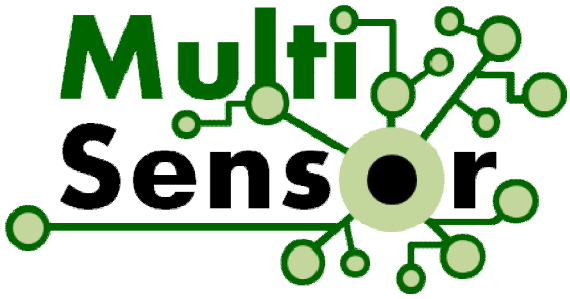

MULTISENSOR

Mining and Understanding of multilinguaLcontenT for Intelligent Sentiment Enriched coNtext and Social Oriented inteRpretation

FP7-610411

D9.3

Report on standardisation, dissemination and User Group activities v2

Dissemination level:	Public
Contractual date of delivery:	Month 18, 30April 2015
Actual date of delivery:	Month 18, 30April 2015
Work Package:	WP9 Dissemination and exploitation
Task:	T9.1 Dissemination plan, event participation and organisation T9.2 Project web presence & promotional material T9.3 MULTISENSOR User Group T9.6 Standardisation and collaboration with other projects
Type:	Report
Approval Status:	First Draft
Version:	2.0
Number of pages:	46
Filename:	D9.3_DisseminationUserGroupActivities_v2_2014-4-30_v2.0.pdf

Abstract

The objective of this document is to report on standardisation, dissemination and the User Group activities related to MULTISENSOR that have taken place during the first 18months of the project.

warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

Co-funded by the European Union

History

Version	Date	Reason	Revised by
1.1	09/03/2015	Initial document	T. Forrellat (PIMEC)
1.2	16/04/2015	Contributions	ALL
1.2	21/04/2015	First integrated version	T. Forrellat (PIMEC)
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Executive Summary

This document presents the various standardisations, dissemination and User Group activities carried out by the MULTISENSOR project during the first year of the project well as activities foreseen for the future.

Firstly, it presents the updated dissemination material including press releases, newsletters and social networks, in which MULTISENSOR is present and some information on them.

Secondly, the deliverable describes the dissemination strategies focusing on events and products, specifically the scientific and commercial events targeted for participation, as well as scientific journals for articles publications. In addition, a calendar view is provided with the most important and already scheduled events.

Thirdly, it reports activity of the User Group together with the actions to be taken and it provides a list of the participants of the User Group as well as their role in the project.

Finally, the deliverable explains the planned standardisation activities.

Abbreviations and Acronyms

ANSI	American National Standards Institute
BM-Y!	Fundacio Barcelona Media
CERTH	Centre for Research and Technology Hellas
DC	Dublin Core
DoW	Description of Work
DW	DeutscheWelle
DySCO	Dynamic Social COntainer
EDOAL	Expressive and Declarative Ontology Alignment Language
ICT	Information and Communications Technology
IFTTT	If This Then That
IP	Internet Protocol
JSON	JavaScript Object Notation
LT	Linguatec
MPEG	Moving Picture Experts Group
NDA	Non-Disclosure Agreements
NERD	Named Entity Recognition and Disambiguation
NIF	NLP Interchange Format
NISO	National Information Standards Organisation
ONTO	Ontotext AD
OWL	Web Ontology Language
PR	pressrelations
RDF	Resource Description Framework
SIMMO	Socially Interconnected and Multimedia-Enriched Object
SME	Small and Medium Enterprises
SPARQL	SPARQL Protocol and RDF Query Language
UPF	UniversitatPompeuFabra
UG	User Group
WP	Work Package

Table of Contents

1 INTRODUCTION

The objective of D9.3_v2 is to present the dissemination activities and material developed during the first 18 months of the project and the future dissemination plans, as well as the User Group and the standardisation activities. The target readers of the documents are those interested in the MULTISENSOR platform, especially journalists, media monitoring stakeholders, SMEs and export managers.

In this context, the deliverable presents the current dissemination material and provides an insight into the web presence of the project by reporting the web traffic and the social media interactions. It also reports the events and the cluster activities that the consortium participated in during the last 18 months and presents the targets for the next year. D9.3_v2 also includes an update of the User Group (UG) activities and outlines the plan for actively involving the UG members during the rest of the project. Finally, the deliverable presents in detail the standardisation activities that took place during the 1st year and a half.

2 DISSEMINATION MATERIAL

The dissemination material includes the following instruments:

- Communication kit including a flyer, a poster and an overview presentation
- Fact sheet
- Project web presence
- Press releases
- Newsletters
- Social networks

The initial versions of the first two instruments have already been presented in D9.1_v2 but will be updated during the project progress. In this project stage we present an updated poster that demonstrates the recent research and technological developments. In addition, we provide an update with respect to the project presence in the web and in social media, as well as the press releases and the newsletters issued by the MUTLISENSOR partners.

2.1 Project poster

In the Figure 1 we present the updated project poster which was presented in Riga Summit 2015[1].

[1] http://rigasummit2015.eu/.

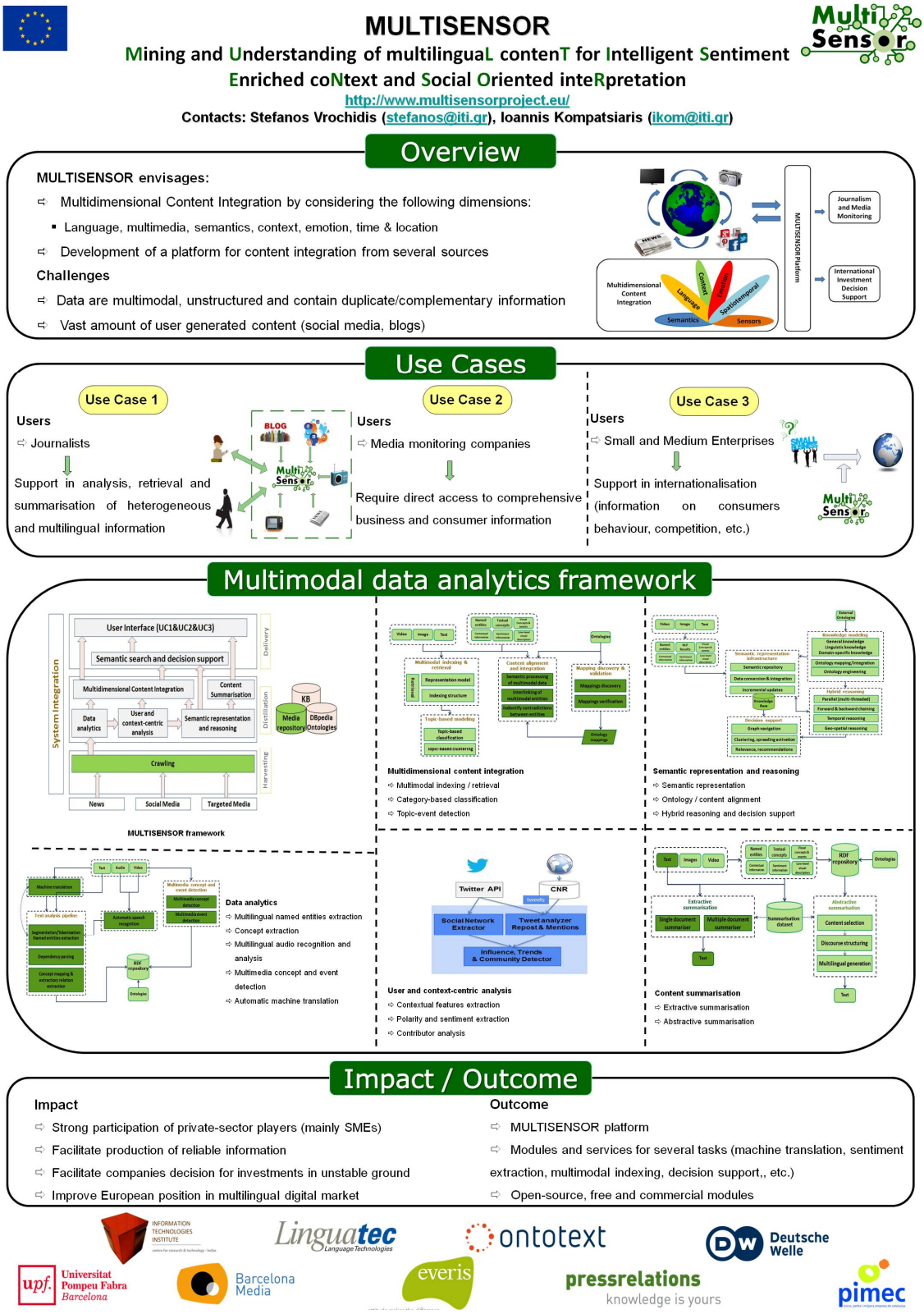


Figure 1: MULTISENSOR poster

2.2 Project web presence

The project website as seen in Figure 2 (http://www.multisensorproject.eu/) is still the main point of attraction for everyone interested in the work done in MULTISENSOR. It keeps the current list of deliverables and reports on the project's advances such as project presentations, publications (e.g. code or papers) as well as an overview of the project's twitter account. The website is updated regularly.

Over the last months, the project has published articles on a regular basis, relating to the project's different fields of research, like 'Machine Translation' or 'The general goal of multilingual research' as well as interesting links on these topics. These articles have yet to catch on with the audience but have already brought some more visitors to the page.

