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Final Plan for Using and Disseminating Knowledge

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Abstract

This document updates the initial dissemination plan outlined at month 3 of the project and presents a structured dissemination plan aimed at increasing awareness of the MultiMatch project and system to both the research and application communities. The dissemination in this phase is strictly linked to the exploitation of MultiMatch results. The plan will focus on MultiMatch user groups and scientific communities. The dissemination activities employed to target these groups will be documented and the overall strategy to disseminate and exploit MultiMatch outputs defined.

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Executive Summary

This document updates the previous plan for using and disseminating knowledge (D.8.1.1.) and describes the final dissemination plan of the MultiMatch project. It provides a detailed strategy aimed at addressing various target communities in order to achieve the project dissemination and exploitation goals.

After an update of the dissemination instruments employed and an overview of the status of dissemination plans from the Consortium the deliverable focuses mainly on the target user communities. For each of them the dissemination activities employed will be described. The aim is to create contacts with such users in with a threefold objective: (i) to increase awareness of the MultiMatch system and its potential benefits for people interested in or working in the Cultural heritage domain, (ii) to encourage CH institutions and content providers to become members of the MultiMatch user groups and to provide content to the MultiMatch archives, (iii) to obtain feedback from them on the evaluation of the first prototype in order to collect input for the improvement of the second prototype.

On one side the document will take into account the MultiMatch user group, composed of cultural heritage organisations, educational institutions, tourism users and digital libraries. On the other side attention will be paid to the scientific community.

1 Introduction

In the first phase of the MultiMatch project the dissemination activity aimed at generating awareness about project goals and first project results.

In the second phase, with the release of the first prototype, the activity is directed at increasing awareness of the MultiMatch system and its potential benefits for people interested in or working in the Cultural heritage domain, encouraging CH institutions and content providers to become members of the MultiMatch user groups and to provide content to the MultiMatch archives, obtaining feedback on the first prototype in order to collect input for the improvement of the second prototype.

The preliminary version of the first prototype was released at month 15; the second prototype will be released at month 27.

2 Dissemination Strategy

In this second phase of the project the dissemination activities are driven by the exploitation of the project results as well as consolidating the project awareness in the interested communities.

The dissemination strategy will focus on gaining feedback from the target communities.

On the one hand the MultiMatch project will address four previously identified interested user communities:

- Educational
- Tourism (general user group)
- Cultural Heritage (professionals)
- Operational Digital libraries.

Such groups are interested in the MultiMatch technologies and are able to give feedback on the MultiMatch working system. These contacts will provide an opportunity to identify and define possible market applications.

On the other hand MultiMatch will address the research community interested in MultiMatch scientific results. The dissemination activity toward this target community will allow to gain feedback on the validity of the technical solutions adopted.

Different dissemination approaches will be defined for the different target communities.

The dissemination activity will focus on gaining contacts with such communities, and will set up interactions.

All partners are expected to dedicate to dissemination activities. Contributions to the dissemination plan are expected in particular from: academic partners (UNED, ISTI-CNR), industrial partners (WIND, OCLC PICA) and professional content owners (Band-G, ALINARI, BVMC).

Alinari is managing the user group contacts, coordinating partners' activities and gaining its-self useful contacts. Our strategy is to carry out a joint activity, in which all partners are contributing by addressing different user communities.

The dissemination instruments (here below an overview), defined in the first part of the project represent the foundation for all dissemination activities.

2.1 Existing Instruments for Dissemination

During the first phase of the project several instruments for dissemination were created and employed. These channels will be continuously updated during the project lifetime and usefully employed for the aims of the second phase of the project.

Here below the current status and plans for future dissemination.

2.1.1 Web-based instruments

The project Website

The MultiMatch website is continuously updated. Alinari is responsible for the update of the "news" and "events" sections and has added the new area "Content providers". This section shows the list of those organizations that have agreed to provide MultiMatch access to their contents: their logo and link is available on the webpage. ISTI-CNR is responsible for the workspace area for project partners, and the publicly available areas: "Consortium", "Publications", "Newsletters", "Related sites", "Interesting links".

Project brochures will be made available through a dedicated page and video demos of the system are being created and made accessible (possibly also to be advertised through video channels such as YouTube¹ or Google² services).

PPT presentations are made available via the website to the partners for public presentations.

The web site is constantly monitored.

¹ <http://www.youtube.com>

² <http://video.google.com>

2.1.2 Paper-based instruments

Second Brochure

MultiMatch has printed a second brochure on the release of the first prototype.

The brochure will be used to:

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

The graphical aspect is coherent with the first brochure and the project web site.

The second brochure version will be employed directly at dissemination events. In particular it was prepared for a series of MultiMatch dissemination events to be held in November and December 2007. The brochure describes, objectives of the project, main reached results, ongoing activities and MultiMatch user groups.



Figure 1: MultiMatch second brochure (partial view).

Posters

Multimatch posters have been produced. The most recent poster was presented in September at ECDL2007, Budapest. This poster is available on the website for partners to download and print for dissemination activities. Posters which target specifically the potential user communities are now being prepared by Alinari and will be used in the Educa Berlin workshop (see below).

Publications

The list of papers and articles submitted by the MultiMatch Consortium to conferences, workshops and magazines has been continuously updated. Additional Journals, workshops and conferences have been addressed for publications and presentations (see Appendix B - List of Publications).

Project book

We intend to publish a MultiMatch volume at the end of the project. One of the final deliverables of the project will be a revised version of the state-of-the-art. Our intention is to combine this with a detailed presentation of MultiMatch and its various components. The volume will:

- describe the state of the art of the market
- provide some application scenarios
- describe the MultiMatch approach to CH channelling through a multilingual thematic engine.
- provide the evaluation results and information on future directions
- provide the reference access to the second prototype and to the project official web site
- provide the documentation needed for third parties to adhere to the project (providing new contents, clustering, etc.)

The book will be printed and distributed to members of the MultiMatch scientific and application communities and will also be available for download on the website.

Newsletters

Results so far

Information on the MultiMatch project have been published in internationally distributed newsletters:

- ERCIM News -- quarterly newsletter published by the European research Consortium for Informatics and Mathematics. Articles appeared in ERCIM News:

No. 66, July 2006 – see http://www.ercim.org/publication/Ercim_News/enw66/peters.html

No. 69, April 2007-see <http://ercim-news.ercim.org/content/view/179/327/> “MultiMatch Workshop on Ontology-Driven Interoperability for Cultural Heritage Digital Objects”.

