Project Deliverable

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688310	VITAL MEDIA	Vision, Insights and Trends for Awareness and Leadership in Media

Programme	Focused Topic
H2020	ICT 19 2015 Technologies for creative industries, social media and convergence

Title
D2.2 Intermediate report on community animation and usage of the online collaboration platform

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PU	Public	**X**
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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Abstract:

The four clusters involved in the project, together with Engineering, are responsible for community animation in coordination with the rest of the VITAL MEDIA team in order to ensure coherence with strategic information and research agenda of the convergence and social media community. With the aim to promote the exchange of knowledge and networking among the main players in the industry (large companies, SMEs, academia and researchers), which result in the creation of collaborative projects and working groups on key challenges, the team promotes both online and on-site networking among key community players through a combination of online and physical tools:

- A web-based collaborative platform based on OPENNESS (Open Networked Enterprise Social Software) that went live on September, 2016
- 8 matchmaking events. Each cluster organizes 2 events on specific topics that affect the digital creative industries, social media and convergence with the objective to foster networking between key players. In this first phase the clusters have organized, or are in the process of organizing, the following events:
    - New Realities, London, 24 April 2017, organized by DIGITAL CATAPULT
    - Creative Industries Meetup organised in the framework of Futur en Seine, Paris, 9 June 2017, organized by CAP DIGITAL
    - Workshop on "Technology triggered innovation" at The Arts+ (at the Frankfurt Book Fair), Frankfurt, 11 October 2017, organized by MAC
    - Event on "Artificial Intelligence, creativity and emotions", Nantes, 13 December, organized by IMAGES & RÉSEAUX
- In a second phase the cluster partners are organizing the following events to reinforce the presence in Eastern Europe:
    - Smart Internet, Pula (Croatia), 26 March 2018, organized by CAP DIGITAL
    - ICT LIVE, Warsaw (Poland), 12-14 April 2018, organized by I&R
    - Event on Virtual Reality, to be defined by MAC
    - Event to be defined by DIGITAL CATAPULT

This new version of deliverable 2.2 has been revised and extended as a result of the corrective actions required by the external experts and the Project Officer at the mid-term review meeting held in Brussels on 27 July 2017, notably regarding:

- The community platform user feedbacks
- Statistics on the activity of the platform
- Statistics on community animation
- Rationale and objectives of the brokerage events
- Concrete expected impact of the events
- Reporting and evaluation of the events for the different stakeholders (SMEs, industry, researchers)

Keywords: community animation, networking, knowledge exchange, key players, collaborative platform, matchmaking events, large companies, SME, researchers, key enabling technologies

Acronyms

AI: Artificial Intelligence

AR: Augmented Reality

CCI: Cultural and Creative Industries

ECBN: European Creative Business Network

FBF: Frankfurt Book Fair

FenS: Futur en Seine

ICT: Information and Communication Technologies

KET: Key Enabling Technologies

MAC: Madrid ICT & Audiovisual Cluster

NEM: New European Media

OPENNESS: Open Networked Enterprise Social Software

UHD: Ultra High Definition

VR: Virtual Reality

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Introduction

The VITAL MEDIA project is a CSA that aims to enlarge and animate the convergence and social media community across Europe. Work Package 2 is focused on fostering social communication and collaboration between large industry players, SMEs and researchers, both online and in workshops and events.

The VITAL MEDIA partners are members of the NEM Initiative. The large European industry in the media and content sector is currently mainly organised around the NEM (New European Media) Initiative, a Horizon 2020 European Technology Platform (ETP) dedicated to Content and dealing with Connected, Converging and Interactive Media & Creative Industries and driving the future of digital experience, accounting more than 1.060 members from 94 countries. Besides the technology providers in the area of content and media, the NEM involves various other players, such as content creators, delivery network providers (network operators, broadcasters, and Internet service providers), application developers, research institutions and academia, policy stakeholders in the field of digital and creative transformation, etc.

The NEM Initiative also involves technology adopters, mainly start-ups, individual entrepreneurs, micro-SMEs (with less than 10 employees) and SMEs, who are however, limited in resources and consequently, their contribution, discussions and interaction with other stakeholders at European level is limited as well. For this reason, the role of clusters and business associations who act as representatives and intermediaries of these small companies and entrepreneurs is essential in a sector where 85% of the industrial fabric is made of such profiles. Today, more than 20 clusters and associations belong to NEM, who acts as a meta-cluster, or *a cluster of clusters*, fostering the collaboration and interaction between these European organisations for the benefit of their members.

Four of these European clusters belonging to NEM are partners of the VITAL MEDIA project:

- CAP DIGITAL (Île de France, France)
- IMAGES & RÉSEAUX (Brittany, France)
- DIGITAL CATAPULT (London, UK)
- MADRID ICT & AUDIOVISUAL CLUSTER (Madrid, Spain)

Building on this existing initiative, VITAL MEDIA is working on the consolidation and extension of the European convergence and social media community by attracting new members from industry and research around the key trends and challenges affecting this sector, by promoting networking and collaboration between multi-skilled groups of professionals and by enlarging the geographical scope towards less represented European countries such as Eastern countries.

The Work Package focused on "Community animation" (WP2) of the VITAL MEDIA project relies on the work developed by the four cluster partners conjointly with Engineering, the large IT company, leader in software and IT services in Italy, in coordination with the rest of the VITAL

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MEDIA team formed by Telecom Italia, Orange, Eurescom, the Polytechnic University of Madrid and led by MAC.

Community animation

The constant evolution of digital technologies creates a challenging environment in which to develop new uses and new services, where those new services and uses demand new technology development so as to create a holistic cycle which operates at an accelerating pace. However, there is still a vast field of untapped opportunities for convergence not only in the sectors of CCI and ICT, but by being key transversal drivers, also in their linkages with other sectors that are likely to have a crosscutting impact on value chain innovation and the enhancement of emerging industries, as seen in eHealth, urban planning, tourism or education, to name a few.

Accordingly, one of the main goals of the VITAL MEDIA project is to enlarge the community in the convergence and social media area at the European level, at level of the national and regional clusters, through collaboration among the NEM Initiative and the clusters, and to link those communities with the academia, researchers, policy makers and stakeholders (ie. standardization organizations) to increase the awareness of topics of interest from both sides, for the benefit of the European CCI and ICT economy.

This enlarged community is being animated through a number of online and physical discussions held at events organised at all mentioned levels by the VITAL MEDIA team, with the aim to widely discuss and establish research and innovations roadmaps for the area and future policies, in a strong cooperation with industry (start-ups, SMEs, big corporations), research and academic institutions active in the area, covering the identified gaps between the technology providers, their users/adopters, researchers and policy makers and regulators.

In this Work Package (WP2), the VITAL MEDIA project focuses on coordinating and animating the convergence and social media community to attain four main objectives:

- Facilitate knowledge exchange and awareness of relevant research, technological, policy and regulatory issues, R&D programmes, project results, events and activities
- Encourage both online and on-site networking among key community players
- Foster the creation of collaborative projects and working groups on key challenges
- Ensure a common strategic vision of research agendas and roadmaps

In order to achieve these objectives, the team promotes both online and on-site networking among key community players through a combination of online and physical tools:

- A web-based collaborative platform based on OPENNESS (Open Networked Enterprise Social Software) that went live on September 16, 2016. This platform is a workspace used by NEM consortium and the convergence and social media community available at http://vitalmedia-project.eng.it.
- 8 matchmaking events. Each cluster is the organizer of 2 events of this type on specific strategic topics that affect the digital creative industries, social media and convergence.

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In this first phase the clusters have organized, or are in the process of organizing, the following events:

- o New Realities, organized in collaboration with D&AD Festival, London, 24 April 2017, led by DIGITAL CATAPULT
- o Creative Industries Meetup, held within Futur en Seine, Paris, 9 June 2017, led by CAP DIGITAL
- o Working Summit on Innovation, organized in collaboration with The Arts+ (at the Frankfurt Bookfair), Frankfurt, 11 October 2017, led by MAC
- o Event on Artificial Intelligence, Creativity and Emotions, organized in Nantes, 7 & 8 December, led by IMAGES & RÉSEAUX

In a second phase the cluster partners are organizing the following events:

- o Smart Internet, Pula (Croatia), 26 March 2018, organized by CAP DIGITAL
- o ICT LIVE, Warsaw (Poland), 12-14 April 2018, organized by I&R
- o Event on Virtual Reality, to be defined by MAC
- o Event to be defined by DIGITAL CATAPULT

Collaborative virtual platform

The online collaboration platform has been implemented in order to engage the media, convergence and social community (SMEs, large companies, R&D centres, universities, policy makers and regulators, clusters and other business accelerators). The platform allows users to upload profiles and information, interact with other participants, share documents and whitepapers, publish events, propose project ideas, find matches and create working groups. Additionally, the platform supports co-creation of new emerging knowledge thanks to the collaboration processes and is enriched with a suite of mobile applications.
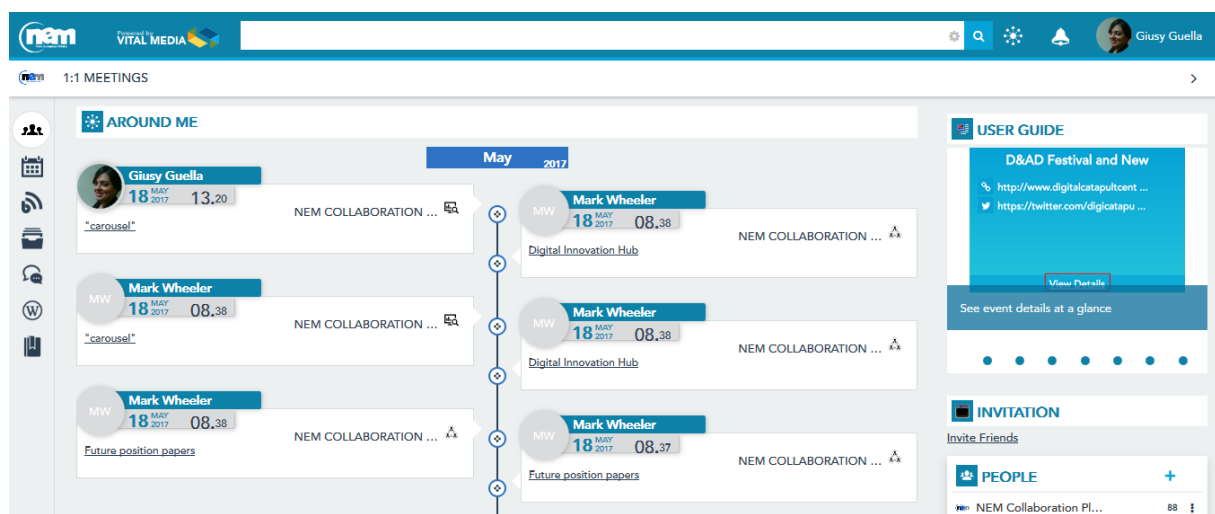
Figure 1. "Around me" view of the VITAL MEDIA platform

The online collaboration platform is based on OPENNESS (Open Networked Enterprise Social Software), an open source framework developed by Engineering Ingegneria Informatica S.p.A. (ENG), partner of the VITAL MEDIA project. The NEM Collaboration platform acts as a hub for communications and for the interchange of documents and multimedia contents supporting the NEM Initiative and the convergence and social media community. One of the objectives of the collaboration platform is to support users in carrying out part of their daily activities and their work. The advantages of online collaborative commissioning procedures are not limited to the facilitation and optimization of what happens in the traditional way; the results obtained are much larger, since these models are taking advantage of the constructive mechanisms beliefs inferred from the component "social" web, which works as a catalyst for the birth of ideas and combinations collaborative unpredictable.

All the people joining the collaboration platform will belong to the operational environment called network. The collaboration platform has been implemented in connection with the NEM collaboration community, the network that is the main operational environment, as a basis, but with the objective to enlarge the workspaces to which people belong to put in place other activities beyond the network, attracting newcomers from the large convergence and social media

community and enlarging the geographical scope by attracting key players from countries that are currently not well represented (mainly Eastern countries).

Usage of the platform and statistics

First Year project analytics of the NEM platform supported by VITAL MEDIA

In its first year of life the platform accounts 363 visitors. Below are shown the analytics that reflect the current use of the platform.

Legend

- **Sessions:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

- **% New sessions:** An estimate of the percentage of first time visits.

- **New Users:** The number of first-time users during the selected date range.

- **Bounce rate:** The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

- **Pages/Session:** (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

- **Avg. Session Duration:** The average length of a Session.

- **1-Day Active Users:** The number of unique users who had at least one session within the last day in your active date range.

- **7-Day Active Users:** The number of unique users who had at least one session within a 7-day period. The 7-day period includes the last day in your active date range

- **14-Day Active Users:** The number of unique users who had at least one session within a 14-day period. The 14-day period includes the last day in your active date range.

- **30-Day Active Users:** The number of unique users who had at least one session within a 30-day period. The 30-day period includes the last day in your active date range.
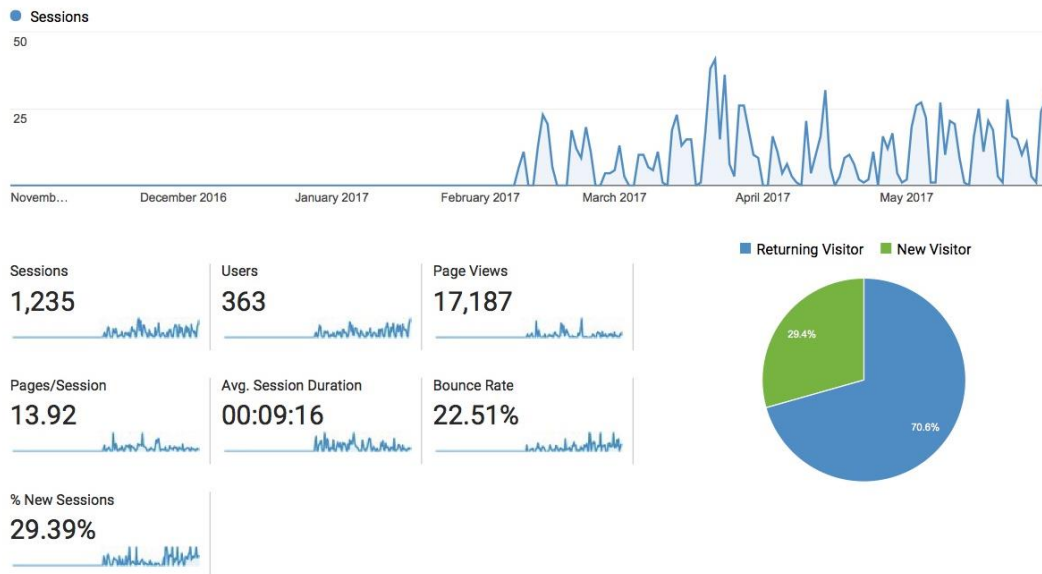
Figure 2. **Audience overview**

The platform has currently 363 users who, in average, visit 13.92 pages per session and spend an average of 9 minutes and 16 seconds per session. The current bounce rate is 22.51%.

Language	Sessions	% Sessions
1. it	406	32.87%
2. it-it	218	17.65%
3. en-us	157	12.71%
4. en-gb	153	12.39%
5. fr	150	12.15%
6. es	54	4.37%
7. fr-fr	42	3.40%
8. es-es	30	2.43%
9. nl	5	0.40%
10. en-au	3	0.24%

Figure 3. **Audience sessions analysed by language**

	Country	Sessions	% Sessions	
1.	Italy	624		50.53%
2.	France	195		15.79%
3.	United States	110		8.91%
4.	Greece	88		7.13%
5.	Spain	81		6.56%
6.	United Kingdom	57		4.62%
7.	Belgium	23		1.86%
8.	Germany	17		1.38%
9.	Australia	10		0.81%
10.	Ireland	7		0.57%

Figure 4. **Audience sessions distributed by country**
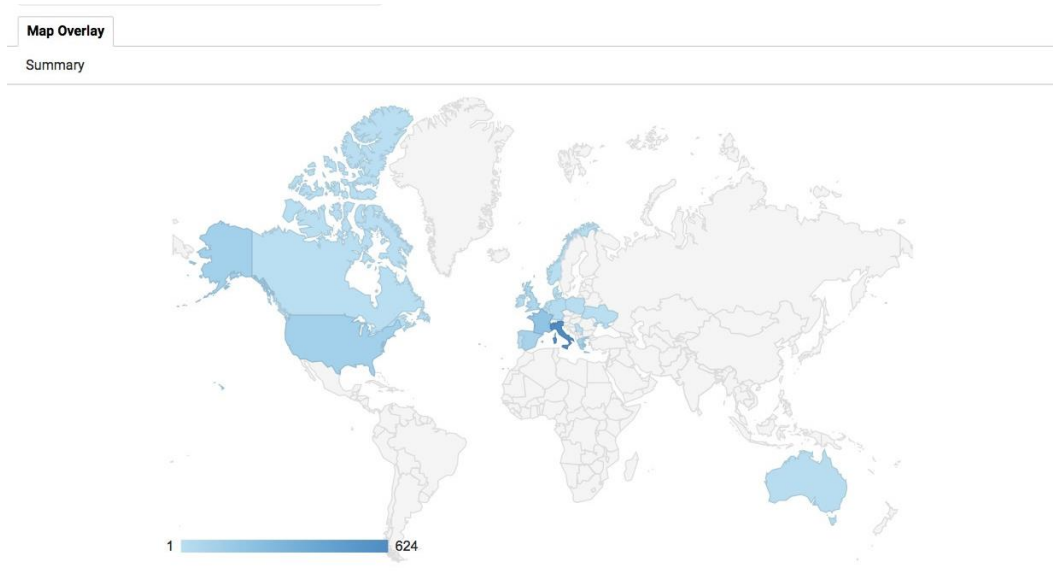
Figure 5. **View of the audience sessions distributed by country on map**

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Country	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	1,235 % of Total: 100.00% (1,235)	29.39% Avg for View: 29.39% (0.00%)	363 % of Total: 100.00% (363)	22.51% Avg for View: 22.51% (0.00%)	13.92 Avg for View: 13.92 (0.00%)	00:09:16 Avg for View: 00:09:16 (0.00%)
1. Italy	624 (50.53%)	16.99%	106 (29.20%)	11.70%	18.74	00:12:36
2. France	195 (15.79%)	64.10%	125 (34.44%)	43.08%	6.78	00:04:02
3. United States	110 (8.91%)	24.55%	27 (7.44%)	30.00%	9.99	00:06:40
4. Greece	88 (7.13%)	19.32%	17 (4.68%)	17.05%	14.68	00:09:01
5. Spain	81 (6.56%)	29.63%	24 (6.61%)	37.04%	7.47	00:05:19
6. United Kingdom	57 (4.62%)	38.60%	22 (6.06%)	35.09%	8.19	00:05:57
7. Belgium	23 (1.86%)	56.52%	13 (3.58%)	26.09%	5.30	00:04:16
8. Germany	17 (1.38%)	47.06%	8 (2.20%)	23.53%	12.29	00:07:40
9. Australia	10 (0.81%)	20.00%	2 (0.55%)	20.00%	10.60	00:04:35
10. Ireland	7 (0.57%)	14.29%	1 (0.28%)	0.00%	14.14	00:19:41
11. (not set)	6 (0.49%)	66.67%	4 (1.10%)	66.67%	4.33	00:01:26
12. Portugal	5 (0.40%)	80.00%	4 (1.10%)	40.00%	4.40	00:01:40
13. Poland	3 (0.24%)	66.67%	2 (0.55%)	0.00%	15.00	00:08:34
14. Netherlands	2 (0.16%)	50.00%	1 (0.28%)	0.00%	6.50	00:05:27
15. Norway	2 (0.16%)	100.00%	2 (0.55%)	100.00%	1.00	00:00:00
16. Canada	1 (0.08%)	100.00%	1 (0.28%)	100.00%	1.00	00:00:00
17. Denmark	1 (0.08%)	100.00%	1 (0.28%)	0.00%	32.00	00:12:11
18. Serbia	1 (0.08%)	100.00%	1 (0.28%)	100.00%	1.00	00:00:00
19. Singapore	1 (0.08%)	100.00%	1 (0.28%)	0.00%	30.00	00:17:52
20. Ukraine	1 (0.08%)	100.00%	1 (0.28%)	100.00%	1.00	00:00:00

Figure 6. **Overview of the audience sessions distributed by acquisition (Sessions, % of new Sessions, New Users) and behaviour (Bounce rate, Pages/session, Avg. Session duration)**
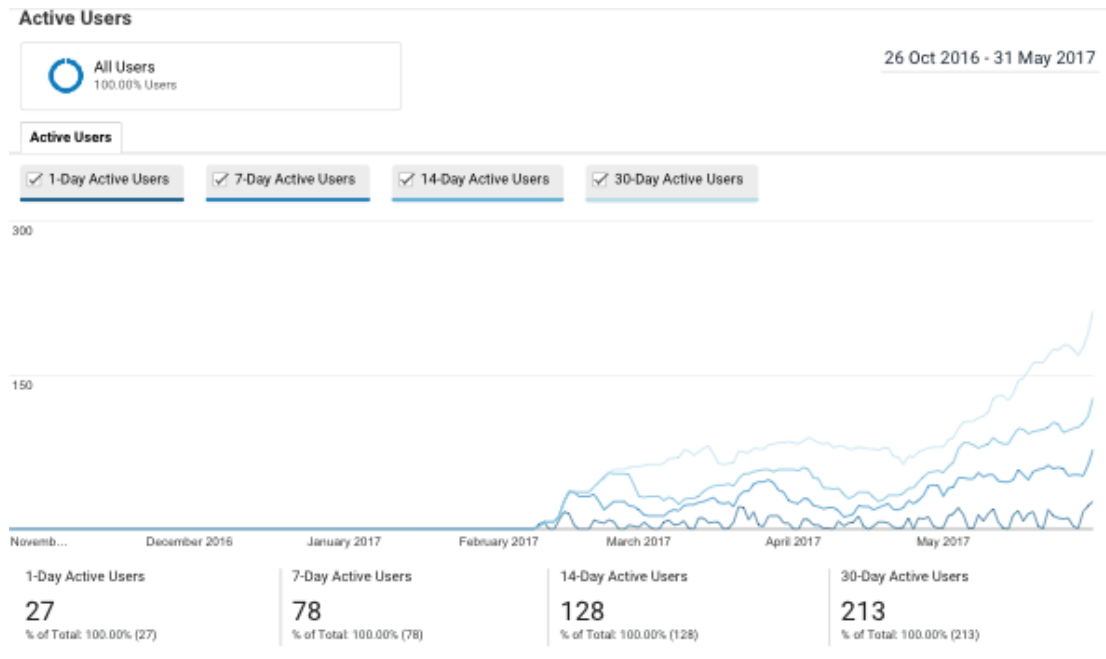
Figure 7. **Overview of the active users**

As can be observed in the graphic above, 213 active users have had a session in a 30-day period, 128 active users have had a session in a 14-day period, 78 active users have had a session in a 7-day period and 27 active users have had a session in a 1-day period.

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May 2017 overview analytics of the NEM platform supported by VITAL MEDIA
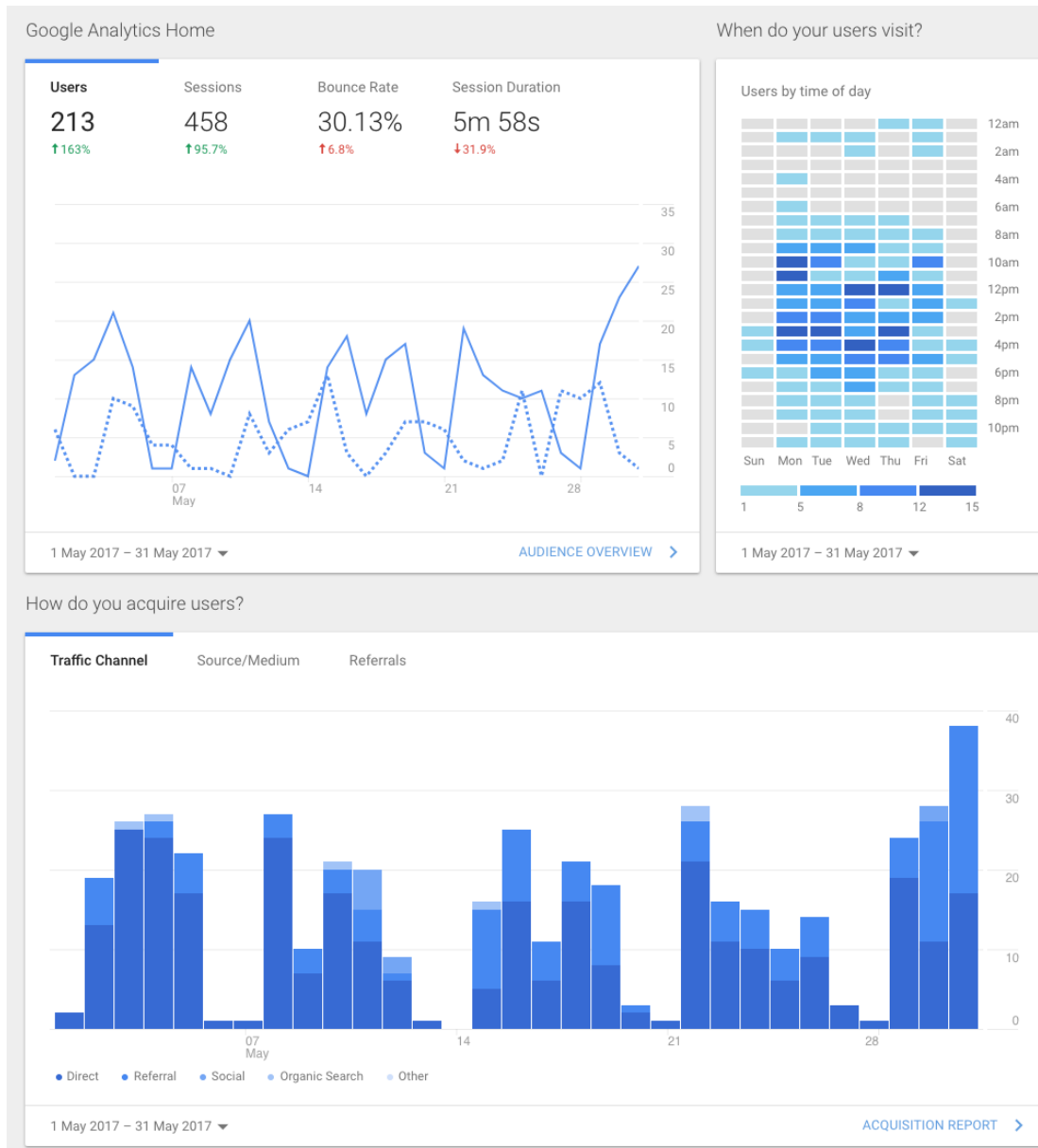
Figure 8. May statistics of the collaboration platform

Compared to the statistics shown in May 2017, the platform has increased in October 2017 the number of users from 213 to 363. The average time per session has increased from 5 minutes 58 seconds to 9 minutes and 16 seconds, showing that the site is used for consultation and working purposes. The bounce rate has decreased from 30.13% to 22.51%.

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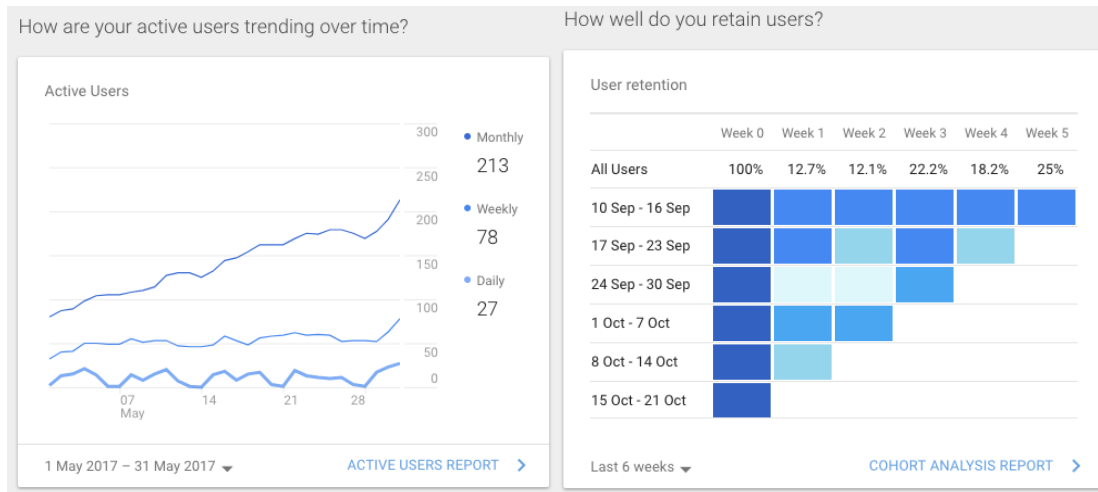
Figure 9. Statistics on users' activity

Strategy to increase the population and usage of the online collaborative platform

The following measures have been adopted by the VITAL MEDIA team to increase the number of users and the activity of the platform:

- Access to the platform has been simplified and made possible in one click from the NEM website.
- A quick easy-to-use guide has been created to show the features of the platform.
- Online communities have been created to promote discussions and knowledge exchange within the four working groups currently active in the NEM initiative: 5G Phase 3 pilot, Digitalising European Industry, FP9 vision and Next Generation Internet.
- The cluster partners have agreed to send a mailing to their cluster members and committed participants to invite them to join the platform and to have access to the new whitepapers published by the VITAL MEDIA team on Immersivity, Hyper-personalization and Distribution of content. The following email will be sent to 3.000 cluster members across Europe:

Dear colleague,

We invite you to join the NEM online collaborative platform. A space where you will be able to interact with peers of the digital and creative fields working in large companies and SMEs, universities, research centres, clusters, associations, public bodies and institutions across Europe. A common workspace where you will find information and you will be able to participate in:

- **Upcoming events**
- **Reports and whitepapers on hot topics**
- **Latest technology trends**
- **European Strategic Research Agenda**

Stay tuned. Just click here and register.
If you need assistance please contact:
Giuseppe Vella and Maria Giuseppa Guella: giuseppe.vella@eng.it, mariagiuseppa.guella@eng.it
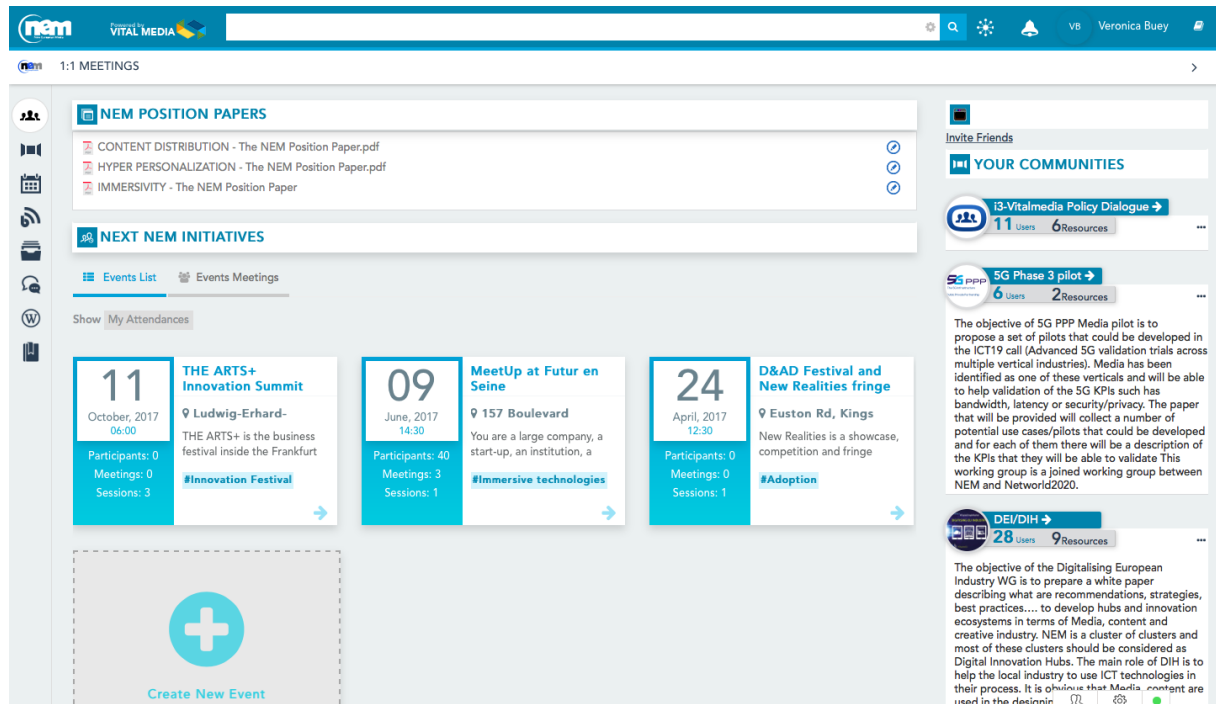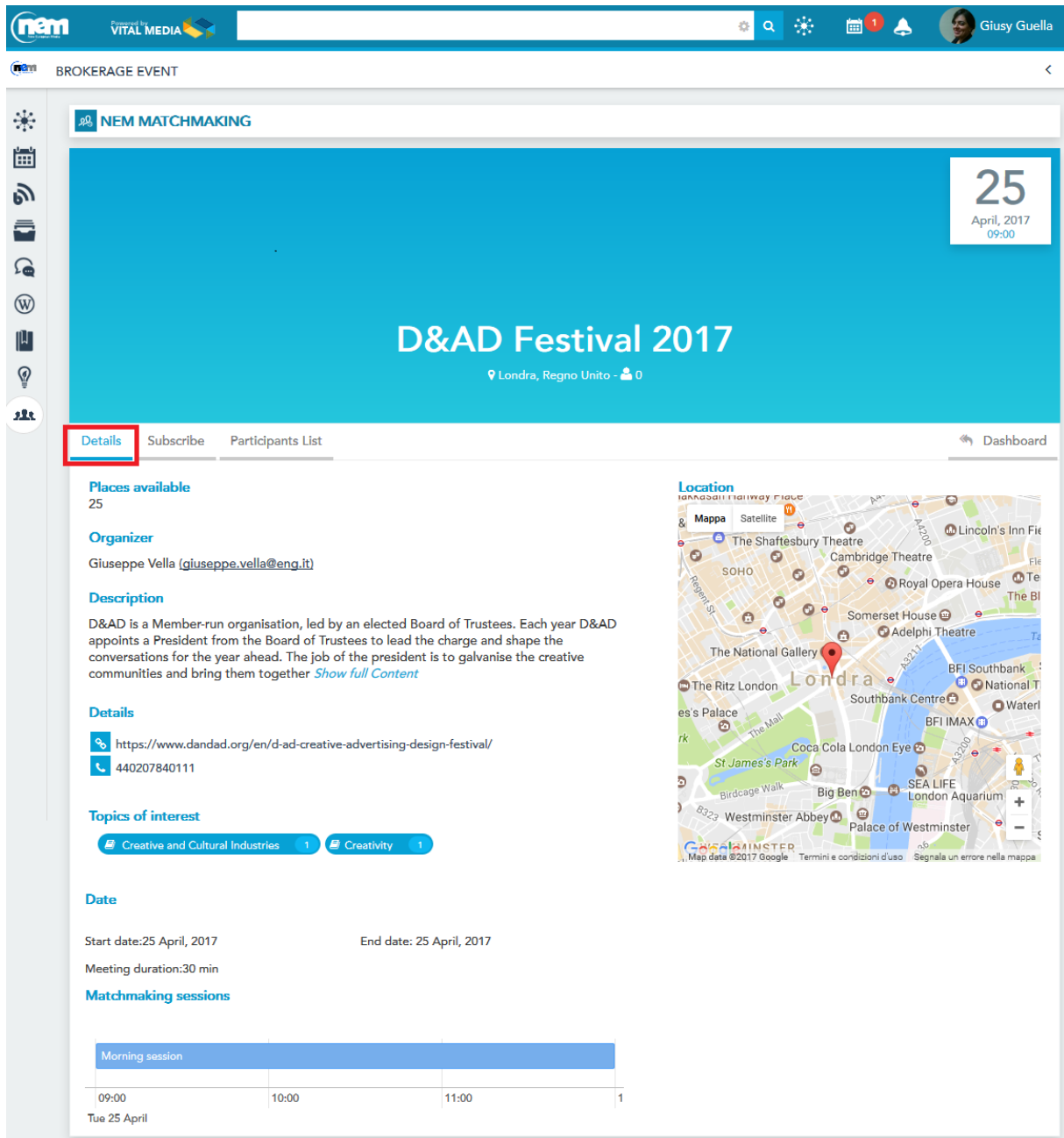
Figure 10. Position papers and events on the collaboration platform

Within the online platform, the brokerage event tool assists the clusters in the organization of various working groups to animate the community and all the networking events organized by the VITAL MEDIA cluster partners. In such a way the usage is increasing the participation of the SMEs mainly providing an environment in which they find easier access and collaboration with large technology providers and with researchers.

