



STAGE

Streaming of Theatre and Arts for old aGe Entertainment

AAL-2015-1-014

D5.1 - Kick-Off Meeting Report

WP5

Deliverable prepared by CNR-ITC,
with contributions from ASM

March 31 2016 – Month 1

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Location and date

The meeting was held in Rome, at the premises of the National Research Council of Italy (CNR), on March 1st 2016. The full address of the location is:

Consiglio Nazionale delle Ricerche,
Piazzale Aldo Moro, 7
00185 - Rome, Italy

Preliminary agenda

Time	Topics/presentations
10.00 – 10.10	1. Welcome to participants, introduction to the project and to CNR ITC
10.10 – 10.20	2. Short presentations of STAGE partners (company, expertise, experience in EU funded projects)
10.20 – 10.40	3. Short presentation of the project WPs and role of partners
10.40 – 11.20	4. Open Discussion on Project Management, Administrative, Contractual and Financial issues: questions and clarifications
11.20 – 11.40	5. Coffee break
11.40 – 11.55	6. Project Schedule, Deliverables & Milestones
11.55 – 12.10	7. Review of project timeline
12.10 – 12.30	8. Action plan to involve cultural organizations (open discussion)
12.30 – 13.10	9. Review of server and client reference model
13.10 – 13.30	10. Review of field trial requirements vs server/client development
13.30 – 14.00	11. Open discussion and questions
14.00 – 15.00	12. Lunch break
15.00 – 15.20	13. Choosing the official project logo
15.20 – 15.40	14. Discussion on Dissemination issues (website, deliverables, publications, planned meetings, etc.)
15.40 – 16.00	15. Exploitation Plan and Key success factors
16.00 – 16.20	16. Ethical issues
16.20 – 16.40	17. Coffee break
16.40 – 17.00	18. Other issues/crucial points not discussed above
17.00 – 17.20	19. Action Plan for the next project steps
17.20 – 17.30	20. Final remarks, question time and conclusions

Participants (in partner order)

Name	Partner	Abbreviation
Luigi Biocca	ITC-CNR	LB
Giovanni Caruso	ITC-CNR	GC
Ludovica Malavasi Caula Medici	ITC-CNR	LM
Marco Padula	ITC-CNR	MPa
Nicolò Paraciani	ITC-CNR	NP
Leonardo Chiariglione	CEDEO	LC
Erika Montuori	ANCS	EM
Michele Panzarino	ANCS	MPz
Monica Florea	SIVECO	MF
Cristina Ivan	SIVECO	CI
Konstantinos Smagas	GEORAMA	KS
Elena Valari	GEORAMA	EV
Agnieszka Kowalska *	ASM	AK
Aleksandra Oleksik *	ASM	AO
Ákos Éder	PBN	AE
Balazs Barta	PBN	BB
Marina Polycarpou	MATERIA	MPo
Nikos Georgiou	MATERIA	NG

* *Attending via Skype call*

Excused: Tibor Radovits – InfomatiX HU

NOTE: time throughout the report is given in Central European Time (GMT+1)

Meeting opening and introduction of partners

The meeting opened at 10:10 a.m., after all partners had arrived. AE and BB informed the assembly that no one from InfomatiX HU could attend the meeting and sent apologies.

LB briefly introduced ITC-CNR and its plan for managing and coordinating the project as lead partner.

All partners then shortly introduced their organisations to the assembly.

Preliminary discussion on the status of national grant agreements

No partner has yet completed the national negotiation and grant agreement phase.

KS informed the assembly that GEORAMA reasonably thinks their grant agreement (GA) should be in place by the end of March. Payments by the Cyprus NFB are generally granted timely, with a first installment payed about a month and a half after the GA, with successive payments following quite rapidly.

MF informed that payments by the Romanian NFB are also timely, approximately one installment per year.

AK informed the assembly that during negotiation, the Polish NCP cut ASM's budget, as well as funding rate, down to 60%, due to a claim that the work had been wrongly qualified. AK also related that ASM was considering whether to formally rebut the claims of the NCP or accept the budget cut as it is. This latter possibility is seen as the most probable.

After this discussion, partners delivered the original signed pages of the Consortium Agreement (CA) to LB. CEDEO, ASM and InfomatiX HU will send them by post.

Review of project work plan schedule

NP presented a first set of slides illustrating the work plan of the project, including work packages (WP), deliverables and milestones. An open discussion was conducted based on these slides.

WP1 (User requirements and ethical issues) will be led by ITC-CNR and will last from M1¹ until M26. WP2 (ICT development and implementation) will be led by SIVCO and will last from M2 until M29. WP3 (testing evaluation and validation) will be led by PBN and will last from M9 until M24.