No. 70, July 2007 – see <http://ercim-news.ercim.org/images/stories/EN70/EN70-web.pdf> the call for papers of the MultiMatch Workshop “Innovative Approaches for Searching and Using Cultural Heritage Information for Learning and Teaching”.

- 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)

Future plans

We plan to disseminate MultiMatch results and events through the publication of MultiMatch news to several newsletters. Among them:

- 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 an 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/>
- Ariadne is a Web magazine for information professionals in archives, libraries and museums in all sectors. <http://www.ariadne.ac.uk/>
- Digital Media Europe is an online daily newswire and subscription service dedicated to covering continent-wide developments in digital media. <http://www.dmeurope.com/>
- Pandia Search Engine News is a newsletter on search engine promotion <http://www.searchenginehelp.com/pandia/senewspeek/>
- Wired Magazine. <http://www.wired.com/wired/>

2.2 Monitoring

This dissemination plan has been periodically updated and will be maintained during the project lifetime. Periodical reporting will help to check which instruments are effectively providing results and which are not.

The Scientific Advisory Board³ will be asked to evaluate the dissemination level reached and to provide feedback to MultiMatch.

2.3 Dissemination activities from the consortium

In order to achieve consistency, partners need to share the same guidelines and planning strategy. The key points that follow are intended to harmonise the different information dissemination activities carried out by the MultiMatch partners.

Each partner is asked to provide information on the dissemination activities which will be executed, describing:

- When the dissemination activity has taken/will take place.
- The type of dissemination activity.
- Type of audience
- Countries addressed by the activity.
- Size of audience.
- The partner responsible or involved in the activity.

The following overview table summarizes past and future dissemination activities of the MultiMatch consortium.

Each major activity having taken place and planned will be detailed in the next sections of this deliverable, in particular relevant details such as references of publications and conferences, dates, quantitative data will be explicitly mentioned.

³ The Advisory Board is constituted by: Andreas Bienert Staatliche Museen zu Berlin, Germany; Maria Sliwinska ICMSS, Poland; Hans Petshar Austrian National Library; Birte Christensen-Dalsgaard, The State and University Library, Denmark; Costantino Thanos, DELOS NoE; Eric Pauwels, MUSCLE NoE.

Overview table

Planned/actual Dates ⁴	Type of dissemination activity	Type of audience	Countries addressed	Size of audience	Partner responsible/involved
Month 1; Month 18	Project brochures	General	Distribution in Europe	large	ISTI-CNR & Alinari (see section 2.1.2 for details)
From month 7- to 30	Participation in Conferences / Workshops	Research & Industry	Italy, Austria, Czech Republic, Hungary, Canada, Netherlands, Finland, Jerusalem (so far)	variable	Various (see Appendix A –List of events, for details)
From month 1 to 30	Attendance at Events: dissemination, user groups contacts, monitoring market	Research & Industry	Netherlands, UK, Germany, Italy (so far)	variable	Alinari
Month 15, month 18	Attendance at open days, focus groups	Industry, general public, higher education researchers, CH professionals	UK	variable	USFD (see Appendix A –List of events, for details)
Month 18	Research visits	Research	China (Inst. of Computing Technologies, Chinese Acad. of Sci.Beijing) (Microsoft Research Asia, Beijing)	variable	DCU
Month 3, Month 19, Month 20, Month 30	Organisation of MultiMatch Workshops	Research; Educational Market	Italy, Israel,- Italy, Germany, Denmark..	variable	Various (see sections 3.1, 3.4 and 4.2, for Details)
Month 18	Sponsorship of event	Research	Czech Rep.	variable	Alinari

⁴ Month of the project

From month 1 to 30	Project website	Publicly available		Large	ISTI-CNR, Alinari (see section 2.1.1 for details)
From month 7 to 30	Collaborations and clustering	European projects	Europe	Variable	All
From month 4 to 30	Articles, conference/ workshop papers	Research	International	Large	Various (see section Appendix B - List of Publications, for details)
From months 1 to 30	User group contacts	Education / CH professionals / Tourist	Europe	Variable	Alinari (see section 3)

Table 1: Consortium dissemination activities

3 User communities

The MultiMatch target community is represented by educational users, general public (for leisure and cultural tourism), professional users working in the Cultural Heritage domains (editorial, publishing, archaeological and preservation of cultural heritage, government agencies, archives and content owners, etc.) and Operational Digital Libraries.

MultiMatch distinguishes between a Core user group and a General user group.

The core user group is controlled in size and is expected to provide input for the user requirements and feedback on the MultiMatch prototypes. It is represented by experts consumers of cultural heritage information.

The general user group is larger in size. It includes non-professionals users targeted in order to create awareness and disseminate the MultiMatch project results .

Expected number of users:

	Education	General Public	CH
Core	5-10	5-10	5-10
General	>50	>20	>20

To those groups Operational Digital Libraries will be added as target community .

The list of Core users contacted for collecting the user requirements for the first prototype (see Appendix C) represents the baseline to create a new set of users for gaining feedback on the MultiMatch working system. Contacts with these groups are on going.

User are being reached through direct contacts: Web/mail/direct phone and direct face to face meetings.

In the following sections we will focus on the general user group, targeted to create awareness about the MultiMatch project. The numbers are near to those expected.

What MultiMatch offers to the user groups

The MultiMatch users have in common the desire or necessity to find and use cultural heritage contents (images, video, audio, multimedia).

MultiMatch offers:

- services to access multimedia/multilingual cultural contents;
- possibility to request specific system functionality addressing particular user needs;
- invitation to MultiMatch workshops which represent the project results
- indexing of third party's contents (professional contents)
- join the project activities (evaluating the system, etc.)

How users can contribute to the MultiMatch activities

Users will evaluate the available MultiMatch prototype services providing feedback, comments, suggestions on the working system.

3.1 Educational user group

Users contacted

Alinari has addressed his educational user group:

- Educational users registered to its educational services (Alinari's users reach some thousands registrations).
- European and American universities: within these institutions Library directors have been contacted.
- European projects partners.

Difficulties have been encountered in having feedbacks from users, in particular difficulties in having a reply and gaining fruitful contact to be maintained. This is probably due to the fact that the user expectations are higher: they would probably adhere if they have received some benefit.

