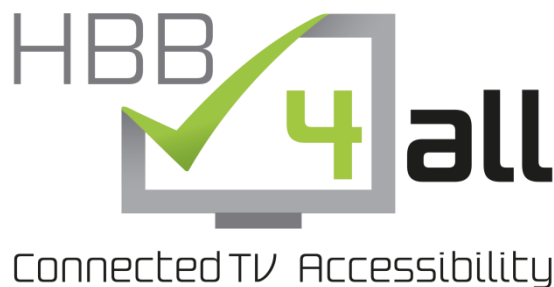


D2.4.1

Version	1.00
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Author	HC
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D2.4.1 – Dissemination Plan

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Project no. 621014
HBB4ALL
Hybrid Broadcast Broadband for All

CIP- Pilot actions
Competitiveness and innovation framework programme 2007-2013

D2.4.1 – Dissemination Plan

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Dissemination Level		
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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. Introduction

This document provides information on current and future planned dissemination activities in the HBB4ALL project. It presents an overview of objectives and latest achievements in project dissemination. The report explains in detail all chosen dissemination tools and procedures, e.g. the Project Advisory Board, the project website, or promotional material. Measures and criteria of success for dissemination activities are defined. An illustration of realized dissemination activities is included.

Document overview

In this report the HBB4ALL dissemination objectives are defined, with the set-up of the Advisory Board and all dissemination and communication tools.

To be surrounded by Advisors is considered as essential for getting strategic advice on Hbb4All directions and feedback on Hbb4All reports for example. More importantly, the Advisors have also a crucial role to spread Hbb4All information and results within their respective communities. Alongside the Hbb4All consortium partners, they are considered as (becoming) ambassadors of the Hbb4All project. Experts from the Project Advisory Board (PAB) are expected to come from different and complementary communities (like European user associations, European equipment provider associations, European Broadcasting Union, etc.). A close relationship that considers mutual interests will favour that these experts contribute to large scaled awareness creation for Hbb4All within their domains and communities. Part 2 describes the concept and objectives of the PAB.

In the following section 3 all dissemination tools (from website, flyers, posters, networks, press releases to events and other activities) are listed and comprehensively described. This part illustrates also realized or already completed dissemination activities/deliverables. The basic assessment strategy for dissemination is outlined in section 4, introducing performance measures and success criteria. The document closes with a conclusion and offers in the annex the first HBB4ALL press release, the project's web specifications, a proposal for communication material, information about the state of the AB progress and others.

The concrete objectives of HBB4ALL dissemination are:

- Define and implement dissemination tools,
- Develop a (market oriented) dissemination strategy,
- Establish a Project Advisory Board,
- Get connected to stakeholders, especially via the Advisory Board,
- Disseminate the ideas of HBB4ALL to create awareness from relevant stakeholder groups,
- Investigation of standardisation opportunities via partners and Advisory Board members,
- Define assessment process (success criteria) for dissemination activities,
- HBB4ALL Accessibility guidelines as the pilots advance for the users,
- Produce regularly information about the dissemination activities of the partners.

More details are developed in the following sections.

2. Advisory Board

2.1. Objectives

HBB4ALL envisages reaching a significant deployment growth once the pilots are conclusive. Therefore it is crucial to involve the stakeholders of the whole value chain to succeed the market take-up of audiovisual and media accessibility services designed to serve the public interest and to reach a significant growing and cross-country deployment.

Therefore the Hbb4All consortium will set up and coordinate a comprehensive Advisory Group of stakeholders representing the complete value chain from user federations, manufacturers, regulators and authorities, developers, TV channels to creative companies, service providers (both generally SMEs and micro-enterprises), content and access providers, and also academics.

The consortium already invited some European and international specialists (including from Australia), and intends to invite concerned people from India, China and/or Brazil, in order to prepare the field for potential extra-European markets. Furthermore, the consortium considers working with some advanced social corporate responsible directors to make them take benefit of the HBB4ALL outcomes and introduce accessibility possibly in the companies and organisations, which may represent new market opportunities helping especially SMEs working with broadcasters to enlarge their markets and the big companies to meet the “accessibility year” 2015 and beyond.

The purpose of this Advisory Group is the following:

- Defend the public interest to give universal access to interactive or connected TV through **HBB4ALL**,
- Provide guidance for the provision of ICT and audiovisual needs in the accessibility and media domain,
- Assess the results of **HBB4ALL** during the program course,
- Support dissemination and communication towards specialised groups,
- Support awareness creation to introduce “universal accessibility” (thought for people with impairments, but interesting for *all* users),
- Support commercialisation of the **HBB4ALL** products and systems,
- Contribute to set international key strategies for exchanges of best practices, crucial for intelligent market acceptance and deployment,
- Set cross-national and cross-continental links,
- Define and accompany the **HBB4ALL** dissemination strategy,
- Prepare the stand-alone phase after the project running phase,
- Think business intelligence for best-practice exchanges and develop simultaneously a platform that aims to be at the forefront of an observatory for concerned stakeholders,
- Anticipate a standalone initiative after the project running time on behalf of accessibility and connected TV and interactive media,

- Try to establish a research agendas on accessibility and (digital) media between companies, institutional and academics, a 1st initiative in this field started this year in the Greater Paris region with the media4D¹ think tank and conference,
- Dress connections with opinion leaders (leading bloggers), trade-fares (Mip-TV and Mip-Com, IBC and similar), and local platforms working on accessibility media awareness creation (including the 4 screens) and experimentations in this field (Media4D initiative),
- Anticipate a standalone initiative after the project running time on behalf of accessibility and connected TV and interactive media.

It is anticipated that the Advisory Group will convene at least three times during the program course (once a year), surrounded by a core number of at least 5 to 15 experts coming. A few stakeholders have already confirmed their interest.

In the following sections all realized tools and concepts are listed and explained in detail. We will describe the degree of accomplishment of the above-mentioned initial objectives and the impact of subsequent tasks and/or deliverables, if there are any.

2.2. First Advisory Board Composition

The HBB4ALL project advisory board (PAB) is a project entity, which is composed of representatives of all relevant stakeholders of the project. This shall at first ensure their engagement in the course of the project, and get feedback on the feasibility of major project concepts and objectives. A strong participation of the Advisory Board can further demonstrate that HBB4ALL receives strategic input from all domains and remains relevant for its stakeholders. Besides steering and reviewing the AB is closely related to all other dissemination activities. The members of the PAB will also act as multipliers in their specific areas and communicate the basic ideas as well as progress of HBB4ALL. Advisory Board members shall be critical resources in the requirements analysis process of HBB4ALL as well as for their feedback on reports.

In consultation with the partners, HC established the list of potential advisors. The consortium has decided to install two circles of advisers²:

- **A 1st circle** (restricted numbers) will contain members from European organisations/federations (app. 6 people from in the proposed list, up to 10³) **with commitments to active contribution** to the Advisory Board. These members will be called “advisors”.
- Once this 1st circle list established, the consortium surrounded by the Advisors will develop **the wider circle** with interested “observers”, as many as they want to. These "observers" will have naturally an interest in the Hbb4All work and *may* participate actively in the Advisory Board.
- Guests may always join AB meetings on invitation.

The level of difference is as follows:

¹ <http://www.socialmedia4d.com/en>

² Cf. Notes from dissemination telco on 29th of January

³ Summary of decision sent to all partners on 22/01/2014

- **Advisors** will have full access to the documents and identify together working commitments. From above-mentioned objectives, the consortium and the partners should agree together on contributions they provide to the Hbb4All Steering Committee (and the GA) and that all parties expect then to be formally considered and responded to.
- **Observers** will have access only to public documents; nevertheless, the consortium may invite (some of) them to get access to working documents for observations and comments to (re-)direct the project in the right way.

As planned, the first Advisory Board meeting will be held in Paris on 10th of July 2014⁴. It will be hosted at the Paris 8 University and juxtaposed to two conferences:

- **ICCHP** (www.icchp.org/),
- **Media4D** (www.socialmedia4d.com/).

A short list of advisers, approved by the consortium has been contacted. Among 11 European organisations, only 2 are pending, 9 accepted the invitation to join the consortium. This is a high success rate for the project as the consortium will be surrounded by high level experts from different and complementary domains. These organizations will also be asked to disseminate project objectives and results to create a basis for large impacts for the HBB4ALL implementation.

Contacted organisations:

European Platforms	Status May 2014
Age Platform Europe	Accepted
European Disability Forum	Accepted
EBU Technical – European Broadcast Union	Accepted
eAccess+	Accepted
ESIST - European Association Studies in Screen Translation	Accepted
Digital Europe	Accepted
EHIMA - European Hearing Instrument Manufacturers Association	Accepted
ETNO - European Telecommunications Network Operators	Under way
ETSI *	Accepted, decision who will attend, under way
International organisations	
ITU	Accepted
UNESCO	Under way
European Commission	
2 representatives	Contacted, but as financiers, they won't be advisors.

(*) Among standardization bodies, CEN and CENELEC may also be chosen. Names are identified.

The Hbb4All Advisory Board represents selected European federations/unions with expertise in the field of accessibility and representing different (complementary) domains.

Advisors' contributions as specialists in their respective domains and as representatives of their communities will be of interest for the Hbb4all project.

Advisory Board meetings are foreseen once a year, with online exchanges in-between, when required for the project needs. We would expect to get advisors' feedback on Hbb4All reports, with regard to their expertise,

⁴ Date decided at the kick-off meeting in Barcelona, January 2014

and that they support the project on dissemination matters. The time to invest for Advisors should not exceed one day per month maximum during the project time.

Once the Advisors established, we invite observers to join. Observers are individual companies, national public bodies, etc. who want to get informed and/or contribute actively (permanently or punctually) to the project. The first list of Advisors, who intend to attend the Paris meeting, is in the annex.

3. Dissemination strategy and realization

3.1. Global overview

Work in previous projects such as GUIDE, eACCESS+ and DTV4ALL highlights the importance of dissemination actions. Designing and implementing a new access service up requires the active participation of a number of key stakeholders from the source of the programmes – those who make them - to those who use them. When a new access service is first introduced, awareness of the existence of the service and how to discover, select and use that service are important prerequisites.

As all pilots address topics of public interest, this crucial task is divided into five separate types of activities to achieve its objectives supporting activities considered to be public responsibility or generalized services: 1) paper and Web-based communication activities, 2) event-based dissemination activities, 3) standardization matters, 4) the production of a public “white paper” to be largely disseminated with the goal to create awareness among the concerned and targeted communities and 5) Training.

In each of those five main tasks, synergies between tasks and WPs will be encouraged to locally ensure the uptake of HBB4ALL and also exchange of best practices with high-profile project leaders and networks of excellence internationally. Specific attention will also be paid to the dissemination towards non-participating countries/regions to favour potential market take-up not only throughout Europe, but also internationally. The methodology will be as follows:

3.1.1. Paper and web-based communication activities

This task mainly consists in 4 activities:

(1) A distinctive visual identity has been created so far. Corporate visual identity is the combination of graphics, type, color and slogan that forms the public face of the HBB4ALL project and makes it uniquely recognizable in the marketplace. It drives the project's marketing and advertising and is the visual thread that ties the project's objectives together. Visual identity is very much the branding of the project as a whole. Visible elements of a brand, such as color, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone.

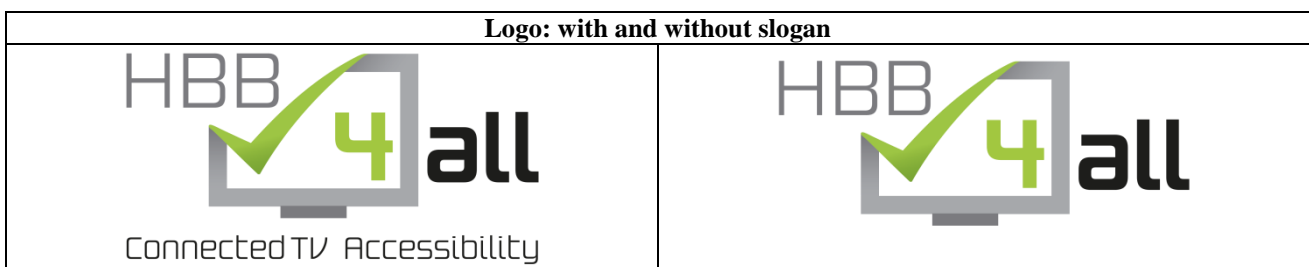
The HBB4All identity is based on the logo, colors and thematics chosen by the consortium.

The HBB4ALL communication plan, online and off line, is based on the recommendation of the DoW and integrates its visual identity in all devices. It has been integrated or will be developed in the promotional plan:

Communication		Materials			
Online	Visual identity	Website	Newsletters	Network profiles	Press Release
Offline	Promotional materials: poster, leaflet, kakemono, totem.			Events: conferences, meetings, workshops.	

Visual identity of Hbb4All: logo, graphic style guide

The distinctive visual identity, the logo, as the main driver of the visual identity, was proposed by IRT. Several alternative was proposed by IRT. Several proposals were submitted to the vote of the partners. This is the final result adopted:



These logos and colors are and will be used on all communication supports and supposed to create the Hbb4All brand identity.

(2) An engaging HBB4ALL website, which is already is functional. The consortium made the choice to separate the public website with all relevant project information from the collaborative tool to share documents.

Creation of HBB4ALL responsive website: <http://www.hbb4all.eu/>

The realization of the website was based on precise specifications approved by all partners. As basis, HC has drawn up, by February 2104, an internal document⁵ involving:

- Technical Specifications,
- Functional design and Style guidelines,
- Terms of Use

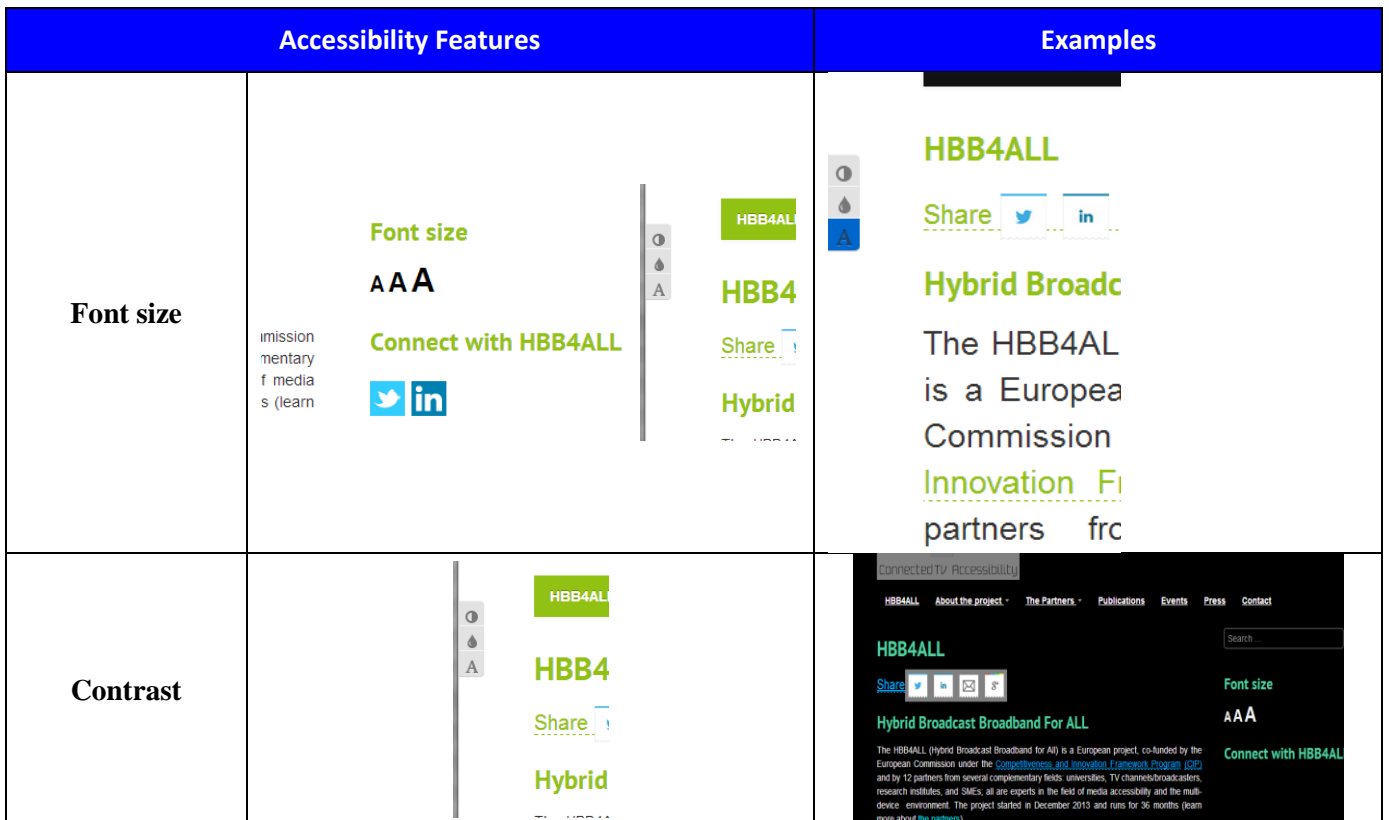
This document was conceived as a partner binding act for the realization of the Hbb4All website and stands for the agreement between all partners UAB, RBB, IRT, RTP, TVC, TXT, VSX, VIC, SCREEN, HC, PPG, UPM and the European Commission.

