



MEDIA PROJECTS CONCERTATION MEETING

**RESEARCH AND INNOVATION
FOR FUTURE EUROPEAN
MEDIA 2019**

**MEDIA CONVERGENCE
SOCIAL MEDIA
STARTS**

BRUSSELS, 6 FEBRUARY 2019

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INTRODUCTION

The Unit Media Convergence and Social Media of the Media Directorate in DG Communications Networks, Content and Technology (CONNECT), funds European research and innovation projects in the areas of media, social media and STARTS (Science, Technology and ARTS) through the Horizon2020 LEIT ICT Work programme.

To energise project participants and strengthen collaboration, the Unit organises Concertation meetings, where the projects meet for a day with a focus on learning from each other and agreeing on some common goals and actions. This particular document gives an overview of the Concertation meeting that took place on the 6 February 2019. This meeting brought together all the ongoing projects of the unit and summarises the theme discussion held on the topics of the unit.

The European Commission facilitated the meeting by collecting into a dedicated brochure¹ key information about all the participating projects. This brochure gives short descriptions of the state of the art of the projects involved, their consortia and key experts. Projects also supplied links to their websites and social media channels.

Discussion around and between projects was encouraged through posters prepared by projects, in order to know better their on-going activities in projects, develop contacts and network.

The Concertation meeting focussed around theme discussions divided into two sets: The first set consisted of six themes: Fact-Checking, Immersive, Content, Accessibility, Radio and STARTS. The second one included three themes: Media Convergence, Social Media and Coordinating and Support actions. The aim of the theme sessions was to identify common grounds, synergies and collaboration possibilities, and to enable projects to benefit from each other's solutions and to build on those. A long-term objective is the achievement of an interconnected, interoperable ecosystem with continuous collaborative development.

¹ The brochure is accessible online on the website of Coordination and Support action MediaRoad: https://www.mediaroad.eu/wp-content/uploads/2019/02/Future_European_Media_2019_.pdf

The theme discussions concluded in concrete action plans to be taken on-board by participating projects. Unit Media Convergence and Social Media trusts that the action plans will be implemented according to planning by the projects. They will be monitored within the projects' implementation and followed up in future concertation meetings. The implementation of the common action plans for the themes should be followed up by the participating projects.

PROJECTS PARTICIPATING IN THEME DISCUSSIONS

THEME DISCUSSIONS SET 1

Fact-checking: Soma, SocialTruth, Eunomia, WeVerify, Provenance

Immersive: HDR4EU, Hyper360, VRTogether, Immersify, MediaRoad

Content: Bloomen, X5GON, CPN, Compact

Accessibility: Content4All, EasyTV, Imac, MediaRoad

STARTS: Vertigo, Refream, Mindspaces, Helios, ArtiConf

Radio: HRadio, Marconi, FuturePulse, MediaRoad

THEME DISCUSSIONS SET 2

Social Media: Soma, SocialTruth, Eunomia, WeVerify, Provenance, Vertigo, Refream, Mindspaces, Helios, ArtiConf

Media Convergence: HDR4EU, Hyper360, VRTogether, Immersify, 2-Immerse, MediaRoad, HRadio, Marconi, FuturePulse, Bloomen, X5GON, CPN, Vertigo, Refream, Mindspaces, Content4All, EasyTV, Imac

Support Actions: MediaRoad, Compact, Soma

FACT-CHECKING

Report by: SOMA

This cluster of five projects has been found to be quite homogeneous, and collaboration ideas have been discussed and welcomed by all projects.

The central idea is for the SOMA Coordination and Support Action (CSA) to integrate mature results coming out of the four development projects and make them available to the European Observatory against disinformation. This integration will technically materialize on Truly Media (www.truly.media), which is the collaborative verification platform that SOMA will make available to the Observatory. This can also serve as a potential for commercial exploitation of the results, provided the owners of Truly Media and the respective technical modules reach the necessary business agreements.

