



Dissemination Activities Report

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1 Executive Summary

This report presents the dissemination activities of the MediaCampaign project at the end of the second year of activity. It comes in the form of an updated version of last year's dissemination activities report (D7.2.3), with the updates referring the activities in the second year clearly distinguished.

During the **first year** of the project, a number of public documents have been made available that provide an overview of MediaCampaign, its participants and the impact it will have in both the research and industry. This first phase also saw the establishment of the corporate identity of the project (logo, templates, and project brochure) and the creation of a comprehensive project website. In this first year the MediaCampaign consortium has produced six scientific articles, one poster and two presentations during the initial 12 months.

The **second year** of the project witnessed the publication of a journal paper, three conference papers, two posters and three presentations, which are all available on the public website. The project website was improved both in terms of technical infrastructure and updates of the content. Concertation activities with other national or European projects took place as well.

2 Dissemination plan

The following table illustrates the major phases of the Dissemination Plan that are tightly connected with the project's progress.

<p>Phase 1</p> <p>Initial Awareness</p>	<ul style="list-style-type: none"> • Creation of MediaCampaign "corporate identity" • Creation of initial awareness among users • Agree upon dissemination and exploitation strategy and future objectives 	<ul style="list-style-type: none"> • MediaCampaign Logo and Web Site, • Branded document and presentation templates • Fact sheet, • Brochure, • Internal project presentations, • Initial Dissemination Activities Plan • Scientific publications
<p>Phase 2</p> <p>Targeted Awareness (from Apr. 2007)</p>	<ul style="list-style-type: none"> • Creation of a more targeted awareness with key players and potential users • Collect and analyse input from all users. 	<ul style="list-style-type: none"> • Selection of events for attendance • Project Presentations • Publications • Continue market watch/analyse/project • Interactive dissemination with users
<p>Phase 3</p> <p>Intensified Targeted Awareness (from Apr. 2008)</p>	<ul style="list-style-type: none"> • Inform market about MediaCampaign system benefits • Finalise dissemination plan 	<ul style="list-style-type: none"> • Demos and events attendance • Finalise definition of target market • Pursue relationships and strategic alliances

2.1 Phase 1: Initial awareness

During the initial 12 months of MediaCampaign, the dissemination activities have been focused on building an efficient communication platform for the project and raise initial awareness. A number of public documents have been made available which provide an overview of MediaCampaign, its participants, and the impact it will have in both the research and industry. This first phase has also been spent on establishing the visual identity of the project (logo, templates, etc...) and building the project website.

2.2 Phase 2: Targeted awareness

The second phase of the dissemination was aimed at creating a more targeted awareness with key players and potential users. Particular attention was paid to the dissemination of the initial results of the project via scientific publications and the participation in conferences and workshops. Concertation with related research projects also played a significant role. This second phase aimed at creating a more targeted awareness with key players.

The consortium members participated to the following conferences, workshops and industrial events:

European Semantic Web Conference	www.eswc2007.org
InterSpeech 2007	www.interspeech2007.org
ACM Multimedia 2007	www.acmmm07.org
AXMEDIS International Conference 2007	www.AXMEDIS.org/axmedis2007/
SAMT 2007	www.samt2007.ge.imati.cnr.it
NAB 2007	www.nabshow.com
IBC 2007	www.ibc.org

2.3 Phase 3: Intensified targeted awareness

The last phase of dissemination will start from April 2008 and will intensify the different activities started in the previous phases. Demonstrations of the system will play an important role in attracting interest around the project and pursuing strategic alliances. The main goal of these third phase is awareness of the high potentiality of the developed techniques for organisations and companies working in the field of marketing research. Special attention will be paid in the “translation” of scientific results into common understandable text in order to convince the general audience of the benefits of the MC research.

3 Public documents

3.1 Brochure

Nine different designs of the project brochure were designed by JRS and distributed to the partners for voting. Finally one design was chosen and further elaborated. The project brochure contains useful basic information of the MediaCampaign project and is meant to be distributed to interested parties during conferences, exhibition and other dissemination events. Printed versions of the brochure have been distributed to all partners. An electronic version of the brochure is available on the public website for download. The project brochure can be found in Annex 1.

