was initiated. The first workshop, hosted by RHUL and organised in collaboration with WG 1 and WP 3, on "Content enrichment and contextualisation in EUScreen, Building the new platform for the exploration of European television history", will be held on the 17th of May in London, and it will include



the participation of all the academic partners and many of the content providers in the consortium.

The second workshop will be on "The EUScreen common metadata schema and the content selection strategy" and it will be hosted by NTUA in Mykonos the 23-24 of June. A draft program of the workshop has been prepared and also a number of external participants , including invited speakers.

Deviation from work plan & remedial action

All activities that were planned were executed. The working groups and the regional workshops were intertwined, and is was indeed a smart and routine collaboration between the Work package leaders for all content partners, old and new. During a WP4 meeting in Paris it was decided to have informal interactive focusgroup meetings with different usergroups in three different countries for D4.1 and D5.1. And in the PMB in Budapest we felt that we needed to brainstorm together about the results of these focusgroup meetings and the necessary choices for D4.1 and D5.1.

Work package description

Work package number :	3	Start date:	1	End date:	36
Work package title:	Information and Access				

Objectives for the period

- To develop a single coherent and realisable content selection and contextualisation policy.
- To investigate, define, map and agree on a common metadata schema in line with content providers’ proprietary metadata sets, and in terms of broadcasting and cultural variables.
- To oversee the effective implementation of the content selection policy and the metadata schema.
- To review and evaluate the consistency and efficacy of the content selection policy and the metadata.
- To support programme content, metadata and cataloguing information (and holdings) by the development of an e-journal dedicated to the study and analysis of European television.



Description of work carried out and achievements

The first deliverable in this package (D3.1 Content Selection Guidelines and Metadata Definition) is not due until PM10, but a number of internal activities were undertaken in the current reporting period to provide the input for this deliverable.

This included:

- A review of partner holdings (both content and IPR)
- A review of partners' ability to meet a range of interoperable and common metadata standards (for example, drawing on Video Active, Dublin Core and EBU Core).
- A review of the technical possibilities and limitations of using mapping tools developed under WP4.

These reviews were undertaken by a combination of online questionnaire and a series of regional workshops where colleagues from WP3 and WP4 met and discussed a range of key issues with content partners in a number of face-to-face and bilateral meetings.

The findings from this activity were then to be collated into an internal deliverable (report). (This activity was undertaken in tasks 3.1, 3.2, WP4 and with direct input from task leaders 3.3)

1. Questionnaires

Two online questionnaires were developed between WP3 and WP4 (in consultation with the EUscreen Project Management Board). After planning and devising the two questionnaires these were circulated in November 2009 with a mid-December deadline.

Questionnaire 1: Content selection and contextualisation: This questionnaire asked content partners about the holdings in their archives based on seven broad and inclusive genres – news, factual programming (including all documentary and factual talk forms), fictional/drama programming, entertainment and performing arts (ranging from comedies and game-shows to classical concerts and dance), advertisements, sports and interstitials (trailers, idents and promotions which appear in between programmes but that are not commercial advertisements). The questionnaire asked the content providers what periods they held such content for (by decade) and then asked them whether they would be able to make this content available to a range of EUscreen communities (general public, educational and research) under either a) existing rights conditions as they related to that country or whether such rights could potentially be negotiated. The questionnaire also asked whether they would be able to make content available for 'creative re-use' under creative commons licences. It also asked content providers to indicate whether they could make available a range of supplementary materials to support and contextualise content (such as still images, institutional documentation, programme documentation or listings and viewer reports), and canvassed them on their views on potential EUscreen content selection policies.

Questionnaire 2: Metadata schema definition and interoperability: This questionnaire asked content providers about the kind of metadata information they could realistically and consistently provide for a number of key elements necessary to support audio-visual content. The metadata fields were drawn from a combination of Video Active (which is modelled on



Dublin Core) and EBU Core, and the aim was to ascertain the base level of metadata that all content partners could provide on a mandatory basis – and to assess the kind of information that partners could potentially provide on an optional (added value) basis. The questionnaire also asked content providers about the range of operational tools they could use to export and map data within the EUScreen project (this part of the questionnaire was particularly developed by partners in WP4).

