Report on dissemination and standardisation activities Y1

Deliverable D7.1.1

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3	2012-09-21	JRS inputs, FBK input on dissemination plans
4	2012-09-22	EBU updates
5	2012-09-23	HHI updates
6	2012-09-24	IRT updates
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8	2012-10-16	Final Version (after internal Review)

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1   Executive Summary

This document is a report on dissemination and standardisation activities carried out by the project partners during the first year of the project.

Dissemination covers the project cooperation with its Stakeholder Board, as well as external communication.

In the first year the main effort was dedicated to the set-up of the project web-site at http://www.tosca-mp.eu and accompanying accounts at facebook and Twitter. Ten public deliverables have been delivered during Year 1. Seven papers and articles have been released in international publications. Project partners have made presentations in five international symposiums or conferences. Deliverables and presentations (if possible) are available from the project web-site. In respect to standards TOSCA_MP was actively involved in EBU/AMWA FIMS as well as three MPEG related activities MPEG-7 AVDP, MPDI and CDVS.

Furthermore, the plans for dissemination and standardisation for the reminder of the project are described.

2   Introduction

2.1 Purpose of this Document

This document summarises the dissemination and standardisation activities of the project in the first 12 months.

2.2 Scope of this Document

The document lists the activities and provides pointers to further documentation (e.g. publications, slides, etc.)

2.3 Status of this Document

This is the final version of D7.1.1.

3 Dissemination Tools and Mechanisms

3.1 Dissemination Mechanisms

The project uses the following mechanisms for disseminating project results

- **Articles in targeted magazines and journals:** TOSCA-MP will submit articles to targeted international magazines and other appropriate publications (e.g. the Journal of Visual Communication and Image Representation).

- **Papers at scientific conferences:** TOSCA-MP results will be presented at targeted international and regional scientific conferences (e.g. the ACM Multimedia, International Conference on Multimedia Retrieval, Annual Conference of the European Association of Machine Translation and International Conference on Multimedia Modelling).

- **Presentations related to FP7 activities:** Representatives of TOSCA-MP are active in the EC networked media related concertation activities. TOSCA-MP is participating in the EC concertation meetings, in particular in the "Media Search" cluster. Due to the recent reorganisation of DG Connect the projects in the "Media Search" cluster aren't any more all belonging to the same unit and as a consequence the future of concertation activities is currently unclear.

- **Targeted media and publicity activities:** The project will conduct a series of press releases, and distribute brochures and other PR material.

- **Information activities within TOSCA-MP partner organisations:** TOSCA-MP partners inform their senior managers about TOSCA-MP, its progress and its benefits. This acts as a catalyst for disseminating TOSCA-MP results. It also helps to keep TOSCA-MP business, dissemination and exploitation focussed.

- **TOSCA-MP public Website:** The public TOSCA-MP Website ensures that all interested parties are informed about the project and its progress, and can access the publicly available results of the TOSCA-MP project. The address of the public TOSCA-MP Website is http://www.tosca-mp.eu.

- **Individual partners' homepages:** Project partners will provide information about TOSCA-MP on their homepages (with a focus on their share of the work, of course) and will link to the project's homepage for further information (which will also increase the search engine ranking of the TOSCA-MP homepage).

- **Other online services:** We also make use of online services, e.g. microblogs, social networks.

3.2 Industrial Stakeholder Board

The main objective of the Stakeholder Board consists of assessing the relevance of the project work, providing advice and market insight on the future implementation of automatic metadata extraction tools and TOSCA-MP's exploitation plan.

Members of the Stakeholder Board are known to be experts in the field of application of TOSCA-MP.

3.2.1 Aims and aspirations of the Industrial Stakeholder Board

To ensure good representation of the industry and potential users of the solutions developed by the TOSCA-MP project, worldwide.

To facilitate communication and exchange between stakeholders interested in the implementation and exploitation of the projects tools and results.

To provide business driven feedback to assist and guide TOSCA-MP in its decision process.

To help developing awareness of TOSCA-MP activities in regions not directly represented in the project.

3.2.2 Composition

The Industrial Stakeholder Board is formed of key experts and influential personalities in businesses relevant to work carried out in the project, independent of their geographical location but preferably

equally representing different economic regions of the world.

3.2.3   Meetings

Industrial Stakeholder Board members will be invited to attend selected sessions of TOSCA-MP plenary meetings as observers. Industrial Stakeholder Board meetings may be organised in conjunction with major industry events. Other means of communication may be online meetings or e-mail exchanges as deemed appropriate.

3.2.4   Deliverables

The project will organise demonstrations of the progress, in connection with progress meetings or at trade shows or conferences. Feedback from the members of the Industrial Stakeholder Board will be collected at these events.