In addition to this technical collaboration other forms of combining work have been agreed:

- SOMA has provided space on the observatory portal (www.disinfobservatory.org) to reference the 4 projects with short descriptions and links to their websites when these become operational
- SOMA has created a shared calendar where all projects can record information about dissemination events they wish to join or organize so that efforts can be combined
- User and system requirements from each project will be shared so that ideas can be picked up across all development projects. WeVerify will create the first version of this shared document. This will happen after all projects have delivered their user requirements, expected in the second quarter of 2019.
- Access to data/knowledge-bases that will be created by the 4 projects will be shared among them and where possible to the wider research community as well. One example is the WeVerify blockchain knowledge base that will be created and populated with cases of verified/debunked content. This will be available in the second year when these are populated

Some interesting characteristics of each one of the four development projects are listed below, (although this is by no means an exhaustive list):

Eunomia

EUNOMIA project will support users with an intermediary-free, decentralized platform to help determine the source of a piece of information, how this information has been modified and how likely it is to be trustworthy. This tool includes a blockchain-based infrastructure and a digital companion which uses AI to

analyze content and context. Finally, it will allow users to vote for the trustworthiness of social media posts.

Provenance

Blockchain will register content and associated metadata. Content intelligence software will identify relevant content trending on social media (Facebook, Twitter, Snapchat, Instagram). Multimedia forensics (image, video, text) will determine levels of similarity and potential connections between content and track any changes or manipulations. A personalized companion will help consumers evaluate content characteristics and their own consumption patterns. These tools will be developed and tested with digital literacy experts, citizens, content creators, and brands.

SocialTruth

SocialTruth will provide users with an open, democratic and distributed ecosystem that allows easy access to various verification services ensuring scalability and establishing trust in a completely decentralized environment.

WeVerify

WeVerify will provide users with a specialized verification plugin, enhanced image, video, and textual content verification tools, advanced social network analysis tools and with an intelligent verification companion (in the form of a chat bot).

IMMERSIVE

Report by: MediaRoad

State of play since the last meeting

The Immersive cluster was formed a year ago at the previous meeting of the Horizon 2020 projects. Since then, there was an exchange of emails on dissemination, but no specific follow up due to the lack of organizational support to pursue extra meetings between the projects

Ideas for collaboration

The immersive Research and Innovation Action projects have discussed possible ways to strengthen the cooperation between projects. All projects have recognized that it is more feasible to collaborate on issues such as dissemination & communication, rather than aligning the projects' work programs.

It has been stressed that the exchange of content between projects would be possible on three gradual levels. Firstly, there is a need for an agreement on shared dissemination action (for example at events such as NAB in April in Las Vegas or IBC in September). Further integration of content between projects could be an option. However, it depends on the projects on content sharing. Lastly, the highest and most challenging collaboration level to achieve is software integration & joint demos. This is possible only if projects are aligned very well and they fit – also on the tech level. Current immersive projects HDR4EU, Hyper360, VRTogether and Immersify, will instead focus on setting grounds for joint dissemination of project results. Projects have stressed that being represented at the big tech trade events such as NAB or IBC on, e.g. one Horizon 2020 / EU stand would be beneficiary with regards to dissemination and visibility to the projects.

Action points

Immersify & HDR4EU projects will exchange closer to identify possible cooperation fields.

All projects all offered to use MediaRoad's newsletter & blog for the dissemination of the results, as well as sharing open calls and updates from their projects.

European Commission & MediaRoad will check on the possibility for Horizon 2020 immersive projects taking part at one of the next EU events to show the demos.

VRTogether will check the feasibility of having a joint stand for immersive projects at the IBC 2019, budgets, and liaise with the projects. MediaRoad will make a special IBC-edition of its newsletter again, and media Horizon 2020 projects will be invited to use it to promote their demos & share info about the stands.

Immersive projects will contribute to the policy work – MediaRoad Vision Document by replying to survey gathering media sectors' view on the future media tech priorities.

Sharing

Immersive projects have used this cluster discussion as well as a moment to share good practices. Hyper360 put forward as an example their community of practice on social media channels. When discussing effective communication, it has been suggested that projects check social media of others, follow them, like, retweet to grow their audience through cross-communication.

Messages / ideas for future:

Based on the previous experiences, projects have shared their view that access to other project's results should be made available to the entire ecosystem, including the content produced (if possible) for further testing usage.

After an exchange on ways to support RIAs, the idea has arisen that the next generation of Coordination and Support Actions could be given an extra budget with an intent to support dissemination actions of RIAs and facilitation of their collaborations/meetings.