Figure 11. Detailed information about planned events

Brokerage events

Additionally to the annual event organized by the NEM Initiative, the NEM Summit (https://nem-initiative.org/nem-summit/), which is identified as the major European event in the area of digital media and content, and to the bi-annual workshops, the so-called NEM General Assemblies, which are also open to participation for non-NEM members and focus on selected topics of interest expressed by the convergence and social media community, the four cluster partners are organizing two VITAL MEDIA brokerage events each (8 in total) to allow the community players to meet in person, exchange ideas, knowledge and expertise, and to showcase project results.

The key topics and the scope of these events are being selected and defined by the cluster partners in coordination with the rest of the VITAL MEDIA team (Polytechnic University of Madrid, Orange, Telecom Italia, Eurescom and Engineering) during the weekly online team meetings. This allows the partners to take advantage of the work and analysis developed in WP3 on the strategic trends that are affecting, and most importantly, that will affect the future development of the convergence and social media community and that determine the Strategic Research Innovation Agenda of the sector: immersivity (comprising technologies such as VR, UHD, 360º), content distribution, hyper-personalization and the future of social media.

When possible, these events are being organised within larger European ICT/Digital Media events in order to have larger communication impact and to attract more participants.

For these events the VITAL MEDIA platform is used for registration of participants and allows them to network and search profiles for joint working groups and schedule one-to-one meetings.
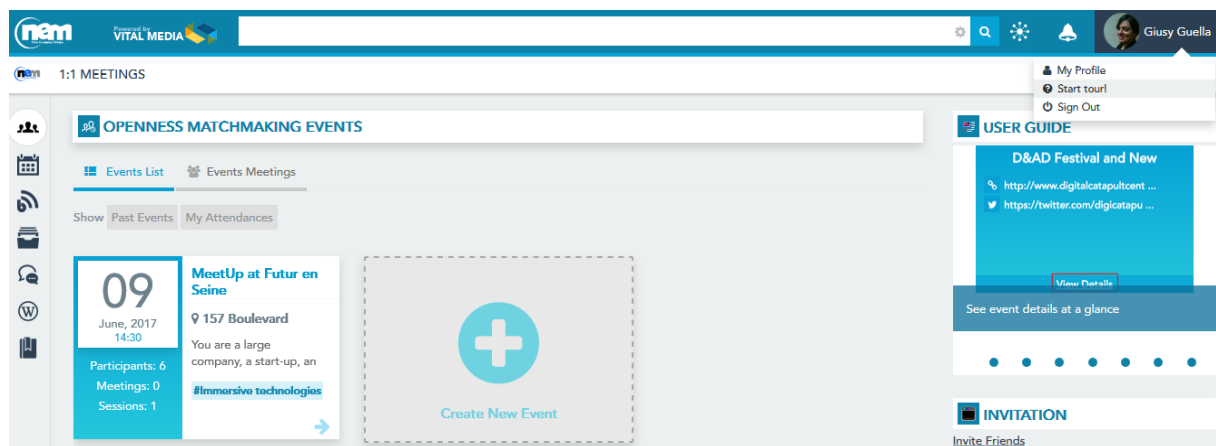

Figure 12. Matchmaking dashboard

Up to date, the cluster partners have organised or are in the process of organising the following events:

LONDON, 24th April 2017

The DIGITAL CATAPULT, in collaboration with the D&AD Festival, organized at its premises in London two **Roundtables on "New Realities: Connecting Europe's creative industries with emerging immersive technology"**. In this report, we outline the central themes, opportunities and challenges that were raised and discussed by participants. The key outcomes of the roundtables / key points were summarised and presented at the NEM General Assembly on 11 May 2017. This report will help the community better understand the creative industry-immersive technology landscape, and help key stakeholders within NEM, the Vital Media project and across Europe focus priorities and activities.

Fields of work and organisation types of the participants:

• Journalism

• Communications and marketing

• Graphic design: visualisation to sell construction projects

• Design agencies

• Immersive tech for sports

• VR content creators: fantasy

• Immersive theatre and live events

• Mobile apps

• Universities

• SMEs

• Start ups

• Independents / consultants

• Strategic bodies

Paticipants: predominantly UK-based, approx. 20/25 attendees in each roundtable.

Presenters:

- **Tanya Laird, CEO and Director of Digital Jam** (consultancy agency) www.digitaljamlimited.com

- **Julia Wolny, CMO of Sonic Paintings** (interactive soundscapes platform for visual art) http://sonicpaintings.com

- **Jo Thomas, creative business owner and composer of electronic music** http://www.jothomas.me

- **Eliza Legzdina, Partnerships at JukeDeck** (platform using artificial intelligence to revolutionise the way people and companies make and consume music) https://www.jukedeck.com

- **Andy Dickinson, Director of the Media Innovation Studio at UCLan** (research centre and learning lab at the University of Central Lancashire) http://mediainnovationstudio.org

Rationale of the event: the event was organised by DIGITAL CATAPULT with the aim to connect content creators and technology developers around new technologies such as AI, AR and VR and to foster collaboration between them. These particular technologies offer a range of new business opportunities that were explored during the two roundtables. For this purpose, the tables intentionally comprised participants with different skills and backgrounds, mixing creative professionals and technology developers, companies of different sizes and researchers.

Key themes that emerged during this session and **impact** on participants:

Despite the topic of the roundtables being focused on connecting content creators and technology developers across Europe, much of the discussions were focused on other challenges that creative SMEs face; which perhaps indicates that there is a significant gap, and therefore opportunity, to address why UK-based SMEs do not collaborate beyond the UK border.

An overriding theme of the roundtables was the difficulty for creative start ups and SMEs transitioning in an emerging market, and identifying appropriate business models to develop opportunities beyond current capabilities. The challenges this posed spanned: resource within teams, the capability of those teams, the challenge of educating the market (both users and customers), the adoption curve, and cultural differences East to West.

The 'emerging market' theme also highlighted the current rate of adoption and moving away from gimmicky short-stay models toward more sustainable markets, particularly in the construction and surveying markets; although AR as opposed to VR was pushed as the real area for sustainable business development. In turn, there were mixed opinions and scepticism about the long-term viability of different immersive technologies, particularly in regards to investment, and forecasts for timescales for adoption and market growth.

In regards to exporting and access to markets, a key focus was 'how does exporting come into play in a globally connected world?' This raised some lively debate about where the true dividers

in the markets now sit and who holds the keys. For example, it was suggested that a 'land grab' is yet to happen by headset makers as headsets are still being developed for different users. And different users have different needs, i.e. ease of access vs quality of output.

In regards to point of access for VR, it was suggested that the only collaborative successes to date in Western countries have related to content partnerships making certain applications 'cool', for example, the recent Star Wars/IMAX/LA collaboration and James Cameron's partnership with the Void. Whereas in the East, it was suggested that people are more willing to give things ago as this technology and the community focus around it is more prevalent, for example, the arcade culture being an enabler in the East.

Another potential enabler for the market that was discussed was social content and utilising communities to augment experiences - as this will break down boarders and make experiences more meaningful.

"We heard from Tanya Laird, from Digital Jam who talked about the scale of the immersive market place in terms of both solutions developers and the global buzz around the technology.

"Tanya was keen to highlight the pace of development in the East in comparison with the rest of the world, and the potential market creep that we will see if developers in the West do not move quickly.

"Tanya also focused on research conducted and some of the fundamental challenges

that are holding creative development back, such as the lack of rigid frameworks in engaging with writers of VR content (games vs film vs tv writers)."

Key opportunities for creative SMEs (in particular, collaborating with immersive tech):

- Video content creation is exploding
- 600 hours of video uploaded to YouTube every minute
- Dynamic music in gaming can be interesting. This is moving towards high personalisation to users
- In regards to universities' roles in supporting innovation: Should universities be handing over this role /forfeiting funding? Not always, given that universities and other sponsored institutions are safer environments for innovation - because they don't have commercial pressures
- Holoportation is a next emerging trend for VR and 3D

"The USA sees UK as an idea generator."
(Due to a highly creative environment.
This can be leveraged for content creating
which in many cases is the barrier for
further VR and AR adoption).

"Innovation only works if it's hard.

*No one cares about soft innovation
(social, cultural, etc.). The real
driver is always money, but better
results come when communities
are involved from the beginning."*

*"If you don't include the audience in the
creation you are not really creating
media". (This applies also to VR).*

Key opportunities of doing business and research with European companies and institutions:

- There could be significant opportunities made by showcasing technologies in large multinational stores and company offices such as IKEA, which may offer more exposure

- Creating a buzz around a country's unique market position is essential to securing the future for a business within that country. In the UK, the creative buzz remains but it is essential that organisations like Digital Catapult remain a national and international advocate of this community and buzz. This also must be supported by industry players such as the BBC

- Funding is what brings people together. It is generally the common interest. To foster collaboration money needs to be involved

- A good way of meeting people from institutions in Europe is attending one of their events. Interestingly, if you haven't participated in those first events and kept the relationship going forward, you almost have a closed door for funding opportunities

- To aim for funding from European institutions, UK companies need to be discoverable. Participating in international contests gives them visibility

- An idea to connect UK students with European companies is through apprenticeships schemes

- The safest way of applying for European bids is partnering with a university

- VC and angel speed dating presents opportunites for small companies to get the attention of larger companies or universities in Europe

- The immersive sectors most expected to grow globally, in addition to entertainment, are medical and surveying/transportation

Key challenges for creative SMEs (in particular, collaborating with immersive tech):

- Contact points are not clear. Institutions such as Innovate UK (the UK Government's innovation agency) are too big. This also happens in similar organisations in Europe.

- To be able to navigate these organisations, it would be good to have a list of contact points within these partner organisations, such as Cap Digital (France)

- There is a cultural divide between creative industry micro SMEs and the business language used in grant bids, which makes application processes difficult to navigate

- Creative immersive micro SMEs are often too small to even think about how they can fund themselves long-term as they are concentrating on producing their product

- Art / creative industry funding vs tech funding is very different – often investors do not want to touch "creative" projects as they don't see them as being lucrative. As such, pitch events in this space tend to be a waste of time

- Government bodies tend to have 'soft innovation' knowledge, which means that 'hard innovation' knowledge from delivering projects is not being surfaced. However, this knowledge is difficult to communicate because:
    - Information can be sensitive
    - It is difficult to articulate knowledge from delivering the projects
    - There is no vested interest from companies to share this knowledge and spread wider R&D

- There was a 23% increase in video advertisement spends in 2016. All this video needs music, for example, but brands don't have the time to meet with the music producers. Sourcing music is difficult (takes time, expensive, copyright issues).

- When employing artificial intelligence (AI) to advance creative content and immersive tech, and personalisation, how does it avoid being biased by the available information (i.e. music)? For example, the algorithm could be biased because there is more Western music available online compared with Eastern music?

- There are barriers around the business models in VR. Some business models are not relevant

- Sometimes, academic research has no direct application in business context

- Social awkwardness of headsets in that they are overpowering the ability to clearly articulate benefits without people getting hung up on the basics

- The investment community is becoming a little sceptical, as projects like Magic Leap (projections onto the retina) are yet to produce meaningful results as they currently require significant computing power to bring to life

"I don't find contacts to work with in immersive projects".

"VR sounds like its more developed within institutions, but I work as an independent person so VR feels distant".

*"It is difficult to put in words an art
project (i.e. describing a music track or
a painting)".*

Key challenges of doing business and research with European companies and institutions:

- Communication can drop out because people are constantly changing their jobs

- The money funnel from large companies for R&D often means that there is a cycle of investing in a new innovative solution, only to find it is not feasible to implement on an operational level as it is too expensive. More needs to be done to bridge this cultural divide in the UK and Europe

- If funding comes from the European Commission, you need at least three countries involved to get the money, but each country has specific needs so applicability of projects might be limited

- Match-funding is extremely difficult to navigate for a small start up and can mean if you are a micro SME that you have to scramble to find the additional money from somewhere o UK funding from Innovate UK cannot be matched with European Commission funding, which creates barriers to securing enough money for matched funding from them

- Participating in collaborative funding research normally has too much paper work that pushes companies off

- In the creative industries, there are a lot of freelancers that struggle to be visible. In turn, it's then difficult for larger companies to discover and contact them

- There are IP challenges that create an underlying tension in connecting with other SMEs and corporates - they think they will steal their product. There is an opportunity for EU and UK organisations such as DC to step in to bridge that divide o In partnering between independent content creators and universities, there are IP issues. Here, there is a need to explain the difference between background IP and upfront IP

PARIS, 9th June 2017

CAP DIGITAL, the French Business Cluster for Digital Transformation, organized a **Creative Industries Meetup entitled** "**Immersive Technology: Virtual Reality, Augmented Reality, When Technology Meets Content"**

Rationale of the event: This session was addressed to large companies, start-ups, public institutions, researchers, artists and designers developing immersive content, products or services, seeking for strategic collaborations or looking for disruptive ideas around the concept of Immersivity that was being developed under WP3 of the VITAL MEDIA project, and focusing mainly on VR and AR.

The meetup was organized in the framework of Futur en Seine (http://www.futur-en-seine.paris/en), the largest free and open event on innovation in Europe gathering 30.000 visitors, creators, developers and other major players from France and abroad. Futur en Seine

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festival consists of 3 days of demo show, business, networking, conferences and events at Le Parc de la Villette in the Northeast of Paris.

The agenda of the event covered:

14:30 WELCOME – Presentation of LINCC platform and Paris&Co, Leslie Chataigneau, Incubation Business Manager, Paris&Co – LINCC

14:35 WHAT IS NEM – Presentation of the NEM Initiative, Jean-Dominique Meunier, NEM Chairman

14:45 GET INSPIRED! – Showcase. Demonstrations of French innovative immersive content, hardware and software solutions applied to different sectors of creative industries:

- Sky Boy, Overlap Reality applied to cultural heritage
- Innerspace VR, high quality interactive content for VR in gaming, film and theatre
- Art of Corner, virtual visits of museums based on the technique of photogrammetry
- Heavy M, video mapping software with ready-to-use effects for live shows
- Persistant, realtime VFX for entertainment (game, film, TV) and digital industry

Presentation of culturevr.fr, the first display of French VR creation, Agnès Alfandari, Digital Director, Institut Français

16:00 HOW I MET MY PARTNER – B2B Matchmaking to allow participants expand their international network, find buyers, technology or business partners to develop cooperation possibilities

Impact of the event: About 60 participants explored innovative ways to implement immersive technologies in the creative industries during the demos and presentations. They looked for potential partners to build future innovative projects in the bilateral meetings. They expanded their international connections by establishing new contacts and they were encouraged to join the

New European Media (NEM) Initiative as a member (https://nem-initiative.org/structure-membership/join-nem/) and to become part of the large convergence and social media community.

Numerous stakeholders from creative industries sector gathered to exchange, network and test innovative solutions.

After a short introduction of the Paris&Co and its LINCC platform, **Jean-Dominique Meunier, president of the NEM Initiative** opened the session by presenting the NEM Initiave and its actions. NEM (New European Media) is a European Technology Platform dealing with Connected, Converging and Interactive Media & Creative Industries, driving the future of digital experience by publishing position papers, organizing networking sessions, facilitating collaboration with clusters, projects and technological platforms. NEM gathers over 1060 members, coming from more than 90 countries.

In order to showcase some examples of creative industries stakeholders and to underline one of the current trends in the digital sector, four start-ups presented their virtual reality innovative solutions before inviting the public to test them.

Thus, the Creative Industries Meetup was the occasion to discover:

- **Sky Boy**. SkyBoy's Overlap Reality is an exclusive technology that optimises the effects of augmented reality. It is an original tool available to brands, regions and a new generation of retail.

- **Innerspace VR**. Innerspace is a cutting-edge VR creation studio, dedicated to leveraging the power of VR to build new forms of entertainment with a strong creative identity.

- **Art of Corner**. In the field of Art, Culture and Heritage, Art of Corner produces a unique User Experience in Virtual Reality and broadcasts it in a materialized and dematerialized way.

- **Persistant Studios – Popcorn FX**. Persistant Studios develops software and middleware tools for creating real-time special effects. Their main product is Popcorn FX, a solution for video game studios to create and integrate real-time particle effects.

To close the session, **Ms. Agnes Alfandari of Institut Français** presented Culture.vr, the first showcase of French VR creation. Culture.vr documents the invention of a new language to address immersion, experience and sensorial space.

Culture.vr explores these new virtual realities through three different thematics: visual arts, performing arts and filmed and interactive narratives.

The event gathered about 60 participants who had an opportunity to discover, experiment and build partnerships, as the rest of the afternoon was dedicated to live demos and networking.

FRANKFURT, 11th October 2017

MADRID ICT & AUDIOVISUAL CLUSTER in collaboration with the FRANKFURT BOOKFAIR organized a **Working Summit on Innovation at THE ARTS+ (Frankfurt BookFair, hall 4.1) on**

"How to support technologically triggered innovation in the cultural and creative industries".

Rationale of the event: THE ARTS+ (https://theartsplus.com/), the business festival for the creative and cultural scene, hosted this ***Working Summit on Innovation*** to encourage the exchange between policy, research, industry and intermediaries when it comes to new technologies & innovation support for the creative sectors. This was elaborated in coordination with VITAL MEDIA's whitepaper on "Policy dialogue in Convergence and Social Media: requirements" to respond to the transformation and challenges that Europe is going through by:

- supporting media policies in today's digital landscape through:
    o common policies for the audio-visual sector and new media sector
    o the creation of a true Digital Single Market of Content
    o the promotion of media freedom and pluralism
- digitalising Europe's cultural heritage, making the collections held by Europe's libraries; archives, museums and audio-visual archives available to everyone;
- promoting open data and, in particular, re-use of public sector information (open government data);
- making sure that the right regulatory framework in terms of copyright is in place for all to fully benefit from the great opportunities offered by a truly connected digital single market.

The Summit consisted of 2 round table events in the "Salon format" and a guided tour. Each event was a meeting point for 65 top representatives of politics, industry, cluster organizations, associations and pioneers of the cultural and creative industries.

The aim of the event was not to come up with a "manifesto" or a fixed outcome, but rather to network relevant people and institutions, and to learn from each other, i.e. to nurture a European support network for technologically triggered innovation within the creative industries.

Impact of the event: The mix of multi-skilled participants together, they explored:

- New technologies in the Creative Sectors (guided tour and personal meetings with innovators)
- The market impact of new tech in the Creative Sectors (round table event in the "Salon format")
- Agile measures for innovation in the Creative Sectors (round table event in the "Salon format")

THE ARTS+ combined a fair and a networking hub that brought together the players in tomorrow's cultural and creative scene. The Summit was by invitation only and hosted 65 persons in the Salon. The participants came from the creative sectors, but also from intermediaries (cluster organisations, business support, trade associations), research and from EU (DG Culture, DG Connect) and national policy levels. Germany, Spain, France and Italy were strongly represented.

Discussions focused on the best ways to support innovation in the creative industries. New technologies such as artificial intelligence, virtual reality, 3-D printing and big data are triggering innovation at all levels of the creative sectors – innovative products, services and processes, new business models or organizational culture. Currently, all the players in the industry seem to be grappling with the challenge of innovation on their own. Some examples by small and medium companies were shown.

The Summit established a core working group: a European network composed of diverse individuals and institutions, ranging from policymakers and researchers to industry players and intermediaries (cluster organisations and trade associations). The NEM Initiative and the ECBN (European Creative Business Network) established contact for future collaborations.

The event explored the best ways to provide support for tech-based innovation in the creative sectors, at both the national and European level. In addition, it laid the ground for a high-ranking policy summit in 2018.

THE ARTS+ spans over 2.000 sqm and is hosted in a specially designed area within the Frankfurt Book Fair, which annually attracts 270.000 visitors from over 110 countries, 10.000 journalists, 10.000 rights dealers (publishing, film, games, online) and 200+ political and administrative officials.

NANTES, 13th December 2017

I&R will organize on 13th December 2017 in Nantes (France) a session from 9:30 to 17:00.

Rationale of the event

Topic: Artificial Intelligence, Creativity and Emotions

Market sector: Cultural, Broadcast and creative industries

Audience: The event will be open for any participant in the framework of the convergence and social media community. Expected participant will be from press, broadcast, CCI areas representing either SME, academics, research centers or big companies.

Format of the event: During the morning, 2 keynotes will be organized about design, creativity and artificial intelligence, followed by a round-table discussion with SME, academics, research centers and big companies about state-of-the-art on AI and creativity.

During the second part of the morning, there will be 2 keynotes about art, emotions and AI and research issues. Then, a new round-table discussion will take place with actors from SME, academics, research centers and big companies as well.

During the afternoon, an exhibition area will be organized with more than 10 booths. Meanwhile workshops will be held about design, content and artificial intelligence.

All along this event few Q&A sessions will be organized to create a connection between participants and speakers.

Expected impact: The overall goal being to allow Vital Media and the online collaboration platform to be widely known, to foster networking between participants, and when possible, to enlarge the convergence and social media community by convincing participants to become members of the NEM initiative.

Conclusion

The animation of the convergence and social media community is being tackled by the VITAL MEDIA project both at online and physical levels.

The online collaboration platform created by the project has reached 363 users and the activity of participants is increasing as shown in the statistics by the decrease of the bounce rate (from 30.13% to 22.51%) and the increase in the length of the sessions (from 5:58 to 9:16). However, new measures are being put in place by the project partners to populate the platform, notably to attract members of the clusters and members of the NEM community.

Concerning the brokerage events, at the VITAL MEDIA kick-off meeting held in Heidelberg on 6 & 7 July 2016 the cluster partners agreed to select larger fairs or festivals across Europe where the VITAL MEDIA brokerage events could take place and reach a higher impact in terms of visibility and number of participants. The partners also agreed to identify a variety of subjects that would interest the industry and provide new business and development opportunities, especially for the SMEs.

A first calendar draft was elaborated and discussed during the NEM Steering Board held in Porto on 25 November 2016. However, as the selected events were too focused on the cluster partners' regions, the Steering Board members suggested that the geographical coverage of the proposed events should be expanded, with the purpose of facilitating the access to this knowledge exchange and networking possibilities to a greater number of industry players coming from a wider variety of European regions. Some members of the NEM Steering Board volunteered to partner with VITAL MEDIA partners in events taking place within their local networks. As a result, the clusters have organized or are in the process of organizing the following events:

- New Realities, organized in collaboration with D&AD Festival, London, 24 April 2017, led by DIGITAL CATAPULT
- Creative Industries Meetup, held within Futur en Seine, Paris, 9 June 2017, led by CAP DIGITAL
- Working Summit on Innovation, organized in collaboration with The Arts+ (at the Frankfurt Book Fair), Frankfurt, 11 October 2017, led by MAC
- Workshop on Artificial Intelligence, creativity and emotions, organized in Nantes, 13 December, led by IMAGES & RÉSEAUX
- Smart Internet, Pula (Croatia), 26 March 2018, organized by CAP DIGITAL
- ICT LIVE, Warsaw (Poland), 12-14 April 2018, organized by I&R
- Event on Virtual Reality, to be defined by MAC

- Event to be defined by DIGITAL CATAPULT

This debate and chain of events caused a delay in the organization of the matchmaking sessions according to the planned schedule. However, it allowed the partners to establish new connections with other members of the community that, we believe, will enrich the final result.

In parallel, some adjustments as requested by the VITAL MEDIA partners, notably on user-friendliness, have been made on the online collaboration platform and several training sessions on the usage of the platform have been organized by ENGINEERING for the VITAL MEDIA team and NEM Steering Board members. A brief introduction has been written for a landing page where the users are redirected from the NEM or from the clusters websites. Also a quick guide has been created to facilitate access to the features of the platform.

In the second half of the project the team will strengthen the work on community animation by focusing on two areas:

- Population of the collaborative platform. The platform will be open to the convergence and social media community including all NEM members (it is important to notice that NEM membership is free of charge and open to any industry player interested in belonging to this community) and cluster members. An invitation will be sent to all NEM and cluster members encouraging them to use and populate the platform.

- Upcoming events. From this point until the end of the project, the cluster partners will carry out the 5 remaining events. They are establishing partnerships with other members of the community with the aim to organize the 5 remaining events in different European cities, with special focus on Eastern Europe, for the purpose of covering a greater geographical extent to allow, especially SMEs in the sector, to attend these meetings.

Annex I: Collaboration platform manual

Table of Contents

1 Introduction

In order to provide the convergence and social media community with an operational environment to work together, a collaboration platform supported by the VITAL MEDIA project has been implemented. This platform is a workspace used by the community since September 2016 (three months after the project started) available at http://vitalmedia-project.eng.it.

The collaboration platform has been implemented during the Task 2.1 Implementation of a web-based collaborative platform in order to engage the convergence and social community (R&D centres, universities, policy makers and regulators, clusters and other business accelerators, SMEs, large companies). The platform allows users to upload profiles and information, interact with other participants, share documents and whitepapers, publish events, propose project ideas, find matches and create working groups. Additionally, the platform supports co-creation of new emerging knowledge thanks to the collaboration processes.

This document represents an official manual to using the platform and it is released by Engineering Ingegneria Informatica S.p.A., according to the project milestone MS2.2.

2 Overview

The collaboration platform is based on OPENNESS (Open Networked Enterprise Social Software), an open source framework developed by Engineering Ingegneria Informatica S.p.A. (ENG), partner of the VITAL MEDIA project. The collaboration platform acts as a hub for communications and for the interchange of documents and multimedia contents supporting the convergence and social media community.

As described in D2.1 VITAL MEDIA online collaboration platform, one of the objectives is to support users in carrying out part of their daily activities and their work. The advantages of online collaborative commissioning procedures are not limited to the facilitation and optimization of what happens in the traditional way; the results obtained are much larger, since these models are taking advantage of the constructive mechanisms beliefs inferred from the component "social" web, which works as a catalyst for the birth of ideas and collaborative unpredictable combinations.

All the people joining the collaboration platform will belong to the operational environment called network. The collaboration platform has been implemented in connection with the NEM collaboration community, the network that is the main operational environment, as a basis, but with the objective to enlarge the workspaces to which people belong to put in place other activities beyond the network, attracting newcomers from the large convergence and social media community.

2.1 How to join the collaboration platform

All project participants joining to the collaboration platform are granted to access the network: they can upload and download documents, create and invite others to a calendar event, read and write wiki pages to share information and to organize the activities.
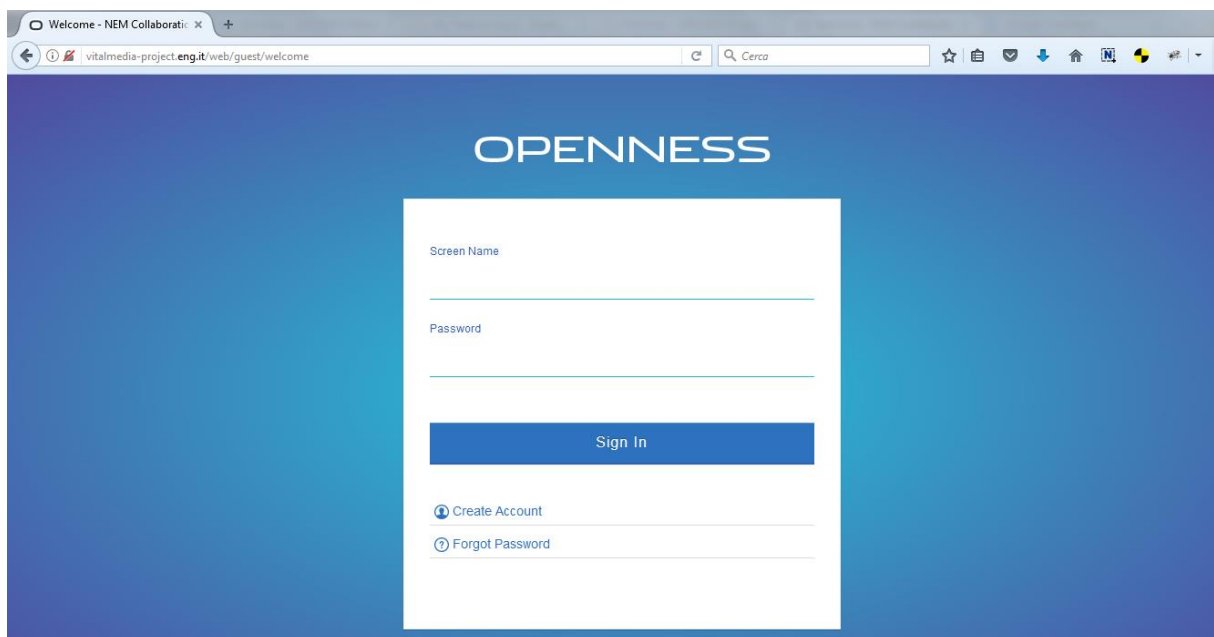
Figure 1 NEM collaboration platform login mask

Access to the platform is controlled by a username and a password of personal user accounts, which are assigned by the platform administrator.

2.2   How to request the access to the platform

2.2.1   Basic process

The basic process for requesting the access is the following:

1. The partner's main contact sends a request to the ENG administrator via email or using the community portal. In the request the partner must include:
   a. Name and surname of the person to add;
   b. Email address of the person to add.
2. The person that is requested to be added should be in CC in the request email.
3. The email has to be sent to vitalmedia-admin@eng.it .

2.2.2   Invite users

One of the main goals of the VITAL MEDIA project is to enlarge the community in the social media area at the European level, at level of the national and regional clusters, through collaboration amongst the NEM Initiative and the clusters. Accordingly, the VITAL MEDIA platform offers a specific service to invite other users outside the consortium (Figure 2).

Figure 2 Invitation tool

The registered users can invite others to sign up typing their email addresses in the form provided to send invitations. It is possible to send 20 invitations at a time (Figure 3).
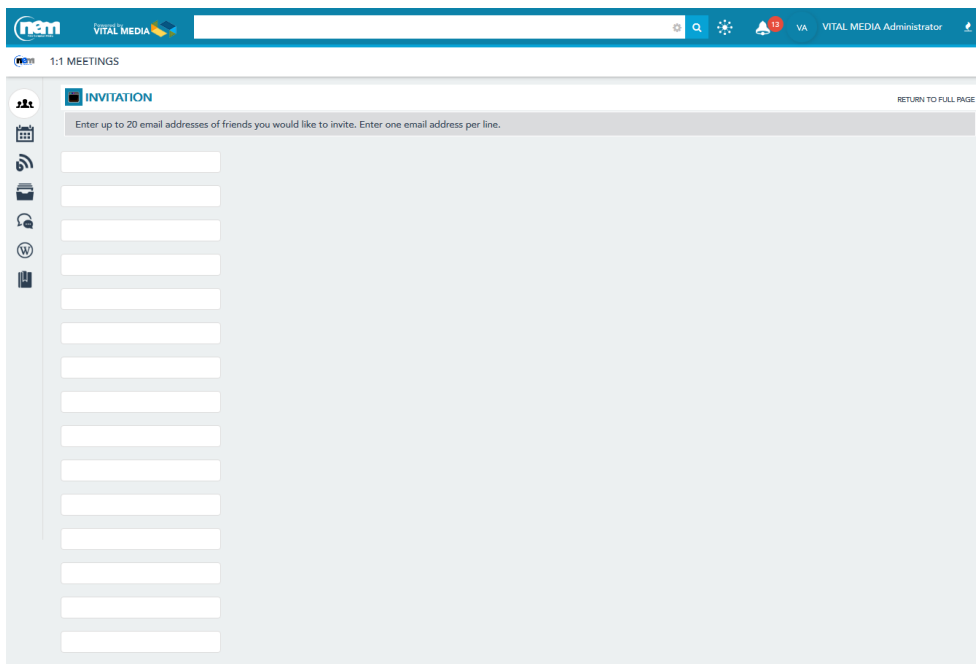
Figure 3 Invitation form

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Invited users will receive an e-mail notification with the link for registration into the portal (Figure 4).
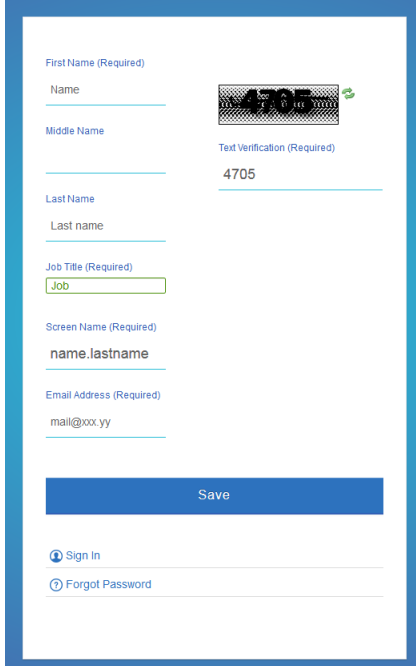
Figure 4 E-mail to come and register into the platform

2.2.3 Create account

The registration form (Figure 5) requires some personal data:

- Fist name (required)
- Middle Name
- Last Name (required)
- Job Title (required)
- Screen Name (required)
- Email Address (required)
- Text verification (required)

After user submits his/her data, he/she will receive a notification email with the confirmation of account creation and the credentials for the access (Figure 6). The password is temporary.

Figure 5 Form to create a new account on the Collaboration platform
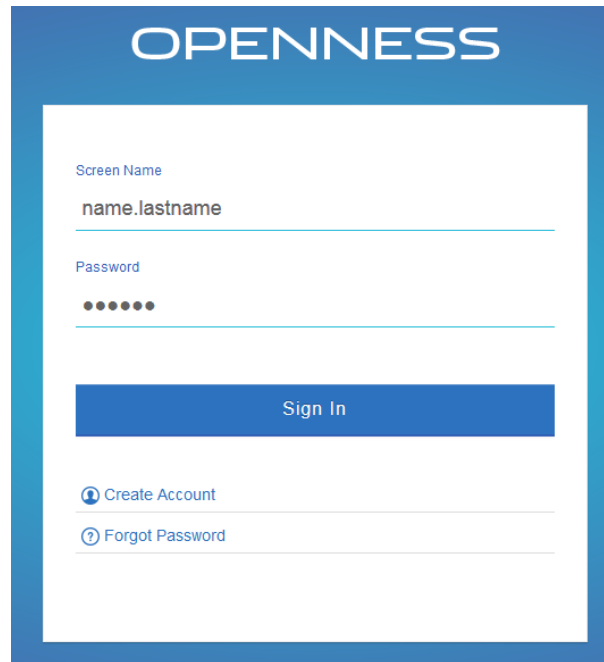
Figure 6 E-mail notification for new account created

The user can then login into the platform (Figure 7) using the credentials sent.

