



NoTube

*Networks and ontologies for the transformation and unification of broadcasting
and the Internet*

FP7 – 231761

D9.2 v4 Continuous report on dissemination activities

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With contributions from: all NoTube partners

Document Identifier:	NoTube/2009/D9.2 /v4.0
Version:	V4.0
Date:	31 January 2012
State:	Final
Distribution:	Public

EXECUTIVE SUMMARY

The continuous report on dissemination activities provides an up-to-date list of dissemination actions carried out by the NoTube project during its lifetime and can be found on the NoTube website. This deliverable reflects all reported dissemination actions carried out during the project NoTube.

DOCUMENT INFORMATION

IST Project Number	FP7 - 231761	Acronym	NoTube
Full Title	Networks and ontologies for the transformation and unification of broadcasting and the Internet		
Project URL	http://www.notube.eu/		
Document URL			
EU Project Officer	Leonhard Maqua		

Deliverable	Number	9.2 v4	Title	Continuous report on dissemination activities
Work Package	Number	9	Title	Dissemination, training and exploitation

Date of Delivery	Contractual	M 36	Actual	M 36
Status	version 1.0		final X	
Nature	prototype <input type="checkbox"/> report X dissemination <input type="checkbox"/>			
Dissemination level	public X consortium <input type="checkbox"/>			

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Abstract (for dissemination)	The continuous report on dissemination activities provides an up-to-date list of dissemination actions carried out by the NoTube project during its lifetime and can be found on the NoTube website. This deliverable reflects all reported dissemination actions carried out during the project NoTube.
Keywords	

Version Log			
Issue Date	Rev. No.	Author	Change
Jan 26, 2012	0.9	Lyndon Nixon (STI)	Initial deliverable
Jan 30, 2012	1.0	Lyndon Nixon (STI)	Final deliverable

PROJECT CONSORTIUM INFORMATION



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1. Introduction

Dissemination activities are very important for NoTube. As a project, we seek to establish the topics of Social and Semantic Television both as a research discipline and as an emerging technology of interest to industry. The research results and demonstration showcases of NoTube should become widely known through presentations, publication in widely read proceedings, event organisation and promotion at events.

Continuous reporting on NoTube dissemination activities takes place on the NoTube website at the locations <http://www.notube.tv/resources/presentations> and <http://www.notube.tv/resources/publications> for lists of presentations and publications, while organized events and selected event promotion are reported in the NoTube news feed at <http://www.notube.tv/news>.

2. Dissemination activity report, M1-36

Publications

- (SUBMITTED) Demo paper submission at World Wide Web 2012 conference (<http://www2012.wwwconference.org/>, 16-20 Apr 2012, Lyon): "Personalized Newscasts and Social networks: a Prototype built over a Flexible Integration Model"
- Dietze, S., Liu, D., Yu, H.Q. and Pedrinaci, C. (2011) "Semantic Web-driven Development of Service-oriented Systems - Exploiting Linked Data for Service Annotation and Discovery", Workshop: 7th International Workshop on Semantic Web Enabled Software Engineering, Bonn, Germany
- Yu, H.Q., Liu, D., Dietze, S. and Domingue, J. (2011) "Developing RDF-based Web Services for Supporting Runtime Matchmaking and Invocation", 7th International Conference on Next Generation Web Services Practices, Salamanca, Spain, pp. 392-397, IEEE
- Liu, D., Li, N., Pedrinaci, C., Kopecky, J., Maleshkova, M. And Domingue, J. (2011) "An Approach to Construct Dynamic Service Mashups using Lightweight Semantics", Workshop: The 3rd International Workshop on Lightweight Integration on the Web (ComposableWeb 2011) at The 11th International Conference on Web Engineering (ICWE 2011)
- Dietze, S., Yu, H.Q., Pedrinaci, C., Liu, D. and Domingue, J. (2011) "SmartLink: a Web-based editor and search environment for Linked Services", Demo at 8th Extended Semantic Web Conference, Heraklion, Greece
- [NoTube: the television experience enhanced by online social and semantic data](#), Lyndon Nixon, Lora Aroyo and Libby Miller. At the 1st International Conference on Consumer Electronics (ICCE 2011), Berlin, Germany, September 2011.
- "[Technologies for the Convergence of TV and the Web: The Common Ground of HbbTV and NoTube](#)", Peter Altendorf, Michael Probst, Martin Riethmayer, Rico Zimmermann (Institut für Rundfunktechnik GmbH), NEM Summit 2011, Torino, September 2011.
- "[Personalised Newscasts And Social Networks: A Flexible Integration Model](#)", Luca Vignaroli, Fulvio Negro (RAI), Fabio Cattaneo (Polymedia), Peter Altendorf, Matthias Elser (Institut für Rundfunktechnik GmbH), NEM Summit 2011, Torino, September 2011.
- "Inclusion of multiple devices, languages and advertisements in iFanzy, a personalized EPG", Pieter Bellekens and Annelies Kaptein, EuroITV 2011 posters session, Lisbon, June 2011.

