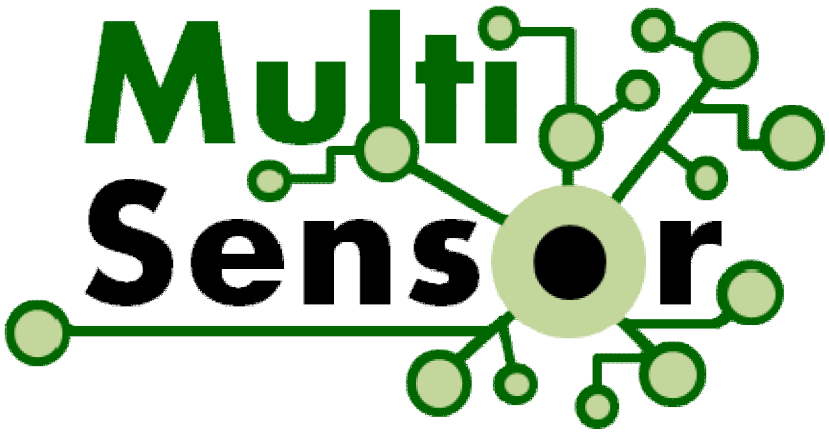

MULTISENSOR

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

FP7-610411

D9.1_v2

Project presentation, communication kit, fact sheet, communication and dissemination plan

Dissemination level:	Public
Contractual date of delivery:	Month 6, 30 April 2014
Actual date of delivery:	Month 6, 30 April 2014
Workpackage:	WP9: Dissemination and exploitation
Tasks:	T9.1 Dissemination plan, event participation and organisation T9.2 Project web presence & promotional material
Type:	Report
Approval Status:	Final Draft
Version:	2.1
Number of pages:	53
Filename:	D9.1_DisseminationPlan_v2_2013-04-30_v2.1.pdf

Abstract

The objective of this document is to define dissemination goals and guidelines that are to be followed by all partners. In this context, D9.1_v2 presents the dissemination principles of MULTISENSOR and defines specific targets. In addition, it presents planned dissemination materials (factsheet, presentation and flyer), events and venues, standardisation activities, as well as the role of the MULTISENSOR User Group. Finally this deliverable reports on the dissemination actions that have taken place during the first 6 months of the project. D9.1_v2 is an update of the D9.1 submitted in M6.

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Co-funded by the European Union

History

Version	Date	Reason	Revised by
1.1	01/04/2014	Initial document (D9.1 v1.0) including updates and contribution assignments	A. Moumtzidou, S. Vrochidis (CERTH)
1.2	10/04/2014	Input by all partners	All partners
1.3	14/04/2014	Partners contribution integration	A. Moumtzidou (CERTH)
1.4	27/04/2014	Review	E. Staromiejski, A. MasSoro (everis)
2.0	29/04/2014	Final updated document addressing the review comments	A. Moumtzidou, I. Kompatsiaris (CERTH)
2.1	29/04/2014	Final document correcting minor errors	A. Moumtzidou, (CERTH)

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Executive Summary

Deliverable D9.1_v2 presents the various dissemination activities foreseen by the MULTISENSOR project. It is an update of the deliverable D9.1 submitted in M1.

First, D9.1_v2 presents the basic dissemination principles, including target audiences, key messages and timing of actions. The deliverable then describes the dissemination strategies focusing on events and products. This is followed by the dissemination materials for MULTISENSOR, which include the project website, the communication kit (flyer, poster and presentation) and the fact sheet. The dissemination plan then describes in detail scientific and commercial events targeted for participation, as well as scientific journals for article publication. In addition, a calendar view is provided with the most important and already scheduled events. Concluding, the deliverable lists the first participants of the User Group, describes their role in the project and names the planned standardisation activities. The deliverable also reports on the dissemination activities that have taken place during the first 6 months of the project.

Abbreviations and Acronyms

ABU	Asian-Pacific Broadcasting Union
ARD	German Federal Public Broadcasting Union
BM-Y!	Fundació Barcelona Media (Project Partner)
CERTH	Centre for Research and Technology Hellas (Project Partner)
DW	Deutsche Welle (Project Partner)
EBU	European Broadcasting Union
EUMSSI	Event Understanding through Multimodal Social Stream interpretation Project
Everis	everis (Project Partner)
IEEE	Institute of Electrical and Electronics Engineers
JSON-LD	JavaScript Object Notation for Linked Data
LT	Linguatec Sprachtechnologien (Project Partner)
MPEG	Moving Picture Experts Group
UG	User Group
ONTO	ONTOTEXT (Project Partner)
OWL	Web Ontology Language
PIMEC	PIMEC (Project Partner)
PR	pressrelations (Project Partner)
RDF	Resource Description Framework
SME	Small and Medium Enterprises
SPARQL	SPARQL Protocol and RDF Query Language
STREP	Specific Targeted Research Projects
UPF	Universitat Pompeu Fabra Barcelona (Project Partner)

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1 INTRODUCTION

MULTISENSOR is a 3-year FP7 European STREP Project, which aims at developing innovative technologies for bridging the gap between contradictory, as well as complementary global economic and news story material from mass media, in order to provide unified, reliable and cross-validated information. To this end, MULTISENSOR envisages the research and development of multilingual technologies with sentiment, social and spatiotemporal competence that are able to interpret, relate and combine multimedia content that is communicated to people from various local subjective and biased views and disseminated via TV, radio, mass media websites and social media. In this context, the project will develop novel techniques for content distillation of multimedia and multilingual data, sentiment and context analysis of content and social interactions, semantic reasoning and intelligent decision support, as well as multilingual and multimodal summarisation. These techniques will allow for multidimensional content integration from heterogeneous sensors, with a view to providing end-user services such as international media monitoring, and decision support for SME internationalisation.

Dissemination of the projects results is considered as a win-win activity: there is a contractual obligation for research projects supported by FP7 to disseminate results for promoting knowledge sharing aiming at greater public awareness and education. At the same time, the communication of success stories and the announcement of results and exploitable developments are of direct value to the participants themselves.

To address these objectives, the project has a dedicated workpackage (WP9), which will make the objectives and the scope of the project publicly available and will coordinate and handle the dissemination of MULTISENSOR towards different recipients. The consortium will engage in activities such as organising and participating in exhibitions, workshops and scientific conferences, as well as standardisation activities. It will also work on the publication and distribution of material like scientific publications, articles and brochures, press releases, newsletters and a website towards accomplishing dissemination of the project results in a wide range of audiences

This document presents the dissemination and communication plan that will be followed during the lifespan of the project. It includes the available project dissemination materials, the events and venues that are of particular interest to the project from a dissemination perspective, the communities targeted by the project for dissemination and liaison activities.

1.1 Dissemination basic principles

The purpose of the dissemination plan will be to:

- **Raise awareness** – let others know about the developments in the project
- **Inform** – educate the community
- **Engage** – get input/feedback from the community
- **Promote** – “sell” outputs and results

1.1.1 Target audiences

In order for people to benefit from MULTISENSOR they must be reached by the new knowledge or results produced by the project. The project team will therefore identify the different individuals, groups, and organisations and their specific interests in the project developments, particularly with respect to a possible continuation in research at the end of the project. This includes the need to inform and engage stakeholders. A stakeholder can be defined *as any group or individual who can affect, or be affected by the achievements of the research project - or can influence these results.*In addition,MULTISENSOR knowledge and results will be shared and exchanged with other European projects, with the scientific community and with standardisation bodies.

In this respect, MULTISENSOR will systematically and continuously identify the target audiences with interests that are pertinent to the project outcomes and make sure to keep their interests alive throughout the project. In this respect, some of the target audiences that have been already identified by the partners can be categorised in terms of the following groups:

- End users including:
    - Market oriented groups such as in-house or freelance journalists, as well as companies with media monitoring needs. The first are interested in finding information on a story they are searching. Therefore, they need to handle heterogeneous datastreams coming from several sources, to detect, summarise, to evaluate content relevant to their story in order to support public awareness. The companies with media monitoring needs, on the other hand, want direct access to business and consumer information in order to check a specific brand or reputation by analysing all opinion-forming media.
    - Companies such as SMEs, which are interested in internationalisation which want to expand their businesses in our countries as a means for overcoming the financial crisis and which are interested in gathering a plethora of information regarding the targeted countries including the spending habits of consumers in other countries, the economic fundamentals of the countries, the domestic and foreign competition and the existing distributors of product in the selected markets.
    - Government departments and infomediary organisations (e.g. civil society organisations, infomediary private companies) that similar to the media monitoring services gather information and provide consultancy services to SMEs in order to help them be more competitive and expand their business activities.
- Research and academic groups working in relevant areas addressed by MULTISENSOR that are interested in the methods/ techniques applied in several research fields such as summarisation, machine learning, emotion analysis, information retrieval and semantic analysis.
- Developers including:
    - Small and Medium sized Enterprises (SME) offering media monitoring services and/or software that want direct access to targeted, business and consumer information with ultimate aim to monitor a specific brand or reputation by

analysing all opinion-forming media. Then they provide this information to their customers which might be interested both to their own reputation as well to their competitors' reputation.