WP4 (dissemination exploitation and business development) will be led by ASM and will last from M3 until M30.

Finally, WP5 (management and coordination) will be led by ITC-CNR and will last from M1 until M30.

A detailed list of the deliverables and milestones related to each WP follows.

It was noted that a wrong date for the release of Milestone 2.2 is written in the Description of Work (DoW), being due on M11 rather than M12, the corresponding deliverable release date. An amendment is therefore proposed.

A proposition for assigning lead partners to deliverable and milestones was also discussed, in order to ensure timely release of results and internal monitoring. Lead partners for deliverables and milestones were based on task leaders as defined in the DoW.

Discussion about imminent tasks

After the first coffee break, NP presented a second set of slides about the scheduling of imminent tasks (upcoming deliverables), also used as a basis for open discussion.

Upcoming deliverables are: Kick off meeting report (D5.1, M1), first calendar year report (D5.4.1, M2), intranet website (D5.2, M4) and report on users involvement and preferences (D1.1, M4), all assigned to ITC-CNR as lead partner.

Then, System architecture, technical requirements and specifications (D2.1, M4) assigned to SIVCO, and the Draft dissemination plan (D4.1, M4), assigned to ASM.

¹ M = Month

Deliverables D1.1, D2.1, D4.1, D5.1, and D5.2 will all provide input for the first calendar year report – D5.4.1 -, although only D5.1 will be released before the report is due. The other deliverables will provide partial feed into the report (Fig. 1).

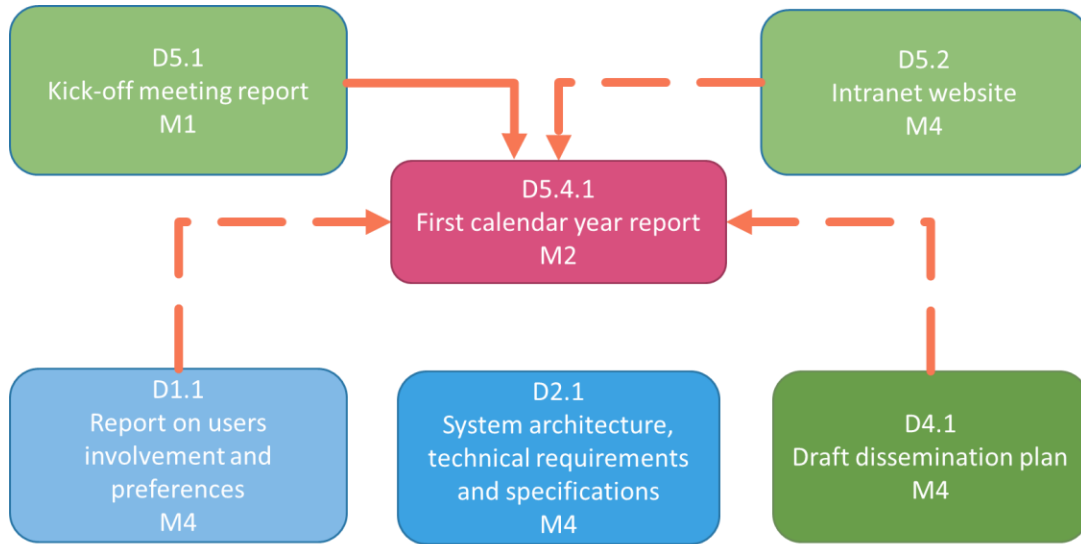


Fig. 1: Feed of information into D5.4.1 from other deliverables (dashed arrows = partial feed)

Regarding the intranet website, CNR will first propose several possible collaborative platform solutions, like *Freedcamp* and *Producteev* (free), and *Basecamp* or *Redbooth* (priced). These will be considered and tested, with the help of technical partners involved in WP5 (GEORAMA and SIVECO), and one solution will be chosen. It will be then implemented and tested by all partners, which will start using the final release by M4.

At this point, EV suggested the open collaborative platform *Redmine*, since GEORAMA has had previous successful experience in using it, although it is more specific to managing software development projects (but it can be adopted for project management in general).

Work related to user involvement and preferences will be initiated by CNR, PBN, MAT, and ANCS, by developing suitable questionnaires. Then all partners involved in Task 1.1 will contribute to the definition of user involvement procedures and selection criteria.

Moreover, PBN, MAT, and ANCS (as end user organisations) will invite users and start meetings. All Task 1.1 partners will then conduct meetings, and gather and analyse data.