- "Autonomous Matchmaking Web Services", H. Yu, S. Dietze and N. Benn. At the 6th international conference on Next Generation Web Services Practices (NWeSP 2010), Gwalior, India. Nov 2010.
- "Comprehensive service semantics and light-weight Linked Services: towards an integrated approach", S. Dietze, N. Benn, H.Yu, C. Pedrinaci, B. Makni, D. Liu, D. Lambert, and J. Domingue.: at the 4th International Workshop on Service Matchmaking and Retrieval in the Semantic Web (SMR2 2010),at the 8th International Semantic Web Conference (ISWC 2010), Shanghai, China. Nov 2010.
- "[Mobile cultural heritage guide: location-aware semantic search](#)", Chris van Aart, Bob Wielinga and Willem Van Hage. At EKAU 2010. Oct 2010. **Won best In Use paper!**
- "Towards two-stage service representation & reasoning: from lightweight annotations to comprehensive semantics", Dietze, S., Benn, N., Yu, H., Siebes, R., Domingue, J.: Poster at EKAU 2010, Lisbon, Portugal, October 2010.
- "The Future of TV: Personalisation & Social Semantics", Lora Aroyo, talk at the IBC 2010 conference, Amsterdam, September 2010.
- "NoTube – making television more personal", NoTube consortium. Poster presented by Lyndon Nixon at FIS 2010, September 2010.
- "Slicing Linked Data by extracting significant, self-describing subsets: the DBpedia case", Michele Minno. In the 2th International Workshop on Semantic Web Information Management (SWIM 2010) in conjunction with the 10th International Conference on Web Engineering (ICWE 2010). Jul 2010.
- "Two staged approach for semantically annotating and brokering TV-related services", Harry Yu, Neil Benn, Stefan Dietze, Ronald Siebes and John Domingue. At the IEEE International Conference on Web Services (ICWS). Jul 2010.
- "Semantic TV-resources brokering towards future television", Harry Yu, Stefan Dietze and Neil Benn. In 1st NoTube workshop on Future Television, in the Adjunct Proc. EuroITV 2010. Jun 2010.
- "Linking TV And Web Using Semantics, A NoTube Application", Balthasar Schopman, Davide Palmisano, Ronald Siebes, Chris van Aart, Véronique Malaise, Michele Minno and Lora Aroyo. In 1st NoTube workshop on Future Television, in the Adjunct Proc. EuroITV 2010. Jun 2010.
- "Using the cDnS ontology as upper-level for a Scholarly Debate Ontology", Neil Benn. In Formal Ontology in Information Systems (FOIS 2010), Toronto, Canada. May 2010
- "[NoTube: making the Web part of personalised TV](#)", Balthasar Schopman, Dan Brickley, Lora Aroyo, Chris van Aart, Vicky Buser, Ronald Siebes, Lyndon Nixon, Libby Miller, Véronique Malaise, Michele Minno, Michele Mostarda, Davide Palmisano and Yves Raimond. In Proceedings of the WebSci10: Extending the Frontiers of Society Online. Apr 2010.
- "Personalised Semantic News: combining Semantics and Television, Robert Borgotallo,Roberto del Pero, Alberto Messina, Fulvio Negro, Luca Vignaroli, Lora Aroyo, Chris van Aart and Alex Conconi at the 1st International ICST Conference on User-centric Media - UCMedia 2009. Dec 2009.
- "Two Fold Service Matchmaking - Applying Ontology Mapping for Semantic Web Service discovery", Stefan Dietze, Neil Benn, John Domingue, Alex Conconi and Fabio Cattaneo at the 4th Asian Semantic Web Conference (ASWC 2009). Dec 2009.
- "Interoperable Multimedia Metadata through Similarity-based Semantic Web Service discovery", Stefan Dietze, Neil Benn, John Domingue, Alex Conconi and Fabio Cattaneo at the 4th International Conference on Semantic and Digital Media Technologies (SAMT 2009). Dec 2009.
- "[The NoTube Beancounter: Aggregating User Data for Television Programme Recommendation](#)", Chris van Aart, Lora Aroyo, Dan Brickley, Vicky Buser, Libby Miller, Michele Minno, Michele Mostarda, Davide Palmisano, Yves Raimond, Guus Schreiber, and