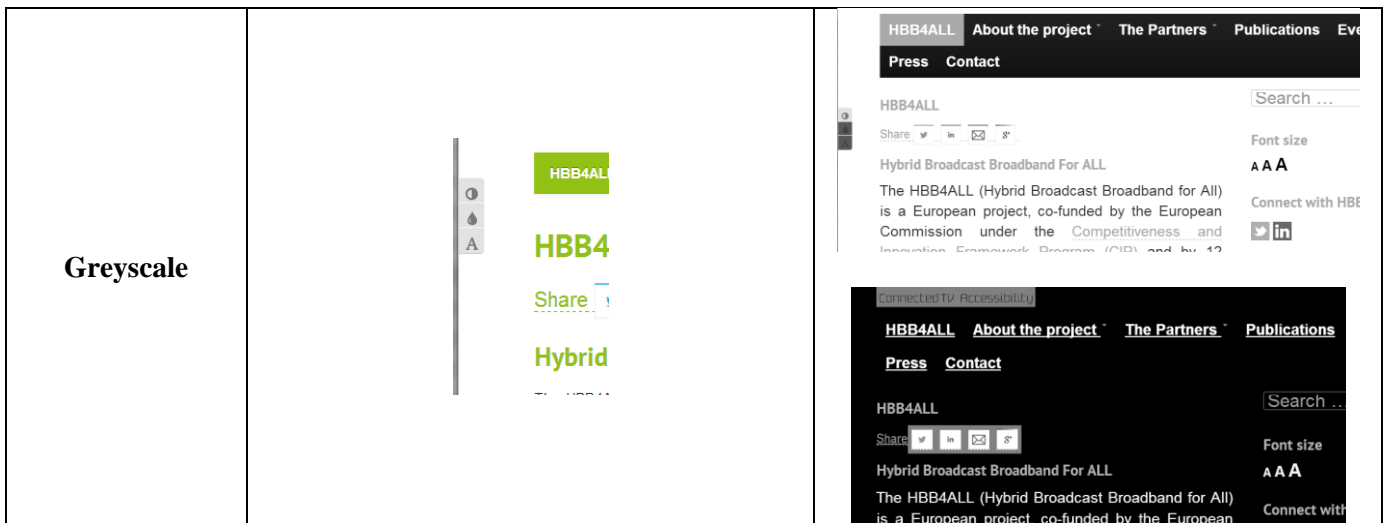
As responsive website, the HBB4ALL website complies with a number of technical principles to offer the visitor an optimal experience, facilitating reading and navigation. The user can consult the website on multiple screens (PCs, smartphones, tablets, etc.) with the same ergonomic quality. Web accessibility options have been complied to provide the same visual comfort for all.

⁵ HC, WebSiteSpecifications_HBB4ALL_25_02_2014, 24 pages

The website has been edited, according to the partners' agreement, under WordPress. Since its conception, all considered functional and informative categories were published and aimed at evolving with project content and social networking.

Technical support was given by PPG and the website is hosted at UAB. The website content is active since 07 March 2014:





The website has been submitted for comments and feedback from partners. Improvements requested by partners include a request by RBB to change the color of links from green in the overall blue for links in order to make the site more accessible. This color change of the links is being processed between PPG and HC in week 23.

All partners will become a relay of information to communicate the HBB4ALL project progress through their websites and social networks.

(3) Mobilization of social media and web 2.0 tools to create awareness and visibility among the scientific, business and creative communities as well as public authorities and institutions: project profiles have been created on LinkedIn, Twitter. This is an ongoing task, where content needs to be shared and where partners are invited to contribute.

During the kick-off meeting it has been decided to work with Twitter and LinkedIn, as these are the most frequently used professional social networks. Youtube has not been selected so far as the consortium does not have any video of the project.

With regard to how will evolve the Hbb4All Twitter and LinkedIn usage, the consortium may envisage to develop further social networking.

Mobilization of social media and web 2.0 tools

- **Twitter:** HBB4ALL twitter profile: <https://twitter.com/HBB4ALL>



HC related the Twitter profile to the HBB4ALL website to keep the newsfeed:

networks governing television accessibility in member states are **AVMS Directive (AVMS)**. On 24th April, the European Commission **Converged Audiovisual World: Growth, Creation and Innovation** and what convergence in the audiovisual sector means for things like media pluralism, cultural diversity and the protection of

Equipment (R&TTE) is subject to the **R&TTE Directive** on Harmonized Standards developed by ETSI at the re-

characteristics which can be used to meet the essential requirements of spectrum and orbital resource so as to avoid harmful interference. Under the terms of the Directive, authorities in the Member States are required to publish their regulations.

citizens in the connected TV environment. HbbTV (Hybrid Broadcast Broadband TV) is increasingly adopted by European broadcasters. One of the key features of multi-platform audiovisual content (anytime, anywhere, any device) is that it is accessible for all. The elderly and people with various disabilities. Customizing accessibility services through open standards and the use of future possibilities.

#Hbb4all



- **LinkedIn:** HBB4ALL LinkedIn profile: https://www.linkedin.com/company/hbb4all---hybrid-broadcast-broadband-for-all?trk=top_nav_home

HBB4ALL - Hybrid Broadcast Broadband For All



HBB4ALL is a European project about Connected TV Accessibility. HBB4ALL is co-funded by the European Commission under the Competitiveness and Innovation Framework Programme (CIP).

The project addresses media accessibility for all citizens in the connected TV environment. HbbTV (Hybrid Broadcast ... plus

Nouvelles récentes

HBB4ALL - Hybrid Broadcast Broadband For All HBB4ALL project presented in the V Seminar on Catalan Sign Language which took place in the Institut d'Estudis Catalans in Barcelona last 15th May 2014. <http://lnkd.in/bdjQuxb>



HBB4ALL at Sign Language Seminar in Barcelona
hbb4all.eu - The presentation of HBB4ALL project at Sign Language Seminar by UAB team: The HBB4ALL WP6 Sign Language aims and objectives.

il y a 8 jours

HBB4ALL - Hybrid Broadcast Broadband For All the forthcoming HBB4ALL events on:
http://lnkd.in/bG_aJNa

Events - HBB4ALL

(4) The creation of promotional materials is under way (quarterly electronic newsletter, leaflet updated every 6 months, posters and banners for conferences ...) and shall be available shortly. It is to support the different partners and WP leaders in their offline activities. Those materials are aimed at the following targets: policy makers, scientists, business communities, end users, opinion leaders, journalists ...

- **Newsletters:**

The partners decided to work with an external free platform to manage the newsletter campaign. MailChimp was the best candidate in terms of reliability (as advised by PPG) for the administration and management of newsletters: it allows to send a free newsletter with a personalized account to 2000 contacts per month.

For this reason HC created the Hbb4All newsletters account on Mailchimp and connected it to the HBB4ALL website:

n – monolingual, bilingual – will be taken into consideration as and voice-over.

cially those users with sensorial impairments, the aged, and and aphasia for whom the services hitherto have not been su-ectly or indirectly by the accessibility issues like:

assist citizens who come to terms with their impairments from the ass (also watching television) – key stakeholders who communi-

mpairments;
e of access services;
its implementation at global, regional and national levels like: **orDig, DTG**, etc.
ssibility policies.

ccess services and improve their ability to help individuals with reater user and provider flexibility and at the same time keeping nder control. This is the scope of the potential and challenges

Newsletter

Email address:

First Name:

Last Name:

Categories

Today, the HBB4ALL newsletter counts 14 subscribers.

This database comes from voluntary subscribers via the website and is protected by the European Directive for the protection of personal data. The terms of use posted on the website mention our data policy.

The constitution of the main database is under way and under discussion between partners. The consortium is very concerned about data protection and the European Law, which will be respected for the establishment and usage of the final data base, which objective is to inform.

3.1.2. Event-based and dissemination activities

This task mainly consists in:

(1) Ensuring a strong presence at selected and well-known ICT, media, accessible related and educational conferences and events. HBB4All representatives will also consider the possibility to intervene in such events as speaker and use those opportunities to disseminate about HBB4All. A first road map has been produced for the participation in international events. We expect a minimum of three events every year.

The HBB4ALL project has been and will be presented at the following events:

Events	Date/Venue	Link
EBU: Production technology Seminar (session EBU in practice)	28 - 30 January 2014, Geneva	https://tech.ebu.ch/events/pts2014
XML Prague: Markup languages and data on the web	14 - 16 February 2014, Prague	http://www.xmlprague.cz/
BVE Broadcast Video Expo: The essential broadcast and production technology event	25 - 27 February 2014, UK	http://www.bvexpo.com/
Fondazione Carlo Molo :Ever more accessible future? Torino, Europe and beyond, A Study Day promoted by Fondazione Carlo Molo onlus	6 March 2014, Torino	http://www.fondazionecarlo.molo.it/index.php
IRT: Web & TV Convergence The 4th W3C Web and TV Workshop	12 - 13 March 2014, Germany	http://www.w3.org/2013/10/tv-workshop/
IARIA – ICDS: The 8th International Conference on Digital Society	23 - 27 March 2014, Spain	http://www.iaria.org/conferences2014/ICDS14.html
Nab Show NAB / US	5 - 10 April 2014	http://www.nabshow.com/2014/about/overview/schedule-and-venues/
IMP: MIPTV : The world's market & creative	7 - 10 April 2014	http://www.miptv.com/en/participate

forum for content on every screen		/
CSI Converging Home Summit 2014	7 - 8 May 2014, UK	(not available for now)
EDO Equipo de Desarrollo Organizacional: III Congreso Internacional EDO "Organizaciones que aprenden y generan conocimiento"	14 - 15 - 16 May 2014, Spain	http://acclera.uab.cat/congressus/congreso2014/
Barcelona Digital Technology Centre	27 May 2014	http://www.bdigitalglobalcongress.com/en/social-tv
ETSI workshop on the Human side of technology: Human factors in ICT	2 - 3 June 2014, France	http://www.etsi.org/news-events/events/737-etsi-hf-ws-2014
CSI TV Accessibility Conference 2014	5 June 2014, UK	http://www.csimagazine.com/conference/
Beyond HD Masters 2014: What's next on the horizon for the European television broadcast technology marketplace?	3 June 2014, UK	http://www.beyondhdmasters.com/
BroadcastAsia2014: the 19th international Digital Multimedia & entertainment technology exhibition and conference	17 - 20 June 2014, Singapore	http://www.broadcast-asia.com/index.php/about-broadcastasia/the-event/
Media 4D: 3 rd European Conference Media4D	9 July 2014, France	www.socialmedia4d.com
ICHP, 14th International Conference on Computers Helping People with Special Needs	9-11 July 2014, France	http://www.ichp.org/
IARIA: MOBILITY 2014, The Fourth International Conference on Mobile Services, Resources, and Users,	20 - 24 July 2014, France	http://www.iaria.org/conferences2014/MOBILITY14.html
Balisage: The Markup Conference 2014	4 - 8 August 2014, US	http://www.balisage.net/Call4Participation.html
IBC (International Broadcasting Convention): IBC2014	11 - 15 September 2014, Netherlands	http://www.ibt.org/page.cfm/link=9
NEM: the 2014 NEM Summit	(To be announced by October)	(Will be held during October)
LANGUAGES & THE MEDIA: 10th International Conference on Language Transfer in Audiovisual Media	5 - 7 November 2014, Germany	http://www.languages-media.com/index.php
HD World: Experience the world of media and entertainment technology	12 - 13 November 2014, US	http://www.ccwexpo.com/
IVDRAT: The 11th International Conference on Disability – Virtual Reality and Associated Technologies	September 2015, Sweden	http://www.icdvrat.reading.ac.uk/

This list will be updated during the project time.

(2) Publishing and disseminating the project results in various international media (through press releases, press articles, CORDIS website, and other important international events), including communication via professional federations and regional clusters targeting the concerned communities and potential customers. This task will start once the project can communicate results.

(3) Organizing 3 workshops on project results and questions, with focus on:

- **Examples of good practice** (How do broadcasters, disability organizations and other key stakeholders communicate the TV accessibility message effectively? What works and what does not seem to work in the field of television accessibility? Lessons learned from help schemes and the switchover from analog to digital transmission?)

- **Standardization** (What standards already exist? How does standardization promote things like interoperability?)
- **Terminology and statistics** (What terms are used to describe access services? What icons are used and what are their pros and cons of icons already in use? What is the current situation regarding the television access service provision and use in Europe). Organizing a closing conference on digital accessibility to disseminate user test results and market opportunities through previous information during the project runtime. This could take place for example in the first half of the third year. It would invite the whole value chain from user associations, European federations, manufacturers, access service providers, TV channels, the business world (equipment and access service providers, the creative world, etc.), authorities from all over the world for information exchange and future collaboration, but also companies with CSR (Corporate Social Responsibility) departments and advertising agencies (they are not aware for the time being about accessibility and media). It will strongly be prepared together with already established or on-going European communities involved in accessibility and media. This conference will be prepared together with the Advisory Board to be set up (T.2.3).

Simultaneously to those workshops some partners also organise workshops with topics related to hbb4All. On the 22nd and 23rd of May 30 colleagues from around 10 broadcasters from Germany, Switzerland and Austria came to a workshop organized by IRT. The goal of the workshop was to present the state of the art and current development of subtitling technologies in a way they could understand. This should enable them to make the necessary decisions for subtitling services. Nearly all topics from the Hbb4ALL project have been on the agenda: subtitling work flow, subtitling formats, subtitles for PC/Mobile, subtitles for HbbTV, subtitles for streamed content and customized subtitles. The result have been 10 theses about the priority in subtitling development (these are internal for the time being).

As the consortium has a very small view about individual workshops organized by the partners, but being of general interest for the project, one of the goals is to collect these elements (as foreground information) in order to make benefit the project from these experiences, where possible, and to relay this kind of information (date, results, decisions, others), when agreed with the partners, also on the Hbb4All website.

3.1.3. Standardisation

As some consortium members are currently involved in multiple standardisation activities like EBU, DVB, ETSI, ITU, ISO, CEN, CENELEC, AENOR, DIN (Germany), DTG (UK), NorDordig (Nordic countries, including Ireland), IETF, OIPF, MPEG, HbbTV, etc., we propose the following activities:

1. Identify the current work groups addressing standardisation activities relevant to HBB4ALL issues,
2. Conduct a gap analysis to identify any missing standards,
3. Based on the gap analysis, identify the best vehicle for (pre)-standardisation activities,
4. Inform permanently the consortium of current standardisation activities that might impact the HBB4ALL results.

These activities will contribute to ensure open standards and help to foster sustainable markets for all users through the HBB4ALL project.

For example:

- IRT is already very active in the EBU (European Broadcasting Union) to push standards for subtitling : IRT is co-chairing the EBU-TT group, Screen is an active member and editor of one specification. Hbb4ALL decided as to use existing standards, bring them into operation and therefore promoting and enabling interoperability of technology that make media accessible. IRT as (co-)founding institution of HbbTV are as well actively supporting the HbbTV standardisation (e.g. by working in the standard group or providing test suites that can also be used in HbbTV).
- UAB co-edited the ISO standard on audiodescription, which will be public in 3 months and is starting to work the new ISO standard on earcons and the new ISO standard on audio subtitling. They also work on an ITU project creating 3' videos on audiodescription.

Next steps will be to gather information on existing standardisation activities of the consortium members and develop the aforementioned 4-point-dynamic in the coming months.

3.1.4. White paper production

This 4th dissemination activity will produce a public “white paper” HBB4ALL to be widely disseminated to create awareness among the concerned and targeted communities to allow all users to potentially access it (M18).

As T.2.5 will be responsible for the broad dissemination - at regional, national and European levels) - all partners will be requested to contribute, with all means of communication available in the project, to the dissemination of this White Paper. Once produced, it will also be presented in the aforementioned workshops and any suitable external conferences.

3.1.5. Training sessions

Given the need to raise awareness on media accessibility, the HBB4ALL team will design one course within the framework of Coursera. **Coursera** is a for-profit educational technology company offering massive open online courses (MOOCs) founded by computer science professors from Stanford University. Coursera works with universities to make some of their courses available online, and offers courses in physics, engineering, humanities, medicine, biology, social sciences, mathematics, business, computer science, and other subjects. Coursera has an official mobile app for iPhone and Android. As of April 2014, Coursera has 7.1 million users in 641 courses from 108 institutions⁶.

Objectives

- Making students familiar with the basic concepts of media accessibility
- Exploring fundamental techniques and processes
- Introducing the professional process of subtitling and audio description
- Teaching the use of audio description and subtitling technologies
- The course will be taught in English as a vehicular language.

⁶ <http://en.wikipedia.org/wiki/Coursera>

Course content

- Accessibility, users, legislation, and state of the art
- Accessibility techniques – subtitling, audio description
- Accessibility standards and guidelines

Broadcasting Accessibility

- Localising Accessibility
- Accessibility and new technologies
- Accessibility business models and sponsoring
- Copyright

The business model has to be defined, but could be similar to Coursera and above mentioned courses will be free unless the student/trainee requires a certificate. In this case, they will have to register at the existing European MA in Audiovisual Translation, which is an online MA <http://metav.uab.es/>

Nevertheless, this issue needs to be raised among the partners with regard to their feasibility.

3.1.6. Dissemination Barometer

All the partners of the project are required to disseminate information at their own regional level and in their own language, and by whatever means they want to do it.

Measures to sensitize all partners to contribute actively in dissemination activities will be to submit a formula (questionnaire-like for example) quarterly to all of them in order to:

- collect the information of achievements during a quarterly period,
- allow them to alert about upcoming events and dissemination activities,
- give also ideas and feedback on dissemination productions and suggestions.

This “dissemination barometer” will be developed in consultancy with the partners to ensure all perspectives are taken into account.

3.2. Detailed dissemination actions

The consortium considers the dissemination of the project results as crucial. It has been identified, paired with efforts towards standardization and the setting-up of the Advisory Board as one key objective.

The primary objective of the HBB4ALL’s dissemination activities is to create awareness of the project results and support a sustainable uptake of these results by user communities as well as receive feedback on the project’s activities.

Making HBB4ALL’s results available outside the consortium will be achieved by a number of different dissemination actions. HBB4ALL’s results will be disseminated to a broader audience including the concerned scientific communities, the relevant industry chain and its potential customers in the cultural industries in the wider sense as well as end-users through different tools that will be specified in a dedicated section in the following.

3.3. Detailed objectives

The main objective of HBB4ALL's dissemination is to establish a link between the project and the whole value chain: the concerned stakeholders in the industry, research and its envisaged markets as well as user concern and public authorities. By maintaining a continuous loop between stakeholders and HBB4ALL, knowledge transfer to and from the stakeholders will ensure that HBB4ALL is constantly developing and improving in order to most effectively serve the public interest.