Figure 7 Login into the platform

At first, the user must:

1. agree to the terms of use (Figure 8);
2. change the password (Figure 9);
3. choose a password reminder (Figure 10).

VITAL MEDIA

1:1 MEETINGS

NL Name Last name

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All descriptions of proposed products and services are based on assumptions subject to change and you should not rely on the availability or functionality of products or services until they are actually offered through the Site. We reserve the right in its sole discretion to determine how registration and other promotions will be awarded. This determination includes, without limitation, the scope, nature and timing of all such awards.

18. **Information and Press Releases**.
The Site contains information and press releases about us. While this information was believed to be accurate as of the date prepared, we disclaim any duty or obligation to update this information or any press releases. Information about companies other than ours contained in the press release or otherwise, should not be relied upon as being provided or endorsed by us.

19. **Miscellaneous**.
This Agreement shall be treated as though it were executed and performed in Los Angeles, CA, and shall be governed by and construed in accordance with the laws of the State of California (without regard to conflict of law principles). Any cause of action by you with respect to the Site (and/or any information, products or services related thereto) must be instituted within one (1) year after the cause of action arose or be forever waived and barred. All actions shall be subject to the limitations set forth in Section 8 and Section 10. The language in this Agreement shall be interpreted as to its fair meaning and not strictly for or against either party. All legal proceedings arising out of or in connection with this Agreement shall be brought solely in Los Angeles, CA. You expressly submit to the exclusive jurisdiction of said courts and consents to extra-territorial service of process. Should any part of this Agreement be held invalid or unenforceable, that portion shall be construed consistent with applicable law and the remaining portions shall remain in full force and effect. To the extent that anything in or associated with the Site is in conflict or inconsistent with this Agreement, this Agreement shall take precedence. Our failure to enforce any provision of this Agreement shall not be deemed a waiver of such provision nor of the right to enforce such provision.

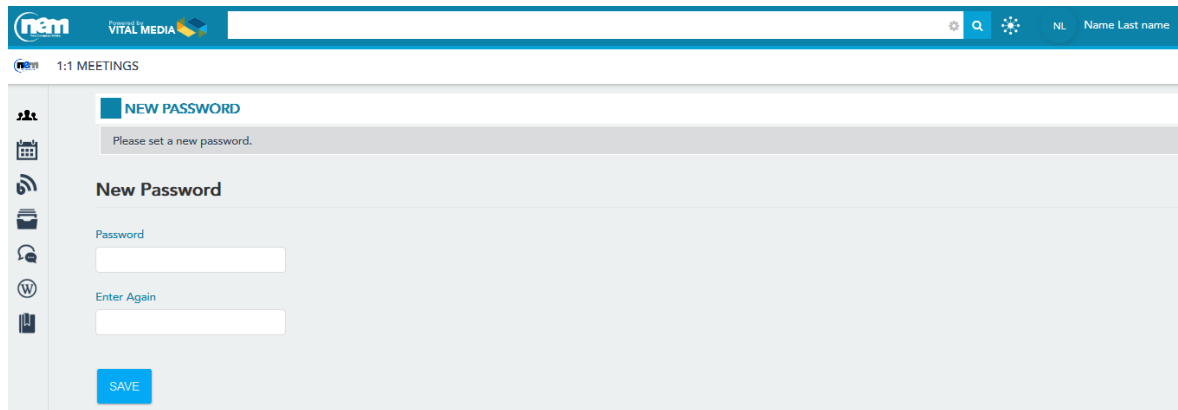I DISAGREE   I AGREE

Figure 8 Acceptance Terms of Use

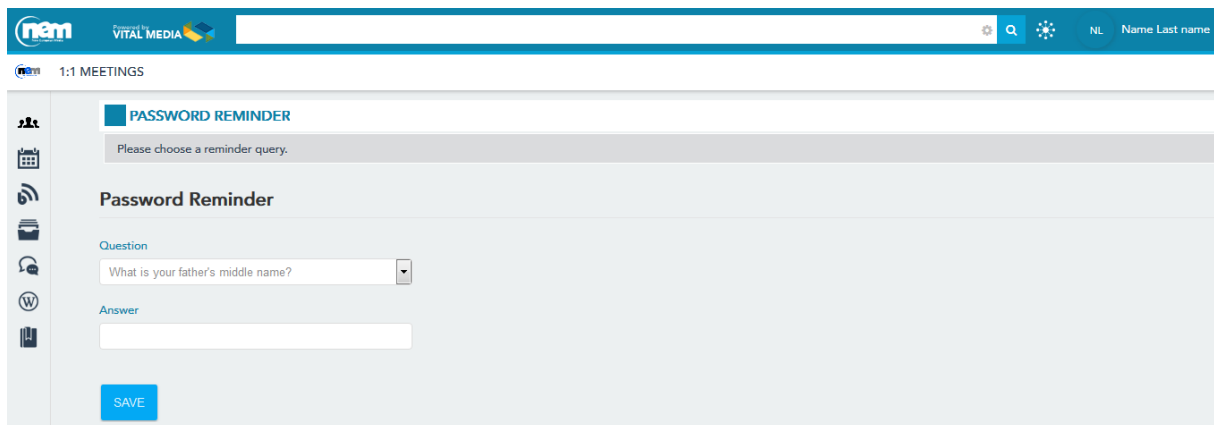**Figure 9 Change the password**

Figure 10 Password reminder

The enrolment now is complete. Automatically, the OPENNESS system will start a short tour of the main features offered by the NEM network:

- People: displays all networks, teams and groups who user belong to. It allows user to create and manage a new team or custom group.
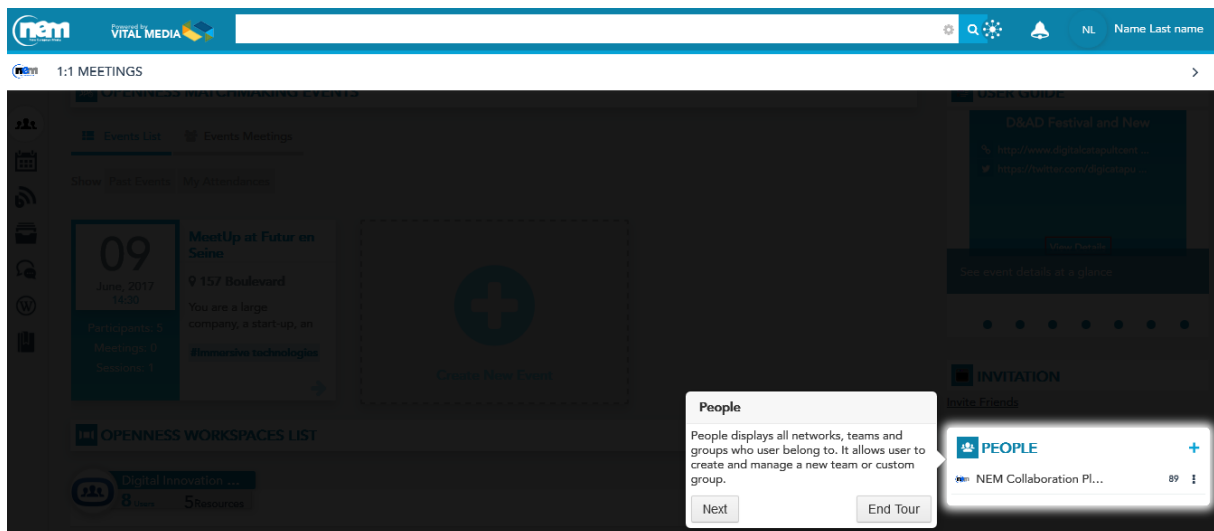

Figure 11 Start Tour - People

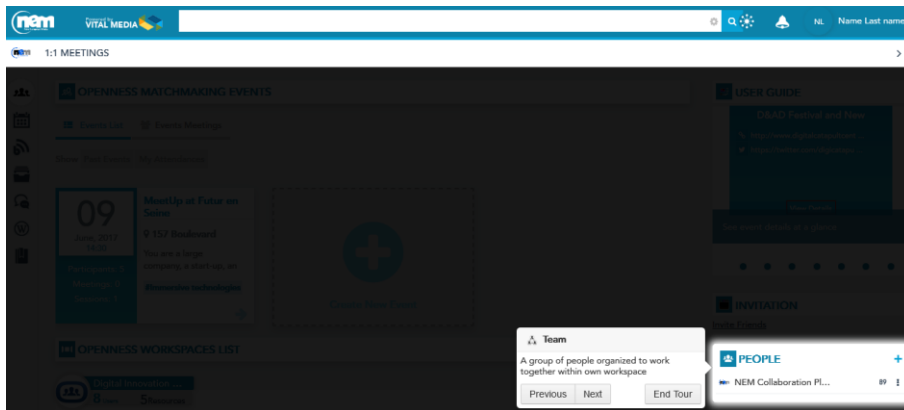- Team: a group of people organized to work together within own workspace.

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Figure 12 Start tour - Team

- Circle: a personal user grouping that allows user to follow activities of belonging members or create a resource folder. It is visible only to the owner and it does not generate any notification to other members.
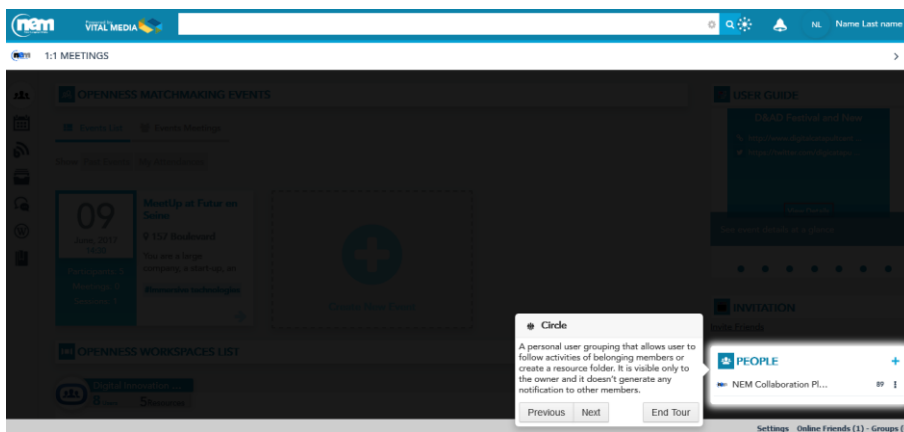
Figure 13 Start tour - Circle

- Chat: it is possible to communicate with other users in real time and setting the chat status.
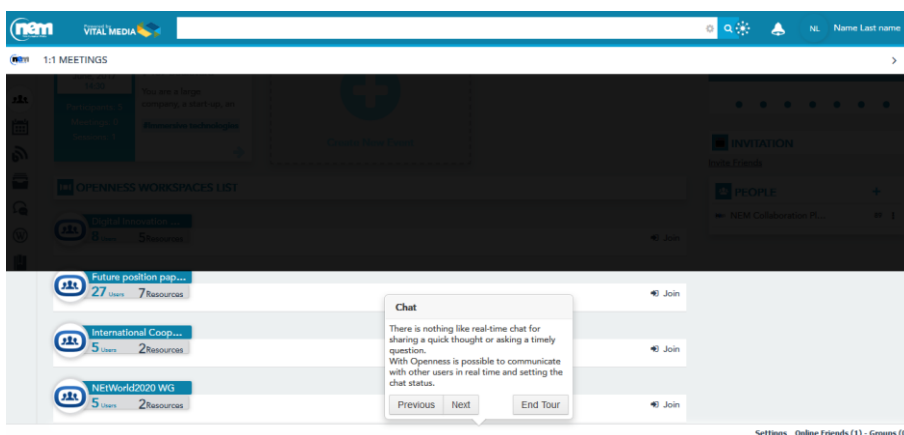
Figure 14 Start tour - Chat

- OPENNESS menu: it provides easy access to all workspace pages.
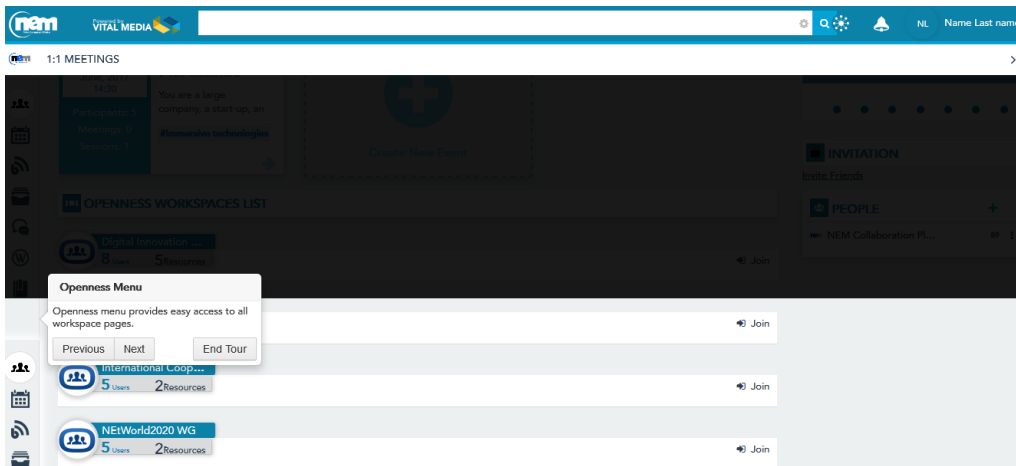
Figure 15 Start tour - Openness Menu

- OPENNESS Semantic Search: Allows user to configure custom search finding content by attribution such as by its category and domain. The search result displays an abstract of the resources with the social bar that allows user to easily interact with comments, rating, likes and markers. It is possible to save one, a few or all search results in a pinned folder accessible from the resources portlet.
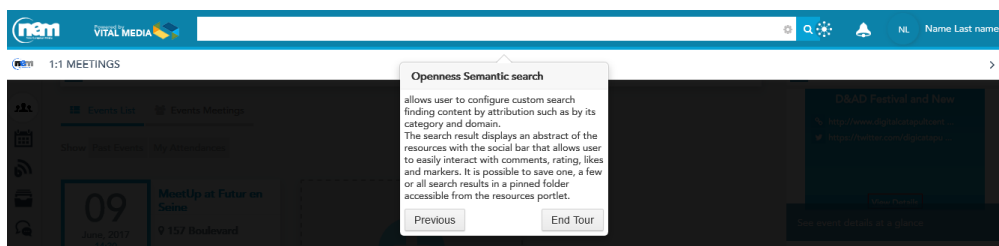
Figure 16 End of tour – Openness Semantic Search

In Figure 17, the collaboration platform home page.
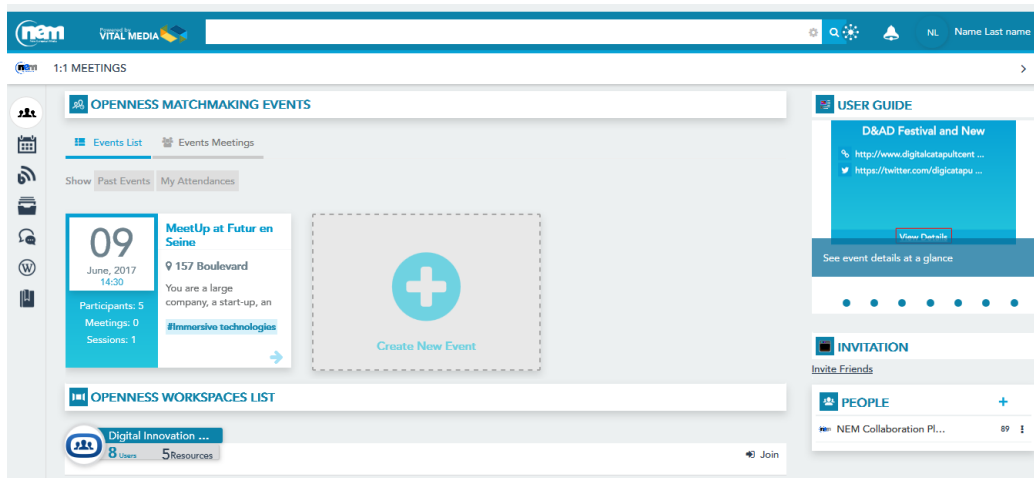
Figure 17 Collaboration platform Home page

3 How to use the network

The network is managed by Engineering and offers a collaborative working environment, equipped with useful tools and functionalities, in order to support collaboration and collective knowledge management.

The platform allows users to be constantly informed about platform activities: each member can follow the evolution of the activities of interest and actively participate on results to carry out.

One of the most important characteristics of the platform is the possibility to reference the content throughout the network, allowing a coherent maintenance of project knowledge and information.

In Figure 18, the main parts of the network are highlighted, while the focus on section below (paragraphs 3.1, 3.2, 3.3) provides a detailed explanation of all the functionalities displayed around the main content area, where the detail of the selected application or content (calendar overview, event detail, list of files, file detail etc.) is visible. Moreover, paragraph 5 details about the portal social features provided by platform: the mentions and the social bar. The Invitation Application has been described at paragraph 2.2.2.
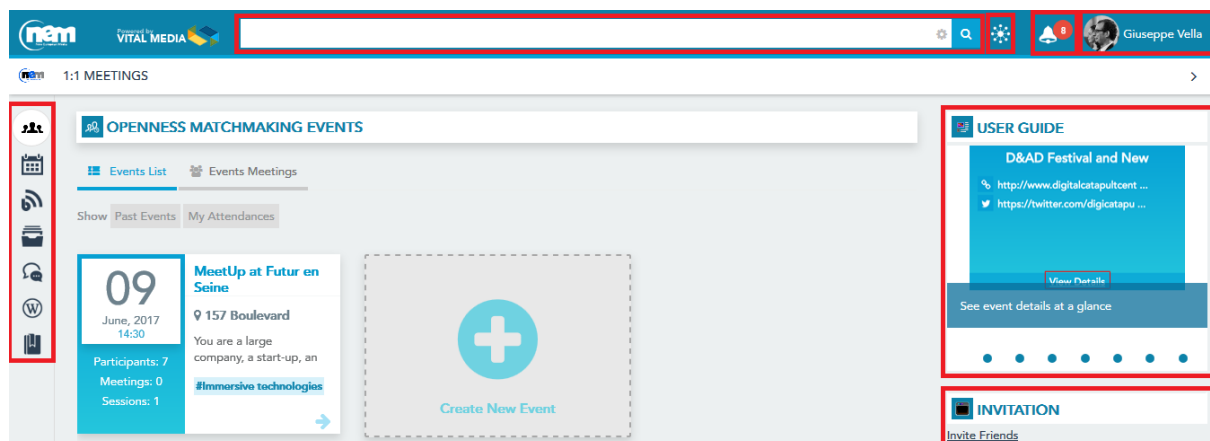
Figure 18 The operational network of the collaboration platform

In the next sections of the deliverable it is further clarified how to use each of the applications above to carry out project specific activities like, for instance, the communication with other project partner, the organisation of a meeting, the creation of a deliverable, etc.

3.1 Dock bar

The functionalities available in the Dock bar, the bar on the top, are the following:

- **Semantic Search**, where workspace participants can find all the portal content and people;
- **Around me**, through this functionality, workspace participants can get an overview of what is happening in real time in the activity stream (Timeline, see paragraph 4.4);
- **Inbox notification**, workspace participants are alerted every time they receive a message or a notification;
- **Personal profile**, by clicking on the icon, workspace participants can access their profile, start the introduction tour and sign out from the platform.

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3.1.1 Semantic search

The collaboration platform includes several search features to help he/she quickly find what they are looking for, or just to browse through content, people, and teams.

Figure 19 Semantic search

The users can search for specific words simply enter the search terms to see content containing all the specified words in any order (Figure 20). They can find resources by person, title and content also benefit from the suggestions shown in real-time in the search box when typing the query if they decide to search for a resource from a term.
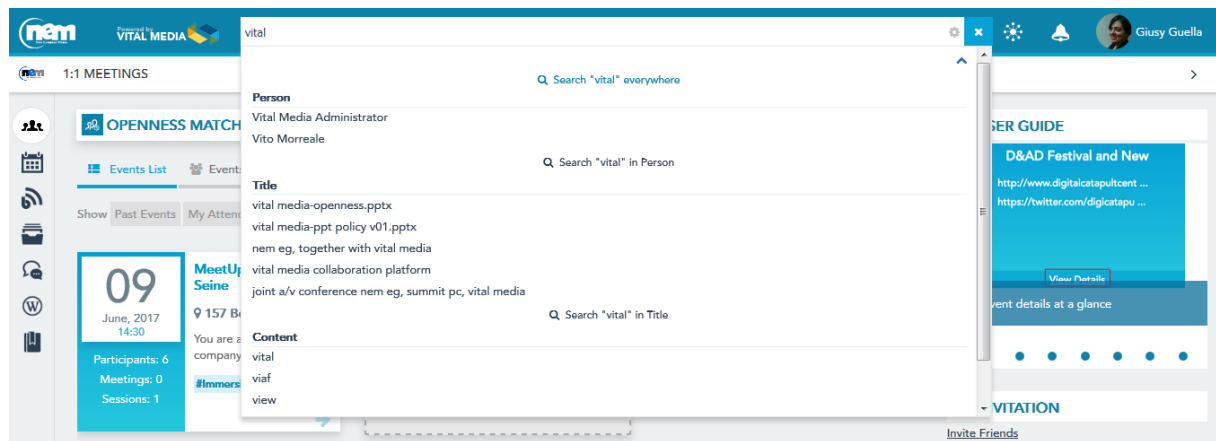
Figure 20 Search for specific words

The search results are displayed in a default order by content, person, and title (Figure 21). Every result has identified by its specific icon type, the title, the initial description, the author and the creation date.
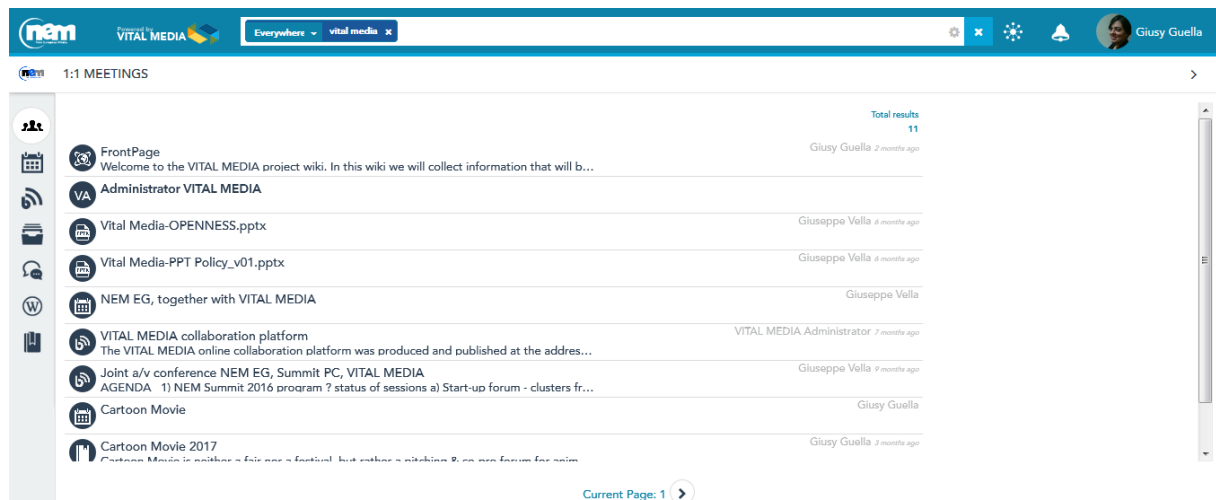
Figure 21 Search results

It is also possible to act several social actions (Figure 22) on the results (i.e. follow, like, pin, share and link).
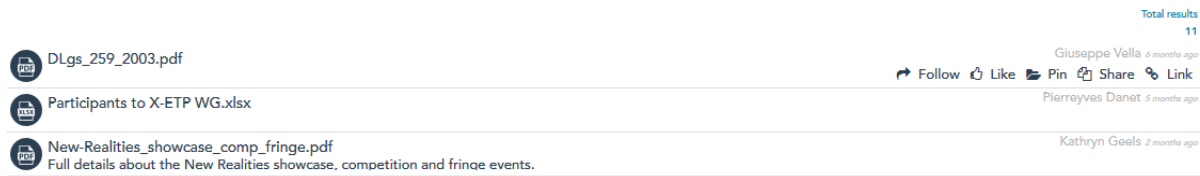
Figure 22 Social bar for search results

The users can setting up some search criteria (Figure 23):

- Number of results for page in a range of 5 to 50 (default value: 10);
- List/Card view (default value: Card);
- Show/Hide the social bar for the social actions in the results (default value: Show).
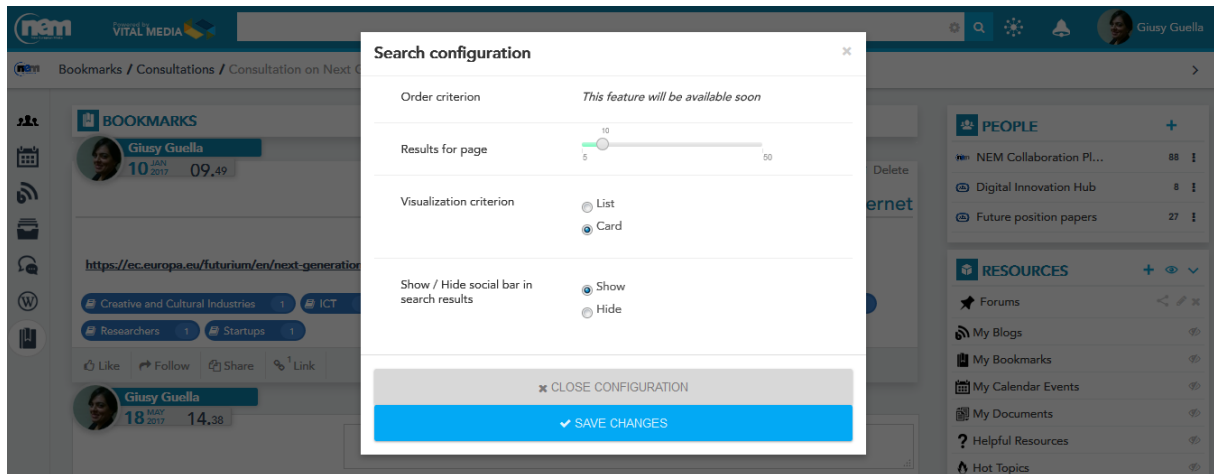
Figure 23 Search configuration

The query of the search is saved in the search history that will dynamically create a visible and available menu from the Search Application that will automatically be powered up and updated each time the users start to use the search application (Figure 24).
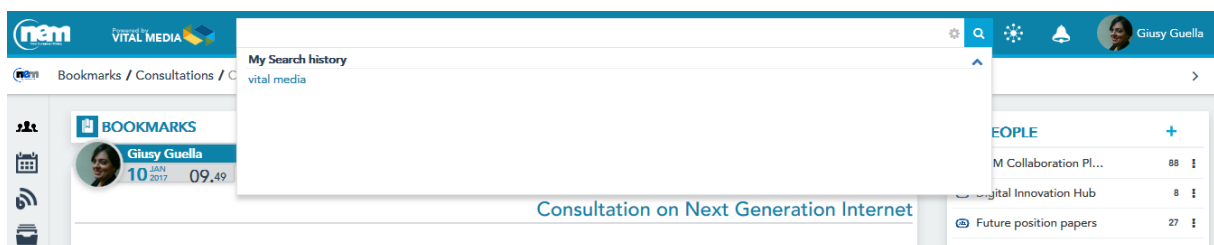
Figure 24 Search History

3.1.2 Around me

From the Around me application, the user can preview and interact with activity that flows through her community. The "Around me" app shows all public and real-time up-to-date updates about the

interactions between users and resources / users / teams that occurred within the platform's workspace and to which the user in question belongs.

Figure 25 Around Me icon

The activities are showed in a descending chronological order and hide a link to the resource object of the action (Figure 26).
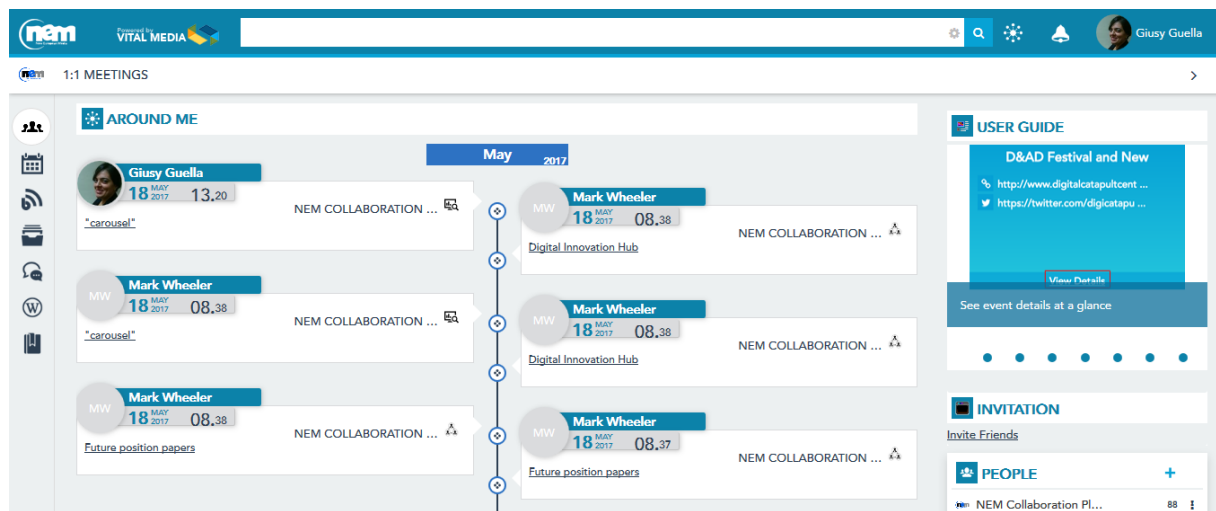
Figure 26 Around Me view

3.1.3 Inbox notification

The Inbox Notification application shows the activity that's most user centric allowing users to receive in real time all notifications that are in some way related to them and their activities within the platform.

Figure 27 Inbox icon

From the notification, the users will be able to reach the resource in question if necessary. The notification details show (Figure 28): (i) Who sent the notification; (ii) The resource in question; (iii) The timestamp of the notification.
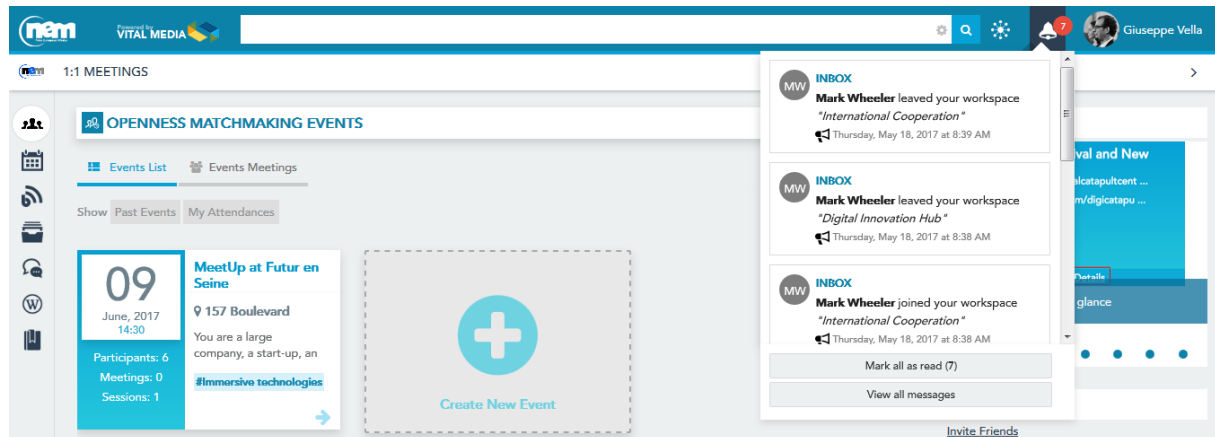
Figure 28 Inbox Notification

The NEM user receives a notification when:

- Inbox
    - Workspace owner receive a notification when someone JOIN membership
    - Workspace owner receive a notification when someone LEAVE membership
    - Receive a notification when she is ADDED to workspace
    - Receive a notification when she is REMOVED from workspace
    - Receive a notification when someone FOLLOW her resource
    - Receive a notification when someone UNFOLLOW her resource
    - Receive a notification when someone LIKE her resource
    - Receive a notification when someone UNLIKE her resource
    - Receive a notification when someone MARK her resource
    - Receive a notification when someone UNMARK her resource
    - Receive a notification when someone NOTIFY to her a resource
    - Receive a notification when someone NOTIFIED her resource (and not already notified her)
    - Receive a notification when someone SHARE with her a pinned folder
    - Receive a notification when someone ADD A COMMENT on her resource
    - Receive a notification when someone ADD A COMMENT on a commented resource and This resource is not her own
    - Receive a notification when someone MENTIONED her
    - Receive a notification when someone MENTIONED her resource
- Workspaces List
    - Receive a notification when someone request membership on her restricted workspace
    - Receive a notification when someone reply on her membership request
- Events Matchmaking
    - Send a notification to the people invited to a new event
    - Send a notification to the guest when a meeting invitation is deleted
    - Send a notification when a meeting is deleted
    - Send a notification to the user host when someone refuse a meeting invitation
    - Send a notification to the host when someone accept a meeting

The channels used for the notification are generally three: the internet website (in this case the Inbox), mail and mobile using the OPENNESS Mobile Apps. The management and use of these

channels is given to the user himself through the "Notification Manager" section of the In Box (Figure 29).
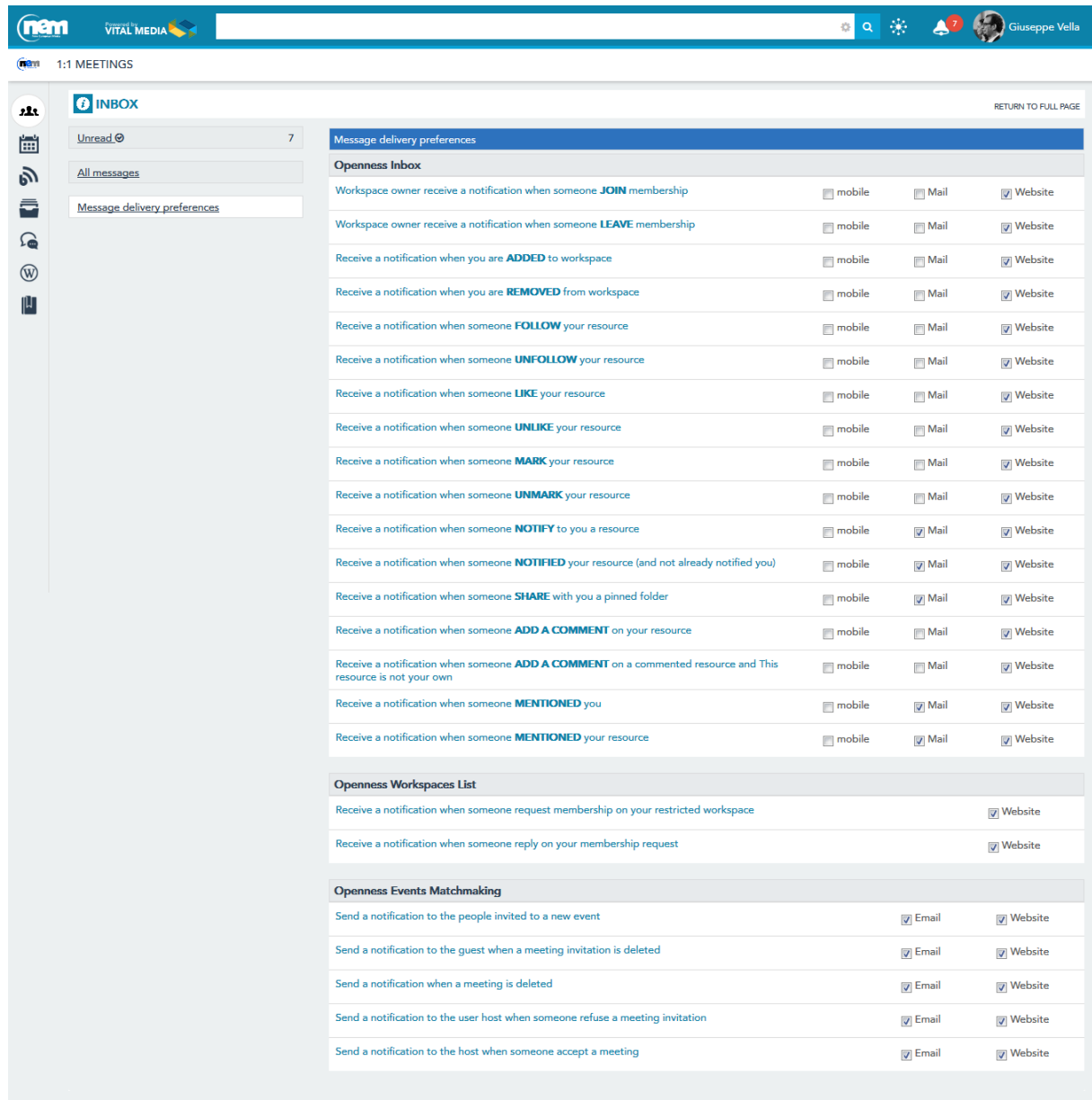
Figure 29 Manage notifications

3.1.4 User Profile

The management of the User Profile is an important step for participating in the community because it allows the members of the community to get to know interests, experiences and professional skills of the others.