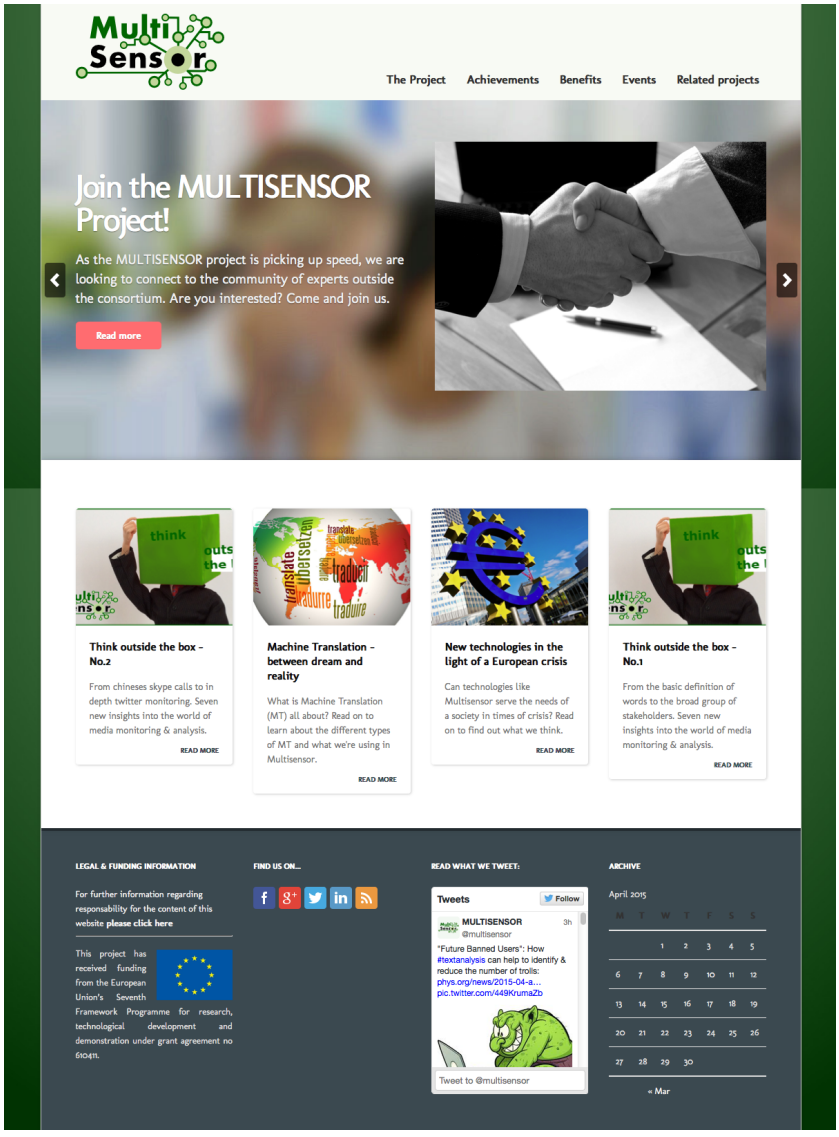


Figure 2: Home page of the MULTISENSOR Website.

Figure 3 depicts details about the website traffic, such as the number of visitors over time (from mid October 2014 until now), the average duration of a visit or the number of downloads executed on the site (e.g. Deliverables).

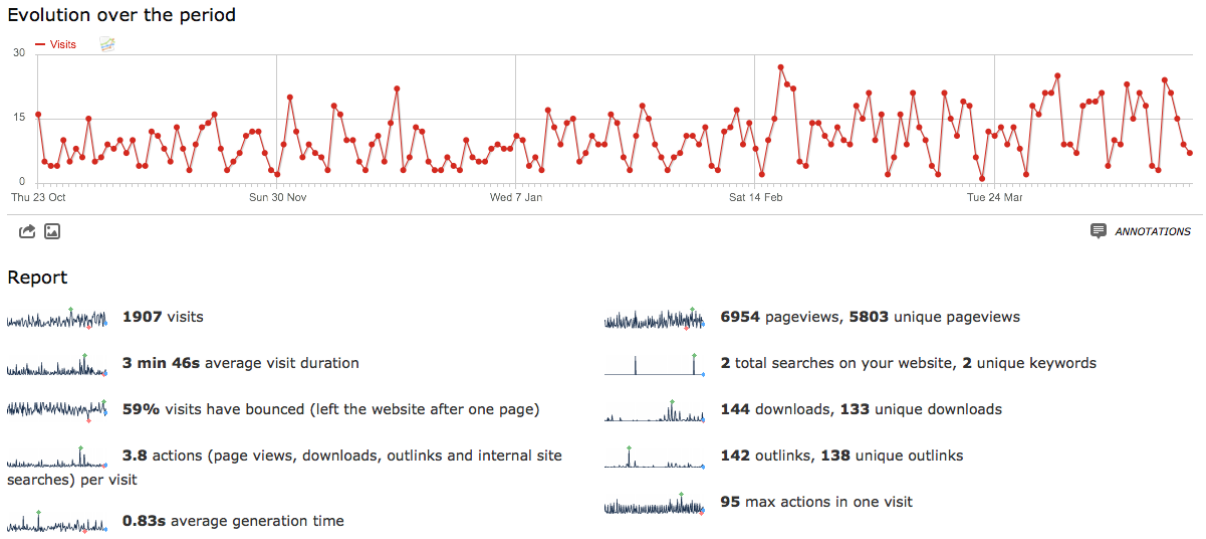


Figure 3: MULTISENSOR Website Traffic.

As stated in the previous version of this report, the numbers show a general interest in the project including a natural fluctuation with peaks and lows. This can be seen by the average length people stayed on the page There is also a slight increase in visitors, which we put in relation to the new articles. However, the overall traffic can still be improved. We will try to achieve this through more related articles, interviews and reviews, as well as more direct links via our social media channels to new deliverables, publications and other materials like code and demonstrators. Taking a closer look at how the traffic is distributed within the website (Figure 4) one can detect the most interesting areas for the users. In general, it still seems that visitors are most interested in getting an overview of the project as the most clicked pages are:

a) the home page
b) the in short explanation
c) the partners involved in the project
d) the detailed information page

What is promising for the coming months (in regards to more publications, progress in the project's demonstrator and hence more to show on the site) is that the bounce rate (the percentage of visitors leaving after having seen a page) for some pages has gone down significantly. The code page for example had a 100% of visitors leaving right away. Now that the first parts of code are available, this number has decreased to 40% – with the code page also gaining more visitors overall.

Page Titles

PAGE NAME	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AV GE TIM
Multisensor Project EU	1881	1498	57%	51s	64%	1.
MULTISENSOR – in short | Multisensor Project EU	664	444	45%	1 min 27s	40%	0.
Partners | Multisensor Project EU	347	257	67%	55s	30%	0.
Want more Details? | Multisensor Project EU	275	226	62%	1 min 6s	33%	0.
Deliverables | Multisensor Project EU	258	223	88%	1 min 33s	37%	0.
Related projects | Multisensor Project EU	188	172	55%	1 min 16s	31%	0.
Publications | Multisensor Project EU	200	153	55%	2 min 4s	27%	0.
Events | Multisensor Project EU	172	152	100%	31s	14%	0.
Code | Multisensor Project EU	170	135	40%	56s	24%	0.
Project outcome | Multisensor Project EU	146	132	67%	39s	7%	0.
Project structure | Multisensor Project EU	157	132	75%	1 min 28s	13%	0.
Use Cases | Multisensor Project EU	192	119	64%	1 min 22s	25%	0.
Architecture | Multisensor Project EU	161	111	50%	1 min 54s	26%	1.
Datasets | Multisensor Project EU	122	101	0%	37s	12%	0.
User Group | Multisensor Project EU	128	99	43%	1 min 59s	25%	0.
Fundació Barcelona Media – Yahoo Labs (BM-Y!) | M...	105	95	76%	49s	37%	0.
What is MULTISENSOR? | Multisensor Project EU	96	92	82%	1 min 7s	26%	1.
What's in it for you? | Multisensor Project EU	93	87	0%	46s	10%	0.

Figure 4: Traffic, bounce rates and average time on pages for MULTISENSOR website.

The same happened to the page containing the publications. It has the highest average reading time, with a bounce rate indicating that every second person moves on to other areas in the project website. This shows a growing interest among visitors that can still be exploited further by offering more insights into the project and the area of research.

Taking a look at the origins of visitors to the blog (Figure 5), we can see that there is interest throughout Europe, with peaks in Germany and Spain. With MULTISENSOR being a European project with a majority of partners coming from these two countries this is not too surprising.

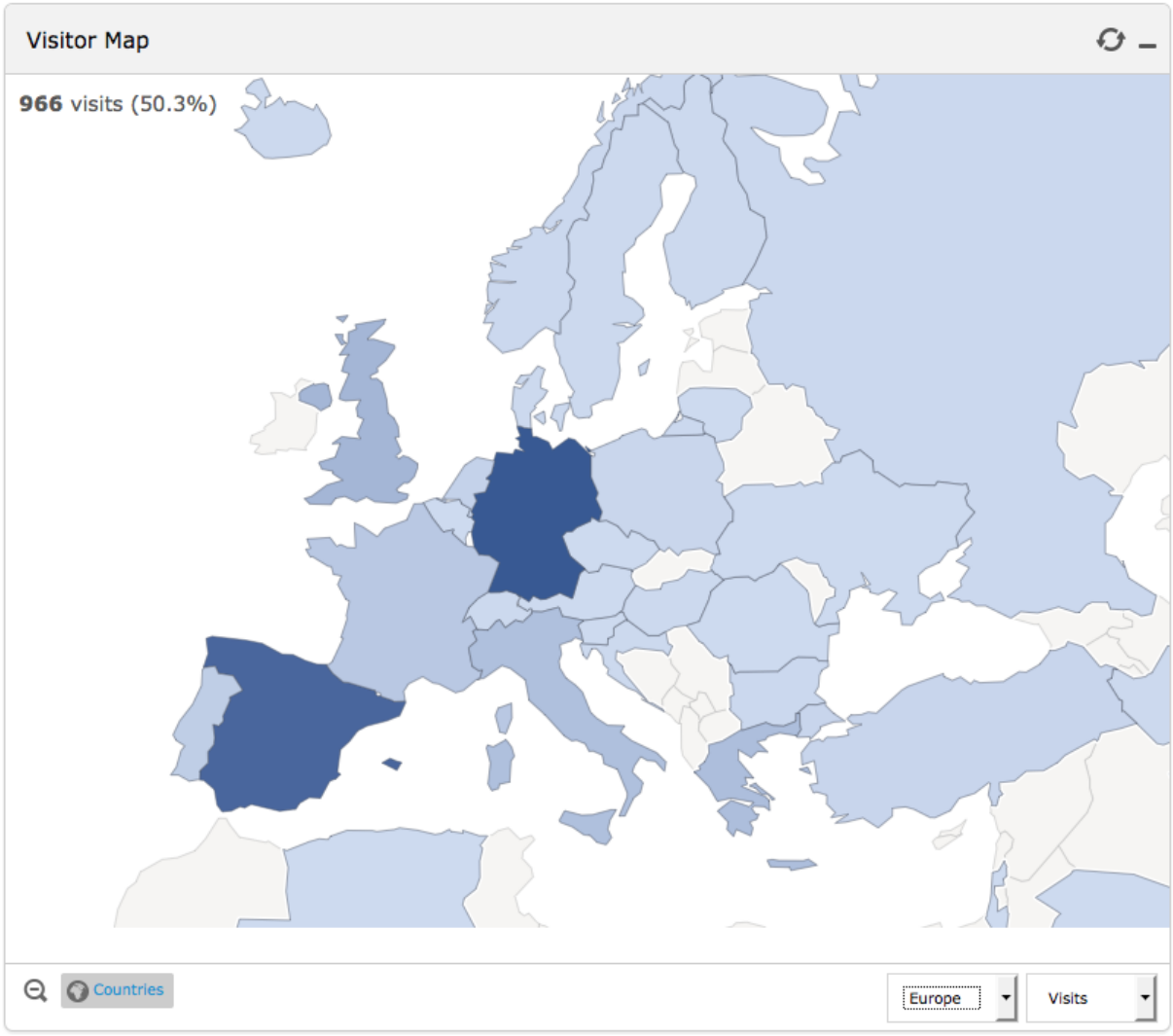


Figure 5: Origin of visitors from Europe.