Specific objectives of **HBB4ALL** dissemination are:

- Focus on paper and web-based communications as well as through event communications,
- Establish a Project Advisory Board with corresponding management concept,
- Develop a market oriented dissemination strategy and get connected to relevant stakeholders,
- Define early concepts for dissemination of foreground knowledge of the project,
- Early investigation of standardization opportunities inter-project networking and liaison with other initiatives and institutions,
- Define assessment process for dissemination activities,
- Get surrounded by an Advisory Board from the whole value chain,
- Propose Educational and training activities for awareness creation and to foster future business models.

3.4. Targeted stakeholders

Making results available outside the consortium will be achieved by a number of different evoked dissemination activities and major dissemination instruments (described in the following part).

Outcomes will be disseminated to broad audiences, including scientific, industrial, media and IT and user oriented sectors (i.e. culture, leisure and entertainment, tourism, private and institutional targets), but also corporate social responsibility departments of companies. Especially Internet and social networking dissemination will allow larger communities of interest, including all targets and end-users, to access **HBB4ALL** and to keep them informed about the project's progression.

3.5. Major dissemination instruments

The overall objective of dissemination within WP2) is to create project awareness and visibility of the achievements of **HBB4ALL** pilots, user trials and results and the preparation for the market take-up of **HBB4ALL** at national and international levels.

Dissemination is also about cross- fertilization of results, best practices and synergies from other existing EU projects involved in accessibility and interactive media (TV, web, mobile). This will be done through 3 major communication and support actions as:

- Accessible Web and public promotion material,
- Social media channels and Web showcase of **HBB4ALL**,
- Events and (scientific, industry and media/IT) publications, workshops and conferences

3.5.1. Web and public promotion material

Paper and Web-based communication activities will rhythm the project duration.

First has been created the visual identity of HBB4ALL, www.hbb4all.eu. The consortium has defined the HBB4ALL logo (see 5.2.1), which represented the first step to create a corporate identity for all design elements and dissemination materials, described in detail in section 5. This makes the project easier to be recognized in presentations and web portals.

The consortium is very concerned about a dedicated **HBB4ALL accessible website** that will serve as the project's "business card".

The portal presents the project's objectives, results as they become available at related thematic national and international events, workshops and conferences.

Furthermore, the consortium is about to create **promotional materials** (newsletter, leaflets updated, posters and banners for conferences, see point 3 hereunder) and distribute it among the different partners to support them in their activities. Those materials are aimed at targeting policy makers, scientists, research and relevant business communities.

3.5.2. Promotional materials

The proposition of the promotional materials list is based on the DoW. HC drafted a list of relevant promotional materials presented in detail with examples of formats, visuals, and even support solutions examples for expositions. This process currently is under way.

The list of promotional materials sent to partners for validation and discussion contains the creation of (in prioritized order):

- Poster,
- Leaflet,
- Kakemono,
- Totem,
- Promotion objects.

HC has started negotiations with creation agencies for the conceptual and graphic development of the aforementioned items. The creative brief has been sent to four agencies to obtain the best possible value. HC is going to work with the agency providing the best satisfaction in terms of creation, costs and the capacity to produce these communication tools in the most timely manner. Depending on the output of the creative propositions, all or a subset of the promotional support materials will be produced.

3.5.3. Internal/External Communication tools for corporate identity

For the external/internal communication, HC has created a general presentation of the project in PPT and PDF formats and 3 templates to harmonize internal / external communication tools in order to develop a common brand spirit, to establish a corporate HBB4ALL image and develop common communication tools for all partners.

HC made available to the partners the following templates:

- HBB4ALL core presentation: for public presentations and meetings concerning the project (PPT and PDF format);
- HBB4ALL PPT theme: a PPT theme in accordance with the HBB4ALL style and guidelines, to harmonize the partners presentations;
- Word theme: without content to be used for project matters;
- Article fact sheet: template Article fact sheet: to send HC articles / publications / references, that partners would like to post on the website.

Each partner can adapt these documents to its needs and use them in its own language.

3.5.4. Internal Platforms Nebula and Group Camp

In order to ease internal project communication, two internal web-based collaborative platforms have created at UAB in April 2014 and are operational since beginning May 2014.

GroupCamp was validated by partners as a tool for project monitoring, schedule and repository of FINAL versions of documents. Currently, only WP leaders and selected partner representatives have access to GroupCamp.

Nebula (Alfresco) has been selected as the platform for daily collaborative work on documents. Specific WP folders and subfolders have been created, among which those for dissemination matters.

In the future, each partner will be encouraged to keep a record of its dissemination activities related to HBB4ALL and to relate the information under a dedicated folder on the NEBULA platform.

3.5.5. Social media channels and Web showcase of HBB4ALL

The HBB4ALL consortium started to mobilize social media and web 2.0 tools to create awareness and visibility among the scientific and business communities: creation of a project profiles on social networks (like LinkedIn, Facebook, Twitter, etc) and investigate the relevant blogger leaders, if identified. The idea is that any relevant content posted in industry blogs is immediately distributed on the HBB4ALL project social network profiles. All partners will be responsible for monitoring and distributing using one or several of those mechanisms.

It is not yet planned to create a YouTube-channel for the HBB4ALL project. This may become especially useful in the second year of the project, when first pilots have been finalized. This will also be very useful during the user tests and after user evaluations. Then videos of demonstrations will be recorded and presented on the website as well as the YouTube video portal.

3.5.6. Major classical dissemination tools

Besides the Website and the web presence mentioned above, HBB4ALL exploits the following major classical tools for dissemination:

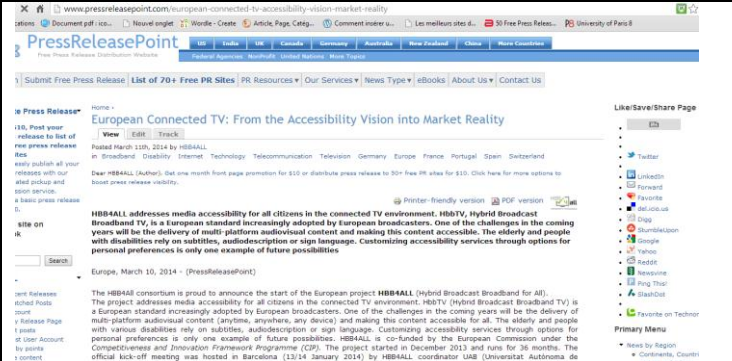
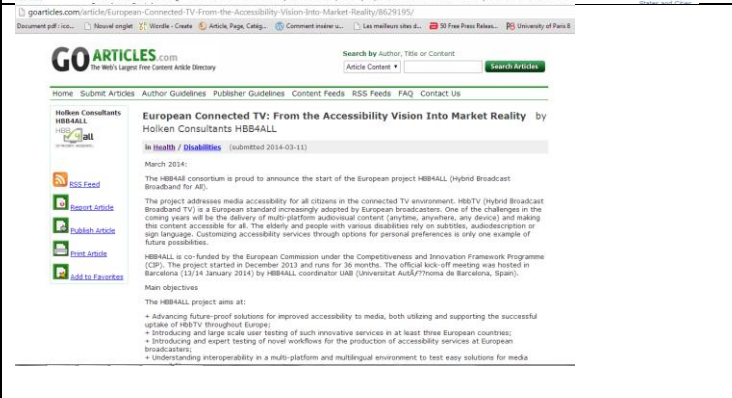
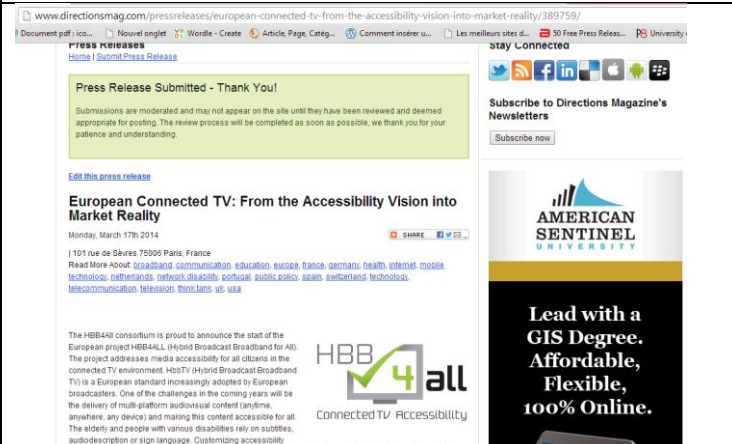
- **Press releases:** The HBB4ALL consortium will launch national and international press releases. HC will support partners in preparation of summaries.

HC published, by March 2014, the first press release for the PR communication to announce the launch and the objectives of the project⁷.


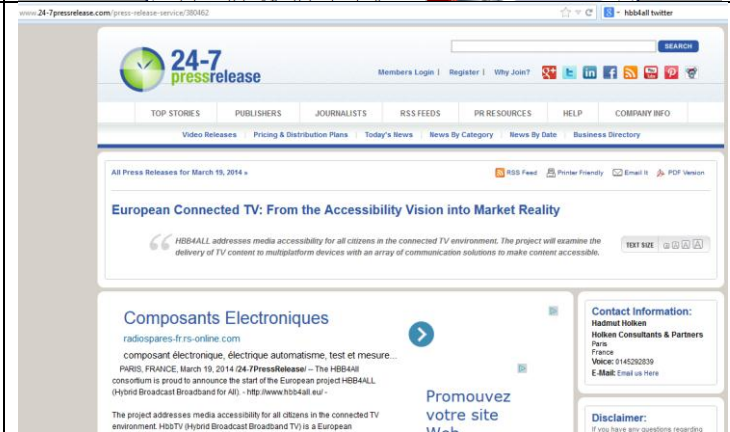

The press release was sent to all of the partners and is available on the Hbb4All website.

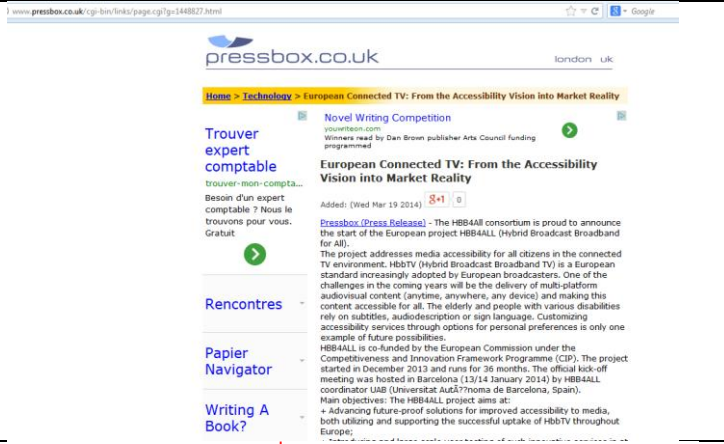
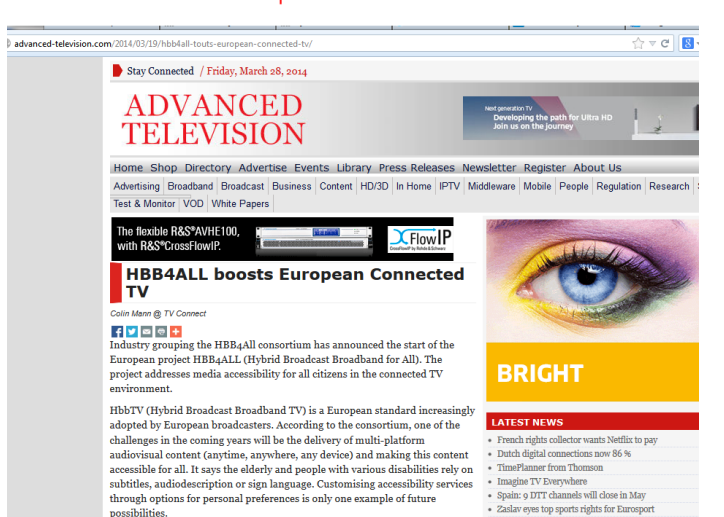
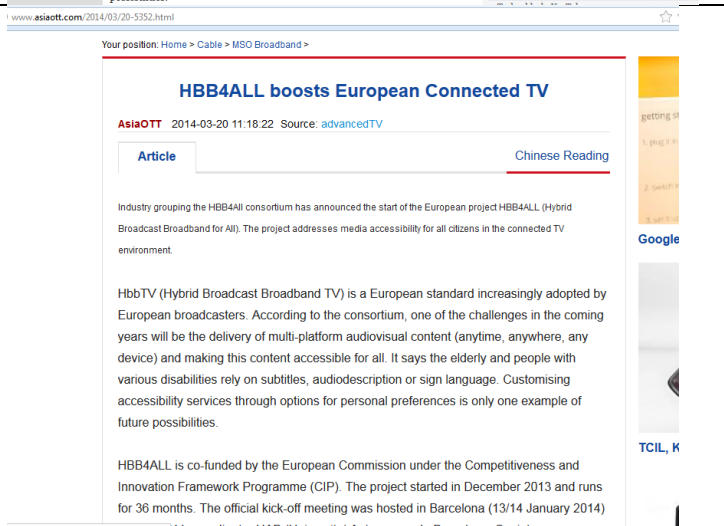
For this purpose, HC has created 9 international/European press release accounts. They were selected for their free access, seriousness, international publication, references (ITU, ISO, etc.).

The HBB4ALL press release was published on the following press websites:

Website	Link	Screenshot
Press Release Point	http://www.pressreleasepoint.com/european-connected-tv-accessibility-vision-market-reality	
Go Articles	http://goarticles.com/article/European-Connected-TV-From-the-Accessibility-Vision-Into-Market-Reality/8629195/ http://goarticles.com/category/health/disabilities/	
Directions Magazine	http://www.directionsmag.com/pressreleases/european-connected-tv-from-the-accessibility-vision-into-market-reality/389759/	

⁷ European Connected TV: From the accessibility vision into market reality, in: <http://www.hbb4all.eu/press/>

<p>PR free</p>	<p>http://www.pr.com/press-release/547859</p>	 <p>The screenshot shows a press release on PR.com for HBB4ALL. The headline is "5COM (Docteur Ordinateur)" and the sub-headline is "Maintenance Informatique PME Câblage Réseaux Télécom Infogérance". The main text discusses the European Connected TV project, its goals for media accessibility, and the start of the HBB4ALL consortium in March 2014. A sidebar advertisement for SFR is visible on the right.</p>
<p>24/7 Press Release</p>	<p>http://www.24-7pressrelease.com/press-release-service/380462</p>	 <p>The screenshot shows the 24-7 Press Release service interface. It features a search bar, navigation tabs for "TOP STORES", "PUBLISHERS", "JOURNALISTS", "RSS FEEDS", "PR RESOURCES", "HELP", and "COMPANY INFO". The main content area displays the same HBB4ALL press release as the previous screenshot, with a "Contact Information" sidebar for Hadmet Holken.</p>
<p>IT News Online</p>	<p>http://www.itnewsonline.com/news/European-Connected-TV:-From-the-Accessibility-Vision-Into-Market-Reality/32486/8/3</p>	 <p>The screenshot shows an IT News Online article titled "European Connected TV: From the Accessibility Vision Into Market Reality". The article text is identical to the previous screenshots. A sidebar advertisement for "YOGA TABLET" is visible on the left, and a "Main objectives" section is at the bottom.</p>

<p>Pressbox</p>	<p>http://www.pressbox.co.uk/cgi-bin/links/page.cgi?g=1448827.html</p>	
<p>Advanced-TV</p>	<p>http://advanced-television.com/2014/03/19/hbb4all-touts-european-connected-tv/</p>	
<p>Asiaott</p>	<p>http://www.asiaott.com/2014/03/20-5352.html</p>	

It has to be specified with the partners, what they want to communicate (results, other information) and where they will be collated and reported, what kind of deliverable is suitable for this.

- **Involvement in networks and standardization bodies:** Partners will foster a presence in on-going network activities and platforms, such as the NEM- Networked Electronic Media (www.nem-initiative.org), Must and standardization bodies. The social networking portal groups will be used to notify the public about recent achievements and events in the scope of **HBB4ALL**.
- **Scientific publications:** In international indexed peer-review journals. They are an important instrument to disseminate the Hbb4All concepts and achievements in the research community. And perhaps foster new research activities as well as define new academic training sessions. This will mainly be of concern for academic representatives in the project. UAB for example is very active in this field and publishes already a publication.
- **Publications** will be presented in talks at important conferences in the field of connected TV and media, accessibility and e-inclusion, corporate social responsibility and sustainable development. Project results and innovations will be submitted for publication in scientific journals, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by project partners will be encouraged.
- **Standardization as dissemination:** The consortium recognizes standardization and inter-project networking activities as crucial to maximize the impact of the dissemination activities. Standardization can be considered further a very powerful dissemination tool, especially for the industry stakeholders.
- **Accessibility guidelines: HBB4ALL will develop accessibility** guidelines as the pilots advance for the users. This will of course build upon existing standards and recommendations. Guidelines can be considered as very strong dissemination materials, as users and professionals have interest to access/exploit them.
- **Project deliverables:** Some of the project deliverables (user requirements, accessibility guidelines, publishable summaries, etc.) will be publicly available on the **HBB4ALL** website. These documents are of high relevance for networking and status exchange with other related projects and user associations willing to push open accessible services.
- **Project brochure/flyer:** The partners prepare a couple of project brochures, which provide an overview of the most important aspects and targeted outcomes of **HBB4ALL**. The flyers will be released on the website and circulated on conferences and events.
- **Poster & Roll-up display:** The consortium is designing a poster and a roll-up display for **HBB4ALL** dissemination on events. The roll-up display helps to attract people by depicting some of the most important objectives of the project in a simple message, and the poster provides deeper understanding of the involved technologies and research approaches.
- **Newsletter:** Visitors of the **HBB4ALL** website can subscribe to the **HBB4ALL** newsletter in order to get informed about recent achievements or dissemination updates. Further all PAB members will be automatically added to the newsletter. Newsletters will be released on an irregular basis, whenever important milestones have been achieved, or new public deliverables or information is available.
- **Slideshows & presentations:** The consortium has already created PowerPoint slides templates for both project partner presentations as well as slide shows on events.

