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## **MultiMatch**

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FP6-2005-IST-5

### **Deliverable 8.1.1**

### **Initial Plan for Using and Disseminating Knowledge**

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Author(s): Sam H. Minelli, Mikis Moselt, Giovanna Naldi, Ilaria del Secco, Andrea de Polo (ALINARI), Carol Peters (ISTI-CNR)  
Participant(s): ISTI-CNR, BandG, FDI, WIND, ALINARI  
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## Abstract

This document describes the initial dissemination plan; this first release will be maintained and updated throughout the entire project period to reflect possible refocusing of the scientific, technical, user oriented and business work. The final dissemination plan is scheduled to be delivered at month 18. This initial plan identifies the dissemination approaches and methods that the consortium will use to create a general awareness about the project and its technology.

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## Executive Summary

The preliminary plan for the use and dissemination of knowledge in the MultiMatch project is described in this deliverable. D8.1.1 will be used as an initial input to the overall MultiMatch dissemination strategy. All dissemination activities will be continuously updated to reflect on-going research developments and business opportunities. The dissemination plan will be updated with revisions every six months, to be attached to the six monthly progress reports, evidencing successful activities.

In the first phase of work, the dissemination activities will aim at generating awareness about the project goals and providing information about the first project results. After the release of the first prototype, MultiMatch dissemination activities will also address exploitation ('disseminate to exploit'). The Advisory Board will be asked to evaluate the dissemination level reached and to provide feedback to MultiMatch .

The initial MultiMatch dissemination plan employs diverse channels that could be also connected

- Web-based dissemination
- Paper-based activities
- Workshops and industrial days
- Dissemination among the User Groups

As the project is only in its starting phase, this plan will be discussed at meetings of the Project Management Board and the dissemination activities will be periodically updated and evaluated to ensure that MultiMatch is on track to reach its dissemination goals and commitments.

# 1 Introduction

The purpose of this deliverable is to plan the activities and events that MultiMatch should target in order to achieve maximum awareness and impact in dissemination of research and results to the academic, industrial and in particular, in the user communities.

A structured dissemination plan will be followed during the MultiMatch project in order to support an effective exploitation of the project results towards the target communities: education, tourism, and content and service providers. However, MultiMatch will disseminate the project activities and results not only to its user groups, composed principally of members of Cultural Heritage (CH) communities, but also to the relevant market (during the exploitation activities) and scientific communities (by means of publications and presentations).

A web site has already been created and will be maintained during the entire project lifetime: through this site, the public documents produced within the MultiMatch project will be made accessible, together with links to specific sites and documentation about the project technological issues.

The web site will act as a presentation platform: it will provide information, press releases, publications, references, project results, tools developed, etc. The partners can use the website during presentations and their public presentations will be made available through a dedicated area.

The web site will also provide services such as a periodical newsletter (delivered by e-mail) to all communities interested to project results.

In the long term, MultiMatch will organize at least two major events (Workshops presenting the two main releases of project prototypes) inviting CH stakeholders, industrial enterprises and community users representatives coming from the educational, professional, and tourism sectors. Other smaller workshops will probably be organised, as the need arises, and potentially in collaboration with other projects / initiatives.

Permanent dissemination: MultiMatch partners will publish the scientific results of the project in articles and documentation submitting to conferences, workshops and selected high-level magazines (e.g. ACM Multimedia, ACM-SIGMOD, ACM-SIGIR, ACM TOIS, ACM Multimedia Systems Journal, IEEE Transactions on Signal Processing, etc.). Project partners will share their expertise with collaborative research generating intra-project dissemination and employing young researchers and Ph.D. students; thus generating opportunities for the new generation of researchers, both from Western and Eastern Europe.

## 2 Main Project Objectives

MultiMatch will develop a specialized search engine and will experiment technologies for the access to CH information for professional, educational and leisure purposes. However, we expect to have an impact also beyond the boundaries of cultural heritage domain. It is reasonable to presume that if MultiMatch works well in such a complex domain, then the technology developed should be effective in other domain-specific multilingual multimedia contexts as well.

The target MultiMatch communities are educational users, general public (for leisure and cultural tourism), professional users working in the CH domains (editorial, publishing, archaeological and preservation of cultural heritage, government agencies, archives and content owners, etc.). All MultiMatch users have in common the desire or necessity to find, and use cultural heritage contents (images, video, audio, multimedia).

Different dissemination approaches will be defined for the different user groups: for example, the general public will be reachable through the WIND Libero portal<sup>1</sup>, while educational users and CH

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<sup>1</sup> <http://www.libero.it/>

content and service providers will be reached through (at least initially) direct contacts from MultiMatch partners (in particular, Alinari has more than 15.000 educational users registered to its services and B&G represents a European network of other audio-visual content providers).