Taking a look at a world map and absolute numbers, it is however interesting that the most visitors are coming from the U.S. and Brazil following in fourth place behind Germany and Spain. This means that MULTISENSOR, even though aiming at a European audience first, does attract more attention beyond the borders of the EU. This shows how global the focus of the project is as well as how interconnected the dissemination channels are worldwide.

All in all, the website is working well, but still has room for improvement when it comes to building an audience. With our continuous efforts in publishing interesting facts about our work, we do hope this will increase even more over the coming months.

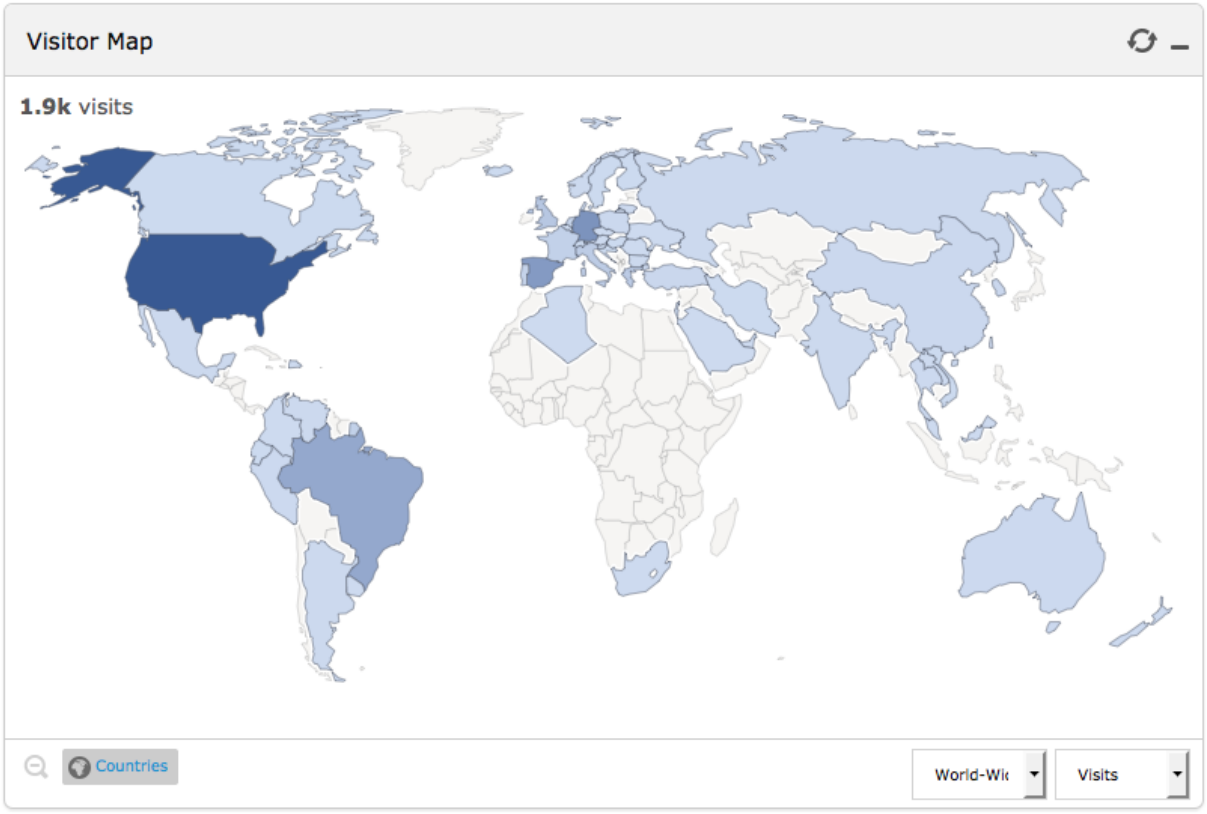


Figure 6: Origin of visitors worldwide.

2.3 Press releases

Two initial press releases in M1 (in Greek) and M3 (in German) were issued in the first year, reaching the target of one item per year. The next press release will be published after the completion of the First Prototype (MS3) in July 2015, which pressrelations will distribute in German and English through their press portal.

2.4 Newsletters

PIMEC, as a project partner, promotes the results of the project incorporating MULTISENSOR pieces in their weekly newsletter. During the first year 4 newsletters have been released in German and Spanish. In order to increase the target audience, the project has started also to release newsletters in English. Specifically between the M12 and the M18 the project the following newsletter:

- PIMEC newsletter in English and Spanish on 10/04/2015[2]

The newsletter release rate will rise in the following months as external project activity will increase, especially regarding the launch of the first prototype and its first evaluation. Therefore, we will issue pieces more often, covering the state of the internal evaluation and,

[2]http://web.pimec.org/en/actualitat/noticies/first-multisensor-prototype-to-be-launched-in-april

http://web.pimec.org/es/actualitat/noticies/el-primer-prototipo-del-multisensor-esta-a-punto

more importantly, of the external participation through the User Groups and Open Days. Newsletter coverage will also happen in English in order to increase industrial dissemination.

2.5 Social networks

In terms of online channels through which MULTISENSOR is currently available, the list has not changed in comparison to D9.3 v1. The channels are listed below:

1) Blog: **http://www.multisensorproject.eu/** (As described in Chapter 2.1)
2) Twitter: **https://twitter.com/multisensor**
3) LinkedIn: **http://de.linkedin.com/in/multisensor**
4) Flickr: **https://www.flickr.com/photos/multisensor**
5) Facebook: **https://www.facebook.com/pages/Multisensor/1481238748826033**
6) Slideshare: **http://de.slideshare.net/multisensor**
7) IFTTT ("If This Then That") –Tool for automation of processes online (like monthly reminders etc.): **https://ifttt.com/**

MULTISENSOR is available on all these channels, meaning it has at least a profile in each of these networks. Currently not all the channels are actively used to the same extent. However in the remaining 1,5 year it is expected that all these channels will be exploited actively especially after the public release of the 1st prototype.

The most used ones are the blog and the Twitter channel, followed by the LinkedIn profile and the Facebook page, the latter two connected through an automated publication system, realized through IFTTT. This means while the blog and Twitter are being manually updated with new content, IFTTT is used to push the content to Facebook (Twitter content) or LinkedIn (blog articles). This ensures a constant stream of material on all channels and is necessary to keep the workload at a manageable rate.

For LinkedIn this means that there is a link to every new article on the blog, sent out to a slowly growing audience of experts connected to and interested in MULTISENSOR through their work (see Figure 7). However this does not directly affect the numbers of visitors on the blog, as LinkedIn keeps readers on its own pages. We are still following this path as LinkedIn is good in attracting a very professional audience for a topic, allowing for professional discussions or maybe cooperation in some areas like user tests etc.

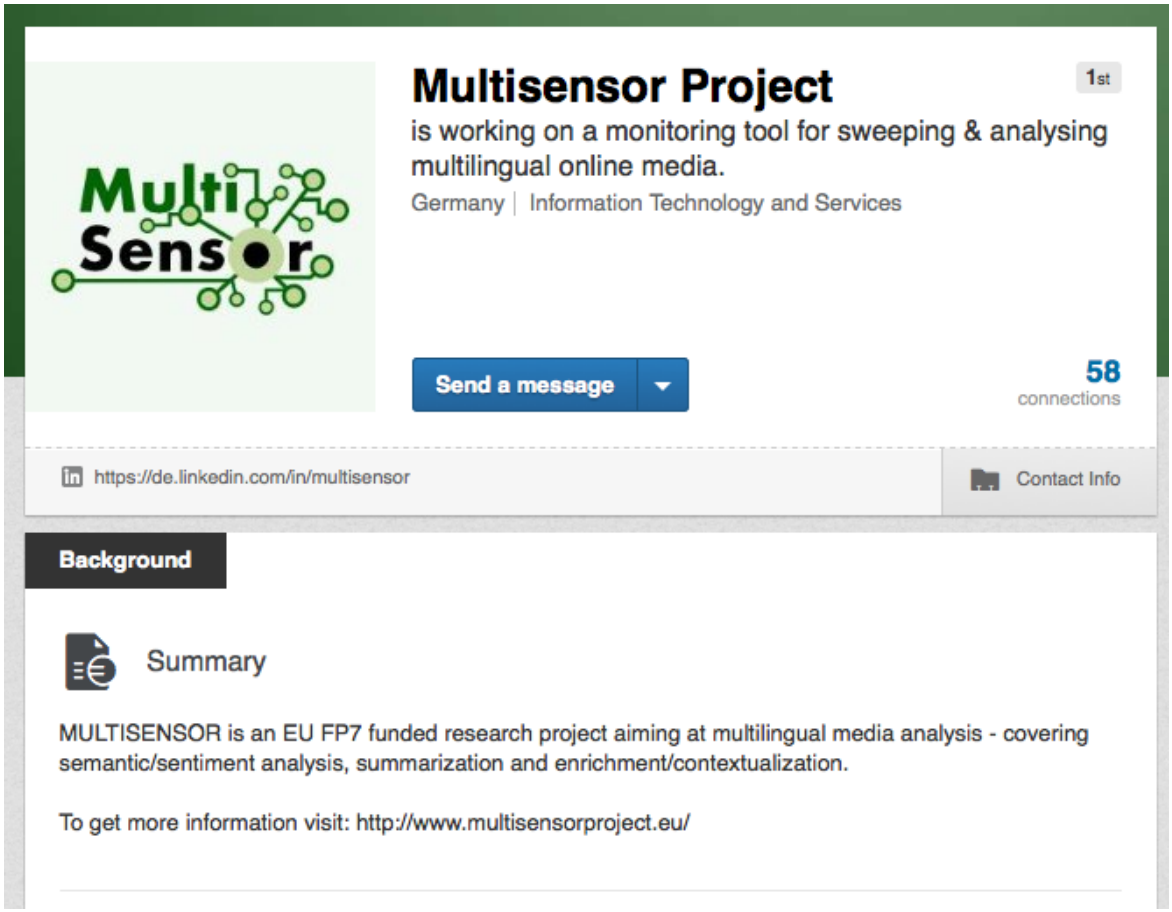


Figure 7: MULTISENSOR on LinkedIn.