- Large/industrial corporations that are interested in integrating/reselling the produced modules/ technologies of MULTISENSOR that are either open-source or are commercial products sold by the corresponding partners.

From each dissemination activity listed on section 3.4 we report the corresponding target audience. The aim is to ensure that all stakeholders are covered by our dissemination activities at the end of the project.

1.1.2 **Key messages**

The project will define a clear message to be sent to the target audience. Therefore, the accurate identification of the target audience affects the way to express the key message of MULTISENSOR. It is in this regard necessary to think about the characteristics, needs and preferences of the person on the receiving end, their perception on the project and how to communicate this clearly in order to attract attention and curiosity in MULTISENSOR.

Therefore, it is obvious that the expectation and interests of the aforementioned groups of the targeted audience vary significantly. For instance, while detailed technical results may be significant for the group of researches and developers, they certainly will not raise sufficient interest among the end users of MULTISENSOR, unless the implications of this technical result are properly communicated. Similarly, while researchers and developers maybe are interested in the general outcome of the MULTISENSOR, their main interests are the techniques and modules behind the resulting platform/ framework.

In conclusion, the background of the target group affects the way the key message of MULTISENSOR is expressed and the type of information that is of interest and that should be communicated. For this reason the information presented to the several dissemination activities should be in line to the targeted audience of the specific event.

1.1.3 **Timing of actions**

It is important to decide,the different dissemination activities that will be most relevant for each cases and circumstances during the lifecycle of the project. It means that also the conveyed messages of MULTISENSOR have to be aligned with these circumstances. For example, it is better to builda strong awareness of the project at the start, while focusing on "selling" achievements towards the end of it. It is also important to think about the communication timetableand requirements of the target audience. For instance, there are periods during the academic year, when it is difficult to reach academic staff (e.g. at the start of the term or during examinations). It should be kept in mind that a message needs to reach the receivers several times (the average is at least three) before a reaction occurs. Therefore the messages should be repeated several times, potentially through various channels and tools.

At this point of the project (i.e. project is running in total for 6 months), it is understandable that a general framework/ product of the MULTISENSOR, even in an initial stage, is not yet developed. Therefore, the partners will promote the project by informing the potentially interested user groups regarding the vision, objectives, use-cases, modules implicated and

the research areas of interest that will be handled during the next months. Section 3.4 contains a calendar of the project with the main conferences, exhibitions and events that MULTISENSOR had already participated in, the ones schedules and others that plan on participating in.

1.2 Dissemination strategies

There is a wide variety of dissemination methods. Appropriate knowledge and skills are necessary to select the right one(s) to get the message across to the target audience and achieve the goals set out by the dissemination strategy.

A further aspect that should be considered is the necessary continuous adjustment and development of the dissemination plan. This is due to the on-going nature of a research project like MULTISENSOR. The project team will have to be aware of these changes occurring during the implementation within the project, but also in particular to the reaction from the public and the impact of the dissemination activities.

Hence, in settling a dissemination strategy, theproject team will take the following questions into consideration:

- **Project objectives:** What is the main objective of the project? What are the sub-goals of the project? What are the expected results? How will they serve the needs of the target beneficiaries related to the objectives of the project
- **Target audience:** For which target audience should a specific result and/or the overall result of the project be disseminated? What is the significance of that result(s) for that target group? Are the target beneficiaries likely to realise the significance or do they need specific assistance to understand the benefits for them?
- **Dissemination goals:** What are the objectives and goals of the dissemination effort? What impact is the dissemination plan aimed at and what is it actually producing?
- **Medium:** What are the most effective channels and tools to reach target audiences? Which methods fit best to their level of awareness and understanding? Which resources are necessary? How can the use of different tools effectively be combined?
- **Execution:** When should the dissemination activities be implemented (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities? Will the potential users be involved into the discussion of the results and will their feedback be used to improve the applicability of the final results?

The different dissemination methods planned to be exploited in MULTISENSOR are further detailed in Tables 1 and 2.

Events	Products
• Scientific conferences andworkshops • Trainings for scientist and/or regulatory body • Meetings • Open days • Stands and demonstrations • User days • Seminars and webinars	• Articles in peer-reviewed journal • Videos • Newsletters • Website • Research summary sheets • Best practice guides • Leaflets, brochures and posters • On-line demo versions • Local press announcements/releases

Table 1: Dissemination methods: Events vs. Products

Method	Purpose	Hints and Tips
Institution newsletters	• Awareness • Inform	Use the (PIMEC) newsletterto announce the project, give regular updates, develop a profile, and get buy-in from the targeted audience. For example, include an interview with your project 'champion', some quotes from end users, or praise from an external evaluator. Make sure that your target audience knows that the project is a success.
Project web site	• Awareness • Inform • Engage • Promote	The project web site is one of the most versatile dissemination tools. Put plenty of information there for different audiences. Add to it regularly so people keep coming back. Sell the project and engage the community.
Press releases	• Awareness	Press releases should be issued to announce important achievements publicly.
Flyers/brochures	• Awareness	Printedflyers can very helpful in rising interest of people at conferences etc. They can be handedout easily to people passing by or to colleagues at partnering institutions. The electronic version (e.g. PDF file) can also be circulatedvia website or social media.

Method	Purpose	Hints and Tips
Projects meetings	• Engage	Projects (and cluster) meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on the work of every project partner.
Conference presentations	• Engage • Promote	National and international conferences are an important opportunity to share project achievements with experts in the field. Suitable conferences with high impact will be selected, attracting the experts' attention.
Conference posters	• Engage • Promote	Posters are an excellent way to get people's attention and engage them in a discussion about the project gauge their reactions, and get one-to-one feedback.
Workshops	• Engage	Workshops, as small interactive events, can be used to get feedback from users on a demo or from experts on a particular issue. The focus should be on discussion to further future development.
Stands &Demonstrations	• Engage	Demonstrations allow showing project developments and getting feedback. Demos are useful early in the project to get feedback from stakeholders on functionality, usability as well as look-and-feel.
Online discussion lists	• Awareness • Inform • Engage	Email lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, when used to share learnings with the community and develop a profile for the project. We may join a number of lists in relevant areas. Email lists can also be used for announcements, e.g. an achievement, something new on the project web site, or an upcoming project event.During the project we may also want to contribute to electronic newsletters.

Method	Purpose	Hints and Tips
Journal articles	• Inform	Opportunities to get articles about the project published should always be seized as they offer a great way to attract more community members.
Case studies	• Inform	Case studies are good for explainingthe progress reached up to a certain point as well as key findings from the project so others can benefit from the experience.
Reports and other documents	• Inform	Reports and other documents provide details or intermediate results that are not integrated in the project deliverables. Intermediate report can be used to disseminating intermediate results of the project and keep people interested.
User days	• Engage	Open days target the following objectives: (i)to demonstrate the prototypes to potential users, (ii) to enhance the objectives of the project, (iii) to discover use-cases that haven't been considered, (iv) to evaluate experimental techniques, (v) to look and comment on the results, and (vi)toprovide feedback for improvements.
Open days	• Engage	The objectives of these events are: (i) to present MULTISENSOR results and illustrate them by demonstrations, (ii) to offer the interested parties the possibility to experiment with MULTISENSOR's workbench, (iii) to provide a user forum for networking with professionals working in related areas, and (iv) to obtain feedback from the participants.

Method	Purpose	Hints and Tips
Seminars and Webinars	• Awareness • Inform • Promote	The objective of seminars and webinars is to promote the techniques and tools developed in the project both in the academic and the industrial community.
Link promotion	• Awareness • Promote	The goal of this method is to promote MULTISENSOR through the sites of other public institutions, academic organisations and private initiatives using their navigational tools, their user community tools, their contents, banners and ads, etc.
Public platform-based dissemination	• Awareness • Inform • Promotion • Engage	This type of dissemination aims at publishing short definitions, videos and presentations of MULTISENSOR in public world-wide accessible platforms like Youtube, Wikipedia, Joinup, etc.

Table 2: Dissemination methods - details

These dissemination activities correspond to specific actions that will be realised during the project. As already mentioned in section 1.1.3 given that we are in the first months of the project, only specific types of actions can be taken. In this context, Section 3.2 presents specificacademic and industrial events, conferences and journals that will be targeted by the partners for the first year of the project.

2 DISSEMINATION MATERIAL

The dissemination material includes the following instruments:

- Project website
- Communication kit including a flyer, a poster and an overview presentation
- Fact sheet
- Press release
- Newsletter

2.1 Project Web Presence

The website http://www.multisensorproject.eu (Figure 1) will be the face of the MULTISENSOR project to the world. It is expected to work as a central point of attraction for everyone interested in the work of the consortium towards the project goal.

Figure 1: Home page of the MULTISENSOR Website

A more detailed presentation of MULTISENSORwebsite is available in deliverable 9.2.

2.2 Project communication kit

A project "communication kit" including: a) a flyer (Figure 2), b) the poster (Figure 3) and c) an overview presentation (Figure 4)has been designed. This will aid dissemination activities and ensure a consistent communication of the project concept, objectives and results. The poster and flyer will be distributed at project workshops and conferences, where project members will participate (see external activities).

