



SAMBA
INTERMEDIATE REPORT ON DISSEMINATION
ACTIVITIES
YEAR 2007

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1. Introduction

1.1 Summary

This report presents the dissemination and exploitation activities carried out by the partners of the SAMBA project during the 1st year of the project. The first part of the report is centred on the accomplished activities (e.g. refereed conferences, invited talks, teaching and dissertations, news and information). The second part of the report presents our plan and vision for the dissemination activities during the 2nd year of the project.

1.2 Overall goal of the dissemination activities

The overall goal of the activities of dissemination and exploitation activities carried out by the partners of the SAMBA project is to assure a better visibility of the project in the research and business communities. Thus, these dissemination and exploitation activities have to attend a large variety of potentially interested actors such as academic and industrial entities as well as potential customers within existing and new business models both in Europe and in Latin America. WP7 consists of three tasks, which jointly aim at achieving the following objectives:

- To promote dissemination of project results in relevant international forums
- To organize information management for the consortium
- To provide administrative support for the creation, distribution and management of reports and documentation
- To support partners in Intellectual Property Rights (IPRs) management
- To promote training activities for scientists on the project results

1.3 Major achievements: brief outline

During the first reporting period, the partners' activities within WP7 were concentrated on the promotion of the general goals and vision of the SAMBA project, as well as of its first empirical results. These activities included the presentation of the project to users and the early involvement of the latter; the advertising of the project in local broadcasting media in Brazil; the creation and management of the project Web site (<http://www.ist-samba.eu/>); the presentation of 6 conference papers in order to allow the circulation of ideas, concepts and early results. All these activities as well as the internal dissemination developed by the partners will be detailed in the sections below.

2. Achievements

2.1 Introduction

The main results achieved within WP07 so far could be summarized as follows:

- Elaboration of all deliverables due to the European Commission and making them publicly available on the project Web site;
- Early involvement of expert and user groups in order to assure better acceptability and easier adoption of SAMBA technologies;
- Advertising of the project in local broadcasting media in Brazil in order to foster the ideas and the experience gained in SAMBA project;
- Analysis of the possibility to have interoperability of standards such as Ginga and MHP via the use of GEM
- Setup and continuous maintenance of the project Web site (posting of deliverables, publications, presentations and related material)
- Presentation of 6 conference papers. For a more comprehensive list, please see below.

2.2 Task descriptions, achievements and deliverables

| | |
|--|---|
| TASK 7.1 | <i>Dissemination of Results (M1 – M24)</i> |
| Task Description & Objectives | Carry any activity related to the dissemination of project results (e.g. publish articles in recognised journals, international conferences, workshops and symposiums; organize exhibitions; distribute flyers and newsletters) |
| Achievements | Six conference papers have been presented. For a more comprehensive list of all dissemination activities, please see Annex I. |

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|--|--|
| TASK 7.2 | <i>Workshop (M21-M24)</i> |
| Task Description & Objectives | To present and promote project results, a workshop will be organized by the consortium partners at the end of SAMBA project. |
| Achievements | The workshop will be organized during the next reporting period. For the moment, the partners have had preliminary discussions about the content and the location of the workshop. |

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| TASK 7.3 | <i>Project Website (M1-M24)</i> |
| Task Description & Objectives | To set up and monthly update a project Web site. |
| Achievements | A monthly updated Web page has been set up (http://www.ist-samba.eu). The updated Web page serves the internal and external communication for SAMBA project. Besides up-to-date project information, the Web site contains private information available only to the project partners, as well as links to relevant conferences and similar projects. |

List of Deliverables

| Del. no. | Del. name | WP no. | Date due | Actual/Forecast delivery date | Estimated indicative person-months | Used indicative person-months | Lead contractor |
|----------|--|--------|----------|-------------------------------|------------------------------------|-------------------------------|-----------------|
| D.7.1.1 | Report on the dissemination of results | WP7 | M12 | M12 | ? | ? | CN |

List of Milestones

| Milestone no. | Milestone name | Workpackage no. | Date due | Actual/Forecast delivery date | Lead contractor |
|---------------|-----------------|-----------------|----------|-------------------------------|-----------------|
| 1 | Project Website | WP7 | M3 | M3 | CN |

2.3 Publications

Please find below the references of the publications released during the first reporting period as well as their abstracts.

Refereed Conferences

[AB07] M. Anastassova and J.-M. Burkhardt. "User-Needs Analysis for Future ICT: Lessons Learned from Projects on Home Applications and Emerging Technologies". In Proc. of INTERACT, Sept. 2007.