Figure 30 User Profile icon

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To access the profile, the users have to click on their own avatar in the top bar and select "My Profile" (Figure 31).
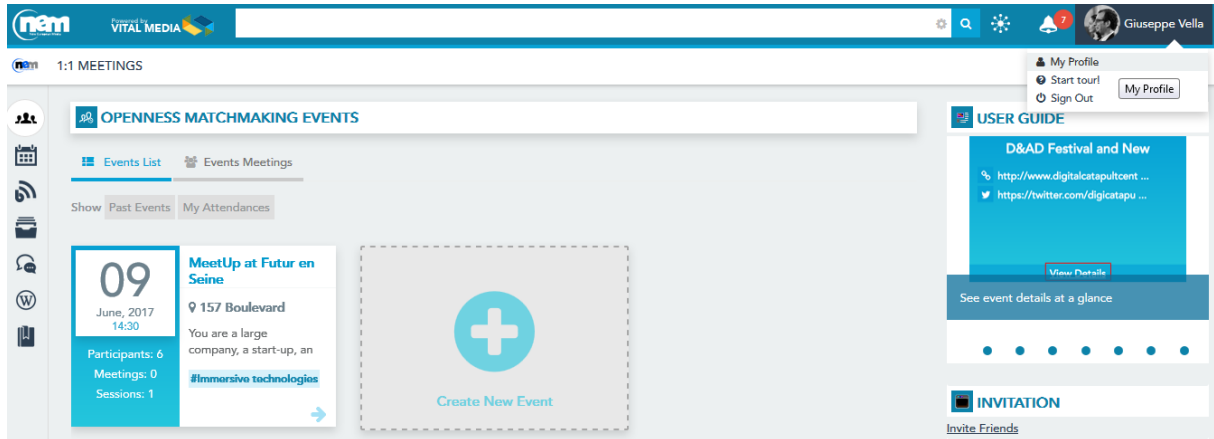
Figure 31 Access to the User Profile

The User Profile shows the basic user info, the contact information (skype, facebook, twitter, linkedin), skills, latest contents and subscriptions (Figure 33). It also an overview on the user activities in terms of resources created, following and followers.
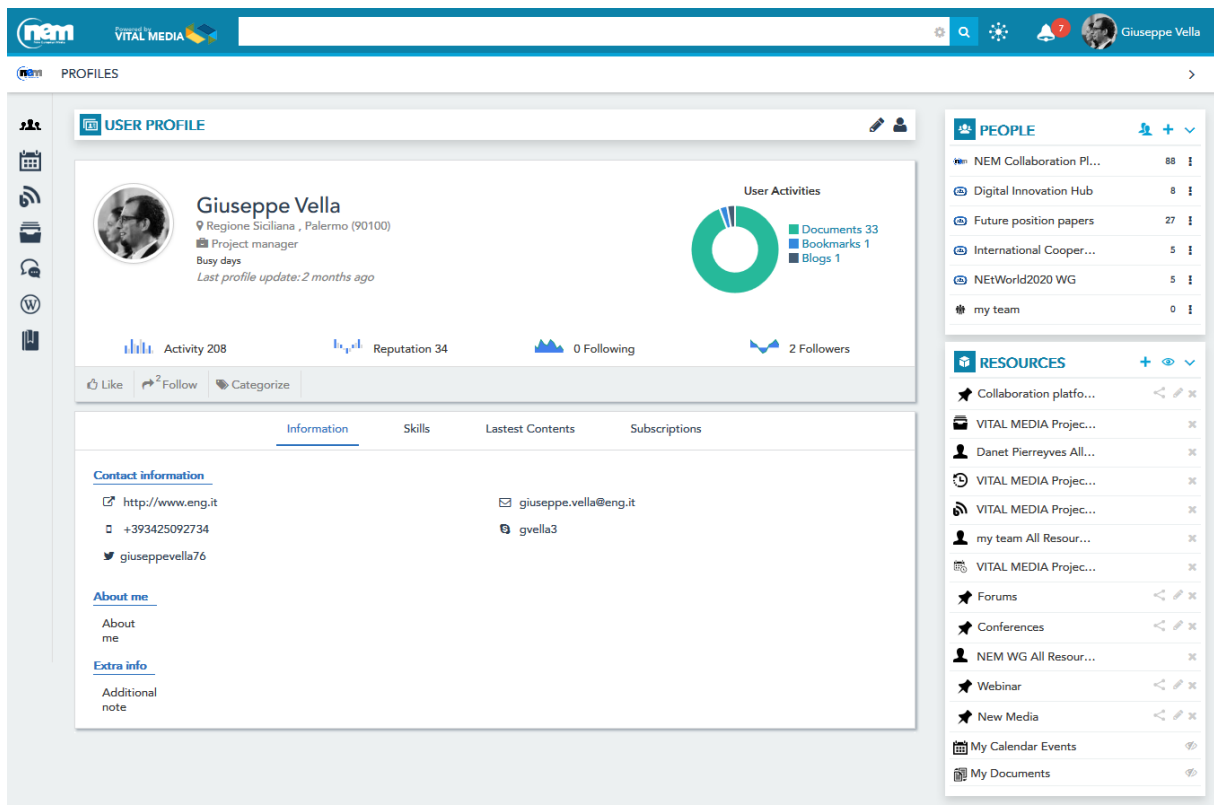
Figure 32 User Profile

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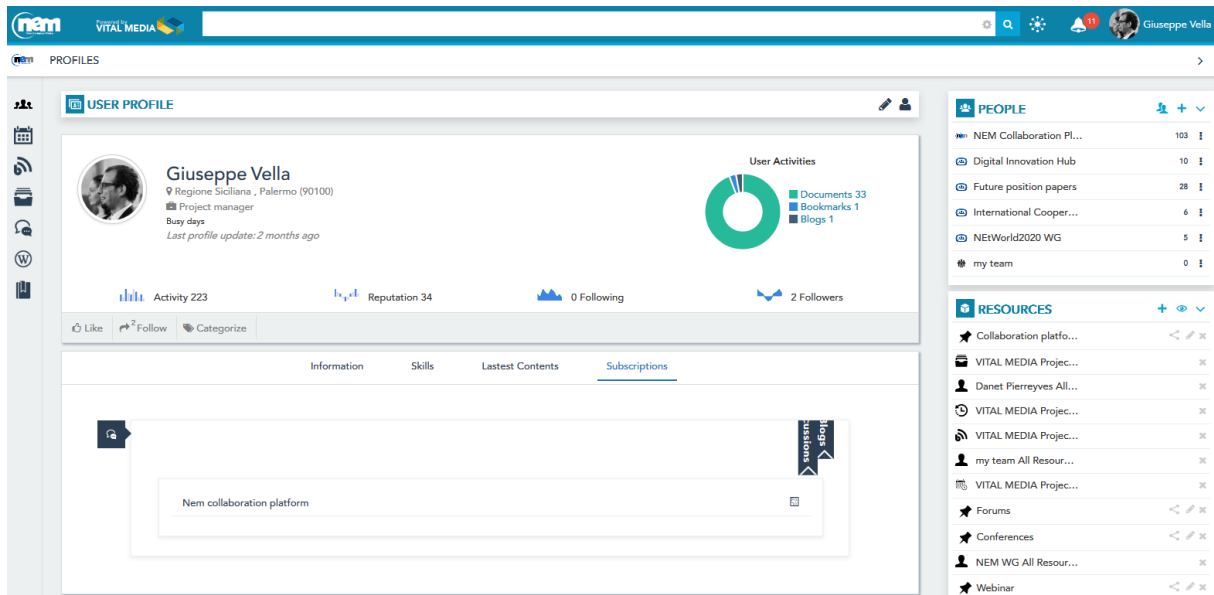
Figure 33 Subscriptions

To update the profile click on "Edit" (Figure 32) and manage it (Figure 34).
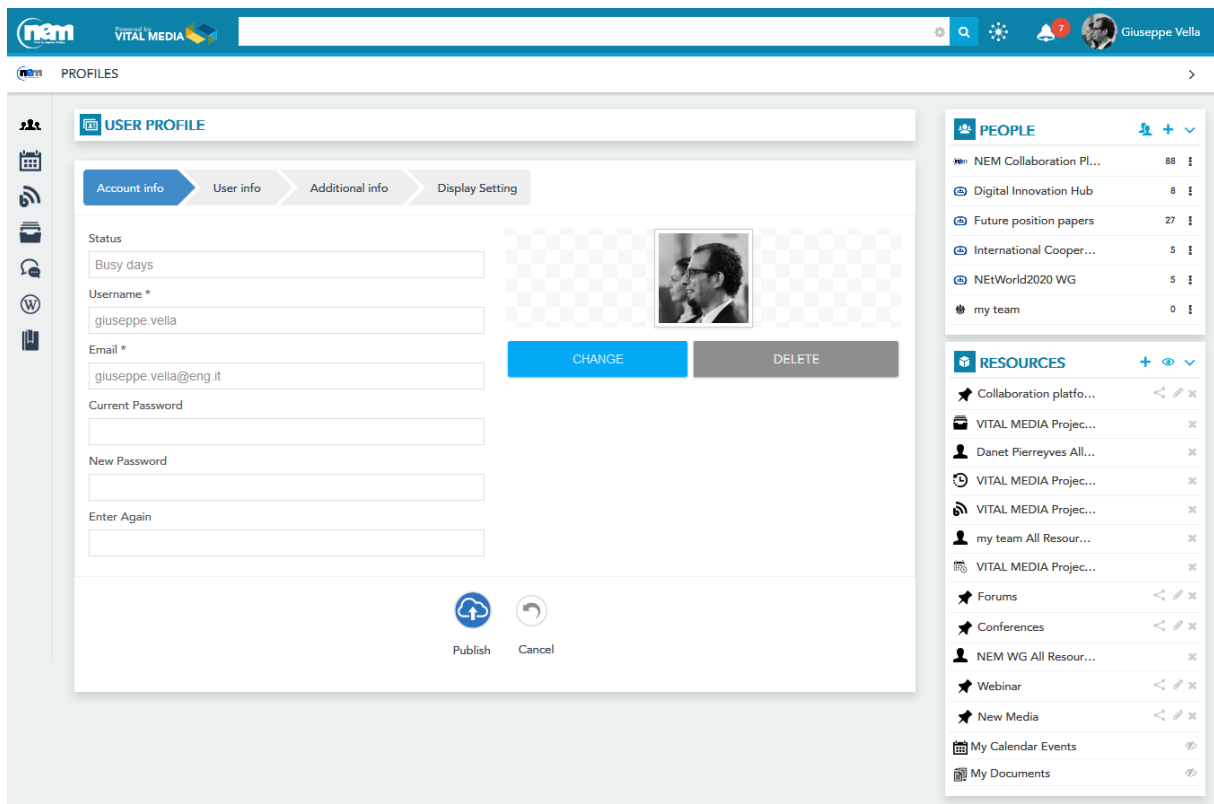
Figure 34 Update the User Profile

The user can manage her skills clicking on "My Account" (Figure 32): selecting the section "Categorization" in the tab Account Settings (Figure 35), everyone is able to search through the existing vocabularies (i.e. Audience, Market Sector, Topic) and select the categories that identify her

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competences (Figure 36). It is also possible add new personal tags, select the existing or suggested ones (Figure 37).
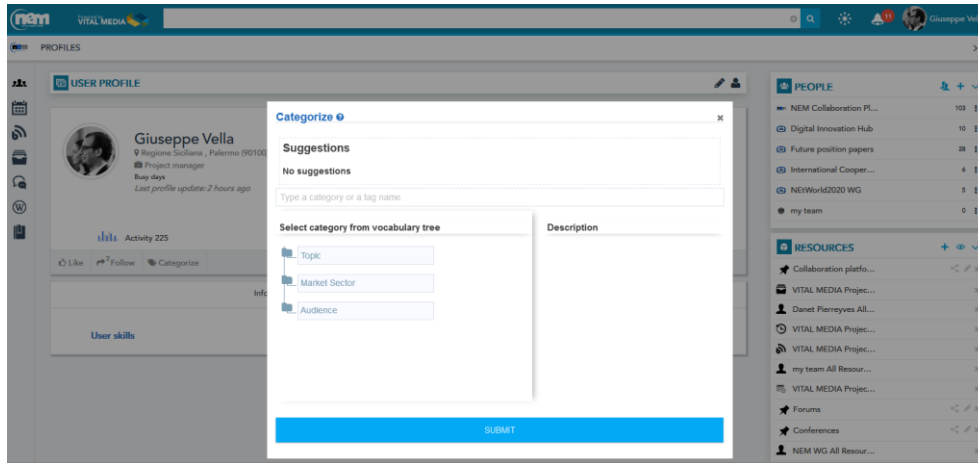
Figure 35 Add skills with the Categorize button
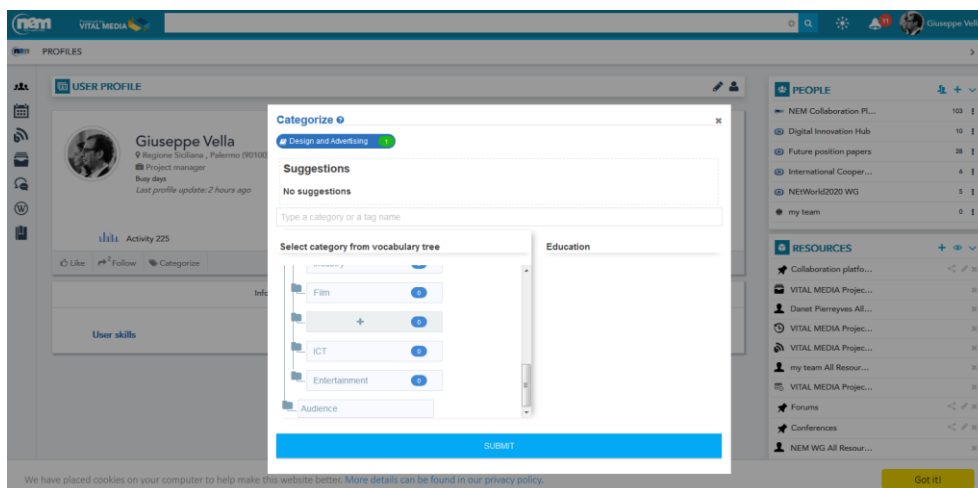
Figure 36 Search and select categories
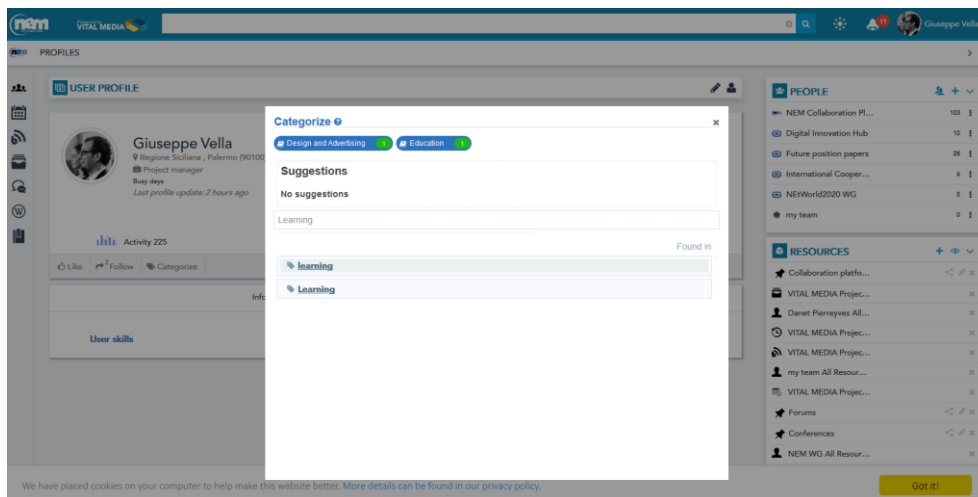
Figure 37 Add tag to the User Profile

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In such a way, the User Profile is constantly aligned with the actual interests and skills of the user (Figure 38).
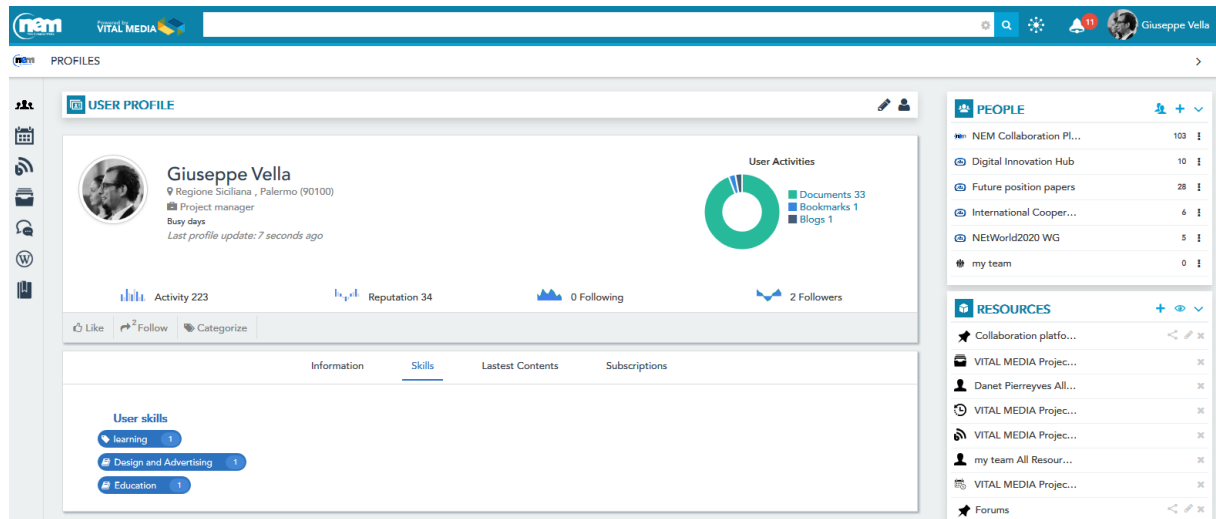
Figure 38 User skills

3.1.5 Quick tour

The NEM collaboration platform offers a fast tour that give an overview of the major applications present.

Figure 39 Quick Tour icon

The Quick Tour application is accessible from the avatar clicking on the "Start tour!" button (Figure 40).
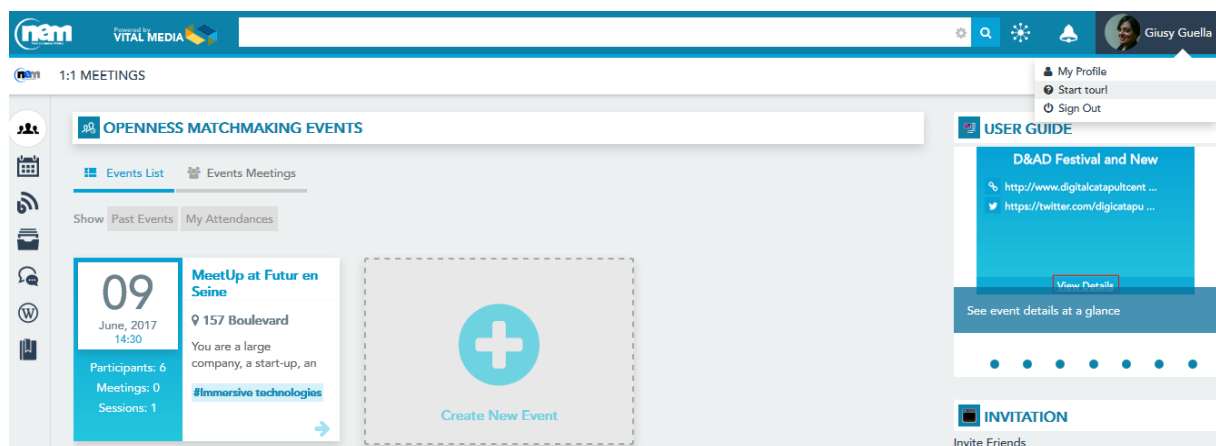
Figure 40 Start the Quick Tour

The Quick Tour consists of 12 steps that show the different functionalities of a workspace: Timeline, People, Team, Circle, Chat, Menu, Resources, Pinned Folder, Smart Folder, Create Pinned Folder,

Show Smart Folder, Semantic Search. Some of these steps have been described at paragraph 2.2.3. The user can end the tour at any time (Figure 41).
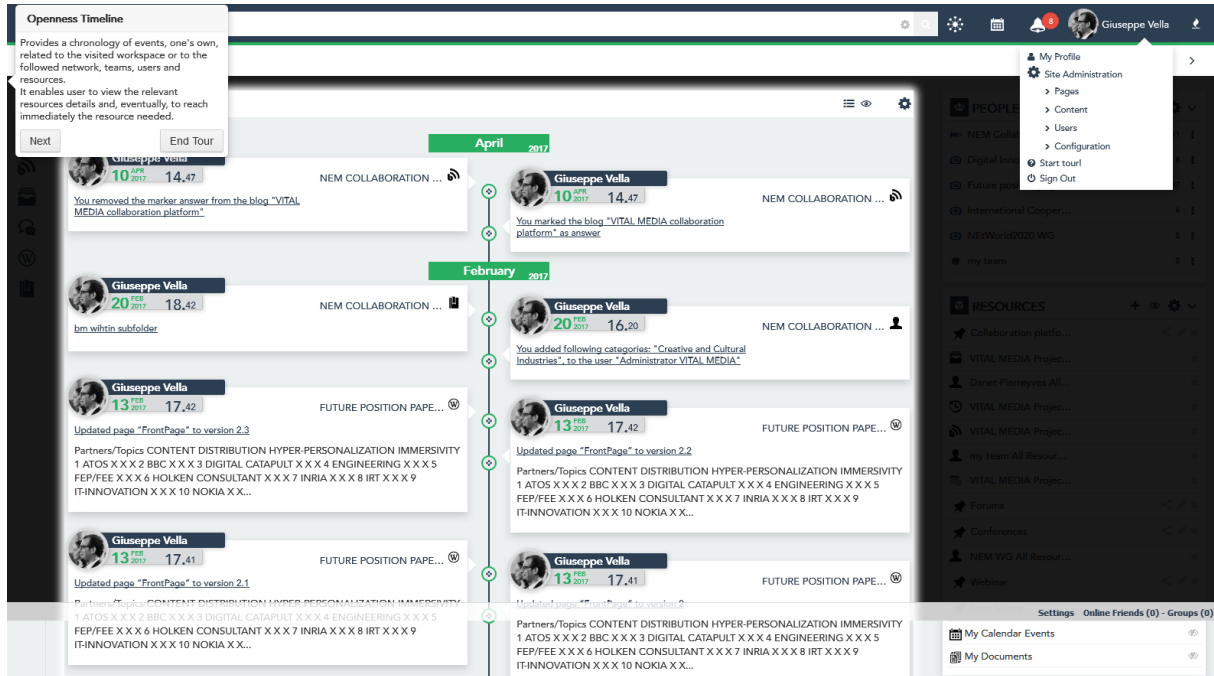
Figure 41 Quick Tour view

3.1.6 Logout

The users can leave the platform through the Sign Out button.

Figure 42 Sign Out icon

This functionality is accessible from the avatar (Figure 43).
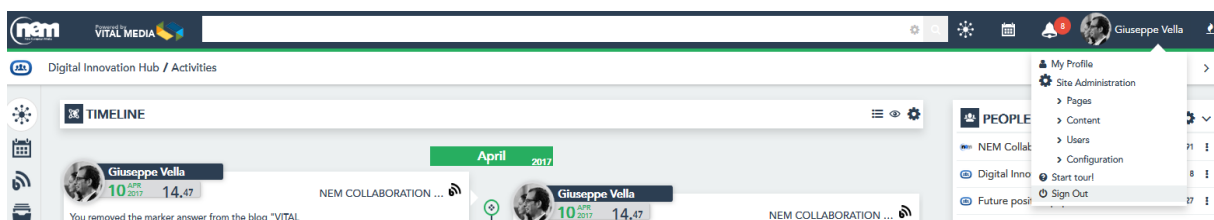
Figure 43 Logout

3.2 Main menu

On the left-hand side bar (Figure 18) is available the menu with the applications available in the network (Figure 44):

- 1:1 Meetings
- Calendars, to manage calendar events in a workspace;
- Blogs, it contains all the articles that members will want to share with the team;

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- Documents, the environment where all the deliverables, papers, images and other files can be stored;
- Wiki, pages related to guidelines and explanations of interest to the VITAL MEDIA users;
- Bookmarks, allows creating list of user-created and freely shared bookmarks.

Figure 44 Menu bar

3.2.1 1:1 Meetings

The Matchmaking Events application is a specialized brokerage event tool, capable of fully managing a networking event. This tool enable users to create events and invite or share them with others users of the platform. It is possible to get an overview of all participants' competences such as their availability to arrange Face-to-Face meetings. The brokerage event tool assists the clusters to organize various working groups to animate the community and collect requirements and feedbacks according to the impacts identified by VITAL MEDIA activities and will be available with the next release of the collaboration platform.

The Matchmaking Event tool provides these macrofunctionalities:

- Dashboard
- Event subscription
- Meeting management
- Meeting agenda
- Event creation

3.2.1.1 Events overview

The Dashboard shows the list of the available events in a card view (Figure 45). Every card presents a preview of the event details, such as the event title, the date and the location where it will take place, a brief description and the principal arguments that will be discussed. It is also available the number of sessions defined during the event, the participants joined and the meetings just confirmed (Figure 46).

The back of the card is dedicated to the social info (i.e. website, e-mail and phone contacts, Twitter and Facebook accounts) (Figure 47).
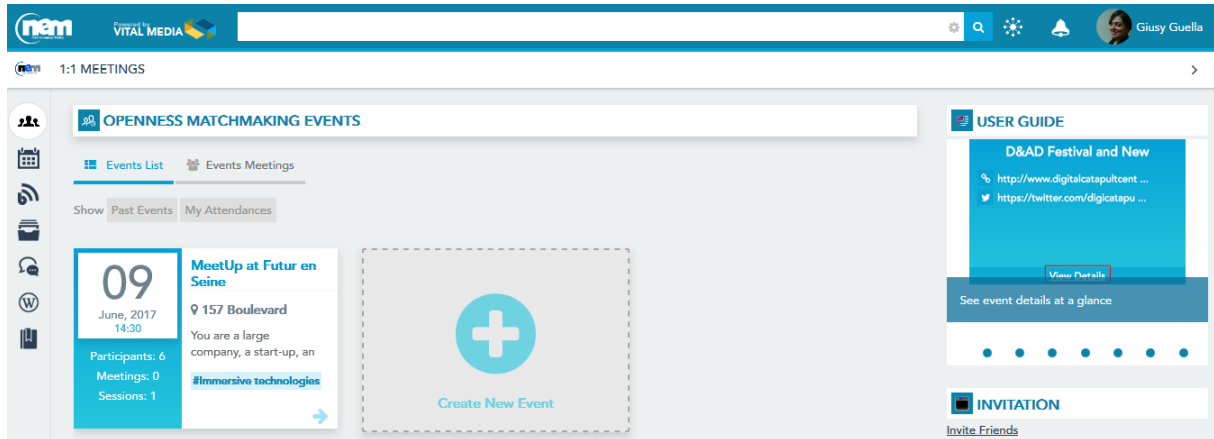
Figure 45 Matchmaking Dashboard

Figure 46 Event card

Figure 47 Back event card

The list of the closed events is showed clicking on the Past Events filter (Figure 48). The My Attendances filter shows instead the list of the events in which the user in question subscribed (Figure 49). The user can differentiate his open or closed attendances just deactivate/activate the past events filter.

60
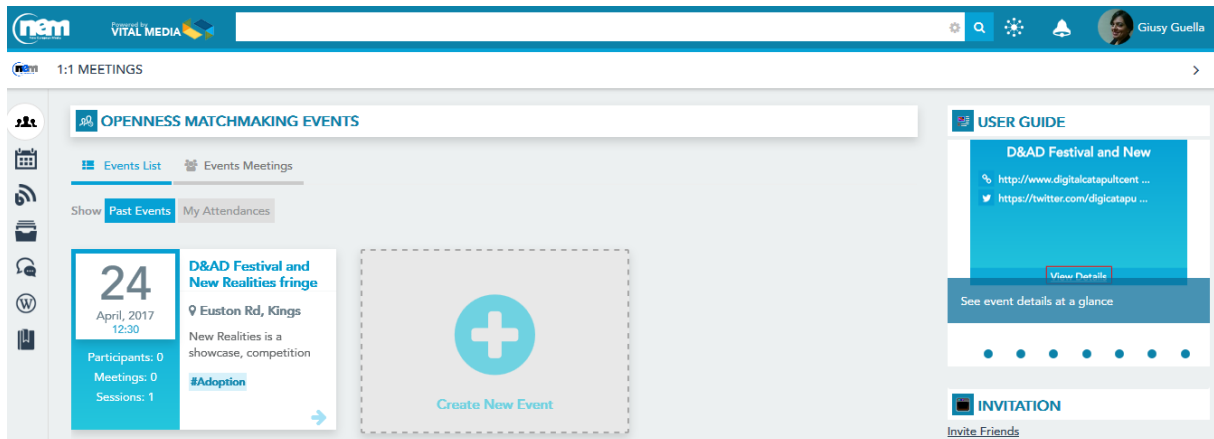
Figure 48 Past Events
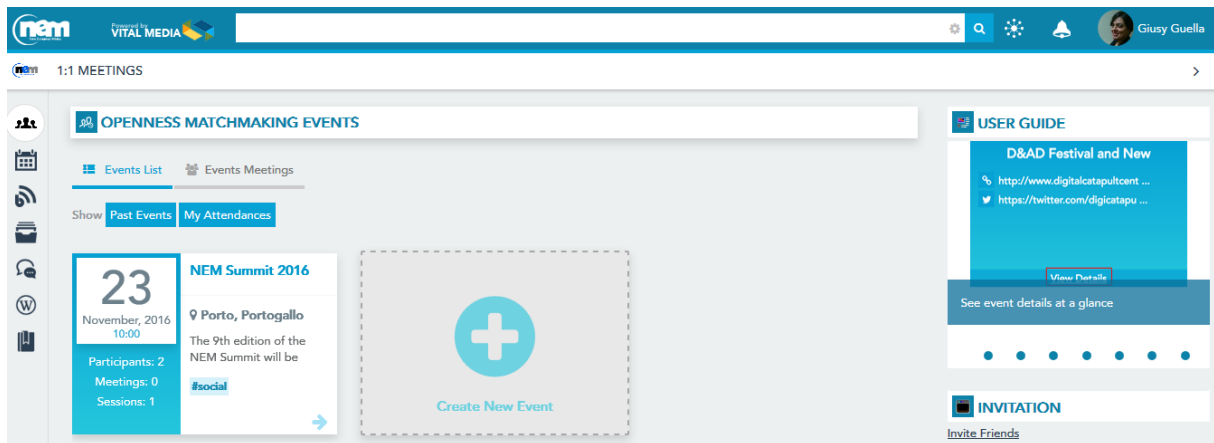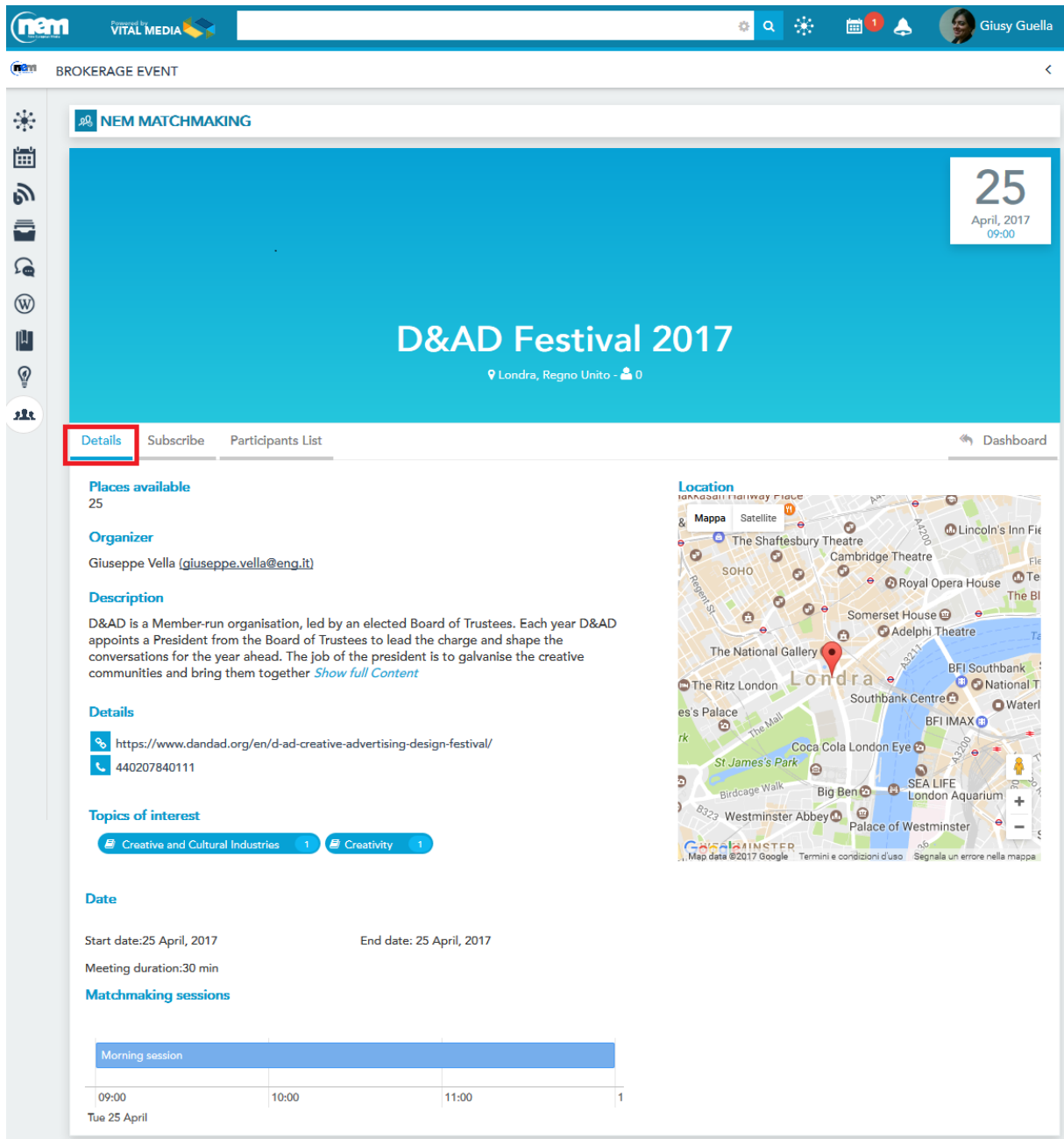
Figure 49 Attendances

3.2.1.2 Explore an event

For each event, pushing the View Details button (Figure 47), it is possible to view all the event details (Figure 50):

- The organizer;
- The description;
- The contacts (url, mail, twitter, facebook, others);
- The start/end date;
- The matchmaking sessions;
- The location.