VRTogether has announced that they are looking for Spanish-language content VR/360 video for an im-ac project to test the accessibility services it proposes.

CONTENT

Report by: COMPACT

The Content cluster gathers projects related to content rights & management. The semi-formal nature of the meeting allowed very open and inclusive conversations. In the discussions partners agreed that the innovative use of blockchain technologies can significantly improve the content provenance and authors' rights and remuneration enforcement. In particular the specific use of smart contracts and persistence of blockchain-based transactions ensures that authors are rewarded anytime their creation is being re-used or augmented.

The cluster is comprised of rather heterogeneous projects therefore, in terms of collaboration, the participants decided to focus on common exploitation and dissemination efforts. The discussed opportunities oscillated around projects supporting each other use-cases and ensuring cross-dissemination of the events and results. In particular Bloomen will provide technical solutions and use-cases that may be exploited and supported by other projects.

Projects participating and their mission

Bloomen: Blockchain – creators reward. Represented by: Manuel, Andonis and Mirko

CPN: Content Personalization Network -20% of the content is read, 80% remains unread – personalization of news, how data is personalized. Represented by: Bart and Ilke

X5GON: platforms connecting open education resources – OAR – resources is a problem Text-documents videos – recommender system for a learning journey. Represented by: Christian

COMPACT: Research Agendas & Roadmaps, Policies and Regulatory Frameworks, Pre-Standardization. Represented by: Lukasz Porwol

Meeting leaders: Bronagh and Anni

Practical outcome

Bloomen offers a blockchain platform that can be leveraged in various scenarios by CPN and X5GON. That includes the basic scenario of creator remuneration, rights protection but also GDPR enforcement and smart contracts. All the projects will collaborate in terms of common dissemination.

Specific actions

Bloomen will work with X5GON on the 1000 photographer issue. Both projects will look into the possibilities of the use of smart contracts and possible ways for representing the licenses. Bloomen will also look into the contract enforcement issue with CPN and X5GON as possibility to support content rights enforcement. The

projects can publish content and see how it can help with enforcement. Moreover, Bloomen will work closer with copyright representatives at the EC.

CPN will look at the application of smart contracts (content delivered by Bloomen) as means of innovating to address the issue of fake news.

X5GON and CPN will collaborate as pilots for Bloomen, in particular on the freelance journalist use-case. X5GON will provide some insights into the automatic transcription of the video-open wikis (entity extraction) to CPN.

COMPACT will facilitate the dissemination of the materials generated by the projects (in particular to Eastern European networks) and include them in the analyses.

Projects are encouraged to provide some inputs to the Media Convergence event organized by COMPACT in Bratislava 20-21st and the subsequent symposia organized by COMPACT in different European states. Therefore Bloomen, CPN and X5GON will provide content and inputs to the subsequent events and materials produced and disseminated by COMPACT.

ACCESSIBILITY

Report by: CONTENT4ALL

The discussions among project partners in the area of accessibility showed there are quite a lot of overlapping technologies especially for building the pilots. Also, the addressed market in the sense of exploitation activities is quite homogenous. Furthermore, all of the projects operate in the same eco-system of Stakeholders. Therefore, stronger cooperation among the partners towards joint development and exploitations seems to be a logical step. The partners agreed on further evaluate the possibility of building a formal cluster.

Member of the Cluster

- Imac
- easyTV
- C4All
- MediaRoad
- Sign-Hub (did not participate in the discussions)

Joint Exploitation & Innovation Assets

Projects within the accessibility agreed on building a cluster to enforce joint Exploitation to generate an eco-system rather than individual innovation elements. To reach this in the first step a joint list of Innovation of assets of all involved projects will be generated. Demonstrators will include technology from the other projects where possible and useful (e.g. the Avatar of Content4All to be used in the Imac VR environment).

SIGN-HUB is a 4-year research project (2016-2020) funded by the European Commission within Horizon 2020 Reflective Society 2015, Research and Innovation actions. It has been designed by a European research team to provide an innovative and inclusive resource hub for the linguistic, historical and cultural documentation of the Deaf communities' heritage and for sign language assessment in clinical intervention and school settings.

Although the Sign-Hub project is funded under a different theme, it seems to be a good idea to involve them for data collection towards generating an open data set for the collected sign language.