3.2 Project Presentation

A PowerPoint Project Presentation has been made publicly available from:

www.media-campaign.eu/resources/publicdeliverables/MC-USFD-05-project_presentation.ppt.

This document provides a good overview of the project, its scope and main technical objectives. It uses the template mentioned in 5.1.

During the **second year** of the project we were able to enhance the project description by adding a new web page dedicated to the MediaCampaign prototype. This can be found at www.media-campaign.eu/index/mc-prototype.html and describes the general system architecture with details for the various subsystems and different workflows employed.

3.3 Fact Sheet

The project Fact Sheet is publicly available from:

www.media-campaign.eu/resources/publicdeliverables/MC-T72-USFD-04-Factsheet.doc.

3.4 Project Synopsis

The Project Synopsis is publicly available from:

www.media-campaign.eu/resources/publicdeliverables/MC-T72-JRS-03-ProjectSynopsis.pdf.

3.5 Annual Report

Two Public Annual reports are now available from:

2006:

www.media-campaign.eu/resources/publicdeliverables/MC-T72-USFD-03-Annual_Public_Rep.pdf

2007:

www.media-campaign.eu/resources/publicdeliverables/MC-T72-USFD-04Annual_Public_Report_2007.pdf.

The **second annual report** was delivered in November 2007 and is published on the project website, at the URL listed above. It summarises the activities that took place during the second year of the project, it outlines the checkpoints that were reached, and concludes with an overview of expected future activities.

4 Scientific publications

4.1 Journals and Conference Papers

A number of papers have been published by members of the MediaCampaign consortium in peer reviewed conferences and journals:

First Year:

- H. Rehatschek, "*MediaCampaign - Discovering, Inter-Relating And Navigating Cross-Media Campaign Knowledge*". Proceedings of the International Workshop on the integration of knowledge, semantics and digital media technology (**EWIMT**), ISBN-0 86341 595 4 / 9780863415951, London, November 2005, pp. 335 - 336.
- H. Rehatschek (et al.), "*Cross Media Aspects in the Areas of Media Monitoring and Content Production*", Proceedings of **LREC 2006**, Genoa, Italy, May 2006, pp. 25 – 31.
- de Jong, F.M.G. "*From media crossing to media mining*", Proceedings of **LREC 2006** Satellite Workshop on Crossing Media for Improved Information Access, May 2006, Genoa, pp. 50-57
- de Jong, F.M.G. and Ordelman, R.J.F. and van Hessen, A.J. (2006) "*The role of automated speech and audio analysis in semantic multimedia annotation*", IET International Conference on Visual Information Engineering (**VIE 2006**)
- de Jong, F.M.G. and Ordelman, R.J.F. and Huijbregts, M.A.H. (2006) "*Automated speech and audio analysis for semantic access to multimedia*", First International Conference on Semantic and Digital Media Technologies, **SAMT 2006**
- Rettenbacher, B. and Graf, F.: "*Segmentierung von TV-Werbespots für Automatische Spracherkennung und Jingle-Erkennung*", 33. Deutsche Jahrestagung für Akustik - **DAGA 2007**, Stuttgart, Germany, March 2007

Second Year:

- Milena Yankova, Horacio Saggion and Hamish Cunningham (2008): "*A Framework for Identity Resolution and Merging for Multi-source Information Extraction*", Sixth International Conference on Language Resources and Evaluation (**LREC 2008**), May 28-30, 2008, Marrakech, Morocco.
- Rettenbacher, B. and Fellner, M. (2007): "*Speech Music Discrimination in Mixed Audio Content*", 3rd Congress of the Alps Adria Acoustics Association (**AAAA 2007**), September 27-28, 2007, Graz - Austria.
- Marijn Huijbregts, Roeland Ordelman and Franciska de Jong (2007): "*Annotation of Heterogeneous Multimedia Content Using Automatic Speech Recognition*", Proceedings of the Second International Conference on Semantic and Digital Media Technologies (**SAMT 2007**), December 2007, Genoa, Italy. Lecture Notes in Computer Science, volume 4816, Springer Verlag, Berlin, ISBN 3-540-77033-X, pp.78-90.
- Werner Haas, Herwig Rehatschek (2007): "*Multidimensionale Medien- und Werbeanalyse*". Telematik - Zeitschrift des Telematik Ingenieur Verbandes (**TIV**), ISSN 1028-5068, Jahrgang 13, Ausgabe 1/2007, Seiten 28-29.
- A further paper authored by the consortium members, titled "*MediaCampaign - A Multimodal Semantic Analysis System for Advertisement Campaign Detection*", has been submitted and accepted for publication to the Sixth International Workshop on Content-Based Multimedia Indexing (**CBMI 2008**), to take place between 18 - 20th June 2008, in London.