Ronald Siebes at the Social Data on the Web (SDoW) workshop at International Semantic Web Conference (ISWC 2009). Oct 2009.

- "[A Semantic Web based solution for an autocompletion system](#)", Davide Palmisano, Michele Minno, Dan Brickley, Michele Mostarda at the SWIM'09 Workshop - Semantic Web Information Management. Sept 2009.
- "Television and the Future Internet: the NoTube project", Lora Aroyo, Lyndon Nixon, Stefan Dietze and the NoTube consortium at the Future Internet Symposium (FIS 2009) Poster and Demos Session. Sept 2009.
- "[Exploiting Metrics for Similarity-based Semantic Web Service Discovery](#)", Stefan Dietze, Alessio Gugliotta, John Domingue at the 7th IEEE International Conference on Web Services (ICWS 2009) Research Track. July 2009.
- "[NoTube - making TV a medium for personalised interaction](#)", Lyndon Nixon and Lora Aroyo at the European Interactive TV Conference (EuroITV 2009) Posters Track. June 2009.

Presentations

- The BBC has focused on internal presentations to make sure our work is continued in the BBC after the end of the project.
 - Presentation to BBC R&D North
 - Presentation to the BBC's director of digital media for future media and technology
 - Presentation to members of the BBC Trust
- Speech by RAI at EBU Production Technology Seminar 2012: Production@Transition (<http://tech.ebu.ch/events/pts2012>, 31 Jan - 2 Feb 2012, Geneva): "Notube : Integrating News and Social Networks through a Flexible and Personalised Model"
- Polymedia undertook a number of internal presentations within the company to
 - Share the project knowledge with company's commercial BU
 - Support the re-engineering and inspiration of features to be implemented in KIT digital's Social TV solution (<http://www.kitd.com/solutions/social-tv>)
- KT demonstrated a personalised IPTV semantic interface on iPad using the Beancounter's social profiling at the 2011 KT R&D show, Dec 15-16 2011
- "Dynamic Interaction for IPTV for Big Data", Korean Semantic Web Conference, Du-Seong Chang, Nov. 26 2011
- Collaboration Work between KT and EU on Digital Media, MyungWhan Koo, Nov. 10. 2011
- Dynamic Interaction for IPTV, 23rd Annual Conference on Human and Cognitive Language Technology, Du-Seong Chang, Oct. 27. 2011
- Presentations at the NEM Summit 2011, September 2011