There is a similar aim with the Facebook page (Figure 8); however, this does not seem to work as well yet. The page attracts less attention among Facebook users, for two reasons: one being the different way of how Facebook publishes news to its members, the other the network structure. With the newsfeed being controlled by an algorithm that favours connections and likes, one needs a bigger network already to get more likes and therefore become more shared. On the other hand Facebook is less of a professional and more of a personal network – so the target group is not exactly the one MULTISENSOR is currently publishing for.

We are currently still working on growing a larger network, trying to spread the news via the project members, for this might be a good way to distribute news once the project is coming to an end, offering some usable solutions. Eventually we are not expecting it to be as successful as LinkedIn or Twitter though.

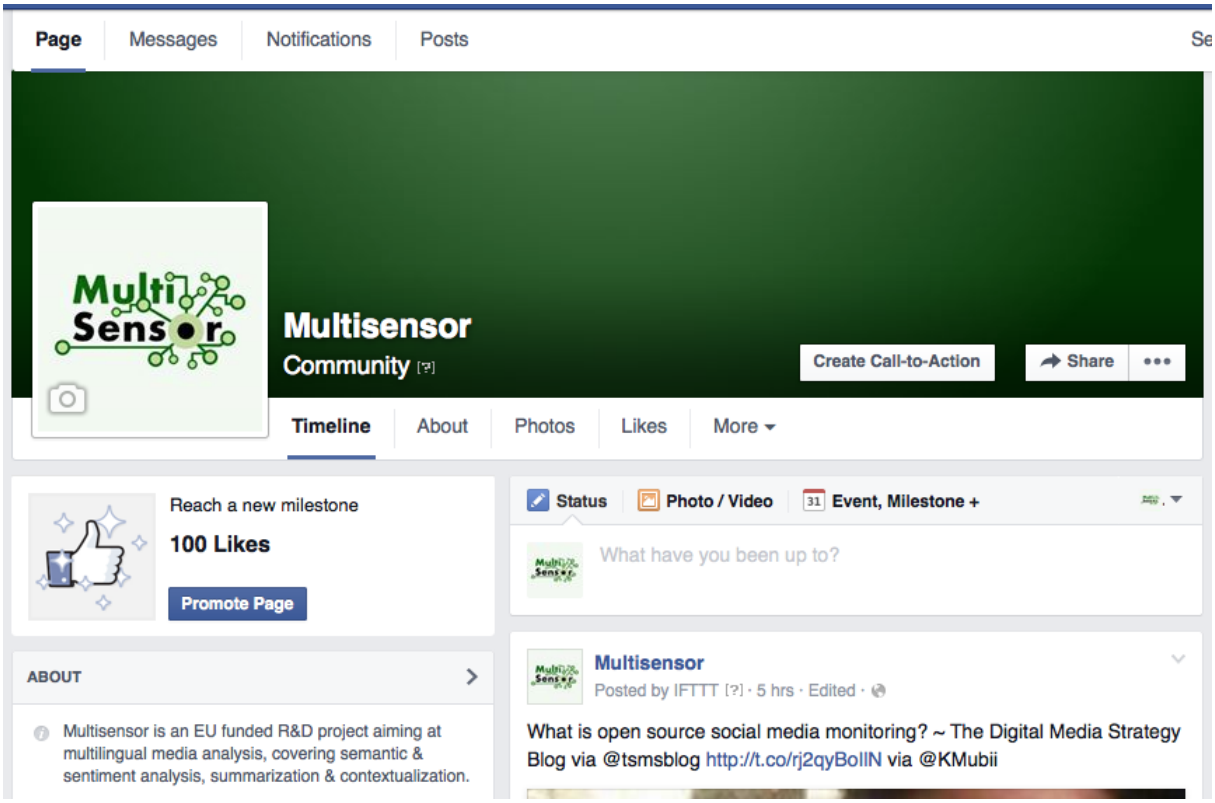


Figure 8: MULTISENSOR on Facebook.

In comparison to that, the User Group on Twitter that is connecting with the project is constantly growing. Since the last report, we have been able to almost double our followership to around 160 people (see Figure 9). The channel is used to tweet about related content by distributing articles and examples on MULTISENSOR-related topics, always focusing on media monitoring. But we also use it to publish our newest articles from the blog, inviting people to come and have a look at our work on the blog.

This seems to be working well within the limits of our time. This means we do have at least a couple of tweets and retweets (of information from connected sources) every day, usually getting some reactions from our followers and reads, be it likes or retweets or new followers.

This could still be improved by using it during events that MULTISENSOR attends, like conferences and workshops, to inform about on-going activities.

Figure 9: MULTISENSOR on Twitter

The SlideShare and Flickr accounts are currently not being used for promotion. We do keep them active, so we can publish materials there.

3 EVENTS AND VENUES

3.1 MULTISENSOR Workshops and Events

As planned for the whole project duration, the consortium is organising different events. These events are aimed at enhancing the project objectives, receiving constructive criticism from the users and improving the system as well as enlarging exploitation opportunities and impacts. It includes:

- ***MULTISENSOR User Days***: At least on two occasions, seminars and tutorials will be organised for the members of the User Group (potential users) to demonstrate the MULTISENSOR prototypes, evaluate experimental techniques, have them look and comment on the results, and collect feedback for improvements. The locations will be decided upon according to maximum possible participation of the User Group. The initial plan includes collocation of user with open door days in M25 and one at the end of the project.
- ***MULTISENSOR Open Door Days***: Towards the end of the project, the Consortium will organise two Open Door Days in Spain (Barcelona) and Germany (Bonn) with the goal of reaching a high number of interested parties. Specifically the 1st Open Door Day has already been scheduled in DW premises in Bonn in M25 (end of November 2015), where we plan to actually combine a User Day with an Open Door Day. The participants will have the chance to interact with the system and with the consortium. An emphasis will be also given to exploitation.
- ***MULTISENSOR Final Conference***: Marks the completion of the project and functions as a presentation event for the technologies developed during the project. The Final Conference will be collocated with a suitable conference or workshop.
- ***Workshops, stands and demonstrations****:* These will be organised by the Consortium at major commercial information-oriented and general information conferences and exhibitions (e.g. CeBIT). The aim is to inform media organisations and SMEs about the prospects of MULTISENSOR and the technologies developed. MULTISENSOR participation at such events will increase significantly towards the end of the project when there will be at least an up-and-running Beta version available. These actions will also include demonstrations to smaller audiences (e.g. potential users interested in its business) and to relevant projects. PIMEC will coordinate the demonstrations regarding the SME internationalisation, DW and PR the ones for media monitoring. Moreover, a joint workshop with the EUMSSI project was held during M16, a second one will take place in M25 of the project as a joint Open Door and User Day for both projects (arranged in Bonn at DW premises), while another common workshop is expected to take place at a later stage (M34). The first workshop was open only to the consortia of both projects, while the second and the third one will be open also to the wider research and user community. In this first workshop, a presentation of both projects took place, putting emphasis on the user cases and the evaluation, so that both consortia could get an overview of each other work in order to build synergies in the coming months.

It should be noted that user days, open days and demonstrations organised by the consortium can overlap.

3.2 International and National Events targeted

MULTISENSOR targets diverse audience groups with different interests and needs, including end users, developers and researchers. Different target groups require different approaches by the MULTISENSOR consortium. This means that the information that should be conveyed, as well as the means used, should take into consideration the background knowledge and the interests of the targeted groups.

Since at this stage of the project there are no final results or products that can be demonstrated, the dissemination objective is to present the MULTISENSOR concept, the objectives and the use cases addressed in relevant international and national events. Networking activities are also of great importance, since they allow for direct interaction with potentially interested target groups and researchers working in the same areas.

On the one hand, MULTISENSOR will actively lookout for high profile scientific and industrial events that are within the domain of interest of the project, in order to target the research and academics groups, as well as developers (especially the large/industrial corporations).On the other hand, all conferences targeting the same research areas as MULTISENSOR research partners are of special interest for the MULTISENSOR consortium. These are in particular language analysis, image/video analysis, user and context-centric content analysis, natural language processing, indexing, semantic web and data storage.

In the following, we present the scientific conferences in which MULTISENSOR will aim to present the project results after M18, organised per work package and domain of research:

Scientific/Academic conferences

- Multilingual and Multimedia content extraction (WP2)
    - 20th Conference on Knowledge Discovery and Data Mining (KDD), August 10-13, 2015, Sydney, Australia
    - 10th Workshop in Machine Translation Marathon, Expected date: Summer 2015
    - 15th EAMT (European Association for Machine Translation) conference, October 2015, Miami, Florida, U.S.A.
    - TXIEEE Automatic Speech Recognition and Understanding Workshop (ASRU), December 13-17, 2015, Scottsdale, Arizona, U.S.A.
- User and context-centric content analysis (WP3)
    - International Conference on Advances in Social Network Analysis and Mining (ASONAM), August 25-28, 2015, Paris, France
- Indexing and retrieval (WP4)
    - International Conference on Multimedia Retrieval (ICMR), June 23-26, 2015, Shanghai, China
    - 38thInternational Conference on Research and Development in Information Retrieval (SIGIR), August 9-13, 2015, Santiago, Chile
    - ACM International Conference on Information and Knowledge Management (CIKM), October 19-23, 2015, Melbourne, Australia

  - TRECVID, November 2015, Gaithersburg, MD, USA
  - ACM Multimedia Conference (MM), October 26-30, 2015, Brisbane, Australia
  - 22nd International Conference on Multimedia Modelling (MMM), January 4-6, 2016, Miami, USA
  - Video Search Showcase Competition (VSS), January 4, 2016, Miami, USA

- Semantic Web (WP5)
  - Extended Semantic Web Conference (ESWC), May 31 – Jun 4, 2015, Portoroz, Slovenia
  - 14th International Semantic Web Conference (ISWC), October 11-15, 2015, Bethlehem, PA, US
- Summarisation (WP6)
  - Conference of the North American Chapter of the Association for Computational Linguistics (NAACL), May 31 – June 5, 2015, Denver, Colorado
  - 20th International Conference on Application of Natural Language to Information Systems (NLDB), June 26-28, 2015, Passau, Germany
  - 53rd Annual Meeting of the Association for Computational Linguistics (ACL), August 16-21, 2015, Beijing, China

    15th Conference on Empirical Methods in Natural Language Processing (EMNLP), September 17-21, 2015, Lisbon, Portugal.
  - *Text Analysis Conference*(*TAC*) Workshops (included Knowledge Base Population Workshop, Summarisation Workshop), Expected date: Winter 2015
- Data storage and engineering (WP7)
  - International Conference on Advanced Information Systems Engineering (CaiSE), June 10-12, 2015, Stockholm, Sweden

As far as the end users and the developers are concerned, they can also be informed about the idea, progress and the products of MULTISENSOR through commercial events and conferences. In such events, dissemination can be achieved through posters, leaflets and brief presentations focusing on the ideas of the project without putting too much emphasis on technical details for a non-technical audience.