Figure 50 Event details

From the Event details page (Figure 50), the users can(Figure 51):

1. subscribe to the event
2. see the participant list
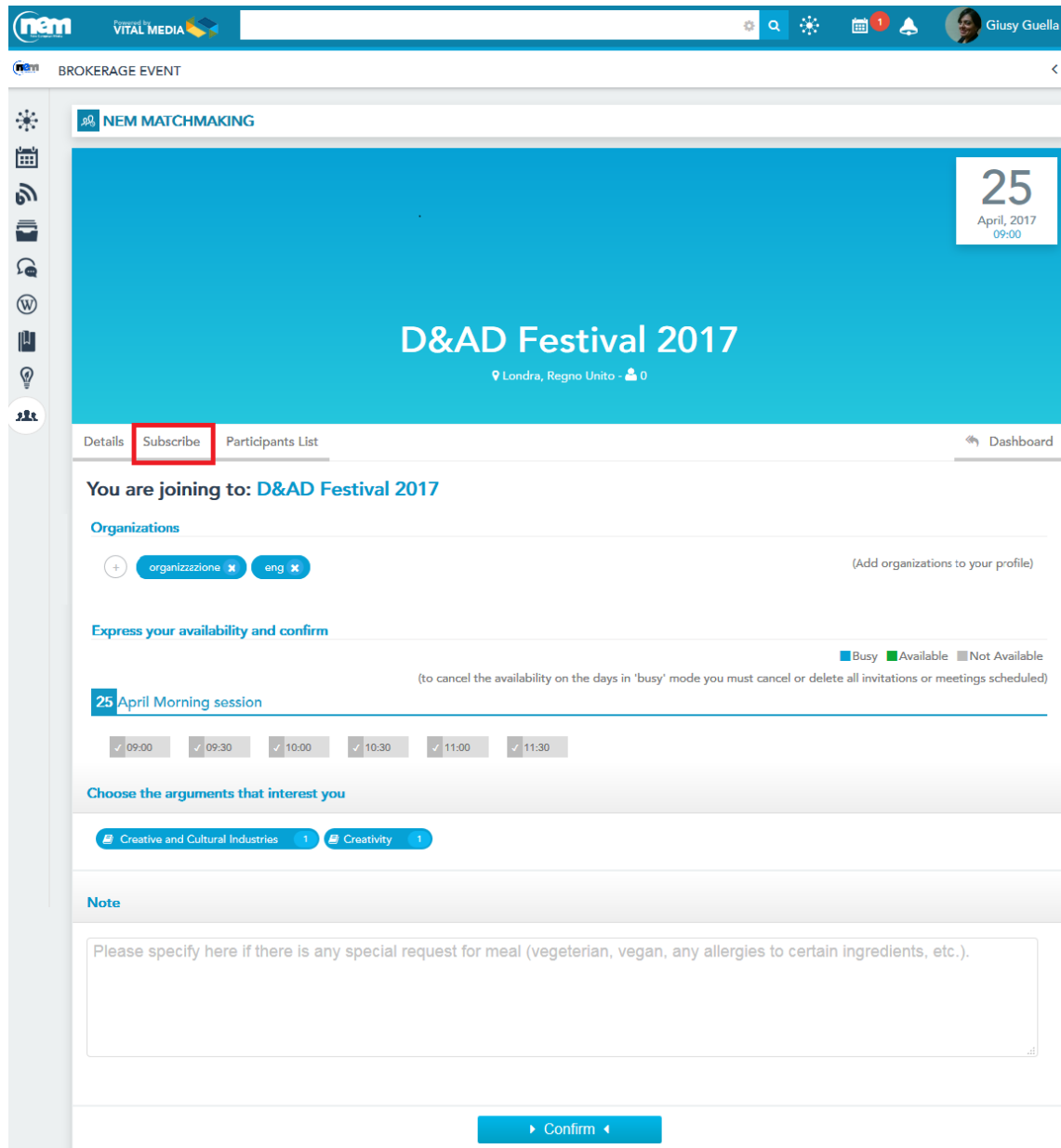
Figure 51 Subscribe to an event

The event subscription (Figure 52) requires to define own availability selecting the time slots according to the sessions defined by the event's creator. The free slots are identified by green colour, the blue colour for busy ones, in other words slots that are already used for one to one meetings with the other participants. The grey colour is for the slots in which the user has not given his availability.

After the subscription, everyone can change her availability taking care to cancel or delete all invitations for meetings scheduled in the busy slots. Moreover the user can select her interest, and insert dietary needs.
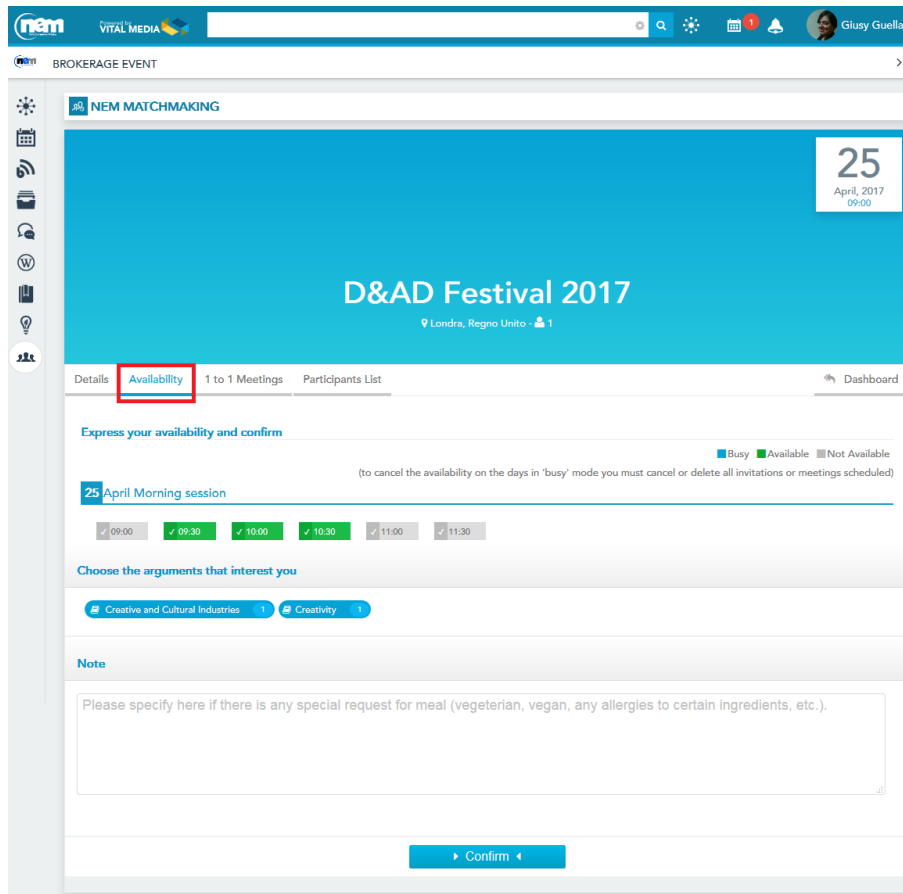
Figure 52 Availability

The Participants List page (Figure 53) shows the users subscribed to the event, their status and notes added.
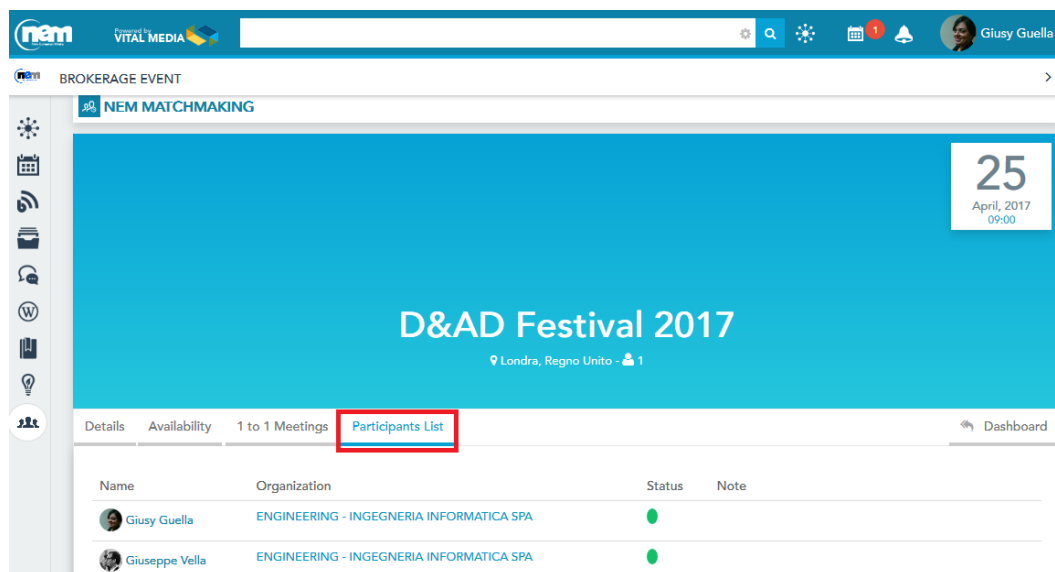
Figure 53 Participants list

3.2.1.3 Define a meeting

After registering at the event and showing their availability, the user can invite others to a 1:1 meeting (Figure 54).
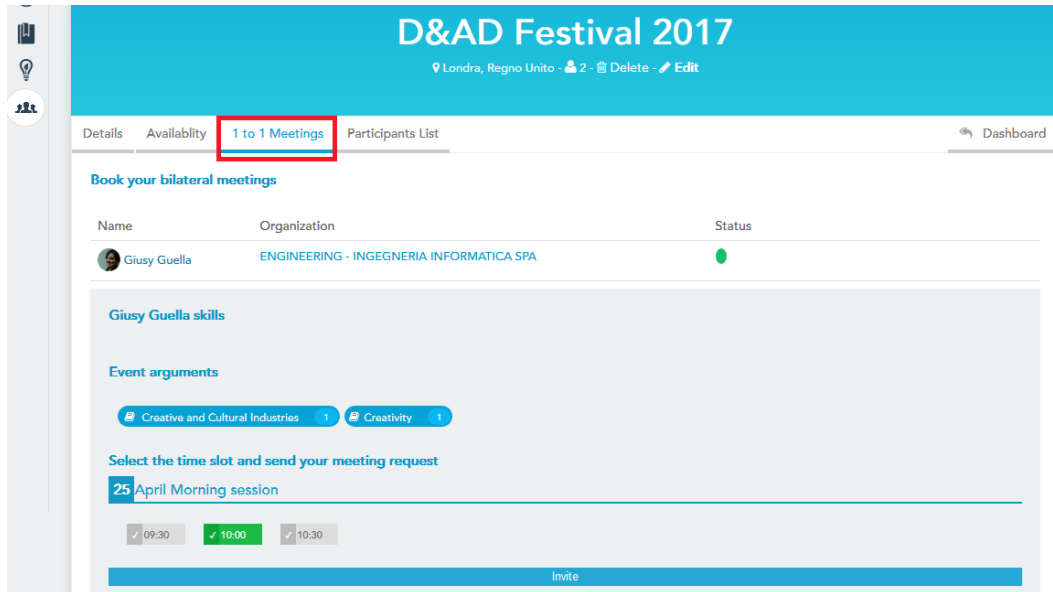
Figure 54 Look for a meeting with others participants

Once an invitation has been sent to another registered user in a common time slot, the user can cancel his request (Figure 55).
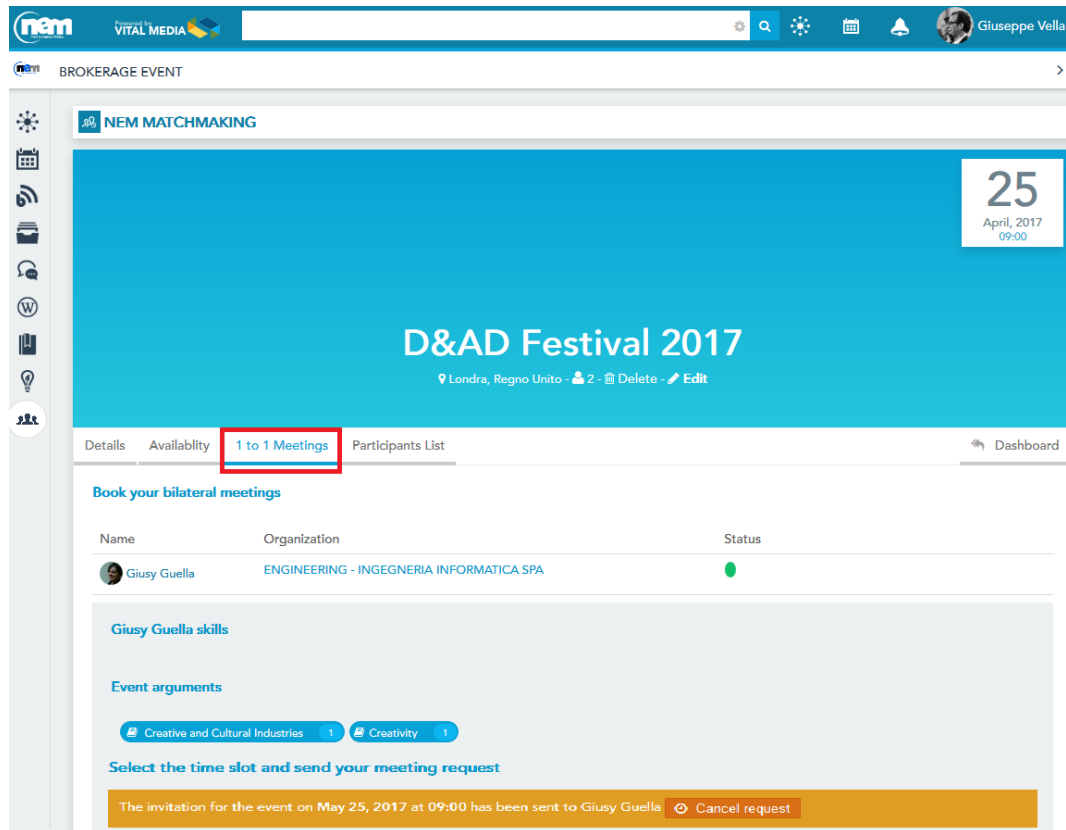
Figure 55 Invite a user to a 1 to 1 meeting

The invited user will receive an inbox notification (Figure 56) and she can decide to confirm or decline the invitation. In both cases, refusing (Figure 57) or confirmation (Figure 58), a notification will be sent to the user who invited her. Each user can check the status of her meetings at any time for that event (Figure 59) and can decide to decline them (Figure 60).
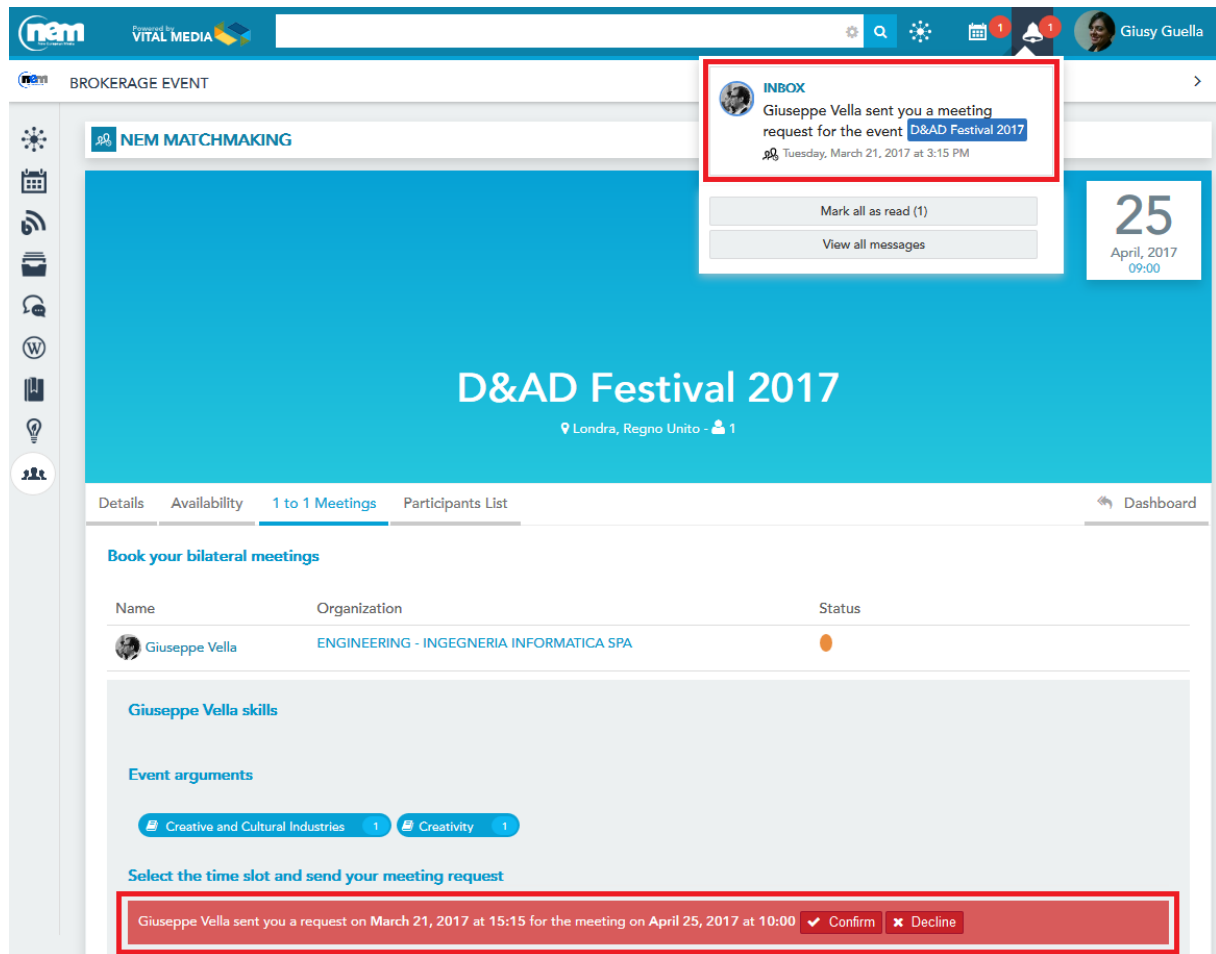
Figure 56 Meeting request notifications

Figure 57 Notification of a refused meeting
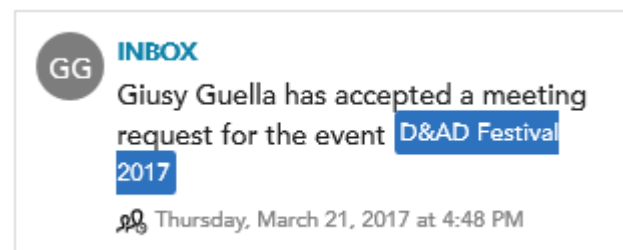
Figure 58 Notification of accepted meeting
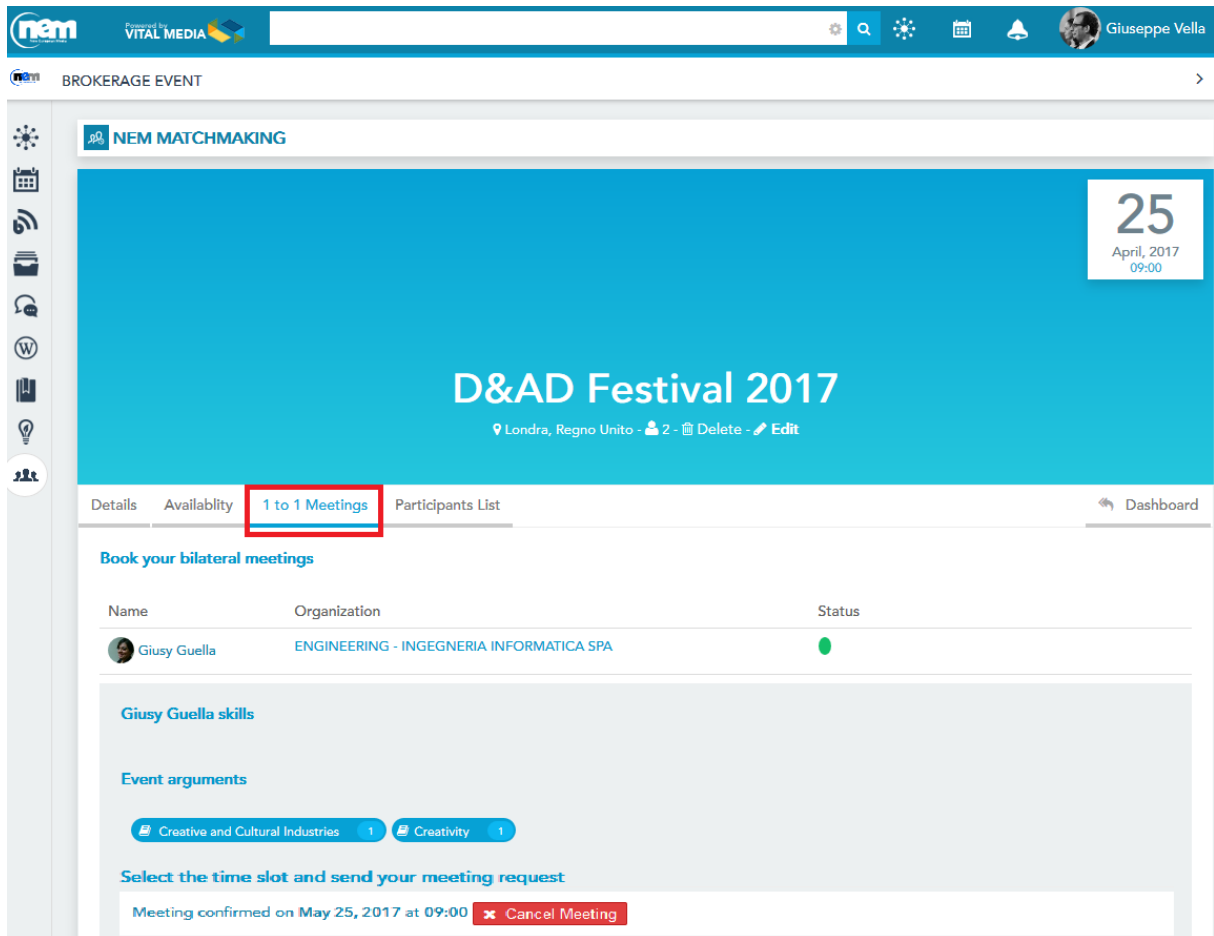
Figure 59 Status of a 1:1 meeting

Figure 60 Notification for the deletion of an already scheduled meeting
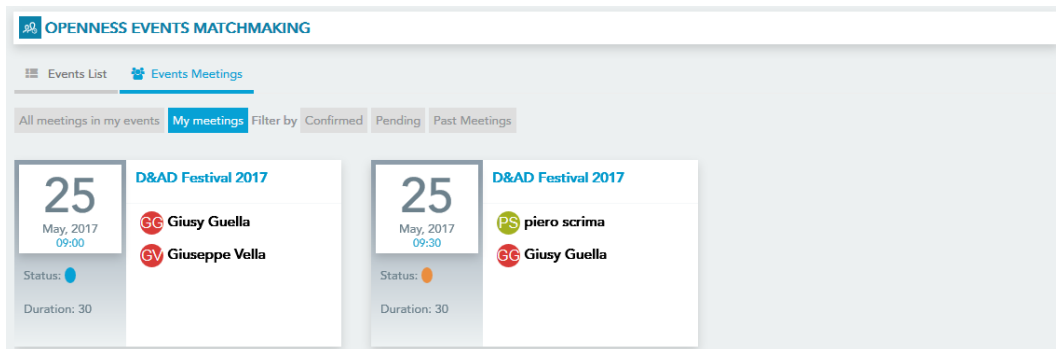
3.2.1.4 1 to 1 Meetings for Events

The Dashboard offers the access to the list of the events meetings of the user in question (Figure 61). By default, the system shows the list of all meetings that involve the user. She can choose to highlight all the meetings existing in the events that she created by clicking on the "All meetings in my events" button.

The user can filter all the meetings by:

- Confirmed meetings (Figure 62)
- Pending meetings (Figure 63)
- Past meetings (Figure 64)

These filters are not exclusive.

Figure 61 My 1 to 1 meetings

Figure 62 Confirmed meetings

Figure 63 Pending meetings

Figure 64 My past meetings

3.2.1.5 Add an event

The event creation process is divided into 5 steps:

1. General information
2. Event topics
3. Location
4. Event timeline
5. Contacts
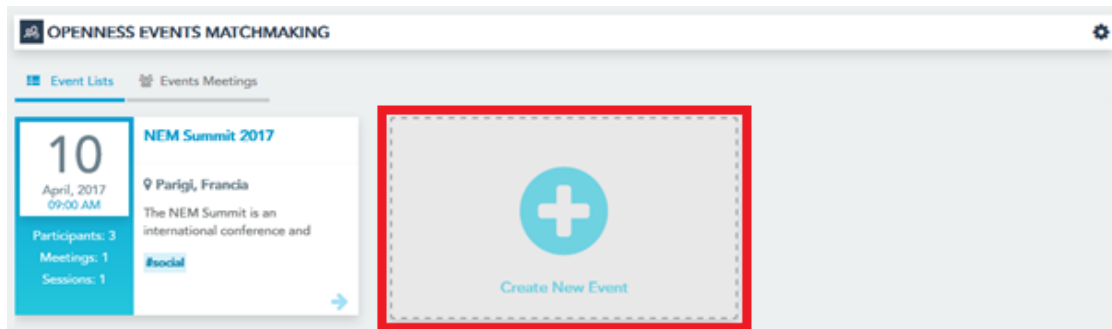
Figure 65 Create a new event

The Step 1 – General Information (Figure 66) requires inserting the event name, the long description, the 1 to 1 meeting duration (in minutes) and the maximum number of participants admitted.

Figure 66 General Information

In the Step 2 – Event topics, the user has to define the event arguments selecting at least one category from the vocabulary tree showed in the wizard (Figure 67).

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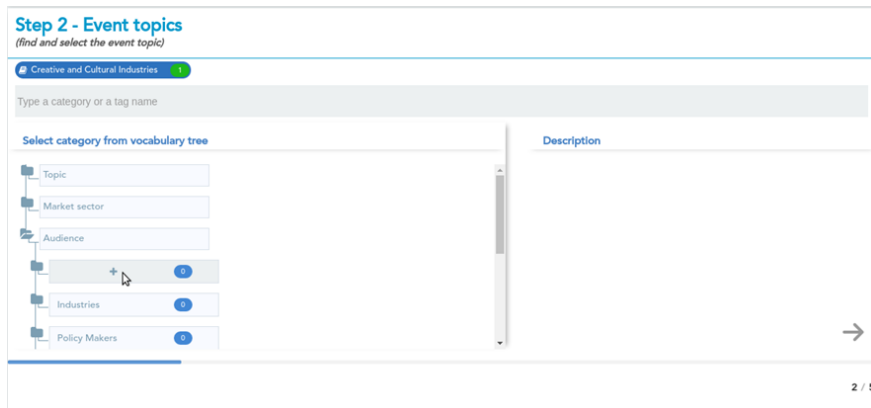
Figure 67 Event topics

The Step 3 – Location requires to identify the address where the event will take place (Figure 68).
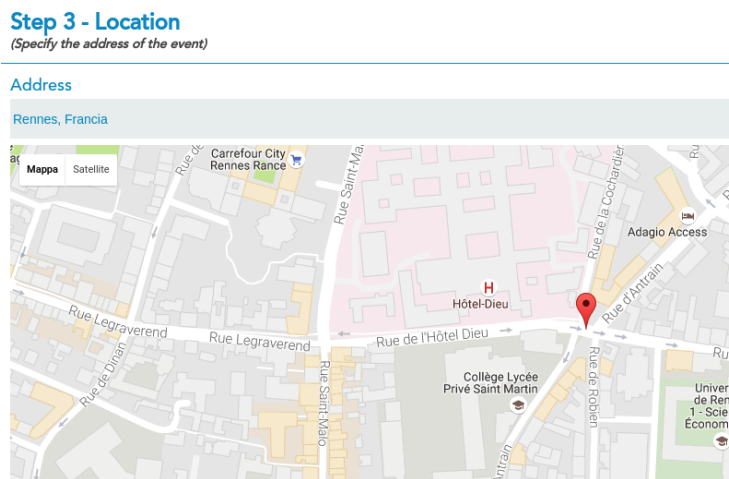
Figure 68 Location

In the Step 4 – Event timeline (Figure 69), the user can insert one or more event sessions, giving a title (Figure 70). It is possible to zoom in/zoom out the timeline in order to define the session in a defined month and daytime (Figure 71).
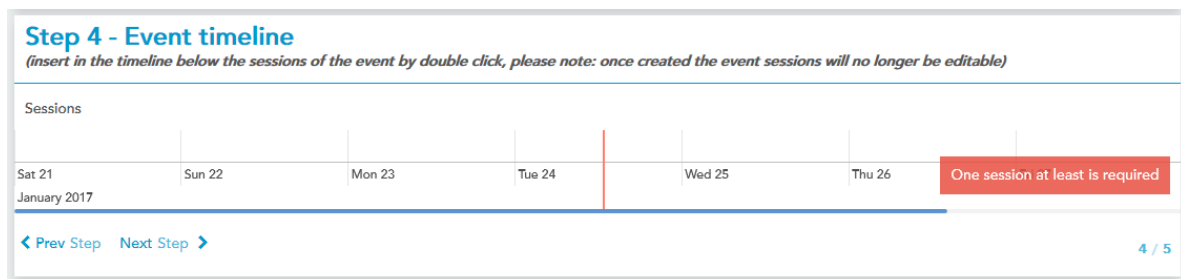
Figure 69 Event timeline

Step 4 - Event timeline
(insert in the timeline below the sessions of the event by double click, please note: once created the event sessions will no longer be editable)

Sessions

| 12:00 | 16:00 | 20:00 | 00:00 | 04:00 | 08:00 | 12:00 | 16:00 |
Tue 31 January   Wed 1 February

Add session

Enter text content for new session:

DSI session

Cancel   OK

‹ Prev Step   Next Step ›   4 / 5

Figure 70 Add session

Step 4 - Event timeline
(insert in the timeline below the sessions of the event by double click, please note: once created the event sessions will no longer be editable)

Sessions

DSI session

| 12:00 | 16:00 | 20:00 | 00:00 | 04:00 | 08:00 | 12:00 | 16:00 | 20:00 | 00:00 | 04:00 | 08:00 | 12:00 | 16:00 | 20:00 | 00:00 | 04:00 | 08:00 | 12:00 | 16:00 |
Tue 31 January   Wed 1 February   Thu 2 February   Fri 3 February

‹ Prev Step   Next Step ›   4 / 5

Figure 71 Zoom in/out in the timeline

The Final step – Event Contacts is dedicated to the social information. The user can publish the web site url, an email address, a phone number, the Twitter and Facebook event pages (Figure 72).

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Final step - Event contacts
(put here all the contacts of the event)

Web link   ✖
https://www.dandad.org

Email   ✖
mailsample@eng.it

Phone number   ✖
Insert telephone number

Twitter   ✖
https://twitter.com/hashtag/example

Facebook   ✖
https://twitter.com/hashtag/example

Add More Links To The Events Details

Confirm

‹ Prev Step   5 / 5
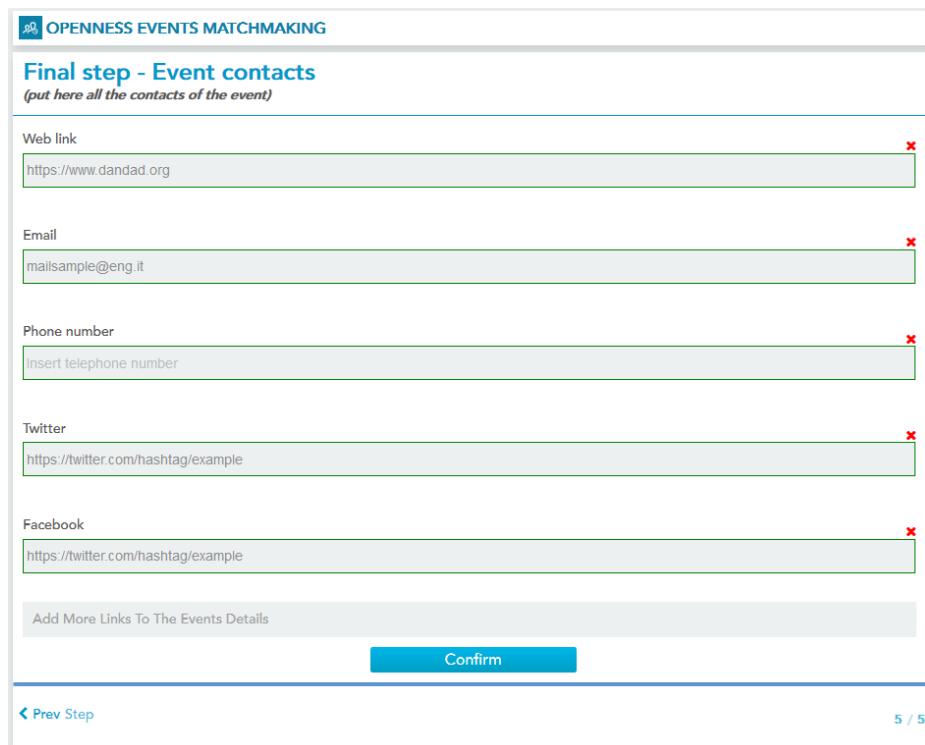
Figure 72 Event contacts

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After this step, the brokerage event will be added in the dashboard list (Figure 73). Every user of the platform will view the new event, its details, and decide to join it, as previously described. The event can be edited or deleted in every moment only from its creator.
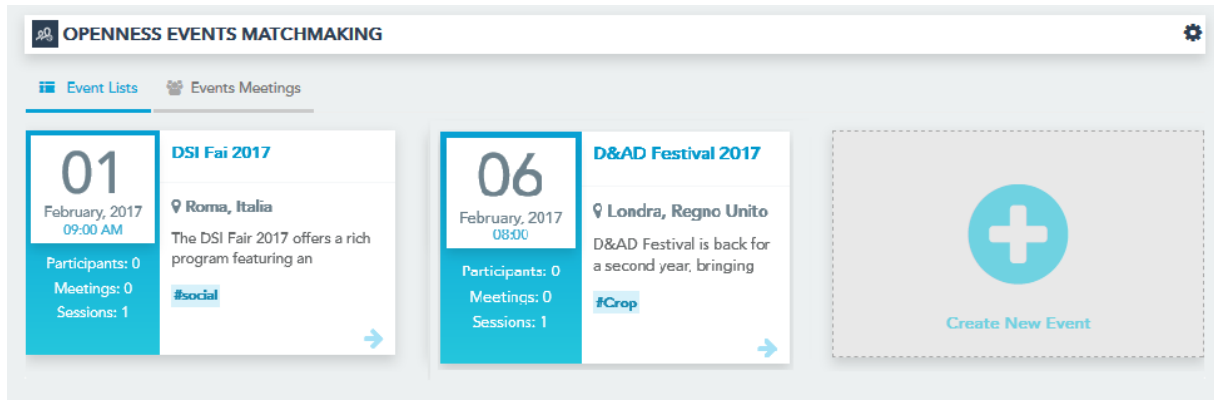
Figure 73 New event in the dashboard

3.2.2 Calendars

The Calendar application is a service that allows users to define shared calendars at community level, in addition to staff, allowing the management of events through the incorporation, the association of a date of beginning and end, the assignment of a lifetime, an indication of a location, the tag association and sending invitations and reminders. The application allows to view events by day, week, month and year.