Besides the overall dissemination approach, which is coordinated by HC and supported by actions from the academic partners, all consortium partners are committed to disseminate and, if applicable, exploit the results of the pilots in their technological scope and domain.

3.5.7. Events and publications

HBB4ALL plans to organize at least 3 workshops during the different phases of the project's lifecycle in order to use them as instruments in acquiring project-tasks relevant information and in supporting its dissemination activities. The aim is to ensure a certain level of impact of the project results on relevant research and industrial communities.

Main objectives of the workshops and events:

- Exchange of lessons learned / results from tests of systems (for content and application developers, for service providers, for end-users);
- Prepare common actions, facilitate complementary user tests including questionnaires and focus group discussions, giving the target end user groups the possibility to be included in the requirements analysis process, and perhaps prepare further collaboration or new actions in the domain,
- Act to create common standards, decide to investigate standardization bodies and participate in or create if necessary, relevant workshops in or with standardization bodies,
- Projected themes for the workshops are proposed in the synthetic dissemination table above.
- Some of the workshops will keep their activities focused on HBB4ALL strategy and improvement and/or existing EC projects related to common actions and strategies, others will open the scope to learn from best practices of similar international projects. That approach will be jointly decided by the core members of the project representing the steering board.
- Present trial results within dedicated workshops and also on bigger conferences.
- We intend to organize 3 annual workshops, co-located with the project partners (1 per year), furthermore 3 annual showcases at major European events (1 per year), with a booth-presence and also communications/publications, and 3 annual Advisory Board meetings (1 per year, related also to bigger events). The intention is as follows:

Event type	Event 1 (2014) Location	Event 2 (2015) Location	Event 3 (2016) Location
Advisory Board Meetings	Paris (organized by HC, hosted in a 3rd place)	Madrid (UPM)	Brussels / BE In EU Commission premises when possible.
Workshops	Berlin / Germany Hosted by partner RBB	Barcelona / Spain Hosted by partner UAB	Lisbon/Portugal Hosted by partner RTP
Showcases	Languages & The Media (November) Berlin www.languages-media.com/	NEM Summit (October) Networked Electronic Media European Technology Platform Annual iteration http://nem-summit.eu/	IBC (September) Amsterdam / NL http://www.ibc.org/

In order to evaluate the success of our dissemination measures, we define success criteria in the following part 4.

4. Evaluation of dissemination activities

In order to ensure effective dissemination in the project, the HBB4ALL consortium decided to perform qualitative assessment of dissemination activities throughout the project runtime.

In the table below we define key indicators and success criteria to evaluate the success of the dissemination actions. Every dissemination tool has one or more associated indicators that allow comparing the effectiveness of activities among different project phases. For each indicator a means of evaluation is provided. These indicators will be continuously updated and if possible extended through discussions with the partners, and with regard to a meaningful evolution of the use of dissemination tools.

Performance measures/success criteria for dissemination (to be assessed with all consortium partners)

Tool	No.	Success Indicators	Target Objectives	Remarks
Website & Social Networking	1	Accessibility of Hbb4All website	Conformance to Accessibility standards	
	2	Number of visitors on website / trimester	200 à 300	
	3	Number of subscriptions to newsletter	TBD	
	4	Number of newsletters	1/trimester	Irregularly, with regard to project needs
	5	Number of Social Networks where HBB4ALL is represented	2 (Twitter/LinkedIn)	
	6	Number of companies / individuals which are in the network / followers.	+ 30/trimester (Twitt) + 15/trimester (LinkedIn)	Partners should follow the SN and bring also new followers
Press releases	7	Number of press releases	TBD	With regard to project events
	8	Number of press releases per partner	1 per year	
	9	Reach of press releases	9 selected press release websites /year Number of other channels, websites, portals that are reached (partners, advisory board members, others (tbd)	
Branding through Dissemination materials	10	Flyers	Paper creation, also communicated on websites Number of distributed flyers	

(tools)*	11	Posters	Paper creation, also communicated on websites Number of used posters	
	12	Kakemono	Creation, also communicated on websites Number of used kakemonos	
	13	Totem	Creation, also communicated on websites Number of used totems	
Events: Conferences, workshops, Show cases, Training sessions	14	Presence of HBB4ALL at conferences and events	1/partner/year Can be more important for academics.	
	15	Workshops organised by HBB4ALL	3 (1/year)	
	16	Number of participants	20/WS	
	18	Showcases	(1/year)	
	18	Training sessions	Organised by UAB Number of students	
Publications	17	Publications	Number of publications 1/year/academic partner (mainly UAB, UPM)	
	18	Slide-Shows for Consortium presentations	Adaptable presentation (PPT) for the partners These are presentations that usually describe the overall project's concept and achievements.	
	19	White Paper production	1	
	20	HBB4All guidelines as user tests advances	1	
Project Advisory Board	21	Invitation acceptance rate	% Number	Percentage of contacted candidates that accept the invitation
	22	Number of members	5/6 confirmed advisors + 5-10 observers (Guests)	
	23	Coverage of stakeholder groups	% Number	Percentage of

				stakeholder groups which are represented in the board 5/6+
	24	Number of AB meetings	3	
	25	Number of concrete recommendations	Number	Number of (atomic) recommendations provided by PAB members
	26	Number of agreed recommendations	Number	
	27	Number of filled questionnaires	Number of filled questionnaires (5), one per Pilot (4) and (1) for dissemination contribution.	
Standardization	28	Get surrounded by standardisation advisors	1 to 3	
	29	Presence of HBB4ALL partners in standardisation organisations	Create awareness for the project and accessibility issues in the connected TV environment	
Dissemination Barometer	30	Feedback and outlook from all partners	Quarterly	
(*) We count the number of flyers distributed, times the poster/kakemono has been used, but this wouldn't probably be efficient indicators.				

5. Conclusions

The consortium wanted to set up very quickly communication tools, namely the website and web communication with profiles on Twitter and LinkedIn to be them operational as quickly as possible. It had to go together with the Hbb4All corporate brand building. A part from a few details, everything is operational.

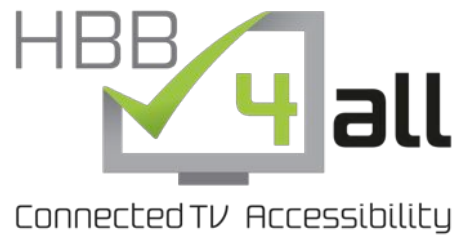
Basic paper communication tools will also available very shortly (during June), so the necessary ground material for dissemination is available. It will be up-dated consequently during the project running time.

Given the above description of results and a very busy and high effort starting period during the last six months, which allowed to prepare the dissemination ground, one can consider that the dissemination activities are in line with the DoW today.

The most important from now on is be to create a sort of dissemination dynamic among the partners and foster a “dissemination reflex” (reporting and suggestions) via the introduction of the evoked “dissemination barometer”. HC intend to propose a first version of it to the partners in the coming weeks, and hope that they will take pleasure in contributing to become dissemination champions with their respective expertise. This will allow preparing serenely further dissemination steps.

Alongside the presence of some partners in conferences and workshops, the consortium will work on further dissemination relays, like the Project Advisory Members, and will also concentrate on the organisation of first events (workshops and meetings).

Annex A



European Connected TV: From the Accessibility Vision into Market Reality

Press Release

March 2014

The HBB4All consortium is proud to announce the start of the European project **HBB4ALL** (Hybrid Broadcast Broadband for All).

The project addresses media accessibility for all citizens in the connected TV environment. HbbTV (Hybrid Broadcast Broadband TV) is a European standard increasingly adopted by European broadcasters. One of the challenges in the coming years will be the delivery of multi-platform audiovisual content (anytime, anywhere, any device) and making this content accessible for all. The elderly and people with various disabilities rely on subtitles, audiodescription or sign language. Customizing accessibility services through options for personal preferences is only one example of future possibilities.

HBB4ALL is co-funded by the European Commission under the *Competitiveness and Innovation Framework Programme (CIP)*. The project started in December 2013 and runs for 36 months. The official kick-off meeting was hosted in Barcelona (13/14 January 2014) by HBB4ALL coordinator UAB (Universitat Autònoma de Barcelona, Spain).

Main objectives

The HBB4ALL project aims at:

- Advancing future-proof solutions for improved accessibility to media, both utilizing and supporting the successful uptake of HbbTV throughout Europe;
- Introducing and large scale user testing of such innovative services in at least three European countries;
- Introducing and expert testing of novel workflows for the production of accessibility services at European broadcasters;
- Understanding interoperability in a multi-platform and multilingual environment to test easy solutions for media accessibility;
- Benchmarking quality of access services from a user-centric approach and promoting accessibility as an added value for education and social inclusion;
- Becoming a major platform/player in the e-Inclusion economy currently taking place, fostering the future market take-up of exciting innovations in conceiving universal accessibility tools and concepts to satisfy the diverse interests of all societal groups.

The project will examine the delivery of TV content to PC, tablet, smartphone and TV's with an array of communication solutions such as subtitling, audio description, clean audio, and many customizable features. Multiple EU languages, large and small, sign language, and language situation – monolingual, bilingual - will be taken into consideration as well as the three translation modes: dubbing, subtitling, and voice-over.



For more information or interviewing one of the partners please contact: Hadmut Holken
holken@holkenconsultants.com

For this purpose, the project will test access services in various pilot implementations in three European countries and gather user feedback to assess the acceptance and the achievable quality of service in the various delivery scenarios (broadcasting, hybrid, full IP). Four interlinked sub-pilots will be implemented in the HBB4ALL project:

- ✓ Pilot-A: Multi-platform subtitle workflow chain,
- ✓ Pilot-B: Alternative audio production and distribution,
- ✓ Pilot-C: Automatic UI (User Interface) adaptation – accessible Smart TV applications,
- ✓ Pilot-D: Sign-language translation service.

On this basis, HBB4ALL will elaborate pertinent guidelines, guides of good practice, metrics, and recommendations. It will initiate campaigns to promote the project results and thus raise awareness not only on the necessity of access services but also on the technical solutions available. For that purpose, and to transform the accessibility vision into reality, HBB4All targets all relevant stakeholders of the value chain from content providers to user associations.

The Consortium

The consortium includes 12 European partners, two of which are academic institutions, four broadcasters, two research institutes and four SMEs, all experts in the field of media accessibility.

2 Academic Institutions	<p>The HBB4ALL project coordinator Universitat Autònoma de Barcelona (UAB) plays a leading role in scientific research in Spain. It was selected in the top 5 universities to reach the label of Campus of International Excellence from the Spanish government. UAB participates in the project via the Research Center for Ambient Intelligence and Accessibility of Catalonia (CAIAC) from the Engineering School and Translation Studies Department. Created in July 2010, it comprises 60 members, it aims to understand and analyze human reaction through perception and cognition research. The UAB team is multidisciplinary with experts from the field of engineering, psychology and audiovisual translation.</p>
	<p>Universidad Politécnica de Madrid (UPM), Spain’s oldest and largest technical university, has participated in more than 130 European R&D projects over the past four years. The research centre for HBB4ALL collaboration in UPM is the Telecommunication Engineering School (E.T.S. Ingenieros de Telecomunicación) ETSIT-UPM, through the research group “Visual Telecommunication Application Group” (G@TV), which has experience in multimedia modelling, digital image processing, accessibility, design and implementation of transmission channels and video communications. G@TV is in charge of the Indra-Fundación Adecco Chair for the accessible technologies, which aims the audiovisual accessibility and the work integration of people with disabilities.</p>
4 Public Broadcasters	<p>RBB is the public broadcaster for the federal states of Berlin and Brandenburg and part of the ARD (Association of Public Service Broadcasting Corporations) in Germany. It produces and broadcasts one television channel and six radio stations and provides interactive services including websites, mobile, teletext and HbbTV-based connected TV services. RBB has longstanding experience in EC co-funded research projects, gaining extensive knowledge in the creation of innovative formats and services, in content production, distribution and user experience testing of services. Recent activities concentrated on accessibility services, collaborative content production, personalized media, and especially the future of HbbTV - also in the context of improved accessibility for hearing and sight impaired people.</p>
	<p>RTP is the Portuguese public radio and television broadcaster, the oldest and largest media enterprise in Portugal. HbbTV services are operational on an experimental basis. RTP has internationally-recognised experience in the planning and implementation of television accessibility, not just access services but also a broad interpretation of accessible media developed for and with persons with disabilities. RTP’s professional network in TV accessibility policy, regulation and standardization wants to ensure the take-up of media accessibility not only in Europe but also in territories that make use of European standards (DVB, HbbTV among others).</p>
	<p>TVC is a Spanish Catalan public broadcaster with long standing experience both in research projects (DTV4ALL, TV-RING) and industrial applications in digital DVB-T broadcasting, interactive online applications, IPTV HbbTV applications (of which TV-RING is a prime example), mobile apps, subtitle management, generation, broadcasting and online publishing.</p>

	<p>SWISS TXT is a company of the public broadcaster SRG/SSR in Switzerland and provides a vast variety of services to the broadcaster and other third party customers. One of its sectors is subtitling where SWISS TXT supplies more than 24'000 hours of subtitling per year in three languages (German, French and Italian) on seven TV channels. SWISS TXT wants to optimize - through the HBB4ALL project – the integration of access services of a broadcaster (subtitling, signed programs and audiodescription) into the service at reasonable cost.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">2 Research Institutes</p>	<p>IRT is the specialized non-profit broadcast and multimedia technology institute (founded in 1956,) company, IRT jointly owned by the German speaking Public Service Broadcasters of Germany, Austria and Switzerland (ARD, ZDF, DRadio, ORF and SRG/SSR). IRT strongly favours open technical standards and horizontal system markets. Consequently, IRT is heavily involved in the technical work of the EBU (the European Broadcasting Union) and is an active contributor to the relevant standardisation bodies and initiatives, from WorldDMB to HbbTV, and from ETSI to ITU.</p>
	<p>Vicomtech (VIC) is an applied research centre for Interactive Computer Graphics and Multimedia located in San Sebastian (Spain). It is a non-profit association, founded in 2001 as a joint venture by the INI-GraphicsNet Foundation and the EITB Broadcasting Group. The role of VIC in the market is to supply the society with technology by transfer of primary research to industry. This is done through collaborative R&D projects. VIC's main research lines lay in the fields of multimedia, computer graphics and interaction. VIC's Human Speech and Language Technologies (HSLT) Group and The Interactive Media Technologies (IMT) Group will be participating in the project.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">4 SMIES</p>	<p>vsonix was founded in 2007 by a team of senior researchers of Fraunhofer IGD (Germany), one of the biggest research institutions for applied visual computing world-wide. The company's long term research expertise includes state-of-the-art technologies within different areas of networked media ranging from interactive and immersive video, multimedia analysis as well as object detection and tracking for augmented reality enabled applications. vsonix aims at the exploitation of actual research in visual computing to provide innovative media services and applications for web based and mobile platforms.</p>
	<p>Screen Subtitling Systems, based in the UK, started life back in 1976 as Screen Electronics and pioneered and launched the first ever electronic subtitling system, providing the first digital character generator to the BBC. As one of the market leaders, Screen specialises in developing products for the preparation and delivery of subtitling and value-add information services across multiple platforms and devices including HbbTV and Smart TV platforms. Screen's major customers in the worldwide broadcast market include broadcast networks, content producers and service companies. Screen have consistently innovated world-leading systems to reduce production costs and increase transmission reliability and capability.</p>
	<p>People's Playground (PPG) is based in Amsterdam (Netherlands, NL) and was founded in 2010, on firm background experience in web software development, i.e. video/media streaming and backend technology. The last three years PPG has been involved in several Connected TV and HbbTV R&D projects for various clients, e.g. NPO's (and NL's first) HbbTV catch-up service portal "NPO Uitzending Gemist". PPG is a member of the Dutch HbbTV forum which aims to set the standards for nation-wide implementation of HbbTV within the Netherlands. PPG is member in the ICT PSP CIP project TV RING.</p>
	<p>Holken Consultants & Partners (France) is specialising in b-to-b market research and strategic & marketing oriented business consulting, operate in connected creative, cultural and media industries and IT markets. Their missions anticipate new content & services related business models in emerging and digital markets. Besides business intelligence and dissemination activities, the company organizes colloquia and conferences in the cross and trans media field, as well as social innovation events. It launched recently the Media4D initiative (in 2012), a high level event about accessibility and media (www.socialmedia4d.com).</p>

For more information or interviewing one of the partners please contact:

Hadmut Holken holken@holkenconsultants.com

Website coming soon www.hbb4all.eu



For more information or interviewing one of the partners please contact: Hadmut Holken holken@holkenconsultants.com



Le projet Européen HBB4ALL : La TV Connectée au service de l'Accessibilité numérique

Communiqué de presse

Mars 2014

Le consortium de HBB4All est heureux de vous annoncer le lancement de son projet européen **HBB4ALL** (Hybrid Broadcast Broadband for All).

Le projet européen HBB4ALL (www.hbb4all.eu) porte sur les problématiques de l'accessibilité média pour tous les citoyens dans l'environnement de la TV connectée. Il opère sous la norme HbbTV (Hybrid Broadband & Broadcast TV), le standard européen qui est adoptée de plus en plus par les diffuseurs et chaînes de télévisions européennes pour leurs services interactifs.

HBB4ALL est cofinancé à hauteur de 50 % par la Commission européenne dans le cadre du [Programme de l'Innovation et de la Compétitivité \(CIP\)](#). Le projet a commencé en Décembre 2013 et durera 36 mois.