MultiMatch will also constitute added-value for all the Internet services hosted on the WIND Libero portal which deal with travel and tourism, together with the services related to communities of users interested in those topics. Within this scenario, information on the objectives and achievements of MultiMatch will be disseminated. Major events could even be communicated via DEM (Direct E-Mail) to Libero E-Mail users. The Libero Blog platform could be used as well since it represents the most extensive Italian Blog community. Figures on the number of Page Views and Unique Visitors will be acquired and saved.

MultiMatch will disseminate both to the targeted user communities as above and to other potentially interested stakeholders and communities such as commercially interested subjects (MultiMatch can provide services for business), or government agencies (MultiMatch could be used for channelling cultural events and aggregating cultural resources).

MultiMatch has already implemented some and is going to execute other interviews of the expert users and the general public. During the interview process an initial project description (and dissemination) will be provided. The initial feedback received will assist us in further expanding and refining our dissemination plans.

The dissemination plan will evidence who can benefit and who should be interested to its services and technology.

The dissemination activities will be driven by the exploitation of the results during the second phase of the project (after the release of the first prototype).

### 3 Dissemination Strategy

As stated in the introduction, the dissemination activities will be organized on both the short and long term basis. We will now list each dissemination instrument, and describe the initial employment strategy. This dissemination plan will be periodically updated and a periodical reporting will help to check which instruments are effectively providing results and which are not.

In this section, we first briefly describe the main MultiMatch dissemination strategy, identifying the instruments we are going to use and then, in following sections, provide more detail on relevant aspects and activities.

#### Web-based

The MultiMatch web site was created at the beginning of the project<sup>2</sup> and will be updated and maintained for the entire project lifetime. The web site will be hosted on the ISTI-CNR servers. Dedicated dissemination areas of the web site will be created and hosted on Alinari's servers: there will be homogeneity of interface and transparency (the user will not notice the passage from ISTI-CNR to Alinari servers). Through the MultiMatch web site, the public documents produced within the project will be made accessible, along with links to specific sites and documentation about MultiMatch technological issues.

#### Paper-based

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<sup>2</sup> May 2006 <http://www.multimatch.eu>; <http://www.multimatch.org>; <http://www.multimatch.info>.

Initial paper based dissemination activities have addressed brochure design: a brochure has been prepared by Alinari and ISTI-CNR during the first months of the project. It has been distributed to the partners for dissemination purposes.

At an educational and academic level, MultiMatch will stimulate awareness of the results of the project through publications and articles. MultiMatch partners will submit papers/articles/posters to conferences, workshops and selected high-level magazines to disseminate the results of the project. A book will collect all published papers and depict the MultiMatch vision; this should be presented at the second main workshop, in correspondence with the release of the final MultiMatch system.

MultiMatch partners will partially contribute to standards generating international awareness of the project technology, user groups and activities in a world wide context.

The final dissemination plan D8.1.2 will identify a list of magazines/workshops/standards that have been / will be targeted.

### **Workshops and Industrial Days**

MultiMatch will organize at least two international workshops and a series of industrial days. The workshops will be held on the release of the two project prototypes. MultiMatch will invite to the workshops: the Advisory Board<sup>3</sup>, industrial stakeholders (such as HP, Canon, Giunti editor, De Agostini Geografico editor, etc.); representatives of other EU related projects and networks (The European Library, aceMedia, DELOS, BRICKS, MUSCLE, MINERVA); the representatives of the target user groups and content providers, TV broadcasters, and potential investors. Links with the above-mentioned (and possibly other) projects will be set up in order for information sharing and collaborative activities.

### **Dissemination among the User Groups**

MultiMatch addresses specific groups of users on the basis of specific and differentiated interests in CH objects and events: tourism and cultural entertainment users; educational users (students, professors, researchers, etc.) and professional cultural content users (cataloguers, content brokers, content owners, etc.).

In the following sections, we describe the dissemination tools listed above in some detail.

## **4 Web-based Dissemination**

The availability of an updated flow of information is essential in order to ensure the success of the entire project. An official project website has been set up and this will be continuously updated by the consortium members.

ISTI-CNR, implemented the initial project website, defining with partners the layout and providing the initial MultiMatch site structure. A password-protected access area is operative: partners can share information and project documents and agendas. In addition a collaborative workspace has been set up as part of the service provided by ISTI-CNR (see <http://www.bscw.de/>).

ALINARI, the coordinator of the dissemination activity will manage and host a consistent part of the website related to the dissemination such as news, newsletters, events, public documents and articles.