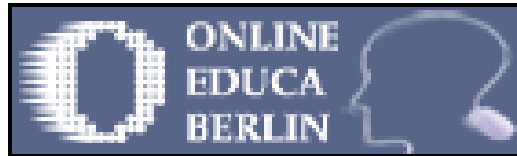
Dissemination activities

We target the educational user group in different ways by:

- distributing advertising materials (leaflets, brochures, etc.)
- direct contact (typically making presentations to visitors)
- distributing electronic newsletters, on line questionnaires, emails
- participation in several events: conferences, meetings, workshops.(see Appendix A –List of events). At these events the partners will contact potential user communities; they will gather prospects, providing a suitable frame for discussions, suggestions, sharing of ideas and all kind of tasks typical to these events, where really interested actors in the subject put forward their expected business / activity guidelines and models.
- Organisation of the MultiMatch Workshop: “Innovative Approaches for Searching and Using Cultural Heritage Information for Learning and Teaching”⁵

⁵ <http://www.online-educa.com/workshops-full-day-1>

The MultiMatch workshop “*Innovative Approaches for Searching and Using Cultural Heritage Information for Learning and Teaching* ” will take place 28th November 2007 at Hotel InterContinental, Berlin, (Germany).



The Workshop, which will be held after the release of the first prototype, is part of the On Line EDUCA Berlin conference⁶ (28-30 November 2007), the ideal context to reach the educational user group. We aim to attract a range of participants from both the cultural heritage domain and academia to promote varied and fruitful discussions and be able to gather information access problems from a variety of perspectives.

Target groups for the workshop:

- Educators (instructors and teachers) who create courses and teach using multilingual e-learning resources and tools.
- Cultural content providers who would like to improve distribution of their content inside the educational market.
- Technology and service providers (multimedia and software designers) who provide a bridge between educators and cultural content providers.

At the actual moment about 20 participants are registered to the event. The number of participants is expected to increase.

The aim of the MultiMatch sponsored workshop is to converge all stakeholders (educational end users, content providers and technology/service providers) in order to share knowledge and experiences gained in developing, serving and using cultural heritage resources.

The workshop will constitute an important occasion to gather contacts or MultiMatch dissemination activities. We will evaluate whether the project is proceeding in the right direction for its technological development and whether the services meet the market demand for successive exploitation activity. Workshop participants will be able to evaluate a working version of the system, and their feedback will be collected and used to enhance future development. In particular, after the presentation of the project the audience will be requested to fill in a questionnaire. The aim is to gather information about user group needs and have feedbacks on the MultiMatch system.

The Workshop is being organised by Alinari in collaboration with the Educa Berlin staff. Contributions to the organization of the event are coming from the MultiMatch consortium (ISTI-CNR, UNED , U.Alicante and USFD).

The event is being disseminated through

- Alinari’s educational mailing list.
- MultiMatch’s and Alinari’s websites: http://project.alinari.it/diss-publish/mm_news.php; <http://www.alinari.com>
- University of Alicante’s educational newsletters
- University of Alicante’s website: <http://www.cervantesvirtual.com>

⁶ www.online-educa.com

- Press releases :
 - University of Alicante is managing contacts with Spanish news magazines to disseminate OnlineEduca Berlin Workshop.
 - Article in BVMdC web: <http://www.cervantesvirtual.com/noticias/noticias.jsp?mes=11&anyo=2007#cod4186>
 - Article in newspaper "La Verdad": <http://www.cervantesvirtual.com/AdmNoticiasCervantes/ficheros/imagenes/2007/verdad.jpg> ; <http://www.laverdad.es/alicante/20071127/cultura/biblioteca-cervantes-participa-proyecto-20071127.html>
 - Article in newspaper "Información": http://www.diarioinformacion.com/secciones/noticia.jsp?pRef=2241_5_696673; Cultura-Biblioteca-Virtual-Miguel-Cervantes-participa-proyecto-europeo-Multimatch <http://www.ua.es/dossierprensa/2007/11/27/10.html>
 - Through Alinari: Online Educa Berlin Workshop will have a dedicated space in *Nova* - technological insert of "IL Sole 24 Ore".
- EDUCA Berlin's websites, newsletters, articles.
- Call for papers and posters to be held during the workshop (already done through MultiMatch site and through ERCIM news (see: <http://ercim-news.ercim.org/images/stories/EN70/EN70-web.pdf>)
- Brochures produced for the Workshop
- Alinari's mailing list: Alinari has disseminated the event through its partners mailing list and through its channels in the educational field: European and American Universities, European projects partners have been contacted.

3.2 General public (cultural tourism) user group

User contacted

Contacts with the tourist user group are on going. Some difficulties have been encountered addressing this target community. We set up a dissemination strategy intended to establish new contacts.

Dissemination activities

- Direct contacts:
 - we are going to establish contacts with Tourist Portals/organizations in order to offer the potentialities of the MultiMatch system. Each partner from the Consortium representing a different Country will dedicate to establish contacts with tourist portals or organizations .
Italy: Alinari is in contact with a tourist agency (Saturnia Tour)
The Netherlands: Portals (i.e. <http://www.admissions.nl>) and travel agencies (i.e. <http://www.atp.nl/>) have been contacted.
- General public will be reachable through the WIND Libero portal⁷ which deals 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.

⁷ <http://www.libero.it/>

- Events (see Appendix A –List of events). Of particular relevance: a Seminar targeting the tourist user group will be held end November in Alicante.

The seminar will take place in the University of Alicante from 26 to 28 of November. Some of the institutions involved are:

- | | |
|--|--|
| • Internet Society – España | • Ministerio de Administraciones Públicas |
| • Universitat de Girona | • Segitur |
| • UOC | • Cierzo Development |
| • UNED | • Latencia |
| • Universitat de València | • Garben Consultores (Instituto Cervantes) |
| • Universidad de Málaga | • Grupo Alma |
| • Universidad del País Vasco | • Telefónica I+D |
| • Universidad de Alicante | • Indra |
| • Museo Thyssen | • Stoa Propostes Culturals i Turístiques |
| • MARQ de Alicante | • Fundación Mainel (Valencia) |
| • Excma. Dip. Prov. De Alicante | • Red.es |
| • Excma. Dip. Prov. De Valencia | • Casa de América |
| • Agencia Valenciana de Turismo (Generalitat Valenciana) | |

Some of the main topics covered by this seminar are:

- Seducing the cultural tourist through Internet
- Online competition between museums for the digital audience
- Quality of the online tourist offer
- New user trends and the success of tourist-cultural web sites
- Innovating technology and contents