The following media-related commercial events/conferences targeted for 2015 are of specific interest to the project.

Media-related commercial events

- 67th World Newspaper Congress - 22th World Editors Forum - Info Services Expo 2015[3], June 1-3, 2015, Washington, D.C., U.S.A.
- Deutsche Welle's "Global Media Forum"[4], June 22-24, 2015, Bonn, Germany
- European Communication Summit[5], June 25-26, 2015

[3]http://www.wan-ifra.org/events/67th-world-newspaper-congress-22nd-world-editors-forum

[4]http://www.dw-gmf.de

- International Broadcasting Convention (IBC), September, 2015, Amsterdam, Netherlands
- Kommunikationskongress2015, September 15-16, 2015, Berlin, Germany
- IFRA Expo 2015, October 5-7, 2015, Hamburg, Germany
- GITEX Technology Week 2015[6], October 18-22, 2015, Dubai, United Arab Emirates
- Mobile World Congress 2016[7],February 22-25, 2016, Barcelona, Spain

Training events

MULTISENSOR will try to disseminate the knowledge developed in the project by actively participating in Summer Schools. Specifically we will make attempts to include members of the consortium as lecturers in Summer schools in order to ensure the dissemination of the knowledge developed in MULTISENSOR to the academic community and the students.

In this context CERTH is organizing the ESSIR2015[8], which is the most well known summer school in Europe on information retrieval. Among the lecturers we have confirmed the participation of Leo Wanner (UPF), who will present MULTISENSOR techniques for multilingual summarisation (WP6), while Barla Cambazoglu (BM-Y!) will give a talk on web information retrieval (relevant to WP3 and WP7).

3.3 Calendar of events

According to the events described in the Section 3.1, Table 1 contains a first draft of the calendar of the main international and national conferences, exhibitions and events that MULTISENSOR will organise and participate in, as well as events that MULTISENSOR has already participated in or organised itself.

[5] http://www.communication-summit.eu/

[6] http://www.gitex.com/page.cfm/link=219

[7] http://www.mobileworldcongress.com/

[8] http://mklab.iti.gr/essir2015/

Year -1											
Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013	Sep 2013	Oct 2013
M -12	**M -11**	**M -10**	**M -9**	**M -8**	**M -7**	**M -6**	**M -5**	**M -4**	**M -3**	**M -2**	**M -1**
							LT-Innovat. Summit '13				IRFC 2013

Year 1											
Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	Jun 2014	Jul 2014	Aug 2014	Sep 2014	Oct 2014
M1	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**
	1st MULTISENSOR conference			CeBIT Exhibition &FIBEP Congress			AMEC Summit &CEN/BII		Workshop on Cyber-Physical Cloud Computing	Kommunikation-kongress	
											Op. Prototype

Year 2											
Nov 2014	Dec 2015	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015
M13	**M14**	**M15**	**M16**	**M17**	**M18**	**M19**	**M20**	**M21**	**M22**	**M23**	**M24**
			EUMSSI workshop	CeBIT Exhibition	Digital Media Europe Riga Summit		DW "Global Media Forum		ESSIR 2015 Summer School	Kommunikation-kongress	ICT Event 2015
					1st Prototype						2nd Prototype

Year 3											
Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016
M25	**M26**	**M27**	**M28**	**M29**	**M30**	**M31**	**M32**	**M33**	**M34**	**M35**	**M36**
Open& User Day I			EUMSSI workshop		Open Day I		Final Conference			Open& User Day II	
										Final System	

Table 1: Calendar of Events.

The dissemination actions, including the presentations of MULTISENSOR to conferences and events, to consortia of other projects, as well as the submission of research papers to conferences/workshops relevant to the research areas of the project up to M18, are documented in Tables 2, 3, 4, 5 and 6.

Dissemination action	Target audience			Status
	End users	Researchers and academic groups	Developers	
MULTISENSOR presentation in LT Innovative Summit 2013, Brussels, Belgium, June 26-27, 2013	Language Technology Industry	Language technology researchers	Language Technology Industry	Finalised
MULTISENSOR presentation in the 6th IRF conference for Science and Industry, Limassol, Cyprus, October 7-9, 2013		Researchers interested in information retrieval		Finalised
MULTISENSOR joins the European Centre for Social Media (6/2/2014)		Projects dealing with social media		Finalised
MULTISENSOR presence at CeBIT[9] 2014, on 10-14/3/2014 by Linguatec			IT provider companies	Finalised
MULTISENSOR presentation to FIBEP Congress[10], on 12-15/3/2014 through leaflet circulation			Media intelligence and communications companies	Finalised
MULTISENSOR presentation to European Semantic Web Conference (ESWC)[11] 2014 during the EU Project Networking session, on 27/5/2014		Projects dealing with semantic web		Finalised

[9] http://www.cebit.de/home

[10] http://www.fibep.info/

[11] http://2014.eswc-conferences.org/

MULTISENSOR presentation to CEN/BII[12], on 3-5/6/2014	(1) civil servants of the European Commission (DG MARKT & Office of Publications); (2) UN/CEFACT and OASIS-UBL Technical Committees; (3) Member States e-Procurement authorities & consultants; (3) Large Scale Pilots (Open PEPPOL & e-Sens) Management Team representatives; (4) Private Industry consultants (GS1, invinet, everis, PwC, and others);	Universities (mainly German ones, working on Classification Systems)		Finalised
MULTISENSOR presentation to AMEC International Summit13 through leaflet distribution, on 11-12/6/2014	Media Monitoring Industry			Finalised
MULTISENSOR presentation Global Media Forum[14] 2014 through leaflet distribution, posters, information booth and project presentation, on 30/06-	Decision makers, media organisations and media partners			Finalised

[12]http://www.cenbii.eu/events-activities/

[13]http://amecinternationalsummit.org/

[14]http://www.dw.de/global-media-forum/home/s-30956

02/07/2014				
MULTISENSOR presentation (remote participation) to 4th International Workshop on Cyber-Physical Cloud Computing 2014 –CPCC 2014[15], on 27 – 29/8/2014		Researchers interested in management of heterogeneous sensor data		Finalised
MULTISENSOR presentation to Kommunikationskongress 2014[16], on 25-26/9/2014 by pressrelations which circulated the MULTISENSOR leaflets	Media Monitoring Industry			Finalised
MULTISENSOR presentation, by everis, on application of language technologies in SMEs (PIMEC's case) and in public sector (e-procurement) at Horizon 2020 ICT-16 Big Data networking day. Brussels, January 16, 2015.	Decision makers	Researchers in Big data areas	Big data industry	Finalised
MULTISENSOR presentation, by CERTH, at the META-FORUM. Riga Summit, 27-29 April 2015.	Language Technology Industry	Language technology researchers	Language Technology Industry	Finalised
PR to participate in re:publica on 05-07/05/2015 in Berlin	Media Monitoring Industry			Foreseen
MULTISENSOR presentation to AMEC International Summit through leaflet distribution, on 03-04/6/2015	Media Monitoring Industry			Foreseen
MULTISENSOR overview paper submission, by CERTH, at ICME 2015, on 29 June – 3 July 2015 in Torino.		Researchers interested in multimedia	Developers dealing with multimedia	Foreseen

[15] http://www.nict.go.jp/en/univ-com/isp/n2ws14/index.html

[16] http://www.kommunikationskongress.de/

MULTISENSOR presentation in dmexco on 16-17/09/2015 in Cologne				Foreseen
MULTISENSOR presentation to Kommunikationskongress 2015, on 17-18/9/2015 in Berlin through leaflet distribution	Media monitoring Industry			Foreseen
MULTISENSOR presentation, by DW and CERTH at the ICT event, Lisbon, October 22, 2015.	ICT Industry	ICT researchers	ICT Industry and academics	Foreseen
MULTISENSOR presentation at the 47th FIBEP Congress on 17-20/11/2015 in Vienna	Journalism and Media monitoring Industry			Foreseen

Table 2: MULTISENSOR presentation to conferences and events.

Dissemination action	Target audience			Status
	End users	Researchers and academic groups	Developers	
MULTISENSOR presentation to the MUMIA[17] (COST Action IC1002: Multilingual and multifaceted interactive information access) consortium, Limassol, Cyprus, October 10, 2013.	Partner organisations from these consortia cover all types of users			Finalised
MULTISENSOR presentation to the ENGINE project[18], Kick off meeting of ENGINE project, Wroclaw, Poland, October 1, 2013.				Finalised
MULTISENSOR presentation to the WikiRate project, Plenary meeting, Greece, Thessaloniki, June 11, 2014.				Finalised

[17] http://www.mumia-network.eu/

[18] http://engine.pwr.wroc.pl/en/

MULTISENSOR and EUMSSI presentation by UPF the Big Bang Data exhibition at the CCCB in Barcelona, October 21, 2014.		Finalised
MULTISENSOR presentation by CERTH in The European Network on Integrating Vision and Language (iV&L Net) ICT COST Action IC1307[19]. Heidelberg, March 11, 2015.	Partner organisations from these consortia cover all types of users	Finalised

Table 3: MULTISENSOR presentation to consortia of other projects.

In the following we present the conferences and workshops in which the results of the project have been presented. The published papers are available at the project website[20].