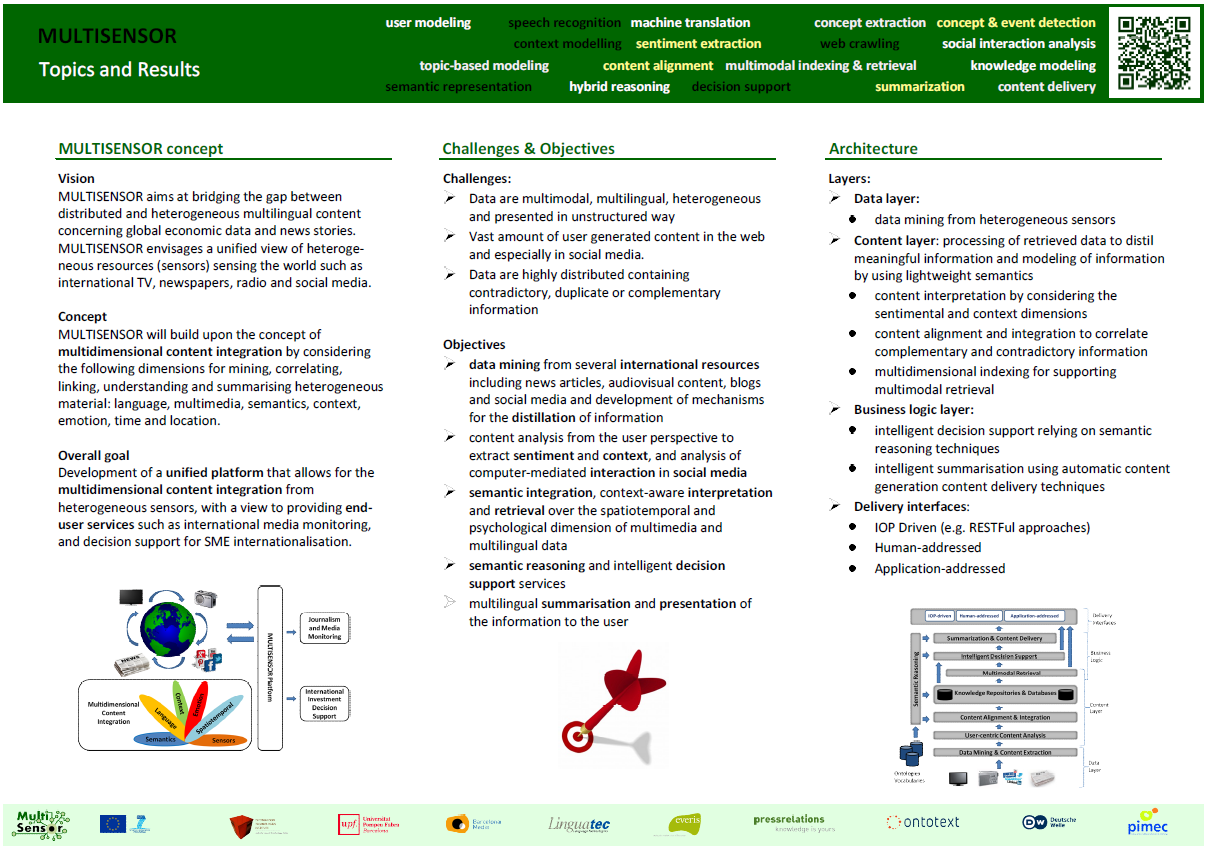

Figure 2: MULTISENSOR Flyer

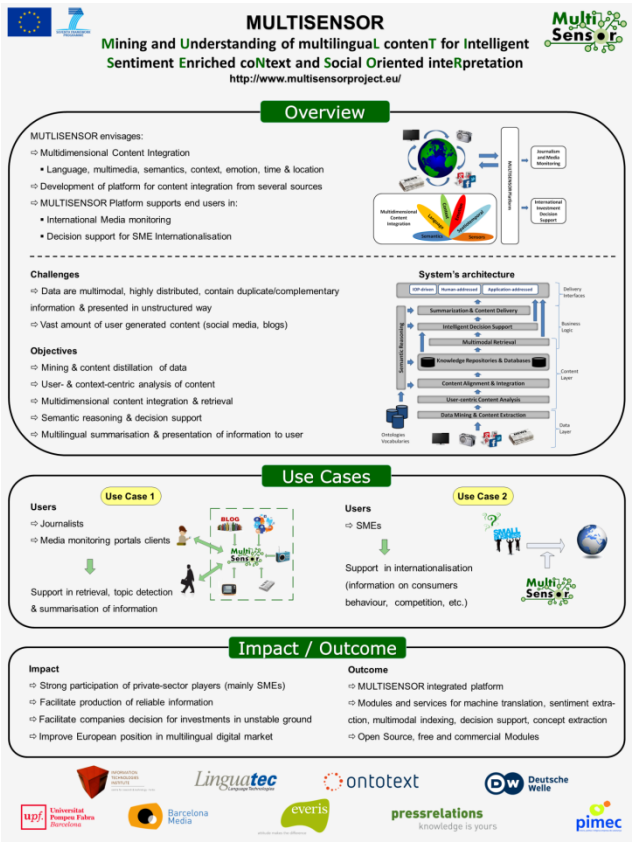

Figure 3: MULTISENSOR Poster

During the lifetime of the project, the flyer, the poster and the presentation will be constantly updated (at least twice). The first version will disseminate the objectives, the concept and vision of MULTISENSOR. When project results, outcomes and findings become available, they will be included in a subsequent version. This material will be used to all public events (conferences, workshops, exhibitions, etc.), where MULTISENSOR partners will participate.

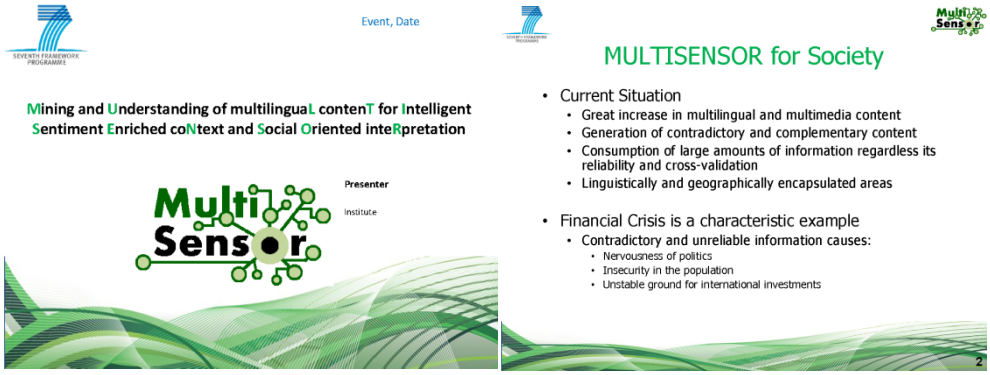

Figure 4: MULTISENSOR Presentation

More detailed views of the leaflet, the poster and the overview presentation are available in Appendixes 7.1, 7.2 and 7.3 respectively.

2.3 Factsheet

This short document will describe in a concise way the project's outline, its goals, key issues, technical approach and expected achievements and impact; in addition it will contain the organisational information such as list of participants, contact details, timelines and information on the European Commission funding.

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

At A Glance: MULTISENSOR

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

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Project website: http://www.multisensorproject.eu
Duration: 11/2013 – 10/2016
Funding scheme: STREP
Total Cost: € 4,178,753.00
EC Contribution: € 2,965,000.00

Partners:
Center for Research & Technology Hellas
Universitat Pompeu Fabra
Fundació Barcelona Media
Linguatec
EVERIS
pressrelations
ONTOTEXT AD
Deutsche Welle
PIMEC

Nowadays, data are multilingual, heterogeneous, distributed and may include complementary and contradictory information. In most of the cases journalists and media monitoring providers are unable of aggregating efficiently content from different media. The consumption of such information regardless of its reliability has important consequences on the society. For instance the exaggerated and contradictory information provided by different national mass media can cause instability in the economy, which makes national and international investments risky. To break this isolation, MULTISENSOR proposes the research and development of innovative technologies that provide unified access to multilingual and multicultural economic and news story material.

Objectives
MULTISENSOR addresses the following scientific objectives:
1) Mining and extraction of meaningful information from multimodal and multilingual data
2)User and context-centric analysis of user generated content in the web and especially in social media
3) Multidimensional content integration and retrieval
4) Semantic reasoning and decision support services applied on large amounts of information
5) Multilingual user-tailored summarisation

Use Cases
MULTISENSOR will validate the developed technologies through use cases that target media monitoring and SME internationalisation needs.
1) Journalists need to master heterogeneous data streams and professional clients of media monitoring portals require direct access to targeted, business and consumer information → MULTISENSOR will support journalists and media monitoring companies in retrieving, integrating and summarising heterogeneous information
2) SMEs internationalisation Considered as solution out of the crisis. This requires finding out spending habits of consumers, economic foundamentals of countries, etc. → MULTISENSOR will allow SMEs to retrieve the user-tailored information and provide decision support services for internationalisation.