4.2 Posters

Posters presented at various events by Media-Campaign Consortium:

First Year:

- H. Rehatschek, "*MediaCampaign - Discovering, Inter-Relating And Navigating Cross-Media Campaign Knowledge*". Proceedings of the International Workshop on the integration of knowledge, semantics and digital media technology (**EWIMT 2005**), ISBN-0 86341 595 4 / 9780863415951, London, November 2005, pp. 335 - 336.

Second Year:

- Rettenbacher, B. and Fellner, M. (2007): "*Speech Music Discrimination in Mixed Audio Content*", 3rd Congress of the Alps Adria Acoustics Association (**AAAA 2007**), September 27-28, 2007, Graz - Austria.
- H. Zeiner (2007): "*MediaCampaign - discovering, interrelating and navigating cross-media campaign knowledge*", (**SSMS 2007**)

4.3 Presentations

The following tutorials have been presented by Media-Campaign consortium:

First Year:

- Tutorial "*What you Mean is What you Watch: Multimedia and the Semantic Web*" during the European Semantic Web Conference (**ESWC 2006**) organised by USFD, presenters from MediaCampaign Consortium: Michael Hausenblas (JRS), Valentin Tablan (USFD)
- "*Cross media aspects in the areas of media monitoring and content production*" has been presented by H. Rehatschek at the Crossing media for improved information access Workshop, a satellite event of the Language Resources and Evaluation conference (**LRIC 2006**), 23rd May 2006, Genoa, Italy.
- Tutorial "*Human Language Technology for knowledge Acquisition for the Semantic Web*" has been presented by the University of Sheffield at International Conference on Knowledge Engineering and Knowledge Management (**EKAW 2006**) in Podrebragy, Czech Republic (2nd-6th October 2006).

Second Year:

- Softeco visited the Micropolis Technology Park at Oulu in Finland and the VTTM (Technical Research Centre of Finland) as part of a cross-border dissemination action funded by the Italian government, September 2007.
- Marco Masetti of Softeco gave a presentation, "The use of media content annotation applied in advertisement campaigns tracking: analysis of a real use case" during the Industry Day at the Second International Conference on Semantic and Digital Media Technologies (**SAMT 2007**), 5 - 7 December, 2007, Genoa, Italy.

5 Other dissemination activities

5.1 MediaCampaign Corporate Identity

The project logo (see Figure 1) has been designed by JRS and chosen by the members of the consortium from between a dozen candidates. The logo has been made available to all partners in different formats and resolutions.



Figure 1 MediaCampaign logo

A collection of PowerPoint and Word document templates is available to the project partners and used for all internal and external publications in MediaCampaign. This current document is based on this template.

5.2 Concertation with FP6 IST Projects

The members of the MediaCampaign consortium collaborate and try to efficiently share results with the following IST projects:

- **K-Space NoE** (www.k-space.eu)
video OCR activities, visual content analysis, classification
- **Salero** (www.salero.info/)
media semantics, visual content analysis
- **UAd** (www.sembase.at/index.php/UAd)
builds on results of MediaCampaign, reuses MEPCO ontology
- **NM2** (www.ist-nm2.org/)
media semantics, visual content analysis
- **PrestoSpace** (www.prestospace.org)
media semantics, visual content analysis, storage and semantic access
- **MESH** (www.ip-mesh.eu/)
semantic media access, syndication, multimedia content analysis

During the **second year**, the deliverables describing the Press workflow system, the MEPCO ontology and the description of Metadata Management Store were made available to the “UAd – Understanding Advertisements” project (www.sembase.at/index.php/UAd), a nationally-funded Austrian project.