Regarding the technical requirements definitions, SIVECO will conduct a preliminary analysis of requirements, then all involved partners will collaborate to the conversion of user requirements into technical specifications. It was proposed at this point that the delivery date for D2.1 should be shifted to Month 5 or 6, due to the fact that input from D1.1 is required and will only be available by Month 4. The assembly approved this change, therefore the DoW will be amended accordingly.

Finally, ASM will prepare a draft plan of dissemination activities by M4, and all partners will review the draft and provide further inputs.

BB pointed out that a dissemination plan is not a report, but a set of guidelines to conduct dissemination activities during the project. A report should also be produced to summarise dissemination results. It was agreed that this information would be included in the annual and final reports to the AAL CMU.

However, as updates on the dissemination plan have to be provided, these updates should also cover work on dissemination carried out by partners, assessing its impact to see if changes in guidelines and strategy are needed.

A brief discussion about the role of deliverable leaders followed, whereby it was agreed that a partner in charge of a given deliverable should both ensure that its production starts on time and that it is delivered as scheduled. This would be accomplished by reporting to the Steering Committee (SC), where appropriate.

Involvement of cultural organisations

LB presented a first outline of the procedure the project should follow in order to involve cultural organisations for pilot trials. He reported that CNR has already started looking for possible candidates, and received a first sign of interest from a theatre based in Modena (Northern Italy).

It was argued that a first approach to attract and involve cultural orgs would be based on presenting the STAGE project as a possibility for them to extend their market segment and consumer base.

In fact, although being initially involved only on the basis of support letters and providing contents for free, they would benefit from the commercialization of the project as a first “preferential” set of organisations that would access an extended audience attending from home.

KS asked how the project will conduct research for the experimentation and pilot trial activities. This includes a need to clarify the way required technologies are provided to, or requested from, cultural orgs.

LB then directly asked LC to give information about what kind of technical requirements are needed for content providers to stream their events online.

LC answered that the main issue is the availability of an Internet connection with an upstream bitrate of at least 1 to 2 Mbit/s (not nominal, but actual speed). As regards equipment, an average priced (c.a. 200 €) digital camera connected to a PC would be sufficient.

Schematic flow of the streaming process as described by LC:

Event -> rec. camera -> PC -> Internet (upstream) -> Server (managed by STAGE) -> Platform (WimTV)

BB believes that both national and international events can be used for the streaming. He identified almost 40 institutions in his country which can be contacted for being involved in the project as service providers.

Even if many types of events can be considered in the project, BB suggests to define only a segment of possible institutions, considered the most attractive for the possible users.

To this end, a discussion is initiated considering the opportunity of identifying a market segment, i.e. doing initial choices for possible service providers by considering the opportunity of selling a product.

PBN shared a link to the website of an international standard segmentation system for arts, culture and heritage organisations: <http://mhminsight.com/articles/culture-segments-1179> (Culture Segments).

BB pointed out that before contacting possible content providers, it should be better to prepare a suitable dissemination website for the project. The website contents should be initially written in English and then translated by each partner in their mother language.

However, it was argued that a full public website for the project would not be ready before M6 (D4.5, according to project schedule).

LB suggested therefore to produce a brief video for presenting the project idea and scope. MF pointed out that also a 2-page flyer could be useful, containing basic information about the project.

There was general agreement on producing a flyer by M1, a task assigned to ASM, that agreed with this schedule.

Discussion on technological aspects

The discussion revolved around a presentation by LC, describing the platform that will be provided by CEDEO for the STAGE project, i.e. WimTV (<http://www.wim.tv/wimtv-webapp/wimTvHome.do>). There are four main areas: the Administrative area, the Providers area, the Public area and the Private area. The STAGE platform will be constituted by three components: a Video platform for managing videos, an API component to ensure communication between web portal and mobile devices, and a Mobile Application module, helping users to access content in a simple way.

Finally, the STAGE service architecture and related ICT developments were described.

It was discussed whether STAGE should provide a plugin to be embedded into content providers' websites, as an interface for the platform, or the providers should upload their contents on the project platform itself (standalone). This latter option seems to be more coherent with the project purpose.

The STAGE platform will be developed starting from the existing WimTV platform, with suitable modifications and extensions. These will include a "stop and resume" technology feature for live streaming (currently not available). A scheduled mode to watch content could also be provided. This is a feature in between live streaming and on-demand fruition, since a scheduled event would expire after 24 hours.

After this, MF presented the SIVICO company, the other main technological partner. SIVICO is a large enterprise providing software solutions in Romania and in Central and Eastern Europe. The areas of expertise of the company are the following: eLearning/eTraining, eHealth, eAgriculture, eCustoms, eNuclear, Enterprise Applications Suites, Customized Application Developments and Research and Development Projects.