Impact
MULTISENSOR will achieve the following impacts:
1) improve European position in multilingual digital market through provision of better products & services to businesses & public sector
2) Facilitate production of reliable information to support journalists, media monitoring companies and SMEs
3) Facilitate companies investments in unstable ground

Outcome
The outcome of the project includes:
1) the final MULTISENSOR platform
2) research modules and services (Machine translation, Sentiment extraction, Multimodal indexing, Decision Support) under commercial, open source and freeware licenses.

Figure 5: MULTISENSOR Factsheet

The factsheet (Figure 5) will be available and published both in an online version[1] and a printed version, when required for specific occasions. A more detailed view of the factsheet is available in Appendix 7.4.

2.4 Press release

Press releases will be issued once a year, as well as for all important milestones and events. They will target the local or national press of the partners entrusted with this task. The press releases will describe the goals of the project in a simple, jargon free language and whenever possible highlight the benefits for the region/country and the importance of the local partner being part of an EU consortium.

An indicative example of a MULTISENSOR press release, which can be used by the consortium, is also available in Appendix 7.5.

The following press releases were issued during the first six months of the project:

- The first press release was issued in the first month of the project by CERTH targeting the mass media and a variety of research and commercial organisations in Greece. This press release is issued in Greek language and is available in CERTH website[2].

[1] http://www.multisensorproject.eu/wp-content/uploads/2013/11/MULTISENSOR_factsheet.pdf

- The second press release was issued in the fourth month of the project by pressrelations. This press release is issued in German and is available in pressrelation's website[3].

2.5 Newsletter

The MULTISENSOR project partner PIMEC promotes the results of the project through their weekly newsletter. The project information consisting of updates and information regarding the progress of the project will be included in the newsletter at least every three months.

The following newsletters were released during the first six months of the project:

- PIMEC newsletter[4] in Spanish on 30/1/2014
- PIMEC newsletter[5] in Spanish on 5/12/2013
- PIMEC newsletter[6] in Spanish on 13/03/2014
- pressrelations newsletter[7] in German on 10/04/2014

[2] http://www.certh.gr/1D581379.el.aspx
[3] http://www.pressrelations.de/new/standard/result_main.cfm?aktion=jour_pm&comefrom=scan&r=558087
[4] http://web.pimec.org/ca/actualitat/noticies/el-projecte-multisensor-avanca-amb-l-aportacio-d-experiencies-empresarials-per-part-de-pimec
[5] http://web.pimec.org/ca/actualitat/noticies/pimec-col-labora-en-la-creacio-d-una-plataforma-online-europea-per-oferir-a-les-pimes-informacio-per-a-la-internacionalitzacio
[6] http://web.pimec.org/ca/actualitat/noticies/barcelona-acollira-la-propera-trobada-de-seguiment-del-projecte-multisensor
[7] Delivered by email to the subscribed users.

3 TARGETED EVENTS AND VENUES

3.1 MULTISENSOR Workshops and Events

The **MULTISENSOR** consortium will organise a number of events during the project duration. 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.

- *MULTISENSOR User Days*: At least at 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.
- *MULTISENSOR Open Door Days*: Towards the end of the project, the Consortium will organise two Open Door Days in Spain (Barcelona) and Germany (city still to be decided) that guarantee to reach a high number of interested parties.
- *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:* 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) and to relevant projects. PIMEC will coordinate the demonstrations regarding the SME internationalisation, DW and PR the ones for media monitoring. Moreover, two joint workshops with the EUMSSI project will be held during M12 and M28 of the project. The first workshop will be open only to the consortia of both projects, while the second one will be open also to the wider research community.

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

3.2 International and National Events targeted

Based on the analysis presented in Section 1.1.1, MULTISENSOR targets diverse audience groups with different interests and needs, including end users, developers and researchers. It was also mentioned that different target groups require different approach by the MULTISENSOR consortium, meaning 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 group.

However, since at this stage of the project, there are no results or product 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 importance, since they allow for direct interaction with potentially interested target groups and researchers working in the same areas.

On the one side, MULTISENSOR will actively look-out 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). Specifically, the conferences that are of interest for the MULTISENSOR consortium, are the ones that target the same research areas with MULTISENSOR research partners such as language analysis, image/ video analysis, user and context-centric content analysis, natural language processing, indexing, semantic web and data storage. In the sequel, the scientific conferences of the aforementioned research areas targeted for 2013-2014 are presented and they are organised per work package or domain of research:

Scientific/ Academic conferences

- Multilingual and Multimedia content extraction (WP2)
    - Speaker and Language Recognition Workshop, 16-19 June, 2014, Joensuu, Finland
    - 17th EAMT (European Association for Machine Translation) conference, 16-18 June, 2014, Dubrovnik, Croatia
    - 20th Conference on Knowledge Discovery and Data Mining (KDD), 24-27 August, 2014, New York, USA
    - Machine Translation Marathon, Expected date: September 2014
    - Spoken Language Technologies Workshop (SLT), 6-9 December, 2014, Austin, TXIEEE Automatic Speech Recognition and Understanding Workshop (ASRU), Expected date: December, 2014
- User and context-centric content analysis (WP3)
    - ACM Conference on Human Factors in Computing Systems (CHI), 26 April -1 May, 2014, Toronto, Canada
    - 2nd Workshop on Social News On the Web 2014, 7 April, 2014, Seoul, Korea
    - 8th International Conference on Weblogs and Social Media (ICWSM), 2-4 June, 2014, Ann Arbor, MI, USA
    - International conference on Advances in Social Network Analysis and Mining (ASONAM), 17-20 August, 2014, Beijing, China
- Indexing and retrieval (WP4)
    - Video Browser Showdown Competition (VBS), January 7, 2014, Dublin, Ireland
    - 20th International Conference on Multimedia Modelling (MMM), 6-10 January, 2014, Dublin, Ireland
    - 7th ACM International Conference on Web Search and Data Mining (WSDM), 24-28 February, 2014, Crowne Plaza, Times Square, New York City
    - European Conference on Information Retrieval (ECIR), April 13-16, 2014, Amsterdam
    - International Conference on Multimedia Retrieval (ICMR), April 1-4, 2014, Glasgow
    - International Conference on Research and Development in Information Retrieval (SIGIR), July 6-11, 2014, Queensland, Australia

  - ACM International Conference on Information and Knowledge Management (CIKM), 27-31 October, 2014, Shanghai, China
  - TRECVID, November 2014, Gaithersburg, MD, USA
  - ACM Multimedia Conference (MM), 3-7 November, 2014, Orlando / USA USA
- Semantic Web (WP5)
  - Extended Semantic Web Conference (ESWC), 25-29 May, 2014, Anissaras, Crete, Greece
  - 13th International Semantic Web Conference (ISWC), 19-23 October, 2014, Riva Del Garda, Trentino, Italy
- Summarisation (WP6)
  - 14th Conference on Empirical Methods in Natural Language Processing (EMNLP), 26–30 April, 2014, Gothenburg, Sweden
  - International Conference on Language Resources and Evaluation (LREC), 26 - 31 May 2014, Reykjavik, Iceland
  - Meeting of the Association for Computational Linguistics (ACL), 22-27 June, 2014, Baltimore, USA
  - 19th International Conference on Application of Natural Language to Information Systems (NLDB), 18-20 June, 2014, Montpellier, France
  - Conference of the North American Chapter of the Association for Computational Linguistics (NAACL), Expected date: June 2014
  - Text Analysis Conference (TAC) Workshops (included Knowledge Base Population Workshop, Summarisation Workshop), Expected date: November 2014
- Data storage and engineering (WP7)
  - Hawaii International Conference on System Sciences (HICSS), January 6-9, 2014, Hilton Waikoloa, Big Island
  - International Conference on Advanced Information Systems Engineering (CaiSE), June 16-20, 2014, Thessaloniki, Greece

As far as mainly the end users and the developers are concerned, they can be also informed regarding the idea, progress and products of MULTISENSOR through commercial events/ conferences. In such events, the targeted groups can be informed through posters, leaflets and brief presentations on the idea behind the project without putting emphasis on too technical stuff unless it is considered necessary. Specifically, the following media-related commercial events/ conferences are targeted for 2013-2014:

Media-related commercial events

- Primex Print Media Executive Summit[8], Expected date: February 2014 [http://www.idealliance.org/events/primex-2012]
- Publishing Conference – Boussias[9], Expected date: February 2014, Athens, Greece
- Mobile World Congress 2014[10], 24-27 February, 2014, Barcelona, Spain

[8]http://www.idealliance.org/events/primex-2012

[9]http://publishingconference.boussiasconferences.gr/

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

- SXSW – South by Southwest[11], 7-16 March, 2014, Austin, TX, USA
- World Communication Forum 2014[12], 11-12 March, 2014, Davos, Switzerland
- CeBIT 2014[13], 10 - 14 March, 2014, Hannover, Germany
- Financial Times Digital Media Conference 2014[14], 26-27 March, 2014, London, United Kingdom
- Digital Media Europe 2014[15], 7-9 April 2014, London, United Kingdom
- Publish Asia 2014[16], 23-25 April, 2014, Hong Kong
- Arab Media Forum 2014[17], 13-14 May, 2014, Dubai, United Arab Emirates
- 66th World Newspaper Congress - 21th World Editors Forum - Info Services Expo 2014[18], 9-11 June, 2014, Torino, Italy
- European Communication Summit[19], 10-11 July, 2014, Brussels, Belgium
- International Broadcasting Convention (IBC), 4-9 September, 2014, Amsterdam, Netherlands
- 8th Annual Hispanic Digital and Print Media Conference[20], 18 September, 2014, New York, USA
- Kommunikationskongress 2014[21], 25-26 September, 2014, Berlin, Germany
- Cross Media 2014[22], 21-22 October, 2014, London, UK
- GITEX Technology Week 2014[23], 12-16 October, 2014, Dubai, United Arab Emirates
- IFRA Expo 2014[24], 13-15 October, 2014, 9-11, Amsterdam RAI,
- Deutsche Welle's "Global Media Forum"[25]