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<sup>3</sup> The Advisory Board is constituted by: Andreas Bienert (SMPK); Maria Sliwinska (ICIMSS); Hans Petshar (ONB); Chris Wilkie (BBC & FIAT/IFTA); Costantino Thanos (DELOS NoE); Eric Pauwels, MUSCLE NoE.



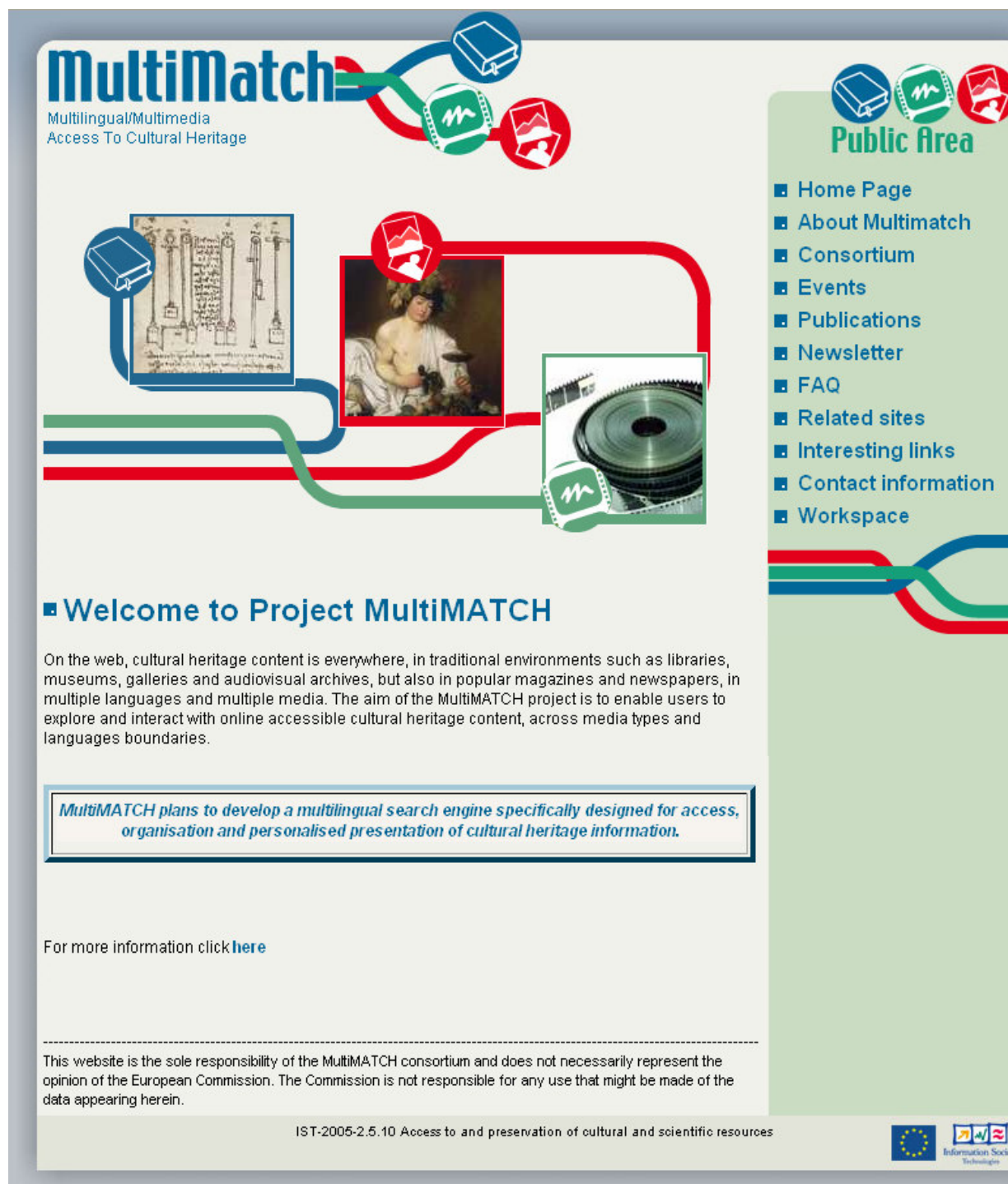


Figure 1: MultiMatch web interface, Home page<sup>4</sup>.

The web site serves two main purposes. In the first place, it acts as an information source and provides a tool for collaborative activity for the project partners. This means that the partners will be enabled to use it as they would use a paper brochure with the advantage of interactivity. This will be useful during public presentations and will be much more of help for the general public that will access the

<sup>4</sup> <http://www.multimatch.eu>

<http://www.multimatch.org>

<http://www.multimatch.info>



site. Secondly, it provides publicly available and accessible, continuously updated, information on the project activities together with an important and a comprehensive review of related activities, via sets of links to other information of interest.

