



CITIZEN MEDIA NEWSLETTER

27 to 28 April 2009 in Antwerp, Belgium

→ WELCOME

The CITIZEN MEDIA consortium welcomes you to Antwerp!!

CITIZEN MEDIA is a collaborative FP6 research project which unites leading creative and technology experts from across Europe on research, development and validation of A/V systems to enable multiple non-professional users to co-create networked applications and experiences based on their own user-generated content. The end-user is the innovator in our project.

During coming days we hope to transfer our lessons learned to you. For this reason we will show you a large number of applications and use cases that we have developed inside the project.

The true value of the demo you will discover when talking to the researchers from CITIZEN MEDIA on how they have involved end-users in their development and on how they have stimulated the user to adopt the applications that are currently running on different living labs across Europe.

We have chosen an inspiring meeting location for networking. For over 160 years the Zoo's enchanting setting has boasted over 800 animal species from all over the world. Feel free to be impressed by the Zoo's majestic and magnificent 19th century architecture and the design of its numerous gardens, plantings and pathways which have been landscaped to respect for the Zoo's inhabitants and their habitat.

Enjoy the 3rd FP7 Networked Media Concertation Meeting

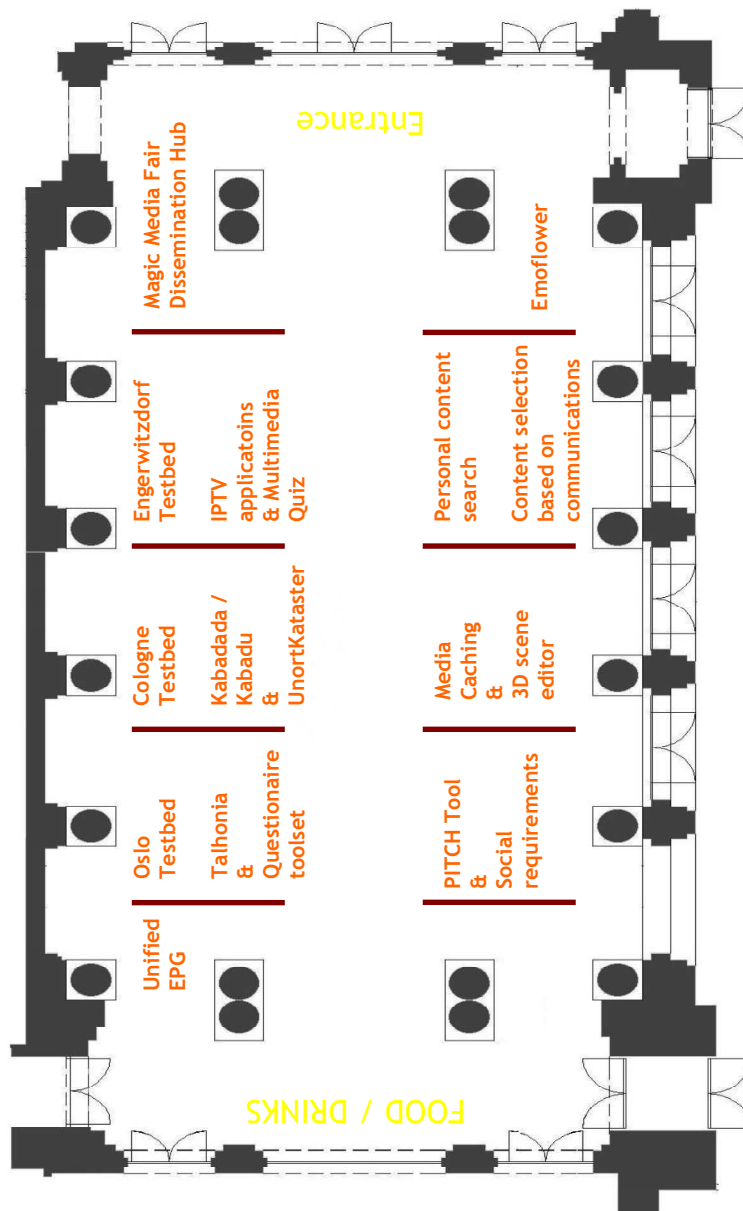
→ AGENDA OF PLENARY MEETING

| 9:30 | 10:00 | Welcome coffee |
|-------|-------|--|
| 10:00 | 10:05 | Opening: Bartolomé Arroyo-Fernández Deputy Head Networked Media Systems, European Commission |
| 10:05 | 10:45 | A note on Telco 2.0 by Danny Goderis, Head of Bell Labs Antwerp, Alcatel-Lucent |
| 10:45 | 11:20 | User generated content unleashed by Marc Miletech, Founder and Managing Director of Sonovista |
| 11:20 | 11:50 | Keynote address by Erik Robertson, Nordic Game Programme Managing Director Gaming: Keeping Europe Competitive |
| 11:50 | 12:20 | ESTI developments: status of TC Media Content Distribution by Marcello Pagnozzi, ETSI |
| 12:20 | 12:30 | Introduction to CITIZEN MEDIA demos by Michiel Pelt, Alcatel-Lucent |
| 12:30 | 14:00 | Lunch break, Demo and poster session |
| 14:00 | 14:30 | Main project results: DIVAS by Prof. George Stassinopoulos, National Technical University of Athens |
| 14:30 | 15:00 | Main project results: MING T - Prof. Dr. Jianwei Zhang, TAMS Institute (University of Hamburg) & Prof. Jian Song, Director of the Digital TV Centre (Tsinghua University) |
| 15:00 | 15:15 | Future of Internet, Introduction by Luis Rodríguez-Roselló, Head of Unit Networked Media Systems, European Commission |
| 15:15 | 15:30 | Future of Internet, State of Play by Isidro Laso Ballesteros, European Commission |
| 15:30 | 16:00 | Clusters view on Future of Internet |
| 16:00 | 16:30 | Coffee break, Demo and poster session |
| 16:30 | 17:00 | Presentation of the 3D Cluster White Paper, Prof. Levent Onural, Bilkent University |
| 17:00 | 17:15 | 4NEM Strategic Analysis by Antonio Alfaro Diaz, Project Manager Rose Vision |
| 17:15 | 18:00 | Programme Operations: EC NEWS, Dissemination aspects |
| 18:00 | | Closure of the plenary |
| 18:00 | 19:30 | Public Demo Event and Reception |



➔ **OVERVIEW OF DEMO EVENT**