Figure 74 Calendar menu
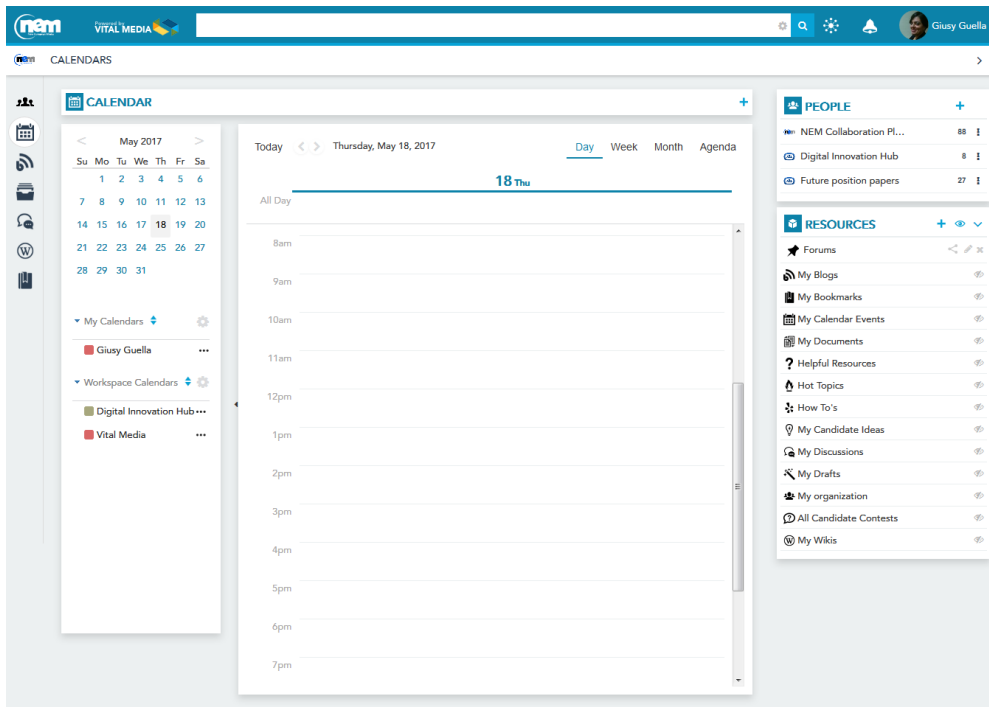
Figure 75 Calendar application
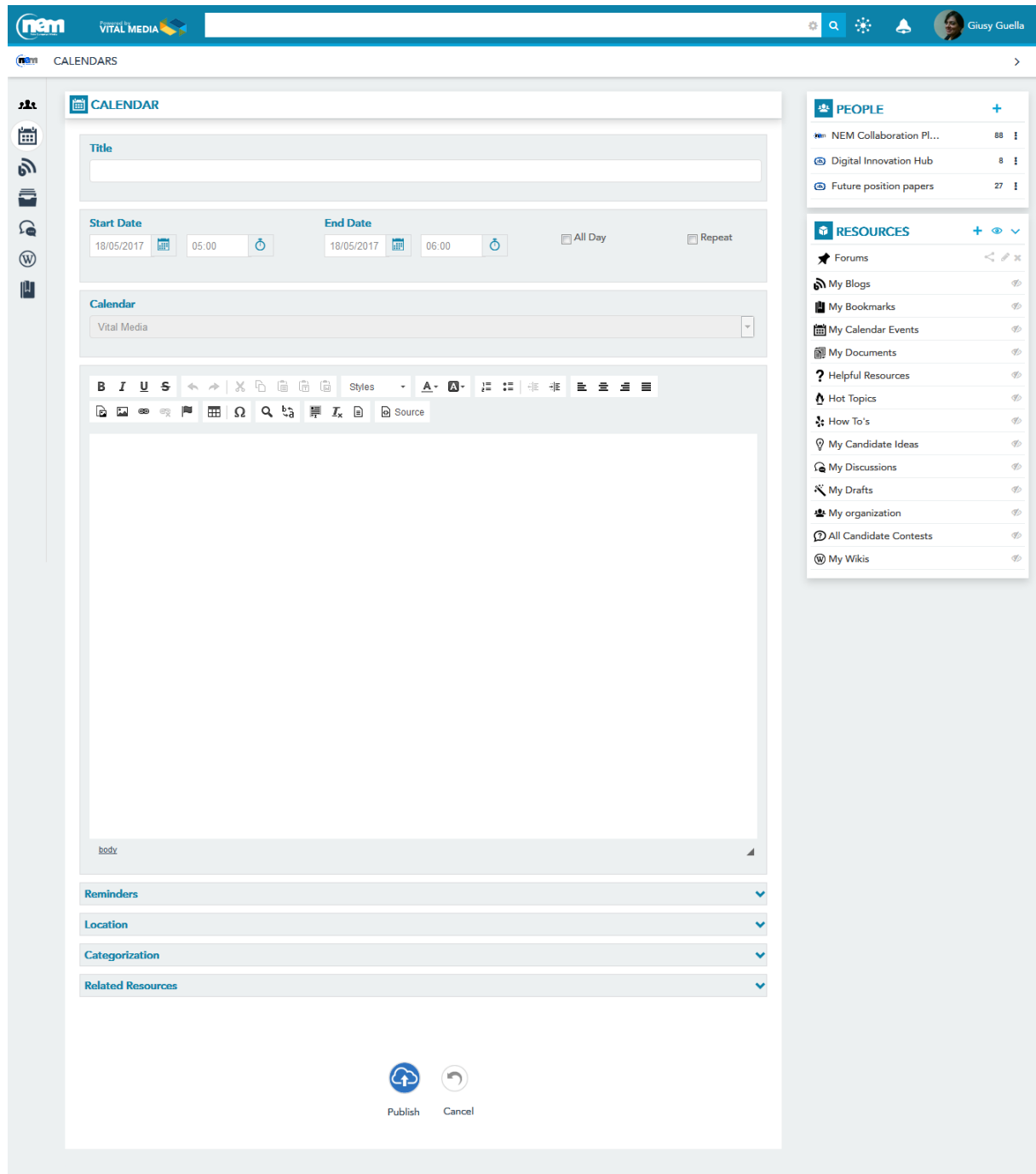
Figure 76 Calendar - Add an event

3.2.3 Blogs

The Blogs application is a service that allows members of a group to share thoughts and ideas through articles. They are also an excellent way to bring out the widespread tacit knowledge in the organization on strategic issues. Still, the corporate blog for internal communications of a general nature are very used, including events, new product launches. Interesting then are the possible uses of blogs for training, for example in support of traditional courses or e-learning.

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Figure 77 Blogs menu
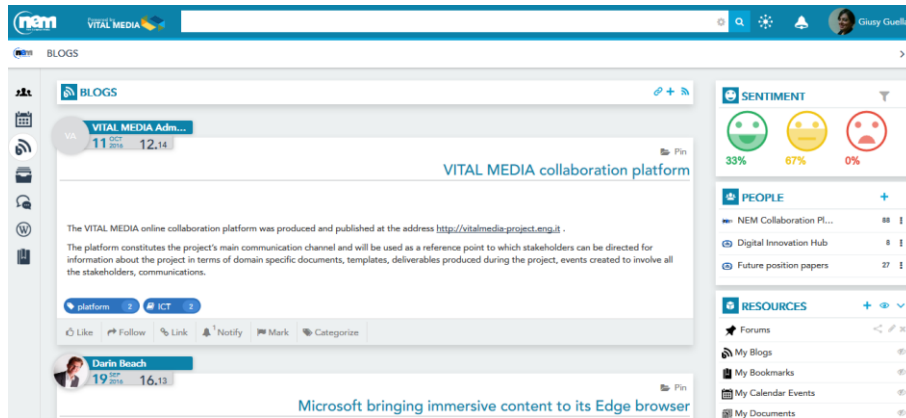
Figure 78 Blogs overview
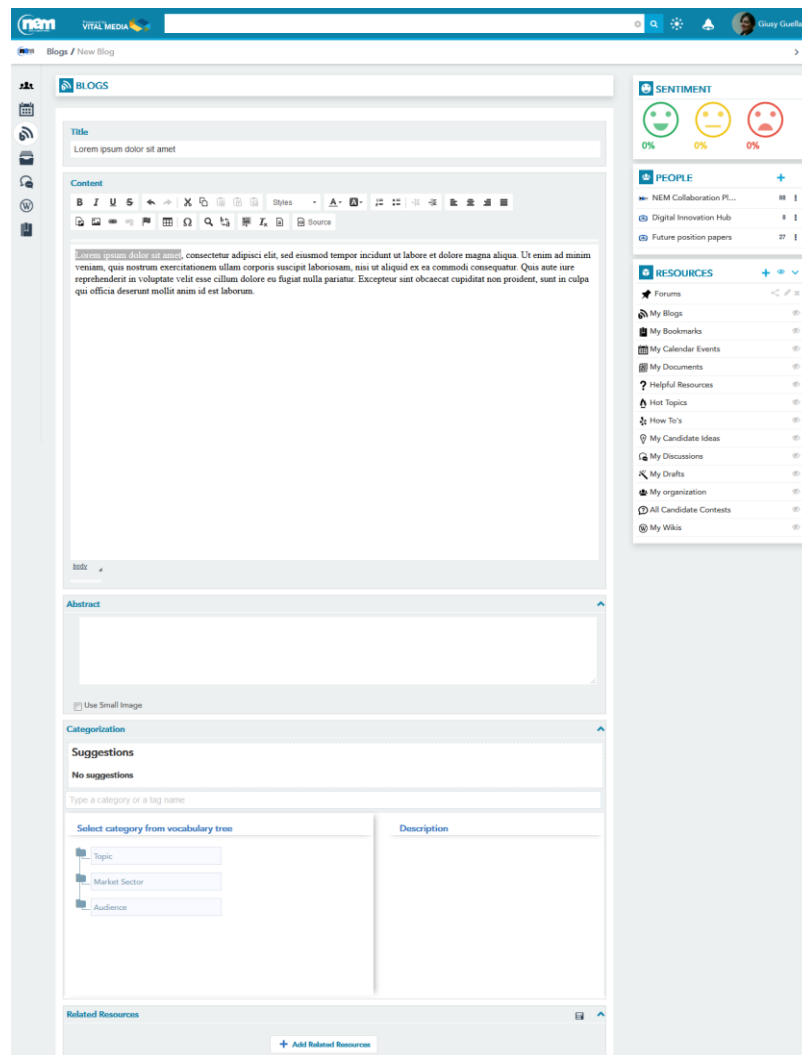
Figure 79 Add a new blog

3.2.4 Documents

The Documents application supports document management among members of the group that can upload files, view and download those ones of the others members.

Figure 80 Documents menu
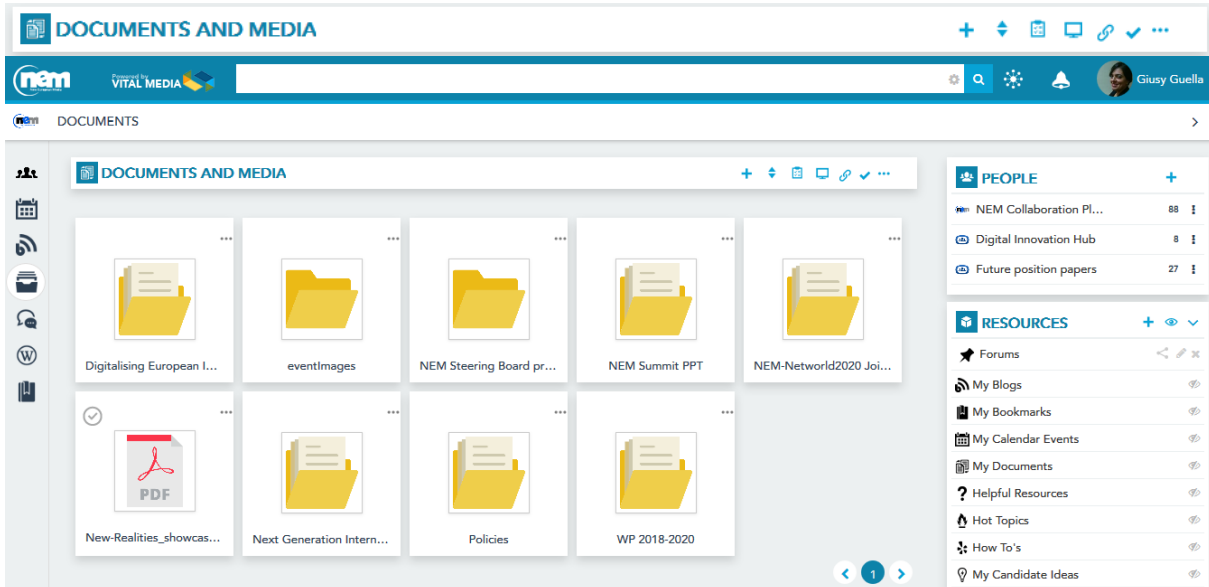
Figure 81 Documents icon view
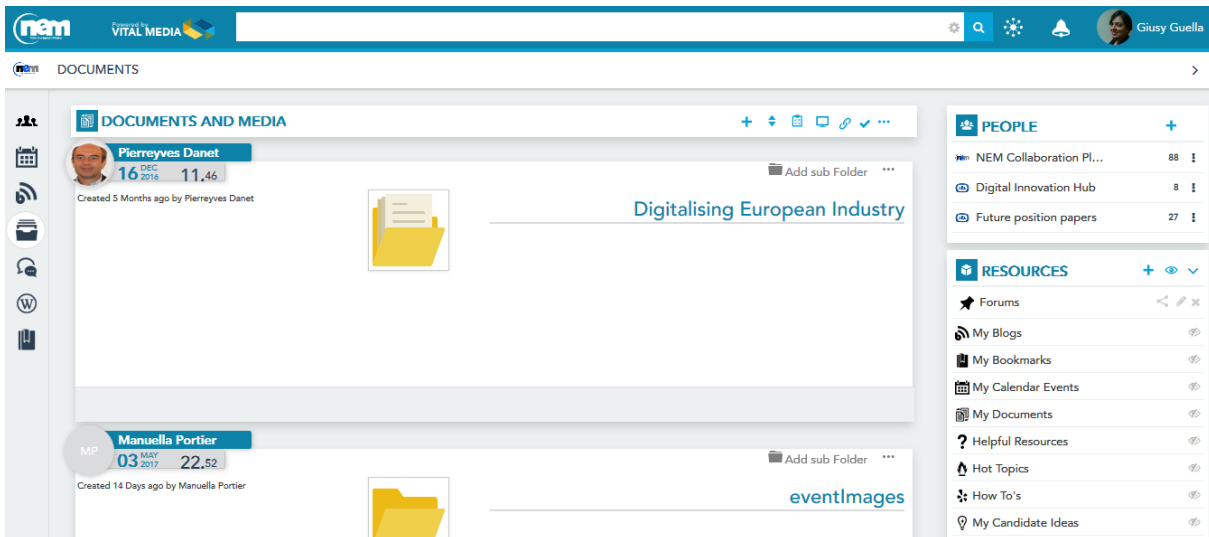
Figure 82 Documents descriptive view

77
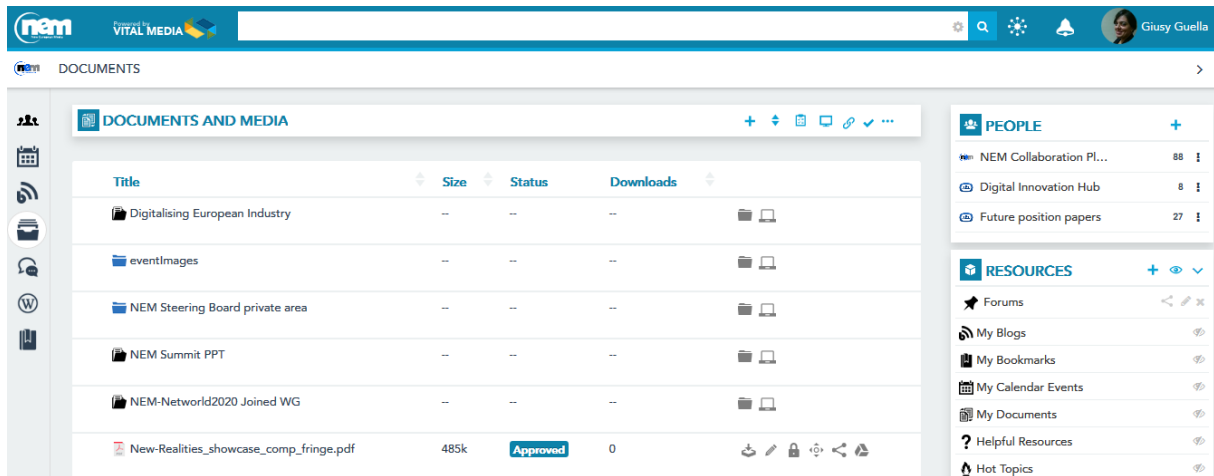
Figure 83 Documents list view

3.2.5 Discussions

The Discussions application is a useful service to manage online discussions on topics of community interest. NEM collaboration platform is inspired by many integrated platforms that enable employees to create threads starting from their personal profiles for different reasons: to put questions to get qualified answers from colleagues and internal experts, develop new ideas, discuss the pros and cons of new products and services, for example.

Figure 84 Discussions menu
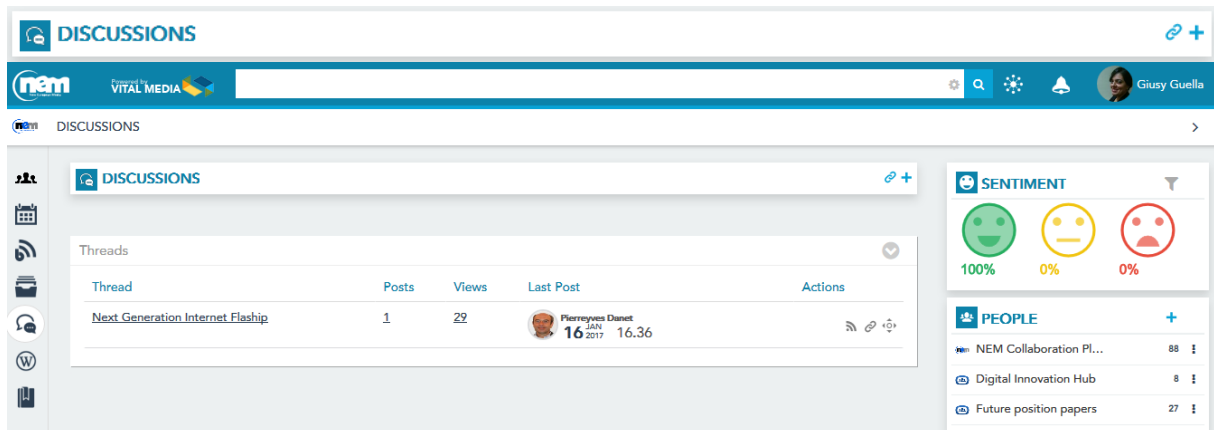
Figure 85 Discussions overview
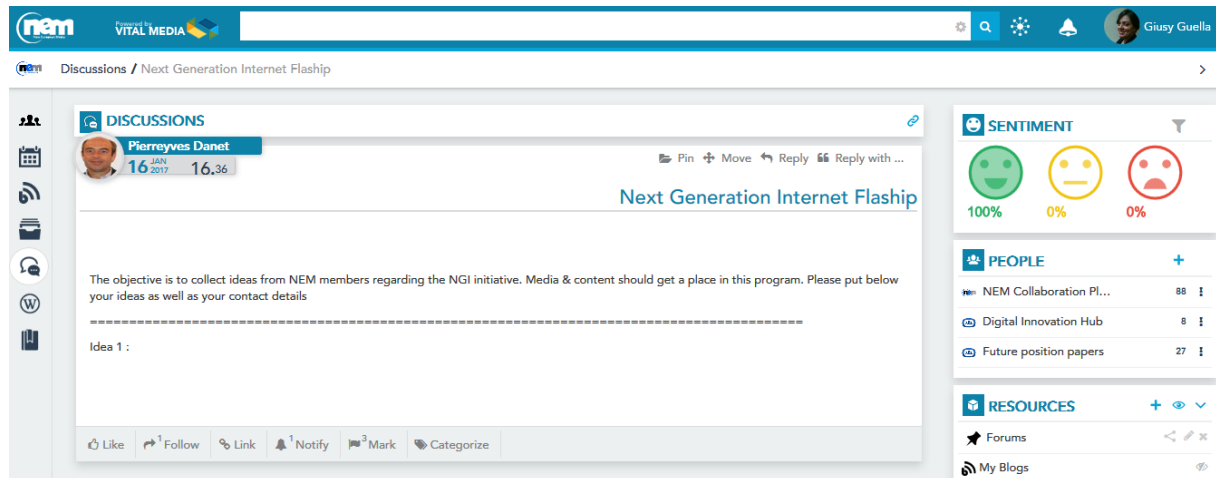
Figure 86 Discussion in details

3.2.6 Wiki

The Wiki application allows users to enter and edit in real time the content of the pages they face. The most important example is Wikipedia, the free encyclopaedia that has experienced an extraordinary development, but which in recent times has entered a crisis from which those involved in knowledge management within organizations should take several insights. The usage of the wiki will allow the members of the platform to consolidate emerging knowledge from users in order to share a common point of view on media and convergence information.

Figure 87 Wiki menu
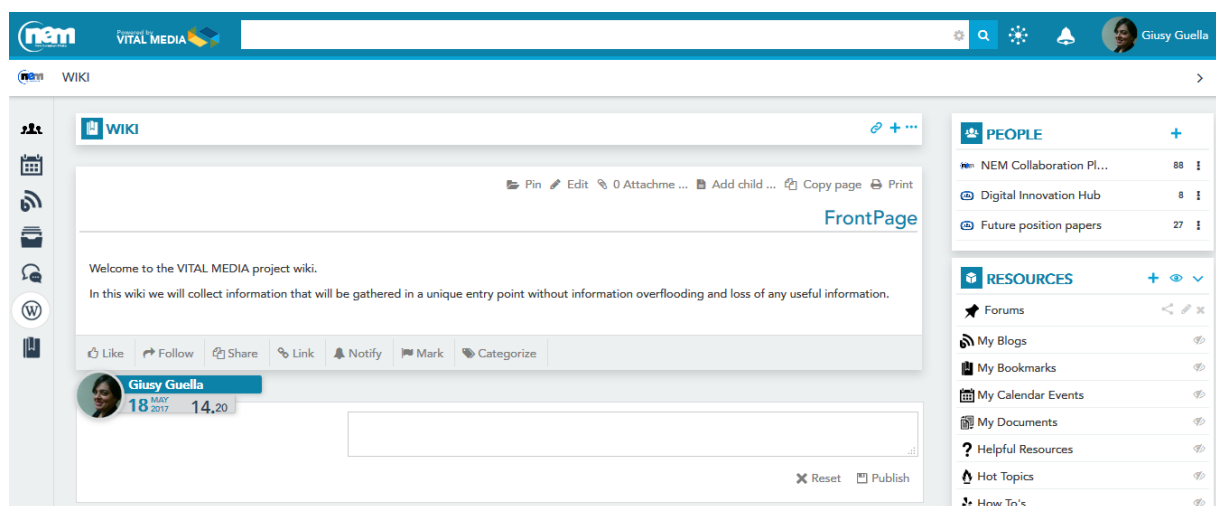
Figure 88 Wiki overview
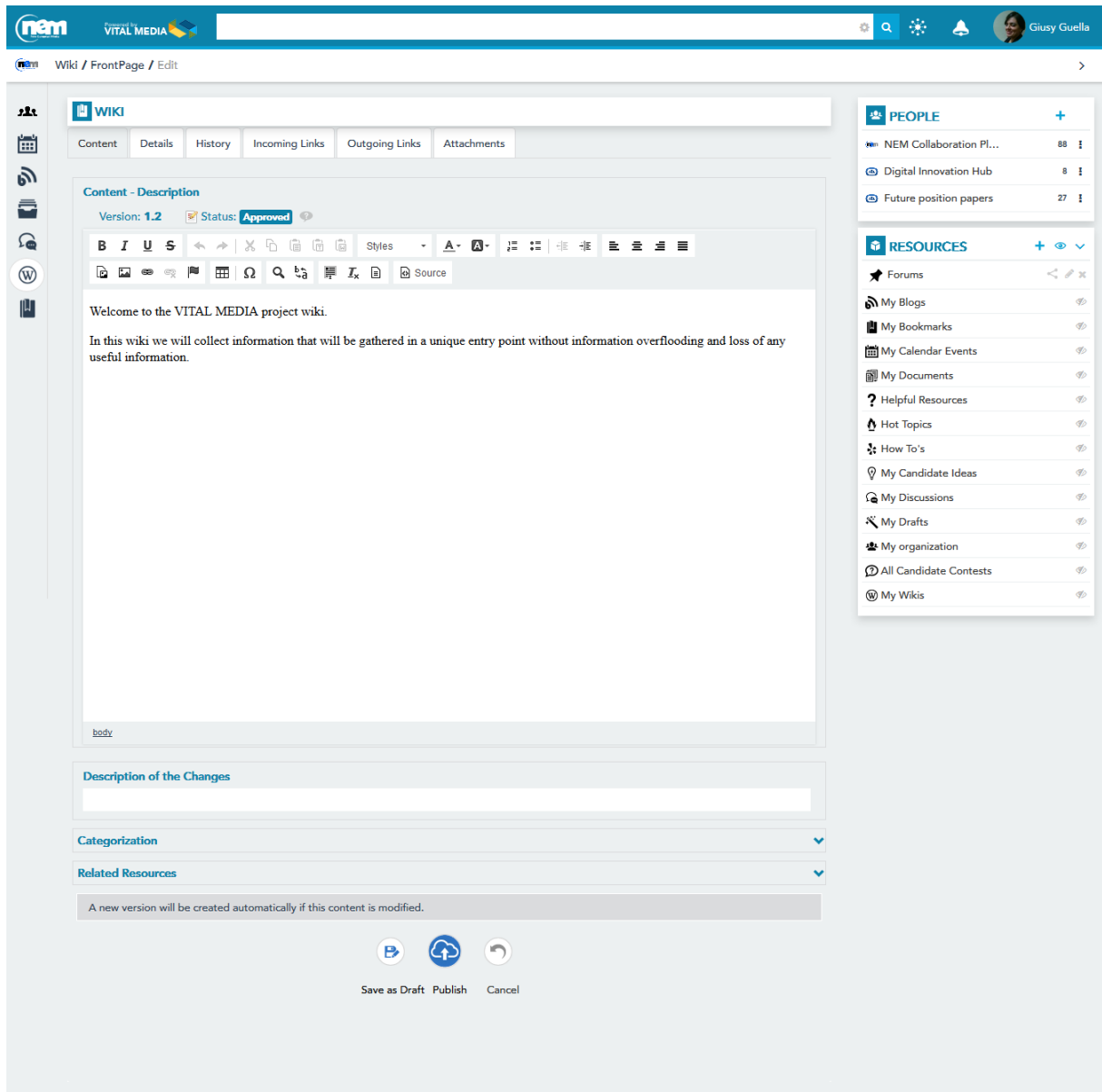
Figure 89 Add a new wiki

3.2.7 Bookmarks

The Bookmarks application allows users to store and share Internet bookmarks.
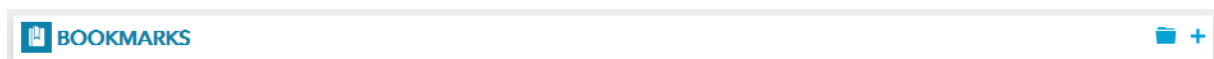
Figure 90 Bookmarks menu
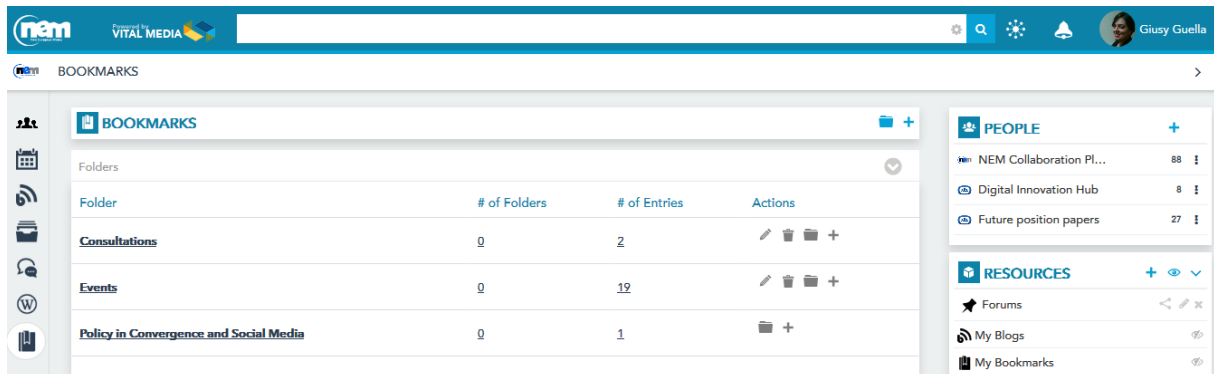
Figure 91 Bookmarks overview
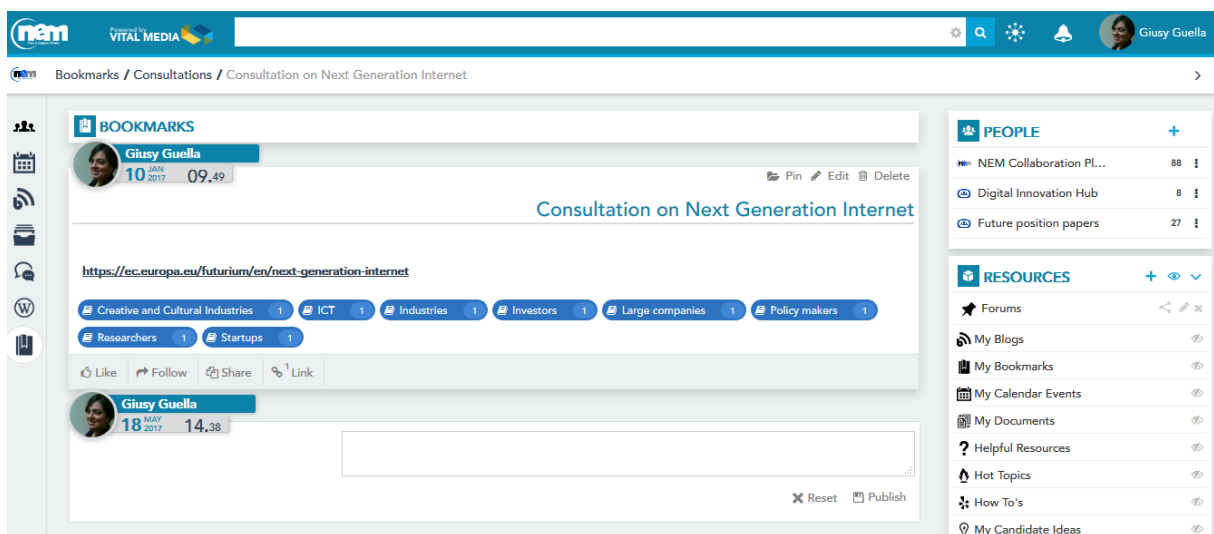
Figure 92 Bookmark details

3.3 User Guide

In support of the use of the 1:1 meeting application (paragraph 3.2.1), an interactive user guide was created as a carousel of images showing the most significant steps (Figure 93). In particular, the user can:

1. See event details at a glance
2. Join an event as an attendee
3. Choose her availability to arrange a 1 to 1 meeting
4. Invite someone else to 1 to 1 meeting
5. Check notifications for meetings
6. Explore the participants to the event
7. Explore all the meetings arranged
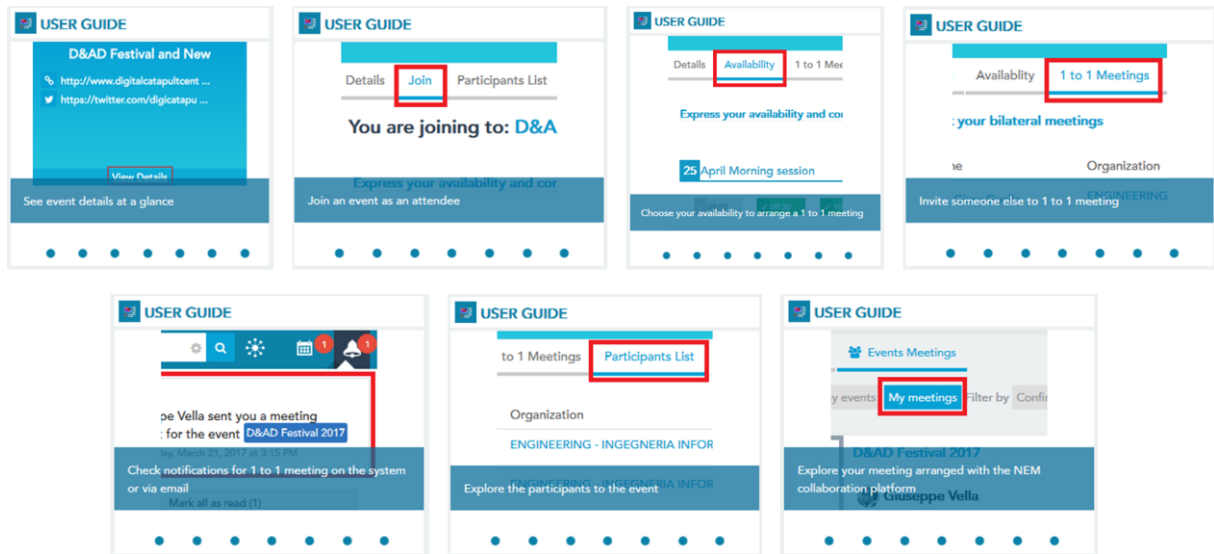
Figure 93 User Guide carousel

4 OPENNESS Support applications

All the tools described in How to use the network (paragraph 3) are used within workspaces, working areas where users share the knowledge, participate to discussions and decisions, annotate resources and contents to find better and follow the live evolution of the knowledge.