2. Review and development of content selection and the common metadata scheme

The findings from the questionnaire surveys were collated and discussed between WP3 and WP4 and then reformulated as a series of potential content selection strategies, a draft common metadata scheme and a mapping tool for the exporting of metadata from the content providers to the EUScreen system. These developments provided the focus for the regional workshops.

3. Workshops

Three regional workshops were organised by WP3 and held in February 2010 in London, Barcelona and Budapest. The aim was to bring together small groups of content providers on a regional basis to follow up on answers in the two questionnaires and to consult with them possible models for the content selection policy (WP3), a draft outline of the common metadata scheme (WP3) and a presentation on the proposed mapping tool for EUScreen (WP4). The presentations and following discussion was aimed at highlighting any potential areas of practical difficulty for the content partners to provide feedback on the development of the content selection, metadata and mapping policies. As such, colleagues from the BUFVC (Task 3.3) also played a crucial role in talking directly to the partners as they will have responsibility for the oversight and delivery of content and metadata to the project. The workshops raised a number of important questions and issues for content and metadata in particular, helped identify those partners willing to go forward with participating in creative re-use scenarios, and helped clarify issues of workflow for both the content providers and members of WP3.

4. Internal reporting

The results of the questionnaires have been made available internally to the EUScreen WP3 and WP4 partners and the Project Management Board. Some of this information has been sensitive, however, with partners offering information in confidence – which they do not want other (potential rival) archives to know. As a result much of this information has not been circulated widely across the project. The outcomes of this research will, however, feed directly into the development of the content selection policy, and metadata scheme – which will be circulated throughout the project for consultation. A summary report on progress to date and key decisions made has been circulated to the Project Management Board.

Finalisation of content selection policy and metadata scheme: In March/April this was still under discussion and it is intended that this will be ready for circulation to all project partners in the second half of April 2010. Final revisions (if any) will be made in May, with final recommendations being put to the Project Management Board for approval – prior to public launch in June 2010. As part of this finalisation process discussion is also under way in WP3



as how best to test the efficacy of the metadata scheme (accuracy of results) and of how to monitor the workflow of content providers. It is intended that final recommendations for this will be put to the Project Management Board in May 2010.

5. Contextualisation

A major task in WP3 (3.4) is the contextualisation of audio-visual content for users and the establishment of an e-journal dedicated to European television history to extend and promote critical discourse and awareness about television history. Discussion has therefore taken place between the academic partners in WP3 to discuss a range of strategies for the development of the e-journal, and a questionnaire was devised and circulated by the University of Utrecht (Task 3.4) to canvas the opinions of the European Television History Network opinions about contextualisation of EUscreen content. This activity has overlapped to a degree with user-definition and requirements research and discussion in WP5 and with the activity of Working Group 4. Elements of this activity fed into the WG4 meeting in Amsterdam in March 2010, and some of the findings of that workshop will inform the discussion in the contextualisation workshop WG1 to be held in London in May 2010. The London workshop will examine a range of contextualisation strategies, such as user-generated content and tagging as well as the development of the e-journal. This will necessarily feed into wider discussion about the development of the project's user interface.

Deviation from work plan & remedial action

There was no deviation from the work plan per se, however, there was the addition of several stages in the development of the content selection policy and common metadata scheme. In particular, the additional working group (WG4) meeting held in Amsterdam in March 2010 was an important point at which user-requirements were discussed in relation to content selection, metadata and contextualisation. The further consultation of the content selection policy and metadata scheme to be conducted in April 2010 will provide a further opportunity to a) assess the effectiveness of the policy/scheme from the perspective of the whole project, b) refine or tweak for any unforeseen issues or problems (a final check) and c) will act as a further point of clarification (reminder) for the roles and responsibilities of the content providers in the project.