The web site will thus provide:

- press releases
- publications
- references
- project results
- tools/software developed within the project (also eventual open source)
- electronic newsletter and RSS feed delivery

The MultiMatch web site has been created by the early beginning of the project. The publicly available initial areas are:

- Home Page
- About MultiMatch
- Consortium
- Events
- Publications
- Newsletter
- FAQ
- Related sites
- Interesting links
- Contact information
- Workspace (password protected)

The Workspace for project partners currently includes:

- Deliverables
- Project internal document (plus access to the BSCW)
- Meetings (dates, agendas & minutes)
- Phone conferences (dates, agendas & minutes)
- Contacts (members of various MM boards with contact information)

### **Web-based news publishing methods**

We foresee several methods for publishing our news on MultiMatch dissemination: the user can read the news from the site directly, can subscribe to a periodic electronic newsletter or can receive RSS feeds. The difference between these methods is considerable as in fact, the site news can be viewed only if the user accesses the site frequently (very rare in general), the electronically mailed newsletter is a good solution but sometimes such mails are ignored or even lost due to automatic SPAM<sup>5</sup> filters. The RSS<sup>6</sup> (Really Simple Syndication) is the actual most used news distribution method: the user pulls the news by means of RSS collectors without the need to leave personal mail address on the site and having an immediate visualization of news on his editor.

### **Web site planning**

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<sup>5</sup> Spamming is the use of any electronic communications medium to send unsolicited messages in bulk.

<sup>6</sup> "Functionally, RSS is a web syndication protocol primarily used by news websites and weblogs. A program known as an RSS aggregator or feed reader can check RSS-enabled web pages on behalf of a user and display any updated articles that it finds. RSS saves users from having to repeatedly visit favourite websites to check for new content or be notified of updates via email. Prominent websites featuring RSS .91 or 2.0 feeds include The New York Times, The Wall Street Journal, BBC, and CNET's News.com. Some search engines now specialize in retrieving RSS feeds." ([http://www.wordiq.com/definition/RSS\\_%28protocol%29](http://www.wordiq.com/definition/RSS_%28protocol%29))

- Project partners will publish, locally on their own web sites a commonly defined reference to the project and its goals.
- Dissemination on other sites will be executed: providing press releases and submitting links such as to CORDIS<sup>7</sup>, CLEF<sup>8</sup>, DELOS<sup>9</sup>, etc.
- Web-based dissemination among partners will be created as Wikis<sup>10</sup> : communication protected pages will be used to create and store each partner's project activity and knowledge. The Wikis also include automatic notification feeds to inform of changes/updates to the site and its contents.
- Enrichment and updating of the dissemination web area will be executed by Alinari, with dedicated areas for news; newsletter registration; RSS feed definition; public documents produced within the project will be made accessible, along with links to specific sites and documentation about the MultiMatch technological issues.
- Discussion areas will be set up to execute web interviews and MultiMatch related forums/Blogs.
- Video and brochures will be made available from the web site for downloading.
- Alinari will collect from partners press releases and will distribute them using the news instruments (web site, newsletter, syndication feeds).
- Alinari will experiment the hosting and management of thematic Blogs<sup>11</sup> regarding the main themes of the project. All partners will be encouraged to participate. The Blogs will be publicly accessible without the necessity for registration in order to encourage a wide participation. A monitoring system will be implemented (i.e. the comments will be published with some delay) in order to prevent improper comments.

## 5 Paper based

The paper dissemination approach goes from the immediately ready brochures to long term posters, articles, papers and finally a book to present the MultiMatch idea and results in a comprehensive publication consisting of a collection of articles.

### The Logo

The project logo was discussed between partners before the start of the project and several drafts were examined with the aim of best representing the project scope and technology in the simplest way. It was considered most important that the logo should be simple, professional, attractive and recognisable rather than trying to depict every aspect of the project in an icon. We avoided some old fashioned temptations such as associating Cultural Heritage with the icon of a temple.

The logo had to have the following characteristics:

- Clear reference to the theme of Cultural Heritage .
- Concept of multiplicity (of approach, language, contents), represented by use of different colours and/or arrows.
- Idea of the CH content, e.g. images, multimedia.

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<sup>7</sup> <http://www.cordis.lu>

<sup>8</sup> [www.clef-campaign.org](http://www.clef-campaign.org)

<sup>9</sup> [www.delos.info](http://www.delos.info)

<sup>10</sup> similar to the wikipedia (<http://www.wikipedia.org>)

<sup>11</sup> "A weblog, Web log or simply a blog, is a web application which contains periodic posts on a common webpage. These posts are often but not necessarily in reverse chronological order. Such a website would typically be accessible to any Internet user. The term "blog" came into common use as a way of avoiding confusion with the term server log." (<http://www.wordiq.com/definition/Blog>)

The approved logo is shown in Figure 2; it is to be used in all official and non official documents and the web site.