3.3 Professional users in Cultural Heritage domains

Dissemination activities

- distributing advertising materials (leaflets, brochures, etc.)
- direct contact (typically making presentations to visitors)
- distributing electronic newsletters, on line questionnaires, emails
- participation in several events: conferences, meetings, workshops (see Appendix A –List of events)

Users contacted

1. Bridgeman Art Library⁸
2. British Association of Picture Libraries and Agencies (BAPLA)⁹
3. Derecho de Autor
4. Bildarchiv Preussischer Kulturbesitz¹⁰
5. Bildombudsmannen & Coordination of European Picture Libraries and Press Stock Heritage (CEPIC)¹¹

⁸ <http://www.bridgeman.co.uk/>

⁹ <http://www.bapla.org.uk/>

¹⁰ http://bpgate.picturemaxx.com/webgate_cms/

¹¹ <http://www.cepic.org>

6. GettyHulton (UK)¹²
7. Allphoto
8. Staatliche Museen zu Berlin –SMPK-(National Museum of Berlin)¹³
9. Osterreichische Nationalbibliothek-ONB-(Austrian National Libraries)¹⁴
10. Archiwa Panstwowe, Polon-ICIMSS-(National Polish Archives)¹⁵
11. AISA photographic agency¹⁶(Spain)
12. Michael Plus¹⁷ (UK and Italy)
13. the British Broadcasting Company (BBC) representing also the International Federation of Television Archives FIAT/IFTA¹⁸
14. The European Library (TEL)¹⁹
15. MLA (Museums, Libraries and Archives Council)²⁰

Content providers

The users contacted were asked to contribute with their data to MultiMatch.

Some of them agreed to allow the MultiMatch system to access their contents through ad hoc agreements:

1. AISA photographic agency;
2. The European Library (TEL);
3. Michael Plus (UK and Italy);
4. MLA
5. ONB

Furthermore it is given the possibility to execute queries inside blinkx.com video contents; OAI repositories will also be harvested.

MultiMatch offers to potential content providers:

- possibility to use the prototype of MultiMatch search engine in the content owner web site;
- support for an effective indexing of the content owner data and possibility to be retrieved by the MultiMatch search engine;
- visibility (logo, link reference, description on the credits area of the MultiMatch prototype engine site).

Following one of the recommendations from European Commission reviewers²¹ “the dissemination activities of the MultiMatch project should aim at promotion and increased visibility of the European heritage institutions involved”.

¹² already part of the core user group for collecting user requirements for the first prototype

¹³ member of SAB

¹⁴ member of SAB; already part of the core user group for collecting user requirements for the first prototype

¹⁵ member of SAB; already part of the core user group for collecting user requirements for the first prototype

¹⁶[http:// www.photoaisa.com/](http://www.photoaisa.com/)

¹⁷ <http://www.michael-culture.org/>

¹⁸(<http://www.fiatifta.org/>), already part of the core user group for collecting user requirements for the first prototype

¹⁹ <http://www.theeuropeanlibrary.org/>

²⁰ www.mla.gov.uk/

²¹ MultiMatch fist review- Pisa July 2007. Review Report , recommendation n.8.

In order to reach this goal, our idea is to include on the MultiMatch system home page interface information and links to the MultiMatch content providers: this will give them visibility, as more people interested in Cultural heritage information will be able to access their archives.

On the other hand the advantages showed by our CH institutions of being part of the MultiMatch system will encourage additional institutions to join.

MultiMatch requests from content owners:

- to allow the MultiMatch search engine to index their multimedia, multiple language content
- to provide feedback and evaluation of the MultiMatch prototype services.
- possibility to request specific system functionality addressing particular user needs

Users to be contacted

The MultiMatch consortium will target European Content holders' trade organizations representative of a vast majority of commercial picture libraries and agencies.

These companies, which represent range from small specialist archives to multinational archives, could become members of the MultiMatch user group.

- 1) AEAPAF – Association Empresarial de Agencias de Prensa y Archivos Fotograficos, Barcelona, Spain (<http://www.aeapaf.org>)
- 2) APAAI – Lisbon, Portugal (<http://www.aei.pt>)
- 3) BAPLA – British Association of Picture Libraries and Agencies, London, UK (<http://www.bapla.org>)
- 4) BLF Bildleverantörernas Forening, Stockholm, Sweden (<http://blf.se>)
- 5) BVPA – Bundesverband der Pressebild-Agenturen und Bildarchive e.V., Berlin, Germany (<http://www.bvpa.org>)
- 6) EBU – European Broadcasting Union (<http://www.ebu.ch/>)
- 7) FNAPPI – Fédération Nationale des Agences de Presse Photo et Information, Paris, France, (<http://www.fnappi.com>)
- 8) SAB – Schweizerische Arbeitsgemeinschaft der Bild-Agenturen und –Archive, Würenlingen, Switzerland (<http://www.sab-photo.ch>)
- 9) SBF – Svensk Bildbyråförening, Stockholm, Sweden (<http://www.sbf.a.se>)
- 10) SNAPIG – Syndicat National des Agences Photographique d'Illustration Générale, Paris, France (<http://www.snapig.com>)
- 11) PPA – Polish Picture Alliance – content distribution in Poland/ digital asset management + content delivery/ Polish partner of confessMEDIA (<http://www.polpic.pl>)

3.4 Digital Library community

From its beginnings MultiMatch has had strong contacts with the Digital library research community through close relations with the DELOS Network of Excellence for Digital libraries. The first MultiMatch workshop on Ontology-Driven interoperability for Cultural Heritage Objects was held at the DELOS conference, Pisa, 15 February 2007, as a joint DELOS-MultiMatch event (see Section 4.2 below). MultiMatch has also established contacts and collaborations with the TEL and EDL set of projects.

We first focused on the EDLproject²² : The EDLproject addresses the enhancement of multilingual capabilities of The European Library (TEL²³) portal, takes first steps towards collaboration between

²² <http://edlproject.eu/about.php>

²³ <http://www.theeuropeanlibrary.org>

The European Library and other non-library cultural initiatives, and expands the marketing and communication activities of The European Library service.

Next step will be to address World Cat²⁴ which is the world's largest network of library content and service. WorldCat libraries are dedicated to provide access to their resources on the Web, where most people start their search for information.