Work package number :	4	Start date:	1	End date:	36
Work package title:	Semantic Access and Integration				

Objectives for the period

The aim of this Work package is to provide the technical platform to accomplish the EUscreen objectives. EUscreen will build on top of the Video Active technical platform and additionally, will use existing tools created in past and ongoing projects in order to enrich its functionality. The aim is to exploit the recent advancements of Semantic Web technologies for representation, storage, querying and the exchange of EUscreen metadata. The proposed technical platform will enable interoperability with Europeana in a semantic manner. EUscreen, in addition to OAI-PMH harvesting methods, will exploit new ways of delivering metadata using SPARQL end-points. The objective is to use existing Semantic Web technologies that fully exploit the expressiveness and richness of EUscreen metadata in order to achieve semantic interoperability. The proposed EUscreen Web services architecture will enable tool sharing with Europeana, EuropeanaConnect and other related projects. In a similar way, EUscreen will use external Web services (especially EuropeanaConnect Web services) using service registry application. Finally, one of the main objectives of WP4 is the creation of interoperability guidelines. These guidelines will assist the archives to be fully interoperable with EUscreen and Europeana. The detailed technical objectives of WP4 are the following:

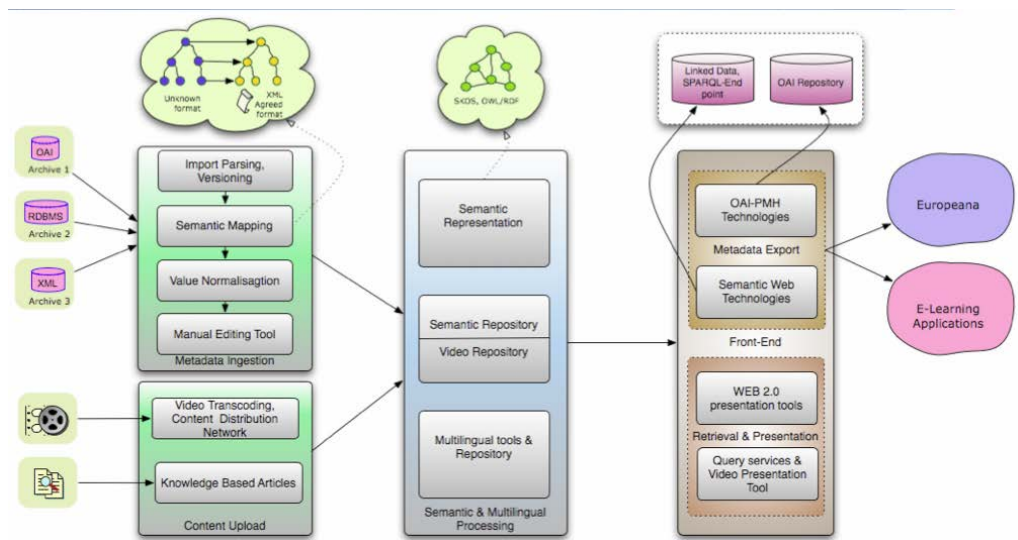
- Represent the common metadata schema in a Semantic Web language (e.g. OWL/RDF, SKOS).
- Create an ontological framework for the representation of low-level audiovisual metadata (e.g. MPEG 7).
- Set up an OAI-PMH harvester to enable automatic metadata delivery between content providers and the EUscreen system.
- Represent the thesaurus terms in the SKOS standard to enable thesaurus alignment.
- Align to external thesauri, ontologies, authority files and geographical data in order to enrich the existing EUscreen knowledge using Web services.
- Examine and integrate new ways of presenting the cultural content such as faceted browsing, present geographical information (using maps) and use timeline services.
- Create the mechanism to establish semantic interoperability with Europeana.
- Employ new ways of metadata delivery using SPARQL endpoints.
- Create a MyEUscreen service enabling users to create their own galleries and participate in groups of interest (social networking)
- Create a metadata export system. This system will have the ability to export the EUscreen metadata in various formats such as Learning Object Metadata (LOM).
- Develop the EUscreen web portal.

Description of work carried out and achievements

A number of virtual meetings were held amongst WP4 participants. In these meetings, we decided the responsibilities of each partner.

- NTUA is coordinating the efforts of WP4 and is responsible for the Back-end tool and the connection with Europeana.
- Noterik is responsible for the Front-end tool and the video play-out service.
- EBU will be responsible for the alignment of the EUscreen metadata schema to EBUcore and the translation of the schema in an ontology language.

The image below shows the EUscreen system architecture (as of November 2009). Background is provided in D4.1.