Abstract: This paper presents two case-studies illustrating user-needs analysis. The first case-study concerns a home application (iDTV). The second one concerns an emerging technology (augmented reality). First, we present briefly the methods currently used for user-needs analysis of home applications and emerging technologies. Then, we present the methodology and the results of our two case-studies. Finally, we introduce a methodological discussion on some limitations of current techniques for user-needs analysis for home applications and emerging technologies.

[EHM07] P.I. Eduardo, A.R. Hirakawa and M. Martucci Junior. "PLC as a Return Channel for Interactive Digital TV". In Proc. of ChinaCom, Aug. 2007.

Abstract: This paper will present a general architecture of the return channel implemented using Power Line Communication PLC for interactive services delivered through Digital TV Broadcasting, such as e-health and e-learning. The application in low-income regions of Latin America and Europe is one requirement of the solution to be adopted that implies directly on the prices to be charged to the customers. This implementation will be used in the SAMBA project (founded by European Commission) and involving test beds in Brazil and Italy.

[FMAKV07] E. Furtado, O. Mayora, M. Anastassova, T. Kampf and P. Vasconcelos, P. "An Investigation of iDTV User Needs in Brazilian and Italian Communities: Preliminary Cross-Cultural Findings". In Proc. of INTERACT, Sept. 2007.

Abstract: The development of Interactive Digital Television (iDTV) represents a new paradigm of interactivity. Being a massive communication mean, the emerging applications of this new technology should take into account the different cultural aspects involving the user experience. When viewers with different needs and cultural aspects are users of a same iTV application, the

elaboration of appropriate interaction design solutions for these applications becomes a challenge. In fact, user experience with technology is a subject that has also gained ground in HCI research as a way to maximize user satisfaction. The need of focusing on users and their cultural aspects increase when the use of the same technology and applications involves extremely different users like the ones located in very distant geographic locations and immersed in diametrically opposed cultures. In this work, we describe an investigation of user requirements in such a context consisting of two communities, one in Brazil and one in Italy. We also present how cross-cultural aspects may be mapped into specific features useful for early design of an iDTV interactive system.

[MC07] O. Mayora and C. Costa. "The SAMBA Approach to Community-Based Interactive Digital Television". In Proc. of ChinaCom, Aug. 2007.

Abstract: SAMBA is a European Project funded under the IST 6th framework program for International collaboration on iDTV between Europe and Latin America. The main objective of the project is to create a framework for allowing local communities and citizens (including low income population) to access community-oriented content and services by means of iDTV channels. SAMBA approach consists in developing user-friendly web-based tools for iDTV community-oriented content creation. Besides, SAMBA will explore the potentials of utilization of iDTV for the creation of future services and business models for the fixed and mobile TV market.

[SMVMF07] P.H. Soares, M.S. Mendes, P. Vasconcelos, D. Macedo and E. Furtado. "CUICA Uma Ferramenta para Suportar a convergência da TV Digital com a WEB a partir de uma Análise de possíveis Situações de Uso". In Proc. of Conferencia Latinoamericana de Informática, Oct. 2007. Abstract: This paper presents a tool to support the digital convergence between the Web and the Interactive Digital Television. This tool allows users to create content using a web browser and view this created content in the Digital TV. This work also shows experiments with citizens from the city of Barreirinhas, its results and lessons learned with the users' involvement.

[UCM07] User Centric Media: Future and Challenges in European Research. Published by "User Centric Media Cluster of FP6 Projects", Coordinated by Networked Media Unit of the DG Information Society and Media of the European Commission.

[VFKSF07] P. Vasconcelos, F. Fava, T. Kampf, A. Schilling and E. Furtado. "Ethnographic Investigational Methodology and Evaluation on Local Television Channel Creation that Allows Interaction with the Community". In Proc. of EuroITV, May 2007.

Abstract: The way viewers interact with TV is changing with new emerging technologies. The TV is an example of this change, since the viewers are having a more active role, and this interaction has been changing the way the denomination of a TV "viewer" to an interactive system "user". Because of these changes, a new view on the way the users interact (and would interact) with the TV is necessary in order to design products and/or services that would be brought through interactive channels. To attend these new considerations, this paper proposes the use of an ethnographic methodology for the development of interactive systems. The used methodology was based on ethnographic studies and it applied quantitative and qualitative researches on the study's investigation. The data collected on this paper is still being consolidated and the obtained results were assembled through the following methods: Questionnaire Application, Lived Experience, Use Experience and Focal Groups.