**Figure 2: MultiMatch logo.**

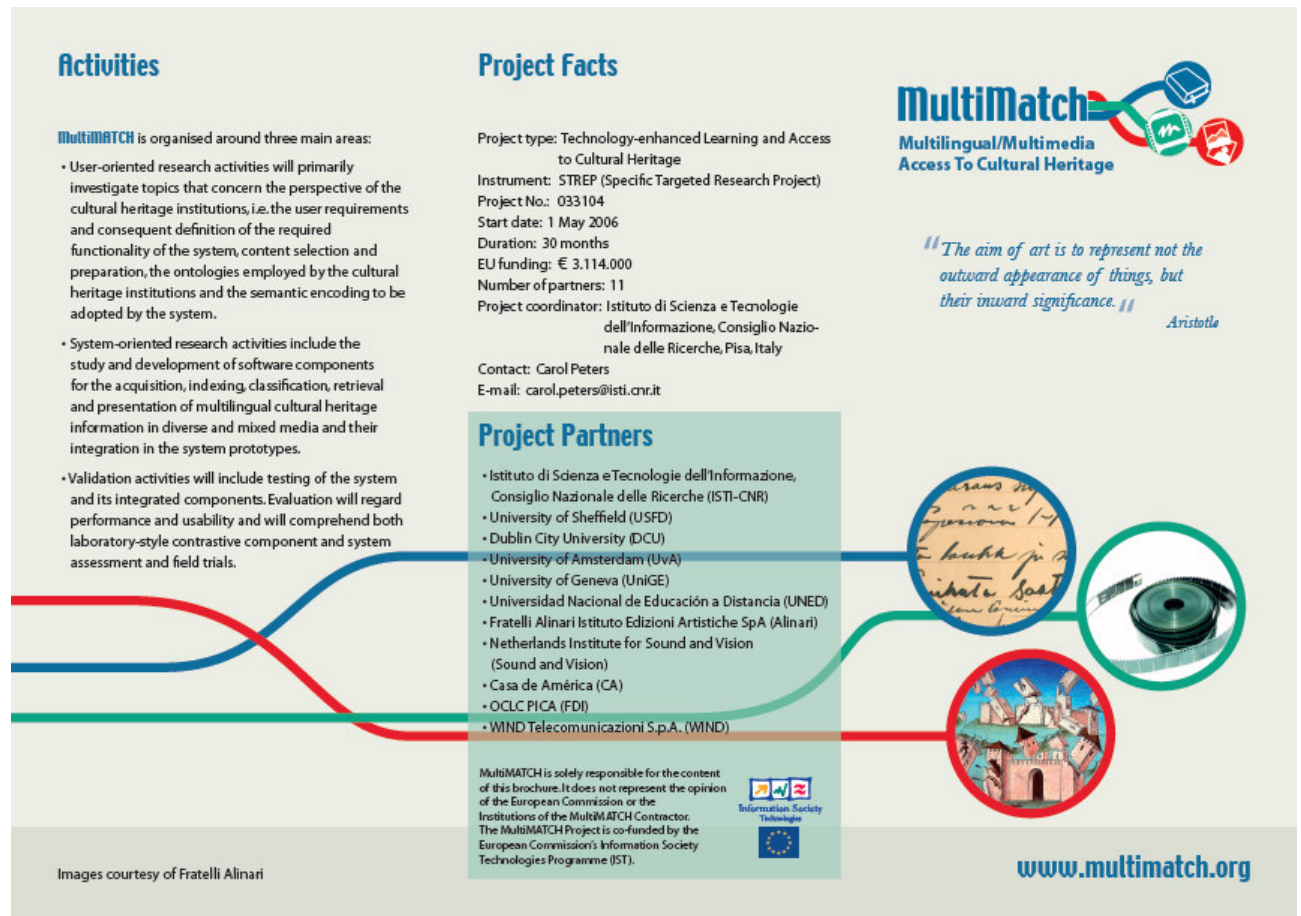
The logo will be used inside all documents generated by partners and in particular, in the following objects:

- in all documents delivered to the EU Commission,
- on PowerPoint presentations
- on the project web site (bookmarks)
- on partners' web sites referring to MultiMatch
- on the brochures
- in the public documents (such as public reports)
- on business cards
- on project posters
- on the interview forms

### **The Brochure**

MultiMatch has produced and printed an initial paper brochure explaining the project objectives.

The initial brochure describes not only the project objectives but also lists the partnership, and evidences the project facts (funding, duration, etc.). The graphical aspect of the first brochure is coherent with the project web site layout.



