



# CITIZEN MEDIA QUARTERLY NEWSLETTER

## Second quarter, March 07

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 project started on 1 September 2006 and will publish each quarter a newsletter about its activities.

### → CITIZEN MEDIA MAPS DIGITAL DIVIDE

CITIZEN MEDIA analysed patterns of Internet use in Europe and identified the emergence of a new type of digital divide, between those who consume online media and those who produce it. The survey was carried out among individuals aged 16 to 79 years, with a sample size of 24468.

Researchers from SINTEF, the Norwegian independent research group and one of the partners in the project, started by looking at the information and communication technologies (ICT) skills of people living in Norway, Germany and Austria, where the project is setting up testbeds for evaluating the user involvement in CITIZEN MEDIA applications.

Basing their analysis on statistics available from Eurostat and Statistics Norway, the researchers identified five categories of Internet use among the different population groups in these countries.

The first and the largest group are those people who have no ICT skills whatsoever. The study estimates that 47% of Austrians, 39% of Germans and 25% of Norwegians fall into this user category. People who lack any type of ICT skills tend to be middle-aged - 45 years or older - from low income and education backgrounds and households with few members.

The largest group of users with ICT skills was found to be those who use computers and the Internet only occasionally. Over 51% of Germans were said to be

average users with few ICT skills, compared to only 28% of Austrians and 27% of Norwegians.

Meanwhile, the study found that 23% Norwegians were using the Internet to find information on, for example, public-sector services, compared to 15% of Austrians and only 5% of Germans. People in this group are characterised by their relatively high level of ICT skills and high level of education.

Perhaps one of the most surprising revelations of the study was that few people use the Internet for entertainment activities such as game-playing, watching videos or TV. Less surprisingly, those that do use the Internet in this way tend to be young male students with relatively advanced skills. A total of 14% of Norwegians fall into this category, followed by 9% of Austrians and 5% of Germans.

But the most startling finding was regarding the final category - advanced users, whose natural habitat would appear to be in Norway only. Researchers identified 11% of this rare species in Norway, but were unable to locate any trace of them in either Austria or Germany. People in this category tend to use computers and the Internet for a broad range of activities and are knowledgeable in areas such as web design and programming.

In addition to the five mapped categories, the researchers also surveyed existing international studies of the growing use of user-generated content and social network applications or 'online communities'. They found that young people who are major Internet users are most likely to be active



participants and content producers. According to the project consortium, this signals the beginning of a new digital divide; between those who merely consume media and those who also produce content.

The work is reported in a public deliverable – D1.1.1 Patterns of media use among Citizens in Europe User groups and user communities in countries hosting CITIZEN MEDIA Testbeds - available on the project website.

### → PRESS COVERAGE

The work described above, received significant amount of press coverage in Norway and beyond.

The national television channel of NRK - Norwegian Broadcasting Corporation – contacted Petter Bae Brandtzæg for an interview during the daily news. Likewise NRK P1 channel - national broadcast radio in Norway – interviewed Petter Bae Brandtzæg during the radio program Norgesglasset.

National newspapers like Aftenposten and Dagbladet also covered articles about the outcome of the survey. Online the work was published in different online newspapers, CORDIS website, Innovation Reports, etc.

### → SUCCESS CRITERIA OF THE PROJECT

The project is successful if at the end we understand what drives the user to participate and deliver his user-generated content, what are the technologies, tools and terminals he needs for this, who are the stakeholders to offer such an application and what are the legal and regulatory restrictions to deploy such applications. From technological point the project will empower the user with new tools to edit, publish, visualize and manipulate his own user-generated content in new ways to move from a passive content consumer to an active content contributor.

The success criteria of the project will differ if they are based on current state-of-the art technology, on innovative technology developed during the execution of the project and / or on technology that needs to be

developed after the project. Hence we defined different levels of success:

Level 1 success criteria focus on innovation of the CITIZEN MEDIA concepts and the degree of involvement from the users. These are measured by the CITIZEN MEDIA applications running on the testbeds in Cologne, Oslo and Engerwitzdorf.