Invited Talks

[APTEL07] Presentation by APTEL representatives in the PLC Seminar in Porto Alegre, Brazil, July 2007.

[APTEL07] Presentation by APTEL representatives in the meeting of the Work Group of Alternative Technologies of eLAC2007 in Bogotá, Colombia, August 2007.

[F07a] E. Furtado. “Knowing the Profile of Users for Digital TV Applications: a Study of Case with the Population of Barreirinhas in Samba Project”. Presentation in the National Telecommunication Seminar in Brasilia, Brazil, September 2007.

[F07a] E. Furtado. “Working with Art and Design – Culture through Stories and Scenarios in a Multicultural Context for Digital Television”. Presentation at the Instituto de Software do Ceará, Ceará, Brazil, Aug. 2007.

[UT07] Unifor Team (Stand do Mestrado em Informática). “Aplicações para TVD Interativa desenvolvidas no projeto SAMBA”. Presentation of SAMBA project in Mundo Unifor, Fortaleza, Brazil, Oct 2007, <http://www.unifor.br/mundounifor>).

[VKF07] P. Vasconcelos, T. Kampf, F. Fava. “. Estratégia adotada para a elicitación das necessidades dos usuários”. Presentation of SAMBA in a regional meeting in Maranhão, Brazil, Jan 2007.

News and information

[BCHI07] Information about SAMBA Project Meeting in Fortaleza on Br-CHI's site, http://ead.unifor.br/brchi/index.php?option=com_content&task=view&id=47&Itemid=1

[DDN07] News report on "Diário do Nordeste" about SAMBA Project Meeting in Fortaleza, <http://diariodonordeste.globo.com/materia.asp?codigo=450215>

[DU07] TV Interview (TV Diário and TV UNIFOR) about SAMBA Project Meeting in Fortaleza, <http://diariodonordeste.globo.com/materia.asp?codigo=450215>

[LU07] Information about SAMBA Project Meeting in Fortaleza on LUQS' site, http://ead.unifor.br/luqs/index.php?option=com_content&task=view&id=40&Itemid=2

[VF07] Information about SAMBA Project Meeting in Fortaleza on Professor Vasco Furtado's blog, <http://vfurtado.blogspot.com/2007/07/brasil-e-europa-pesquisando-televiso.html>

Teaching

[A07] M. Anastassova. Introductory course on user requirements analysis for iDTV application for the 2nd year Master Students in Ergonomics, Paris Descartes University, December 2007.

[S07] P. Soares. Introductory Course on the Development of Applications for Digital Television for the Students of Ceara State University, October 2007.

[M07] K. Madeira. Lecture on the Systematization of Elaboration of Personas, VII Post-Graduate and Research Meeting, October 2007.

Dissertations

[S07] P. Soares. CUICA - Uma Ferramenta para suportar a convergência da TV Digital com a WEB através da criação de conteúdo digital. Master Thesis. Universidade de Fortaleza, Fortaleza, August, 2007. Advisor: Elizabeth Furtado.

[V07] P. Vasconcelos. UsE - User Experience: Uma Metodologia de Conhecimento das Experiências dos Usuários com Base na Etnografia. Master Thesis. Universidade de Fortaleza, Fortaleza, September, 2007. Advisor: Elizabeth Furtado.

3. Plan for the future use and dissemination of knowledge

3.1 Introduction

This part of the report describes the overall strategy for the dissemination and the exploitation of knowledge developed within the framework of SAMBA project. It also contains a list of the results achieved during the first reporting period, as well as the strategy and for future dissemination of knowledge.

The document serves therefore multiple purposes:

- To present and document the strategy put in place for the dissemination and exploitation of knowledge developed by the project
- To provide a complete overview of the dissemination and/or exploitation activities performed by the consortium
- To disseminate information about the project activities and outcomes, so that other researchers and scientists could access it in a comprehensive manner for using it as a basis for further innovation
- To contain the history of all publications/white papers/press releases/standard contributions presented by the project partners during the project lifetime.

The remainder of this document is structured as follows. First, we present the overall strategy, developed within the SAMBA consortium, for the use and dissemination of the knowledge. Then, we present the exploitable knowledge and its use. The following section is devoted to the activities related to the dissemination of the knowledge developed within the project. A section on publishable results concludes the document.