Standardization

Furthermore, the cluster, as a whole, will focus on standardization as a joint effort. Partners of the individual projects will use their established relationships to promote standards for all technologies/innovation assets of the cluster towards the scandalization bodies.

- ITSC (Fincons - mGiacomo)
- ITU-T / R (UAB , IRT)
- INR / ISO (UAB)
- HbbTV (IRT)
- EBU - AS Group (STXT- G.Linder, VRT)
- ANEC (www.anec.eu, UAB)

Involvement of the Deaf Community/User Group

In the area of accessibility, it is of special importance to involve the community represented by the nation and international NGOs actively. The aim is to involve regional and national NGOs through the national partners within the separate projects (e.g. SGB for STXT within Switzerland in the project Content4All).

International partners like the EUD would be involved by the cluster as a whole.

Follow-up-Meeting

The Coordinators of the projects decided to follow-up on the cluster building. Therefore, they decided to find a date and place to meet again to discuss the next steps. Discussions on this potentially will take place end of March/beginning of April in Barcelona. The aim of this meeting would be to establish individual MOUs with the cluster members. The MOU will define the concrete role of the partner within the cluster and it will also define deliverables towards the formal cluster. Also, the MOU is written in a way that it is directly communicable to the stakeholders in the projects in the sense of a press release. Furthermore, the aim of the meeting is to define an action plan on how to move forward concerning the formal cluster.

STARTS

Report by: STARTS

The session was attended by STARTS funded projects and projects that are interested in STARTS. Two main areas for collaboration between the projects were discovered and discussed in the session:

STARTS Community

Over the last years STARTS projects have established a STARTS community, and all STARTS projects are encouraged to contribute and share their activities with the community via the starts.eu website and STARTS social media channels.

The continuity and growth of this community should be ensured, which, from the experience of the participants, is sometimes difficult, especially if projects end and no funding is available to maintain the community platforms.

There is hope that peer-to-peer networks could be a solution to this problem and as two projects who will develop new social media platforms/ecosystems participated in the session, it was decided that Vertigo, who build up the STARTS community so far, and the social media projects Articonf and Helios will exchange further about the requirements, expectations and specifications of the STARTS community/platform to consider the requirements in their development and eventually bring the STARTS community to their platforms.

In addition, it was mentioned that the development of STARTS Lab Spaces that bring artists and technologies together in virtual space would be interesting.

Joint Dissemination Events

All projects organize dissemination events of various kinds like exhibitions, conferences and talks. The idea is to have events jointly organized between Vertigo and other STARTS projects and as possible opportunities for joint dissemination the NEM summit in Zagreb, the Vertigo Event in Paris and the Ars Electronica Festival in Linz were mentioned.

Furthermore, STARTS Academy events that bring artists and engineers together to teach digital skills can be a potential to collaborate in particular on issues in disinformation.

RADIO

Report by: MediaRoad

Peter Friess, European Commission, chaired the session with HRadio, MARCONI, Future Pulse and MediaRoad.

The EC received a plan for further cooperation of the three Innovation Actions (HRadio, MARCONI and Future Pulse) at the beginning of the year, which was discussed at a meeting two weeks ago. An update on this plan should be available soon, establishing priorities.

Ongoing coordination measures relate to:

Best practice exchange on a recommendation to users and potential integration, leading to regular calls on recommendation, privacy and metadata. Two angles of this recommendation were outlined, regarding the trusted content approach (metadata source verification to make sure it is trustworthy) and the potential interaction on a metadata database

Technical cooperation, with coordination on the RadioWEB interface already taking place while metadata gathering going to start. Indeed:

- a. Content developed by MARCONI to be used by HRadio - RadioWEB component: for cars, it is straightforward as it is presented in a window... for smartphones, you can have a screen on smartphones, with a little text balloon saying songs, weather, etc. with the possibility to answer to make it dialogue-based as in MARCONI idea. This should be available by April. Pluxbox is trying to accelerate this process
- b. Regarding the metadata radio, it is more or less the same as previous discussion. One of the aims of Future Pulse is to bring together catalogues. One part of the project is to ease these procedures – with a trial and error approach
- c. On music monitoring services, BMAT, in Future Pulse, is analyzing how it can help on this, as they monitor radio and TV channels to analyses music played... to feed in the predictive system in FuturePulse. This can also help MARCONI / HRadio. BMAT is doing fingerprinting of what is played on the radio - so far for 42 stations in Europe. MediaRoad could connect with others regarding the collection of the database – making policy recommendations in the context of MediaRoad
- d. As for the privacy database, LMU just started working on this to make original content anonymized