Join us to discover the state of the art in user centric design of social media applications running on different living labs across Europe (Cologne, Engerwitzdorf and Oslo). The demos are located in the Marble Hall during the coffee and lunch breaks.





→ TESTBED APPLICATIONS

Unortkataster: Check out how the project has empowered the citizen of Cologne with an online platform that today affects the local decision making. Listen how the application has also been adopted in other German cities.

Kabadada / Kabadu: See how the project supports the political cabaret artists to promote their talents and attract visitors for their performances. Before the project these mainly unknown talents did never use internet and never got any exposure in the regular media.

IPTV application: Test the platform that brings young and old people back together from different small districts spread out over a large rural community in Engerwitzdorf. This is achieved by offering them a set of IPTV and online applications that stimulated them to create and share user generated content.

Multimedia Quiz: Create a quiz online together and play it with friends or family over internet or television in Engerwitzdorf

Magic Media Fair: Do you believe that people located in Oslo, Cologne and Engerwitzdorf that have never met each other can create online a short video clip together? If not, visit this demo.

Talhonia: Do you sometimes experience a writer's block when writing a text? Feel alone when creating text? Get clever together with Talhonia and check out how Norwegian school girls are solving funny assignments together.

Dissemination Hub: Hard to stimulate partners to perform dissemination in your project? Well your consortium is also a community that needs to be motivated. See how a playful approach can make dissemination fun.

→ USE CASES

Emoflower: Are you in a good or a bad mood today? Do not think about it, this demo will tell you!

Unified EPG: Still considering a mobile, a television and a laptop as three different devices? Check out this demo with seamless integration of social networks on your television, with seamless integration between the mobile and the television and with unlimited search capabilities for any content.

Mediacaching: Play this easy mobile geocaching game. Hide images, videos and 3D scenes in the city or in the forest. Let the others find them with their mobile phone based on funny riddles.

3D scene editor: 3D too difficult for non professional users without any ICT skills? Check out what any grand mother can do.

Content based selection on communications: Make your communication vivid by automatically adding images on the screen depending on the context of the conversation.

Personal content search: Would it not be easier if you could communicate with your application instead of only using your mouse, keyboard or remote control. Check out how you can simultaneously use different modes of communication and talk to your application.

→ TOOLSETS

PITCH tool: Check out how to define sustainable business propositions for small innovative social online initiatives to expand in the future.

Online questionnaire toolset: You need a user to evaluate your application. Figure out how to detect his computer literacy, his motivation for joining an online community, what he is using online applications and how happy he is with his current applications.