Objectifs du projet :

Le projet HBB4ALL vise à :

- Promouvoir de futures solutions pour une meilleure accessibilité aux médias, en construisant sur la norme HbbTV qui s'implante progressivement en Europe;
- Faire des tests d'utilisateurs à grande échelle de ces services innovants dans au moins trois pays européens (Allemagne, Espagne, Portugal);
- Introduire des tests d'expertise de nouveaux workflows pour la production de services d'accessibilité chez les radiodiffuseurs/chaînes de télévision européens ;
- Comprendre l'interopérabilité dans un environnement multiplateforme et multilingue afin de tester des solutions faciles pour l'accessibilité des médias ;
- Comparer la qualité de services d'accès qui soient faciles pour l'utilisateur (user centric benchmark) et promouvoir l'accessibilité comme une valeur ajoutée pour l'éducation et l'inclusion sociale ;
- Devenir une plate-forme clé de l'économie de l'e-inclusion pour favoriser l'émergence de concepts et d'outils d'accessibilité universelle pour satisfaire les divers intérêts de tous les groupes sociaux.

Le projet analysera la mise à disposition de contenu sur TV, PC, tablette et smartphone avec un éventail de solutions de communication tels que le sous-titrage, l'audiodescription, le « *clean audio* », et de nombreuses fonctionnalités personnalisables. Plusieurs langues de l'Union Européenne, la langue des signes, et la situation linguistique - monolinguisme, bilinguisme - seront considérées ainsi que les trois modes de traduction : doublage, sous-titrage et voice-over.

HBB4ALL permettra de tester les services d'accès au travers diverses implémentations de pilotes dans trois pays européens et de recueillir les commentaires des utilisateurs pour évaluer l'acceptation et la qualité de service dans les différents scénarios de livraison (diffusion TV, hybrides, IP). Quatre pilotes interdépendants seront mises en œuvre dans le projet HBB4ALL :



Pour plus d'information
veuillez contacter: Hadmut Holken
holken@holkenconsultants.com

- ✓ Pilot-A : Chaîne workflow multi-plateformes pour le sous-titrage,
- ✓ Pilot-B : Production et distribution audio alternative,
- ✓ Pilot-C : Adaptation automatique de l'IU (interface d'utilisateur) pour faciliter l'accessibilité d'applications sur Smart TV,
- ✓ Pilot-D : Service de traduction en langue des signes.

Sur cette base, HBB4ALL élaborera des lignes directrices pertinentes, des guides de bonnes pratiques, mesures et recommandations. Il est prévu de promouvoir les résultats du projet en sensibilisant les chaînes à la nécessité de ces services d'accès, grâce aux solutions techniques disponibles. C'est pourquoi ce projet cible tous les acteurs de la chaîne de valeur, depuis les fournisseurs de contenus jusqu'aux associations d'utilisateurs.

Le Consortium

Le projet HBB4ALL compte une douzaine de partenaires, dont 2 institutions académiques, 4 chaînes de télévisions européennes, 2 instituts de recherches et 4 PME :

2 Institutions Académiques	<p>Université Autonome de Barcelone (UAB), coordinateur du projet, joue un rôle de premier plan dans la recherche scientifique en Espagne. Elle fait partie du top 5 des universités en compétition pour pour atteindre le label de Campus d'Excellence Internationale attribué par le gouvernement espagnol. UAB participe au projet par l'intermédiaire du « Research Center for Ambient Intelligence and Accessibility of Catalonia (CAIAC) » du département d'études de l'École d'Ingénierie et de Traduction. Créé en Juillet 2010, le centre comprend 60 membres, il a pour objectif de comprendre et d'analyser la réaction humaine à travers la perception et la recherche de la connaissance. L'équipe UAB est pluridisciplinaire avec des experts dans le domaine de l'ingénierie, de la psychologie et de la traduction audiovisuelle.</p>
	<p>Université polytechnique de Madrid (UPM), la plus ancienne et la plus grande université technique de l'Espagne, a participé à plus de 130 projets européens de R&D au cours des 4 dernières années. Le centre de recherche de collaboration UPM est l'Ecole d'Ingénieurs des Télécommunications (ETS Ingenieros de Telecomunicación) ETSIT-UPM, représentée par le groupe de recherche "Groupe Visuel télécommunications Application" (G@TV), qui a une expérience dans la modélisation multimédia, le traitement de l'image numérique, l'accessibilité, la conception et la mise en œuvre de canaux de transmission et de communications vidéo. G@TV est en charge de la présidence « Indra-Fondation Adecco » pour les technologies accessibles, qui vise l'accessibilité de l'audiovisuel et l'accès des personnes handicapées au travail.</p>
4 Chaînes De Télévisions Européennes	<p>Rundfunk Berlin-Brandenburg (RBB) est l'organisme public de l'audiovisuel pour les Länder de Berlin, Brandebourg et une partie de l'ARD (Association des sociétés de radiodiffusion de service public) en Allemagne. Il produit et diffuse une chaîne de télévision et six stations de radio. Il fournit aussi des services interactifs, y compris des sites Web et des services de télévision connectée HbbTV. RBB a une remarquable longue expérience dans les projets de recherche cofinancés par la Commission Européenne. Il dispose d'une connaissance approfondie de la création innovante, de formats et de services, dans la production de contenu et la distribution. Ses récentes activités ont porté sur les services d'accessibilité, la production de contenu collaboratif, les médias personnalisés, et en particulier l'avenir de HbbTV - dans le cadre de l'amélioration de l'accessibilité pour l'ouïe et la vue de personnes ayant une déficience.</p>
	<p>RadioTélévision du Portugal (RTP) est le service public de la radio et la télévision portugaise, la plus grande et ancienne entreprise médias au Portugal. RTP a une expérience internationale reconnue dans la planification, la mise en œuvre de l'accessibilité de la télévision et l'accès simplifié aux services. RTP s'est également distinguée par une large interprétation des médias, rendus accessible grâce au développement pour et avec les personnes handicapées. Le réseau professionnel de RTP, investi dans la politique d'accessibilité de la télévision, de la réglementation et de la normalisation, veut assurer l'adoption de l'accessibilité des médias non seulement en Europe mais aussi dans les territoires qui font usage de normes européennes (DVB, HbbTV, entre autres).</p>
	<p>Televisió de Catalunya (TVC) est le service de télé et de radiodiffusion public Catalan (Espagne). TCV dispose d'une expérience considérable aussi bien dans les projets de recherche (DTV4All, TV-RING) que dans les applications industrielles de la radiodiffusion numérique DVB-T. L'expertise de TCV est reconnue aussi par rapport aux applications interactives en ligne, les applications IPTV HbbTV (dont TV-RING en est un excellent exemple), les applications mobiles, la gestion des sous-titres, la production, la diffusion ainsi que la publication en ligne.</p>

	<p>SWISS TXT est un broadcaster public SRG/SSR en Suisse. Il fournit une vaste gamme de services pour les diffuseurs de contenu et d'autres clients tiers. L'un de ses secteurs est le sous-titrage où SWISS TXT fournit plus de 24'000 heures de sous-titrage par an, en trois langues (allemand, français et italien) sur sept chaînes de télévision. SWISS TXT veut optimiser - à travers le projet de HBB4ALL - l'intégration des services broadcastes (sous-titrage, programmes signés et audiodescription) à un coût raisonnable.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">2 Instituts de Recherche</p>	<p>Institut für Rundfunktechnik (IRT) est un institut de recherche, à but non lucratif, spécialisé dans la technologie multimédia et le broadcast (fondée en 1956). L'IRT est détenue conjointement par le service public des Broadcaster de l'Allemagne, l'Autriche et la Suisse (ARD, ZDF, DRadio, ORF et SRG / SSR). Il favorise fortement les normes techniques ouvertes et les marchés de systèmes horizontaux. Par conséquent, l'IRT est fortement impliqué dans le travail technique de l'UER (Union européenne de radiodiffusion) et est un contributeur actif aux initiatives et organismes de normalisation compétents.</p>
	<p>Vicomtech (VIC) est un centre de recherches appliquées pour l'Infographie Interactive et Multimédia situé à San Sebastian (Espagne). C'est une association à but non lucratif, fondée en 2001 comme une joint-venture par la Fondation INI-GraphicsNet et le Groupe de radiodiffusion EiTb. Le rôle de VIC sur le marché est de rapprocher la technologie de la société en renforçant le lien entre la recherche fondamentale à l'industrie. Ce processus se réalise à travers des projets collaboratifs de R&D.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">4 PME</p>	<p>vsonix a été fondée en 2007 par une équipe de chercheurs de haut niveau de Fraunhofer IGD (Allemagne), un des plus grands établissements de recherche pour l'informatique visuelle appliquée. L'expertise de recherche technologique, à long terme, de la société couvre différents domaines des médias, allant de la vidéo interactive et immersive, l'analyse multimédia, à la détection de l'objet ainsi que le suivi pour les applications de réalité augmentée. vsonix vise la valorisation de la recherche réelle dans l'informatique visuelle pour fournir des services et des applications multimédia innovantes pour web et les plateformes mobiles.</p>
	<p>Screen Subtitling Systems (SCREEN), basée au Royaume-Uni, fondé en 1976, l'entreprise avait lancé le premier système de sous-titrage électronique, elle avait fourni aussi le premier générateur de caractères numérique à la BBC. Comme l'un des leaders du marché, SCREEN se spécialise dans le développement de sous-titrage, comme produit, et la mise en place de services à valeur ajoutée dans l'information. Et ce, à travers de multiples plates-formes et dispositifs, y compris les plates-formes HbbTV et Smart TV. Les clients de SCREEN dans le marché du broadcast proviennent du monde entier. Ils comprennent les réseaux de diffusion, les producteurs de contenu et les entreprises de services.</p>
	<p>People's Playground (PPG) basée à Amsterdam (Pays-Bas), l'entreprise, fondée en 2010, a d'une grande expérience en développement de logiciels web, à savoir : vidéo, streaming média et backend technologie. Durant les 3 dernières années, PPG a été impliquée dans plusieurs projets R&D orientés TV connectée et HbbTV pour différents clients. PPG est aussi un membre du forum HbbTV néerlandais qui vise à établir des normes pour la mise en œuvre à l'échelle nationale de HbbTV dans les Pays-Bas. PPG est par ailleurs membre de la CIP ICT PSP TV du projet RING.</p>
	<p>Holken Consultants & Partners (France) est spécialisé dans la réalisation d'études b-to-b et de conseil en marketing stratégique, nous opérons dans les secteurs des médias convergents, des industries culturelles, créatives et numériques. Leurs missions sont d'anticiper les nouveaux contenus et les services reliés aux business model dans les marchés émergents et l'industrie numérique. Outre le business intelligence et les activités de dissémination, la société organise aussi bien des colloques et des conférences dans le domaine du cross and trans media, que des événements reliés à l'innovation sociale. Elle a lancé récemment l'initiative Media4D initiative (2012), un événement de haut niveau sur l'accessibilité et les médias (www.socialmedia4d.com).</p>

Pour plus d'information ou pour interviewer un des partenaires, veuillez contacter :

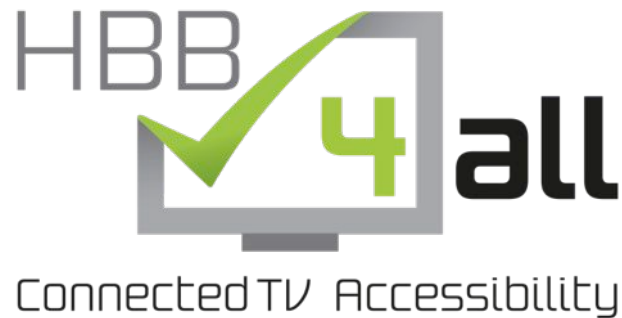
Hadmut Holken holken@holkenconsultants.com

Site web du projet : www.hbb4all.eu

Nous suivre :



Pour plus d'information
veuillez contacter: Hadmut Holken
holken@holkenconsultants.com



HBB4ALL
WEBSITE REALISATION
Technical Specifications
Functional design and Style guidelines
Terms of Use

February 2014

This is a binding document for the realization of the Hbb4All website.
It is an agreement between all partners:
UAB, RBB, IRT, RTP, TVC, TXT, VSX, VIC, SCREEN, HC, PPG, UPM
and the European Commission

Contacts:

- ✓ Hadmut HOLKEN holken@holkenconsultants.com
- ✓ Nada EL HAOUAJI nada.elhaouaji@holkenconsultants.com

T +33145 292 839



Part 1: Technical Specifications

I. PROJECT PRESENTATION

a. HBB4ALL:

The project addresses the possibilities of media accessibility in the new TV broadband hybrid transmission (HbbTV) or Smart TV environment. To transform accessibility vision into reality, Hbb4All target all relevant stakeholders and all components of the value chain.

One of the challenges for the coming years will be the delivery of multi- platform audiovisual content (anytime, anywhere, any device), it will be a program or Internet service. Platforms hybrid delivery as connected TVs and solutions to two screens allows a cost effective and convenient delivery access for those who need those services. The elderly and people with various disabilities rely on subtitles, audio description, improving dialogue or sign interpretation. Customizing personal preferences will be possible within predetermined limits.

The project aims at:

- Advancing solutions to future accessibility problems, when HbbTV becomes widespread in Europe,
- Understanding interoperability in a multiplatform and multi-language communication to test easy solutions for media accessibility.

How to watch TV content in PC, tablets, smart phones and TVs with an array of communication solutions such as: subtitling, audio description, clean audio, and many customizable features. Multiple EU languages, large and small, sign language, and language situation –monolingual, bilingual - will be taken into consideration and also the three translation modes: dubbing, subtitling and voice-over.

The project is also benchmarking quality of access services from a user-centric approach, and will promote accessibility as an added value for education and social inclusion.

For this purpose, the HBB4ALL website missions will:

- Disseminate the HBB4ALL project,
- Create awareness for the project and the various partners working for the project,
- Communicate the various tests and results (or benefits) of the project,
- Inform, where Hbb4All partners will be present and speak at conferences, workshops and similar,
- Create a dedicated work space for exchanges and communication for the HBB4ALL project partners and invited personalities,
- Generate interest and new contacts (via a newsletter, contact form)
- Widen the sphere of reflection around the project.



b. Existing/not existing tools

All communication tools have to be identified. So, the following first tools will be developed quickly, together with the **project identity**:

- HBB4ALL website,
- Identity Tools: logo, graphics standards, domain name,
- Interactive Tools: social networks, newsletters.

c. Logo

Several Logos were proposed by IRT. The final list below included: 5 logo propositions, 2 wordings for the slogan and 2 positions of the straplines.

5 logo Propositions	A3	A4	A8
	C1	C2	
2 the straplines	"Connected TV Accessibility" or "Connected TV & Accessibility"		
2 Positions of straplines	aligned to the right: 		Centered:

The partners' vote¹ focused on A4:

HBB4ALL LOGO	
HBB4ALL Slogan	Connected TV Accessibility

¹ (12/13 February 2014, see annex



II. THE HBB4ALL WEBSITE

2.1 Steering committee

We have determined the validation processes within the various teams and how they take in charge or participate to various missions (HC and/or Partners):

Items	Concerned
Validate choices (graphics, writing (articles), ergonomics, content	HC & Partners
Validate the respect for the specifications	HC
Watch the respect for deadlines	HC
Supply the basic contents (texts, logos, images, photos, etc.)	HC & Partners
Proof-reading the website content from an English speaking perspective, some editorial support	SCREEN

2.2 Website objectives

The main website objectives are to foster:

- Communication,
- Information relays,
- Distribution support of the different projects (test & results),
- Presentation space for sharing scientific and technical information provided by the partners.

The expected main results of the website are to become a HBB4ALL « Visit card » and to:

- Communicate on the project and the HBB4ALL objectives,
- Be a link between the project and the whole value chain: industry stakeholders, research communities and address possible future market as well as the user concern and public authorities,
- Disseminate the various knowledge that the project will generate, the tests results as well as to bridge the stakeholders,
- Create awareness among the stakeholders for HBB4ALL interests, encourage their active and evolving participations around the project,
- Inform about the evolution and the improvement of the project to serve most effectively the public interest,
- Inform about initiatives around educational workshops and training to create awareness for new training models (showcase).