**Figure 3: MultiMatch first brochure (partial view).**

The first brochure was prepared in time for the Digicult All-Projects meeting held in Luxembourg, 29-30 June, and distributed among the partners in project month 3. In this same month it began to be used to disseminate the project objectives during presentations by partners (Alinari visitors, etc.).

Two, more detailed, brochures will be prepared and printed at months 15 and 27, in coincidence with the release of the project prototypes. These two brochures will be prepared for the two workshops that MultiMatch will organize. The brochures will be used to:

- disseminate the project results,
- create contacts: for exploitation, clustering, etc.
- consolidate the users: with user related information

These brochures will be designed in several versions. One version - to be employed directly at the workshops - could be used to provide feedback from the users: a space could be reserved to collect some quick input. A few questions could be included in the brochure itself, and after the presentation of the project, the audience could be requested to fill in this part of the brochure and then return it to the coordinators of the meeting for later analysis or immediate follow through. This idea is very simple and is already used commercially.

## Posters

MultiMatch partners will design posters for three main purposes:

- presentations during events, workshops
- web presentations
- inside company/institution dissemination

We foresee different ways to provide a global and immediate idea about the technology or about the services provided by MultiMatch. Some posters will be designed to be put on company/institution walls with the information on how to become a MultiMatch registered user and some textual details, while other posters will be designed to map the goals, the technologies and the users but only with graphics: these posters will be used during workshops and events.

### **Papers, press releases and the project book**

MultiMatch partners will submit papers and articles, acknowledging the project and the EU Commission for the financial support, to scientific workshops and events that are related to the project activities. Each MultiMatch partner has clearly in mind the necessity to disseminate the project aims and results as much as possible. It is of great interest for the project to be able to have feedback from outside specialists in order to collect suggestions and to create debates. The publication of articles and participation in conferences is thus high priority for MultiMatch partners. However, at this early stage in the project lifetime, it is not yet possible to define a clear and definitive list of publications where to submit such contributions.

All papers and articles will be collected during the project lifetime and will be organized in a single volume to be published possibly during the second workshop organized by the project. The book will collect not only already published papers (copyright permitting), but will also provide the state of the art of the market, some application scenarios and in general will describe the MultiMatch approach to CH channelling through a multilingual thematic engine. The book will also provide the evaluation results and information on future directions.

MultiMatch will generate press releases to advertise the two workshops that will be organized in correspondence with the two prototype releases.

The list of workshops and the partners papers submission will be stated by the final dissemination plan deliverable and will be periodically reported during the project lifetime. Here below we provide an initial list of journals and conferences to which we plan our submissions:

#### **Journals**

- Information Retrieval, Springer Netherlands
- ACM Transactions on Information Systems
- Data & Knowledge Engineering, Elsevier
- Information Processing and Management, Elsevier
- IEEE Transactions on Pattern Analysis and Machine Intelligence
- IEEE Transactions on Signal Processing
- Multimedia Tools and Applications, Springer
- IEEE Transactions on Knowledge and Data Engineering

#### **Conferences**

- ECDL – European Conference on Digital Libraries
- JCDL – Joint Conference on Digital Libraries
- ACM SIGIR- International Conference on Research & Development on Information Retrieval
- ACM SIGMOD International Conference on Management of Data
- ECIR – European Conference on Information Retrieval

- WWW – International World Wide Web Conference
- DRH – Digital Resources in the Humanities
- Museums and the Web
- ICHIM – International Cultural Heritage Informatics
- FIAT-IFTA – International Federation of Television Archives
- UNESCO Preserving the Digital Heritage conferences

These are among the best known international journals and conferences in the domains of interest to MultiMatch: multimedia information retrieval, AI and knowledge engineering, data management, search engines, digital libraries.

### Newsletters

In addition, information on MultiMatch will be published in internationally distributed newsletters, such as:

- ERCIM News – quarterly newsletter published by the European research Consortium for Informatics and Mathematics (a first article appeared in ERCIM News No.66, July 2006 – see [http://www.ercim.org/publication/Ercim\\_News/enw66/peters.html](http://www.ercim.org/publication/Ercim_News/enw66/peters.html))
- IM2 Newsletter – Interactive MultiModal Information Management (an announcement appeared in the Issue No.37, May 2006, see [www.im2.ch/newsletters/newsletter-pdf/issue37.pdf](http://www.im2.ch/newsletters/newsletter-pdf/issue37.pdf))
- The DigiCULT newsletter "This newsletter has been launched to inform you about DigiCULT activities, as well as about the projects funded, results obtained, and events organised in this domain. We hope also to provide pointers to activities in the Information Society relevant to our readers needs." <http://cordis.europa.eu/ist/digicult/newsletter.htm>
- D-Lib Magazine "is a solely electronic publication with a primary focus on digital library research and development, including but not limited to new technologies, applications, and contextual social and economic issues" <http://www.dlib.org/about.html>
- Search Engine Watch "provides tips and information about searching the web, analysis of the search engine industry and help to site owners trying to improve their ability to be found in search engines." <http://searchenginewatch.com/>

### Contribution to Standards

MultiMatch consortium partners are already involved in a number of standardisation initiatives and intend to use these links both to check that MultiMatch developments adopt relevant standards and to provide contributions where needed. In fact, some of the research results coming from the MultiMatch project could be relevant to some open standard and if so, the partners will attend and contribute to standardization acknowledging the project references.