MultiMatch is also represented officially by its coordinators (Carol Peters and Pasquale Savino) in the EDLNet thematic network which is building consensus towards creating The European Digital Library. EDLNet is building a prototype demonstrating cross domain access to the objects and information held in the museums, libraries, archives and audio-visual archives of Europe. Peters ha collaborated with EDLNet in the definition of the approaches to be adopted to implement multilingual access in the prototype. MultiMatch has also given EDLNet the opportunity to test MILOS, the multimedia content management system which constitutes the foundation for the integration of the MultiMatch services.

It is planned to hold a Dedicated Session on MultiMatch at the 2nd DELOS Conference to be held in Pisa, 4-7 December. The MultiMatch session will be held on 4 December, 16.00 – 18.00. Presentations describing various aspects of the system and a demo will be given. The final programme is now under discussion and will be publicised.

4 Scientific community

MultiMatch addresses the scientific community in order to create awareness about the MultiMatch project and to get feedback on the scientific outcomes of the project.

The academic (educational and research) partners of the MultiMatch project plan to disseminate and exploit the scientific results of MultiMatch project toward the EU research community at large. All universities or research institutions within the consortium will strongly benefit from the scientific advances obtained from the cooperation with all other partners in a field that requires the expertise of many research groups.²⁵

Their dissemination activity to reach the target scientific community is part of a permanent dissemination strategy which will be focused on:

- Publications: scientific conference/workshop papers, articles in scientific international journals (see below).
- Participation to national and international events: conferences, workshops, industrial days, meetings (see Appendix A –List of events).
- MultiMatch workshops (see below)
- Masters and PhD projects: project partners will share their expertise with collaborative research generating intra-project dissemination and employing young researchers and Ph.D. students; thus creating opportunities for the new generation of researchers, both from Western and Eastern Europe.

²⁴ <http://www.worldcat.org/>.

²⁵ For further information about exploitation activities please see D.8.2.1 Exploitation planning report and market survey.

4.1 List of Publications

MultiMatch partners are publishing the scientific results of the project in articles and documentation submitting to conferences, workshops and selected high-level magazines. (see Appendix B - List of Publications)

The list of papers is posted on the website and will be periodically updated during the project lifetime; as permanent dissemination the MultiMatch Consortium will generate more research publications in forthcoming years.

4.2 Dissemination towards the CH Research Communities

MultiMatch has already made some presentations to the general CH-involved research communities (ie both researchers and practitioners in the very wide domain of CH) as can be seen from the list of past events in Appendix A. It is also organising a series of workshops for these research communities.

The first MultiMatch Workshop on “*Ontology-Driven Interoperability for Cultural Heritage Objects*”²⁶ was held 15th February 2007 in Grand Hotel Continental – Tirrenia, Pisa (Italy).

The event represented the occasion to target research groups operating in the area addressed in MultiMatch and to disseminate the project toward the scientific community.

This workshop was held as part of the DELOS Conference (13-14 February 2007); the original idea for organising this event resulted from early discussions within MultiMatch, more specifically in the group working on the definition of the most appropriate metadata schema and overall conceptual framework for the diverse types of information that would be handled by the project. The intention was to investigate the current state-of-the-art, and discuss those issues that currently hinder the widespread adoption of standards and impede interoperability. Thus providing useful input for the MultiMatch metadata working group.

The workshop was organised by ISTI-CNR and was attended by about 40 researchers and practitioners in the IT and cultural heritage sectors. MultiMatch members from Alinari, CNR, BandG and USFD participated actively in the event. Neil Ireson & Johan Oomen presented a paper: “Capturing e-culture: Metadata in MultiMatch”. The event stimulated discussion among researchers on the metadata ad ontology. Relevant results useful for the improvement of the MultiMatch system have been collected.

A special session on MultiMatch has been organised for the EVA/MINERVA 2007 conference to be held 20 November 2007, Jerusalem, Israel. The aim of the session will be to present the objectives and the first results of the MultiMatch project to the Cultural Heritage community. The preliminary system prototype will be demonstrated and a questionnaire will be circulated among the audience in order to obtain feedback.

The programme is as follows:

- Introduction, Carol Peters, ISTI-CNR, Italy
- User Requirements in the Cultural Heritage Domain, Jennifer Marlow, University of Sheffield, UK
- Metadata in the Cultural Heritage Domain, Johan Oomen, Sound & Vision, The Netherlands
- Searching Cultural Heritage Information with MultiMatch: Presentation and Demo, Franca Debole, ISTI-CNR, Italy

See http://www.digital-heritage.org.il/conferences/2007_Tuesday.html for more details

Other workshops are planned for the future.

In particular, we intend to hold a 2-day project internal workshop in late April to which members of the user groups and the Advisory Board will be invited. the aim of this workshop is to present the ongoing development of the 2nd prototype: system components and interface in order to discuss the

²⁶ http://www.delos.info/index.php?option=com_content&task=view&id=524&Itemid=271

most important / challenging issues and receive feedback from the participants. There will be two main sessions: one more research-oriented and the other focussing on system development and implementation issues.

A final workshop will be held at the end of the project in order to present the second prototype to the interested R&D communities. A suitable occasion could be represented by ECDL 2008, to be held in Aarhus, Denmark, 14-19 september. Members of the user groups would be invited to attend.

During this workshop the second prototype will be demonstrated and the main results of the MultiMatch project presented. It will be an occasion to establish contacts for the dissemination and exploitation of the main project outcomes.

5 Clustering

The clustering activity is important for the dissemination of the MultiMatch project as it allows sharing of knowledge during workshops and events, sharing of users and technology exchange.

The MultiMatch Consortium aims to set up clustering with European projects. Close links have already been established with CLEF, DELOS, MICHAEL, TEL. Contacts have been established with some other projects; efforts will be made to extend these during the next 12 months.

6 Conclusions

This deliverable has structured the final dissemination plan of the MultiMatch project.

We described the dissemination strategy for this second phase of the project which is intended to address the target communities, represented by the MultiMatch user groups and by the scientific community. The aim is to disseminate knowledge about the MultiMatch project and also to collect feedback on the MultiMatch system on one side from the world of application and on the other side from the world of research. Details of each target community have been provided and contacts for future activities have been outlined.

The on going dissemination activities are in line with the project Milestones:

Milestone 1 : *Initial knowledge dissemination planning, Initial exploitation planning, Production of promotion material* planned for month 12 of the project has been reached and all the dissemination activities requested have been put in place.

Milestone 2 *Organisation of workshop, Final plan for using and disseminating knowledge, Revision of exploitation planning* is planned to be reached at month 24. The organization of workshops is on progress. One MultiMatch workshop has already been held at month 3 of the project, the second and third one will take place at month 19; a fourth workshop is planned for month 20. The final dissemination plan has been structured and is near to be delivered.