3.2.5   Confidentiality

Members of the Industrial Stakeholder Board are requested to sign a TOSCA-MP specific Non-Disclosure Agreement.

4 Dissemination Activities in Year 1

4.1 Website

The TOSCA-MP website www.tosca-mp.eu serves as the primary source of information for the public. It provides extensive information about the project TOSCA-MP such as the idea behind this project, work plans, list of milestones and technical sections.

It also provides information about the consortium, contact details linked to partner's website, each partner's description and their rolls within this project.

The scientific publications and presentations, and the public deliverables generated from the project are presented at this website and are updated regularly.

The news section presents the partners and the public on upcoming presentations, conferences, events, development and released technologies associated to TOSCA-MP. The news section also offers visitors the possibility to comment on the news to increase the exchange of information in relation to the research articles and news. This interactive section of the website provides us very useful information about the opinion of the website's visitors and their potential interest on the project researching area.

A contact form has been set up in order to contact the project coordination via tosca-mp-office@joanneum.at and to send questions or requests.

Using the social media Twitter and Facebook on the TOSCA-MP website aims, to broaden the audience for the project.

Figure 1 below shows a screen shot of the TOSCA-MP website which contains the following main sections:

- Project
- News
- Consortium
- Work Plan
- Technical Section
- Publications
- Contact

Figure 1: screen shot of the TOSCA-MP website

4.2 Public Documents

Public deliverable published by TOSCA-MP can be found at http://tosca-mp.eu/publications/public-deliverables/

Publications or presentations can be accessed from http://tosca-mp.eu/publications/conferences-presentations/

4.3 Publications and Presentation and Scientific/Technical Events

#	Category	Status	Partner(s) responsible/involved	Author(s)	Conference, Journal, Event	Date of publication / event	Location of event	Title
1.	Presentation	Published	JRS	G. Thallinger & TOSCA-MP consortium	EU Networked Media Concertation Meeting	13.12.2011	Brussels, BE	TOSCA-MP Project Presentation
2.	Presentation	Published	FBK	D. Giuliani and the TOSCA-MP Consortium	16th Annual Conference of the European Association of Machine Translation	28-30.05 2012	Trento (Italy)	TOSCA-MP Project Presentation (Poster)
3.	Presentation	Published	JRS	W. Bailer	2nd EBU MDN Workshop	20.06.2012	Geneva, CH	Using the MPEG-7 Audiovisual Description Profile (AVDP)
4.	Paper	Published	FBK	Fabio Brugnara, Daniele Falavigna, Diego Giuliani and Roberto Gretter	13th Annual Conference of the International Speech Communication Association - Interspeech2012	9-13.09.2012	Portland, Oregon	Analysis of the Characteristics of Talk-show TV Programs
5.	Presentation	Accepted	JRS, PLY	W. Bailer, O. López, G. Álvaro, G. Thallinger	International Workshop on Search Computing	24.09.2012	Brussels, BE	Distributed search for complex heterogeneous media
6.	Presentation	Accepted	JRS, VRT	P. Schallauer, M. Matton	FIAT/IFTA World Conference	29.09.2012	London, UK	TOSCA-MP Presentation/Workshop Proposal
7.	Paper	Submitted	JRS, IRT, RAI	W. Bailer, P. Altendorf, A. Messina, F. Negro, G. Thallinger	NEM Summit	15.10.2012	Istanbul, TR	A System for Task-Oriented Content Analysis and Search in Media Production

#	Category	Status	Partner(s) responsible/involved	Author(s)	Conference, Journal, Event	Date of publication / event	Location of event	Title
8.	Paper	Accepted	JRS, RAI, HHI, IRT	H. Fassold, R. Borgotallo, M. Liu, P. Altendorf, S. Wechtitsch, P. Ndjiki-Nya, A. Messina, A. Hofmann, W. Bailer, P. Schallauer	The IEEE International Symposium on Multimedia 2012	10-12.12. 2012	Irvine, CA, USA	Automated Visual Quality Analysis for Media Production
9.	Paper	Accepted	JRS	W. Bailer	The IEEE International Symposium on Multimedia 2012	10-12.12.2012	Irvine, CA, USA	Learning Multiple Sequence-based Kernels for Video Concept Detection
10.	Journal article	Published	KUL	Poulisse, G-J., Patsis, Y., Moens, M-F.,	Multimedia Tools and Applications, 2012, Springer, doi:dx.doi.org/10.1007/s11042-012-1086-0.			Unsupervised scene detection and commentator building using multi-modal chains
11.	Journal article	Accepted	KUL	Pham, P. T., Deschacht, K., Tuytelaras, T., Moens, M.-F.	Journal of Visual Communication and Image Representation			Naming persons in video: Using the weak supervision of textual stories.
12.	Paper	Accepted	JRS	W. Bailer	19th International Conference on Multimedia Modelling	7-9.01. 2013	Huangshan, CN	Interactive Evaluation of Video Browsing Tools