Various technical issues, f.e. the creation of unique and persistent identifiers, have been discussed regarding the architecture of the system. Final decisions about the architecture of the system and all the technical issues were taken during the meeting on the 4th of February in London. At this meeting, NTUA presented the proposed architecture along with screenshots that will demonstrate the functionality of the EUscreen system.

As also presented at the kick-off meeting, the first version of the Back-end tool will be ready for testing in July 2010 and the Front-end tool on September 2010. For both Back-end and Front-end tools, a small group of content providers will be involved to provide feedback to WP4.

In the three regional meetings that were organised in the scope of WP3 and WP4 (London, Barcelona, Budapest), we examined together with the content providers the different proprietary metadata standards that are using and how they can be mapped to EUscreen metadata schema. In these regional meetings, the first draft of the mapping tool has been presented. We tested how sample metadata can be mapped to EBUcore schema using the tool. The outcome from these tests is that some content providers have well structured metadata and can benefit from this tool where other content providers couldn't really use the tool as



mandatory information was missing from their metadata sets. These providers need to work on the database exports they perform to include the required information. The content providers that cannot export metadata in xml they will use the annotation tool that is under construction. Using the annotation tool, the content providers will have the ability to annotate new items, edit metadata records and fill the controlled fields using the EUScreen thesaurus. The first draft of the back-end service including the mapping and annotation tools will be presented in the Greek workshop on June.

Other activities include:

- The portal service is under development. The first draft of the portal will be presented in the Greek workshop. A preliminary draft of the portal was presented in the meeting in London.
- The functional specifications for the portal service that refer to WP5 scenarios were discussed in the joint WP4 and WP5 meeting in Amsterdam.
- D4.1 ‘Functional Specifications and Portal Architecture’ was written and is in the process of reviewing.

Deviation from work plan & remedial action

There were no deviations from the workplan. We are trying to speed up the process, since we are a bit behind on schedule.

Work package description

Work package number :	5	Start date:	1	End date:	36
Work package title:	Use Case Development				

Objectives for the period

This work package will address the question, when, for what purpose and who is likely to use this service, and what is the easiest way for him/her to reach this purpose. The objectives of this workpackage are:

- To define user groups.
- To provide use cases and user scenarios that make EUScreen attractive for specific user groups; (1) learning, (2) research, (3) leisure/culture heritage and (4) creative reuse in open cultural productions.
- Extract user requirements from these scenarios and liaise with WP4 to translate them into technical specifications. Results of research of applicable IPR limitations will be an integral part of the user scenarios.

To liaise with WP6 Validation of Applications and define best-practices based of the evaluation results.