The Figure 94 highlights the main parts of a workspace.
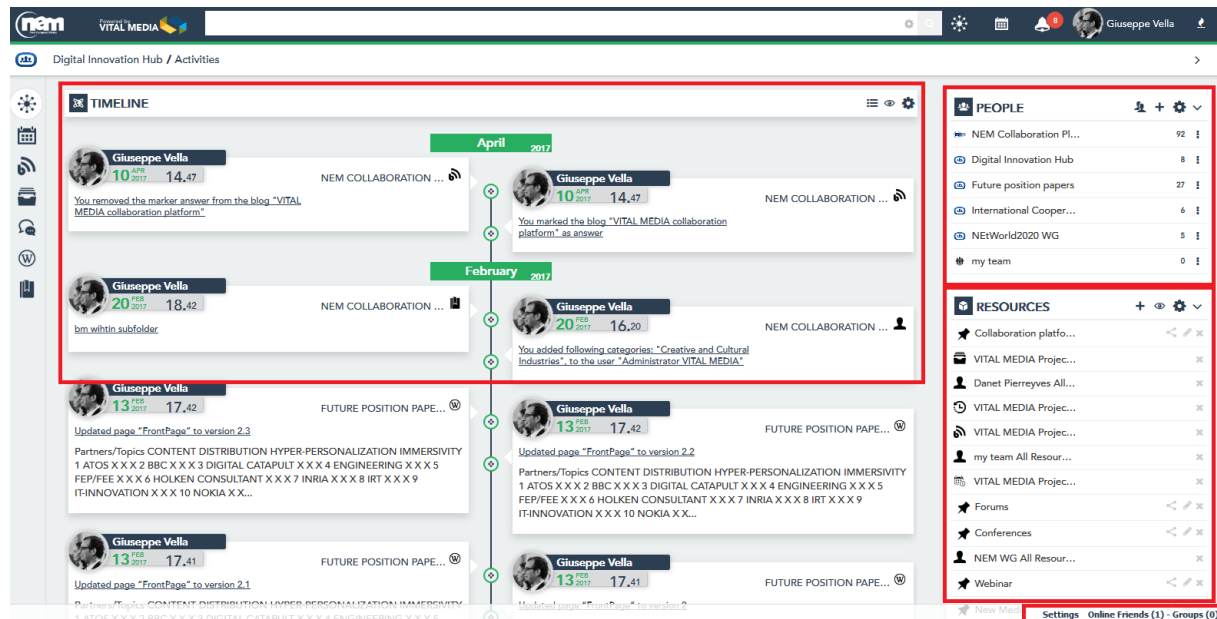
Figure 94 Workspace overview

4.1 People

The People application aims to provide the full list of workspace participants. For each individual it is possible to start actions like getting the view of his/her profile and starting to follow. This application shows all the teams for which she have membership and enables her to create new teams and circles.

The Add Team functionality (Figure 95) allows user to create a new team with her own workspace and enter the desired members.
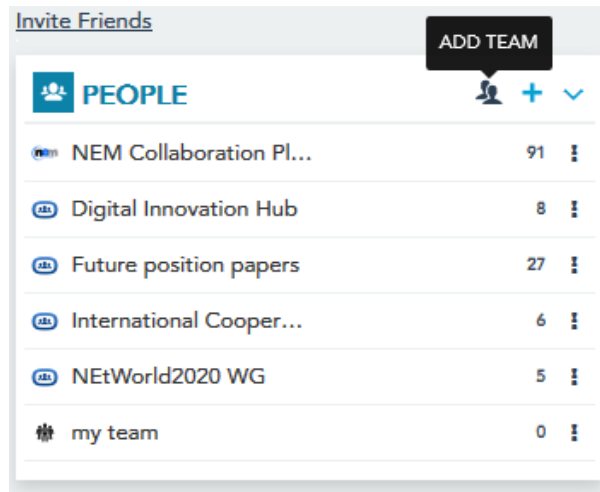
Figure 95 Add Team

The modal opening allows to give the team a name, enter a description that identifies the workspace goal, associate this with a layout, a set of pages and predefined applications that will allow to create a suitable workspace to the needs of users, to choose the type of access to the workspace, select the users to associate with the team and assign a team an identifying image to the team (Figure 97). Once created, the user owner becomes an administrator and will be the only one to manage the team through the feature made available to her through the people service (Figure 96).
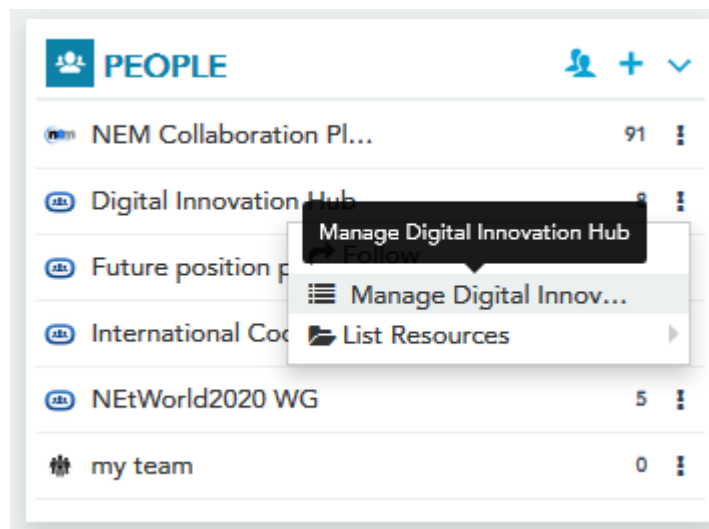
Figure 96 Manage Team
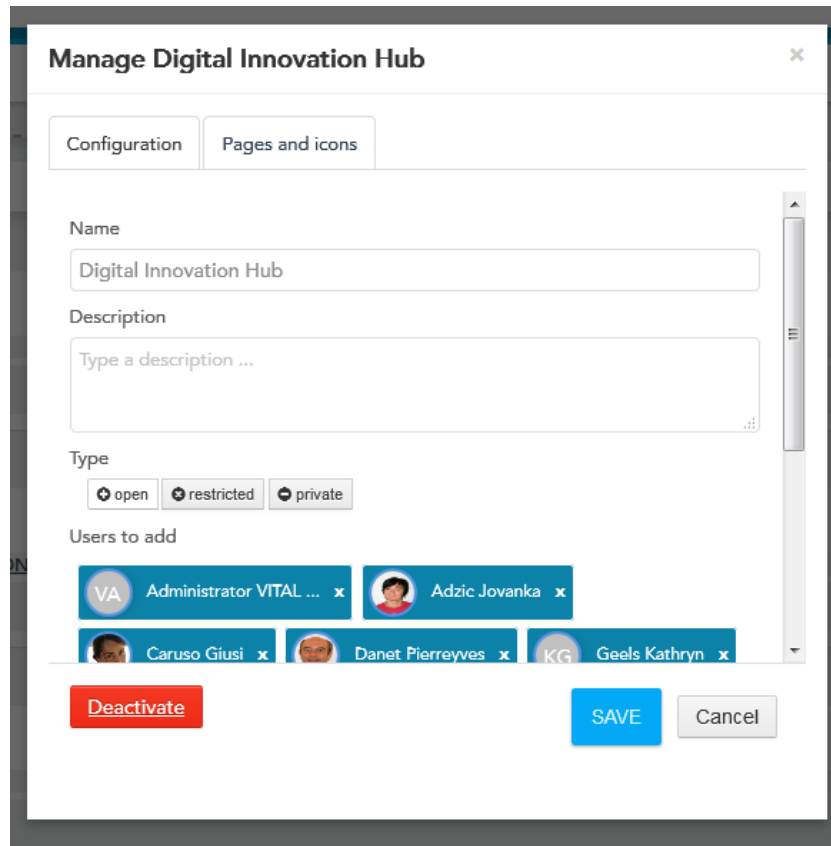
Figure 97 Manage team details

Additionally, as the site administrator visits the workspace, the user will be able to access the site's control panel from the drop-down menu at the top right, and administer pages, applications, users, and site configurations (Figure 98).
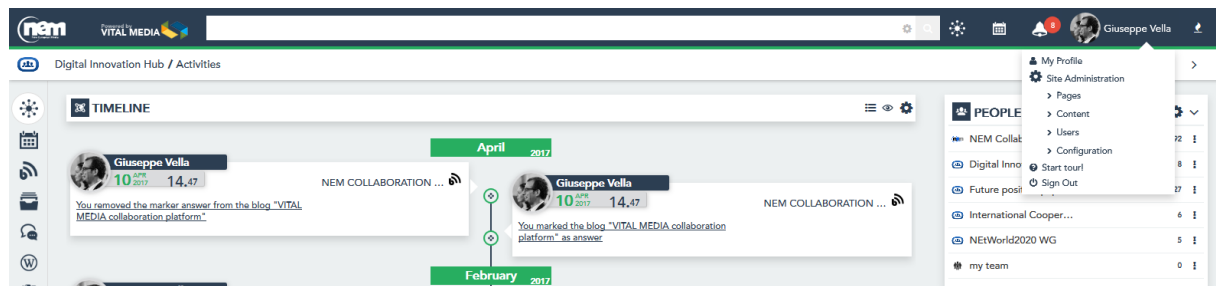
Figure 98 Manage workspace

The Add Circle feature (Figure 99) allows users to create a Custom Group without their own workspace, visible only to the creator of the group and not to the constituent members, representing a sort of view on some of the users in a particular site and deserving attention.

On these groups, user can perform all follow-up activities and create resource folders associated with these. It is also possible to give the group and therefore her members additional permissions on their resources.
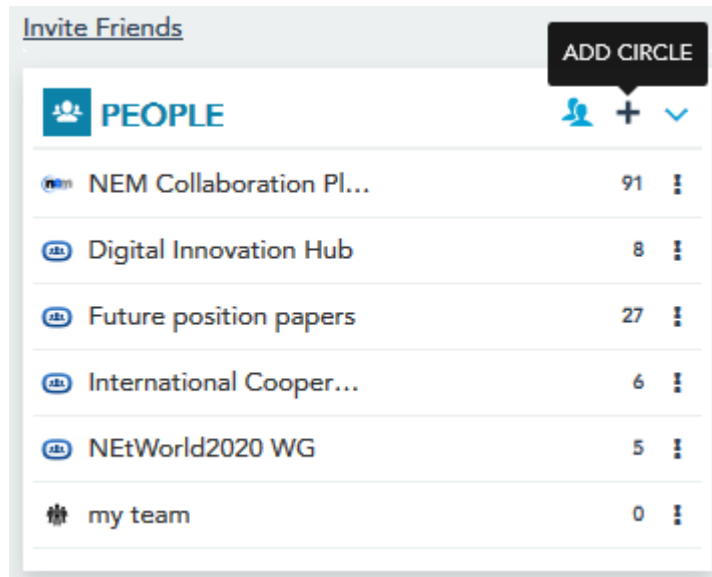
Figure 99 Add circle

The menu located on the right of each team allows users to perform various activities on the reference workspace (Figure 100):

- **Visit** allows to reach the workspace
- **Follow** a group allows to have all the activities performed within the workspace always present in the timeline activity stream
- **Manage Group** is available to user only when she created the team
- List Resources allows to create a folder that contains all the resources or a particular type of resource related to that team, visible between the user resource boxes.
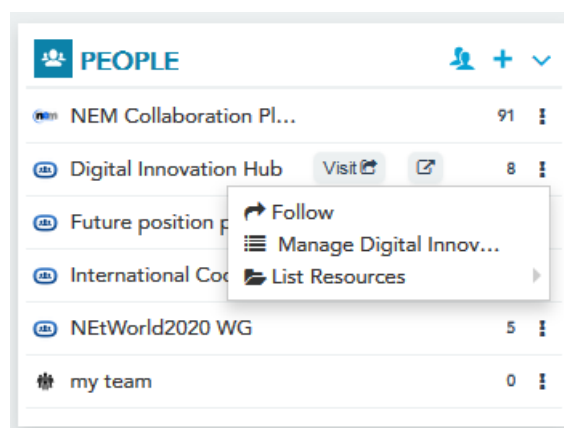
Figure 100 Manage teams and circles

Also on each individual user, she can perform operations from the People application. By clicking on the menu on the right of the user she will be able to (Figure 101):

- **View** the user profile
- **Follow** all the activities that are done within the platform by adding the stream of these activities to the Timeline / List
- **Modify** the user's Memberships within the Team and Circle that she own / administrator

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- **Create** dedicated **Folders** that contain all or a specific type of resource owned by the user in question
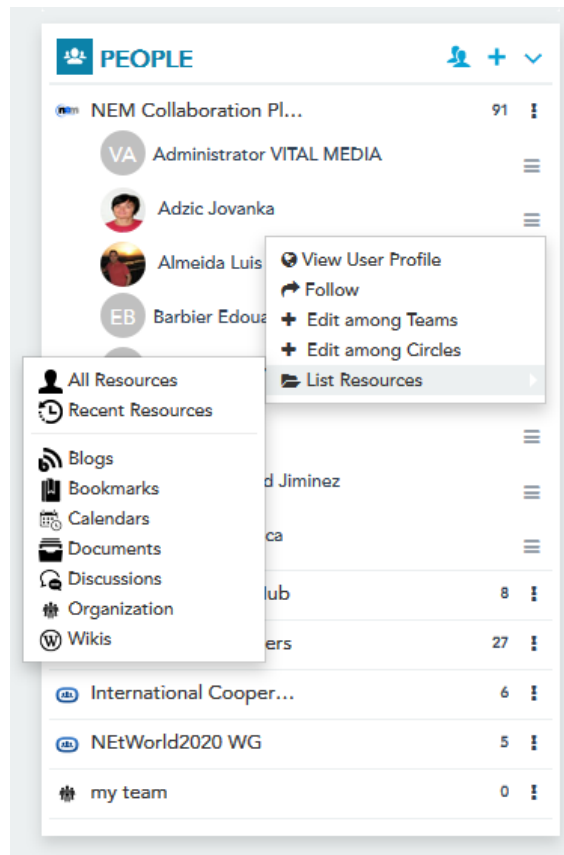
Figure 101 Manage people

4.2 Resources

Resource application (Figure 102) is used to provide a quick link to resources (wiki pages, files, events, etc.) created or pinned by the user. In this section she will be able to view her own resources and those of her choice, broken down by type. She can also view the folders that she are looking for a search box (query folder) or all the personal folders she can create by embedding various resources she choose from within the sharing service that she can share with others Platform users.
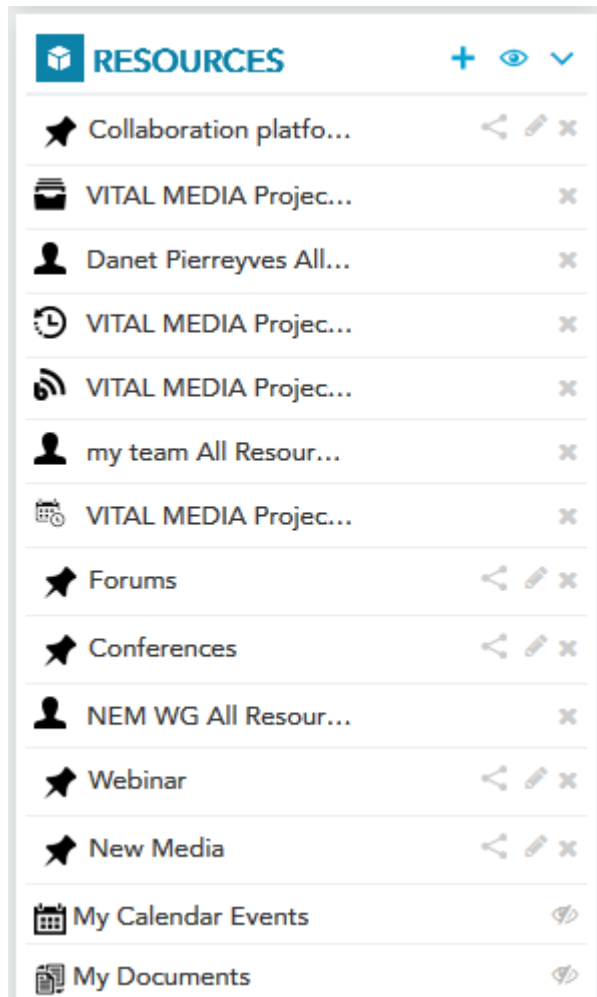
Figure 102 Resources application

The "Create pinned folder" feature allows users to create new folders only visible to her, that will contain all the resources of the platform she choose with the goal of having these always at hand and easily accessible (Figure 103).
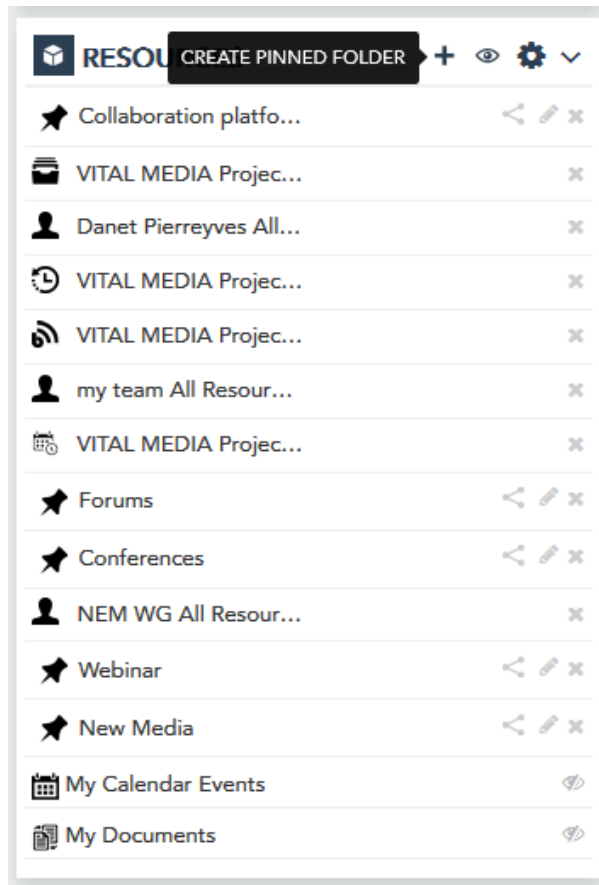
Figure 103 Create a pinned folder

As previously mentioned, pinned folders can be renamed and shared with other platform users through the sharing mechanism provided by the platform (Figure 104).
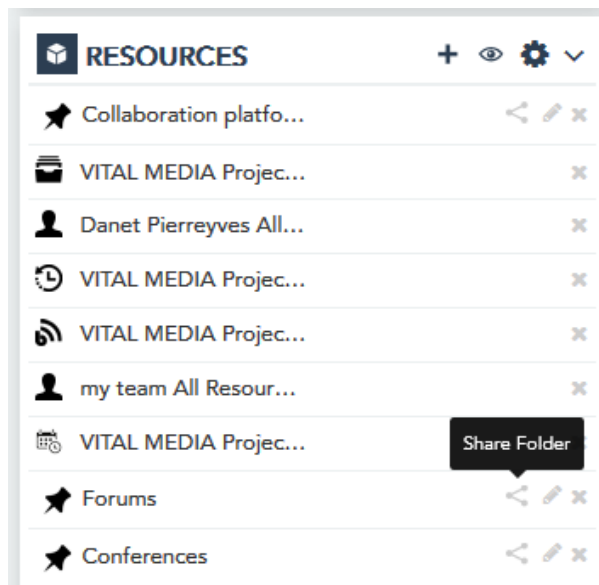
Figure 104 Share folder

The Show Smart Folder feature allows user to set the visibility of all resource sets. In the list she will find all those resources that the site administrator has decided to make available to the user (Figure 105). Through this feature, the user can decide which ones to always be visible.
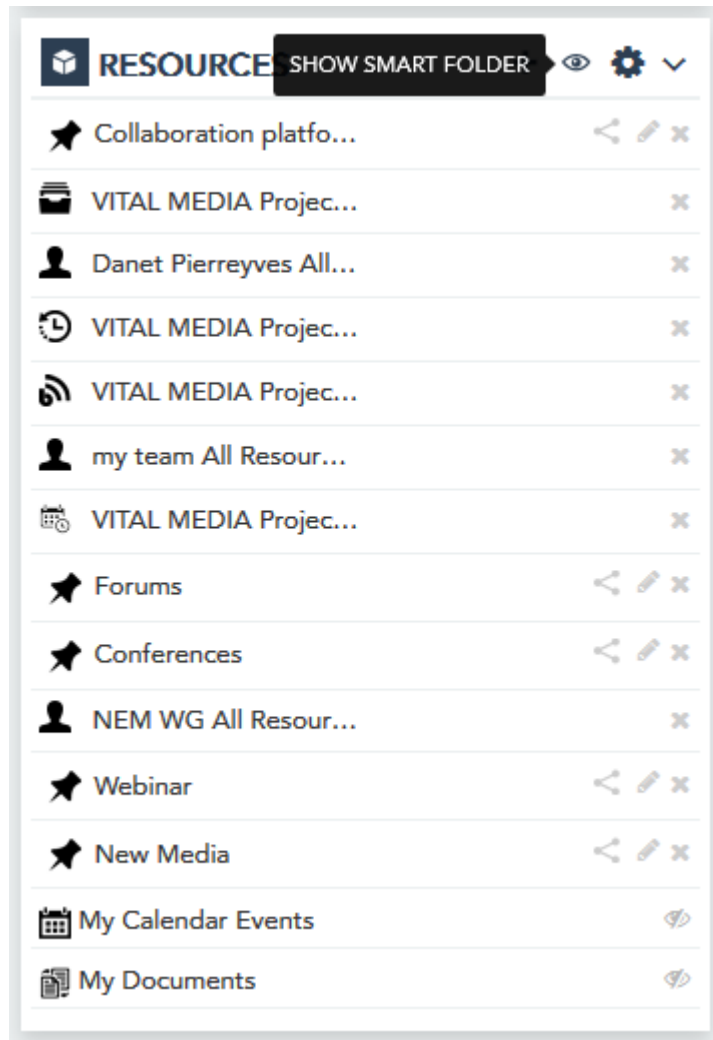
Figure 105 Show Smart Folder

In the list of available resource drawers she can also have those related to all those resources that have been marked as "helpful", "hot topics", "How to" etc.
Displaying these resources by markers will allow user an easier and quicker identification of how the exchange of knowledge is transforming into successful collaborative work.
Below are the possible resource sets available from the "Resources" application (Figure 106):

- Helpful Resources: The drawer feeds all resources created within the workspaces that the user belongs to have been marked as "Helpful".
- Hot Topics: It will contain all resources visible to the user as marked as related to important trends for team work.
- How To's: The drawer will contain all those resources marked as useful suggestions or procedures to follow in order to efficiently and efficiently work the team's work.
- My Draft: The drawer will contain all of resources inside the platform and have been tagged by she or other users with the "Need Editing" mark and then report as incomplete or revised.

- All Candidate Contests: The drawer will contain all the resources that have been marked with the "Problem" marker.
- My Candidate Ideas: The drawer will contain all of her resources inside the platform and be marked as "Idea".
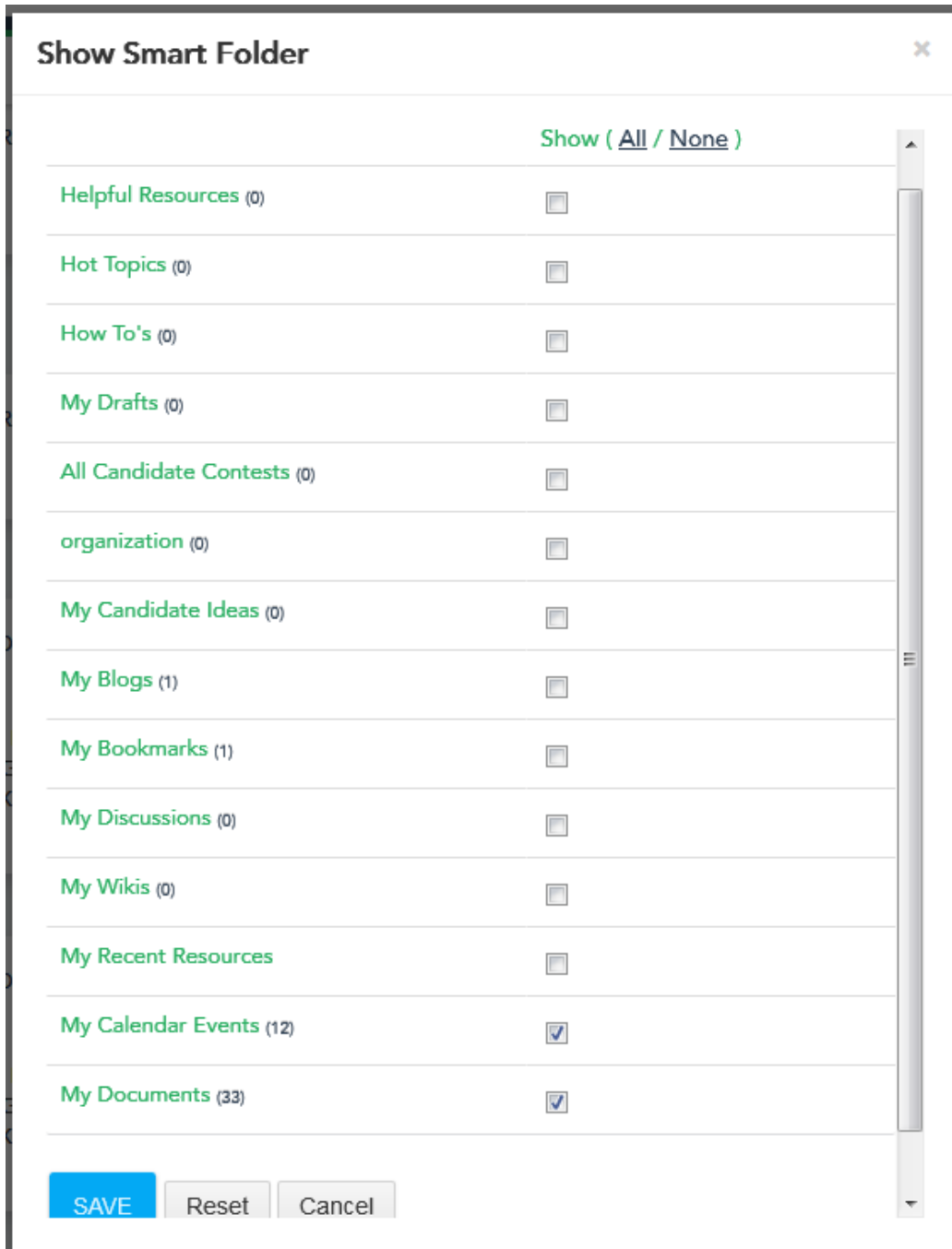
Figure 106 Smart folder available

4.3 Chat

OPENNESS Instant Messaging allows users to communicate with users in real time and set their status (Figure 107).
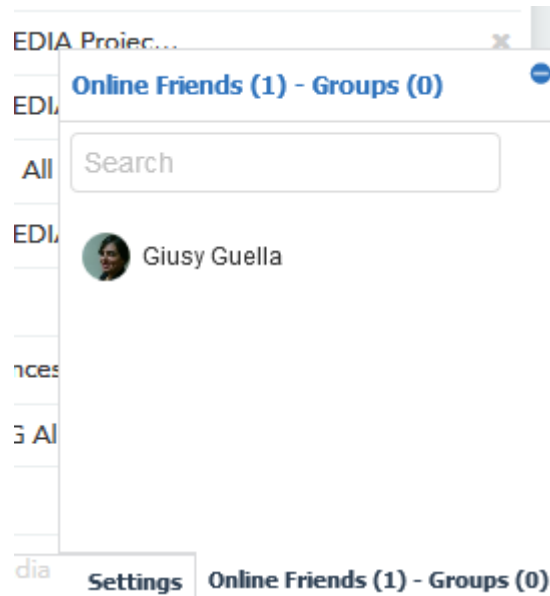

Figure 107 Chat

In the Settings tab she can insert a status, choose to show she as online, and enable sounds and desktop notifications when she receive a new message (Figure 108).
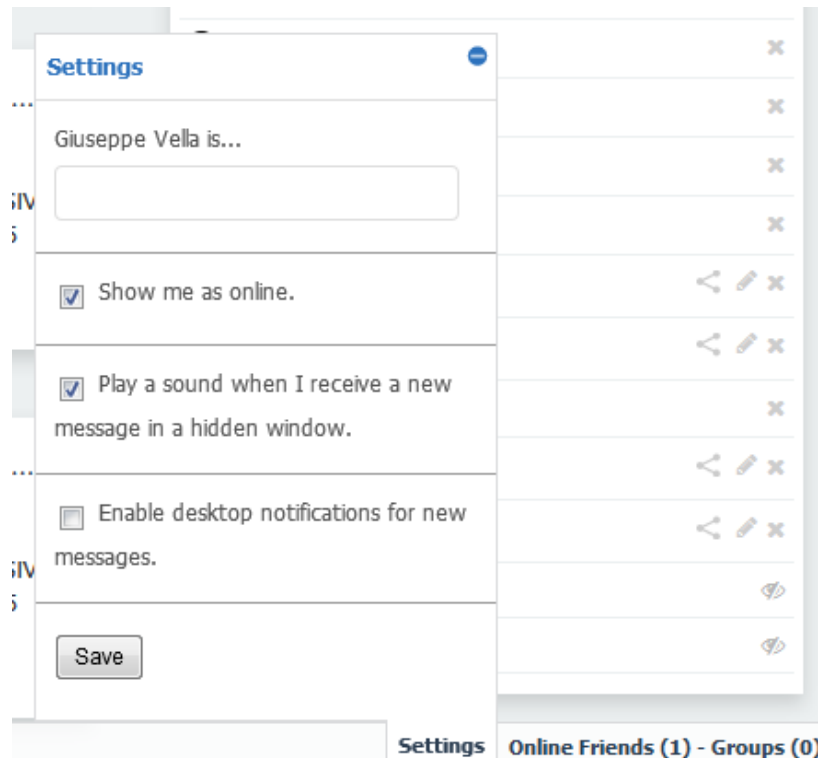
Figure 108 Chat settings

4.4 Timeline

The Timeline allows activities monitoring to provide chronological view of actions within user's circle. All activities are performed within the workspace that she are browsing and her activities are performed across the entire platform (Figure 109). The stream of activities is also powered by the connections made by each user. Each time a user decides to follow a team, a user or resource in particular, the timeline will show all activities to these entities related as the attentive user. By default, the visibility of the stream displayed by default can be disabled/enabled at any time by clicking on the top right icon.
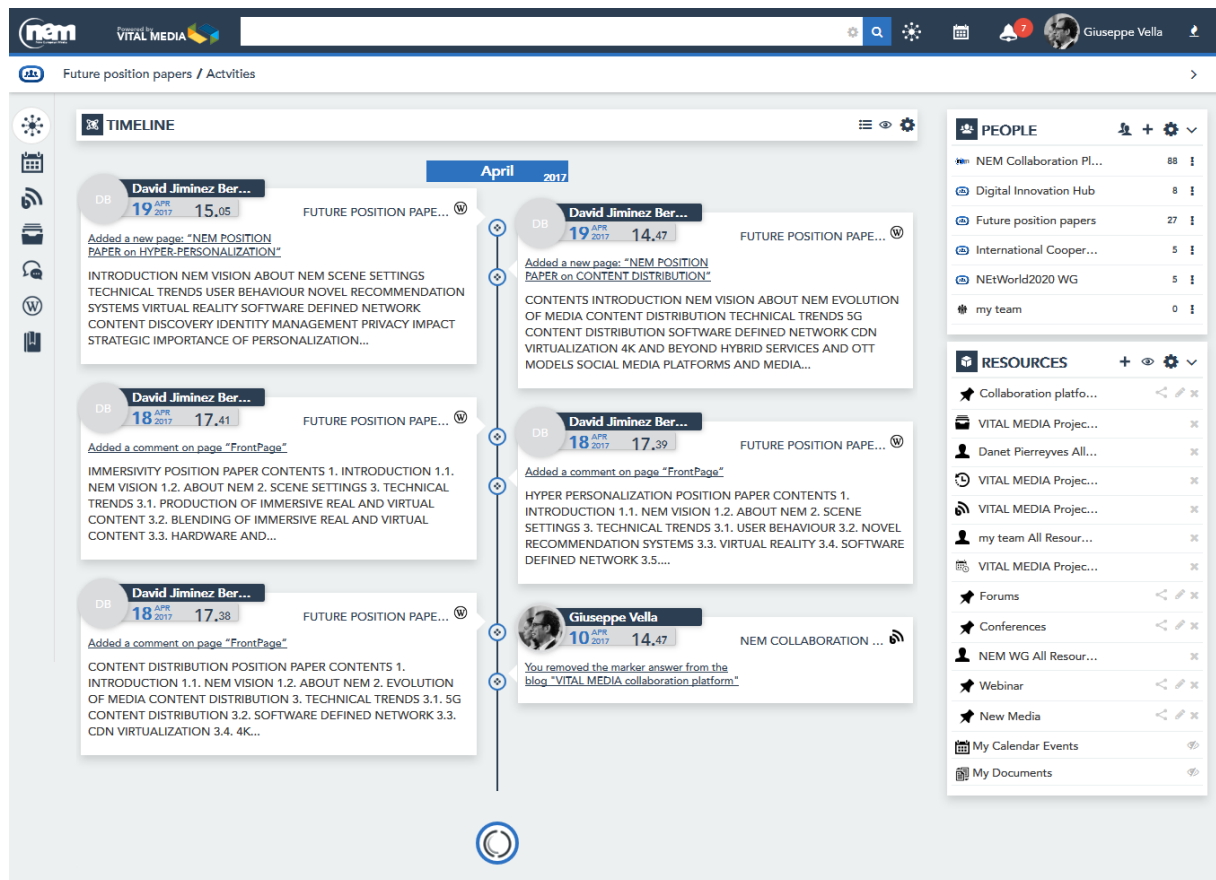
Figure 109 Timeline

The user can change the activity stream display in "list" by clicking on the icon (Figure 110).