Werner Haas, of JRS, took part in the “EC coordinator day”, organised in Luxembourg on 12-13 December 2007.

5.3 Contribution to Austrian EC projects brochure

JRS has contributed a MediaCampaign project description to a brochure on Austrian EC-projects for the Austrian research support agency FFG (www.ffg.at/). This brochure is regularly distributed during relevant national and international events.

5.4 Partner Websites

The website of HS-ART was updated to include descriptions of the PRIMA-RS (www.hs-art.com/html/products/prima_rs.html) as well as BrandDetector (www.hs-art.com/html/products/brand_detector.html) systems, developed in the framework of the MediaCampaign project.

6 Project Web Site

The project public website has been launched in June 2006 and is accessible on www.media-campaign.eu. Most dissemination documents are available from the website, which is divided in the following main sections:

6.1.1 Project description

This section gives an overview of the scope of the project. The **Vision** page explains in more details the context of the project (media monitoring) and the major objectives of MediaCampaign. The subsection **Opportunities For Industrial Partners** gives an insight into the principal technical components and how the industrial partners will leverage on the work done in MediaCampaign. The **Project Consortium** provides the visitor with some background on the members of the project and how they contribute to MediaCampaign.

6.1.2 Events

This section lists the various upcoming events related to the project. The subsection **Conference and Workshop** contains all the papers and posters written by members of the project at conferences. A list of **Presentations** is also available

6.1.3 Resources

The **Resources** section contains the public brochure (see 3.1), but also a description of research projects which have some overlap with MediaCampaign. The **Public Information** subsection links to all the MediaCampaign deliverables which are publicly available.

6.1.4 Acknowledgement and Contact

This page points to the relevant IST website and contain the project reference. The contact details of the project coordinator are given.

The MediaCampaign website took part in the IST project website competition 2006. More information about this competition can be found at the following address ec.europa.eu/information_society/istevent/2006/competitions/websites/index_en.htm.

6.1.5 Second Year Updates

Technical Infrastructure

Following the recommendations received after the first year review, the project website setup was overhauled to allow the direct unmediated hosting under the media-campaign.eu domain. As the rules of the UK academic network (JANET) do not permit the hosting of domains outside the *.ac.uk tree, USFD, the partner responsible for hosting the project website, has acquired a new server that was placed in co-location facility outside the JANET infrastructure. This allowed the direct hosting of the media-campaign.eu domain which makes the website look more professional, as there are no more top-level frames being used. As a side effect, the access is faster, as there is one less layer of redirection.

The underlying implementation of the website was also migrated from Apache Lenya to the industry-standard Apache 2.0 web server, running under the CentOS Linux operating system. This has greatly improved reliability and responsiveness.

Content Updates

One of the most visible changes to the website content is the addition of a page dedicated to the MediaCampaign prototype (media-campaign.eu/index/mc-prototype.html). This page starts with a detailed description of the system architecture, followed by a presentation of the Media Acquisition sub-system. The three data stores – Essence Management Store (EMS), Metadata Management Store (MMS) and Ontology Metadata Store (OMS), are presented next. The Media Analysis system

follows, with details regarding the Collection Processing Manager (CPM) and the press and television workflows. Details about the Knowledge Fusion and Campaign Discovery system are given next, and finally the Delivery System is presented.

The *Events* section of the website was updated as well to include the latest publications originating from the consortium members.

7 Annex 1: Project Brochure

DISCOVERING,
INTER-RELATING
AND NAVIGATING
CROSS-MEDIA
CAMPAIGN
KNOWLEDGE



[HTTP://WWW.MEDIA-CAMPAIGN.EU](http://www.media-campaign.eu)

MediaCampaign

MediaCampaign

VISION & OBJECTIVES

Media Campaign's scope is on discovering, inter-relating and navigating cross-media campaign knowledge and to extensively automate detection and tracking of media campaigns on TV, press and internet. A media campaign is defined as the universe of measures aiming at fulfilling a specific objective. The project's main goal is to automate to a large degree the detection and tracking of media campaigns on television, internet and in the press. This will lead to new business cases in media monitoring and analysis, and will positively impact the European media monitoring sector. In support of this goal, the project will address the following objectives:

- Modelling the knowledge present in campaigns and their related business and social processes;
- Analysis of tele-visual and image-based-media streams and parallel focussed web analysis to extract features related to campaigns of all types;
- Fusion of the diverse evidence from the different media and analysis methods, with innovative means to exploit their complementarity;
- Delivery of the campaign data in an enduser pilot prototype.