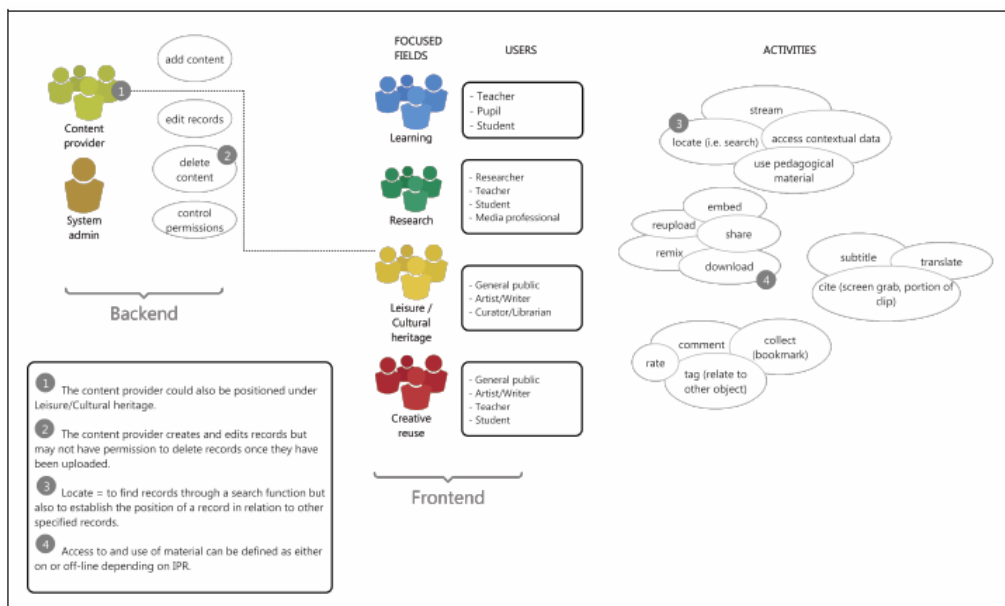


Description of work carried out and achievements

In October the WP5 presentation for the kick-off meeting was finalised, and some tasks and procedures were adjusted according to the information gathered from the meetings and consultations with other partners. WP5 decided to start its work with a brainstorm meeting with partners who appeared to have significant experience in work with users and in evaluation of user requirements. A questionnaire was sent out to partners who signed up for WG4 during the Kick-off meeting, to be able to assess their experiences in working with users. As the result INA, B&G, UU and TAIK were invited to participate in the brainstorm meeting, which took place in Paris in November. KB was present as 5.1 task leader.

This meeting (6 November 2009) was also required by the 5.1 task leader, as the definition of user groups will benefit from this consultation. User groups were to be defined in the focused fields of the project (i.e. for learning, research, leisure/cultural as well as for various groups for creative reuse of archival material. A minimum of two user group definitions per focused field were to be established. This task was a part of Milestone 1 “Initial investigations and project establishment” as well as a part of deliverable D5.1 “User group definitions and Initial user requirements”.

After the meeting, KB elaborated on a second and final draft of the User Group definitions, that was subsequently sent to partners present in WP5 on November 20. The document includes the image below, which demonstrates the portal needs to support several users.



In order to reach this goal WP5 organised focus group research to better understand potential users’ needs. Two focus groups were held in the fields of education and research. Preliminary user scenarios were created in the field of creative reuse, and a questionnaire was made for professional and general audience users. Desk research included the analyses of:

- INA market surveys related to general audience



- Europeana V1.0 Personas Catalogue
- D4.1
- Market survey created by NISV as part of the first progress report

ELTE conducted targeted experiments in the context of higher education.

At the Budapest PMB meeting preliminary results were presented and it was decided to organise an additional WG4 workshop in order to better specify the user requirements stemming from the above surveys and documents. The consortium needed to be involved because the surveys and the documents were not homogeneous, and left some important issues unaddressed.

A first draft of D5.1 was prepared for the WG4 workshop held in Amsterdam on March 31. Twenty members of WG4 were present at the workshop. Some very important issues were clarified and decided upon. The main results of the workshop can be summarised as follows:

- The list of the preliminary user requirements was thoroughly analysed and evaluated one by one in terms of specificity and relevance.
- Uncertainties about „creative reuse” were dissipated by determining categories of interactivity on different levels of access to the audiovisual material.
- Agreement was reached that all the material should be accessible all the time for all user categories, and the different interfaces should be defined only for typical functionalities for specific user groups.
- The relationship between the categories of “requirement”, “use case” and “user scenario” was clarified, which is important for future subtasks of scenario building in WP5.
- It was decided that standard templates will be supplied for scenario building.

Deviation from work plan & remedial action

We rescheduled some of the activities and took some additional steps in order to involve the Consortium in the important choices about use cases, user scenarios and user requirements. Due to these extra activities we are one month late with delivering D5.1.

Work package description

Work package number :	6	Start date:	1	End date:	36
Work package title:	Validation of Applications				



Objectives for the period
<ul style="list-style-type: none"> • To examine and evaluate the different user scenarios that will be developed in the EUscreen project, to assess the consequences of demand-led access, of user-driven scenarios and user-led activities. • To look at the extent to which user scenarios meet the requirements setup by the project such as the integration within Europeana. • To perform a system-oriented evaluation.