Level 2 success criteria focus on the innovation of new features and capabilities for the non-professional user for handling A/V content. These are measured by validating the advancement in state of the art in technological of the CITIZEN MEDIA open reference architecture.

Level 3 success criteria focus on the vision of how future users will get involved in the co-creation process by business modelling, regulatory issues, user requirements etc. These are measured by the innovation and understanding of reports and the CITIZEN MEDIA prototypes.

The user-centric approach in the project makes it difficult to precisely define what the outcome will be at the end of the project. As this moment we are unaware what the input of the user will be, what his requirements are, how the user evaluates the work, etc. since this is part of the research performed in the project. The feedback from the user will for a great extent steer the direction of the project itself.

The work is reported in a public deliverable D0.1.1 – Criteria for success of the CITIZEN MEDIA project - available on the website. This deliverable defines the success criteria and risk register for each activity.

### → COLLABORATION WITH OTHER PROJECTS

The Networked Media Systems Unit of the European Commission organises concertation meetings to identify potential collaboration between IST research projects.



To that aim research projects have been grouped into 3 groups: Media Delivery platforms, AV Search and User Centric Media. In the latter CITIZEN MEDIA is active like other IST projects such as ARENA, SAMBA, PHAROS, VICTORY, etc. A reference to these projects can be found on the CITIZEN MEDIA website under the collaboration tab.

### → MESSAGE FROM NDS FRANCE

NDS creates the security and enabling technologies as well as the applications that allow operators to generate revenues by delivering digital content to TVs, STBs, DVRs, PCs, PMPs, mobile phones, and removable security over one or more networks.

As a R&D center, NDS France designs and develops the STB middleware and EPG solutions for our clients. A project like CITIZEN MEDIA is an opportunity to develop new kind of services, while we are convinced social networking is a key ingredient for our future products.

CITIZEN MEDIA project targets user generated content distribution and related application development. It leverages the rapid and radical transition from pure broadcasting networks towards personalized on-demand systems, in parallel with the transition from narrowband to broadband access connections in digital home environment.

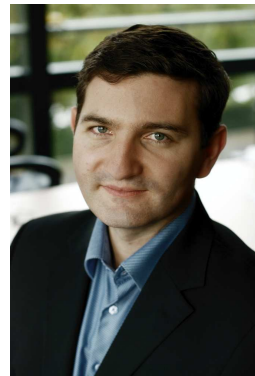
Based on the goals of CITIZEN MEDIA, the expected impact of the project can be summarized as below:

- Enabling new services in line with users wishes,
- Enabling new terminals that give end-users platforms independent access to all available sources of content,
- Enabling network operators to provide added-value content related services based on their existing infrastructure,
- Enabling content providers to reach more end users for their content/brands,

- Providing the end users with technology transparent access to multimedia content.

A collaborative research project like CITIZEN MEDIA allows us to share a Pan European vision of what we think will be the next killer application of digital entertainments.

By its target, vision and its attendance, CITIZEN MEDIA has a great potential and I wish all partners a successful project.



Guillaume De Saint-Marc, Vice President Advanced Development and Architecture

### → DISSEMINATION

Following papers have been accepted in the past quarter:

Heim, J. & Brandtzæg, P.B. paper has been accepted on the workshop about Supporting Non-Professionals Users in the New Media Landscape at the Computer / Human Interaction 2007 conference (28 April - 3 May, 2007. San Jose, California, USA). The title of the paper is "Patterns of Media Use and The non-professional User".

J. Vanattenhoven and G. Jans, paper has been accepted on the workshop about Supporting Non-Professionals Users in the New Media Landscape at the Computer / Human Interaction 2007 conference. The title of the paper is "Enhancing social interaction and user participation in the development of social applications".



More information can be found on the CITIZEN MEDIA website like public deliverables, white papers, presentations, etc.

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