3.2 Overall strategy for the use and dissemination of knowledge

The overall strategy for the use and the dissemination of the knowledge accumulated in SAMBA corresponds to a comprehensive approach chosen in order to maximize the visibility and the impact of the project. This approach comprises knowledge dissemination through different means (i.e. the project Web site, presentations at workshops and conferences, journal papers and press releases in Latin America and Europe). The dissemination activities target both top-level journals and conferences, and non-technical media. These two types of dissemination means are used in order to help the SAMBA results reach a very wide audience ranging from peers in the research community to local politicians and future users of the SAMBA technology. Clustering and liaisoning with other similar EU projects have been undertaken (e.g. participation in the User-Centric Media Cluster of FP6 projects and its different working groups).

3.3 Exploitable knowledge and its use

The SAMBA project brings benefits for both people and companies in Latin America and EU. The testbeds, which will be constructed within this project, could be used to find adequate services to support the development of the interoperation between ISDB and DVB, and in general with other iDTV standards. In this way, even if the EU standards for digital terrestrial television have not been chosen in Brazil, the approach chosen should make it easier for EU companies (especially SMEs) to expand into the important Latin American market.

Also, the choice of the project to address not only terrestrial iDTV, but also mobile iDTV, will help to increase the knowledge in Latin America of the DVB-H technology and its specific

characteristics. This aspect is particularly important considering the recent developments of mobile iDTV in Europe and worldwide.

3.4 Targeted conferences and journals

As mentioned earlier, specific dissemination activities promoted within SAMBA include:

- Early involvement of expert and user groups
- Set up of a public website with relevant publications (public deliverables, conference papers and presentations, etc.)
- Preliminary discussions about the organization of a public SAMBA workshop
- Setup of prototype demos and of two test beds (a Brazilian and an Italian one).

The tables below summarize a list of potential targets for dissemination of the knowledge developed by the project partners.

| CONFERENCES | |
|---|--|
| <p>Traditional top-notch conferences</p> <p>(will help in improving the visibility of the project and emphasize the innovative nature of some of its aspects)</p> | <p>ACM CHI http://www.chi2008.org/ IFIP INTERACT http://www.interact2009.com/ HCI International IEEE Consumer Communications and Networking Conference (CCNC) http://www.ieee-ccnc.org/</p> |
| <p>Events on technologies for user communities and computer supported cooperative work</p> <p>(will help improving the visibility of the project within the research community working on technologies for user communities and computer supported cooperative work)</p> | <p>ACM International Conference on Computer-Supported Cooperative Work European Conference on Computer-Supported Cooperative Work The IEEE International Symposium on Collaborative Technologies and Systems International Conference on Communities and Technologies ACM GROUP</p> |
| <p>Events on interactive Digital Television</p> <p>(will help improving the visibility of the project within the research community working on iDTV)</p> | <p>EuroITV http://www.EuroITV2008.org/ IBC, International Broadcasting Conference ACM Multimedia Conference International Conference and Exhibition on Next Generation Mobile Applications, Services and Technologies</p> |
| <p>Events on content creation tools and user experience</p> <p>(will help improving the visibility of the project within the research community working on HCI and technological aspects of content creation)</p> | <p>Conference on the Future Digital Economy: Digital Content Creation, Distribution and Access Digital Content Creation: Creativity, Competence, Critique IEEE CBMI, International workshop on Content Based Multimedia Indexing</p> |
| <p>Events on Human-Computer Interaction</p> <p>(will help improving the visibility of the project within the research community working on HCI, digital iTV and content creation by local communities)</p> | <p>ACM DIS http://www.sigchi.org/dis2008/home ACM UIST http://www.acm.org/uist ACM DUX http://www.dux2007.com/ ECCE: European Conference on Cognitive Ergonomics http://www.ecce2007.eu/ NordiCHI 2008 http://www.nordichi.org/2008/ IHM France http://ihm07.ircam.fr/ ErgoIA France http://www.ergoia.estia.fr/</p> |

| Journals | |
|--|---|
| Traditional top-notch conferences | International Journal of Human-Computer Studies, Elsevier International Journal of Human-Computer Studies, Elsevier Human-Computer Interaction, Lawrence Erlbaum Associates IEEE Journal on Selected Areas on Communications IEEE Transactions on Multimedia IEEE Transactions on Consumer Electronics Pervasive and Mobile Computing, Elsevier Computer Supported Cooperative Work: The Journal of Collaborative Computing, Springer Interacting with Computers, Elsevier International Journal of Web-Based Communities, Inderscience Publishers Applied Ergonomics, Elsevier |