2.3 Website Targets:

As the website will be a large public communication vector (dissemination only), the targets are:

Target	Characteristics	Importance	Needs
Users (impaired or not)	Users / Students	Primary	User Services Training
Advisory Board	Private/individual/Association/ Company	Primary	TBD
Developer	Private individual/Company	Primary	Information Research
Search/ Scientists	Private individual/Company	Primary	Information Research
Partners	Private individual/Company	Primary	Information/service
Industry	Companies, federations	Primary	Service Offerings (?) /Information Anticipate business models Training
Associations	Private individual	Primary	Information Research
Journalists	Others	Secondary	Information Research
Public bodies			

2.4 Arborescence - Site map

The following arborescence (tree view) shows the architecture of the website. It is presented below in a schematic form with the main headings, sub headings and the links between them. Some subcategories will be added only, if and when we need them (in other terms: when the content is available):

Main Heading	Sub Heading	Description	Link
Header			
Logo & Slogan		“Connected TV Accessibility”	Home page
Search bar		Search information over the website	
Menu			
The project	HBB4ALL	Details about the project	
	About the project	Details about the project (objectives, targets, target outcomes, etc.)	
	Pilots	Pilot presentations: A, B, C, D	
Partners UE	The consortium	Logo of CE (FP7), Partner’s Logos/Photos and comment about their role / contribution and activity	Advisory Board
	Advisory Board	List of the participants	Partners



Publications		Publication of articles (sorted by most recent) / News applications on test (articles, videos, pictures) / Articles about the test steps and results (articles, videos, pictures)	
Information		Other information, for example participation in standardization bodies (section to come in a second time if needs, and when the information is available)	
Events		Events description: Workshops/ meeting/ conferences ...	
Press		Publication of the press releases	
Contact		Contact form	Advisory board (link of the form to contact us)
Right side			
Social network	LinkedIn (priority)	Creation of a project profiles on the social networks to create awareness and visibility between the scientific communities and the companies The YT channel will be useful for the video demonstration of the tests / results	Link to External account
	Twitter (priority)		Link to External account
	Youtube (to add later)		External YT Channel (link and videos)
	Facebook (to add later)		Link to External account
	Blogs of opinion leaders (to add later)	Monitoring of blogging influencers to ask them to relay the information and the progress of the project / tests/results	Link of the external blogs in the publications
Newsletter	Registration form	For visitors, who want to receive the news and follow the evolution of the project To constitute our database for emailing	Use of an external platform (Ex: Mailchimp or Mailjet)
New article flux		Link of the newest article published on the web site	The articles
Footer			
Legal terms		Link to the legal terms page	
Home page		Link to the homepage	
Presentation		Link to the presentation of the project	
Partners		Link to the presentation of the partners	
Contact		Link to contact form	



2.5 Content (see the mock-up below):

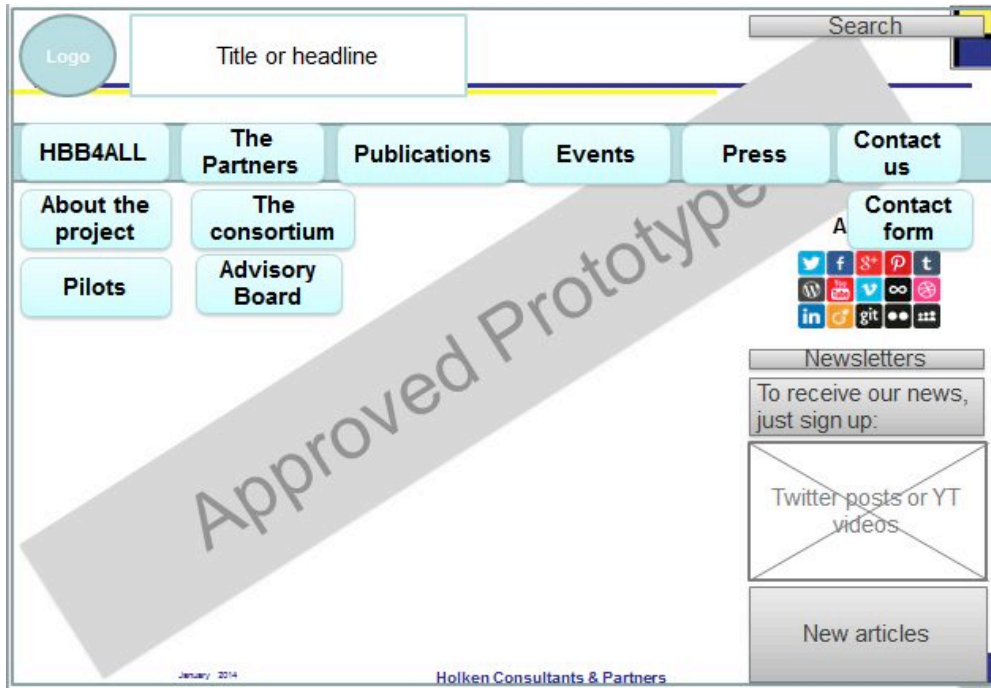
The following table describes all types of content that can be published in each category:

Main Heading	Sub Heading	Contents
The project	HBB4ALL	Text, link
	About the project	Text, link
	Pilots	Text, link
Partners UE	The consortium	Text, link, photos, logos
	Advisory Board	Text, link, photos, logos
Publications		Text, board, link, picture, videos
Information		Text, board, link, picture, videos
Events		Text, board, link, picture, videos
Press		Text
Search bar		Text
Newsletter	Registration form	Text
Social network	LinkedIn (priority)	Button to send back towards the account Posts from Twitter account (when the account will be active)
	Twitter (priority)	
	Youtube (to add later)	Videos from YT channel (to be added in second time)
	Facebook (to add later)	
	Blogs of opinion leaders (to add later)	Text and links to send back towards the articles
Contact		Text
Legal terms		Text

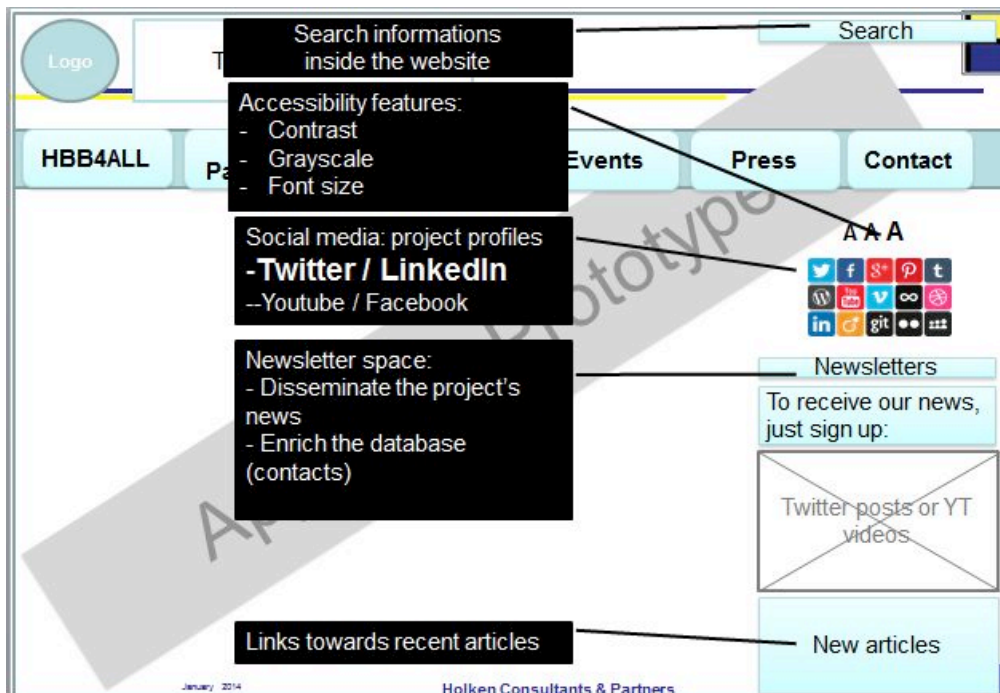




Home Page



Headline and sub headlines



Other contents



2.6 Features

- For each category:

Main Heading	Sub Heading	Features
The project	HBB4ALL	Publish articles (several contents)
	About the project	Publish articles (several contents)
	Pilots	Publish articles (several contents)
Partners UE	The consortium	Publish photos/logos and comments
	Advisory Board	Publish photos/logos and comments
Publications		Publish articles (several contents)
Information		Publish information (section to come in a second time if needs, and when the information is available)
Search bar		Space to search information over the website using keyword/or sentence.
Newsletter	Registration form	Space to manage the inscription and the database
		Constitute a database with private details (name, email, function, company, etc.)
Social Network	LinkedIn (priority)	Send back towards the account Publish Posts from Twitter account (when the account will be active)
	Twitter (priority)	
	Youtube (added later)	Publish videos from YT channel (to be added in a second time)
	Facebook (to add later)	
	Blogs of opinion leaders (to add later)	Text and links to send back towards the articles
Contact	Contact form	To receive external demand and enrich the data base.
Legal term		Page to publish the legal term of use

- The website back-office features:

- ✓ It has to be clear and easy to handle, (add, modify, delete content),
- ✓ It should allow to edit pages with categories and / or sub-categories,
- ✓ Various contents will be published on the website, so it has to have a large storage capacity (for image, video, text, board, database, etc.),
- ✓ Some social network accounts will be added later. It is foreseen to provide this option step by step, when LinkedIn and Twitter are estimated to be successful.

- Website Space comment:

- ✓ The partners do not foresee any space of user comments; they want to keep the control of their content.

- Newsletters space features:

- ✓ To subscribe for the newsletters,
- ✓ To constitute automatically a database,



- ✓ It has to be linked to a free newsletter platform,
➔ To edit and send the newsletters HC will use an open platform and free of charge.

Example:

- Mailchimp is free until 2000 accounts and 12.000 emails par month, Mailchimp propose plugins for the integration of a newsletter form into a website. But: the Mailchimp logo will be on our emails. <http://mailchimp.com/>

2.7 Languages

Website Language	Type
English	Whole website

All partners are requested to inform on their websites about HBB4ALL in their national languages and to set a link towards the Hbb4All project site.

A press release for instance will be published in English on the HBB4ALL website, and each partner can relay the information in its own national language on its website.

III. EXPECTED BENEFITS

3.1 Creation and recovery of content

All partners will contribute with information (test results, on-going project information, give information about their participation in conferences.

More information is available in the style guide section.

3.2 Development

We may consider further/other elements for the Website programming:

- Search engine onsite,
- Information gathering form (sheet to be filled by visitors),
- Possibility to integrate a poll,
- Automatic management of news.

UAB provides the technical infrastructure, PPG assists with technical management of development process.

3.3 Integration with third systems

Various third systems are going to interact with the HBB4ALL website:

- The social networks: Twitter, LinkedIn, YouTube, Facebook,
- Google Analytics (account, configuration of the tracking code, etc.),
- Newsletters platform
- Other web sites: flow of bloggers, links of partner sites, videos of the YouTube channel

For the member working space:



- It has been decided by the partners that the member working space will be separated from the website.
- The member working space will be managed by **UAB / IRT**. The website should have no direct relation to Redmine whatsoever.
- Should the partners want to link the website to Redmine, PPG will investigate the technical possibility between Wordpress and Redmine.

3.4 Compatibility Mobile/Smartphone

The HBB4ALL web site will be responsive.

3.5 Technical constraints

For any technical constraints HC will need technical support from **UAB & PPG** (or from others).

3.5 Accessibility WEB: W3C

Wordpress will be the technical frame / the tool to develop the website.

The HBB4ALL website has to respect the following accessibility criteria:

- Font size
- Contrast
- Grey

IV. ONLINE SUBMISSION

4.1 Hosting & domain name

The hosting of the HBB4ALL website is managed by UAB.

The deposit of the domain name www.hbb4all.eu and email addresses are also managed by UAB.

4.2 Website statistics

The tool for checking hbb4All website's traffic statistics will be Google Analytics.

V. PROJECTED WEBSITE SCHEDULE

Item	Concerned	Deadline
Logo decision	Partners	Closed
Logo Style guide (sending)	IRT (agency); with the support of HC)	Closed
Theme proposition	HC & PPG	2 nd half of February 2014
Validation of Website specifications (technical,	HC & PPG	2 nd week of February 2014



functional and design)		
Approval of the website spec	Partners	21/2/2014
Proposition of the first website prototype	HC & PPG	End February/beginning March



Part 2: Functional design & Style guidelines

I. FUNCTIONAL DESIGN

The website design will be inspired from the functional design of the logo (sent by IRT). As the website will be developed under Wordpress, HC will choose a theme that matches best to the logo (in terms of color, font, design, etc.). Necessary technical adaptations may be made by PPG.

II. STYLE GUIDELINES

The style guidelines for editorial specifications aim at:

- Formalizing the rules and procedures of publishing (workflow,)
- Addressing both the content and the form of content publishing
- Specifying the objectives, targets and editorial workflow project:
 - ✓ objectives of the publication and targets,
 - ✓ editorial device (article fact sheet, availability of contents),
 - ✓ editorial rules (form, content and style sheet),
 - ✓ Ethical code (including communication),
- Harmonize paper and electronic publications.

2.1 Editorial devices:

a. Wording (suggestions)

The article subjects will be mainly technologic and scientific, but also user test related. So to make the content more understandable for all targets, some suggestions:

- The wording can be informative, argumentative or explanatory;
- The authors can use a pun, rhetoric expressions, sometimes joke to give an example, to make articles simpler for all readers, more interesting and more familiar/common.

b. Content's workflow

All partners will determine the content workflow (what do we put in, who will give the information?)

Categories	Contents	Source of information
HBB4ALL	Text, link	HC
About the project	Text, link	HC
Pilots	Text, link	HC
The consortium	Text, link, photos, logos	HC, Partners
Advisory Board	Text, link, photos, logos	HC
Publications	Text, board, link, picture, videos	HC, Partners
Events	Text, board, link, picture, videos	HC & partners



Press releases	Text	HC
Newsletters	Text, image, logos, photos	HC, with the input from partners
LinkedIn	Text, link	HC (+ operational partner relay)
Twitter	Text, link	HC (+operational partner relay)
Youtube	Text, link	HC & Partners
Facebook	Text, link	HC (+operational partner relay)
Blogs of opinion leaders	Text, link	HC
Legal terms	Text	HC

c. [Schedule for receiving and publishing content:](#)

To send the article, the writer must use the fact sheet article (see section 5 Article Fact Sheet). The reception of documents will be treated during the week, following the working schedules of the webmaster.

The contents delivered by the partners will be published 1 to 3 days after their reception. This delay will be dedicated to the review, if necessary, the shaping and may be some corrections (format, size, etc.). Priority content will be treated as such in the following cases:

- Deadlines for an event
- Deadlines for publications

d. [Publication principles](#)

The publications on the HBB4ALL website are not organized at intervals laid down in advance, they follow the rhythm of:

- News of the project, actions and partners' reactivity,
- The frequency of tests, the results and feedback from users,
- The general evolution of information available on current projects or future ones,

All partners are requested to inform HC about their own publications; concerning the project of HBB4ALL on their respective websites; by sending the links of these publications.

2.2 Editorial Template:

a. [Title and subtitle](#)

- The title will be short and explicit
- The titles can't be in capital letters
- The title can be different from the section title/subtitle.

b. [Content \(text & comment\)](#)

- The article can be preceded by a summary to resume the main ideas;
- The pyramid structure is recommended: to start by generalization and contextualization and passed to the main idea;
- The text can be long, but the main ideas are emphasized to facilitate reading;
- The article can be split in different sections, with one idea per paragraph;
- The bulleted points are recommended to aerate a too long paragraph;
- The quotations must be between quotation marks and in italics;



-
- The source of quotations must automatically be indicated (link, author, date, etc.)
 - The names of individuals aren't capitalized, just initials; (ex: John Kennedy)
 - The acronyms are explained with their full name on their first citation in the article;
 - The quotation of a report or study must be hyperlinked to the source document by an hyperlink;
 - The administrative, legal and technical terms should be explained;

c. Content image & video

➤ Image

- The images must respect in their format, size, naming the Accessibility roles (W3C),
- The image must be clear and relevant to the content,
- The image must be published on the format defined below,
- The source of the image must be mentioned

➤ Video

- Videos used as direct contents can be published. It can be from external websites (the Youtube channel) and embedded in the HBB4ALL website,
- Videos used for illustration of a written content are integrated in the same page as the text,
- Videos must be broadcast on format defined below,
- The source of the video must be mentioned.

2.3 Documents format

a. Text

The text must be sent on the article fact sheet under Word.doc or Word.docx.

If the article is under specific format (like PDF), it can be published as link with a commentary.

b. Image, photos, logos, screenshots

The format/size of images: .jpg; .png; . gif (until 1100px, 1GB max).

c. Video, audio recording

The format/size of videos: .mp4, .m4v (MPEG-4); .mov (QuickTime); .wmv (Windows Media Video); .avi; .mpg (1GB max).

The format of audio: .mp3; .m4a; .wav.

2.4 Article Fact sheet

(Below an example; the real fact sheet will be under Word format)

Article Fact Sheet – HBB4ALL website

Category:

Sub category: (if there is to)

Title:

Subtitle:

Authors:

Link:



Picture, video, photo, logo: (must be under a link or extension to be download)

Keywords: (for SEO)

Article:

Consectetur adipiscing elit. Cras vel iaculis erat. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi dapibus neque eu nulla sodales rutrum. Cras sit amet imperdiet purus, posuere hendrerit nulla. Fusce rutrum tempor sem vel gravida. Sed ac vehicula erat. Duis consequat lectus placerat rutrum elementum. Cras faucibus tincidunt libero rutrum auctor.

2.5 SEO: Search Engine Optimization

a. [Keywords](#)

Each content must have very specific keywords. Those keywords are going to optimize the referencing of the article, thus Web site.

A list of keywords will allow the site to be referenced in the top of the search engines.

The keyword must be mentioned on the article fact sheet.

b. [Hyperlink](#)

For the publication of articles, the webmaster will create links between content via hyperlinks (keywords).

If there's any specific link to be attached to the article, the author must notify it on the article fact sheet.

2.6 Ethical Code

a. [Legal point](#)

All legal points are mentioned on the "terms of use" page of the HBB4ALL website.

b. [Contact space: Processing requests via the HBB4ALL website form](#)

All mails will receive a reply. But, there are three levels of responses:

- The webmaster directly responds.
- The webmaster may request a review / validation of a internally (from the "internal administration": the coordinator; one, more or all partners) before sending the response.
- The internal administration can't answer and may redirect the question to another external organization. Before responding, the webmaster will wait for validation or a concerned partner will respond directly.

c. [Social Network: management of comment on spaces of dialogue \(HBB4ALL Profiles\)](#)

HBB4ALL Social Network will be publicly available to communicate the project to all categories of visitors: citizens, students, associations, user associations, companies, federations; and to all those who will be interested in the project; through the filing of comments or information coming from HBB4ALL Twitter. As "visit card", the Website itself does not foresee a comment space, but intends to present a window allowing to follow comments and information related to our topic via



Twitter. The HC community manager will watch carefully the comments and equilibrate information, when necessary.

- The webmaster verified that it respects or not the general terms of use of the Web site;
- If the comment or the content is a personal question, the answer to the personal question will be directly given by the webmaster; it will be done in consultation with the internal administration, if the nature of the content requires it;
- Regularly, the community manager will give feedback concerning the comments to in order to adapt and/or re-orient the communication strategy. This feedback will be transmitted to the partners.

HBB4ALL intends to keep the control of expressed opinions and comments coming from social networks and third parties. The webmaster, in consultation with concerned partners (if needed), will decide to minimize inappropriate content (personal, off topic, offensive, etc.) by twitting more relevant information.



Part 3: Terms of Use

I. ABSTRACT

The terms of use of the website will define the use modalities of the various website HBB4ALL.eu services and categories.

The access and/or the use of www.hbb4all.eu suppose the unconditional acceptance and the respect of all the terms of the following conditions.

The terms of use establish a contract between the website owners and the user.

If the user does not want to accept all or a part of those use conditions, he's asked to not use the HBB4ALL.eu website and/or its services.