Description of work carried out and achievements
<p>In October and November, the work in WP6 concentrated on working with WP5 on a first draft for Task 5.1 Defining User Groups (see above).</p> <p>One of the tasks for WP 6 is to perform different forms of user-oriented evaluations in the four focused fields of the EUscreen project, i.e. Learning, Research, Leisure/Cultural heritage, and Creative reuse.</p>

Deviation from work plan & remedial action
<p>There are no deviations from the plan.</p>

Work package description

Work package number :	7	Start date:	1	End date:	36
Work package title:	Awareness and Dissemination				

Objectives for the period



- To promote the results (network activities results, technological, scientific) within EUscreen target communities and bodies. More specifically this work package will:
- Define and maintain an exploitation strategy;
- Recruit new members to join the EUscreen community; archives as well as researchers and end users;
- Proactive collaboration with related projects and networks and standardisation bodies;

Create consistent access to EUscreen results and related developments through its website and carry out dissemination activities according to the dissemination plan.

Description of work carried out and achievements

A number of activities has been carried out during the first six months of the project:

1. A logo has been designed by art director Wouter Haasnoot. The logo is inspired by the RGB colours of the television screen and the shape of the television screen. The colours of the logo will also be a guideline for the colour scheme of all EUscreen communications.

2. Three deliverables (deadline January 15) were written, reviewed by consortium partners and consigned to the European Commission.

D7.1. Multimedia Project Presentation, is a PowerPoint presentation with an overview of the project.

D7.2. Project website and community platform, can be found online at www.euscreen.eu. The design of the website is in-line with the overall look and feel of EUscreen. The site is regularly updated with news about EUscreen and other relevant stakeholders, presentations and publications.

D7.3. First Communication / Dissemination Plan. This document provides a baseline for the dissemination of EUscreen during the three years of the project.

3. Internal Deliverable: First Communication/Dissemination Plan. This deliverable contains the workplan and practical execution of the dissemination activities that are described in D7.3. The internal document has been discussed during the PMB in February and altered according to the feedback received. The document contains a list of responsibilities for every partner and was sent to all partners in March.

4. Establishment of the editorial board. The editorial board plays a key role in the gathering of news and updating the project website and social media channels. It's responsibilities are listed in an internal deliverable. The board has been established in March and consists of the following people:

1. Dana Mustata, UU
2. Berber Hagedoorn, UU
3. Claude Mussou, INA
4. Alexander Hecht, ORF
5. Christopher Natzen, KB
6. Sally Reynolds, ATiT

5. Market survey. SV started with the execution of the market survey that is part of D1.2.1.



The survey provides an overview of the field and relevant video platforms. The survey also looks at relevant business models. Also, a first draft of a possible business model for EUscreen is included. One of the main building blocks for the development of a business model is the inventory of user needs and requirements. This makes the survey strongly intertwined with the work on user requirements in WP5.

6. As mentioned in the WP2 report, EUscreen participated in events organised by Europeana.

3.3 Deliverables status

Deliverable No ¹	Deliverable title	Delivery date ²	Status
D7.1	Multimedia Project Presentation	M03	Delivered on time
D7.2	Project Website and Community Platform	M03	Delivered on time
D7.3	First Communication/Dissemination Plan	M03	Delivered on time
D1.1	Project Handbook and Self Assessment Plan	M06	Under review
D4.1	Functional specifications and portal architecture	M06	Under review
D5.1	User group definitions and Initial user requirements	M06	Under review
D1.2.1	Progress Report 1, including Market Survey	M07	Work in Progress
D4.2	Report on the translation of EUscreen metadata on a semantic web language	M09	Work in progress
D3.1	Content selection guidelines and metadata definition	M10	Work in progress
D1.3.1	Annual Report, including Intern. Conferences reports and working group report	M12	
D1.4.1	Pre-financing request 1	M12	
D1.2.2	Progress report 2	M12	
D4.3	First version of the EUscreen system	M14	
D4.4	Report on EUscreen web services	M14	
D5.2.1	Review of IPR limitations and recommendations	M14	
D5.3	User scenarios in learning, research and leisure/cultural heritage and open cultural production	M14	
D7.6.1	Online Access to Audiovisual Heritage Status Report	M15	
D4.5	The interoperability guidelines	M18	
D6.1	Initial report on system evaluation	M18	
D7.4	Updated dissemination plan	M18	
D1.2.3	Progress report 3	M18	
D4.6	Second version of the EUscreen system	M24	
D5.4	Updated User scenarios	M24	
D6.2	Evaluation report on first field trials for use case scenarios	M24	
D3.2.1	Delivery of e-journal	M24	
D1.2.4	Progress report 4	M24	

¹ Deliverable numbers in order of delivery dates: D1 – Dn. Deliverable numbers must indicate which workpackage they relate to, e.g. D2.1 for the first deliverable from workpackage 2).