Milestone 3 *Workshop* is planned to be reached at month 30. The final MultiMatch workshop is expected to be held at that time.

Thanks to the dissemination activities undertaken so far the name MultiMatch has begun to become known in Europe and even overseas. The MultiMatch dissemination strategy will further promote the future and practical impact of the project.

7 References

- [1] MultiMatch Deliverable 8.1.1, Initial plan for using and disseminating knowledge.
- [2] MultiMatch Deliverable 8.2.1, Exploitation planning report and market survey.

- [3] MultiMatch Deliverable 1.2.1, User Requirements Analysis –ANNEX1.
- [4] MultiMatch Deliverable D1.4, Functional Specification of the Second Prototype.
- [5] MultiMatch-Annex I- DoW.

8 List of figures and tables

Figure 1: MultiMatch second brochure (partial view). 6

Table 1: Consortium dissemination plans 10

9 Appendix A –List of events

This appendix reports events where the MultiMatch project was presented or is going to be presented by means of presentations or papers. The events cover the different domains of interest to MultiMatch in which the partners operate and represent important opportunities to contact potential users, evaluate the market and users’ awareness, plan dissemination activities.

The aim is to participate in several events during the life of the project, in different countries with different types of users where really interested actors in the subject put forward their expected business / activity guidelines and models in order to gather prospects, provide frame for discussions, suggestions, sharing of ideas.

The lists include conferences, workshops, fairs, exhibitions, meetings, focus groups, demonstrations.

List of attended events

Date	Place	Event	Link	Description
October 29-30, 2007	Rome, Italy	DILIGENT 2007. Workshop- “European Information Space: e- Infrastructures, Services and Applications”	http://www.diligentproject.org/index.php?option=com_content&task=view&id=195&Itemid=235	MultiMatch presentation
October 24-26, 2007	Toronto , Ontario, Canada	ICHIM 2007- International Cultural Heritage Informatics Meeting	http://www.archimuse.com/ichim07/	Paper presented by USFD, BandG
October 8, 2007	Sheffield, UK	Chamber of Commerce open day at University of Sheffield		Jennifer Marlow (USFD) gave a talk about MultiMatch at University of Sheffield event called “Innovate” that targeted the Chamber of

				Commerce
September 16-21, 2007	Budapest, Hungary	ECDL 2007-11 th European Conference on Research and Advanced Technologies on Digital Libraries.	http://www.ecdl2007.org/	A poster prepared by ISTI-CNR and UNED was presented
September 13-14, 2007	Gent, Belgium	VVBAD Conference-Information 2007	http://www.vvbad.be/informatie2007	MultiMatch presentation by Hanneke Smulders (BandG)
September 10-14, 2007	Modena, Italy	ICIAP 2007-International Conference on Image Analysis and Processing	http://www.iciap2007.org	ISTI-CNR participated with a paper
September 12-14, 2007	The Hague, Netherlands	EDLNET-European Digital Library Thematic Network	http://www.europeandigitallibrary.eu/edlnet/	MultiMatch presentation by Pasquale Savino (ISTI-CNR)
September 7-8, 2007	Lisbon, Portugal	International seminar – Disclosure and preservation: Fostering European Culture in the Digital landscape	http://bnd.bn.pt/seminario-conhecer-preservar/index_eng.html	Carol Peters (ISTI-CNR) was invited speaker on behalf of Multi-Match; title of her talk "Interoperability and Multilinguality: Guaranteeing Information Access over Language Boundaries"
July 23-27, 2007	Amsterdam-The Netherlands	SIGIR 2007-30 th Annual International Conference	http://www.sigir2007.org/	Two Paper presentations (UVA and DCU)
July 18, 2007	Sheffield, UK	Focus group with MLA .The focus group is part of an MSc project on evaluating MICHAEL (esp. CLIR functionality).		Paul Clough (USFD) was involved in a focus group with Kate Fernie (MLA). MultiMatch was presented to the CH Professionals attending the event
July 9-11, 2007	University of Amsterdam-Amsterdam-The Netherlands	CVIR 2007-ACM international Conference on Image and Video Retrieval	http://www.cvir2007.com/	

June 28, 2007	Prague, Czech Republic	LaTeCH 2007 Language Technology for Cultural Heritage Data	http://ilk.uvt.nl/latech07/	Ying Zhang presented a paper on MultiMatch activities. MultiMatch (through Alinari) is official sponsor of LaTECH 2007
June 26, 2007	London , UK	Focus Group USFD-MLA		12 CH people attended the event. MultiMatch was presented to the CH Professionals attending the event
June 6-10, 2007	Florence-Italy	CEPIC (Coordination of European Pictures Agencies Press Stock Heritage)	http://www.cepic.org/	MultiMatch presentation by Andrea de Polo
January 29-30, 2007	Padova, Italy	IRCDL 2007, Conference: 3 rd Italian Research conference on digital Library Systems	http://ims.dei.unipd.it/events/2007/ircdl/3rd-IRCDL-program.html	Giuseppe Amato (ISTI-CNR) presented a paper on MultiMatch activities
December 14-16, 2006	Florence, Italy	Cultural Heritage on line- Information and Communication Technologies in the Cultural Heritage domain		Alinari & ISTI-CNR participated. MultiMatch brochures were distributed
December 4-5, 2006	Rome, Italy	MICHAEL, Workshop- International Conference Museums, libraries and archives online	http://www.minaeurope.org/events/michael/international-conference06120405.html	Alinari & ISTI-CNR participated. Poster presentation and distribution of brochures
December 2006	Rotterdam- The Netherlands	DEN Conference. Cultural Heritage – Netherlands	http://www.den.nl/docs/20061124175937/	MultiMatch report on metadata presentation
November 27-28, 2006	Austrian National Library, Vienna, Austria	EDL Conference: European Digital Library Conference	http://www.edlproject.eu/agenda.php	MultiMatch presentation by Johan Oomen (BandG)

November 19- 23, 2006	Helsinki – Finland	IST 2006	http://ec.europa.eu/information_society/istevent/2006/index_en.htm	Alinari & ISTI-CNR participated. MultiMatch brochures were distributed
November 14, 2006	Rome-Italy	SIJ Workshop Multi-quality approach to cultural heritage	http://sij07.cnr.it/	MultiMatch presentation by Giuseppe Amato (ISTI-CNR). A description of MultiMatch was included in the presentation given by the Italianministerial delegation in Japan.