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- e. Regarding the metadata recommendation engine, music management application programming interfaces are already in place, providing data on the music genres, or rather on moods and BPMs style
 - f. And popularity prediction is being prepared

Joint valorization exercises are also performed with joint demonstration available, joint effort in communication (e.g. Salon de la Radio, Radiodays Europe, etc.) and standardization exercise for hybrid radio technology within WorldDAB, EBU, VRT, IRT, Pluxbox and Konsole.

Future Actions:

- The two Cooperation and Support Actions (COMPACT and MediaRoad) are also in charge of helping Innovation Actions projects hit the right partners. The Innovation Actions should maintain good cooperation with MediaRoad and COMPACT
- The five projects will try to organize joint events;
- Innovation Action projects should state new partners they would like to meet to have a stronger impact – this would be an “extension of outreach”. In piloting, it is important that it works after and that there are enough partners to pilot. Sometimes a solution could be a mix of different parts of different projects put together, to be re-bundled if necessary
- The five projects will revise further cooperation plan to prioritize actions

SOCIAL MEDIA

Report by: EUNOMIA

The discussion focused on three pillars points: platforms and methodologies, communication, and joint events.

Platforms and methodologies

The group agreed on a platform overview document including all platforms, including but not limited to what we need to achieve and what technology or component may be missing, to help identify synergies. The complete document, including all platforms, may be seen as a reference architecture. To an extent, this will be similar to a working group. As all projects are following highly modular approaches, there was consensus on the direction of making use of each other's output. It was also recognized that it could be interesting to share the approaches used in the different projects from a methodological point of view, including, how can we better understand social media. This can also include business models, especially for example forms of micropayment if users do not any more "pay" through their data. There was a strong consensus that cooperation across projects would be very useful and promote efficiency. In addition to methodologies, this can include best practice, e.g. about the handling of data / GDPR compliance.

Action: Platform overview document to be produced.

Coordinator: George Koutalieris (SocialTruth)

Timeline: March - April 2019.

Communication

It was decided that there is a need for a channel for organized communication between the different projects. Project HELIOS suggested the option of offering a communication space for the projects. This has already been completed and is available here:

Bulletin board - <http://helios-social.eu:8080/>

File repository - <http://helios-social.eu:8081/>

Action: Communication space to be produced for social media

Coordinator: Ville Ollikainen (HELIOS)

Timeline: February 2019. Completed.

The organization of joint events

The idea of jointly organizing events to achieve critical mass and include different communities was met positively. These do not have to be a single very large event

but may often be more efficient and more effective to organize some themed events attached to larger conferences.

Action: Joint events to be organized

Participants: All projects

Timeline: 2019-2022

MEDIA CONVERGENCE

Report by: MediaRoad

Representatives from 18 projects discussed the state of play in Media Convergence. While all participants seemed to agree that the media landscape in Europe is under pressure from many sides (GAFA, misinformation, populist movements), a statement that “media is in a crisis” was not embraced by all – as different sub-sectors of the media landscape are affected in different ways. In any case, the participants identified some opportunities and challenges throughout the session. Given the restricted time and the high number of attendees, the discussion can only represent a fraction of the ongoing topics in the sector. The participants agreed not to present the scope of the individual projects but rather to focus on challenges in the domain of Media convergence.