II. LEGAL NOTICES

2.1 Hosting:

The HBB4ALL website is hosted by:

- **UAB:** Universitat Autònoma de Barcelona
CAIAC, Edifici MRA 126 - Campus UAB 08193 Bellaterra Barcelona

2.2 Creation & Management

The website users must be informed that the creation, the publishing and the management of the HBB4ALL website are under the responsibility of HBB4ALL and its partners:

- **Technical infrastructure creation:** Javier S. Garcia, UAB; Ammar Hamilcar Tijani, Peoples Play Ground
- **The logo:** was designed by Das Illustrat GbR (<http://www.das-illustrat.de/>)
- **Responsible of publication:** Hadmut Holken, Holken Consultants & Partners
- **Webmaster:** Nada EL Haouaji, Holken Consultants & Partners
- **HBB4ALL project coordination:** Pilar Orero (content) Juan F. SANGÜESA FERRER (administration), UAB
- **The owners:** The European Commission holds 50 % of the HBB4ALL project. The other part returns to the partners committed in the realization and the management of the project:



The 12 partners:

1. Universitat Autònoma de Barcelona	Spain	
2. Rundfunk Berlin-Brandenburg	Germany	
3. Institut fuer Rundfunktechnik	Germany	
4. Rádio e Televisão de Portugal SA	Portugal	
5. Televisió de Catalunya SA	Spain	
6. Schweizerische Teletext AG	Switzerland	
7. Vsonix GmbH	Germany	
8. Fundación Centro de Tecnologías de Interacción Visual y Comunicaciones	Spain	
9. Screen Subtitling Systems Ltd	United Kingdom	
10. Holken Consultants & Partners	France	
11. People's Playground BV	Netherlands	
12. Universidad Politécnica de Madrid	Spain	



III. SERVICE ACCESS

The website is free of charge for every user having an access to internet.

The owners implement all the reasonable ways at their disposal to assure a quality access to the website. **The owners** cannot be held responsible for any dysfunction of the network or for the servers or for any other event escaping the reasonable control, which would prevent or would degrade the access to the website services.

The owners save for themselves the possibility of interrupting and/or suspending, for a moment, the access to all or part of services; to assure the maintenance, or for any other reason. The interruption cannot be subjected to a legal procedure and / or compensation.

IV. PRIVACY AND PERSONAL DATA

To respect and protect the user's personal data, **the owners** are committed that the collection and the treatment of personal information – collected by the website – are made according to the European Directive [95/46/CE](#) relating to data, files and freedoms.

According to the European Directive, the HBB4ALL website gives to the user the right of opposition, access and rectification of specific data concerning him.

The user has the possibility of exercising this right:

- By using the form contact,
- By contacting the following address: contact@hbb4all.eu (TBC)

V. INTELLECTUAL PROPERTY

The HBB4ALL partners are the owners of intellectual propriety, and they are the only to have the rights of usage of all website contents, mainly: the texts, the logos, the pictures, the images, the links, the graphics, the boards, the videos and the sound.

Any modification, publication, adaptation or reproduction of all or part of the website contents, is forbidden, except with written authorization from: **The project coordinator**.

Any unauthorized exploitation of the website or of any of its contents, will be considered as essential of an imitation and will be pursued; according to provisions of the articles of the Code of Intellectual property.

VI. DISCLAIMERS



The owners cannot be held responsible for direct and/or indirect damage consecutive to the use of the HBB4ALL website.

The owners cannot be held responsible for direct and/or indirect damage caused to the equipment of the user, during the access to the site.

Interactive spaces are at the disposal of the users via social networks (like Twitter). **The owners** reserve the right to ask the concerned social network to delete, without formal demand, any contents put down in this space which would violate the applicable legislation in Europe, in particular relative to the data protection. Where necessary, **the owners** save themselves the possibility of questioning the civil and/or penal liability of the user, in particular in case of message with racist, offensive, slanderous or pornographic character, whatever is the used support (text, sound, image, etc.).

VII. HYPERTEXT LINKS & COOKIES

The HBB4ALL website contains a hypertext links from other websites, set up with permission of **the owners**. However, **the owners** can't verify the content of the each website, and therefore do not take the responsibility of their contents.

Using the HBB4ALL website may cause the installation of cookies on the users' computers. A cookie is a small file which does not allow the identification of the user, but which records information about the navigation. The data obtained are intended to facilitate subsequent browsing of the website, and also enable various measures of attendance.

Refusing to use a cookie may complicate the access to some services. However, users may configure their computers in the following manner, to refuse the use of cookie:

- Internet Explorer: tool tab / Internet Options. Click Privacy and go to Setting, select Block All Cookies. Press Ok
- Firefox: the top of the browser window, click the Firefox button, and then go to the Options tab. Click the Privacy tab. set the rules on conservation: Use custom settings for history. Finally uncheck it to disable cookies.
- In Safari: Click on the top right of the browser on the icon menu. Select Settings. Click Show Advanced Settings. In the "Privacy" section, click Content settings. In the "Cookies" section, you can block cookies.
- Google Chrome: Click in the upper right of the browser on the icon menu. Select Settings. Click Show Advanced Settings. In the section "Privacy"; click preferences. In the tab "Privacy"; you can block cookies.

VIII. GOVERNING LAW & JURISDICTION

Those terms of use shall in all respects be governed by, and construed and interpreted in accordance with, the European Laws. In case of litigation with any user(s), **the owners** make exclusive attribution of jurisdiction for the competent European courts.




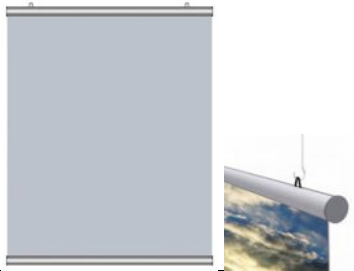


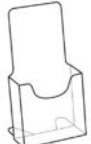
IX. TERMINOLOGY

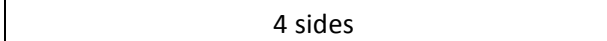
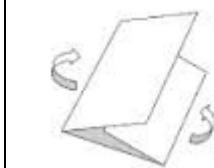
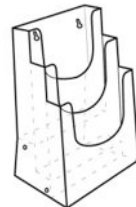





Those definitions help to fix some wording of the use conditions:

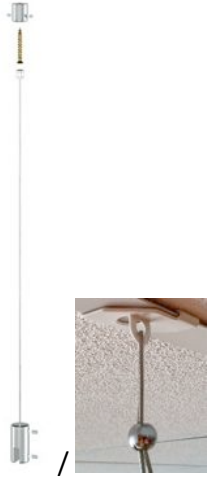

- User: defines every person who uses the website and/or the website services.
- User content: defines the user contributions communicated by the user through the HBB4ALL.eu website and/or by the HBB4ALL social network profiles.

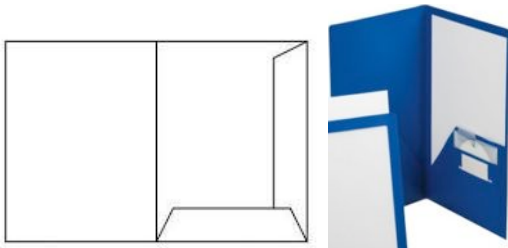

Promotional Materials - Print

(Leaflet, posters, banners and promotional objects for events)


Material	Size / Format	Examples of promotional material	Support for materials (solution recommended to the partners)	
Posters	60*90cm 60*80cm (large format)	 <p style="text-align: center;">or</p>	  <p style="text-align: center;">billboard</p>	
Leaflet	10*20cm (closed) 2 pages	 <p style="text-align: center;">4 sides</p>		

Leaflet	10*20cm (closed) 2 pages	 <p>4 sides</p>			 <p>6 sides</p>	 <p>Leaflet holder: cardboard</p>	 <p>Leaflet holder: plastic</p>
	10*20cm (closed) 3 pages						
Kakemono (suspended) 2	60*160 Material: -Textile matt -Canvas -Canvas cover	 <p>Rollup Suspended</p>	 <p>Rollup on feet</p>	 <p>Rollup on foot</p>			

							
Totem (with/without base) 5	40/60/80 * 160/180cm		Totem cardboard	Totem 3	Rigid	Cardboard	3 sides




		Akylux/Forex (plastic)/ Aluminum	(curved 2 sides)	sides (Akylux)				
Promotional Object								
Pocket Folder (with or without card slot on inside) 6	21,5 * 30,5 cm							
Notepad 7	Formats: A6, A5, A4.							
		Front and back side						




Promotional objects	28 x 15mm 86 x 55mm 8x5x0,6cm	Magnifying glass: clip reader, bookmark Magnifying glass: business card Magnifying glass: light with a pen	
	W. 15mm	Lanyard promotional classic	
		USB: -Bracelet -Customizable	
		Pen - Stylus and pen: ecologic cardboard	


		<p>-Stickers with Braille, computer and typewriter</p>	
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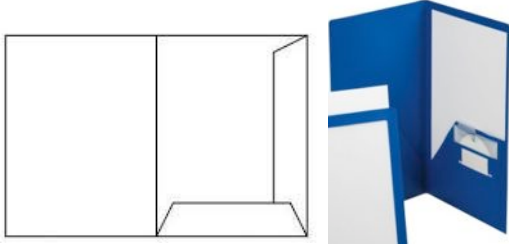
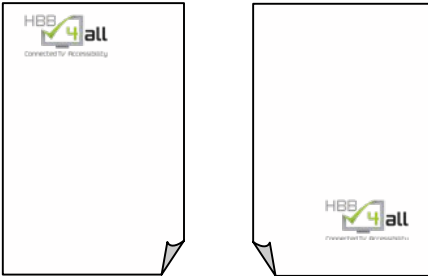
NB: Other suggestions/wishes from partners will be considered.

Our priority: Content & Creation

Material	Examples	Print content		Utility (- / + / ++ / +++)
Posters		<p>- Outside Front: HBB4all Logo & slogan and consortium logos Logo EC & CIP visual devices: 3screens Media Accessibility key words (May be printed with braille)</p>		<p>Usefull +++ Good way to be visible to many contacts, to create interest and to give pertinent and relevant messagers</p>
Leaflet	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  4 sides </div> <div style="text-align: center;">  6 sides </div> </div>	<p>4 sides:</p> <p>- Outside <u>Front:</u> HBB4ALL logo, slogan and consortium logos Contact & social network (May be printed with braille) <u>Back:</u> HBB4ALL project resume, mini logo & contact communication Logo EC & CIP</p> <p>- Inside <u>Left:</u> Project objectives + targets</p>	<p>6 SIDES:</p> <p>- Outside <u>Front:</u> HBB4ALL logo, slogan ,Contact HBB4ALL & social network (May be printed with braille) <u>Back1:</u> HBB4ALL project resume, mini logo & contact communication Logo EC & CIP <u>Back2:</u> the consortium logos</p> <p>- Inside <u>Left:</u> Project objectives & trargets <u>Middle:</u> Targets outcomes</p>	<p>Usefull ++ Informative and promotion job Can be used at meeting, conference, etc. But limited life time: it is easily disposable and expensive considering the cost / benefit ratio.</p>

				<u>Right:</u> Project pilots	<u>Right:</u> Project pilots	
Kakemono (suspended)	 Rollup Suspended	 Rollup on feet 60 x 160 cm	 Rollup on foot	<p>-One side</p> <p>Front: HBB4ALL logo, slogan and consortium logos (EC & CIP)</p> <p>Back: not printing / plain color</p>		<p>Usefull +++</p> <p>The kakemono is a communication/ marketing system for displaying on stretched canvas print, adapted as needed.</p> <p>It has several functions, but all have the ultimate objective to promote the image of HBB4ALL. The main advantages of kakemonos are:</p> <ul style="list-style-type: none"> -Recreating a branding universe for the event, in a different

							<p>environment: street, meeting hall, showrooms, conference hall.</p> <ul style="list-style-type: none"> -Moving the information space without losing its branding identity space. -Having a signal tool that provides information and draws the target's attention by presenting the event. <p>The last advantage is that this communication system is mobile and allows a regular change of visuals displayed.</p>
<p>Totem (with/without base)</p>	 <p>Totem : rigid (1 or 2 sides) 3 matters:</p>	<p>Totem cardboard</p>	<p>Totem 3</p>	<p>TOTEM RIGID</p> <p>-One side Front: HBB4ALL logo, slogan and consortium logos (logo EC & CIP) Back: not printing / plain color</p> <p>-Two sides: Front: HBB4ALL logo, slogan and consortium logos (logo EC & CIP) Back: HBB4ALL</p>	<p>TOTEM CARDBOARD</p> <p>-Two sides: Front: HBB4ALL logo, slogan and consortium logos (logo EC & CIP) Back: HBB4ALL main object, mini logo</p>	<p>TOTEM 3 SIDES</p> <p>Front 1: HBB4ALL logo and slogan (logo EC & CIP) Front 2: the consortium logos Back: HBB4ALL main object, mini logo</p>	<p>Usefull +++ (for external communication: exhibition, conference, great events, etc.)</p> <p>The totem shows a powerfull message through the form, the image to be created, logo and text. Other advantages emerge:</p> <ul style="list-style-type: none"> -Space saving, ease of adaptation, (shape, length, color ...); -Message easily visible, dynamic, modern and efficient -Excellent tool for wide communciation

	Akylux/Forex (plastic)/ Aluminum	(curved 2 sides)	sides (Akylux)	main object, mini logo			-Excellent tool to guide visitors to indicate the presence of a company or to publicize the emblem of the event
Promotional Object							
Pocket Folder (with or without card slot on inside)				<p>- Outside Front: HBB4ALL logo, slogan and consortium logos Contact & social network (Logo EC & CIP) (May be printed with braille)</p> <p>Back: HBB4ALL project resume, mini logo & contact communication</p> <p>- Inside Slot for business cards</p>			Usefull +++ Pocket folder for conferences, meeting, workshop. It is ideal for storing project reports or articles presentations. it can also be used as an object of communication to be offered during appointments with business card. When it's of good quality, this kind of support has a long communication "life" as it is sustainably exploited
Notepad				<p>- Outside Front: HBB4ALL logo, slogan and Contact & social network (May be printed with braille) Back: mini logo & contact communication Logo EC & CIP</p> <p>- Inside 25/30 pages</p>			Usefull +++ a useful and practical promotional gift to the contacts. On a desk, counter or in a meeting this allows to be ever closer to our targets and contacts
Promotional objects	Magnifying glass: clip reader, bookmark Magnifying glass: business card Magnifying glass: light with a pen			The printing content depends on the subject of communication and the event.			The promotional objects are used to convey messages by an original

Promotional objects	Magnifying glass: clip reader, bookmark	It can be just HBB4ALL logo and the slogan to explain the project subject.	<p>way, in order to make a good impression.</p> <p>As it is often useful object (pen, notebook, agenda, cup, USB), it is promoting, by repetition and retention of name and / or message of the advertiser, without provoking a weariness or a fretfulness at the message recipient.</p> <p>5 main reasons why people keep their promotional products: utility, durability, remember, the value of the object and universality (usable everywhere)</p>
	Magnifying glass: business card		
	Magnifying glass: light with a pen		
	Lanyard promotional classic		
	USB: -Bracelet -Customizable		
	Pen - Stylus and pen: ecologic cardboard		
	-Stickers with Braille, computer and typewriter		

Advisory Board Meeting #1

Thursday, 10th of July 2014, 2 pm - 6 pm

Paris 8 University – Bâtiment D, Room D 009

2, rue de la Liberté – F 93200 Saint-Denis, North Paris Region, France

10 th July 2014	Agenda
14:00 – 14:30	Welcome and presentation of the participants
14:30 – 16:00	Project overview (Coordinator) and General overview of the WP objectives and Work Plan (WP leaders).
16:00 – 16:15	Coffee Break*
16:15 – 17:45	Expected contributions from Advisory Board members Feedback on the project strategy from AB members (user tests, technical aspects, dissemination) Organisation of AB participation: definition of tasks and distribution of work
17:45 – 18:00	Conclusions – Wrap up
20:00	Diner**

(*) The host institution (HC) will bear the costs associated to the meeting organization, including coffee break

(**) Partners will bear their own costs associated to the corporate dinner, Advisors are our guests.

Side activities:

- [Conferences ICCHP](#)
[Media4D](#)

Check out [Hbb4All](#) updates!



Contact: holken@holkenconsultants.com

PARTICIPANTS (tbc)

Hbb4All Participants	Name	Role *	Signature
1 UAB	Dr Pilar Orero	PC, WPL, GA, SC	
	Dr Juan F. Sangüesa	PM	
	Anna Vilaró	ATT	
2 RBB	Bettina Heidkamp		
	Sven Glaser	PR	
	Jennifer Müller	PR	
3 IRT	Andreas Tai	WPL, GA, SC	
	Janina Renz	ATT	
	Michael Weitnauer	ATT	
	Ralf Neudel	ATT	
4 RTP	Mario Sequeira	PR	
5 TVC	Dr Daniel Giribet	GA, SC	
	Jordi Payo	ATT	
6 TXT	Gion Linder	GA, SC	
	Juan Martínez	ATT	
7 VSX	Volker Hahn	WPL, GA, SC	
	<i>To be confirmed</i>	ATT	
	<i>To be confirmed</i>	ATT	
8 VIC	Dr Arantza del Pozo	GA, SC	
	Igor García Olaizola	ATT	
	Mikel Zorrilla	ATT	
9 SCREEN	<i>Andrew Lambourne (tbc)</i>	GA, SC	

10 HC	Hadmut Holken	GA, SC	
	Nada El Haouaji	ATT	
11 PPG	<i>Ammar Hamilcar Tijani (tbc)</i>	GA, SC	
12 UPM	Prof. Jose Manuel Menéndez	WPL, GA, SC	
	Carlos Alberto Martín	ATT	

(*) PC: Project Coordinator, GA: General Assembly Member, SC: Steering Committee Member, WPL: Work Package Leader, PM: Project Manager, PR: Partner Representative, DM: Dissemination Manager, ATT: Attendant, PO: Project Officer

Advisors (tbc)

Advisory Board Participants	Name	Role *	Signature
AGE Platform Europe	Ophélie Durand	AD	
European Disability Forum	Mia Ahlgren	AD	
eAcces+	Klaus Miesenberger	AD	
EBU Technical	Frans de Jong	AD	
Digital Europe	Ulrike Haltrich	AD	
EHIMA (under way)	Marcel Vlaming	AD	Ok, but not available on 10/7; perhaps replaced by a representative
EIST	Jan Pedersen	AD	Ok, but not available. Launched a request within the board for his replacement
ETNO (under way)	Daniel Pataki or his representative	AD	
ETSI (under way)	Matthias Schneider and/or Mike Puke as members and/or an ETSI permanent	AD	

UNESCO (under way)	Irmagada Kasinskaite-Buddeberg		
ITU	Christoph Dosch	AD	
BBC/UK	Nigel Megitt	OBS	
Direccte/F	Etienne Kalalo	OBS	Letter of intention
AFPF/F	BRUNO DANIAULT	OBS	Letter of intention
EN APARTÉ/F	Laure Morisset, Frédéric Goran	OBS	Letter of intention

(*) AD: Advisor, who contributes actively, OBS: Observers, who may contribute actively.

