



ViSTA-TV: Video Stream Analytics for Viewers in the TV Industry

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D7.2 Report on Dissemination

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ViSTA-TV Consortium

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Executive Overview

This document reports about the dissemination activities of the ViSTA-TV consortium for the period of Jun 1, 2012-May 31, 2013. It includes a description of special events organized, list of publications and presentations on project activities and research results. Documents that have been published are attached to this report as supplementary material.

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1 Introduction

ViSTA-TV is an project funded under the FP7 Programme of the European Union. It started on June 1st, 2012 and runs for 24 months. This report summarizes the dissemination activities of ViSTA-TV during the first year. The deliverable D7.7 reports about the project's commercial exploitation plan [4]. This document reports about the project's publications and dissemination activities.

The ViSTA-TV project proposes to gather consumers' anonymized viewing behavior and the actual video streams from broadcasters/IPTV-transmitters to combine them with enhanced electronic program guide information as the input for a holistic live-stream data mining analysis: the basis for an SME-driven market-place for TV viewing-behavior information.

This document reports about the dissemination activities of the ViSTA-TV consortium for the period of Jun 1, 2012-May 31, 2013. It includes a description of special events organized, list of publications and presentations on project activities and research results. All documents that have already been published are attached to this report as supplementary material.

Note that the objective of the first year of the project was the creation of an infrastructure, i.e., the ViSTA-TV platform, which can be used for scientific experiments in the second year of the project. Furthermore, one significant indicator for the project's success was the commercial potential of the ViSTA-TV platform.

2 Dissemination Manager

The Project Board elected Ms Bea Knecht as the project's Dissemination and Exploitation Manager (DEM). She leads WP7 and will be responsible, under the supervision of the Project Coordinator (i.e., UZH), for all issues related to the diffusion of project results. At the Project Management Board meetings, she will introduce the Dissemination and Exploitation agenda, and will address all issues related to his attributions (publications, participation in professional and public events, awareness raising activities). She is also responsible for assessing the current level of awareness, acceptance and adoption of the project results, according to the criteria established in the Exploitation and Dissemination WP. All D&E activities will strictly abide by the clauses relating to intellectual property rights as defined in the Consortium Agreement.

3 Scientific Publications

The members of the consortium reported in five papers about the scientific progress of the project. All of these were submitted to scientific conferences. Three of them were accepted for publication, both of which are published. Two papers submitted to ISWC 2013 are currently under peer review.

| | |
|--------------|---|
| Title | Design and Evaluation of a Client-side Recommender System |
| Partners | BBC |
| Submitted To | ACM RecSys 2013 |
| Status | Submitted for review |
| Title | Eviction Strategies for Semantic Flow Processing |
| Partners | UZH |
| Submitted To | International Semantic Web Conference (ISWC) 2013 |
| Status | Submitted for review |
| Title | Scalable Linked Data Stream Processing via Network-Aware Workload Scheduling |
| Partners | UZH |
| Submitted To | International Semantic Web Conference (ISWC) 2013 |
| Status | Submitted for review |
| Title | Crowdsourced Evaluation of Semantic Patterns for Recommendations, |
| Partners | VUA |
| Submitted to | UMAP2013 (User Modeling, Adaptation and Personalization) |
| Status | Accepted for publication |
| Published | July 2013 |
| Book | Workshop and Poster Proceedings of the 20th Conference on User Modeling, Adaptation, and Personalization, Rome, Italy, July 10-14, 2013 |
| Publisher | Springer, Heidelberg |
| Title | Seven Commandments for Benchmarking Semantic Flow Processing Systems |
| Partners | UZH |
| Submitted To | Extended Semantic Web Conference (ESWC) 2013 |
| Status | Accepted for publication |
| Published | May 2013 |
| Book | Proc. 10th Ext. Semantic Web Conf. (ESWC2013), Montpellier, France |
| Publisher | Springer, Heidelberg |
| Title | Burst the Filter Bubble: Using Semantic Web to Enable Serendipity |
| Partners | VUA |
| Submitted To | International Semantic Web Conference (ISWC) 2013 |
| Status | Accepted for publication |
| Published | November 2012 |
| Book | Proc. 11th Intl. Semantic Web Conf. (ISWC2012) Doctoral Consortium, Boston, USA |
| Publisher | Springer, Heidelberg |

4 Non-Scientific Publications

Non-scientific publications include the project's deliverable reports, press releases, and other publications falling into neither of the former categories.

4.1 Deliverable Reports

Deliverables for Milestone MS3 (Due May 31, 2013)

| Number | Name | Lead Partner | Lead Reviewer | Status* |
|--------|--|--------------|---------------|---------|
| D1.2 | Data Provision Offline Delivery | Zattoo | Rapid-I | CO |
| D2.2 | Offline Feature Extraction | TUDo | Zattoo | CO |
| D3.2 | Integrated Stream Engine | Rapid-I | BBC | CO |
| D3.4 | Data Warehouse | TUDo | Zattoo | CO |
| D4.2 | Recommendations Engine Offline version | UZH | Rapid-I | PU |
| D5.1 | Mass-market App: First Prototype | BBC | TUDo | PU |
| D5.4 | User Evaluation App: First Prototype | BBC | TUDo | PU |
| D6.2 | External Data Service deployed | VUA | Rapid-I | PU |
| D7.2 | Report on Dissemination | UZH | VUA | CO |
| D7.7 | Exploitation Plan | UZH | VUA | CO |
| D8.2 | Mid-term report | UZH | VUA | PU |