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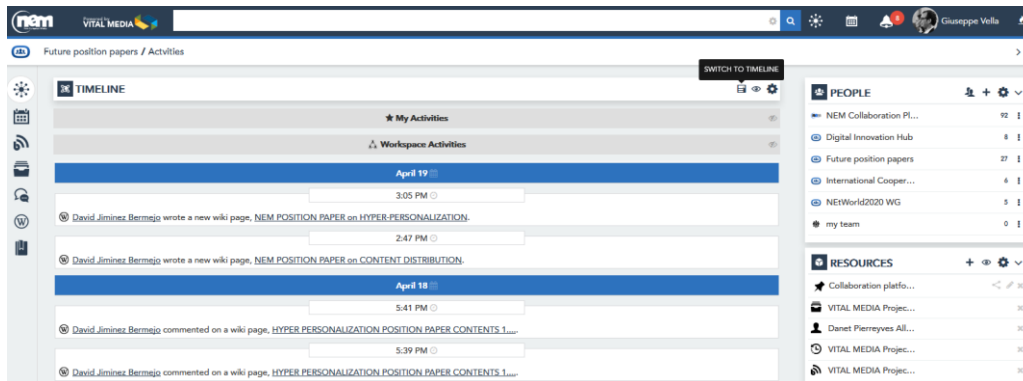
Figure 110 Timeline display settings

The user can also choose to show/hide her own activities and/or the workspace activities (Figure 111).
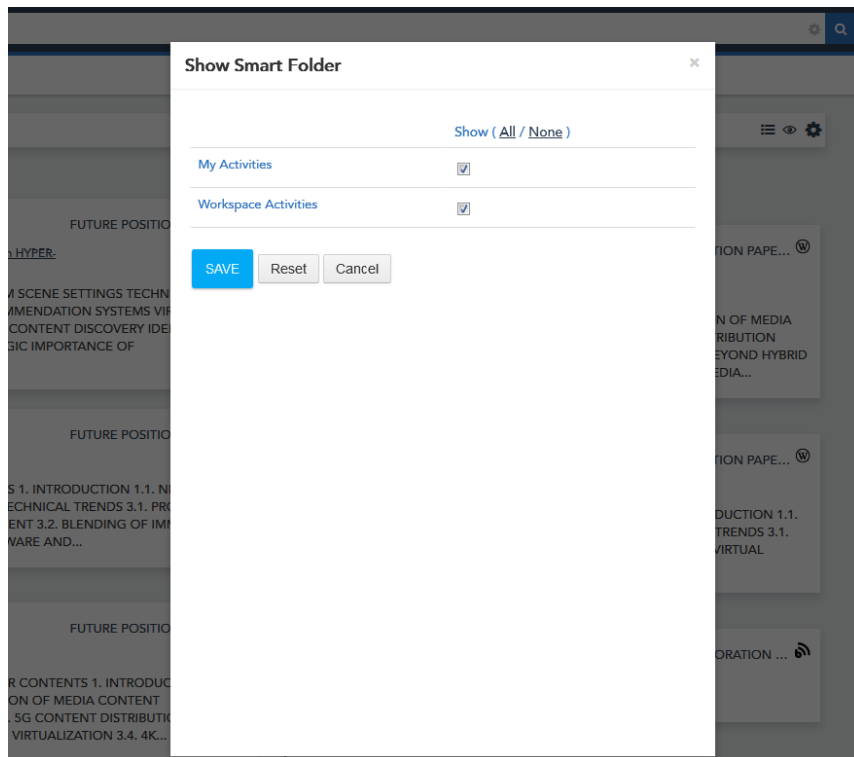
Figure 111 Timeline activities settings

4.5 Sentiment

The Sentiment application indicates how well content resonates with the audience. Content can achieve Happy, Neutral, or Sad sentiment based on content analysis and social action (Figure 112).
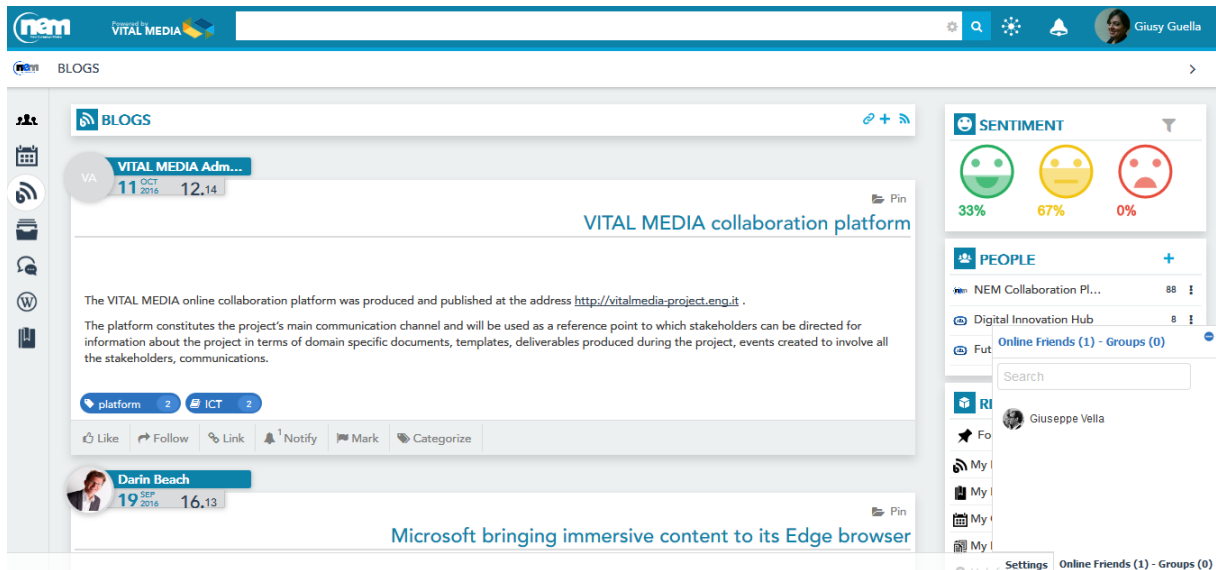
Figure 112 Sentiment application overview

There are two views of Sentiment Metrics: summary (Figure 113) related to the whole application and detailed (Figure 114) related to one blog article and all its comments.
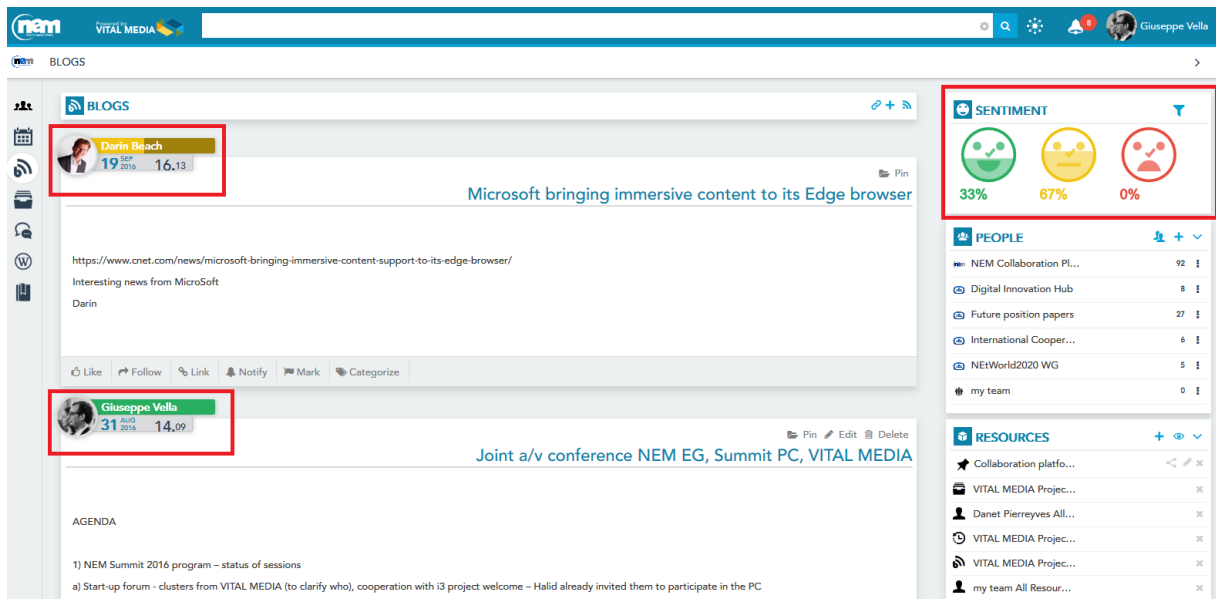
Figure 113 Summary Sentiment

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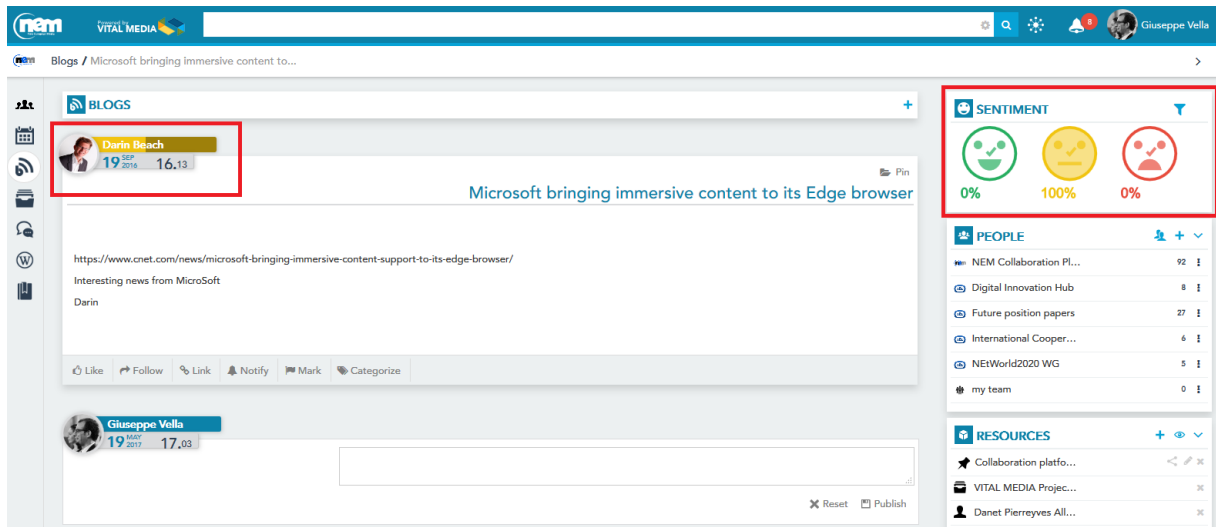
Figure 114 Detailed sentiment

5 Social services

5.1 Social bar

Along with services associated with the management of the community, there are a number of additional features found in the Social Bar that allows easy and immediate sharing of information (Figure 115). The social bar constitutes the live point of view of each resource. The resource has a social life nourished by users interactions.

The Social bar provides users with the possibility to express their Like about content, as well as start to Follow it, to be notified in their timeline about changes in the contents they are following. They can also Notify the content to other users, or all workspace participants, that could be interested in reading it (who in turn could start following it). Notifications take place by email, by SMS, or in the portal itself, depending on the recipient notification settings. Selected users will visualize the notification on the Inbox Notification and they will receive an e-mail notification.

Figure 115 Social bar and social actions

The social bar is made up of a set of features that allow user to make the most of the resources used, and specifically:

- **Like**, to express appreciation to the resource just click "like". Clicking on the counter placed next user know who, among others, expressed appreciation to the resource.
- **Follow**, to follow all the changes that will be made on the resource and the interactions that arise click on "follow". The counter placed next displays the names of all other users of the platform who expressed the same interest.
- **Link**, to connect a resource to others within the same site or to global assets.
- **Notify**, to notify the resource to other users of the platform. User can add the users to whom she want to target notification, and she can write a message to send. The selected users will see a notification in the "Notification Portlet" and will receive an email with the notification.
- **Mark**, to turn a conversation into a real "business decision" or in a collaborative successful work. The forms of collaboration are free within the platform but the decisions and official versions must be clearly marked. The marking feature allows to mark the turning resources into "success", "decisions", "official versions" using the markers that the community manager has decided to make available to the community. To "mark" the resource just click "Add Marker" and select the appropriate marker.

Categorize, to assign categories to a resource it means to classify them by means of "keywords" default administrator based on vocabularies created according to predefined criteria.

Through the Social Bar, the user can therefore enhance the popularity of a blog, a thread, a document or any other type of content, expressing appreciation, properly labelling the resource, which shall be notified to other users in order to add to this semantics social context. Additionally, content can be also Marked (Figure 116) and Categorized (Figure 117) with a set of predefined marker and vocabularies, or with free-texted tags added by users. Categories and tags are also used in the portal search functionalities to improve results of search queries.
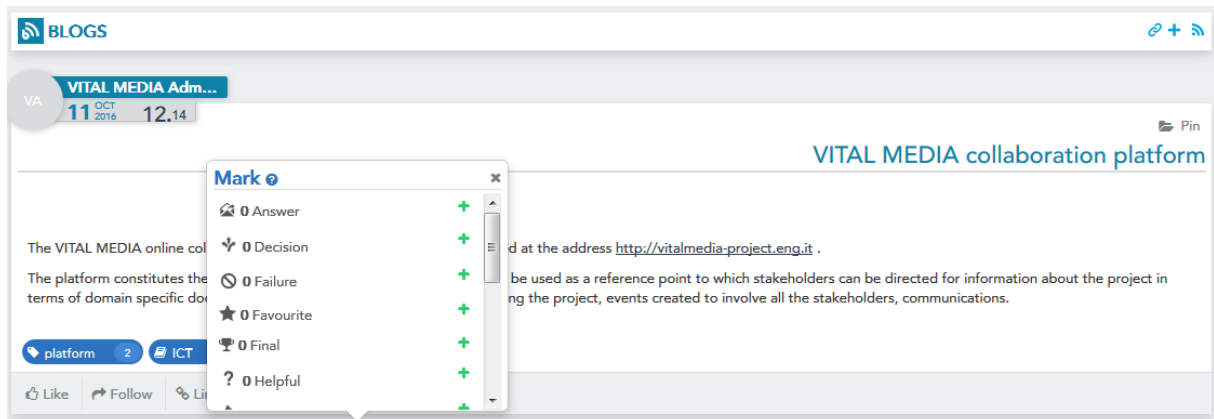
Figure 116 Mark a resource

Associating content categories allows to associate keywords that will allow to search more easily later.

The categories are nothing more than words or phrases prefixed by the administrator within a specific workspace with the purpose of grouping resources by following specific parameters.

To assign one or more categories to her existing and / or new content:

- Open the editing resource and go to the "Category" section
- Or interact with the resource from the "Manage Categories" of the social bar

From here she can select the categories that have been divided into several vocabularies. Each vocabulary can contain various categories and subcategories. It is also possible to make use of the search for suggestions made available by the system.
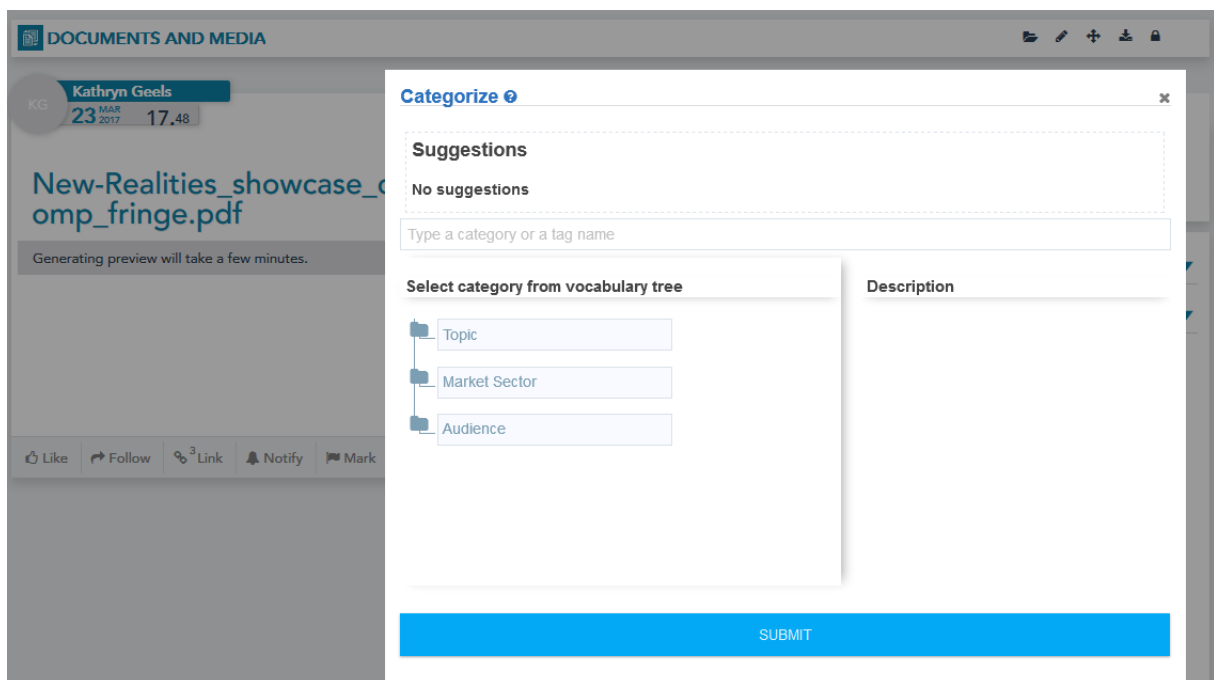
Figure 117 Add a category or tag

5.2   Pinned folder

It is often useful for the user to collect some of the resources within the platform into a personal folder that will always be visible between the resource lists that the user has decided to view.

A pinned folder or a drawer containing all favourites resources, can be created directly from the "RESOURCES" application using the button on the top right of the application (Create Pinned Folder, see paragraph 5.2). At the time of creation, the user will assign a name and, once created, this can be later powered (Figure 103).

It is also possible to create one each time the user, in front of any resource, decides to save this to an existing folder or inside a new one (Figure 118).
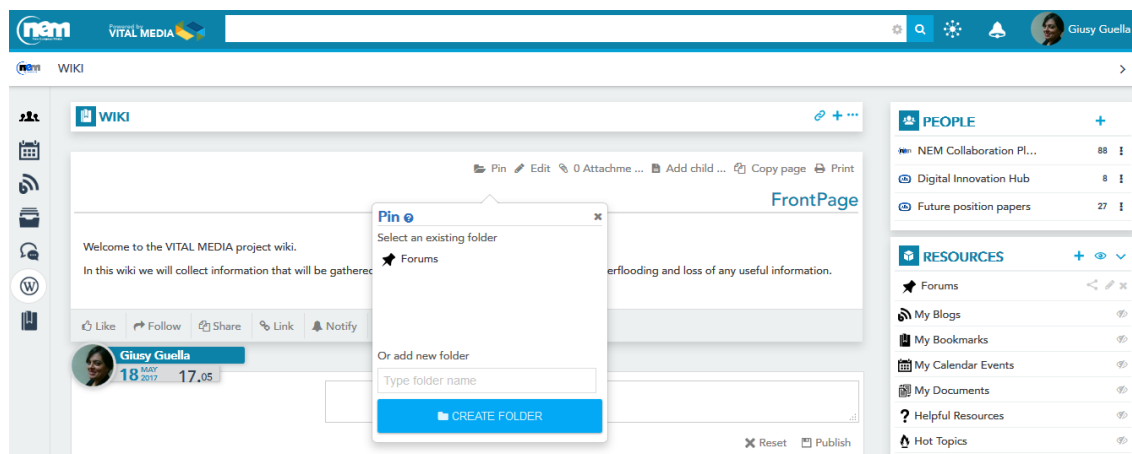
Figure 118 Pinned folder

5.3   Related resources

Linking and linking the workspace resources is the best way to create a logical link between the resources used by the work team and to end the target goals.

The "Related Resources" feature will make it possible to create links between the resources and give the user the feeling of completeness of the information being circulated. When creating any content, then the user has the feature in question.
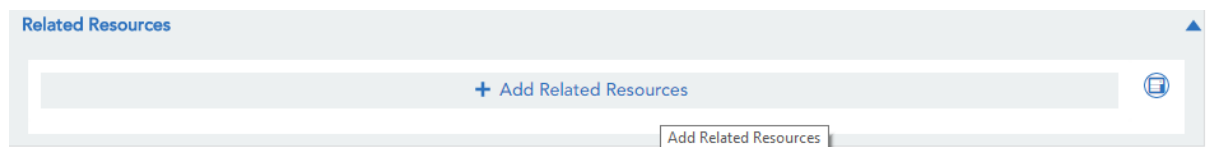
Figure 119 Add related resources

The feature allows users to link the asset to an existing asset within the workspace where the resource will be created, and also to those that have "global" as scope, that is, all those resources made available to all members of the platform Regardless of the single workspace.
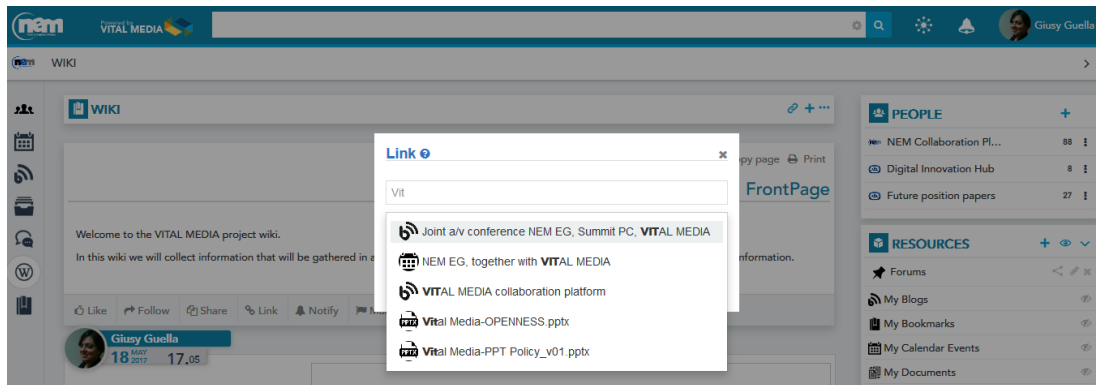
Figure 120 Link a resource

5.4 Mention

When creating a resource within the portal, specifically a page in the Wiki area, or when editing the agenda or content related to an event in the calendar, users have the opportunity to reference (linking) other contents and users of the portal, thus creating relations that bring additional consistency to the information shared in the platform.

This happens using the Mention feature (@name_of_the_resource_mentioned).

Mentioned users are informed of the new (or updated) content where they are cited through a notification (by email or in the portal itself, depending on the channel they set for notifications).

By using @mention, she can report to users and groups of users who are talking about them or their resources.

When she create a resource within the community, she have the opportunity to mention users and resources. This is a way to talk about someone or something by capturing or passing on it / their attention.

When someone or something is mentioned / comes the mentioned or mentioned resource owner mentioned a notification in his Inbox. In OPENNESS, @mention also becomes a link to the resource mentioned.

To mention someone / something type "@", type the name / title of the entity and the third syllable opens a dialogue box and suggests possible matches.
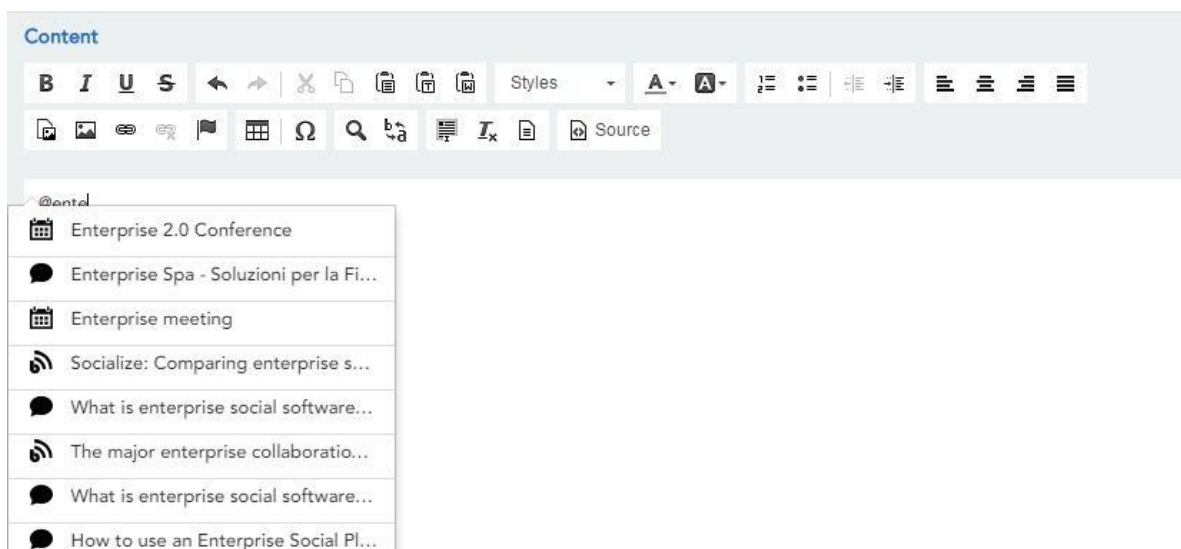
Figure 121 Mention feature

6 Anywhere applications

6.1 OPEN-S

The Software further enriches the OPENNESS Collaboration Product family, reaching a further goal:
to make the experience of using the platform even easier, allowing a user to add a Discussion or
Bookmark, a Wiki, or a Blog on an OPENNESS platform simply surfing the web.
Below are the various steps to take advantage of the new extension:

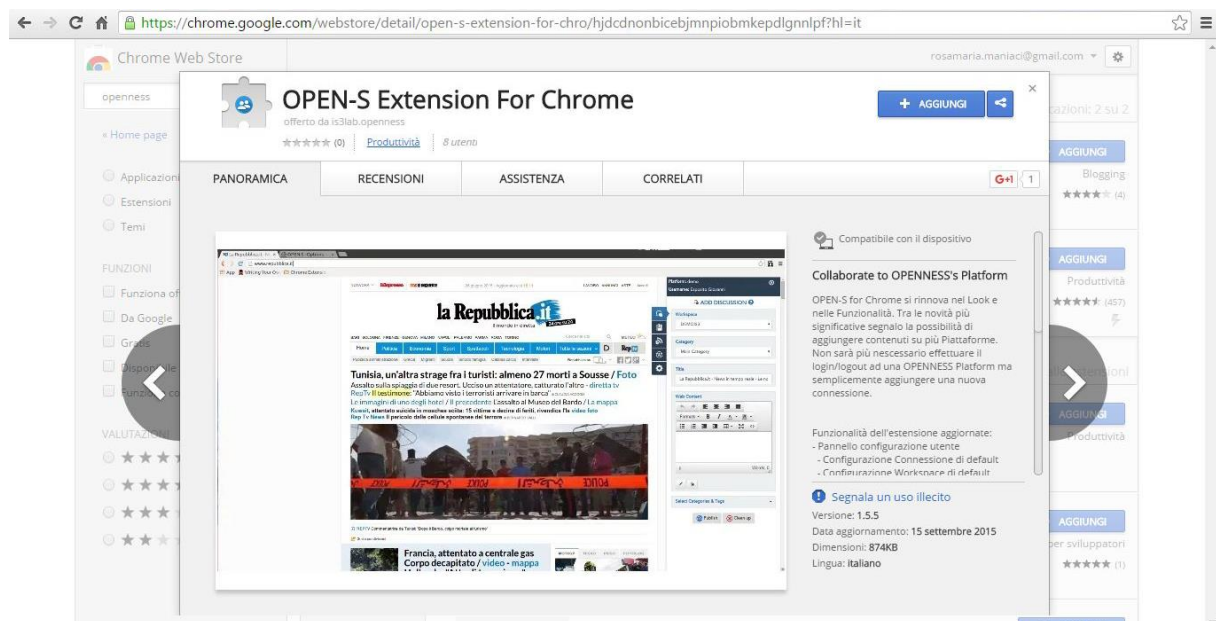1. Look for extensions within the Chrome Web Store and add it to existing ones

Figure 122 OPEN-S

2. Reach the extension control panel via the "Options" button
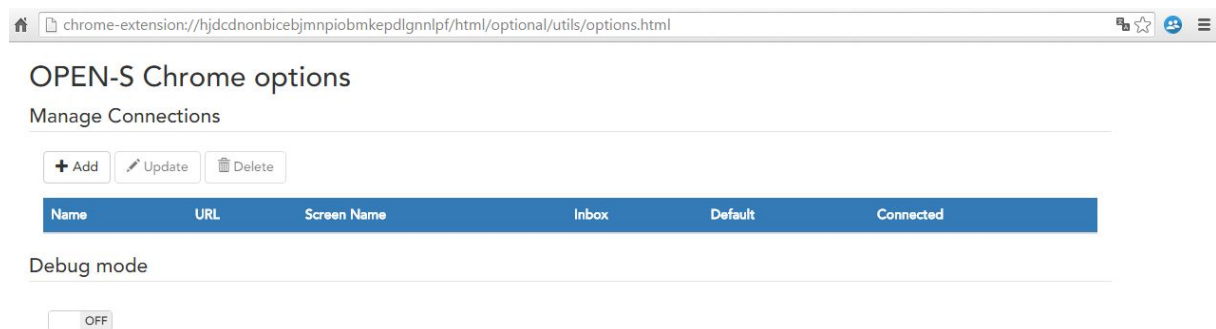
Figure 123 Add the OPEN-S extension

3. Add the connection to the desired environments
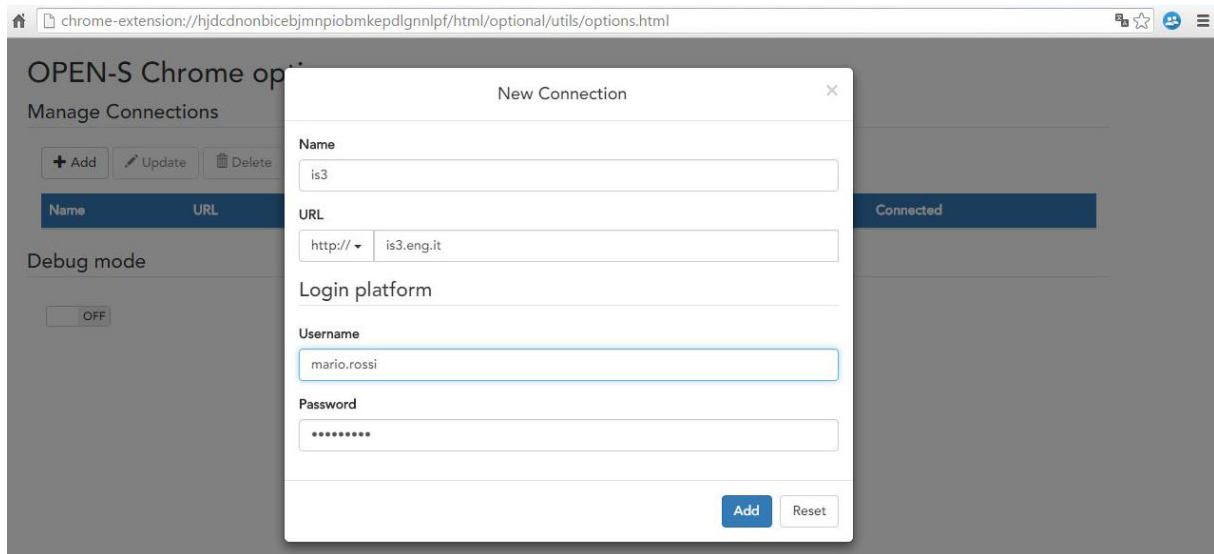
Figure 124 OPEN-S settings

4. Enable Connection to Server and, if desired, the Inbox flag allows OPEN-S to hook up to OPENNESS push notifications system, activate it on a connection, and receive them through the Chrome Browser.
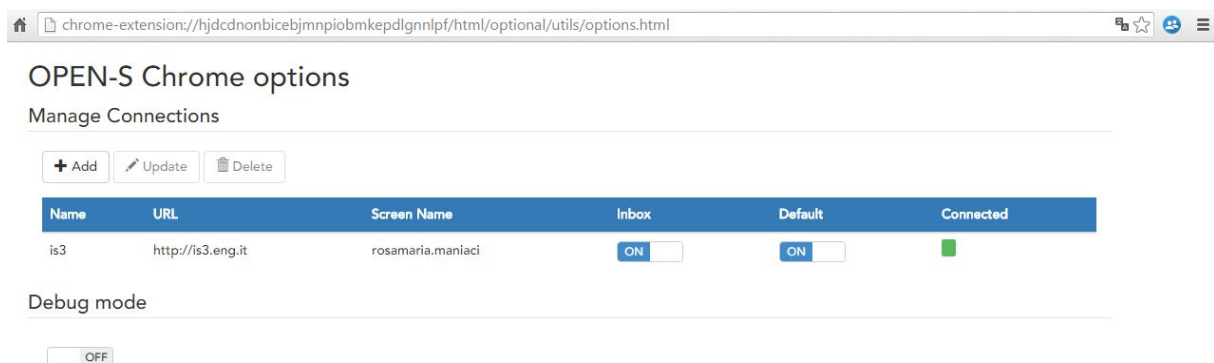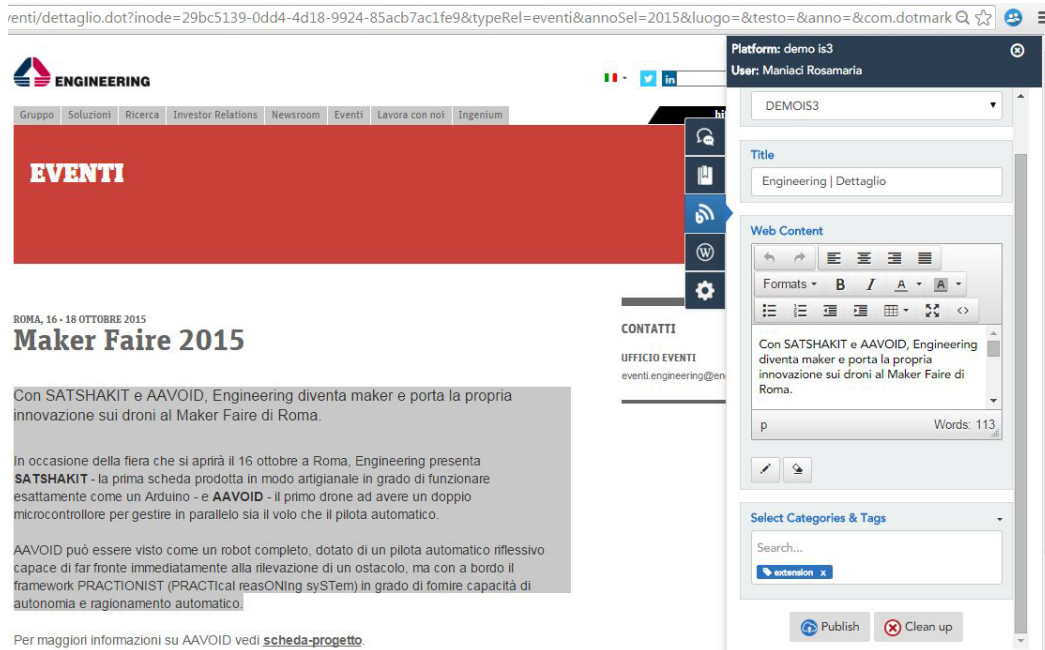
Figure 125 OPEN-S mange connections

5. Once the configuration / activation is complete, the extension can be immediately activated.

Resources can be added in the following ways:

1. Clicking on the icon next to the address bar
2. Selecting the text and clicking on the right mouse button "add to OPEN-S"

Figure 126 OPEN-S using

7 Conclusions

The NEM collaboration platform was produced and published at the address http://vitalmedia-project.eng.it prior to month 3 (as stipulated in the DoW).

The platform constitutes the project's main communication channel and will be used as a reference point to which stakeholders can be directed for information about the project in terms of domain specific documents, events created to involve all the stakeholders, communications.

The platform enabled users will be able to create events and invite or share them with others users of the platform. It will be possible to get an overview of all participants' competences such as their availability to arrange Face-to-Face meetings. The brokerage event tool will assist the clusters to organize various working groups to animate the community and all the networking events organized by the New media Clusters.