[11] http://sxsw.com/

[12] http://www.forumdavos.com/

[13] http://www.cebit.de/en/information-for/visitors/at-a-glance

[14] http://event.ft-live.com/ehome/index.php?eventid=74708&

[15] http://www.wan-ifra.org/events/digital-media-europe-2013

[16] http://www.wan-ifra.org/events/publish-asia-2014

[17] http://www.arabmediaforum.ae/en/home.aspx

[18] http://www.wan-ifra.org/events/66th-world-newspaper-congress-21st-world-editors-forum

[19] http://www.eacd-online.eu/activities/european-communication-summit

[20] http://www.portada-online.com/conference

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

[22] http://www.crossmedialive.com/

[23] http://www.gitex.com/

[24] http://expo.wan-ifra.org/

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

3.3 Presentations and publications

Project results are planned to be published through articles mainly in specialised press, scientific journals (Table 3) and in relevant national and international conferences and workshops (as described above).

Topic and related WPs	Relevant Journals
Multilingual and Multimedia content extraction (WP2)	Speech Communication Data & Knowledge Engineering Data Mining and Knowledge Discovery – Springer Transactions on Multimedia DKE, DAMI Multimedia Tools and Applications International Journal of Data Warehousing and Mining Transactions on Knowledge and Data Engineering (TKDE)
User and context-centric content analysis (WP3)	ACM Transactions on the Web (TWEB) Information Processing & Management (IP&M) Knowledge and Information Systems (KAIS) Transactions on Knowledge Discovery from Data (TKDD) Machine Learning (ML)
Indexing and retrieval (WP4)	IEEE Transaction on Knowledge and Data Engineering ACM Transactions on Database Systems Journal of Information Retrieval Applied Artificial Intelligence Journal EURASIP Journal on Image and Video Processing
Semantic Web (WP5)	Web Semantics Semantic Web (SWJ) International Journal of Metadata, Semantics and Ontologies
Summarisation (WP6)	Natural Language Engineering (NLE) Transactions of the Association for Computational Linguistics (TACL) Language Resources and Evaluation (LRE)

Data storage and engineering (WP7)	Journal of the American Society for Information Science and Technology Information Processing & Management - Journal

Table 3: Topic and relevant journals

As for the attendance to conferences, the partners will keep a critical eye on their quality and try to make a qualified selection of appropriate conferences where to apply for publications.

3.4 Calendar of events

According to the events described in the Section 3.1, Table 4 contains a first draft of a calendar of the main international and national conferences, exhibitions and events that MULTISENSOR will organise and participate in, as well as the events already scheduled.

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	Global Media Forum & IBC 2014		Kommunikation-kongress	EUMSSI workshop
											Op. Prototype

Year 2											
Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	Jun 2014	Jul 2014	Aug 2014	Sep 2014	Oct 2014
M13	**M14**	**M15**	**M16**	**M17**	**M18**	**M19**	**M20**	**M21**	**M22**	**M23**	**M24**
							User Day I				
					1st Prototype						2nd Prototype

Year 3											
Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	Jun 2014	Jul 2014	Aug 2014	Sep 2014	Oct 2014
M25	**M26**	**M27**	**M28**	**M29**	**M30**	**M31**	**M32**	**M33**	**M34**	**M35**	**M36**
	User Day II		EUMSSI workshop		Open Day I		Final Conference			Open Day II	
										Final System	

Table 4: 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 M6, are documented in Tables 5, 6, 7, 8 and 9.

Dissemination action	**Target audience**		
	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
MULTISENSOR presentation in the 6th IRF conference for Science and Industry, Limassol, Cyprus, October 7-9, 2013		Researchers in information retrieval	
MULTISENSOR joins the European Center for Social Media (6/2/2014)		Projects dealing with social media	
MULTISENSOR presence at Cebit[26] 2014, on 10-14/3/2014 by Linguatec			IT provider companies
MULTISENSOR presentation in the FIBEP Congress[27], on 12-15/3/2014 by pressrelations which circulated the MULTISENSOR leaflets			Media intelligence and communications companies

Table 5: MULTISENSOR presentation to conferences and events

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

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

Dissemination action	Target audience		
	End users	Researchers and academic groups	Developers
MULTISENSOR presentation to the MUMIA[28] (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		
MULTISENSOR presentation to the ENGINE[29] project, Kick off meeting of ENGINE project, Wroclaw, Poland, October 1, 2013			

Table 6: MULTISENSOR presentation to consortia of other projects

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

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

Dissemination action	Target audience		
	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, November 2013, Gaithersburg, MD, USA		Conference participants	
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	
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	
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	
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	
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	
C. Aslay, N. Barbieri, F.Bonchi. R.Baeza-Yates: "Online Topic-aware Influence Maximization Queries". To appear in		Conference participants	

Dissemination action	Target audience		
	End users	Researchers and academic groups	Developers
Proceeding of the International Conference on Extending Database Technology (EDBT) - Athens - Greece 2014			
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	

Table 7: MULTISENSOR publications and conference/workshop participations

Dissemination action	Target audience		
	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	
MULTISENSOR & EUMSSI meeting at UPF on 22 January 2014. The partners participating were: UPF teams (TALN-UPF &GLiCom-UPF)		TALN-UPF, GLiCom-UPF	
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
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	

Table 8: MULTISENSOR meetings with other related projects

Dissemination action	Target audience		
	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		

Table 9: MULTISENSOR conferences

Apart from the actions already realised, there are several dissemination actions planned for the immediate future, such as:

- MULTISENSOR presentation in the Kommunikationkongress 2014 (http://www.kommunikationskongress.de/), on 25-26/9/2014 by pressrelations through leaflet sharing and poster presentation.
- MULTISENSOR presentation in the Global Media Forum 2014 (http://www.dw.de/global-media-forum/home/s-30956), on 30/06-02/07/2014 by Deutche Well using an info booth containing leaflets, posters and presentation of the project.
- MULTISENSOR presentation in IBC 2014, (http://www.ibc.org/) on 11-16/9/2014 by Deutche Welle.
- MULTISENSOR presentation in AMEC International Summit, (http://amecinternationalsummit.org/), on 11-12/6/2014 by pressrelations.
- MULTISENSOR presentation to CEN/BII in Paris (France), (http://www.cenbii.eu/events-activities/), on 3-5/6/2014 by everis.

4 LIAISON AND DISSEMINATION COMMUNITIES

4.1 MULTISENSOR User Group

The MULTISENSOR User Group (UG) will be created by recruiting relevant stakeholders from the media field with an explicit interest in following the progress of the project. Existing contacts from EU funded projects, the academic and scientific community, the industry and business related community will are also involved in order to attract members.

The objective of the UG is to 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
- to test the project software and provide feedback
- to establish synergies for the possible exploitation of the project results, the development of business models, partnerships etc.,
- to participate in the technical discussions and activities (special sessions, standardisation, etc.)
- to contribute with ideas or requirements that may fit the project objectives.

The mentioned needs of each of the groups described in detail in section 1.1.1 can be handled by MULTISENSOR, which envisages at an integrated view of heterogeneous resources sensing the world (i.e. sensors) such as international TV, newspapers, radio and social media. The approach of MULTISENSOR will consider the following dimensions for mining, correlating, linking, understanding and summarising heterogeneous material: language, multimedia, semantics, context, emotion, as well as time and location.