Dissemination action	Target audience			Status
	End users	Researchers and academic groups	Developers	
F. Markatopoulou, A. Moumtzidou, C. Tzelepis, K. Avgerinakis, N. Gkalelis, S. Vrochidis, V. Mezaris, I. Kompatsiaris, "ITI-CERTH participation to TRECVID 2013", in Proceedings of TRECVID 2013 Workshop, Gaithersburg, MD, USA, November 2013.	Conference participants interested in search engines for multimedia retrieval			Presented
N. Barbieri, F. Bonchi, G. Manco, "Influence-based Network-oblivious Community Detection", To appear in Proceedings of the IEEE International Conference on Data Mining, Dallas, Texas, USA, December 2013.		Conference participants interested in the research area of "social media"		Presented
L. Macchia, F. Bonchi, F. Gullo, L. Chiarandini, "Mining Summaries of Propagations", To appear in Proceedings of the IEEE International Conference on Data Mining, Dallas, Texas 2013, USA, December 2013.		Conference participants interested in the research area of "data mining"		Presented

[19] http://ivl-net.eu/

[20] http://www.multisensorproject.eu/achievements/publications/

A. Moumtzidou, K. Avgerinakis, E. Apostolidis, V. Aleksic, F. Markatopoulou, C. Papagiannopoulou, S. Vrochidis, V. Mezaris, R. Busch, I. Kompatsiaris, ”VERGE: An Interactive Search Engine for Browsing Video“, 20th International Conference on MultiMediaModeling 2014 and participation to Video Browser Showdown (VBS) 2014, Dublin, Ireland, January 2014, accepted for publication.	Conference participants interested in search engines for multimedia retrieval			Presented
N. Barbieri, F. Bonchi, “Influence Maximization with Viral Product Design”, To appear in Proceeding of the SIAM International Conference on Data Mining (SDM14) - Philadelphia - Pennsylvania 2014.		Conference participants interested in the research area of “data mining”		Presented
T. Tassa, F. Bonchi, “Privacy Preserving Estimation of Social Influence”, To appear in Proceeding of the SIAM International Conference on Data Mining (SDM14) - Philadelphia - Pennsylvania 2014.		Conference participants interested in the research area of “data mining”		Presented
C. Aslay, N. Barbieri, F. Bonchi. R. Baeza-Yates, “Online Topic-aware Influence Maximization Queries”, To appear in Proceeding of the International Conference on Extending Database Technology (EDBT) - Athens - Greece 2014.		Conference participants interested in the research area of “data management”		Presented
T. Tsikrika, C. Diou, “Multi-evidence User Group Discovery in Professional Image Search”, In Proceedings of the 36th European Conference on Information Retrieval (ECIR 2014), 13-16 April, Amsterdam, The Netherlands, 2014.		Conference participants interested in the research area of “information retrieval”		Presented
T. Tsikrika, A. Moumtzidou, S. Vrochidis, and I. Kompatsiaris, “Focussed Crawling of Environmental Web Resources: A Pilot Study on the Combination of Multimedia Evidence”, In Proceedings of the Environmental Multimedia Retrieval Workshop (EMR 2014), April 1st, 2014.		Conference participants interested in the research area of “information retrieval”		Presented

M. Ballesteros, S. Mille and L. Wanner, "Classifiers for Data-driven Deep Sentence Generation", In Proceedings of the 8th International Natural Language Generation Conference (INLG), Philadelphia, USA, June 2014.		Conference participants interested in the research area of "language processing"		Presented
M. Ballesteros, B. Bohnet, S. Mille, and L. Wanner, "Deep-syntactic parsing", In Proceedings of the 25th International Conference on Computational Linguistics (COLING), Dublin, Ireland, August 2014.		Conference participants interested in the research area of "language processing"		Presented
Y. HaCohen-Kerner, S. Vrochidis, D. Liparas, A. Moumtzidou and I. Kompatsiaris: "Key-phrase Extraction using Textual and Visual Features", 3rd Workshop on Vision and Language (VL), Dublin, Ireland, August 23-29, 2014.		Conference participants interested in the research area of "speech and language processing and computer vision"		Presented
N. Barbieri, F. Bonchi, G. Manco, "Who to follow and why: link prediction with explanations", Proceedings of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining, New York City, 23-26 August 2014.		Conference participants interested in the research area of "data mining"		Presented
D. Liparas, A. Moumtzidou, S. Vrochidis, I. Kompatsiaris, "Concept-oriented labelling of patent images based on Random Forests and proximity-driven generation of synthetic data", COLING'14 Workshop on Vision and Language (VL'14), Dublin, August 23, 2014.		Conference participants interested in the research area of "speech and language processing and computer vision		Presented
X. Zuo, J. Blackburn, N. Kourtellis, J. Skvoretz, A. Iamnitchi, "The Influence of Indirect Ties on Social Network Dynamics", Proceedings of the 6th International Conference on Social Informatics (SocInfo2014), Barcelona, Spain, 10-13th of November 2014.		Conference participants interested in the research area of "social media"		Presented

I. Arapakis, B. Barla Cambazoglu, M. Lalmas, “On the Feasibility of Predicting News Popularity at Cold Start”, In Proceedings of the 6th International Conference on Social Informatics. Barcelona, 10-13 November 2014.		Conference participants interested in the research area of “social media”		Presented
D. Liparas, Y. Hacohen-Kerner, A. Moumtzidou, S. Vrochidis and I. Kompatsiaris, "News articles classification using Random Forests and weighted multimodal features", 3rd Open Interdisciplinary MUMIA Conference and 7th Information Retrieval Facility Conference (IRFC2014), Copenhagen, Denmark, November 10-12, 2014.		Conference participants interested in the research area of “information retrieval”		Presented
T. Tsikrika, K. Andreadou, A. Moumtzidou, E. Schinas, S. Papadopoulos, S. Vrochidis, Y. Kompatsiaris, “A Unified Model for Socially Interconnected Multimedia-Enriched Objects”, 21st MultiMedia Modelling Conference (MMM2015), Sydney, Australia, 5-7 January, 2015.		Conference participants interested in the research area of “multimedia modelling technologies and applications”		Presented
A. Moumtzidou, K. Avgerinakis, E. Apostolidis, F. Markatopoulou, K. Apostolidis, T. Mironidis, S. Vrochidis, V. Mezaris, Y. Kompatsiaris, I. Patras, "VERGE: A Multimodal Interactive Video Search Engine", Proc. 21st Int. Conf. on MultiMedia Modeling (MMM15), Sydney, Australia, Jan. 2015.		Conference participants interested in the research area of “multimedia modelling technologies and applications”		Presented

T. Tsikrika, A. Latas, A. Moumtzidou, E. Chatzilari, S. Vrochidis, and I. Kompatsiaris. "Discovery of Environmental Web Resources Based on the Combination of Multimedia Evidence". Environmental Multimedia Retrieval Workshop (EMR 2015), Shanghai, China, June 2015.		Workshop participants interested in the research area of "environmental multimedia retrieval"		Accepted
T. Tsikrika, A. Moumtzidou, S. Vrochidis, and I. Kompatsiaris. "Focussed Crawling of Environmental Web Resources Based on the Combination of Multimedia Evidence". Multimedia Tools and Applications.		Researchers on multimedia		In Press

Table 4: MULTISENSOR publications and conference/workshop participations.

Dissemination action	Target audience			Status
	End users	Researchers and academic groups	Developers	
MULTISENSOR &SocialSensor meeting on 12-14 November 2013. The partners participating were: CERTH and Deutsche Welle	Deutsche Welle	CERTH		Finalised
MULTISENSOR & EUMSSI meeting at UPF on 22 January 2014. The partners participating were: UPF teams (TALN-UPF &GLiCom-UPF)		TALN-UPF, GLiCom-UPF		Finalised
MULTISENSOR & EUMSSI meeting at UPF on 19 February 2014. The partners participating were: everis and UPF for MULTISENSOR and UPF/VSN for EUMSSI		TALN-UPF, GLiCom-UPF	VSN, everis	Finalised

MULTISENSOR & EUMSSI meeting at Yahoo Labs Barcelona on 26 March 2014. The partners participating were: BM-Yahoo! and TALN-UPF for MULTISENSOR and of GLiCom-UPF for EUMSSI		BM-Yahoo!, TALN-UPF, GLiCom-UPF		Finalised
MULTISENSOR & EUMSSI conference call on 10 June 2014. The participants were: IAI Saarbrucken for EUMSSI and Linguatec for MULTISENSOR.			IAI Saarbrucken, Linguatec	Finalised
MULTISENSOR & EUMSSI meeting at Yahoo Labs Barcelona on 1 September 2014. The partners participants were: BM-Yahoo! for MULTISENSOR and GLiCom-UPF for EUMSSI.		BM-Yahoo!, GLiCom-UPF		Finalised
REVEAL & MULTISENSOR meeting at CERTH on April 29, 2015.	DW	CERTH	ATC	Finalised

Table 5: MULTISENSOR meetings with other related projects.

Dissemination action	Target audience			Status
	End users	Researchers and academic groups	Developers	
1st MULTISENSOR Conference **Partner organizing conference**: PIMEC **Location and date of conference**: Barcelona/ Spain, 11th of December 2014 **Content of conference**: Explained what is MULTISENSOR, the role of partners and the benefits for SME's and the public sector. **Number of participants**: 20	SMEs, Public Administrations			Finalised

Table 6: MULTISENSOR conferences.

4 MULTISENSOR USER GROUP

4.1 Objective

An important objective of the project is to create an interested community called User Group (UG). The UG consists of different stakeholders including media monitoring companies, SMEs with internationalisation goals, institutions, and other relevant companies and users. The main purpose of the UG is to involve experts from companies and research institutes with an interest in MULTISENSOR for an exchange of ideas and to get another expert opinion on the progress of the project. Specifically, members of the UG could be involved in user requirements extraction, testing of technical modules, as well as advising developments for specific tasks.

The User Group members are being informed about the latest progress and the developments of the project. It is also important that the UG will setup partnerships that are mutually beneficial; after specific agreements (initially Non-Disclosure Agreements (NDA) will be signed), it will be possible for them to:

- Participate in the evaluation of the project results;
- Test the project software and provide feedback;
- Establish synergies for the possible exploitation of the project results, the development of business models, partnerships etc.;
- Participate in the technical discussions and activities (special sessions, standardisation, etc.);
- Contribute with ideas or requirements that may fit the project objectives.

4.2 Definition of the users: user categorisation

Our objective is to reach as many stakeholders as possible in order to have them actively cooperate with the project.

The UG has been categorised into companies, experts and institutions. The UG members are also classified according to the level of their expertise and involvement to the project into two groups: a) focus group and b) exploitation group.

Focus group: The focus group includes different kind of stakeholders. The UG can opt for receiving updates on the MULTISENSOR project, or just to receive specific information on the tasks they are interested in, and the events they would want to participate in.

Exploitation group: The exploitation group includes the organisations and companies that are interested in getting involved actively in the project by contributing to the requirements, to the developments and to the evaluation process.

4.3 User Group cooperation plan

The first year plan was to find and contact the User Group and explain what is MULTISENSOR and also to update the information about the project regularly.

In the second year, we are going to have more interactions with the UG by distributing regular newsletters and direct contact to UG members by calls and targeted dissemination activities. After internal discussions, it was considered more profitable for the project to include external experts for updating the requirements and participation in the evaluation after (and not earlier than) the first development cycle.

However, one of UG members (Jerusalem College of Technology College of Technology) was actively involved in WP4 by supporting the extraction of textual features for the topic-based classification task in T4.1 as reported in D4.1.

Up to now the UG has already 41 members compromised, are divided by:

Companies: 16 members (see Table 7);
Experts: 7 members (see Table 8);
Institutions: 8 members (see Table 9).