* PU=public, CO=consortium and EC

Deliverables for Milestone MS2 (Due Nov 30, 2012)

| Number | Name | Lead Partner | Lead Reviewer | Status* |
|--------|--------------------------------------|--------------|---------------|---------|
| D2.1 | Feature Formats | TUDo | BBC | CO |
| D3.1 | Stream Engine Dummy Version | Rapid-I | BBC | CO |
| D4.1 | Recommendations Engine Dummy Version | UZH | Rapid-I | PU |
| D4.4 | Recommender Data Models | UZH | VUA | PU |
| D6.1 | External data service designed | VUA | Zattoo | PU |
| D1.4 | Data Security and Privacy | BBC | VUA | CO |

* PU=public, CO=consortium and EC

Deliverables for Milestone MS1 (Due Jun 30, 2012)

| Number | Name | Lead Partner | Lead Reviewer | Status* |
|--------|-----------------|--------------|---------------|---------|
| D1.1 | Initial Dataset | Zattoo | UZH | CO |

* PU=public, CO=consortium and EC

4.2 Press Releases

The consortium issued three press releases two of which were actually published.

| | |
|----------------|--|
| Title | "TUDo's Press release." |
| Partners | TUDo |
| Status | Published by Technical University of Dortmund |
| Title | "EU research project ViSTA-TV defines architecture for live IPTV audience analysis". |
| Partners | BBC, UZH |
| Status | Not issued to the press for UZH-internal reasons |
| Title | "EU-Forschungsprojekt ViSTA-TV misst und optimiert Fernseherlebnis" (in German). |
| Partners | Rapid-I, Zattoo, UZH |
| Status | Issued to the press by Rapid-I |
| Press Reaction | Published in 20 newspapers. |

4.3 Other

The consortium maintains a web presence at <http://vista-tv.eu> . The regularly updated versions of the project's fact sheet are published there, as well as the deliverables, and promotional material (e.g. conference slides).

The consortium publishes information about the project on its Twitter feed ViSTATV.¹

The BBC, namely Libby Miller, published some blog posts on the BBC Research and Development pages:

- <http://www.bbc.co.uk/blogs/researchanddevelopment/2012/08/vistatv-linked-open-data-stati.shtml>
- <http://www.bbc.co.uk/blogs/researchanddevelopment/2013/01/visualising-near-real-time-ipl.shtml>

¹<https://twitter.com/ViSTATV>

5 Dissemination Events

5.1 Networking with FP7 Projects

The project was present at the networking session for EU FP7 projects at the Extended Semantic Web Conferences, May 2012 (Heraklion, Crete) and May 2013 (Montpellier, France).

The project was present at the European Data Forum, June 6, 2012, Copenhagen, Denmark.²

The project established contacts with the EU FP7 Project “Linked Data Benchmark Council” (LDBC).³ The LDBC project aims towards establishing a standard for benchmarking Linked Data processing systems. ViSTA-TV includes scalable Semantic Flow Processing (SFP) systems (WP4, Complex Event Processing) and the partner UZH published a paper on how to systematically benchmark SFP systems. Both projects would like to exchange their experiences and discuss further steps.

5.2 Marketing Events

ViSTA-TV was invited by the organizers of the International Broadcasting Convention (IBC) to the Future Zone. The Future Zone runs throughout the IBC Exhibition (Sep 13-17, 2013).⁴

IBC is one of the two most important annual global gatherings of the electronic media industry.⁵ “More than 50,000 professionals from over 160 countries engaged in the content creation, management and delivery of electronic media and entertainment will convene at IBC2013 [...], ready to challenge, direct and set the industry’s agenda through our world class conference and vibrant exhibition. [...] IBC Amsterdam is the perfect forum to network and exchange ideas”.⁶

This invitation to the Future Zone of the most important trade reflects the potential impact the project bears for the TV-ratings and the IPTV market. We will display a working demonstration of the ViSTA-TV engine as well as the research and engineering behind it [1]. The consortium intended to display the project’s results at IBC already in the project proposal. The deliverables for milestone MS3 were hence already adapted to have the online version of the ViSTA-TV engine ready for IBC. It will be capable of showing a dashboard displaying detailed real-time live-viewership statistics using the Complex Event Processing (CEP) engine [5]. We intend to have an live-recommendations service based on the research on the Show-User-Model as well as live feature-extraction for a subset of the investigated features ready for IBC, too [2, 5]. The presentation will include a show-case for ViSTA-TV’s contribution to the Linked Open Data cloud, as well [3].

²<http://www.data-forum.eu>

³<http://ldbc.eu>

⁴<http://www.ibc.org/>

⁵IBC is the European counterpart of the US based National Association of Broadcasters Show.

⁶Source: <http://www.ibc.org/>

6 Patents

No member of the ViSTA-TV consortium applied for a patent related to the project.

References

- [1] ViSTA-TV D3.2 - Integrated Stream Engine. Technical report, The ViSTA-TV Consortium, 2013.
- [2] Yamuna Krishnamurthy and Christian Bockermann. ViSTA-TV D2.2 - Offline Feature Extraction. Technical report, The ViSTA-TV Consortium, 2012.
- [3] Valentina Maccatrozzo, Lora Aroyo, and Guus Schreiber. ViSTA-TV D6.2 - External Data Service Deployed. Technical report, The ViSTA-TV Consortium, 2013.
- [4] Thomas Scharrenbach, Abraham Bernstein, Bea Knecht, Simon Fischer, and Elizabeth Miller. ViSTA-TV D7.7 - Exploitation Plan. Technical report, The ViSTA-TV Consortium, 2013.
- [5] Thomas Scharrenbach and Yamuna Krishnamurthy. ViSTA-TV D4.2 - Recommendations Engine Offline Version. Technical report, The ViSTA-TV Consortium, 2013.

A Supplementary Material