MULTISENSOR partners who have proximity to users that fall into the aforementioned groups will contact them in order to present MULTISENSOR and invite them to the UG. The most important activities will be setup by the user partners of MULTISENSOR who will conduct the following activities:

- PR will target existing and possible future clients with specific media monitoring needs defined by big data and/or multilingual requirements and offer them MULTISENSOR-stand-alone solutions. PR will also disseminate potential MULTISENSOR features and modules within their own media monitoring platforms and back-end applications.
- Deutsche Welle (DW) will disseminate the MULTISENSOR project progress and its results and directly contact users from the media and broadcasting industry and related content industries. It will also communicate the project's goals and research results within the German Federal Public Broadcasting Union (ARD), the European Broadcasting Union (EBU), the Asian-Pacific Broadcasting Union (ABU) and the "Big Five" working group of International Broadcasters (including BBC and Voice of America).
- PIMEC will promote the existence and benefits of MULTISENSOR amongst their associates but also through other national, European and international SME's associations; and within the European Commission (e.g. DG MARKT, DG EMPL, DG CONNECT, the Office of Publications)

The UG has already started to form. It currently comprises 12members (see Table 10) that have confirmed their involvement:

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
1	Data Scouting[30]	SME providing ICT media monitoring solutions	Stavros Vologiannidis	Greece
2	JRC[31]	Research Centre working on media monitoring	Ralf Steinberger	Italy
3	Ekonm[32]	ICT company providing semantics and data mining solutions	EspenKon	Israel
4	DOTSOFT[33]	ICT company providing data mining solutions	Odysseas Spyroglou	Greece
5	Mozaika	ICT company providing data science solutions	Mariana Damova	Bulgaria
6	SEERC[34]	Research centre working on knowledge management	Iraklis Paraskakis	Greece
7	Fraunhofer MOEZ[35]	Research centre	Lutz Maicher	Germany
8	CASMAR[36]	SME (security systems)	Montse Castro	Spain
9	Zebra Design & Retail[37]	SME engaged in designing and retail	Francesco Querol	Spain
10	Jerusalem College of technology	College of Technology	Yaakov HaCohen-Kerner	Israel

[30] http://w ww.datascouting.com/

[31] http://ipsc.jrc.ec.europa.eu

[32] http://www.ekonm.com/

[33] http://dotsoft.gr/

[34] http://seerc.org/

[35] http://www.moez.fraunhofer.de/en/gf/Transfersysteme/working-group-competitive-intelligence.html

[36] http://www.casmar.es/

[37] http://www.zebradc.com/en/

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
11	Aii Data Processing Ltd[38]	Provides business news and market intelligence with focus on the emerging markets of Central and Eastern Europe	Anton Todorov	Bulgaria
12	QMUL Multimedia and Vision Research Group[39]	Multimedia applications	Ioannis Patras	UK

Table 10: MULTISENSOR User Group members

Apart from the aforementioned people that have confirmed their involvement in the MULTISENSOR User Group, there is a list of potential users that under contact (see Table 11):

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
1	Treparel[40]	ICT company providing data mining solutions	Anton Heijs	Holland
2	Aquarius Cosmetics[41]	SME engaged in Cosmetics	Teresa Forrellat	Spain
3	Grup Barcelonesa[42]	Chemical products distributor SME	Anna Collell	Spain
4	DG MARKT - EUGO, Points of Single Contact[43]	Unit E01 Coordination	Agneszka Biajno	European Commission DG
5	Fraunhofer FAME[44]	Research institute working on the future of media	Stefan Arbanowski	Germany
6	SWR Digital Archive[45]	Public German Broadcaster	Dominik Frey/Robert	Germany

[38] http://www.aiidatapro.com/

[39] http://www.eecs.qmul.ac.uk/group/mmv/

[40] http://treparel.com/

[41] http://www.aqc.es/

[42] http://www.grupbarcelonesa.com/

[43] http://ec.europa.eu/internal_market/eu-go/

[44] http://www.fokus.fraunhofer.de/en/fame/index.html

[45] http://www.swr.de/

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
			Fischer	
7	European Journalism Center[46]	Journalism Training and Research Organisation	Eric Karstens	Netherlands
8	Beeld&Geluid[47]	Cultural-historical Media Organization	Johan Oomen	Netherlands
9	IRT[48]	Research Institute for Mediatechnology	Christoph Dosch	Germany
10	RBB[49]	German Public Broadcaster	Bettina Heidkamp	Germany
11	Journalism++[50]	Data Journalism SME	Niclos Kayser-Brill	Germany
12	El Pastoret de la Segarra[51]	SME producing dairy products	Xavier Pont	Spain
13	DG Enterprise and Industry	SMEs Industrial Policy and Single Market		Brussels

Table 11: MULTISENSOR User Group members under contact

4.2 Standardisation bodies

MULTISENSOR will be instrumental in both the implementation of existing standards as well as the creation of new standard recommendations. Below is a planning of the actions towards standardisation (Table 12). The plan at each plenary is to make a session on standardisation and update the table with the respective actions.

Standard body	Responsible	Initial Action/timing	Definition of potential standard contribution/ timing
W3C, MPEG-7	CERTH	Investigate the coverage and structure of different existing	Contribute to the existing multimedia modelling standards

[46] http://ejc.net/

[47] http://www.beeldengeluid.nl/

[48] http://www.irt.de/

[49] http://www.rbb-online.de/

[50] http://jplusplus.org/

[51] http://www.pastoret.com/

Standard body	Responsible	Initial Action/timing	Definition of potential standard contribution/ timing
		models such as WebLab Exchange Model, RUCoD and DySCO and investigate the existing standards in order to propose a multimedia item multi-layer representation model	
W3C Ontolex WG	UPF/ONTOTEXT	Further activity to be defined at next plenary meeting (May 2014)	Use of ontological models of lexicons defined by the group for storing extracted linguistic information in the Knowledge Base and exploiting them for natural language generation. Select among Lemon and LexInfo lexicon models.
W3C, JSON-LD	UPF/ONTOTEXT	Further activity to be defined at next plenary meeting (May 2014)	Use of JSON-LD (W3C recommendation) for serializing RDF data shared among the services.
W3C, RDF/OWL/SPARQL	ONTOTEXT	n/a	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 (May 2014)	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 state according to an emotion dimension vocabulary.

Table 12: Standard bodies

5 MEASURABLE DISSEMINATION GOALS

In order to quantify and evaluate the dissemination actions, MULTISENSOR sets specific measurable goals with respect to the aforementioned planned activities. Specifically the following figures are set as minimum expected dissemination targets:

Goal	Currently
2 workshops in cooperation with EUMSSI held in M12 and M28 with 30 and 40 participants respectively	0
20 scientific publications during the project lifetime, which at least two of them reporting part of the advancements of each research Workpackage (WP2-WP6)	8
3 participations in cluster events and/or standardisation initiatives during the project lifetime	5 (9 foreseen in total)
3 meetings per year with related ICT projects during the project lifetime	Y1 - 4 Y2 - Pending Y3 - Pending
3 press releases in total (at least one per year)	Y1 - 2 Y2 - Pending Y3 - Pending
25% growth in website traffic every year	Y1 - Pending Y2 - Pending Y3 - Pending
2 MULTISENSOR User Days with 30 at least participants for each User Day	0
MULTISENSOR Open Door Days with 50 participants for each Open Door Day	0
MULTISENSOR Final Conference 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	2

Table 13: Measurable dissemination goals

6 SUMMARY

In this deliverable we summarised the dissemination principles, strategies, the dissemination plan and material of MULTISENSOR and provided updates regarding the dissemination activities that were realised during the first six months of the project.

Since this document provides information regarding activities (i.e. dissemination plan and calendar of events) and material (i.e. flyers, posters, etc.) will be updated every 6 months. Therefore, a next version of the deliverable (D9.3) is expected on M12 and it will contain the dissemination activities that mark the completion of the 1st year of the project. The dissemination activities for the 2nd year and the final dissemination report will be presented in D9.5 (M24) and D9.7 (M36) respectively. In the meantime updated versions of D9.3 and D9.5 will be provided to report the status of the dissemination actions and plan in M18 and M30 respectively.

A Appendix

A.1. MULTISENSOR Leaflet

MULTISENSOR leaflet is a double sided three-folded A4 paper. Both sides of the leaflet are illustrated below.

MULTISENSOR

Topics and Results

user modeling · speech recognition · machine translation · concept extraction · concept & event detection · context modelling · sentiment extraction · web crawling · social interaction analysis · topic-based modeling · content alignment · multimodal indexing & retrieval · knowledge modeling · semantic representation · hybrid reasoning · decision support · summarization · content delivery

MULTISENSOR concept

Vision

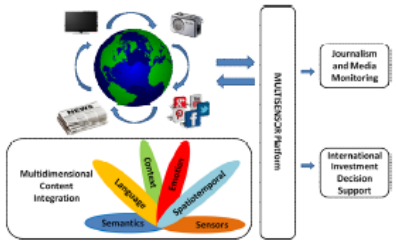
MULTISENSOR aims at bridging the gap between distributed and heterogeneous multilingual content concerning global economic data and news stories. MULTISENSOR envisages a unified view of heterogeneous resources (sensors) sensing the world such as international TV, newspapers, radio and social media.

Concept

MULTISENSOR will build upon the concept of **multidimensional content integration** by considering the following dimensions for mining, correlating, linking, understanding and summarising heterogeneous material: language, multimedia, semantics, context, emotion, time and location.

Overall goal

Development of a **unified platform** that allows for the **multidimensional content integration** from heterogeneous sensors, with a view to providing **end-user services** such as international media monitoring, and decision support for SME internationalisation.