Companies				
Company	**Description**	**Interest**	**Contact**	**Country**
Data Scouting	ICT company providing media monitoring solutions	Interested in getting updates for the project.	Stavros Vologiannidis	Greece (GR)
Findwise	ICT company providing search solutions	Pending	Henrik Strindberg	Sweden
IALE	ICT company providing data mining solutions	Pending	Enric Escorsa	Spain
Treparel	ICT company providing data mining solutions	Pending	Anton Heijs	Holland
Ekonm	ICT company providing semantics and data mining solutions	Interested in getting updates about the project.	Espen Kon	Israel
DOTSOFT	ICT company providing data mining solutions	Interested in getting updates about the project.	Odysseas Spyroglou	Greece
Mozaika	ICT company providing data science solutions	Participation in the evaluation and in the requirements gathering. Involvement in the UG depending on the time schedule.	Mariana Damova	Bulgaria

QMUL, Multimedia and Vision Research Group	Multimedia applications	Interested in getting updates about the project.	Ioannis Patras	UK
Aii Data Processing Ltd	Provides business news and market intelligence with focus on the emerging markets of Central and Eastern Europe. Specialises in monitoring, measurement and analytics of mainstream and social media.	They seemed to be very interested in the Open Days, the connections and the potential of our project.(Especially interested for the use-case of ”International media monitoring: Scenario 1”)	Anton Todorov	Bulgaria
Lautenbach Sass	Management consulting firm specializing in communications management	Generally interested.	Katharina Simon	Germany
Zebra Design & Retail	SME (design & Retail)	Participation on the User Group & receiving updates.	Francesc Querol	Spain
Aquarius Cosmetics	SME (Cosmetics)	Interested in getting updates about the project.	Ramon Soler	Spain
Neptuno films	SME	Interested in getting updates about the project	Neus Viciana	Spain
GrupBarcelonesa	SME (chemical products distributor)	Participation on the User Group & receiving updates.	Anna Collell	Spain
CASMAR	SME (security systems)	Interested in getting updates about the project.	Montse Castro	Spain
ATC	Software Company, Media research and development.	Pending	Nikos Sarris	Greece

Table 7: MULTISENSOR User Group members.

Experts

Name	Description	Interest	Contact	Country
Jordi Mallorquí	Expert in Internationalisation	Participation in the User Group	Jordi Mallorquí	Spain
Jordi Planas	Expert in Internationalisation	Participation in the User Group	Jordi Planas	Spain
Míriam Sabaté	Expert in Internationalisation	Participation in the User Group	Míriam Sabaté	Spain
Joan Carles Espigol	Expert in Internationalisation	Participation in the User Group	Joan Carles Espigol	Spain
Ricard Navàs	Expert in Internationalisation	Participation in the User Group	Ricard Navàs	Spain
Pere Duran	Expert in Internationalisation	Participation in the User Group	Pere Duran	Spain
Marta Sanchez-Pol	Expert in Internationalisation	Participation in the User Group	Marta Sanchez-Pol	Spain

Table 8: MULTISENSOR experts User Group members.

Institutions				
Organisation	**Description**	**Interest**	**Contact**	**Country**
JRC	Research centre working on media monitoring	Interested in getting updates about the project.	Ralf Steinberger	Italy
SEERC	Research centre working on knowledge management	Interested in getting updates about the project.	Iraklis Paraskakis	Greece
Fraunhofer MOEZ	Research centre	Interested in the progress of the project. Would also like to test some technology. Will not be able to test “raw software”. But if the technology is packaged into APIs that can be conveniently used, tests would be possible.	Lutz Maicher	Germany

Jerusalem College of Technology	College of Technology	Participation on the User Group – cooperation in supervised machine learning tasks.	Yaakov HaCohen-Kerner	Israel
DG MARKT – EUGO, Points of Single Contact	Unit E01 Coordination	Link to Directive 2006/123/EU on Services.	Agneszka Biajno	Brussels
European Journalism Center	Journalism Training and Research Organisation	Pending	Eric Karstens	Netherlands
Beeld & Geluid	Cultural-historical Media Organisation	Pending	Johan Oomen	Netherlands
IRT	Research Institute for Media technology	Pending	Peter Altendorf	Germany

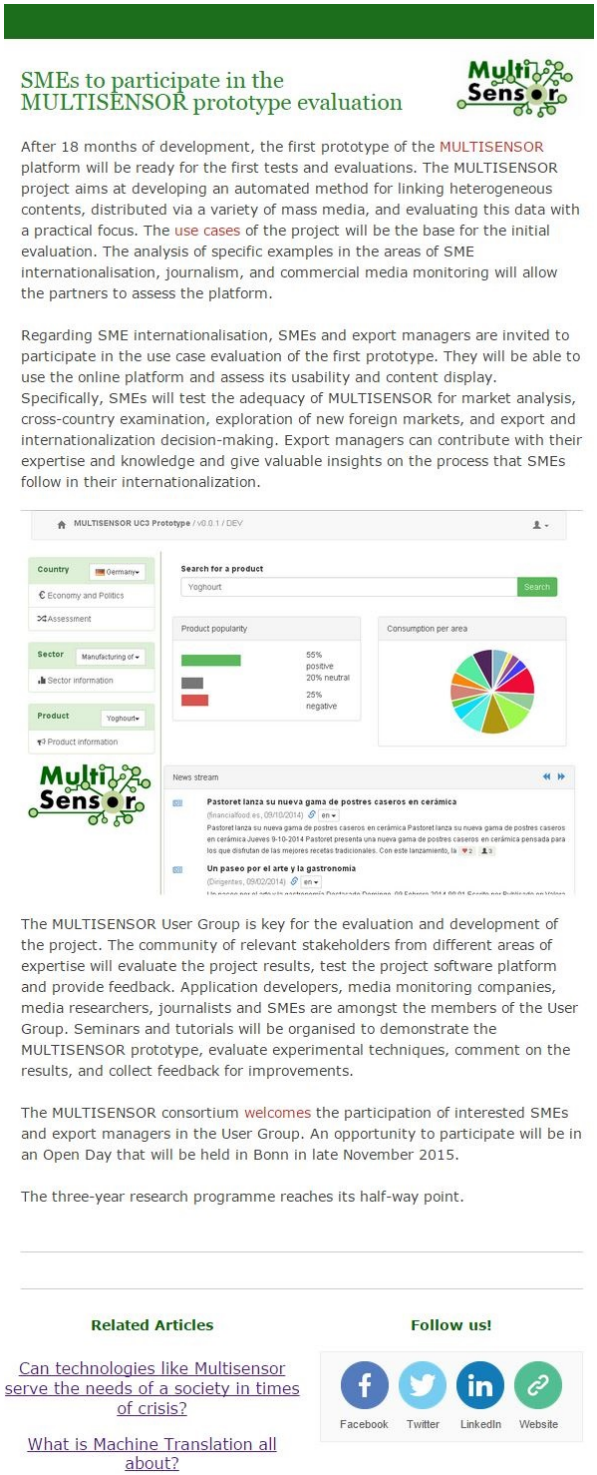
Table 9: MULTISENSOR institutions User Group members.

Apart from the above mentioned people that have confirmed their involvement in the MULTISENSOR User Group, there is an indicative list of potential users that under contact or waiting for their answer involving the UG (See Table 10).

Organisation	**Description**	**Contact**	**Country**
Fraunhofer FAME	Research institute working on the future of media.	Stefan Arbanowski	Germany
Fraunhofer IAIS	Research institute working on data analysis.	Joachim Köhler	Germany
DG Enterprise and Industry	SMEs, Industrial Policy and Single Market.	-	Brussels
DG Competition	Consumer Goods.	-	Brussels
The Brussels Times	Newspaper	-	Brussels
DG TAXUD	Enforcing Right, Legislation, Customs.	-	Brussels
SWR Digital Archive	Public German Broadcaster.	Dominik Frey, Robert Fischer	Germany
RBB	German Public Broadcaster	Bettina Heidkamp	Germany

Table 10: MULTISENSOR User Group members under contact.

Newsletter user group: A newsletter template has been designed to inform the members of the User Group in the first place and, in addition, invite other interested organisations to participate. For that matter, slightly different pieces will be issued in order to target the different PUC of the project.



SMEs to participate in the MULTISENSOR prototype evaluation

After 18 months of development, the first prototype of the MULTISENSOR platform will be ready for the first tests and evaluations. The MULTISENSOR project aims at developing an automated method for linking heterogeneous contents, distributed via a variety of mass media, and evaluating this data with a practical focus. The use cases of the project will be the base for the initial evaluation. The analysis of specific examples in the areas of SME internationalisation, journalism, and commercial media monitoring will allow the partners to assess the platform.

Regarding SME internationalisation, SMEs and export managers are invited to participate in the use case evaluation of the first prototype. They will be able to use the online platform and assess its usability and content display. Specifically, SMEs will test the adequacy of MULTISENSOR for market analysis, cross-country examination, exploration of new foreign markets, and export and internationalization decision-making. Export managers can contribute with their expertise and knowledge and give valuable insights on the process that SMEs follow in their internationalization.

The MULTISENSOR User Group is key for the evaluation and development of the project. The community of relevant stakeholders from different areas of expertise will evaluate the project results, test the project software platform and provide feedback. Application developers, media monitoring companies, media researchers, journalists and SMEs are amongst the members of the User Group. Seminars and tutorials will be organised to demonstrate the MULTISENSOR prototype, evaluate experimental techniques, comment on the results, and collect feedback for improvements.

The MULTISENSOR consortium welcomes the participation of interested SMEs and export managers in the User Group. An opportunity to participate will be in an Open Day that will be held in Bonn in late November 2015.

The three-year research programme reaches its half-way point.

Related Articles

Can technologies like Multisensor serve the needs of a society in times of crisis?

What is Machine Translation all about?

Follow us!

Facebook Twitter LinkedIn Website

Figure 10: Newsletter template.

5 STANDARDISATION BODIES

International standards are essential in bringing technological, economic and societal benefits. They help to harmonise technical specifications of products and services, making industries more efficient and breaking down technological barriers. The MULTISENSOR project has envisioned scientificobjectives (e.g., content representation, social web, augmented reality) that target several standardisation bodies. This presents an opportunity to the MULTISENSOR consortium to become actively involved in the implementation of existing standards, as well as the creation of new standard recommendations. Below is an update of the actions that were carried outtowards standardisation during the preceeding months, per Work Package (see Table 11 for the summary of efforts). The action list is continuously updated and added to the project communication and dissemination plan.