List of planned events

Date	Place	Event	Link	Description
November 20-21, 2007	Jerusalem	The Eva/MINERVA Jerusalem 2007 Conference on Digitisation of Cultural Heritage	http://www.minervaisrael.org.il/s540.html	MultiMatch dedicated session
November 26-28, 2007	Alicante, Spain	Seminar targeting the tourist user group		Julio Gonzalo (UNED) and Rafael Carrasco (UA) will attend the event and will introduce the MultiMatch project.
November 18, 2007	Berlin	Online Educa Berlin	http://www.online-educa.com/?a=1&b=0&c=0	MultiMatch dedicated session organized by Alinari
December 5-10, 2007	Pisa, Italy	Second DELOS Conference on Digital Libraries	www.delos.info/ConferenceII	MultiMatch dedicated session organized by ISTI-CNR

List of events to be targeted

Date	Place	Event	Link
December 5, 2007	Genova, Italy	KAMC- “Knowledge Acquisition from Multimedia Content” Co-Located with the International Conference on Semantics and DigitalMedia Technologies (SAMT 2007)	http://www.ist-live.org/kamc2007/
April 5-10, 2008	Florence, Italy	CHI2008-WORKSHOP, “Semantic Web User Interaction at CHI2008: Exploring HCI Challenges”	http://www.chi2008.org
May 14-16, 2008.	Windhoek, Namibia-Africa	IST-Conference and Exhibition	www.IST-Africa.org
May 28-30, 2008.	Accra, Ghana, Africa.	3rd International Conference on ICT for Development, Education and Training	http://www.elearning-africa.com/proposals.php
July 29-August 1, 2008	Xi’an, China.	VIE 2008. 5 th International Conference on visual Information Engineering	http://vie08.qmul.net/
14 – 19 september, 2008	Aarhus, Denmark	ECDL2008	www.ecdl2008.org

10 Appendix B - List of Publications

Accepted Conference/Workshop papers and Articles

1. Grubinger, M., Clough, P.D., Kikianty., E. and Leung, C. (2007) Topic Difficulty for Concept-based Image Retrieval. In Proc. Of Conference on Information and Knowledge Management (CIKM2007), Lisbon, Portugal. (Topic: image retrieval, in particular about predicting query difficulty for text-based image retrieval-which is predominant in cultural heritage).
2. Marlow J., Clough, P. Oomen, J. and Dance, K. (2007), Multilingual needs of cultural heritage website visitors: A case study of Tate Online. To appear in Proc. of International Cultural Heritage Informatics Meeting (ICHIM2007), Toronto, Ontario, Canada, October 24-26 2007
3. Amato, G., Magionami, V., Savino, P., Region based image indexing and retrieval inspired by text search. In occasion of the International Conference on Image and Analysis and Processing, ICIAP 2007, Modena, Italia, September 2007.

4. Kludas, J., (2007) Multimedia Retrieval and Classification for Web Content, BCS IRSG Symposium: Future Directions in Information Access, September 2007.
5. Amato, G., Cigarran, J., Gonzalo, J. Peters, C., Savino, P. MultiMatch Multilingual/Multimedia Access to Cultural Heritage. Poster accepted for ECDL 2007. ECDL 2007 Proceedings.
6. Zhang, Y. Jones, G.J.F, Zhang, S., Wang, B., Guo, Y. and Ma, Y. An Investigation of Question Translation for English-Chinese Cross-Language Question Answering, 2007 China-Ireland International Information and Communications Technologies, Dublin, Ireland, August 2007. (This paper reports an experimental study of the impact of machine translation on the ability to correctly interpret a questions applied to a question answering system. The outputs of these experiments may be exploited in the more advanced functionality to be developed for multilingual information retrieval in MultiMatch prototype 2)
7. Al-Maskari, A., Sanderson, M. and Clough, P. (2007) Arabic Users' Satisfaction with the Online Information as Obtained from Google. In Proceedings of the Sixth International Conference on Conceptions of Library and Information Science (COLIS2007), in print.(The effect of cultural background on search).
8. Kludas, J., Bruno, E., Marchand-Maillet, S. (2007) Information Fusion in Multimedia Information Retrieval, 5th international Workshop on Adaptive Multimedia Retrieval (AMR), July 2007 -to appear-
9. Larson, M., Eickeler, S. and Köhler, J. Supporting radio archive workflows with vocabulary independent spoken keyword search. In Proc. of Searching Spontaneous Conversational Speech, ACM SIGIR 2007 Workshop, Amsterdam, The Netherlands, July 2007.
10. Jones, G.J., F., Zhang, K., Newman E., and Lam-Adesina, A.M., Examining the Contributions of Automatic Speech Transcriptions and Metadata Sources for Searching Spontaneous Conversational Speech. In Proc. of Searching Spontaneous Conversational Speech, ACM SIGIR 2007 Workshop, Amsterdam, The Netherlands, July 2007. (This paper explores and demonstrates the potential usefulness of exploiting metadata for searching spontaneous speech; this will be further explored as we seek to improve the effectiveness of retrieval of spoken data in MultiMatch prototype 2).
11. Minelli, S., Marlow, J., Clough, P., Cigarran, J., Gonzalo, J., Oomen, J.(2007), Gathering requirements for multilingual search of audiovisual material in cultural heritage. To appear in Proc. of Workshop on User Centricity – state of the art (16th IST Mobile and Wireless Communications Summit), Budapest, Hungary, 1-5 July 2007.
12. Jones, G.J.F., Zhang, Y., Fantino, F., Newman, E., and Debole, F. Multilingual Search for Cultural Heritage Archives by Combining Multiple Translation Resources. In Proc. of the ACL Workshop on Language Technology for Cultural Heritage Data (LaTeCH 2007), Prague, Czech Republic, June 2007.
13. Minelli S. and Hyde R., The Impact of the Web and a Reconfigured Social Dynamic on LIS digital libraries. Presented at the conference on Diffusion and dissemination of ideas and experiences: Issues of international comparative. Library Science in Krakow at the University of Jagiellonian- June 2007. (Web-orientation of new librarian's services).
14. Larson, M. and Köhler, J. Structured Audio Player: Supporting Radio Archive Workflows with Automatically Generated Structure Metadata. In proc. of RIAO 2007, 30 May -1 June 2007. (Intelligent access to audio content).
15. Casarosa, V. and Peters, C. DELOS-MultiMatch Workshop on Ontology-Driven Interoperability for Cultural Heritage Digital Objects, Ercim News, No. 69, April 2007.
16. Ireson, N. and Oomen, J. Capturing e-Culture: Metadata in MultiMatch. In Proc. DELOS-MultiMatch workshop, February 2007, Tirrenia, Italy.
17. Amato, G., Cigarran, J., Gonzalo, J., Peters, C., Savino, P., MultiMatch Multilingual/Multimedia Access to Cultural Heritage. In Proc IRCDL 07, 3rd Italian Conference on Digital libraries, to be published in Springer LNCS series.