Challenges & Objectives

Challenges:

- Data are multimodal, multilingual, heterogeneous and presented in unstructured way
- Vast amount of user generated content in the web and especially in social media.
- Data are highly distributed containing contradictory, duplicate or complementary information

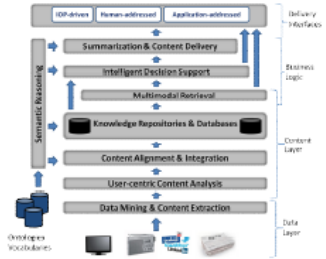
Objectives

- **data mining** from several **international resources** including news articles, audiovisual content, blogs and social media and development of mechanisms for the **distillation** of information
- content analysis from the user perspective to extract **sentiment** and **context**, and analysis of computer-mediated **interaction** in **social media**
- **semantic integration**, context-aware **interpretation** and **retrieval** over the spatiotemporal and psychological dimension of multimedia and multilingual data
- **semantic reasoning** and intelligent **decision support** services
- multilingual **summarisation** and **presentation** of the information to the user

Architecture

Layers:

- **Data layer:**
  - data mining from heterogeneous sensors
- **Content layer**: processing of retrieved data to distil meaningful information and modeling of information by using lightweight semantics
  - content interpretation by considering the sentimental and context dimensions
  - content alignment and integration to correlate complementary and contradictory information
  - multidimensional indexing for supporting multimodal retrieval
- **Business logic layer:**
  - intelligent decision support relying on semantic reasoning techniques
  - intelligent summarisation using automatic content generation content delivery techniques
- **Delivery interfaces:**
  - IOP Driven (e.g. RESTFul approaches)
  - Human-addressed
  - Application-addressed



user modeling speech recognition machine translation concept extraction concept & event detection
context modelling sentiment extraction web crawling social interaction analysis
topic-based modeling content alignment multimodal indexing & retrieval knowledge modeling
semantic representation hybrid reasoning decision support summarization content delivery

MULTISENSOR
Topics and Results

Use Case – International media monitoring

Journalists:

- Need to handle heterogeneous datastreams coming from several sources
- Want to detect, summarize, evaluate content relevant to the most crucial, life-defining topics in order to support public in information gathering

MULTISENSOR platform will allow journalists to analyse large amounts of input data and generate high volumes of output data and unified articles.

Professional clients of media monitoring portals

- Require direct access to targeted, business and consumer information
- Monitor their brand or reputation by analysing all opinion-forming media

MULTISENSOR platform will perform influence analysis and derive which actors primarily affect opinion forming so as to focus monitoring on target media outlets and influencers.

Use Case – SME Internationalisation

Internationalisation and exportation of their products considered the **main solution** by SMEs in many European countries to get out of the financial **crisis**.

Main Information required:

- spending habits of consumers in potential markets
- economic fundamentals of the countries
- domestic and foreign competition
- distributors of product in the selected markets

Current situation involves:

- Access foreign trade offices in each country
- Access dedicated databases
- Access web with general purpose search engines

Current practices are time consuming and complicated, since information is heterogeneous, highly distributed and multilingual.

With MULTISENSOR platform, SMEs will retrieve summarised and need-tailored information in their own language without accessing several resources. The system will provide a decision support service to consult SMEs regarding the risk involved in a potential investment.

Impact & Results

Impact

- Strong participation of private-sector players
  - 1 large industrial player from the ICT domain
  - 2 SMEs from the ICT domain
  - 1 SME from media monitoring market.
  - Organisation representing more than 300 SMEs in Catalunia, Spain
- Improve European competitive position in multilingual digital market through provision of better products & services to businesses & public sector
- Facilitate production of reliable information to support journalists and media monitoring companies
- Facilitate decision of a company for investment in an unstable ground by providing reliable information
- Provide improved level of access to multilingual and multimedia digital information

Outcome

- Integrated MULTISENSOR platform for SME internationaisation and media monitoring use cases
- Standalone research modules or services, e.g. Machine translation, Sentiment extraction, Multimodal indexing, Decision Support modules
- Modules will be provided under commercial, open source or freeware licenses.

A.2. MULTISENSOR Poster

MULTISENSOR

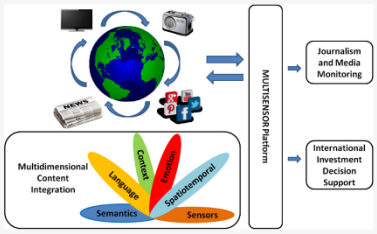
Mining and Understanding of multilinguaL contenT for Intelligent Sentiment Enriched coNtext and Social Oriented inteRpretation

http://www.multisensorproject.eu/

Overview

MUTLISENSOR envisages:

- ⇨ Multidimensional Content Integration
  - ▪ Language, multimedia, semantics, context, emotion, time & location
- ⇨ Development of platform for content integration from several sources
- ⇨ MULTISENSOR Platform supports end users in:
  - ▪ International Media monitoring
  - ▪ Decision support for SME Internationalisation



Challenges

⇨ Data are multimodal, highly distributed, contain duplicate/complementary information & presented in unstructured way

⇨Vast amount of user generated content (social media, blogs)

Objectives

⇨ Mining & content distillation of data

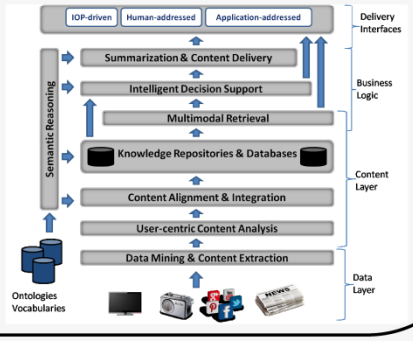
⇨ User- & context-centric analysis of content

⇨ Multidimensional content integration & retrieval

⇨ Semantic reasoning & decision support

⇨ Multilingual summarisation & presentation of information to user

System's architecture



Use Cases

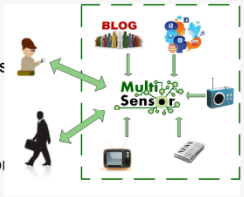
Use Case 1

Users

⇨ Journalists

⇨ Media monitoring portals clients

Support in retrieval, topic detectio & summarisation of information



Use Case 2

Users

⇨ SMEs

Support in internationalisation (information on consumers behaviour, competition, etc.)

Impact / Outcome

Impact

⇨ Strong participation of private-sector players (mainly SMEs)

⇨ Facilitate production of reliable information

⇨Facilitate companies decision for investments in unstable ground

⇨Improve European position in multilingual digital market

Outcome

⇨MULTISENSOR integrated platform

⇨ Modules and services for machine translation, sentiment extraction, multimodal indexing, decision support, concept extraction

⇨ Open Source, free and commercial Modules

A.3. MULTISENSOR Presentation

MULTISENSOR for Society

- There is a need for:
  - Unified access to multilingual and multicultural economic and news story material across borders
  - Context-aware, spatiotemporal, sentiment-oriented and semantic interpretation
  - Semantic integration of content and extraction of hidden meanings
  - User tailored summarisation

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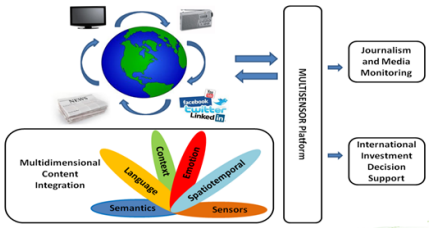
MULTISENSOR concept

- MUTLISENSOR envisages
  - Multidimensional Semantic Content Integration
  - To support
    - International Media monitoring
    - SME Internationalisation



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MULTISENSOR Objectives

Scientific Objectives

SO1. Mining and content distillation of heterogeneous multimedia and multilingual data
SO2. User- and context-centric analysis of heterogeneous content
SO3. Multidimensional content integration and retrieval
SO4. Semantic reasoning and intelligent decision support services
SO5. Multilingual summarisation and presentation of the information to the user

Technological Objectives

TO1. Develop crawlers and data delivery channels necessary for the collection of data.
TO2. Validate the technologies developed in MULTISENSOR by implementing representative scenarios of pilot use cases
TO3. To deliver an operational demonstrator

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MULTISENSOR Workplan

RA1.1	RA1.2	RA1.3	RA2.1	RA2.2	RA 2.3	RA3.1	RA3.2	RA3.3	RA4.1	RA5.1	RA5.2
Speech Analysis	Text Analysis	Multimedia Event Detection	Context Analysis	Sentiment Analysis	Computer-mediated interaction in social media	Topic-based modelling	Semantic content integration	Multimodal Indexing	Semantic Reasoning	Concept-driven deep summarisation	Multilingual surface-oriented summarisation
SO1			SO2			SO3			SO4	SO5	
Mining and content distillation of heterogeneous multimedia and multilingual data			User- and context-centric analysis of heterogeneous content			Multidimensional content integration and retrieval			Semantic reasoning and intelligent decision support services	Multilingual summarisation and presentation of the information to the user	
WP 2: Multilingual and Multimedia Content Extraction			WP3: User and Context-centric Content Analysis			WP4: Multidimensional Content Integration and Retrieval			WP 5: Semantic Reasoning and Decision Support	WP6: Summarisation and content delivery	

TA1	TA3	TA2
TO1	TO3	TO3
Crawlers and Data Channels	Development of an Operational System	Pilot Use cases
WP7		WP8
System Development and Integration		Use Cases and Evaluation

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MULTISENSOR Use Cases

Pilot Use Case 1: International media monitoring

- Journalists need to master continuous heterogeneous data-streams (news agencies, web portals, blogs, social networks)
- Professional clients of media monitoring portals require direct access to comprehensive, targeted, business and consumer information

➢ Support journalists and media monitoring companies in retrieving, integrating and summarising heterogeneous information

Pilot Use Case 2: SME Internationalisation

- SMEs consider internationalisation as the main way out of this crisis
- SME internationalisation requires to retrieve spending habits of consumers, economic foundamentals of the countries, consumer behaviour, etc.