Standard body	Responsible	Initial Action/timing	Definition of potential standard contribution/ timing
W3C, MPEG-7	CERTH	CERTH developed the Socially Interconnected and Multimedia-Enriched Object (SIMMO). This model definition has been published in the 21st Conference on Multimedia Modelling (MMM2015). CERTH has created a proof of concept implementation of SIMMO to support object storing and retrieval for the 1st prototype of MULTISENSOR. These implementations are aligned with the developments in REVEAL[21] project, which emphasizes on social media.	Contribute to the existing multimedia modelling standards by standardizing SIMMO.
EC Publications Office	UPF	RDF version of EuroVoc: use thesaurus as source of concepts.	
W3C Ontolex, OKFN Open Linguistics, W3C LD4LT, BPMLOD	UPF, ONTOTEXT	Considered linguistic models and resources: - NIF (see next) - OLIA (morphology),	Use of Linguistic ontological models for storing extracted linguistic information

[21] http://revealproject.eu/

Standard body	Responsible	Initial Action/timing	Definition of potential standard contribution/ timing
		Constituents: Penn, Stanford, etc. -BabelNet (incl. WordNet, Open Multilingual WordNet, Wikipedia, OmegaWiki, Wikidata, Wiktionary) -Lemon/LexInfo (lexica: wordnets/ dictionaries).	in the Knowledge Base and exploiting them for natural language generation.
W3C Ontolex, OKFN Open Linguistics	UPF, ONTOTEXT, Linguatec	Named Entity Recognition (NER) (T2.2) Concept linking and relationextraction (T2.3) - Shallow dependency parser - Deep dependency parser - Coreference resolution - Relation extraction	NLP Interchange Format (NIF) 2.0: ontological model of stand-off annotations to express all kinds of linguistic information.
W3C, JSON-LD	UPF, ONTOTEXT	Implementation in progress (available implementation in the dependency parser service).	JSON for Linked Data (LD): JSON serialisation format for RDF triples.
W3C, RDF/OWL/SPARQL	ONTOTEXT	Implemented in OntotextGraphDB (OWLIM).	Adopt Semantic Web standards (RDF, OWL, SPARQL) for data and query representation.
W3C Emotion Incubator Group, Emotion Markup Language (EmotionML)	BM-Y!	Further activity to be defined at next plenary meeting (Jun 2015).	Adopt EmotionML (partly) in sentiment analysis specifically for representing and storing information. Selection of the <dimension> element, among the various representation schemas provided by EmotionML, as the most suitable representation method describing an emotion or a related

Standard body	Responsible	Initial Action/timing	Definition of potential standard contribution/ timing
			state according to an emotion dimension vocabulary.
DublinCore Metadata initiative	BM-Y!	Use for the ontological representation of contextual features	N/A

Table 11: Standard bodies.

5.1 WP2 – Multilingual and Multimedia Content Extraction

Related actions with respect to standardisation bodies in the context of WP2 are detailed as part of the efforts of WP4 and WP6, in Sections 5.3 and 5.5 respectively.

5.2 WP3 – User and Context-centric Content Analysis

For the ontological representation of the contextual features (T3.2), the Dublin Core metadata initiative is used. Apart from the fifteen elements of the classic ”Dublin Core“(such as dc:title, dc:creator, dc:date, dc:source), which have been standardised as ISO Standard 15836:2009 and ANSI/NISO Standard Z39.85-2012, we have planned to also extend the schema to include additional required ones.

The lack of agreement on descriptors in the field of sentiment classification, among other related domains, creates a need for interoperability and use of publicly defined vocabularies where possible and reasonable, from the point of view of the target application. EmotionML provides mechanisms to represent emotions in terms of scientifically valid descriptors: categories, dimensions, appraisals, and action tendencies. In the context of WP3, BM-Y! is considering adopting in part the EmotionML[22]for the sentiment classification task (T3.3), and more specifically, for storage and representation purposes. Such an example is the <dimension> element, which is a suitable descriptor for representing emotions or related states such as the polarity (valence) and sentimentality (arousal) dimensions. Other declared dimension vocabularies will be considered, depending on the requirements of the use case.

5.3 WP4 – Multidimensional Content Integration and Retrieval

In the context of WP4 (Task 4.4), CERTH developed the Socially Interconnected and Multimedia-Enriched Object (SIMMO). SIMMO integrates in a unified manner the representation of multimedia and social features extracted in WP2 in online environments. Its representation captures some of the most salient characteristics of online social multimedia content, such as host heterogeneity and fragmentation, media objects diversity, online links and relations, social links and interactions, dynamic content and automatically generated metadata. In addition, SIMMO supports several tasks related to information

[22]http://www.w3.org/TR/emotion-voc/

processing, analysis and access, such as cross-host search, multimodal search, layered annotation, varied granularity access, and content provenance.

SIMMO was jointly developed in collaboration with the SocialSensor FP7 ICT IP[23] and REVEAL FP7 ICT[24] projects. SocialSensor and REVEAL contributed especially with respect to the requirements imposed by social media posts. SIMMO is an extension of the Dynamic Social COntainer (DySCO), which was developed in the context of SocialSensor.

SIMMO definition was presented and published in the 21st Conference on Multimedia Modelling (MMM2015), Sydney, Australia (Tsikrika et al., 2015).

CERTH applied the SIMMO representation in MULTISENSOR in order to support retrieval, classification and clustering tasks. Specifically, in the context of WP4 we have developed a proof of concept implementation which will be integrated in the MULTISENSOR prototypes to support mainly indexing and retrieval. Any updates are performed in close collaboration with REVEAL project.

MULTISENSOR together with REVEAL will investigate the extension of SIMMO as a standard, which will efficiently represent heterogeneous multimodal information.

Regarding ontology and content alignment, CERTH is monitoring the progress and evolution of the Expressive and Declarative Ontology Alignment Language (EDOAL)25, which is an expressive language to represent relations between entities from different ontologies. It is expressive enough to enable the representation of complex correspondences thus allowing to precisely describing the relation between the entities. CERTH is already using the AlignmentAPI26, which includes an implementation of EDOAL, and is investigating EDOAL to identify gaps or missing features in the language and propose extensions.

5.4 WP5 – Semantic Reasoning and Decision Support

No updates took place been reported with respect to WP5 compared to the standardisation activities reported in D9.3_v1.

5.5 WP6 – Summarisation and Content Delivery

Many of the tasks foreseen in the MULTISENSOR project involve dealing with linguistic information either resulting from the analysis of texts and transcribed audio in multiple languages (WP2) or used in the production of multilingual summaries (WP6). Partners involved in these tasks are adopting or considering for adoption several officially endorsed, de facto and prominent Web-lingusitic representations of linguistic information:

[23] http://www.socialsensor.eu/

[24] http://revealproject.eu/

[25] http://alignapi.gforge.inria.fr/edoal.html

[26] http://alignapi.gforge.inria.fr/

- NLP Interchange Format[27] (NIF) 2.0 has been agreed on as the common model for the representation of standoff annotations produced by the text analysis modules in WP2.
- OLiA[28] ontologies have been agreed on as the base for the codification of linguistic information associated to the annotations (e.g. morphological and syntactic information in T2.4).
- The Standbol Enhancement Structure[29] is being considered for codification of provenance (i.e. specify which tool was used to produce the annotations).
- The Named Entity Recognition and Disambiguation[30] (NERD) model is being considered for codification of the results of task T2.2.
- The Lexicon Model for Ontologies[31] (Lemon) being developed in the W3C Ontology-Lexica (OntoLex) Community Group is also being considered as the standard representation for dictionaries and other lexical resources used in WP6. The adoption of the BabelNet[32] dataset as the central element in the concept extraction task (T2.3) is a further incentive towards the adoption of Lemon.
- FrameNet[33] is a prominent lexical database of predicative word senses and has been agreed on as both a model and a reference repository for the relation extraction task (T2.4).

5.6 WP7 – System Development and Integration

No updates took place been reported with respect to WP7 compared to the standardisation activities reported in D9.3_v1.

[27] http://persistence.uni-leipzig.org/nlp2rdf/

[28] http://purl.org/olia

[29] https://stanbol.apache.org/docs/trunk/components/enhancer/enhancementstructure.html

[30] http://nerd.eurecom.fr/

[31] http://lemon-model.net/

[32] http://babelnet.org/

[33] https://framenet.icsi.berkeley.edu/fndrupal/home

6 MEASURABLE DISSEMINATION GOALS

To quantify and evaluate the dissemination targets, MULTISENSOR has set some specific measurable goals with respect to the set activities.

The following are numbers set for the minimum dissemination goals.

Goal	Currently
2 workshops in cooperation with EUMSSI held in M12 and M28 with 30 and 40 participants respectively.	1
20 scientific publications during the project lifetime, which at least two of them reporting part of the advancements of each research Work package (WP2-WP6).	21
3 participations in cluster events and/or standardisation initiatives during the project lifetime.	13
3 meetings per year with related ICT projects during the project lifetime.	Y1 - 6 Y2 – 1 (first 6M) Y3 - Pending
3 press releases in total (at least one per year).	Y1 - 2 Y2 – 0 (first 6M) Y3 - Pending
25% growth in website traffic every year. *(Total website visitors first year = 2067. Total visitors of the first 7 months of the second year = 2128. Second year visitors estimation based on the first 7 months = 3648)	Y1 –N/A Y2 – 76,48%* Y3 - Pending
2 MULTISENSOR User Days with at least 30 participants for each User Day.	0
MULTISENSOR Open Door Days with 50 participants for each Open Door Day.	0
MULTISENSOR Conferences with at least 60 participants.	1
Demonstrations of MULTISENSOR platform (intermediate prototypes and/or final system) to 20 participants in total during the lifecycle of the project.	0
Project presentation to 10 consortia during the project lifetime.	5

Table 13: Measurable goals.

Therefore, it can be said that the project is on a good path to meet the expected targets set by the dissemination goals. For several of these goals, the project has almost reached the expected targets for the whole project already during the first and half year (e.g. 21/20 publications, 13/3 participations to cluster events, 1/3 meetings with related projects). In addition, it is reasonable that for specific targets no progress is reported (e.g. User Days, platform demonstrations), given the fact that these are expected to be addressed at a later stage of the project, where specific demos and results will be available.

7 SUMMARY

In this deliverable, we summarised the measurable dissemination goals and strategies of MULTISENSOR and provided updates regarding the dissemination activities that were done during the first 18 months of the project. It also included the status of the User Group (UG), its categorisation and the cooperation plan. The information regarding the dissemination plan, calendar of events and material such as flyers will be constantly updated.

This report contains the dissemination activities that mark the completion of the first 18 months of the project as well as their statuses. The dissemination activities for rest of the project will be reported in D9.5 (M24), D9.5_v2 (30) and D9.6 (M36).