→ CITIZEN MEDIA IN A NUTSHELL

In the past media production and distribution was considered a one-way system. The media experts would produce the content, the telecommunication and broadcasting stations distribute it, and the user (audience, reader, viewer, etc.) finally consume it. This situation is changing. Triggered by the widespread availability of digital recording devices as well as display and rendering devices makes the end-user the largest content producer and consumer of the future. Besides sharing this content, the end user is also looking for new ways to participate in networked A/V systems. This opens the way for a new kind of networked multimedia applications where the end-users will strongly participate in the production of audiovisual media and as a consequence professional content will merge with user-produced content. This anticipates on the fact that society is shifting from mainstream markets to individual and fragmented tastes where citizens evolve from a passive media consumer of mainstream content towards an active role in the media chain.

Nevertheless studies on patterns of Internet use in Europe identified the emergence of a new type of digital divide, between those who consume online media and those who produce it. In particular younger and professional users use the web to create and share content. The lack of non-professional users in general indicates a need for tools and applications targeting several user groups. However, demand for the knowledge is great and to a large extent unmet at present.

CITIZEN MEDIA is a collaborative research project which unites leading creative and technology experts from across Europe on research, development and validation of A/V systems to enable multiple non-professional users to co-create networked applications and experiences based on their own user-generated content. In this project new ways are investigated on how to exploit the huge amount of user-generated content in innovative ways to support people in their daily lives and how technology will enable social change to strongly involve users for co-creating networked applications. This work has introduced new concepts that may modify the role of stakeholders in the classical value chain for content delivery.

To this end, applications, services, systems, infrastructure, technology and architectures are developed based on a user-centric approach. The goal is to enable any user at any location with any device to consume, author and publish his own content towards a networked A/V system.

This project is unique because the end-user is involved in the project from the start. In collaboration with users, numerous applications and concepts have been developed. Today some of the applications are running on 3 public testbeds (two rich media online applications and one IPTV application). These applications address different communities, different type areas (rural, city), different type communities (online and offline) and different countries (Germany, Norway and Austria). These different testbeds are needed since they all contribute to the same research question of the CITIZEN MEDIA project.

At the 3rd FP7 Networked Media Concertation Meeting you can see the developed applications that run on the various testbeds and numerous use cases that solve problems users are facing today with their user generated content.

→ SHARING OUR RESULTS

Public deliverables are available from the project website. We also share the raw data from our user evaluations. It is available upon request by project partners who collected them.

From the University of Salzburg

How to evaluate User Experience and User Acceptance? Raw data files are provided including a detailed summary of the used methodological approaches and evaluation results. The files contain the specification of the research questions; the goal of the used method, the study set up and used material as well as the addressed factors and user profiles. Moreover, an overall summary of all collected user feedback, transcripts, and lessons learned is provided. Finally, references are included in the raw data files as well as the sum of all used materials (interview guidelines, questionnaires, etc.).



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From IBBT / SMIT

Data from the ethnographical user research via proxy technology assessment in neighbourhood community in Belgian city of Hasselt. This consists of qualitative data (reports from workshops, focus groups, in depth interviews, participation in community events) and quantitative data (logging data from community website, web statistics) in Dutch.

Data from ethnographical user research via proxy technology assessment in gay action community in Belgian capital Brussels. The data consists of qualitative (reports from workshops, focus groups, in depth interviews, participation in community events) and quantitative data (logging data from community website, web statistics, results from online questionnaire) in Dutch.

The purpose was to identify the social requirements for a Citizen Media-like social network site used by an existing, offline community, with the aim of strengthening the social contacts among members

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From University of Leuven

Data from diary and case studies followed by interviews and Research Blog in two online communities. This consists of qualitative data: blog, observation notes, pictures and collected artefacts from a quiz evening, video of observation of the organising quiz team; quantitative data of the survey. Mainly qualitative data in Dutch.

The purpose was understanding sharing and co-creation of non-professional users in the new media landscape; pilot test of requirements capturing method called Research Blog. Also to investigate social game experiences for the design of the quiz for interactive television in the Engerwitzdorf testbed

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From SINTEF ICT

Data from online questionnaire survey in four popular Norwegian social networking sites with 5233 respondents. This is qualitative data and quantitative data stored in SPSS, translated from Norwegian to English. The purpose was to obtain knowledge about user requirements, usage patterns and user motivations in such online environments.

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KATHOLIEKE UNIVERSITEIT
LEUVEN



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MANAGEMENT BY MEDIA

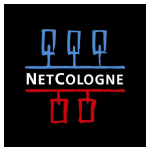
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 **SINTEF**