18. Clough, P., Al-Maskari, A. and Darwish, K. (2007), Providing multilingual access to FLICKR for Arabic users. Results of the Sixth CLEF Evaluation Campaign, Eds (Peters, C., Clough, P., Gonzalo, J., Jones, G., Kluck, M. and Magnini, B.), Lecture Notes in Computer Science (LNCS), Springer, Heidelberg, Germany, in print. iCLEF paper from 2006 which should be published 2007 in Springer LNCS. (Evaluation methods-i.e user satisfaction-and correlation with search effectiveness).
19. Clough, P., Marlow, J. and Sanderson, M. (2006), Designing Multilingual Information Access to Tate Online. Workshop held at the 29th Annual International ACM SIGIR Conference on Research and Development in Information Retrieval; Workshop: New Directions in Multilingual Access, Seattle, August 2006 (in print).
20. Clough, P., Marlow, J. , Dance, K., Multilingual needs of Cultural Heritage Web Site Visitors: A Case Study of Tate Online. In proc. ICHIM 07, Ontario, Canada, October 2007. <http://www.archimuse.com/ichim07/papers/marlow/marlow.html>

Submitted papers

- Zhang, Y., Newman E., Fantino F., Jones, G., "Domain-Specific Query Translation for Multilingual Information Access using Machine Translation Augmented With Dictionaries Mined from Wikipedia". Submitted to Workshop on Cross Language Information Access, International Joint Conference on Natural Language Processing, Hyderabad, India, January 2008.
- Uva estimated that will produce 4 conference papers in the next 12 months.

11 Appendix C - Core user group contacted for the user requirements of the first prototype

Partner / responsibility	Target user group
UNED (RESP: educational)	Cultural Heritage
	Casa de America : Eva Martinez
	Instituto Cervantes: Chimo Soler and Raquel Entremozaga
	Thyssen Museum: Javier Espadas
	Miguel de Cervantes Digital Library: Rafael and Antonio
	Real Academia de la Lengua (RAE). María Matesanz
	Educational
	Philology University UCM: Jose Joaquín Caerols (lecturers and researchers)
	Phylogylogy University UCM: Graduate students via private distribution list

	CH Master at UNED: Estudents and lecturers
	UNED: Lecturers of Dept. Lenguajes y Sistemas Informaticos
	Avicenna Virtual Library. Contact person Covadonga Rodrigo.
	UCM. Virtual Campus. contact person Ana Fernandez Pampillon (coordinator and manager of virtual campus).
	Philology Virtual Campus UCM. Amelia Sanz (coordinator)
	Geography and History University UCM. Mercedes Guinea and people suggested
	Tourism
	None
BandG (RESP: Tourism)	Cultural Heritage
	Sound and Vison Aad van der Valk
	Nava (Hungarian Audiovisual Archives)
	ORF - Johannes Kraus
	Rijksmuseum Peter Gorgels
	KICH Ronald Wiemer
	SWR (Sudwestrundfunk) Ruediger Dawideit
	TV Catalunja
	Sound and Vision: Aad van der Valk
	BBC- Andy O'Dwyer
	Munch Project - Bouke Huurink
	CIBIT Consultants - Timo Kouwenhoven
	Sound and Vision Dalida van Dessel
	The European Library Georgina Angelaki
	ROB Intangible Heritage Institute Hans de Haan
	INFOMARE Consultancy - Hanneke
	Dutch National Archives - Jeoren Van Luin Kich
	Ditital Cultural Heritage Netherlands - Marco de Niet
	Institute Collection Netherlands Marie-France ICN
	Educational

	Telematica Instituut	Mettina Veenstra	
	University of Amsterdam	Michie	
	Vrije Universiteit	Veronique Malaise	
	University of Swansea	Alexander Roberts	
	Groningen University	Andre	
Tourism			
Rink Klaassen Bjorn Witlox Harco Gijsberts Rosemarijn Schulte Melle de Wit Roger Holmes Marleen van den Broek Annelies Schaafsma Nostalgia Net - Judith			
Alinari (RESP: Cultural Heritage)	Cultural Heritage		
	Internal staff: Emanuela Sesti, Ilaria del Secco, Rita Scartoni, Gabriella de Polo		
	MINERVA network: Maria Sliwinska		
	Giunti Labs, Marco Luccini		
	De Agostini Geografico: DeAgostini: Guido Bucciotti		
	Massimiliano Pinucci		
	SOTON-Matthew Addis		
	GettyImages Charles Merullo		
	GettyImages Franziska Tayer		
	ONB: Hans Petchar Peter Prokob		
	UNI TR Gianni Ramponi		
	ORF: Michael Grill		
	Professional users (newsagents, etc.)		
	National Polish Archives: Ewa Rosowska		
	National Polish Archives: Piotr Kanisky		
	Educational		
Students of the university of Florence			
IUAV Andrea Ferialdi			
U Torun professor researcher			

	KU Leuven professor & researchers (Fred Truyen, SaraRoigers)
	Tourism
	SaturniaTours Monica T.
DCU	Cultural Heritage
	None
	Educational
	10 reasearchers
	Tourism
	None
ISTI-CNR	Cultural Heritage
	Baldacci
	Biagioni
	Educational
	researchers
	Tourism
	None
USFD	Cultural Heritage
	Vanessa Toulmin, Director National Fairground Archive, Main Library University of Sheffield,
	David Dowson
	Kate Fernie, Museums Libraries and Archives (MLA), CH expert and educational
	Jemima Rellie, Head of Digital Programmes, Tate Online, CH expert questionnaire (and interview).
	Educational
	Professor David Shepherd (Director of Research, Arts and Humanities Division, and Director of the HRI, University of Sheffield
	Dr. Vanessa Toulmin, Director National Fairground Archive, Main Library University of Sheffield
	Tourism
	None