² Month in which the deliverables will be available. Month 0 marking the start of the project, and all delivery dates being relative to this start date.



D1.3.2	Annual Report, including Intern. Conferences reports and working group report	M24	
D1.4.2	Pre-financing request 2	M24	
D4.7	Report on the EUscreen Web services	M26	
D4.8	Report on semantic interoperability with Europeana	M30	
D4.9	Final version of the EUscreen system	M30	
D1.2.5	Progress report 5	M30	
D7.5	EUscreen Association	M32	
D6.3	Evaluation report on second trials for use case scenarios	M33	
D5.2.2	Review of IPR limitations and recommendations	M34	
D7.6.2	Online Access to Audiovisual Heritage Status Report	M30	
D1.2.6	Progress report 6	M36	
D1.5	Final Report, including Summary of Intern. Conferences and Working Group reports and Final report on EUscreen core collection	M36	
D1.6	Final Financial Statement	M36	
D4.10	Final report on the portal and the web services	M36	
D5.5	Best practice applications	M36	
D6.4	Final report on system evaluation	M36	
D7.7	Final exploitation report	M36	
D7.8	Final dissemination report	M36	
D7.9	Multimedia Project Presentation	M36	
D3.2.2	Delivery of e-journal	M36	

3.4 Performance Indicators

No Performance Indicators applicable yet.



4 Awareness and Dissemination

4.1 Overview of awareness and dissemination activities

One page describing activities regarding dissemination and awareness undertaken during the reporting period:

- User involvement, concertation and awareness, promotion and dissemination
- Project user group activities
- Concertation with other projects
- Actions undertaken / envisaged to raise user and stakeholder awareness

List of publications:

- Short article about EUscreen was published in the EFG newsletter of February
- Article about EUscreen in Svenska Dagbladet on March 9. This is the second largest newspaper of Sweden.
- Short article about EUscreen in the leaflet of SV during the eSkills Week in Brussels

Submissions:

- A poster article has been submitted for EuroITV
- A abstract has been submitted for the conference Archives without Borders. Unfortunately this submission has not been accepted.

Comment [S2]: Nb Dit moet overeenkomen met de Lijst van Events enz. Achterin en behoeft aanvulling.



4.2 Events and meetings

Dissemination activities:

EUScreen has been presented on the following conferences:

- 13/10/09 Presentation at the DC2009 Conference in Seoul.
- 6/11/09 Presentation at the AMIA Conference in St. Louis.
- 10/11/09 - 11/11/09 Presentation at the EVA/Minerva Conference in Jerusalem.
- 9/12/09 - 10/12/09 Presentation at the DISH2009 Conference in Rotterdam.
- 15/12/09 Presentation at Rouen University.
- 04/03/2010 Presentation at the Department of Cinema Studies, Stockholm University, Research Staff
- 12/03/10 Presentation at the Department of Cinema Studies, Stockholm University, Get a Grip: Studying Specatorship of Audiovisual Media (undergraduate course, basic level) by KB.
- 05/03/10 Presentation at the Department of Cinema Studies, Stockholm University, History of Television (undergraduate course, basic level) by KB.
- Showcase of Video Active and EUScreen during ICTDelta 2010 (large technology event in the Netherlands) in the Sound and Vision stand by SV.

5 Conclusions

The project has had a very good start, it was able to reach all the objectives described in the Description of Work for the first six months. WP leaders are very much engaged in EUScreen and are taking up and finalising tasks as scheduled; because of the many interdependencies co-operation (especially in these first months of the project) is permanently requested. Exchange and communication are well established.

All consortium partners have been involved in the first steps. The feeling in the project is that a lot has already been achieved and partners are now looking forward to find out about the progress and further steps to be presented and discussed at the June meeting in Greece.

6 Appendices

Financial statements will be collected and consigned in OCT 2010.

Comment [S3]: Is er niet meer?
Lezingen van andere partners? Evt. Te rangschikken per partners, maar dat moet blijken uit wat elke partner op dit gebied indient.