During the discussion, it became obvious again that media convergence is multi-dimensional and that it happens on different dimensions and that “convergence” frequently refers to different aspects. Throughout the session, the following were mentioned or touched:

- Text, audio, video, animation
- Radio/TV/cinema/Newspaper/websites/social media
- 2D, 360, 3D/VR, UHD (HDR/HFR/...)
- Live/linear/non-linear
- Consuming at home/live events
- Lean-back/lean-forward/direct user engagement
- Direct distribution/3rd-party platforms/open web
- Broadcast distribution/unicast connection
- Broad offerings/curated media/targeted/long-tail/hyper-personalized
- Free-to-air/pay-per-user/subscription/advertisement/long-tail monetization/combinations thereof

Many of the related challenges are directly linked to business models and monetization approaches. To address the challenges behind these topics, technological advances can help the wider European media sector (which is very fragmented). While a number of projects already works on some of these topics, it was stated that projects running should collaborate to exploit synergies (ongoing examples are easyTV, Content4All and ImAc in accessibility as well as Hyper 360 and VRtogether in 3D content mixing).

Specific projects work on topics relevant for many others (e.g. Bloomen should inform another project on results and lessons learnt in the domain of blockchain-based content monetization solutions).

The collaboration between technology people and creatives can create new impulses and ideas. It should, therefore, be encouraged and supported further. Mixed teams are important in digital transformation as software development is mostly not a separate task any more but rather an integral part of any team in media innovation.

Many topics which could become enablers in a new European media landscape need more attention also on the R&D side. Examples named during the session included object-based media for versatile content use and re-use; better (semantic) content understanding; user data and its privacy-conformant handling – not only for personalization; combinations of new/different forms of contents; means for user compelling and efficient engagement; accessibility at a wider scale – including machine translation to/from less prominent languages. To pave the path towards federated European content portals, the development of openly available tools and enablers for joint content offerings could help to speed up the process.

In addition, it was stressed by participants that standards play an imminent role in enabling horizontal markets. The role of regulation was only briefly touched, as it can be a helping and restricting factor depending on the perspective.

SUPPORT ACTIONS

Report by: COMPACT

The support actions cluster gathers projects which mission focuses on increasing awareness and supporting the EU policy as well as EU businesses innovation and international competitiveness of EU media market. The role of CSAs is critical for innovation coordination across Europe, therefore close collaboration and complementarity between projects is highly recommended.

The discussion was conducted in semi-formal and very open and inclusive format allowing all the participants to express their thoughts and observations freely. Partners found their projects to generate very complementary results and several common points have been identified. One of the key issues investigated by the projects is the challenge of disinformation and misinformation. The participants agreed that different angles of analyses generated by the projects should be combined to provide more complete image of the domain.

In particular, the projects represent and address diverse set of stakeholder groups. Therefore, since an important objective of all the projects is dissemination of materials, reports and analyses the cluster decided that cross-sharing of materials and cross-promotion and support for the events, as well as common events organization to address possibly wide range of stakeholder groups should be the major point of collaboration.

Discussion gathered the following projects representation

SOMA – Observatory for Disinformation – Content Verification -Transparency INDEX of information -Media Literacy Program

COMPACT – Research Agendas & Roadmaps, Policies and Regulatory Frameworks, Pre-Standardization – reports and symposiums, Online Convergence Centre platform

STARTS – Artist & Information -Innovative collaborations

Media Road – Vision Document, MediaRoad SkillBytes podcasts
Transparency Indicators – share results of the workshop with SOMA
Media innovation accelerators – sandboxes

Conclusions

CSAs agreed on the strong need to come together to boost their dissemination and reach to the stakeholders. The information disorder appears to be a common theme all the projects, therefore, the projects should converge on recommendations in

that area and will work on aligned (possibly common) reports to be presented to EC and other stakeholders (like media houses, researchers, academia and other related businesses)

Actions

The will be supporting the upcoming events both in terms of content & participation as well as dissemination:

20-21 February, Bratislava Symposium - COMPACT

20 March, Milan – SOMA

29-31 March Hackathon @RadioDays Europe + media innovation workshop

8-9 May – MediaRoad event on 5G, 8 October – Final conference in Brussels + Vision document on future media technologies

The projects will support each other to boost dissemination (publish in each other newsletters, blogs and social media accounts). COMPACT will investigate possibility of accommodating materials from MediaRoad, SOMA and Starts on the prepared Online Convergence Centre platform as a single-point-major hub for Media Convergence and Social Media information. Here, the projects will cross-fertilize in terms of findings on disinformation and will coordinate their recommendations on the vision of future media (MediaRoad will be sending a survey to all the projects). The projects will make an effort to organize some common point of presence events in Brussels (preferably at the EU Parliament) sometime after the elections.