➢ Support SMEs to internationalise

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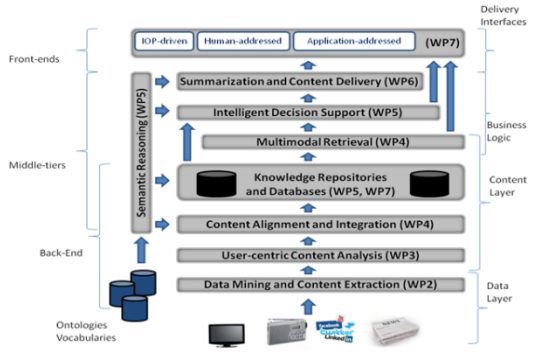
MULTISENSOR Architecture



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MULTISENSOR Research

WP2: Multilingual and Multimedia Content Extraction

- Speech recognition, machine translation, name entity extraction
- Text analysis, concept extraction and linking
- Multimedia concept and event detection

WP3: User and Context-centric Content Analysis

- Context analysis and representation
- Sentiment extraction
- Social media analysis, community detection, information propagation

WP4: Multidimensional Content Integration and Retrieval

- Topic-based classification and topic/event detection
- Semantic content integration
- Multimodal Indexing and Retrieval

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MULTISENSOR Research

WP5: Semantic Reasoning and Decision Support

- Semantic representation, ontology framework
- Hybrid reasoning, forward and backward chaining, multi-thread reasoning, parallel inferencing, geospatial and temporal reasoning.
- Reasoning-based decision support

WP6: Summarisation and Content Delivery

- Concept-driven deep summarisation
- Multilingual surface-oriented summarisation

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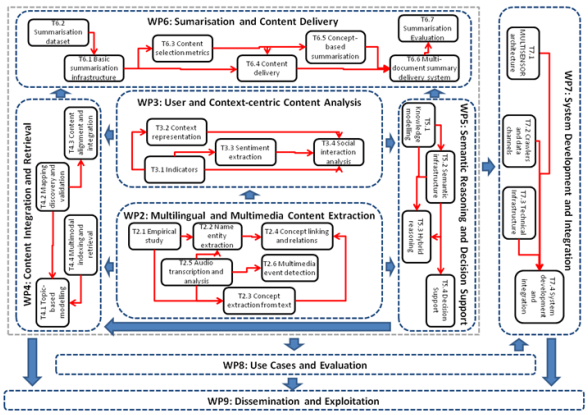
Workpackages Interplay



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Evaluation

- Prototype and final system evaluation
  - User-oriented evaluation
    - by professionals (DW, PIMEC, PR)
    - External reviewers (EUMSSI)
    - Evaluation by the User Group
  - System-centric evaluation
    - Using objective metrics and indicators

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Outcome

- MULTISENSOR platform dealing with
  - International media monitoring
  - SME internationalization
- Research modules and Services for
  - Concept extraction
  - Sentiment extraction
  - Multimodal indexing and retrieval
  - Decision Support
  - Summarisation
  - Semantic content integration

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Exploitation and Dissemination

- Exploitation of results
  - Creation of open source and freely available modules/tools
  - Modules to be exploited by the industrial partners (especially SMEs)
  - Business plan to exploit the final system
- Dissemination of results
  - MULTISENSOR user and open door days
  - MULTISENSOR conference and joint workshops with other projects
  - Demonstration of results in clients of the industrial partners
  - Publication to scientific conferences and journals

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Impact

- Strong participation of private-sector players
  - 1 large industrial player from ICT domain
  - 2 SMEs from ICT domain
  - Company active in market of media monitoring
  - Organisation representing more than 300 SMEs in Catalunia area
- Improve European position in multilingual digital market by providing better products & services to businesses & public sector
- Facilitate production of reliable information to support journalists and media monitoring companies
- Facilitate companies decision for investments in unstable ground
- Provide improved level of access to multilingual and multimedia digital information

Thank you!

A.4. MULTISENSOR Factsheet

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

At A Glance: MULTISENSOR

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

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Project website: http://www.multisensorproject.eu
Duration: 11/2013 – 10/2016
Funding scheme: STREP
Total Cost: € 4,178,753.00
EC Contribution: € 2,965,000.00

Partners:
Center for Research & Technology Hellas
Universitat Pompeu Fabra
Fundació Barcelona Media
Linguatec
EVERIS
Pressrelations
ONTOTEXT AD
Deutsche Welle
pimec

Nowadays, data are multilingual, heterogeneous, distributed and may include complementary and contradictory information. In most of the cases journalists and media monitoring providers are unable of aggregating efficiently content from different media. The consumption of such information regardless of its reliability has important consequences on the society. For instance the exaggerated and contradictory information provided by different national mass media can cause instability in the economy, which makes national and international investments risky. To break this isolation, MULTISENSOR proposes the research and development of innovative technologies that provide unified access to multilingual and multicultural economic and news story material.

Objectives
MULTISENSOR addresses the following scientific objectives:
1) Mining and extraction of meaningful information from multimodal and multilingual data
2) User and context-centric analysis of user generated content in the web and especially in social media
3) Multidimensional content integration and retrieval
4) Semantic reasoning and decision support services applied on large amounts of information
5) Multilingual user-tailored summarisation

Use Cases
MULTISENSOR will validate the developed technologies through use cases that target media monitoring and SME internationalisation needs.
1) Journalists need to master heterogeneous data streams and pprofessional clients of media monitoring portals require direct access to targeted, business and consumer information → MULTISENSOR will support journalists and media monitoring companies in retrieving, integrating and summarising heterogeneous information
2) SMEs internationalisation Considered as solution out of the crisis. This requires finding out spending habits of consumers, economic fundamentals of countries, etc. → MULTISENSOR will allow SMEs to retrieve the user-tailored information and provide decision support services for internationalisation.

Impact
MULTISENSOR will achieve the following impacts:
1) improve European position in multilingual digital market through provision of better products & services to businesses & public sector
2) facilitate production of reliable information to support journalists, media monitoring companies and SMEs
3) Facilitate companies investments in unstable ground

Outcome
The outcome of the project includes:
1) the final MULTISENSOR platform
2) research modules and services (Machine translation, Sentiment extraction, Multimodal indexing, Decision Support) under commercial, open source and freeware licenses.

A.5. Standard Press Release

[Name of partner] participates in New FP7 Project on combining and integrating heterogeneous content from mass media.

During the past decade, the rapid development of digital technologies and the low cost of recording media have led to a great increase in the availability of multilingual and multimedia content worldwide. In the best case, this content is repetitive or complementary across political, cultural, or linguistic borders. However, the reality shows that it is also often contradictive and in some cases unreliable. The consumption of such large amounts of content regardless of its reliability and cross-validation can have important consequences on the society. An indicative example is the current crisis of the financial markets in Europe, which has created an extremely unstable ground for economic transactions and caused insecurity in the population. The consequence is an extreme uncertainty and nervousness of politics, and economy on the one side, which makes national and international investments (e.g. SME internationalisation) really risky, and on the other side, the inability of journalism and media monitoring to equally consider all the media resources leaves the population in each of these encapsulated areas in its own perspective – without the realistic opportunity to understand the perspective developed in the other areas in order to adjust the own.

MULTISENSOR is a 3-year FP7 European STREP Project that aims at bridging the gap between global economic and news story material and its reliability and cross-validation, by considering multilingual technologies with sentiment, social and spatiotemporal competence that are able to interpret, relate and such content that is communicated to people from various local subjective and biased views and disseminated via TV, radio, mass media websites and social media. In the project framework, new techniques for content distillation of heterogeneous multimedia and multilingual data, sentiment and context analysis of content and social interactions, semantic integration of heterogeneous multimedia and multilingual data, semantic reasoning and intelligent decision support as well as multilingual and multimodal summarisation and presentation of the information to the use will be developed in order to allow content integration from heterogeneous sensors, with a view to providing end-user services such as international media monitoring, and decision support for SME internationalisation.

…

…

In the project, whose total budget is around €4million and funding €2.96 million, [xxx partner] participates, with [research activities on xxx, being responsible for xxx]. The consortium comprises 9 participants in total, coming from different universities and research organisations:Centre for Research and Technologies Hellas-Information Technologies Institute (CERTH-ITI) (co-ordinator, multimedia technologies), UniversitatPompeuFabra (language technologies), Fundació Barcelona Media – Yahoo! Research (social media analysis), companies from the information technologies domain: Ontotext (semantic technologies),Linguatec (language technologies), Everis (information technologies),as well as from the news and SME internationalisation domains: pressrelations(media monitoring company), Deutsche Welle (public service broadcaster) and PIMEC (SME network).

For more information please contact: xxxx [local partner] or the co-ordinators Dr. Ioannis Kompatsiaris(Project Coordinator), CERTH-ITI, **ikom@iti.gr** and Dr.Stefanos Vrochidis (Scientific Manager), CERTH-ITI, **stefanos@iti.gr**.