Emerging standards (as example the new component of JPEG2000 called JPSEARCH or, the P-Meta standard for metadata exchange) will be taken into consideration for integration after testing by the project partners.

The dissemination scope in contributing to standards, is to provide international awareness to the project technology, user groups, activities in a world wide context and representing European innovation excellence where this innovation would be immediately applied as a useful best practice, use case, user requirements or system architecture.

The planning of the contribution to standards will be examined in depth by the final dissemination plan.

The initial list of standards in which MultiMatch partners have shown interest is:



- JPEG2000-JPSEARCH: for the search and retrieval architecture (Alinari has contributed to the JPSEARCH query workflow)
- P-Meta standard for metadata exchange (BandG)
- MPEG Video coding (WIND)

## 6 Events and Workshops

MultiMatch will organize at least two international workshops and a series of industrial days to be identified by the final dissemination plan.

The workshops will be held at the release of the two project prototypes (months 14 to 15 and 27 to 30).

During specialized workshops MultiMatch will present project results to the scientific and user communities. The workshops and industrial days will constitute an important occasion to evaluate whether the project is proceeding in the right direction both for its technological development: we will evaluate the user satisfaction by means of interviewing and will evaluate if the services meet the market demand for successive exploitation activity.

To optimise the workshops results MultiMatch will cooperate with existing events such as the Cross-Language Evaluation Forum (CLEF) and the DELOS Network of Excellence (ISTI-CNR is also coordinator of both the DELOS NoE and of CLEF).

The prototypes (in particular the second prototype) will be demonstrated at an open workshop at the end of project duration for the main languages of the cultural heritage institutions in the consortium.

Invitations to these workshops will include:

- the MM Advisory Board,
- industrial stakeholders (such as HP, Canon, Giunti editor, De Agostini editor, etc.),
- representatives of other EU related projects (aceMedia, DELOS, BRICKS, MUSCLE, MINERVA),
- the representatives of the target user groups,
- content providers,
- TV broadcasters,
- potential investors

Alinari has proposed to the MultiMatch consortium that a first workshop could be held during an important event CEPIC<sup>12</sup> (an European Economic Interest Group -E.E.I.G- representing the interests of picture associations, agencies and libraries in Europe, in total 1.003 picture agencies and libraries in Europe). Alinari is responsible for organizing the coming CEPIC workshop (Florence, Italy from Wednesday 6 to Sunday 10 June 2007). More than one thousand attendees are expected from picture agencies, press, stock heritage and cultural heritage institutions.

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<sup>12</sup> <http://www.ceplic.org/>





Figure 4: CEPIC front page.

## Dissemination through clustering with other European projects

Relations with other relevant projects will be set up via collaborative links. The following initial list of European projects is meant to identify clustering activities and exchange of some documents. The clustering activity is important for the dissemination as it allows sharing of knowledge during workshops and events, sharing of users and technology exchange. The following projects fully address issues of importance to the Cultural heritage sector: best practices, services, technologies and services.

MultiMatch will expand the list and try to collaborate and connect in a networking approach.

Experiencing cultural heritage:

- The European Library (<http://www.theeuropeanlibrary.org>)
- CINESPACE: Experiencing Urban Film and Cultural Heritage while On-the-Move (website NA)
- iTACITUS Intelligent Tourism And Cultural Information Through Ubiquitous Services (website NA)
- ISAAC: Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations (website NA)
- EPOCH Network of Excellence in Processing Open Cultural Heritage (<http://www.epoch-net.org/>)
- MINERVA (<http://www.minervaeurope.org/>) is a network of Member States' Ministries to discuss, correlate and harmonise activities carried out in digitisation of cultural and scientific content for creating an agreed European common platform, recommendations and guidelines about digitisation, metadata, long-term accessibility and preservation.
- MICHAEL (<http://www.michael-culture.org/>) Through the multilingual MICHAEL service people will be able to find and explore European digital cultural heritage material using the Internet. The MICHAEL consortium is made up of the ministries of culture of France and Italy, the Museums, Libraries and Archives Council of the United Kingdom, supported by the

private bodies Dedale, AJLSM and Amitié for technological and administrative aspects. A proposal to extend the project to nine other EU countries has been submitted to the European Commission.