Then MF described SIVECO's contributions to each WP, in particular the coordination of WP2 concerning the development and implementation of the ICT platform.

Choosing a logo for the project

Before the meeting, a Doodle poll was organised to choose a candidate project logo from a set of four graphical ideas, created by ITC-CNR and GEORAMA.

The result of the poll indicated the following logo as a preference (Fig. 2):



Fig. 2: Project logo candidate created by GEORAMA

It was pointed out that the walking cane could be seen as potentially offensive or stigmatising to older people. MPo suggested therefore that a top hat could be placed on top of the cane, so that it would convey an idea of show business (like music hall).

It was also agreed that the full name of the project should be removed from the logo.

AK informed that ASM will need colours and fonts to reproduce the logo on dissemination material and website.

Discussion on dissemination and market exploitation aspects

This discussion was facilitated by AK's presentation via Skype conference, about ASM role in the project in relation to dissemination, business development and exploitation, as leader of WP4.

Project communication strategies will be developed and the contents and outcomes of the project will be disseminated through conferences and meetings with cultural associations. Then a market analysis will be conducted in order to define stakeholder value chains, decision making processes, market potential and partner exploitation strategies.

A discussion ensued about the timing of dissemination activities and the manner in which market research should be conducted.

It was argued that WP4 should start on M1, rather than M3 as reported in the DoW, since the preparation of dissemination activities and materials will begin almost immediately after project start. Furthermore, it was agreed that at first project results/objectives will be disseminated, product dissemination will come at a later stage.

It was also proposed to shift D4.2 Market analysis from M17 to M15 (subject to approval by AAL CMU).

Ideal timing would be therefore:

- Business plan development starts: M10;
- Market analysis: M15;
- Draft marketing strategy and dissemination of the project: M17;
- Draft communication plan within the business plan by M17;
- Update of the dissemination plan to include the steps above: M21 and M30 (with the final business model).

This review of timing derives from the fact that business models and plan will be developed based on the knowledge gathered in the market analysis.

BB asked questions about the nature of the marketing research, in particular regarding the scale of this research within the project (partner countries vs. entire Europe).

It was clarified that, during the course of the project, ASM will conduct a qualitative research in three partner countries. Additionally, other research techniques will be proposed to engage stakeholders at European level. Moreover, desk research on market potential will be done at European and international level.

This research will be needed in order to understand (among other things) what the STAGE platform can provide as an added value to solutions/products already available on the Web.

AMS can contribute to market research by directly engaging users, during the involvement phase planned in WP1. To this purpose, ASM will write a specific session of the user questionnaire that is to be drafted by CNR and approved by all at the end of M1. This will aim mostly at assessing users' preferences in terms of cultural events.

To this regard, BB and AE suggested that a preliminary literature review could be performed and then user preference gathering could be shaped according to it.

Discussion on legal and ethical issues

The discussion was prompted by a presentation by AE, regarding the activities of PBN as main partner in charge of managing ethical issues.

In particular, the following two issues will be addressed during the project:

- 1) informed consent of elderly people participating in the field trials during WP 3;
- 2) the privacy of the personal data gathered in the STAGE system.

Consideration of these aspects will be given formal status by means of specific guidelines to ensure that privacy is protected and personal choices are respected and taken into account.

Finally, the issue of the Intellectual Property Rights is outlined.

A discussion ensued on this topic, mainly about the following sentence drawn from the DoW (18-12-2016 version):

The new services and data belong to each partner; a free access is guarantee by contract during the course of the project under the responsibility of the service providers/companies.
(Section 3.4, pag. 25)

This sentence was considered as potentially misleading, or at least inexact. In fact, it is not clear what is meant by “new services”, since the project is concerned with developing a product, by means of which a “service” can be provided and accessed, although the product is not a service by itself.

As regards ownership of the product, it was apparent from the CA that components/modules and other results are owned by the partner who develops them. In case results are generated jointly by partners, and their respective shares cannot be ascertained, joint ownership regime applies.

Furthermore, the use of the word “data” in the abovementioned sentence is also unclear and prone to generating confusion. It was agreed that personal data collected by means of the platform, as well as raw data about usage possibly linked specifically to user profiles, cannot be considered as “belonging” to anyone. More importantly, personal data are protected by privacy policies and are therefore the property of users alone.

Personal data and other sensitive information could or should be destroyed after project end.

However, it was argued that statistical data and analysis extracted from properly anonymised raw data can be detained by partners for their own research/business purpose. They can also be used within publications and marketing plans.