4.4 Other dissemination activities

4.4.1 Participation in benchmarking activities

In September 2012, FBK participated into the open evaluation campaign on spoken language translation associated to the yearly international scientific workshop on Spoken Language Translation, IWSLT 2012 (Hong Kong, December 6-7, 2012). The FBK team active in the TOSCA-MP project made two submissions in the MT track of the TED Task: for translation directions Dutch-to-English and German-to-English. JRS participated in the TRECVID 2012 Semantic Indexing and Instance Search Tasks. JRS co-organised the Video Browser Showdown, an interactive search competition at MMM 2012 and provided content from the MAMMIE repository therefore. A publication on the analysis of results has been accepted for MMM 2013, where the Video Browser Showdown will take place again.

A proposal for a TRECVID 2012 task has been submitted, and feedback to the MediaEval 2012 survey has been provided.

KU Leuven co-organises the SemEval Spatial Role Labelling task.

4.4.2 IRT

During the ESB selection process, IRT has initiated contact with several ESB-providers to obtain detailed information on their respective products. The meetings that have been scheduled with them, starting end of September 2012, not only support the decision process for an ESB solution to be used within TOSCA-MP but also create awareness regarding the TOSCA-MP project amongst the SOA solution providers.

In a meeting with experts of the Distributed Systems Group at the Department of Mathematics and Computer Science of the University of Marburg, Germany, TOSCA-MP was presented as part of the exchange of experience regarding SOA themes.

In an IRT-internal meeting of the "Semantic Broadcasting" experts' group on 14th December 2011, the TOSCA-MP Usage Scenarios and Business Goals were presented and discussed. This meeting was part of the regular information exchange between experts in this field which includes colleagues from other/across IRT departments.

IRT has published a summary of TOSCA-MP project and activities in the IRT Yearbook 2011, as well as on the IRT homepage (www.irt.de), C. Dosch: "TOSCA", IRT Jahresbericht 2011.

4.5 Setting up the Industrial Stakeholder Board

Several persons have been invited to join, subject to the signature of the TOSCA-MP specific non-disclosure agreement established by JRS. Seven persons representing broadcasters and media technology companies have agreed to become members of the Stakeholder Board.

5 Dissemination Plans for Year 2

5.1 Targeted Conferences, Events and Journals

5.1.1 JRS

JRS will target publishing results at ACM Multimedia, International Conference on Multimedia Retrieval, the International Conference on Image Processing and the International Multimedia Modelling Conference. Related to the work on task modelling, it considered to target also conferences in the area of business process modelling. It is planned to organise the Video Browser Showdown again at MMM 2013.

In addition, events such as NEM Summit and the 2013 ICT Conference will be targeted.

The main broadcast trade shows, IBC and NAB, are interesting dissemination opportunities for the project, and the presentation of project results at partners' boots (e.g. of the EBU) will be considered.

5.1.2 IRT

In the context of its yearly participation in the IBC exhibition, IRT in the past successfully has coordinated presentations for various cooperative projects, particularly in close cooperation with EBU. IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide, amongst others targeting professionals in television, broadcast and media production. Given the support and cooperation of all project partners, IRT intends to coordinate a presentation of the TOSCA-MP results at the IBC 2013 Exhibition (13-17 September 2013).

As part of its close cooperation with the German FKTG (Fernseh- und Kinotechnische Gesellschaft e.V.), IRT plans to present TV production relevant results from TOSCA-MP in either a professional article or as part of the colloquia series, which are jointly organised by FKTG and IRT and are open to all public.

IRT will use its contacts and its active participation in several working groups of the public broadcasters in Germany, Austria and Switzerland to appropriately inform its associates about TOSCA-MP progress and results.

During the project lifetime, the TOSCA-MP information on IRT's homepage will be regularly updated (http://www.irt.de/en/research/production.html).

5.1.3 FBK

FBK targets publications at international conferences and workshops such as: 14th annual conference of the International Speech Communication Association (InterSpeech), 38th IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP), 10th International Workshop on Spoken Language Translation (IWSLT).

5.1.4 KULeuven

KUL targets publications in IEEE Transactions on Multimedia, ACM Transactions on Information Systems and various Multimedia conferences in 2013.

5.1.5 HHI

HHI results will be published at international conferences as the International Conference on Image Processing, the International Conference on Acoustics, Speech, and Signal Processing (ICASSP), the International Conference on Pattern Recognition, and the International Conference on Multimedia and Expo. The main broadcast trade shows, IBC and NAB, are interesting dissemination opportunities for the project, and the presentation of project results at partners' boots (e.g. of the EBU) will be considered.

5.2 Involvement of Industrial Stakeholder Board

A first meeting of the Stakeholder Board is scheduled towards the middle of November 2012.

All public deliverables will be shared plus a selection of project internal deliverables such as D4.3 (Task Models).

6   Standardisation Activities

6.1 Activities in Year 1

6.1.1   EBU/AMWA FIMS (Framework for Interoperable Media Services)

TOSCA-MP provided use cases in response to the FIMS Request for Proposals (phase 2) for the definition of SOA web services addressing the integration of automatic extraction tools in audio-visual file-based production.

To harmonize the work between FIMS and TOSCA-MP the partners developed 3 proposals in response to the RFT:

- Benchmarking of Automated Metadata Extraction, Linking and Search,
- Metadata Retrieval Service, and
- Automated Information Extraction in Metadata Production Processes.

These proposals have been submitted to FIMS for further development and approval.

EBU and IRT are acting as observers of the ongoing work in FIMS. JRS has also signed the FIMS participation agreement.

6.1.2   MPEG-7 AVDP

The MPEG-7 Audiovisual Description Profile (AVDP) is a profile targeting applications in audiovisual media production and archiving. The standardisation of this profile was led by the EBU MIM/SCAIE group, involving the TOSCA-MP partners EBU, RAI, VRT, JRS and the NHK. In 2012 the standardisation process was completed, resulting in amendments to part 9 and part 11 of MPEG-7.

6.1.3   MPEG MPDI

MPEG has recently launched an initiative on defining standardised Multimedia Preservation Description Information (MPDI). A part of this work concerns quality metadata, which is highly relevant to the work on quality analysis in TOSCA-MP, but is still missing as a standard representation. In July 2012 the requirements document, to which several TOSCA-MP partners have contributed, has been completed, and a call for submission has been issued.

6.1.4   MPEG CDVS

MPEG has recently started another activity in the form of an ad-hoc group on "Compact Descriptors for Visual Search", which will conduct core experiments on the existing CDVS specification but also investigate its use in other domains inc. the video broadcast domain, mobile delivery and automotive applications. This new activity has been largely influenced by RAI, who will represent TOSCA-MP and promote the use of CDVS (Compact Descriptors for Visual Search) as a SIFT-based technology aimed at extracting low bit rate descriptors from images, mainly for content-based search and retrieval purposes. It is also expected to be a subject of collaboration with EBU's MIM/SCAIE project.

6.2 Planned Standardisation Activities

Several TOSCA-MP members are directly involved in key standardisation groups like EBU, AMWA and MPEG. The TOSCA-MP activities offer a strong potential for contribution to standardisation as described below.

6.2.1   EBU/AMWA FIMS

IRT will follow and contribute to the FIMS activities as appropriate, to make sure the TOSCA-MP approach is aligned with FIMS wherever possible and / or required.

Quality Control (QC) is scheduled as upcoming work of FIMS. JRS will make contributions to the standardisation of service interfaces for quality analysis.

6.2.2 MPEG MPDI

TOSCA-MP plans to make a submission in response to the MPEG MPDI call in October 2012, addressing the description of results of visual quality analysis

6.2.3 MPEG CDVS

TOSCA-MP will monitor progress in the newly formed MPEG AHG on CDVS. It will first contribute to the identification of new requirements. More technical contributions will be envisaged if CDVS publishes a call for technology.

6.2.2 MPEG MPDI

7 Conclusions

All originally set objectives have been met:

Public communication plans have been respected through the development of the TOSCA-MP website and by the contribution of partners to international conferences and publications

A Stakeholder Board has now been established. It is composed of high reputation international expert with the required market insight.

Thanks to active cross membership, TOSCA-MP is active on several key standardisation fronts in relation to a variety of organisations such as AMWA, EBU and ISO.

8 Glossary

Terms used within the TOSCA-MP project, sorted alphabetically.

AVDP   AudioVisual Description Profile

CDVS   Compact Descriptors for Visual Search

MPDI   Multimedia Preservation Description Information

Partner Acronyms

DTO   Technicolor, DE

EBU   European Broadcasting Union, CH

FBK   Fondazione Bruno Kessler, IT

HHI   Heinrich Hertz Institut, Fraunhofer Gesellschaft zur Förderung der Angewandten
                  Forschung e.V., DE

IRT   Institut für Rundfunktechnik GmbH, DE

K.U.Leuven   Katholieke Universiteit Leuven, BE

JRS   JOANNEUM RESEARCH Forschungsgesellschaft mbH, AT

PLY   Playence KG, AT

RAI   Radiotelevisione Italiana S.p.a., IT

VRT   De Vlaamse Radio en Televisieomroeporganisatie NV, BE