INNOVATIONS

For the pilot system developed within the project we will focus on a concrete example for a media campaign: advertisement campaigns. An advertisement campaign consists of a number of single advertisements ("creatives" in business jargon) on the same product issued in different media and/or countries. For example: a new car model is introduced into the market, then the campaign for this introduction will include all creatives issued for this car model in different media such as press, TV and Internet. The system will be designed in such a way that it can be also extended later on to monitor and analyse other campaigns such as political campaigns. Hence a major technical objective is to design a flexible system architecture by using well defined interfaces and utilizing standards for all components where possible.

Within the project we target press, TV and Internet. Within these media, up to four modalities will be analysed and combined (Image, video, text, audio) and three languages - German, Dutch and English - will be covered.

Scientifically, MediaCampaign will provide three main innovations as described below.

ONTOLOGY FOR CROSS-MEDIA MODELLING OF MEDIA PRESENCE AND CAMPAIGNS

The Media Presence and Campaign Ontology (MEPCO) will be defined, allowing for modelling of media campaigns, including media presence information. MEPCO will have a general cross-media level, extended with fine-grained specifications for the different media. Overall, the project will leverage on Semantic Web technologies to model, manage, query and navigate within multi-dimensional information spaces with non-linear dimensions.

SEMANTIC CROSS-MARKET PRODUCT DATA INTERLINKING

Due to cultural differences and national market specifics, similar or analogous products are branded and marketed differently across the countries. This will be handled through semantic representation and mapping of brand and product related data (catalogues, feature-related terminology, etc.). MEPCO will allow for extension with domain ontologies specific to particular markets and cross-linking artefacts (e.g. products) between them.

IDENTIFICATION & TRACKING OF NEW MEDIA CAMPAIGNS IN DIFFERENT MEDIA AND COUNTRIES

This will be realised by combined multimodal analysis of the media content (text, audio and video), usage of a semantic media store to consolidate and query the analysis results and all the related materials, and detection and tracking of campaigns based on heuristic patterns and statistical analysis of "popularity" timelines and "media distance" metrics.

BENEFITS & TARGET MARKET

The main goal of this project is to discover new media campaigns and link them over various media and countries. Usually media monitoring firms use various existing automatic tools to classify the existing media campaigns. Currently media monitoring firms are not using any automatic system for the identification and attribution of the first appearance of a new media campaign. Moreover, media monitoring companies also have to introduce manual intervention steps for the campaigns which are not completely recognised by the automatic system.

Therefore, one of the biggest areas of improvement will be the automatic identification of any new media campaign, by taking advantage of existent external knowledge bases for similar events. MediaCampaign aims to offer cost reducing and efficiency enhancing solutions by automating as much as possible the media monitoring process which currently are mostly manually performed. The primarily targeted end-users are Media Information firms active in the advertising, news and music information markets, that capture, monitor, archive, and analyse media information to serve clients' needs.

The MediaCampaign project will deliver a system providing the following features:

- Enhanced productivity - fewer operators are required per monitored channel
- Greater information accuracy
- Shorter time-to-information
- Re-purposing of information and content
- Creation of new business opportunities

The results of the project can likewise be easily used in similar applications, for instance analysis of Socio-Economic campaigns, political campaigns, anti-drug campaigns or Public Relations. In the latter case, applying the same approach as for the new campaign, media monitoring companies will try to identify specific patterns of information, such as positive/negative mentions regarding any entity (a company, a politician or a football player, for example), using similar information already classified and stored in a repository. Together with the positive/negative mention, they can classify the context where the mentions appear.





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Nielsen Media Research (UK)
www.nielsenmedia.co.uk



University of Sheffield (UK)
www.sheffield.ac.uk



Sirma Group Corp (BG)
www.ontotext.com



HS-Art Digital Service GmbH (A)
www.hs-art.com



Softeco Sismat SpA (I)
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