Exploring sound & video archives:

- EASAIER Enabling Access to Sound Archives through Integration, Enrichment and Retrieval (<http://www.elec.qmul.ac.uk/easaier/about.htm>).
- MEMORIES Design of an audio semantic indexation system allowing information retrieval for the access to archive content (website NA)
- P2P-Fusion P2P-FUSION addresses the current difficulties in the legal creative reuse of audio and video media in the internet environment (website NA).
- PRESTOSPACE Preservation towards storage and access. Standardised practices for audio-visual contents in Europe (<http://prestospace.org/>)

Discovering, accessing and using cultural resources:

- IMAGINATION Image-based Navigation in Multimedia Archives (<http://www.imagination-project.org/>)
- MOSAICA Semantically Enhanced, Multifaceted, Collaborative Access to Cultural Heritage (website NA)
- QVIZ Query and context based visualization of time-spatial cultural dynamics (<http://qviz.eu/>)
- DELOS (<http://www.delos.info/>) Network of Excellence for Digital Libraries. Coordinates a joint programme of activities of major European teams working in digital library related areas.
- BRICKS Building Resources for Integrated Cultural Knowledge Services (<http://www.brickscmmunity.org/>). Integrating the existing digital resources into a common and shared Digital Library.

Promoting research in multilingual information access:

- CLEF Cross Language Evaluation Forum (<http://clef.isti.cnr.it/>). Evaluation tracks to test different aspects of information retrieval system development.

## 7 User Groups

As mentioned previously, MultiMatch will address users interested in CH such as:

- tourism and cultural entertainment users,
- educational users (students, professors, researchers, etc.),
- professional cultural content users (cataloguers, content brokers, content owners, etc.).

MultiMatch distinguishes between a core user group (invited members), which is expected to provide input for the user requirements, and should be controlled in size, and a general user group (tourism - affiliate members - newsletter etc.) to which any interested user can belong.

We plan to create awareness inside our target users in different ways by:

- interviewing during the definition of user requirements and during the evaluation process
- distributing advertising materials (brochures, free accesses to the system)
- direct contact (typically making presentations to visitors)
- distributing newsletters
- invitation to workshops
- direct meetings

MultiMatch will gather initial users during the definition of the user requirements for the system implementation. During this phase we have planned direct interviewing (face to face and focus groups) and indirect interviewing (web based on the WIND – Libero portal). In particular we will address already existing local contacts by partners.

In a second phase (after the release of the first prototype), MultiMatch will approach more users (during workshops, events, and still again among partner local users) to start the evaluation and validation process.

Alinari and Sound and Vision both have users in almost all the interest groups due to the fact that they both have educational content and are service providers, owns their own museum, are themselves professional users and have contacts with the most important cultural institutions (European and world wide).

A particularly selected group of users is constituted by the SAB (Scientific Advisory Board). Two bodies (SAB and user groups representatives) are closely linked to the core partners: they will play an important role in raising participation and awareness.

The Scientific Advisory Board is constituted by a group of independent external experts in the cultural heritage domain have accepted to be members of the SAB. They will be informed at regular intervals concerning the project progress and will meet to give feedback and make recommendations to the Project Management Board. They will also be invited to project dissemination events at relevant milestones in the project lifetime. It is expected that they will also help to spread awareness of the project activities and results within their local communities.

## **8 Dissemination during exploitation and market activities**

The market opportunities for the MultiMatch project will be explored in the D8.2. In particular we will evidence the dissemination aspect of the exploitation activities. Some of the potential exploitation will be identified through results and impact of planned presentations, publications, meetings with other projects, and standards activities. Some specific events will be planned in this section which have significant importance in both the market opportunities analysis and with respect to reaching the broader community.

## **9 Conclusions**

This initial dissemination plan identifies all the instruments and approaches to best disseminate MultiMatch in the different communities to which we are going to provide the project results.

We have considered short and long term dissemination activities: some have already been set up (brochures, web site) some others have just been started (organization of the first workshop: in conjunction of CEPIC in Florence) and some others will be implemented after the evaluation of the possible channels (paper submissions, articles, newsletters, book).

MultiMatch also considers direct dissemination activity with the target user groups to be contacted during the initial steps of the project while identifying the user requirements.

The final dissemination plan due in month 18 will provide further and more detailed information with respect to instruments for a fully consolidated dissemination of MM activities and results, including: additional journals and conferences to be addressed for publications and presentations, plans regarding the organisation of workshops, information on the setting up and contacts with user groups, examples of the MM newsletter and brochures, collaborative activities with other CH projects and initiatives.