- 1. UC 7a by RAI and TXT at RAI's booth (details and pix at <http://notube.tv/2011/10/04/notube-presentation-at-nem-summit-2011/>)
- 2. Presentations by RAI (WP 7b) and IRT (about HbbTV)
- 3. Papers available in NEM Conference Proceedings (<http://nem-summit.eu/files/2011/11/2011-Proceedings.pdf>)
- Presentation of NoTube with a focus on TV metadata at "Semantics and Media" in July 2011 at Johannes Gutenberg University Mainz:
- Details: <http://www.medienkonvergenz.uni-mainz.de/veranstaltungen/tagungen/semanticsandmedia/>
- Slides: http://www.medienkonvergenz.uni-mainz.de/wp-content/uploads/01-Altendorf_Zimmermann-Metadaten-in-prof-Medienproduktion.pdf
- [Social and Interactive TV: integrating the Web and television](#), Lora Aroyo, talk at the SemTech 2011 conference, Future of Media session, Jun 2011.
- RAI made Demos of the WP7A use case to italian scholars and internal demos to its marketing department
- NoTube "Personalised semantic news" scenario presentation at the RAI Innovation Day in Rome, 28/6/2011
- KT presented "Smart Interaction" to the EUREKA DAY 2011 event (by Dr.Myoung-wan Koo)
- Participation of KT in FP7 ICT, EURASIAPAC 4th Asia-Pacific Workshop, MyungWhan Koo, March, 17, 2011
- KT presented "Korean FP7 ICT participation experience and recommendations" to the EUREKA DAY 2011 event (by Dr.Myoung-wan Koo)
- IRT presented "Metadaten in der professionellen Rundfunkproduktion - Auf dem Weg zur semantischen Vernetzung?" at the conference "Media and Semantics" at the University of Mainz, July 2011
- STI presented "How semantics can change television", at the Computer Science Colloquium and Berlin Semantic Web meetup, February 2011
- BBC/VUA presented "APIs and URLs for social TV", at the W3C second workshop on TV and the Web, February 2011
- "The Future of TV: Personalisation & Social Semantics", Lora Aroyo, talk at the IBC 2010 conference, Amsterdam, 9 September 2010.
- "NoTube: experimenting with Linked Data to improve user experience", Vicky Buser, Invited talk at the Summer School on Multimedia Semantics (SSMS 2010), 3 September 2010.
- "An Introduction of FP7 NoTube Project", MyoungWan Koo (Korea Telecom), Invited talk at 27th Conference on Speech Communication and Signal Processing, Seoul, Korea, 21 August 2010.
- "[Open Web standards and classification: foundations for a hybrid approach](#)", Dan Brickley, Vrije University Amsterdam (The Netherlands). Keynote address at the UDC Seminar "Classification at a Crossroads", The Hague, 30 October 2009.

- NoTube project presentation by Lora Aroyo, at Korea Telecom seminar, Seoul, Korea. 8 October 2009.
- "[Beancounter: You stalking you](#)", Libby Miller, Vicky Buser, Yves Raimond and Dan Brickley, at the 1st Linked Data Meetup London, London, 9 September 2009.
- NoTube project presentation at the European Day at Semantic Technology Conference 2009 (SemTech). June 2009.
- “NoTube – TV content as a medium for personalized interaction”, Lora Aroyo, at the 1st EU Project Matchmaking Event, European Semantic Web Conference (ESWC) 2009. June 2009.

Events

- 2nd workshop on Future Television, at the EuroITV 2011 conference, Lisbon, Portugal, June 2011.
- 1st workshop on Future Television, at the EuroITV 2010 conference, Tampere, Finland, June 2010.

Promotion

- NoTube participated in the NEM Summit exhibition, September 2011



Above: NoTube stand at NEM Summit 2011

- NoTube participated in the PRIXITALIA exhibition, September 2011
- NoTube participated in the IBC 2011, Connected World hall, September 2011



Above: photo of our IBC 2011 stand

- NoTube presented itself at a workshop organized by Korea Telecom in Seoul, Korea in December 2010
- NoTube participated in the NEM Summit exhibition, September 2010
- NoTube participated in the IBC 2010, New Technology Campus exhibition, September 2010
- NoTube sponsored Best In Use Paper at the ESWC 2010, June 2010



NoTube at the IBC 2010 New Technology Campus.

- NoTube was mentioned in sponsor material at the [WWW2009](#) conference as well as in a tutorial, April 2009
- NoTube mentioned in an article on partner aSemantics in the newspaper “Il Sole 24ore” in Italy
- NoTube sponsored the ESWC 2009, with its logo appearing on the USB stick and every attendee receiving a postcard in their conference bag, June 2009
- NoTube promoted during the tutorial “You can say anything about Music on the Web of Linked Data”, October 2009

3. Conclusion

NoTube dissemination throughout the project has been very successful, with highlights being the repeated presence of NoTube at key academic and industry events in the Interactive TV and Future Media communities: EuroITV 2011, IBC 2011 and the NEM Summit. The repeated presence has helped establish NoTube with the communities which attend those events and reach the members of those communities (broadcasters, TV developers, media researchers) with the vision and results of NoTube.