Hbb4All Advisory Board represents selected European federations/unions with expertise in the field of accessibility and representing different (complementary) domains.

Advisors' contributions as specialists in their respective domains and as representatives of their respective communities will be of interest for the Hbb4all project.

Advisory Board meetings are foreseen once a year, with online exchanges in-between, when required for the project needs. We would expect to get advisors' feedback on Hbb4All reports, with regard to their expertise, and that they support the project on dissemination matters. It should not exceed 1 day per month maximum during the project time.

Once the Advisors established, we invite observers to join. Observers are individual companies, national public bodies, etc. who want to get informed and/or contribute actively in the project (permanently or punctually) to the project.

Hbb4All is a 50 % co-funded project (CIP) by the European Commission, and no funding is foreseen for the participation in the AB. However, in some rare cases, where needed, we may try to cover some travel expenses. We started from the idea that Advisors' participation may advance also their interests.

HBB



all

Connected TV Accessibility

From the Accessibility Vision into Market Reality

February 2014

HBB4ALL

(Hybrid Broadcast Broadband for All)

7 Keys to understand
the European co-funded project

1. A user-centered project

- **HBB4All** addresses **media accessibility for all citizens** in the connected TV environment.
- Builds on HbbTV (Hybrid Broadcast Broadband TV), a European standard increasingly adopted by European broadcasters.
 - Considers the production and service side;
 - Combines Broadcast and Broadband content plus interactive applications;
- One of the challenges for broadcasters in the coming years:
 - Delivery of multi-platform audiovisual content (anytime, anywhere, any device),
 - Making this content accessible for all.
- The elderly and people with various disabilities rely on:
 - Subtitles, audiodescription or sign language.
 - Customizing accessibility services through options for personal preferences is only one example of future possibilities
- Co-funded by the European Commission under the *Competitiveness and Innovation Framework Programme (CIP)*.
- Project running time: 3 years (December 2013 – December 2015).

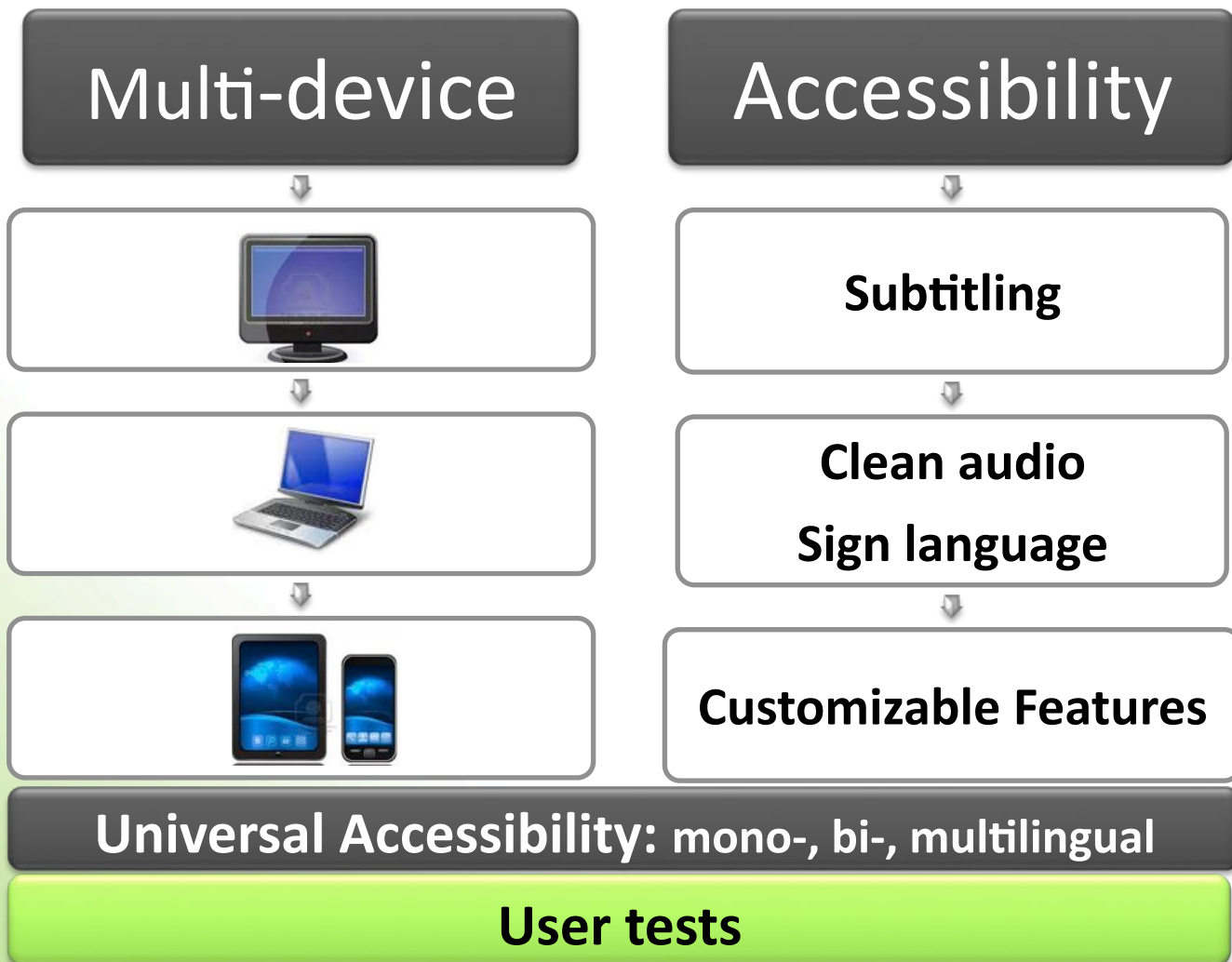
2. Main Objectives



- ➔ Advancing future-proof solutions for improved accessibility to media, both utilizing and supporting the successful uptake of HbbTV throughout Europe;
- ➔ Introducing and large scale user testing of such innovative services
 - ✓ in at least three European countries;
- ➔ Introducing and expert testing of novel workflows for the production of accessibility services at European broadcasters;
- ➔ Understanding interoperability in a multi-platform and multilingual environment to test easy solutions for media accessibility;
- ➔ Benchmarking quality of access services from a user-centric approach and promoting accessibility as an added value for education and social inclusion.

3. Methodology

- Test access services in various pilot implementations and user feedback gathering.

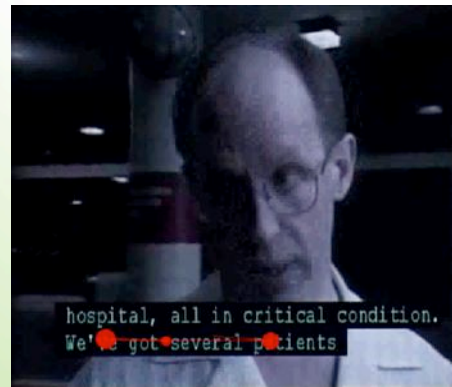
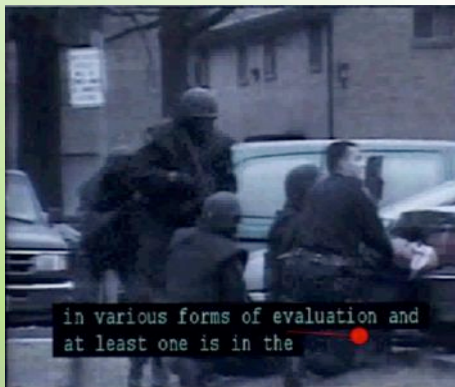


4. Target groups

- **HBB4ALL** addresses the needs of all citizens, but especially those users with sensorial impairments, the aged, and people with mild cognitive impairments such as dyslexia and aphasia for whom the services hitherto have not been sufficient. In addition it will also address:
 - ➔ Professionals in education and healthcare who assist citizens who come to terms with their impairments from the normal process of ageing, after accident or illness (also watching television) – key stakeholders who communicate with such individuals;
 - ➔ Bodies/associations representing persons with impairments;
 - ➔ Research groups working on the user experience of access services;
 - ➔ Bodies working directly on standardization and its implementation at global, regional and national levels: ISO, ITU, ETSI, EBU, DIN, OFCOM, AENOR, NorDig, DTG, etc.
 - ➔ Governments active in implementing media accessibility policies.

5. Four interlinked sub-pilots will be implemented

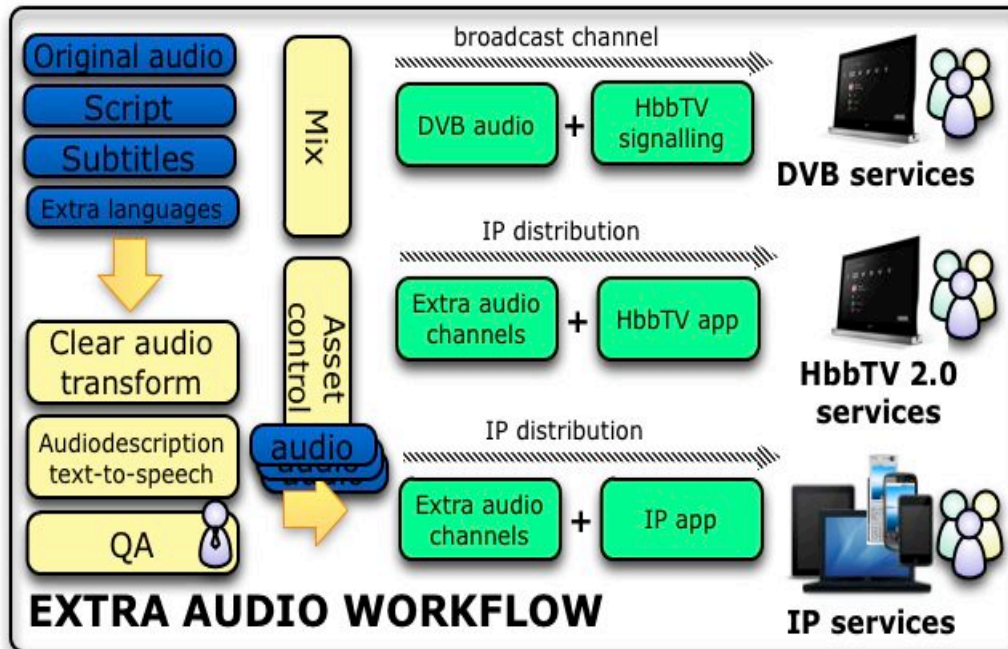
The legibility of subtitles
depends on issues
such as font, size, colour
and effects
like boxing and edging



● Pilot A: Multi-platform subtitle workflow chain

- ➔ Across Europe, broadcasters are working to provide subtitles on multiple platforms for individuals who are deaf and hard-of-hearing, or do not have sufficient language skills to understand the content without textual support either in the original or foreign languages
- ➔ **Main challenge:** provide subtitles tailored to the specific needs of the end-users in terms of channels, platforms and consumption requirements;
- ➔ Production and distribution strategy for the exchange of subtitles and their automatic re-purposing producing quality and impact-driven access services for multiple platforms.

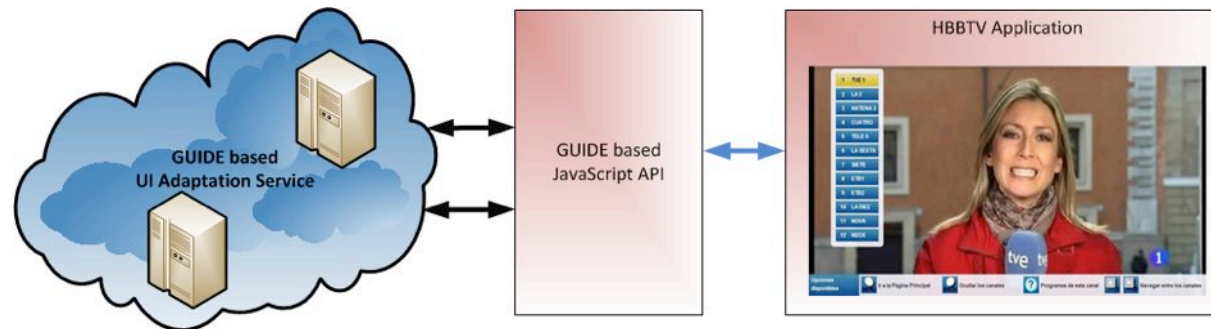
Four interlinked sub-pilots will be implemented



- **Pilot B: Alternative audio production and distribution**
 - ➔ Given EU citizen mobility, TV content is not only seen by nationals, but also by large communities living away from home.
 - ➔ There is also a need to broadcast the same content in different languages synchronically (e.g., Swiss TV or Brussels TV) but the content is not the same across languages.

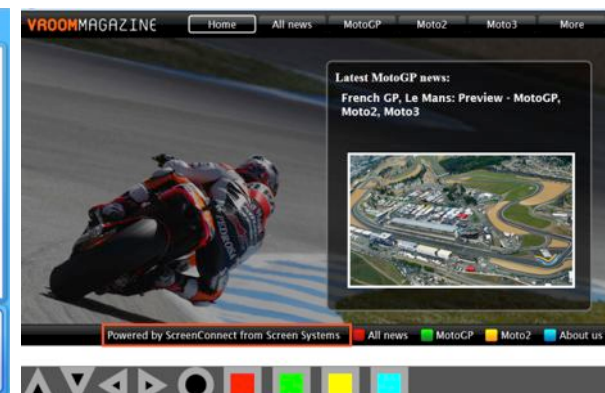
Four interlinked sub-pilots will be implemented

- **Pilot C: Automatic UI adaptation – accessible Smart TV applications**



- ➔ During the last years digital TV as a media platform has increasingly turned from a simple receiver and presenter of broadcast signals to an interactive and personalised media terminal with access to traditional broadcast as well as web-based services.
- ➔ The accessibility features of such a service will make use of the UI adaptation framework that was developed within the European project GUIDE (Gentle user interfaces for elderly people).

Targeted SmartTV services including accessibility features provided by UI adaptation service



Four interlinked sub-pilots will be implemented

Signing in Belgium



Signing in Portugal



- **Pilot D: Sign-language translation service**

- ➔ Visual signing for audiovisual media makes such content accessible to individuals whose mother tongue is a sign language and not an oral language.
- ➔ Users of sign language are often born deaf. In many European countries, constitutional and legal provisions assure the provision of sign language (estimated less than 1% of the population).
- ➔ Offering closed signing (where the viewer can choose to see or not to see the interpreter) requires much more bandwidth than closed subtitles or audiodescription. Signing is important not only for mainstream programming and TV programming specifically for the signing communities in Europe and elsewhere but also emergency alerts on TV.

6. Worldwide relevance

- Through standardization:
 - ➔ HbbTV is an ETSI standard,
 - ➔ It is linked to the DVB-system,
 - ➔ Can potentially be used in conjunction with any digital TV service:
 - ✓ DVB is widely used throughout all continents,
 - ✓ Completion from analogue-to-digital switch-over concerns all countries.
 - ➔ Publicising of standardization bodies such as the ITU and ISO on a world-wide level.
- Impact in close fields such as eHealth and eEducation
 - ➔ The results from the HBB4ALL project will have direct impact here.
- Promotion of the project results to raise awareness on:
 - ➔ the necessity of access and interaction services,
 - ➔ the technical solutions available with interoperability.

7. Expected outcome: from specific user needs to universal accessibility



- ➔ Elaborate pertinent guidelines of good practice, metrics, and recommendations.
- ➔ Promote project results for awareness creation on:
 - ✓ The necessity of access services
 - ✓ The technical solutions available.
- ➔ Results are expected to be of worldwide relevance
 - ✓ Through standardization bodies (such as ITU),
 - ✓ To be publicized on a world-wide level
- ➔ Address all relevant stakeholders and components of the value chain **to turn the accessibility vision into reality.**

- ➔ **Become a major platform/player**
 - ✓ in the e-Inclusion economy currently taking place,
 - ✓ fostering the future market take-up of accessibility services
 - ✓ satisfying the diverse interests of all societal groups.

The consortium: 12 European partners

2 Academic Institutions	 Universitat Autònoma de Barcelona  
4 Public Broadcasters	 RUNDFUNK BERLIN-BRANDENBURG  RADIOTELEVISÃO PORTUGUESA   TELEVISIÓ DE CATALUNYA
2 Research Institutes	   IK4 Research Alliance
4 SMEs	    Holken Consultants & Partners





Connected TV Accessibility



Connected TV Accessibility

2 Academic Institutions	  
4 Public Broadcasters	  
2 Research Institutes	 
4 SMEs	   



Article Fact Sheet – HBB4ALL website publications

Category: (Publication, Event, Information, Press, Advisory Board)

Sub category: (if there is to)

Title:

Subtitle:

Authors:

Date of publication:

Link:

Picture, video, photo, and logo: (with hyperlink or extension to be downloaded)

Keywords: (for SEO)

Article:

