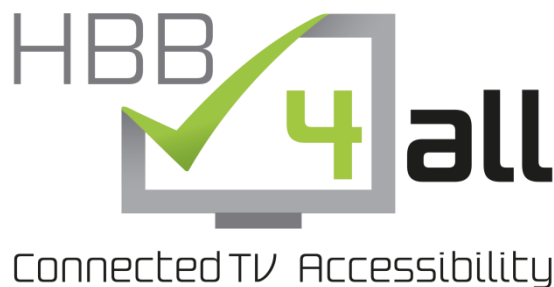


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D2.4.2 – Dissemination Activities and Advisory Board conclusions (M1-M12)

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www.hbb4all.eu

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Hybrid Broadcast Broadband for All

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Executive Summary

This document is a report on dissemination activities carried out by the project partners during the first year of the project. Dissemination covers the project cooperation with its Advisory Board, as well as external communication.

In the first year the main effort was dedicated to the set-up of:

- the project website at www.hbb4all.eu, accompanying accounts at LinkedIn and Twitter;
- promotional communication material,
- the Advisory Board,
- the dissemination barometer for monitoring and follow-up of the project's dissemination activities (events, publications, etc.).

Among 46 activities/events, project partners have made presentations in 31 national and international symposiums and conferences. Deliverables and presentations (if possible) will be made available from the project website. In addition to that, 3 papers and articles and 1 book have been released in international publications.

In respect to standards HBB4ALL was actively involved in 3 working groups (EBU, ITU, Aenor).

Furthermore, the plan for dissemination activities of the project has been described (D2.4.1, May 2014) and an online tool has been made available for all partners to allow centralised collection and review of all dissemination activities (October 2014).

1. Introduction

This document summarises the dissemination and standardisation activities of the project in the first 12 months and gives an outlook on the respective activities for the next project year.

The document lists the activities and provides pointers to further documentation (e.g. publications, slides, etc.). It refers to all HBB4ALL related dissemination activities achieved since the beginning of the project running time. Dissemination activities are and will be based on the dissemination barometer, built after the dissemination plan had been delivered (end of May) to the European Commission, and in consultation with the project partners.

This document provides comprehensive information of achieved dissemination activities and Advisory Board conclusions. The report explains in detail all chosen dissemination tools, procedures and actions, e.g. the project website, promotional material and the Project Advisory Board. An illustration of realized dissemination activities is included.

In the following section (3), we explain the dissemination barometer, which is the basic assessment strategy and tool for dissemination activities, as it introduces performance measures and success criteria. All dissemination activities are listed and comprehensively described from website and social media to promotional material like flyers, posters, social networks, press releases, events and related activities. This part illustrates realized dissemination activities/results. Particular attention is put on Advisory Board (AB) conclusions (4). The document closes with a conclusion (5) and dresses next steps (6).

2. Dissemination

2.1. Barometer: foster dissemination habits among partners and monitoring

As all the partners of the project are required to disseminate information at their own regional level and in their own language, we set up a “dissemination barometer” as outlined in the project’s dissemination plan (D2.4.1). It has been developed in consultancy with the partners to ensure all perspectives are taken into account.

The barometer supports all partners in their dissemination activities. It has been developed during the summer period and submitted to the partners as an Excel sheet early September. After iterations and discussions, a simplified version has been made available by mid-October as online working tool to collect the information on a monthly basis (rather than on a quarterly one initially foreseen). Basically, this barometer is designed to:

- Collect and centralise the information of achievements from all partners during a monthly period,
- allow them to share upcoming events and dissemination activities,
- give ideas and feedback on dissemination issues and suggest events to attend.

The barometer allows collecting mainly five basic dissemination data from the partners:

- **Events calendar**, which allows to be informed of up-coming events and get feedback from passed events (including accepted paper submissions, the number of used promotional material (such as leaflets / posters / kakemonos / totems / logos and any other such material). This sheet aims at a)

tracking various-coming events of interest for HBB4ALL and the partners and b) at reporting the presentation of the project in those events.

- **Press and other external releases:** follow-up of external publication/information releases and content collection of the partners' contributions for external communication (on partners or advisors or third parties websites).
- **Social timeline,** collecting texts used by partners for general use and facilitate the relay of information; for example conferences, website publications, articles, project presentation, Advisory Board (AB) actions, etc. (HBB4ALL or other events speaking about the project).
- **Event Publication,** follow-up and grouping all public documents: academic or other public articles.
- A **standardization** page is to be developed and needs to be discussed between the partners.

The dissemination barometer will monitor the HBB4ALL dissemination activities and allow converting their content into dissemination reports. This barometer is a basic information collection tool that gathers online all relevant actions from each partner to feed website, social media, and newsletter and nourish deliverables with updates. It is represented in the following scheme:

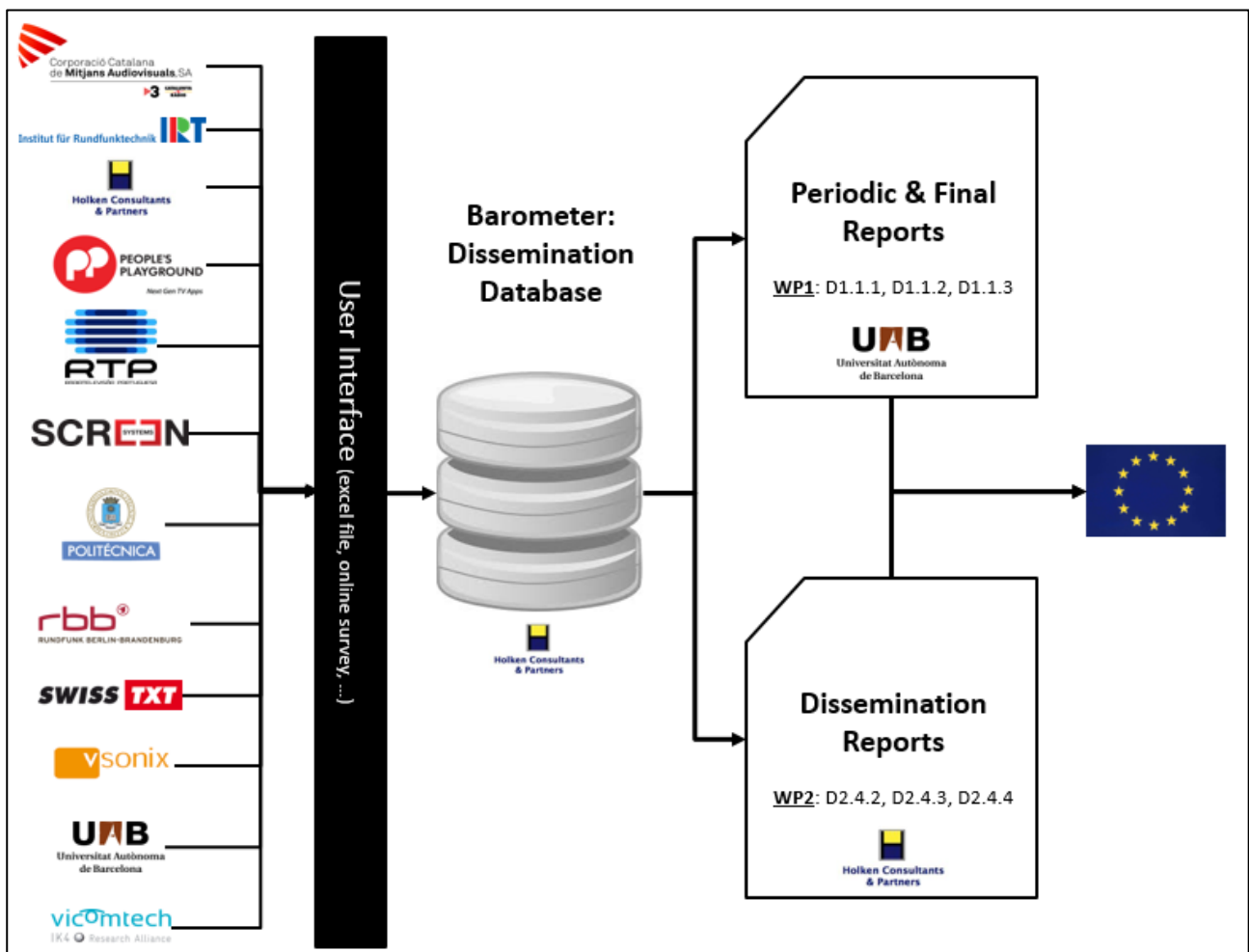


Figure 1. Inputs and outputs of the dissemination barometer.

2.2. Major dissemination activities

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 major communication and support actions such 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.

2.2.1. *Web and public promotion material*

First has been created the visual identity of HBB4ALL, www.hbb4all.eu. The consortium has defined the HBB4ALL logo, which represented the first step to create a corporate identity for all design elements and dissemination materials. This makes the project easier to be recognized in presentations websites.

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

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

Furthermore, the consortium has created **promotional materials** (newsletter, posters and banners for conferences) and distributed them among the partners to support their activities. Those materials are aimed at targeting policy makers, scientists, research and relevant business communities.

2.2.1.1. **HBB4ALL website: accessible and responsive**

The HBB4ALL website www.hbb4all.eu serves as the primary source of information for the public. It provides extensive information about the project HBB4ALL such as the idea behind this project (methodology, pilots, target outcomes) and other sections.

To be in line with the accessibility topic of the project, the website is designed to be very accessible.

It provides information about the consortium, contact details linked to partner's website, each partner's description and their roles within this project.

The scientific (and other) publications and presentations, and the public deliverables generated from the project are presented at this website and are updated regularly.

The partners' section presents the partners and the Advisory Board.

Publications and events sections serve to inform on the public upcoming presentations, conferences, events, where HBB4ALL has been involved or will participate in the future.

The Media Library documents visually HBB4ALL participation in events.

Including social media widgets such as Twitter and LinkedIn on the HBB4ALL website aims to broaden the audience and centralise social media information within the site. The Twitter widget has been integrated into the website displaying the timeline of the official HBB4ALL Twitter account. This interactive section of the website allows the visitors to interact, give their opinion and their potential interest on the project topics area. This also offers visitors the possibility to comment on the news to increase the exchange of information in relation to the research articles and news.

A contact form has been set up in order to contact the project coordination and dissemination via info@hbb4all.eu, and to send questions or requests. Figure 2, below, shows a screenshot of the HBB4ALL website which contains the main sections:

- HBB4ALL
- About the project
- The partners
- Events
- Press
- Media Library
- Contact

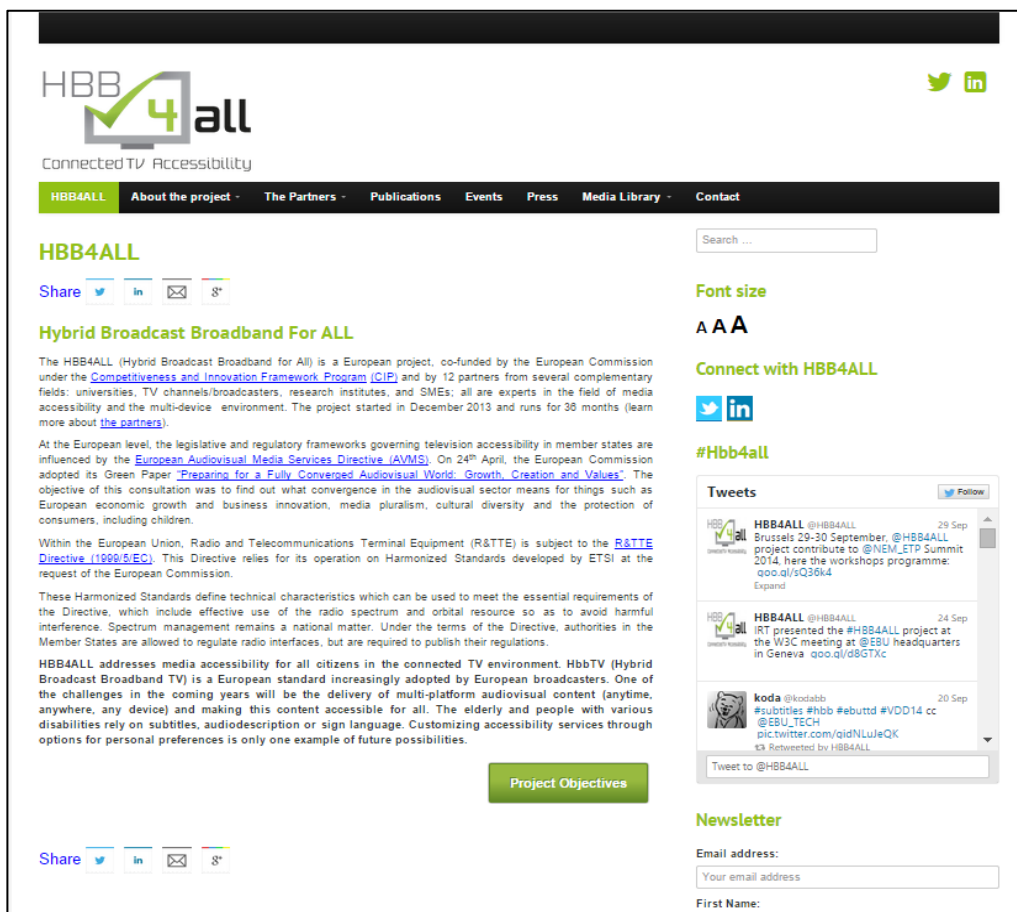


Figure 2. HBB4ALL website: home page.

The realization of the website was based on precise specifications approved by all partners. As a basis, HC has drawn up, by February 2014, an internal document involving:

- Technical Specifications,
- Functional design and Style guidelines,

- Terms of Use

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

HBB4ALL website Home page: PC	HBB4ALL website home page: Mobile

Table 1. HBB4ALL responsive website.

Accessibility Features	Examples

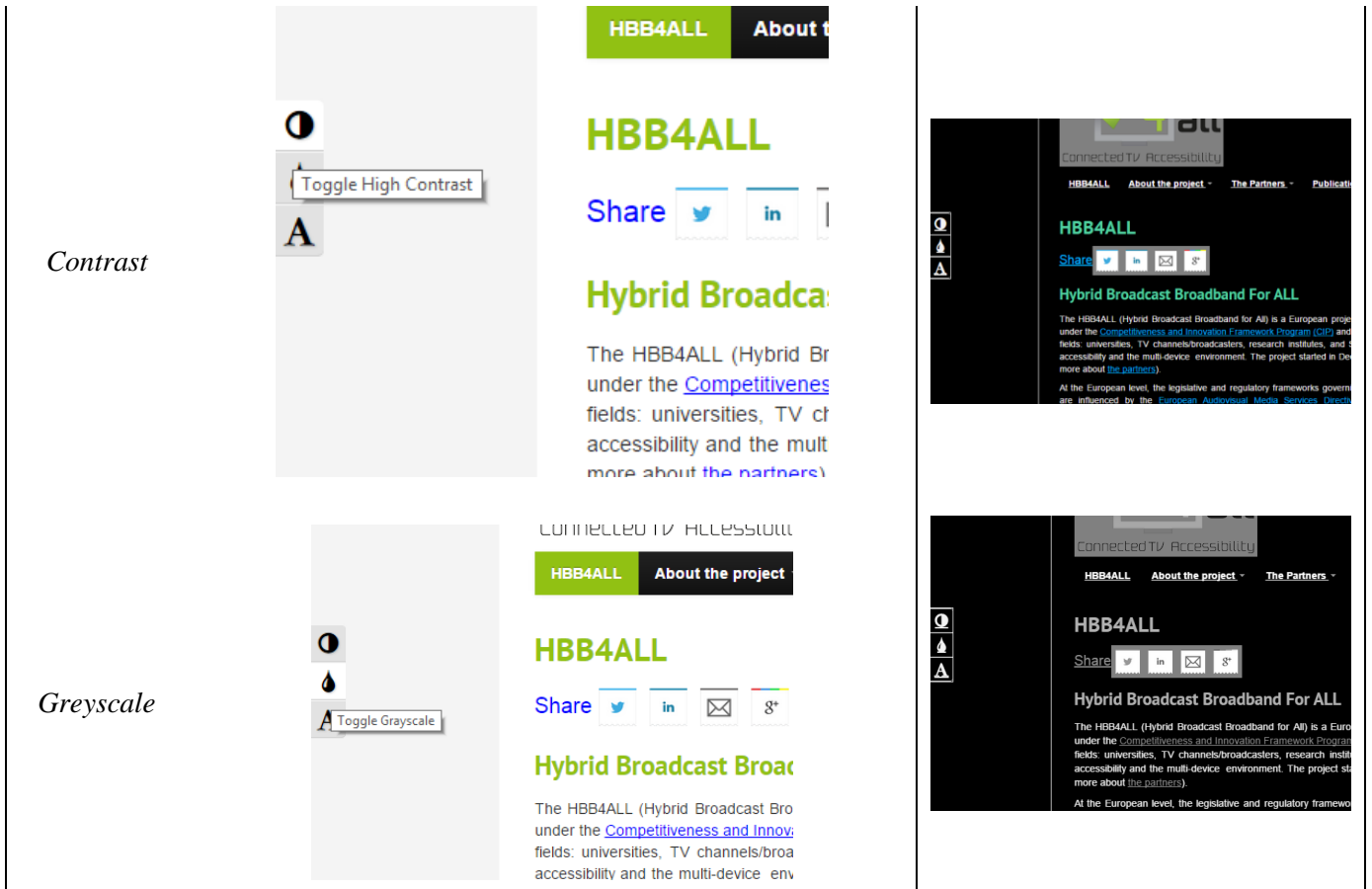


Table 2. Website accessibility features.

2.2.1.2. Website traffic

The number of impressions, visitors and users of the HBB4ALL website are indicative figures of usage behaviour. To illustrate the attendance and traffic figures of the website, we rely on the period between March and October 2014. Beyond the factual observation, these figures will allow to continuously monitor the results of any improvement actions or content updates on the website by examining impact on site traffic.

This table shows that the project generates an average number of 181 visitors every month since the launch of the website. New visitors account for 60% of the overall traffic, whereas half of them come back regularly to the site, which shows an ongoing interest in the content.

	Traffic March - October 2014				
	Impressions	Visitors	Visitors/Month	Users	Pages views
Total	16 398	1 444	181	1 010	3 648



Figure 3. Website Traffic

The projected success criteria outlined in the dissemination plan projected 200 to 300 visitors on the website per trimester. With 181 visitors per month, which leads to 543 visitors every three month period, **this objective has been achieved.**

To strengthen the HBB4ALL website traffic in the future, it is essential to identify the main sources and origins of its visitors, in order to adjust the communication campaign and organise specific targeted actions if needed. The main channels of traffic between March and October 2014 are as follows:

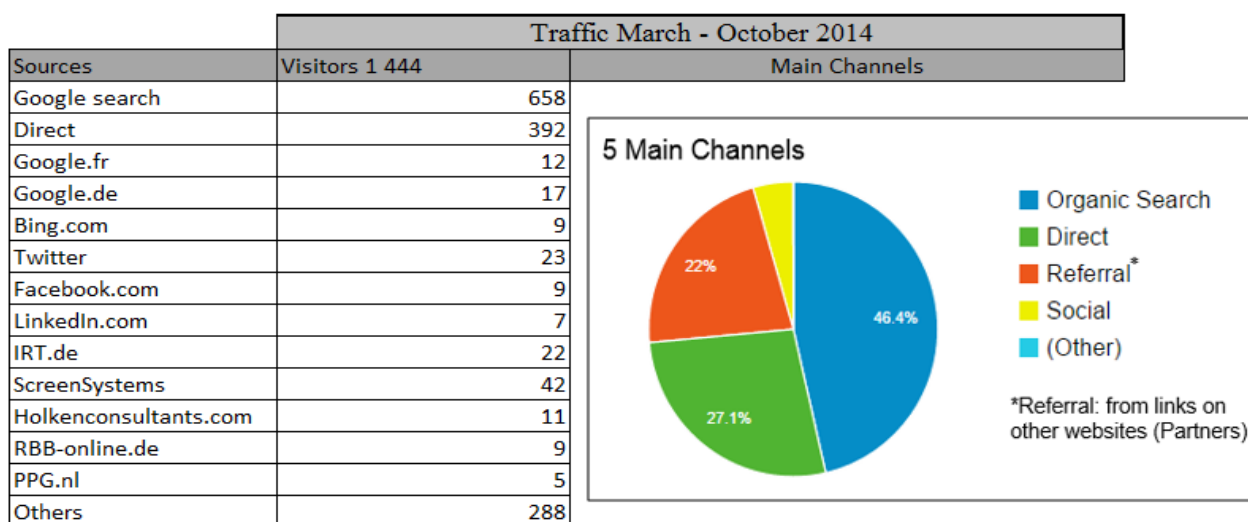


Figure 4. Traffic from main channels

The table shows that the traffic is mainly generated by Google organic search (687 visitors), HC ranked HBB4ALL in the most active and visited directories, search engines optimization (SEO), as well as specialized ranking platforms. The ongoing SEO development continues increasing visitors and page impressions. The Direct entries (27%), following the SEO (46%), come probably from users who know the website/project or who participated in dissemination events where the project was presented or discussed.

During this period, the figures show that the live keyword search (as: hbb4all, accessibility, media access, connected tv, digital society, HbbTV, social innovation, smart tv, etc.) and direct search behave well. On the other hand, LinkedIn, Twitter and partner sites do not yet attract much traffic. However, the growth of our presence on the LinkedIn network is expected to improve through the communication and announcements of project relevant information (news on user trials for example), and also from the fact that partners are requested to link their respective websites or platforms with the HBB4ALL website.

A link to the HBB4ALL website has been published on those partners' websites:

Partner	Link(s)
UAB TransMedia Catalonia's research group website included HBB4ALL in the list of Current research projects with a link to HBB4ALL website	http://grupsderecerca.uab.cat/transmedia/content/projects
RBB RBB's company's website published the HBB4ALL website link, including a description of the project's objectives and	http://www.rbb-online.de/unternehmen/der_rbb/profil/zukunft/hbb4all--2014-2017-.html

activities, in German

IRT	IRT's company's website published the HBB4ALL website link, including a brief description of the project's goals and activities, both in English and German	http://www.irt.de/en/research/digital-television.html#c4223 http://www.irt.de/de/forschung/digitales-fernsehen.html#c4224
VSX	IRT's company's website published the HBB4ALL website link	http://www.vsonix.com/unternehmen-eu
VIC	Vicomtech's company's website published the HBB4ALL website link With a link to a new inside the web page:	http://www.vicomtech.org/en (left-down on the page) http://www.vicomtech.org/en/n194/communicacion-news-vicomtech-ik4-is-a-research-partner-in-hbb4all-an-important-european-project-for-media-accessibility-in-the-connected-tv-environment
SCREEN	SCREEN'S company's have a rolling banner that links to HBB4ALL website.	http://www.screensystems.tv/
HC	HC's company's website published the HBB4ALL website link, including a presentation of the project's objectives, activities and consortium; in English and French.	http://holkenconsultants.wix.com/home#!hbb4all/cyjs http://holkenconsultants.wix.com/home#!hbb4all-english/c1qs8
PPG	HC's company's website published the HBB4ALL website link in their partners section.	http://peoplesplayground.nl/#partners
UPM	G@TV-UPM website published the HBB4ALL official press release, including the website link.	http://www.gatv.ssr.upm.es/images/stories/pr_hbb4all_25_02_2014.pdf

Table 3. Partners' links to the HBB4ALL website.

2.2.2. Social media channels and Web showcase of HBB4ALL

2.2.2.1. Twitter Profile

- a. HBB4ALL twitter profile: <https://twitter.com/HBB4ALL>

Naturally, the twitter account integrates the visual and graphic identity of the project:



Figure 5. HBB4ALL Twitter profile

The Twitter profile is embedded in the HBB4ALL website to display the Twitter news and retweet timeline:



Figure 6. Twitter on HBB4ALL website.

b. Twitter traffic

The twitter account has 74 followers and HBB4ALL follows 34 accounts with similar interests. As an active European project, HBB4ALL is attracting international interest:

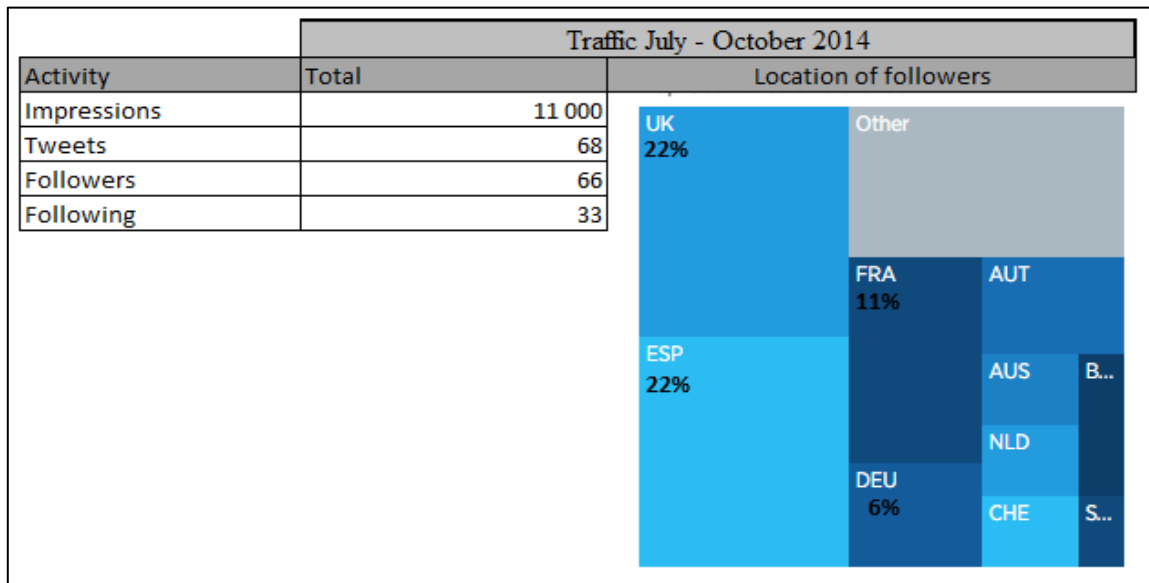


Figure 7. Twitter traffic.

The Twitter communication strategy focuses exclusively on HBB4ALL events and general information about the project. The traffic on the twitter profile shows a constant increase from March to September 2014:

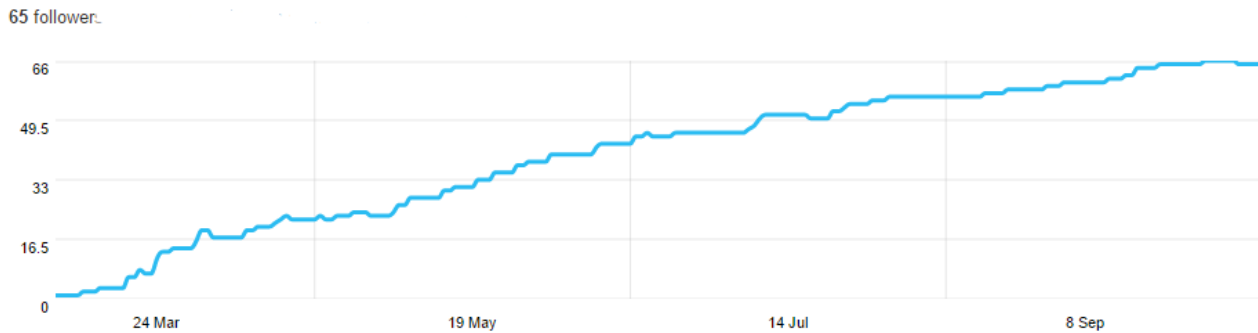


Figure 8. Graph of follower evolution of the HBB4ALL Twitter account.

2.2.2.2. LinkedIn Profile

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

The project is available on the professional network LinkedIn.

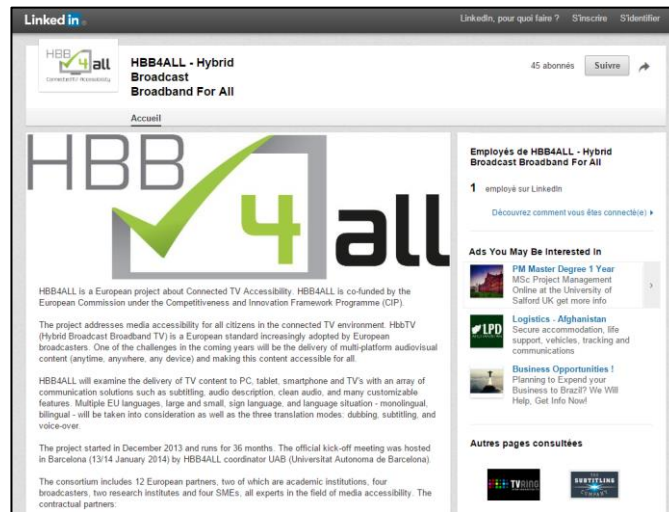


Figure 9. HBB4ALL LinkedIn profile.

b. LinkedIn Traffic

The traffic on the LinkedIn profile is somewhat constant. The reason is the specificity of the project area: accessibility and connected TV. Despite few followers, the HBB4ALL LinkedIn account is already placed second among the other companies that deal with similar topics:

		Traffic July - October 2014	
Activity	Total	How to Compare	
Impressions	1 027		
Followers	45	Total Followers	
Posts	12		
Clics	22		
			The Subtitling Company 129
			HBB4ALL - Hybrid Broadcast Broadband For All 45
			TV Ring 44
			Crossway Media Solutions 26
			EZVOD 6

Figure 10. LinkedIn traffic.

2.2.2.3. Web showcase

The project consortium intends to develop a web showcase as soon as user trials/deployments will be under way. The web showcase will be a MOOC (online learning course) on media accessibility, which will also act as service pilot for WP3 and WP5. The objective of the MOOC will be to explain the goals of the project and to give interested parties an overview on the actual state of the art in media accessibility as well how to use actual technologies in existing and upcoming services on TVs, mobile devices and PCs.

2.2.3. Promotional materials

To enhance the visual identity of the HBB4ALL project, HC coordinated, in consultancy with the partners, the creation of several promotional media physical tools: Poster, Leaflet, Kakemono and Totem. These communication tools are designed to accompany the project partners as project representatives in their presentations to set the brand "HBB4ALL" and considered as such to be present in all the upcoming events. The print version for the poster, kakemono and the leaflets are available since end of June 2014 for all partners, the totem since early October 2014.

In the following these four tools are presented.

2.2.3.1. HBB4ALL Poster

The poster is aimed at creating visibility and interest to many contacts, and giving strong pertinent and relevant messages through keywords. The HBB4ALL poster was already printed (in 8 examples). Six of them were presented in several events (like: ICCHP 2014 conference, IARIA: MOBILITY 2014 conference or, APACT conference about lodgement and accessibility) by HC. For the Language & Media event RBB printed two posters for the stand decoration.



Figure 11. HBB4ALL Poster.

2.2.3.2. HBB4ALL Leaflet

Consortium partners consider the leaflet as relevant promotional material. Therefore a dedicated project flyer has been created, which presents the project in 4 targeted and focused points:

- Overall summary of the project

- HBB4ALL objectives
- HBB4ALL targets
- HBB4ALL Pilots

The leaflet refers also to the website and contact information for more details about the project.

The leaflet can be used at various events to present the project, or like a business card to keep in touch with the targeted contacts. It is available for all partners in the internal sharing platform Nebula.



Figure 12. Leaflet: Page front & back



Figure 13. Leaflet: Page inside left & right

The leaflet was printed and distributed by ScreenSystems during the IBC 2014 exhibition:



Figure 14. Leaflet printed

The leaflet was also used for communication at other events, e.g., by IRT at the 28th Tonmeistertagung (English: “convention of sound engineers”), 20-23 November 2014, Köln, Germany, during the exhibition.

RBB printed the Hbb4all leaflet for the IFA 2014 (around 100 peaces) and for the Language & Media (around 150 peaces).

2.2.3.3. HBB4ALL Kakemono

The kakemono is a communication/marketing system for displaying on stretched canvas print, adapted to each event as needed. It has several functions, but all have the ultimate objective to promote the image/brand of HBB4ALL. The main advantages of kakemonos are:

- Recreating a branding universe for the event, in a different environment: street, meeting hall, showrooms, conference hall.
- 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.

A further advantage is that this communication system is mobile and allows a regular change of the visuals displayed.

HC has already printed the Kakemono and used it for example at the ICCHP and Media4D conferences, during the advisory board meeting, at the international IARIA Mobility conference (July 2014) and a (French) national conference about lodgement and accessibility (October 2014).



Figure 15. HBB4ALL Kakemono at left & right sides.

2.2.3.4. HBB4ALL Totem

The totem is an excellent material for the external communication: exhibition, conference, big events, etc.). It shows a powerful message through the form, the image to be created, logo and text. Other advantages emerge:

- Space saving, ease of adaptation, (shape, length, color ...);
- Message easily visible, dynamic, modern and efficient;
- Excellent tool for wide communication and guide visitors to indicate the presence of a company or to publicize the emblem of the event.

The Totem has been made available for all partners since October 2014 and has not been printed so far though it is ready should any dissemination event require it. The design was adapted to allow the partners to modify it according to the particular event and their possible individual needs:



Figure 16. HBB4ALL Totem.

2.2.4. Communication tools for corporate identity

For the communication matters and project presentation possibilities, HC has created two general presentations of the project in PPT and PDF formats, one for the partners and the second for the advisory board members. HC has also drafted 4 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 harmonized templates:

- HBB4ALL core presentation: for public presentations and meetings concerning the project (PPT and PDF format);
- HBB4ALL presentation for the advisory board members dissemination actions;
- HBB4ALL PPT template: a PPT template in accordance with the HBB4ALL style and guidelines, to harmonize the partners presentations;
- HBB4ALL PPT poster template: for the academic use like presentations, workshops, etc.
- Word template: 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 own needs and use them in its own language. The templates have been used in all the presentations by the project partners and ensure a common visual framework is used at all times.

2.2.5. Communication Platforms

2.2.5.1. Nebula and Group Camp

In order to ease internal project communication, two internal web-based collaborative platforms have been deployed by UAB in April 2014 and have been operational since the beginning of May 2014.

GroupCamp was suggested by partners as a tool for project monitoring, schedule and repository of final versions of documents should the need arise and should the different project management tools of each partner prove insufficient. Nebula (Alfresco) has been selected as the platform for daily collaborative work on documents. Specific WP folders and subfolders have been made available within the Nebula platform, among which those several have been created specifically for dissemination matters.

This aspect will be dealt with in more detail in Deliverable 2.2.2.

2.2.5.2. Barometer, the monitoring of ongoing dissemination activities

As the aforementioned Working Platform Nebula is not really suitable for frequent online updating, it has been decided to put the Dissemination Barometer, which is the real time monitoring tool for HBB4ALL dissemination activities, on the freely available Google Drive platform. Through this tool, each partner is expected to keep a record of its dissemination activities related to HBB4ALL and to relate the information continuously.

2.2.6. Major classical dissemination tools

The following sections reflect achieved activities - press releases, newsletters and short interviews.

2.2.6.1. Press Releases

The HBB4ALL consortium has launched national as well as international press releases. HC supported 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 project.

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

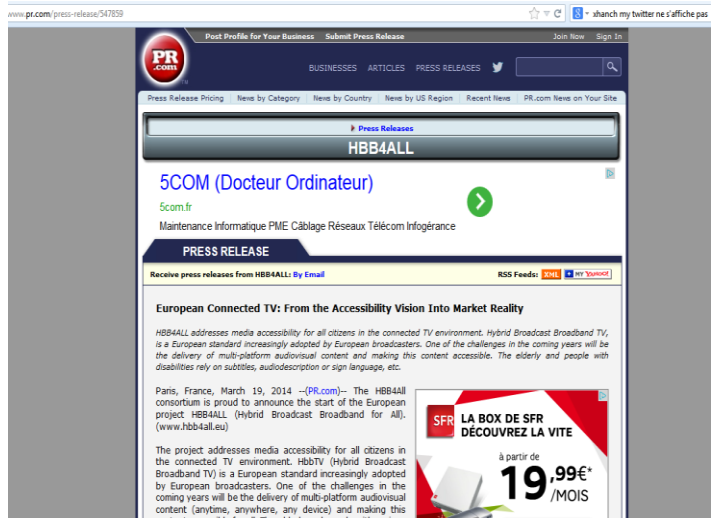
For this purpose, HC has created 9 international/European press release accounts. They were selected for their free access, seriousness, international publication, references (ITU, ISO, etc.).

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

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

PR free

<http://www.pr.com/press-release/547859>



www.pr.com/press-release/547859

Post Profile for Your Business Submit Press Release Join Now Sign In

BUSINESSES ARTICLES PRESS RELEASES

Press Release Pricing News by Category News by Country News by US Region Recent News PR.com News on Your Site

Press Releases

HBB4ALL

5COM (Docteur Ordinateur)

5com.fr

Maintenance Informatique PME Câblage Réseaux Télécom Infogérance

PRESS RELEASE

Receive press releases from HBB4ALL: By Email RSS Feeds: [RSS] [my Yahoo!]

European Connected TV: From the Accessibility Vision Into Market Reality

HBB4ALL addresses media accessibility for all citizens in the connected TV environment. 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 and making this content accessible. The elderly and people with disabilities rely on subtitles, audiodescription or sign language, etc.

Paris, France, March 19, 2014 --[PR.com]-- The HBB4ALL consortium is proud to announce the start of the European project HBB4ALL (Hybrid Broadcast Broadband for All). (www.hbb4all.eu)

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

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24/7 Press Release

<http://www.24-7pressrelease.com/press-release-service/380462>



www.24-7pressrelease.com/press-release-service/380462

24-7pressrelease

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Video Releases Pricing & Distribution Plans Today's News News by Category News by Date Business Directory

All Press Releases for March 19, 2014

European Connected TV: From the Accessibility Vision into Market Reality

"HBB4ALL addresses media accessibility for all citizens in the connected TV environment. The project will examine the delivery of TV content to multiplatform devices with an array of communication solutions to make content accessible."

Composants Electroniques
radiospares-frs-online.com

composant électronique, électrique automatisme, test et mesure...

PARIS, FRANCE, March 19, 2014 (PressRelease) - The HBB4ALL consortium is proud to announce the start of the European project HBB4ALL (Hybrid Broadcast Broadband for All) - <http://www.hbb4all.eu/> -

The project addresses media accessibility for all citizens in the connected TV environment. HbbTV (Hybrid Broadcast Broadband TV) is a European

Promouvez votre site

Contact Information:
Hedmut Holken
Holken Consultants & Partners
Paris
France
Voice: 0145202039
E-Mail: info@hbb4all.eu

Disclaimer:
If you have any questions regarding

IT Online

News <http://www.itnewsonline.com/news/European-Connected-TV:-From-the-Accessibility-Vision-Into-Market-Reality/32486/8/3>



www.itnewsonline.com/news/European-Connected-TV:-From-the-Accessibility-Vision-Into-Market-Reality/32486/8/3

IT News Online

Search News Select Select Archive Crawler Mar Select Select

Google play A Essayer maintenant Toute la musique en illimité par Google Voir les conditions applicables

Personal Hardware Software Gaming Internet Telecom

European Connected TV: From the Accessibility Vision Into Market Reality

PR.com
2014-03-19

Paris, France, March 19, 2014 --[PR.com]-- The HBB4ALL consortium is proud to announce the start of the European project HBB4ALL (Hybrid Broadcast Broadband for All). (www.hbb4all.eu)

YOGA TABLET
3 MODES JUSQU'À 18 HEURES D'AUTONOMIE!

EN SAVOIR PLUS

reputer

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;

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.

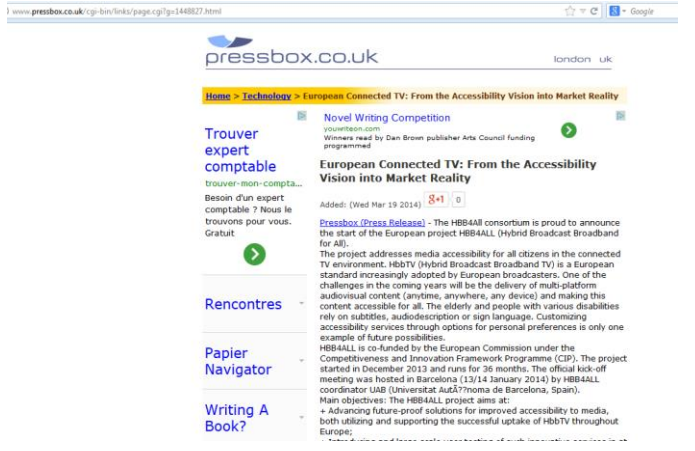

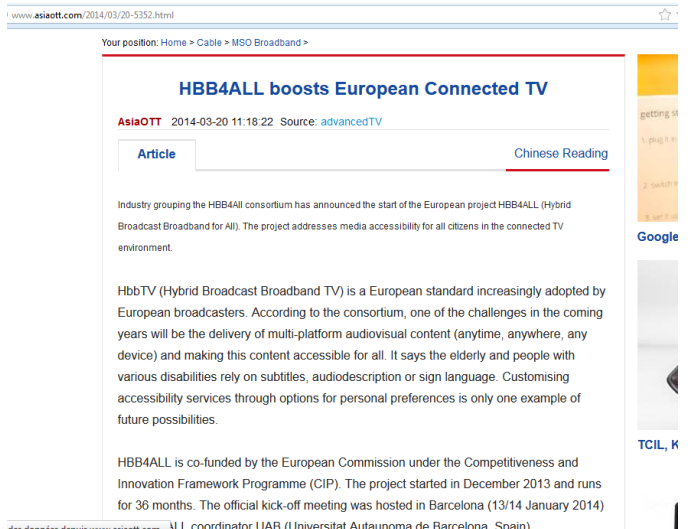
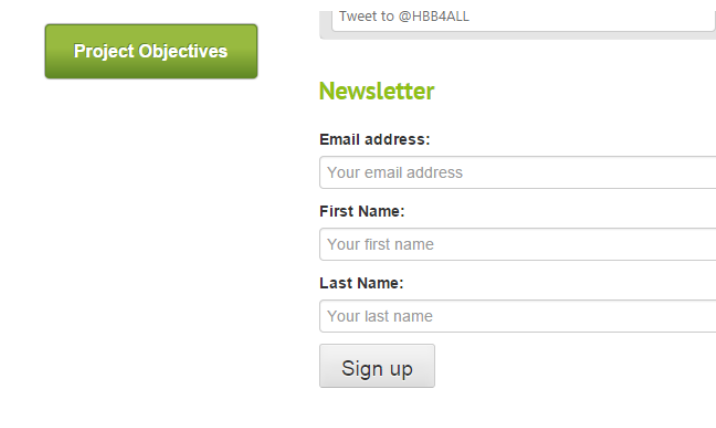
<p><i>Pressbox</i></p> <p>http://www.pressbox.co.uk/cgi-bin/links/page.cgi?g=1448827.html</p>	
<p><i>Advanced-TV</i></p> <p>http://advanced-television.com/2014/03/19/hbb4all-touts-european-connected-tv/</p>	
<p><i>Asiaott</i></p> <p>http://www.asiaott.com/2014/03/20-5352.html</p>	

Table 4. HBB4ALL press releases by website.

2.2.6.2. 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 the sending of a free newsletter with a personalized account to up to 2000 contacts per month.

For this reason HC created the HBB4ALL newsletters account on MailChimp and allowed registration for it via the HBB4ALL website:



The screenshot shows a web form for newsletter registration. At the top left is a green button labeled 'Project Objectives'. To its right is a 'Tweet to @HBB4ALL' button. Below these is the heading 'Newsletter'. The form contains three input fields: 'Email address:' with the placeholder 'Your email address', 'First Name:' with the placeholder 'Your first name', and 'Last Name:' with the placeholder 'Your last name'. At the bottom of the form is a 'Sign up' button.

Figure 17. Newsletter account on HBB4ALL website.

For now, the HBB4ALL newsletter counts 24 subscribers, who form the subscriber database of the project. Each of these subscribers asked to receive the Hbb4All newsletter via the Hbb4All website. To inform them with the Hbb4All newsletter, we use as tool the MailChimp database.

The MailChimp database is protected by the European Directive for the protection of personal data and is U.S.-E.U. and U.S.-Swiss Safe Harbor Framework certified. This means that email addresses are only stored in the MailChimp system (which is compliant with the aforementioned privacy certifications), which implies that the project partners do not store any personal mailing list data. The terms of use posted on the website mention the HBB4ALL data policy. The subscribers come from voluntary subscriptions via the website and possibly from partners' contact databases, who inform their contacts of the existence of the Hbb4All newsletter and possible subscription. Some partners may wish to send the newsletter directly to their contacts and/or translate its content into national language.

The constitution of the main contact database for the newsletter is under way. The consortium is very concerned about data protection and the European Law, which will be respected for the establishment and usage of the final contact database, which has the exclusive objective to inform and disseminate HBB4ALL activities and results.

To be in line with the partners concern about the database, HC proposed an email model to invite their own contacts to join the HBB4ALL contact database. The email was drafted as follows:

"Subject: Invitation to join the HBB4ALL project newsletter.

(PARTNER) is a partner of a European project named HBB4ALL: Hybrid Broadcast Broadband for all. This project concerns the accessibility of media, especially Connected TV.

For more information, please visit the project website: www.hbb4all.eu

As you may be potentially interested in accessibility and connected TV, (PARTNER) invites you to join the HBB4ALL database dedicated exclusively to communication, non-profit-making, and dissemination of information about the HBB4ALL project.

(PARTNER) bring to your attention that your personal data will be subject to the same protection policy observed for the treatment of our initial database.

If you want to refuse our invitation please click on “Decline” (Decline button)

(WE CAN ALSO GIVE THEM 2 CHOICES “ACCEPT” or “DECLINE”)

Of course, the email model is expected to be translated into the language of the concerned partner. Feedback is expected soon.

a. First HBB4ALL newsletter

In the meantime, on behalf of the consortium, HC has already sent the first HBB4ALL newsletter. For the newsletter design/format, we chose a simple template with short and targeted information, concentrated into 4 blocks:

- A central piece of information: the HBB4ALL project and the website;
- Two secondary bits of information: details on the consortium and the advisory board members;
- The announcement of important coming events;
- HBB4ALL Social Media details.

This configuration can and is expected to change according to specific communication needs.

The MailChimp platform allows delivery of a newsletter optimized for both desktop, tablets and for mobile usage, as shown in the following figures:

Newsletter on desktop	Newsletter on Mobile
 <p>The desktop version of the newsletter features a large HBB4all logo at the top, followed by the text 'Connected TV Accessibility'. Below this is a section titled 'Hybrid Broadcast Broadband for All' with a brief description of the project. A central graphic displays logos for 12 European partners and the HBB4all Advisory Board. The bottom section includes social media links, a 'Read more' link, and a copyright notice.</p>	 <p>The mobile version of the newsletter is shown on a smartphone screen. It displays the HBB4all logo and the text 'Connected TV Accessibility'. The 'Hybrid Broadcast Broadband for All' section is visible, but the partner logos and bottom section are partially cut off due to the screen size.</p>

Table 5. HBB4ALL newsletter.

b. Newsletter stats

Regarding the stats from the newsletter, although the database contains few subscribers for the time being, it has generated high interest from the subscribers, as more than half of them opened the e-mail and 46 % from them were interested and reviewed the newsletter content:






Report Stats Newsletter		
Activity	Total / Rates	Top Locations by Opens
Subscribers	24	
Open	54,2%	 Sweden 46
Total opens	69	
Total click	13	 France 8
Clicks per unique opens	46,2%	
		 USA 7
		 Germany 2
		 United Kingdom 2

Figure 18. HBB4ALL newsletter stats.

2.2.6.3. Videos of interviews

Under the Media4d Think Tank events, HC produced some videos with people who communicate about the HBB4ALL project and media accessibility. All relevant videos will be published on the media library of the HBB4ALL website.



Figure 19. J.M MENENDEZ (left) and M. AHLGREN (right) interviews at MEDIA4D Think Tank & ICCHP2014 conference.

2.2.7. Events and publications

2.2.7.1. Events

The HBB4ALL consortium partners participated in 46 events during 2014, listed below:

Nº	Event(s)	Date	Location	Authors	Partner	Category	Title*
1	HBB-NEXT Final Workshop	27. January 2014	Munich, Germany	Bettina Heidkamp	RBB	Presentation	Presentation of HBB4ALL

2	Learntec 2014	04.- 06.Februar y 2014	Karlsruhe, Germany	Volker Hahn	VSX	Exhibition	MOOC applications- future challenges
3	EBU: Production technology Seminar (session EBU in practice)	28 - 30 January 2014	Geneva; Italy	Andreas Tai	IRT with BBC	Presentation	EBU-TT in Practice
4	BVE Broadcast Video Expo: The essential broadcast and production technology event	25 - 27 February 2014	London, UK	John Birch	SCREE N	Exhibition	—
5	Internal RBB Kick-off Meeting of Hbb4All at RBB	6 March 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Presentation	—
6	Fondazione Carlo Molo :Ever more accessible future? Torino, Europe and beyond, A Study Day promoted by Fondazione Carlo Molo onlus	6 March 2014	Torino, Italy	Pilar Orero	UAB	Presentation	Legislation and Funding for media Accessibility
7	Web & TV Convergence The 4 th W3C Web and TV Workshop	12 - 13 March 2014	Munich, Germany	Andreas Tai	IRT with BBC	Presentation Panel Session	/ Web Distribution Formats for Subtitles and Captions And HBB4ALL Logo
8	Annual Meeting of RBB Director General with Associations for Disabled People (Lobby organizations) and government	14. March 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Presentation	Presentation of HBB4ALL

representatives
for disabled
people at RBB

9	IARIA – ICDS: The 8 th International Conference on Digital Society	23 - 27 March 2014	Barcelona, Spain	Pilar Orero, Javier Serrano, Olga Soler, Anna Matamala, Judit Castella, Maria Teresa Soto Sanfiel, Anna Vilaró, and Carme Mangiron	UAB	Article	Accessibility to Digital Society: Interaction for All
10	Meeting with associations of accessibility Berlin and Brandenburg	28. March 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Meeting	–
11	Nab Show NAB / US	5 - 10 April 2014	Las Vegas USA	John Birch	SCREE N – IRT	Exhibition/ Presentation	–
12	An outlook on future HbbTV services' workshop (in collaboration and support of Franhoufer FOKUS)	May 2014	Berlin, Germany	Daniel Giribet	TVC	Presentation	HBB4ALL Logo, Project overview
13	CSI Converging Home Summit 2014	7 - 8 May 2014 (TBC)	London, UK	John Birch	SCREE N	Exhibition	–

14	EDO Equipo de Desarrollo Organizacional: III Congreso Internacional EDO "Organizaciones que aprenden y generan conocimiento"	14 - 15 - 16 May 2014	Barcelona, Spain	Pilar Orero	UAB	Presentation	Creación y gestión del conocimiento sobre la accesibilidad universal en los medios de comunicación
15	V Seminari de Llengua de Signes Catalana	15 May 2014	Barcelona, Spain	Marta Bosch, Pilar Orero, Olga Soler	UAB	Paper presentation	Hbb4all: la Televisió Accessible
16	Workshop der Untertitelbeauftragten der ARD	22 – 23 May 2014	Munich, Germany	Andreas Tai, Peter tho Pesch	IRT	Workshop	No article
17	Barcelona Digital Technology Centre	27 May 2014	Barcelona, Spain	Pilar Orero, Javier Serrano, Olga Soler, Anna Matamala, Judit Castella, Maria Teresa Soto Sanfiel, Anna Vilaro, and Carme Mangiron.	UAB	Presentation	Interoperabilidad y accesibilidad en Smart TV
18	Symposium of 'Accessibility and Access Services for the New Broadcasting System', organised by the BBC	June 2014	Dundee, UK	Daniel Giribet	TVC / SCREEN	Panel discussion	/ Making Future Services Inclusive
19	Visit of ARD Broadcaster MDR's Accessibility Working Group to RBB	2 June 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Presentation	Presentation of HBB4ALL
20	CSI TV Accessibility	5 June	London,	Andrew	SCREE	Exhibition	–

	Conference 2014	2014	UK	Lambourne	N			
21	Working Session of Association of Disabled People at Brandenburg Landtag	12. June 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Presentation	Presentation of HBB4ALL	
22	The Seventeenth Annual Conference of the European Association for Machine Translation (EAMT)	16-18 June 2014	Dubrovnik, Croatia	Orero Carla Boix and Anna Matamala	Pilar, Ortiz- and	UAB Poster Presentation	HBB4ALL: media accessibility in HbbTV	
23	BroadcastAsia2014: the 19 th international Digital Multimedia & entertainment technology exhibition and conference	17 - 20 June 2014	Marina Bay Sands, Singapore	Simon Kane, Neil Wren	SCREE N	Exhibition	HBB4ALL logo	
24	SCRIBE-PRIN	26 June 2014	Napoli, Italy	Pilar Orero	Uab	Presentation	Subtitling for the deaf and hard of hearing in Europe	
25	Media4D: European Conference Media4D, coorganized and collocated with ICCHP	3 th 9 July 2014	Paris, France	José Manuel Menendez	UPM	Presentation/poster	The HBB4all Project From the Accessibility Vision into Market Reality	
26	ICCHP, International Conference on Computers Helping People with Special Needs	14 th 9-11 July 2014	Paris, France	Hadmut Holken	HC	Presentation/poster	6 poster / 2 kakemono	
				Hadmut Holken	HC	1 st meeting/poster	AB —	
				Volker Hahn / Hadmut	HC/VSX	Technical meeting	WP3/ —	

		Holken		collocated			
		Carlos Alberto Martin / Hadmut Holken		HC/UP M	Technical meeting WP6 / collocated	—	
27	IARIA: MOBILITY 2014, The Fourth International Conference on Mobile Services, Resources, and Users,	20 - 24 July 2014	Paris, France	Hadmut Holken / Pilar Orero (co-author)	HC/UAB	Paper publication	TV Content Delivery to PC, Tablet, Smartphone - From the Accessibility Vision into Market Reality
		Hadmut Holken		HC	Presentation poster	/ 6 posters / 2 kakemonos	
28	Clean Audio User Test and Focus Group	24 July 2014	Berlin, Germany	Bettina Heidkamp, Jennifer Müller, Michael Weitnauer, Remo Vogel	RBB & IRT	User test	Logo, Project overview
29	SoundMakers Festival 2014	5 September 2014	Puglia, Italy	Pilar Orero	UAB	Workshop	Making accessible content accessible
30	IFA 2014	5-10 September 2014	Berlin Germany	—	RBB	Exhibition	Distribution of HBB4ALL Flyers
31	IBC (International Broadcasting Convention): IBC2014	11 - 15 September 2014	Amsterdam, the Netherlands	John Birch & Andreas Tai	SCREEN & IRT	Exhibition	Leaflet / logo / HbbTV device vendor tour
		Pilar Orero John Birch & Andreas Tai		UAB, SCREEN, IRT	Presentation	HBB4ALL presentation at IBC 12/09/14	

32	W3C meeting	16 - 17 September 2014	Geneva, Switzerland	Andreas Tai	IRT	Meeting, Presentation	Logo, Project overview
33	EUROVISION Access Services Experts Meeting 2014	17 - September 2014	Berlin, Germany	Bettina Heidkamp, Sven Glaser, Remo Vogel	RBB	Presentation	–
34	International Conference "Translation and Interpreting Forum Olomouc 2014: Interchange between Languages and Cultures. The Quest for Quality"	19 – 20 September 2014	Olomouc, Czech Republic	Agnieszka Walczak	UAB	Conference paper	Quality of audio description to a naturalist drama
35	the VideoLan Developer Days (VDD)	20 – 21 September 2014	Berlin, Germany	Andreas Tai	IRT	Presentation	Logo, Project overview
36	Meeting with associations of accessibility Berlin and Brandenburg	28 September 2014	Potsdam, Germany	Bettina Heidkamp	RBB	Meeting	–
37	NEM: the 2014 NEM Summit	29-30 September	Brussels, Belgium	Hadmut Holken	HC	Presentation	Logo
38				Volker Hahn	VSX	Presentation	Logo
39	APACT, (French) national conference about lodgement and accessibility	22 October 2014	Paris, France		HC	Presentation	4 posters, 1 kakemono, (moderation of a round table about digital accessibility)

40	European initiatives in ICT accessibility: challenges and opportunities" organised by AENOR (Spanish Association for Standardisation and Certification).	23 October 2014	Madrid, Spain	Carlos Alberto Martin	UPM	Workshop	-
41	LANGUAGES & THE MEDIA: 10th International Conference on Language Transfer in Audiovisual Media	6 - 7 November 2014	Berlin, Germany	Veronica Arnaiz-Uzquiza	UAB	Paper presentation	Optimum Subtitle Synchronisation : How Many Frames Before and After a Shot Change Should Subtitles End and Begin?
				Andreas Tai	IRT	Paper presentation	Opportunities and Challenges of web captions for broadcast video content
				Andreu Oliver	UAB	Paper presentation	Subtitle Reading Across Devices
				Agnieszka Szarkowska, Monika Laskowska and Veronica Arnaiz-Uzquiza	UAB	Paper presentation	Online Survey on Television Subtitling Preferences in Poland and in Spain And HBB4ALL logo
				Bettina Heidkamp, Sven Glaser, Remo Vogel, Jennifer Müller, Oliver Pidancet	RBB	Presentation of HBB4ALL	Flyer, Poster, Paper glasses

Antje Benke

					John Birch / John Boulton	SCREE N	Exhibition	HBB4ALL Logo, Paper glasses
42	HD Experience the world of media and entertainment technology	World: 12 - 13 November 2014	New York, US	Gary Glover, Keith Lucas	SCREE N	Exhibition	HBB4ALL Logo	
43	AMADIS Conference 2014	13 - 14 November 2014	Madrid, Spain	Carlos Alberto Martín, José Manuel Menéndez, Guillermo Cisneros	UPM	Conference	Despliegue de pilotos de accesibilidad basados en el estándar HbbTV de TV conectada: el proyecto Hbb4all	
44	ARD-Subtitle-Conference 2014	20. November 2014	Stuttgart, Germany	Remo Vogel	RBB	Presentation	-	
45	28th Tonmeistertagung	20 - 23 November 2014	Köln, Germany	Michael Weitnauer	IRT	Presentation / Exhibition	Automatic and customizable improvement of the speech intelligibility from TV signals for hearing impaired people Logo, Project overview, Flyers	
46	Book publication	2014	Amsterdam, the Netherlands	Maszerowska, Anna, Anna Matamala and Pilar Orero (eds)	UAB	Book	Audio Description. New perspectives illustrated. Amsterdam. John Benjamins	

Table 6. HBB4ALL Events. (*) *Title of the contribution (or Dissemination material used respectively).*

2.2.7.2. Publications

Publications or presentations can be accessed from: <http://www.hbb4all.eu/publications/>

All public project deliverables will be made available on the HBB4ALL website.

2.2.8. Detailed dissemination activities by the partners

In the following, some partners highlight their dissemination activities with qualitative content for better understanding.

2.2.8.1. IRT dissemination activities in year one of HBB4ALL

Workshop der Untertitelbeauftragten der ARD

(English: Workshop with accessibility officers from public German, Austrian and Swiss broadcasters (responsible for access services in the respective TV programs) (German only).

In a 2-day workshop (22 & 23 May 2014) many different aspects regarding the production and delivery of access services, with a focus on subtitles, were discussed. The workshop was attended by all editors who are responsible for access services in the respective TV programs of the public German (ARD, ZDF), Austrian (ORF) and Swiss broadcasters. Output of the workshop has been used as input to gathering subtitle requirements from production point of view. Also, future possibilities, e.g. those that are being realized within HBB4ALL, were discussed.

In addition to subtitles, many of the participants also have responsibilities with respect to the provisioning of other access services (hence the English translation “accessibility officer”). This opportunity was taken by representatives of IRT and RBB to present the activities in the HBB4ALL project to the workshop participants.

IBC 2014

For a survey regarding HbbTV2.0 amongst manufacturers, HBB4ALL partners (RBB, IRT, SCREEN, UAB) prepared an input document on potential HbbTV2.0 showcases to support the discussions with manufacturers at the International Broadcast Convention (and exhibition), in September 2014. A project-internal document on the “Possibilities & chances for innovative applications based on HbbTV 2.0” was composed from the results of the survey, which will be used for further elaboration on achievability of future HbbTV applications and showcases.

With respect to the market developments on EBU-TT, IRT undertook vendor meetings during the IBC exhibition to discuss the respective EBU-TT developments and to present the HBB4ALL objectives and requirements.

28th Tonmeistertagung

At the Tonmeistertagung (22&23 November 2014, Köln, Germany) IRT held a presentation with respect to “Automatic and customizable improvement of the speech intelligibility from TV signals for hearing impaired people”. Additionally, at the accompanying exhibition during the event, IRT demonstrated a conceptual Clean Audio implementation to the public and promoted the activities within HBB4ALL.

Release of Subtitle Conversion Framework as Open Source

As the adoption of EBU-TT by the vendors of the subtitling software may take longer than needed to implement HBB4ALL services, IRT started the development of a subtitling conversion framework (SCF). Its primary goal is to provide a reference framework that shows in a transparent way how to implement new subtitle standards (especially EBU-TT) and how to integrate them in existing work flows. The source code can be used by other tool developers to implement their own conversion methods.

Early September 2014, IRT made available the first version of its subtitle conversion tool set. It was an Alpha Release with the version 0.1 and published on a private Github repository. Anyone interested can contact IRT with his/her Github account ID to obtain access. The current state of the SCF is an early beta release. TVC has accessed the appropriate repository to test the provided software and provide detailed technical feedback.

The code was released as Open Source in two different repositories: stl2stlxml and scf. Because it is derived from an existing work, stl2stlxml has been kept under the GPL 2 License. The other code is licensed under Apache 2.

Following was published:

- stl2stlxml
 - A python script that converts an EBU STL file into an XML representation of STL (STLXML)
- scf (Subtitle Conversion Framework)
 - STLXML2EBU-TT - one XSLT stylesheet that converts STLXML into EBU-TT (Part 1) for exchange and archiving
 - EBU-TT2EBU-TT-D - one XSLT stylesheet that converts an EBU-TT "Archive/Exchange" file into EBU-TT-D (for online distribution)
 - STLXML-XSD
- a first W3C XML Schema that validates an STLXML file
- Documentation, Requirements and Test Files

Further contact with 3rd parties

IRT established contact and exchanged information with a research scientist at Phonak, a Swiss company that manufactures hearing aids. The HBB4ALL work on Clean Audio is very relevant for them, as a Clean Audio implementation may have to be matched with any hearing aid signal processing. Phonak is a member of EHIMA and have indicated their interest in joining the HBB4ALL Advisory Board.

Like other HBB4ALL partners (HC, UAB, UPM, VSX), advisors (Digital Europe, EBU) and observers (BBC), (IRT joined a call for interest from the NEM Steering Board (SB). The NEM SB initiated a discussion group on access systems for those with disabilities. As a first step, information will be exchanged on who is doing what, where, and how, to get a common understanding of the landscape. The first telephone conference is planned on 1st of December 2014. David Wood (EBU) chairs the discussion group.

Based on IRT's work on improvement of the (audio) intelligibility of TV programs, an article will be published in several journals ("Spektrum Hören", the journal for members of the DSB –

German association of hard of hearing), "Hörakustik" (professional journal for hearing aid acousticians), "Schnecke" (journal for members of the German cochlear implant association) and in the "Tinnitus-Forum"). Directly related to this work, the HBB4ALL project and specifically the Clean Audio pilot are presented and introduced as part of the forecast.

2.2.8.2. RBB dissemination activities in year one of HBB4ALL

HBB-NEXT Final Workshop at IRT/Munich on 27.1.14

The project HBB4ALL was a substantial part of Bettina Heidkamp's presentation at the HBB-NEXT Final Workshop in Brussels on 27.1.14. The project aims as such as well as the role of HBB4ALL in further developing (exploiting) the HbbTV-Subtitle App derived in HBB-NEXT in the context of Video on Demand were presented to 70 European stakeholders in the connected TV area.

Internal RBB Kick-off Meeting of Hbb4All at RBB/Potsdam / Germany on 6.3.2014

This meeting was held with 15 participants on 6th March 2014. Here, the joint work efforts of RBB managers and staff from all different related departments were kicked off. The project as such and its different strands inside RBB as well as the workplan were introduced and specified in great detail. An important event of internal dissemination supported by Andreas Tai from IRT for all subtitle workflow issues.

Annual Meeting of RBB Director General with Associations for Disabled People (Lobby organizations) and government representatives for disabled people at RBB/Potsdam/Germany, 14.3.2014

At this annual Meeting RBB presented the project aims and confirmed the cooperation with the Associations from Berlin and Brandenburg in this new project HBB4ALL, especially in the context of preparing and implementing the pilots in 2015. This was also an important date to make the RBB Director General aware of the project and its aims generally and inside RBB.

Meeting with Associations for Disabled People Berlin and Brandenburg and Government Representatives for Disabled People at RBB Potsdam/Germany, 28.3. 2014

Presentation of HBB4ALL to key representatives of the Associations for Disabled People in Berlin and Brandenburg on occasion of the second regular specialized meeting between RBB executive staff and the associations. Creation of a respective handout for the Associations with background information.

Visit of ARD Broadcaster MDR's Accessibility Working Group to RBB /Potsdam/Germany on 2.6.2014

MDR, a fellow ARD broadcaster of RBB, has a special Accessibility Working Group and came to RBB's Digital Play-Out-Center especially to learn about RBB's experience with accessibility applications in the HbbTV-area. Bettina Heidkamp presented HBB4ALL and it was decided to include a sign language translator application pioneered by MDR in the test of RBB's early prototype for the later sign language pilot.

Working Session of Association of Disabled People at Brandenburg Landtag, Potsdam/Germany 12.6.2014

On invitation of the Brandenburg Association of Disabled People, which is a lobby organization towards the government of the state of Brandenburg, Bettina Heidkamp gave a short introductory presentation on

HBB4ALL. It was a historical session: the first one in the new government building of Brandenburg in the rebuilt Potsdam Castle. A larger event with the Minister for Social Affairs is already envisaged for 2015.

Clean Audio User Test, 24th July 2014, Potsdam/Germany

For the first joint RBB/IRT Clean Audio User Test held at Potsdam RBB and IRT prepared a detailed introduction about the aims of HBB4ALL in general and specifically in the context of clean audio and the envisaged tests and pilot. Through networking of the Berlin Association of Hearing Impaired people an important contact was established with Anna Maria Koolwaay, accessibility expert for the national association. Ms Koolwaay is a tester in the clean audio pilot (and earlier tests) and has advised IRT and RBB since in terms of user requirements, especially in a specific Telco held in October 2014. This valuable contact will be kept up.

EBU EUROVISION Access Services Experts Meeting 2014, 17. September 2014, Berlin/Germany



Figure 20. Presentation of Bettina Heidkamp at EBU Access Services Experts Meeting at Berlin.

Detailed and comprehensive 30 minute presentation on Connected TV, HbbTV and the related chances and challenges for accessibility in the context especially of HBB4ALL and its different pilots. There was a great interest and positive acknowledgement on part of the participants especially for the idea of customizable subtitle and a sign language translator application for on-demand use. The EUROVISION Access Services Experts Group brings together responsible people for Access services such as subtitling, signed programs, audio description and audio subtitling which enable sensory handicapped people to access the public broadcasters all over Europe. It aims to ensure initiatives of the highest quality, to celebrate excellence and innovation and to encourage pan-European collaboration, while providing its members with professional information. The Access Services Experts Group is open to all EBU Members.

Meeting with Associations for Disabled People Berlin and Brandenburg and Government Representatives for Disabled People, 25.9.2014, Berlin/Germany

This was the successor meeting to that held on 28th March. It was the third of these regular meetings and Bettina Heidkamp presented the project progress at RBB. Further concrete steps of cooperation were agreed upon.

LANGUAGES & THE MEDIA: 10th International Conference on Language Transfer in Audiovisual Media, 6–7th November 2014, Berlin/Germany

RBB presented HBB4ALL ideas and objectives to the experts and professional visitors of the conference. We demonstrated our already existing HbbTV service (live TV) for customizable subtitles and also the

HbbTV-based sign language prototype from the WP6 lab test, in order to show the technical basis for the major piece of work we are doing in HBB4ALL. We were on site for two days with one or two persons and tried to start with a general HbbTV introduction as the technical standard still is unknown to a few people, as well as illustrate the potential of such developments. These discussions were then routed towards the HBB4ALL topics and all its different pilot strands and the outcome for broadcasters, media providers and, with a big emphasis, the target group of less-abled people. Most discussed topics were indeed subtitling, subtitles and their provision. Signing and Clean Audio played also important roles in the discussions.

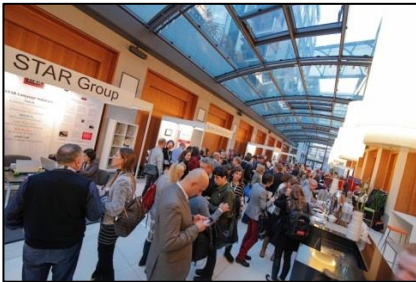


Figure 21. The exhibition area.



Figure 22. Technical setup at the booth.

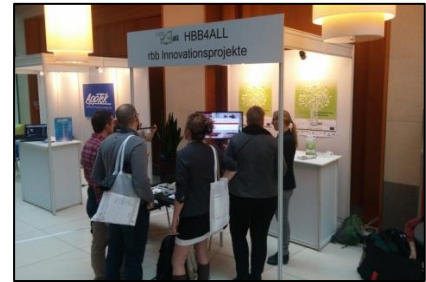


Figure 23. Lively talks.

Plus:

- Final editing of Hbb4All Press Release.
- Creation of handout for dissemination to associations.
- Information text and pictures for Website of the Brandenburg Association for Disabled People on their request
- Catalogue entry text for Language and the Media

2.2.8.3. TVC dissemination activities in year one of HBB4ALL

An outlook on future HbbTV services: a workshop within the TV-RING project in collaboration with Fraunhofer FOKUS, 07.05.2014, Berlin/Germany

Daniel Giribet of TVC took advantage of the TV-RING workshop done in collaboration with Fraunhofer FOKUS and within the Media Web Symposium to present the HBB4ALL project to the symposium attendees. The project was presented successfully and questions from attendees were fielded in session 3 of the workshop.

Symposium of 'Accessibility and Access Services for the New Broadcasting System', organised by the BBC R&D team, 12.06.2014, Dundee/UK

Daniel Giribet of TVC attended a panel discussion within the accessibility symposium organised by the BBC and the University of Dundee, where subtitling, audiodescription and several access services were discussed in depth, HBB4ALL was described as a showcase project. Panellists and attendees included industry players, but of special note were several representatives from UK and international user associations.

2.2.8.4. VSONIX dissemination activities in year one of HBB4ALL

Learntec 2014

The LEARNTEC is the Leading International Trade Fair and Convention for Learning with IT. It took place from 04 to 06 February 2014 at the exhibition centre in Karlsruhe. The LEARNTEC is the home to the e-learning market. The exhibition is the most important international platform for IT supported learning. Vsonix was represented at the Learntec exhibition with a booth that was dedicated to topics related to video based learning including MOOCs, which will be one of the showcases in the HBB4All project. During the exhibition we have had many discussions on how to establish concepts of life-long learning in the enterprises, whereas also accessibility aspects, e.g. regarding the participation of elderly employees with accessibility issues have played a vital role. In conjunction with the Learntec exhibition vsonix has launched an article in the “Learntec News” about MOOCs and its related technologies.

NEM Summit 2014

Volker Hahn of vsonix was one of the keynote speakers at this year’s NEM Summit giving a talk on “How we evolve with digital media”. The talk was dedicated to aspects of mobile media applications and their influence on our daily lives. In the talk media accessibility was highlighted as a main challenge for the future. In an ageing society more and more users of emerging services on mobile devices as well as Smart TVs will suffer from age related impairments. For those people accessibility is one of the key enabling features of future media services.

HBB4all Imagefilm

vsonix has started to work on an image film for the HBB4All project. The image film will show how the technologies and services addressed in the project can help an impaired person within her daily life. As a protagonist a deaf person will explain her issues when addressing media services on SmartTVs, PCs as well as mobile devices. The image film will explain how HBB4ALL will help to overcome these issues while by explaining the projects goals with a series of interviews with the coordinator of the project as well as with the work package leaders giving detailed insights in their activities.

2.2.9. Detailed Standardisation Activities by Partners

2.2.9.1. IRT Standardisation Activities

The HBB4ALL partners IRT and SCREEN actively contribute to the **XMLSubs Working Group of the EBU**¹. IRT chaired and was the responsible editor for the work on the following subtitles format specifications that have been published in 2014:

- EBU Tech 3380 - EBU-TT-D
- EBU Tech 3381 - EBU-TT-D in ISOBMFF

Both specifications have been specified in close collaboration with the HbbTV consortium as well as with DVB to be referenced in the HbbTV 2.0 specification and in the MPEG DASH profile². They are the main foundation of the distribution of subtitles over IP based networks in HBB4ALL.

¹ <https://tech.ebu.ch/groups/pdfxp>

² MPEG-DASH Profile for Transport of ISO BMFF Based DVB Services over IP Based Networks, DVB document A168

IRT chairs and is responsible editor of the EBU-TT Part 1 (EBU Tech 3350) update that will be published at the beginning of 2015. SCREEN is the responsible editor for the update of the STL to EBU-TT mapping guideline. This specification is especially important to support the multiplatform subtitle workflow in HBB4ALL.

Since the start of HBB4ALL the XMLSubs Working Group has had three face to face meetings co-chaired by IRT and attended by SCREEN and IRT. In cooperation with EBU, IRT organised a manufacturer vendor tour to promote and discuss the implementation of standardized subtitle formats in new subtitle products.

IRT is responsible editor for the EBU-TT-D test assertions in HbbTV 2.0. These assertions are the basis for testing frameworks that test new subtitle feature of HbbTV in the version 2.0.

IRT drafted an XML Schema for the EBU-TT-D format that is used in HBB4ALL. This XML Schema allows the automatic validation of subtitle EBU-TT-D documents.

IRT continued its work also in other areas of the HbbTV 2.0 standard, namely multi-stream synchronization, which can be the basis for several future accessibility services. IRT contributed to the specification group, an activity that was started during the EU funded HBB-NEXT project and is still on-going, by defining and reviewing testing assertions for the official HbbTV 2.0 test suite.

The HBB4All partners created a document focused on their HbbTV 2.0 activities and plans targeted to TV and STB manufacturers to create awareness of the new specification and its potential use cases for accessibility. SCREEN, UAB and IRT visited manufacturers and related companies during the IBC trade fair 2014 in Amsterdam.

3. Advisory board conclusions

To be surrounded by Advisors is considered as essential for getting strategic advice on Hbb4All directions and feedback on Hbb4All reports for example. Advisors have also a crucial role to spread Hbb4All information and results within their respective communities.

Alongside the Hbb4All consortium partners, they are seen as ambassadors of the Hbb4All project. Experts from the Project Advisory Board (PAB) were expected to come from different and complementary communities (like European user associations, European equipment provider associations, European Broadcasting Union, etc.).

The consortium decided to work with a circle of restricted numbers (maximum 6 people) with commitments to active contribution to the Advisory Board. All invited personalities have accepted to become members of the Advisory Board. As planned, the first Advisory Board meeting was held in Paris (France) on 10th of July 2014³.

Besides the presence of all partners and in line with the objectives, the meeting welcomed six advisors, of which five from European organization/federations (European Disability Forum, AGE Platform Europe, EBU-European Broadcasting Union, Digital Europe, eAccess+), and one from an international standardization body (ITU), and three observers (BBC, France Televisions, AFPA)⁴. The meeting was hosted at the Paris 8 University and juxtaposed to two conferences, related to accessibility, ICT and media: ICCHP (www.icchp.org), Media4D (www.socialmedia4d.com).

³ Date decided at the kick-off meeting in Barcelona, January 2014

⁴ Respective roles of advisors, observers and guests are described in the D.2.4.1 Dissemination Plan, p. 6 -7.

As one of the advisors was the organiser of the international ICCHP conference, he could not take part in the meeting. Nevertheless contacts were set and he confirmed his commitment and implication in the hBB4ALL project. 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.

Organization	Expert	Status
AGE Platform Europe	Ophélie Durand	AD
European Disability Forum	Mia Ahlgren	AD
eAccess+	Klaus Miesenberger	AD
EBU Technical	Frans de Jong	AD
Digital Europe	Ulrike Haltrich	AD
ITU	Christoph Dosch	AD
BBC/UK	Nigel Megitt	OBS
France Télévisions/F	Matthieu Parmentier	OBS
AFPF/F - French Association of Independent Producers	Bruno Daniault	OBS

Table 7. List of attending Advisors (AD) and Observers (OBS).

The meeting focused on the presentation of the HBB4All project overview by the WP leaders and Advisors' feedback. The defined actions points as extract of the meeting minutes are attached in ANNEX I.

4. Conclusions

All originally set objectives have been met:

Public communication plans have been realised through the development of the HBB4ALL website, relevant promotional communication tools, and by the contribution of partners to local and international conferences and publications.

The Advisory Board has now been established. It is composed of high reputation European and international experts with the required market and usage insight.

Thanks to active cross membership, HBB4ALL is expected to become active on several key standardisation fronts. Partners are in relation organisations such as EBU (IRT), ITU (IRT, UAB) and AENOR (UPM). Furthermore, an "accessibility working group" has been set up at the NEM Steering Board (New European Media – European Technology Platform) under EBU management and HBB4ALL partners HC, IRT, UAB, UPM and VSX will be contributing actively within this group. Start of this *access working group*: December 2014.

Detailed performances for HBB4ALL dissemination is measurable below in the right column (status: November 2014):

Tool	No.	Success Indicators	Target Objectives (Remarks)	Achieved Results 2014
Website & Social Networking	1	Accessibility of Hbb4All website	Conformance to Accessibility standards	Target reached: website accessible
	2	Number of visitors on website / trimester	200 à 300	181/month = 543/trimester (Objectives bypassed)
	3	Number of subscriptions to newsletter	TBD	24
	4	Number of newsletters	1/trimester (Irregularly, with regard to project needs)	1 st Newsletter sent (24 September 2014)
	5	Number of Social Networks where HBB4ALL is represented	2 (Twitter/LinkedIn)	2 (target reached)
	6	Number of companies / individuals which are in the network / followers.	+ 30/trimester (Twitter) + 15/trimester (LinkedIn) (Partners should follow the SN and bring also new followers)	Start of Twitter & LinkedIn: March 2014 74 Twitter followers 47 LinkedIn followers
Press releases	7	Number of press releases	TBD (With regard to project events)	1
	8	Number of press releases per partner	1 per year	VIC: 1 TVC: 1 HC: 1
	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))	10 press release publications websites
Branding through Dissemination materials (tools)*	10	Flyers	Paper creation, also communicated on websites Number of distributed flyers	Available
	11	Posters	Paper creation, also communicated on websites Number of used posters	Available
	12	Kakemono	Creation, also communicated on websites Number of used	Available

			kakemonos	
	13	Totem	Creation, also communicated on websites Number of used totems	Available
Events: Conferences, workshops, Show cases, Training sessions	14	Presence of HBB4ALL at conferences and events	1/partner/year Can be more important for academics.	UAB: 13 RBB: 10 IRT: 9 RTP: 0 TVC: 2 TXT: 0 VSX: 3 SCREEN: 8 HC: 5 PPG: 0 UPM: 2
	15	Workshops organised by HBB4ALL	3 (1/year) The WS foreseen by RBB initially in Nov 2014 will be held in 2015, when concrete results and apps will be available.	-
	16	Number of participants	20/WS	< to come with the WS>
	17	Showcases	(1/year)	1 Media and Languages (November in Berlin)
	18	Training sessions	Organised by UAB Number of students	Not planned in 2014
Publications	19	Publications	Number of publications 1/year/academic partner (mainly UAB, UPM)	4 scientific publications (1 book and 3 articles by UAB, of which 1 article by HC/UAB))
	20	Slide-Shows for Consortium presentations	Adaptable presentation (PPT) for the partners These are presentations	Available for partners 31 slide presentations

			that usually describe the overall project's concept and achievements.	
	21	White Paper production	1 (Month 18)	-
	22	HBB4All guidelines as user tests advances	1	-
Project Advisory Board	23	Invitation acceptance rate	% Number (Percentage of contacted candidates that accept the invitation)	100 %
	24	Number of members	5/6 confirmed advisors + 5-10 observers (Guests)	6 Advisors 3 observers (+)
	25	Coverage of stakeholder groups	% Number (Percentage of stakeholder groups which are represented in the board 5/6+)	100%
	26	Number of AB meetings	3	1
	27	Number of concrete recommendations	Number (Number of (atomic) recommendations provided by PAB members)	< too early to say>
	28	Number of agreed recommendations	Number	< too early to say>
	29	Number of filled questionnaires	Number of filled questionnaires (5), one per Pilot (4) and (1) for dissemination contribution.	-
Standardization	30	Get surrounded by standardisation advisors	1 to 3	1, others may join punctually
	31	Presence of HBB4ALL partners in standardisation organisations	Create awareness for the project and accessibility issues in the connected TV environment	EBU, ITU; AENOR
Dissemination Barometer	32	Feedback and outlook from all partners	Quarterly	Barometer operational

Table 8. Evaluation of HBB4ALL dissemination performance indicators. (*) We can count the number of flyers distributed, times the poster/kakemono has been used, but these would not be effective indicators.

5. Next steps: Dissemination plan for Period 2

5.1. Website and social media activities

Follow-up of web and social media communication.

Invite partners and Advisors to link partners websites with the HBB4ALL website and/or other Social Media.

Develop a web showcase, as soon as user tests/deployments will be implemented.

5.2. Targeted conferences, events and Journals

The following table shows current events and articles in planning by each partner:

Partner	Event	Date	Venue	Authors	Category
UAB	The TransMedia Catalonia Research Group (Department of Translation and Interpreting/CAIAC, UAB) and the EU project HBB4ALL: the 5th Advanced Research Seminar on Audio Description (ARSAD)	19 - 20 March 2015	Barcelona, Spain	Pilar Orero	TBD
IRT	FOSDEM 2015 - Open Media Developer Room	31 January - 1 February 2015	Brussels, Belgium	Andreas Tai	Presentation
	DAGA Conference ("41. Jahrestagung für Akustik")	16 - 19 March 2015	Nürnberg, Germany	Michael Weitnauer	Presentation
	Workshop "live subtitling"	March 2015	Munich, Germany	Andreas Tai	Workshop
	Medientage 2015	21 - 23 October 2015	Munich, Germany		Exhibition
	FKT Article on Barrier free access (covering several aspects of HBB4ALL)	October 2015	TBD	Ronald Mies, Andreas Tai, Michael Weitnauer	Article
	IRT Colloquium on barrier free access services	TBD	Munich, Germany	IRT	Presentation
RBB	IFA 2015	04.-09. September 2015	Berlin, Germany	Sven Glaser, Jennifer Müller, Remo Vogel	Exhibition
	Appointment with RBBs General Director Mrs. Reim "Accessibility"	2015	Germany	RBB	Meeting
	Clean Audio User Test 2015	February/March 2015	Germany	RBB	Meeting
	IRT Workshop "Subtitles for Webstreaming"	2015	Germany	Remo Vogel, Sven Glaser, Andrea Rietmann	–
	First Meeting with associations of accessibility Berlin and	2015	Germany	RBB	–

	Brandenburg				
	Second Meeting with associations of accessibility Berlin and Brandenburg	2015	Germany	RBB	–
	Third Meeting with associations of accessibility Berlin and Brandenburg	2015	Germany	RBB	–
	Landesbehindertenbeirat	2015	Germany	RBB	–
VIC	Interspeech 2015	6-10 Sept	Dresden, Germany		Conference
	ACM TVX CONFERENCE	expected in June 2016 (specific dates TBD)	TBD	TBD	TBD
	IEEE Broadband Multimedia Systems and Broadcasting BMSB	expected in June 2016 (specific dates TBD)	TBD	TBD	TBD
TVC	Presentation at symposium, conference or workshop in 2015	TBD	TBD	TVC	Presentation
VSX	Learntec 2015	27. - 29. January 2015	Karlsruhe	Volker Hahn	Exhibition
	NEM Summit	TBD	TBD	Volker Hahn	Presentation
	Personal 2015	19.-20.05.	Stuttgart	Volker Hahn	Exhibition
	IBC 2015	2015	Amsterdam	Volker Hahn	Conference
HC	NEM Summit 2015,	TBD	TBD	TBD	TBD
	Media4D 2015, Paris	TBD	TBD	TBD	TBD
UPM	NEM Summit 2015	TBD	TBD	TBD	TBD

Table 9. Target partners' dissemination activities for Period 2.

Workshops

HBB4ALL organizes 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.

These 3 annual workshops (1 per year) are expected to be co-located with the project partners, 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 Year 1 (2014) Location (done)	Event Year 2 (2015) Location	Event Year 3 (2016) Location
Advisory Board Meetings	Paris (organized by HC, hosted at Paris 8 University)	Barcelona (organized with UPM and hosted by UAB)	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) New European Media European Technology Platform http://nem-summit.eu/	IBC (September) Amsterdam / NL http://www.ibc.org/

Table 10. Foreseen HBB4ALL events for Period 2.

5.3.Planned Standardisation Activities

Several HBB4ALL partners are directly involved in key standardisation groups like EBU, ITU and others. HBB4ALL activities offer a strong potential for contribution to standardisation as it allows preparing the ground for suitable usage and market considerations.

The individual partner activities are described below:

UAB: UAB has contributed to ITU/UN. The Model ICT Accessibility Policy Report⁵, which recommends that accessibility policies be developed in consultation with persons with disabilities, focuses on six different aspects of ICT accessibility, namely amendments to the existing ICT legal framework, public ICT access, mobile communications, television/video programming, government websites and public procurement of accessible ICTs. Each of the six modules identifies the specific ICT accessibility goals to be achieved and explains what changes to the ICT legal, policy and regulatory framework are needed to achieve these goals. Examples include policies to require mobile operators to sell handsets with built in accessibility features and train their sales and customer care staff to explain the use of these features to customers with disabilities; and broadcasters to set targets, by type of video programmes, for the provision of access services like audio description and closed captioning, e.g. introducing such access services in news and emergency broadcasts as a matter of priority. The report was launched at the Accessible Americas meeting held in São Paulo, Brazil on 12-14 November, organized by ITU, UNESCO, Brazil and the National Secretariat for the Promotion of the Rights of People with Disabilities of the Human Rights Secretariat of the Presidential Cabinet of the Brazilian Republic (SDH).

UAB will continue to develop these activities.

IRT: IRT will continue its activities in the EBU Working Group on the updates to EBU-TT specifications. Also IRT will contribute to the work on solutions for the production/contribution of live subtitling (EBU-TT part 3) by the Working Group. The work on test assertions in HbbTV2.0 will be continued, to support the HbbTV2.0 testing framework and thus contribute to the interoperability of future HbbTV2.0 implementations. Furthermore, IRT will pursue the further validation of EBU-TT-D and the interoperability of upcoming EBU-TT implementations. The activities in HBB4ALL will contribute to this process.

TVC, RTP, TXT, RBB, HC and VSX are not directly involved in any standardisation activities.

⁵ <http://www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Documents/ICT%20Accessibility%20Policy%20Report.pdf>



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www.hbb4all.eu

D2.4.2 v2.0

VIC is not directly involved in any standardization activities, but will integrate standard subtitling formats and HbbTV technology in their pilot.

SCREEN is a member of and contributor to SMPTE and EBU standardization efforts in the field of subtitling.

UPM is not currently involved in international standardization activities in this field although UPM is an active member of the committees of telecommunications/digital TV and technical aids in AENOR (Spanish Association for Standardisation and Certification)

HBB4ALL will monitor progress in accessibility formats and contribute first to the identification of new requirements.



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D2.4.2 v2.0

ANNEX I

Meeting Minutes



Connected TV Accessibility

Meeting name	1st Advisory Board Meeting	Minutes Author	HC		
Meeting Date & Location	10/07/2014 in Paris	Minutes Version	1.0	Page	1

PARTICIPANTS

HBB4ALL

Beneficiary	Name (Abbreviation)	Role
1 UAB	Dr Pilar Orero (PO)	Coordinator, WP2 Leader
	Dr Juan F. Sangüesa (JFS)	Project Manager
2 RBB	Bettina Heidkamp (BH)	WP3 Leader
	Jennifer Müller (JM)	Attendant
3 IRT	Ronald Mies (RM)	WP4 Leader
	Andreas Tai (AT)	Attendant
5 TVC	Daniel Giribet (DG)	TVC Representative
7 VSX	Volker Hahn (VH)	WP5 Leader
9 SCREEN	John Birch (JB)	SCREEN Representative
10 HC	Hadmut Holken (HH)	Chair, HC Representative
	Nada El Haouaji (NE)	Attendant
12 UPM	Prof. Jose Manuel Menéndez (JMM)	WP6 Leader
	Carlos Alberto Martín (CAM)	Attendant

ADVISORY BOARD (AB)

Institution	Name (Abbreviation)	Role
AGE PLATFORM EUROPE	Ophélie Durand (OD)	Advisor
EUR. DISABILITY FORUM	Mia Ahlgren (MA)	Advisor
EBU TECHNICAL	Frans de Jong (FJ)	Advisor
DIGITAL EUROPE	Ulrike Haltrich (UH)	Advisor
ITU	Christoph Dosch (CD)	Advisor
BBC	Nigel Megitt (NM)	Observer
FRANCE TELEVISIONS	Matthieu Parmentier (MP)	Observer
AFPF	Bruno Danialt (BD)	Observer

RELATED DOCUMENTS

WP3-6 presentations

Meeting Minutes



Connected TV Accessibility

Meeting name	1st Advisory Board Meeting	Minutes Author	HC		
Meeting Date & Location	10/07/2014 in Paris	Minutes Version	1.0	Page	2

AGENDA

10th July 2014


14h00	Welcome Presentation of the participants. Adoption of the agenda.
14h15	HBB4ALL project Overview Presentation of the HBB4ALL project general objectives and its 4 Pilots Introduction of HBB4ALL <i>by UAB</i> WP3 – Pilot A: “Multi-Platform Subtitle Services” <i>by RBB</i> WP4 – Pilot B: “Alternative audio production and distribution” <i>by IRT</i> WP5 – Pilot C: “Automatic UI adaptation” <i>by VSX</i> WP6 – Pilot D: “Sign Language Translation Services” <i>by UPM</i>
16h00	<i>Coffee Break</i>
16h30	Discussion: Advisors feedback and possible contributions Advisors early feedback on the project and definition of Action Points for next period
17h45	Conclusions. Next meeting.
18h00	<i>End of the meeting</i>

COMMENTS, RECOMMENDATIONS AND DERIVED ACTION POINTS

- AB Comment/Recommendation
- Action Point for HBB4ALL

CROSS-PILOT ACTIVITIES

- Dissemination
 - Need of more comprehensive dissemination materials to reach a broader audience, e.g. journalists and, particularly, target end-users (MA, OD)
 - Production of accessible short videos/clips explaining the project
 - Need of a dissemination plan explaining (i) how HBB4ALL results will be made available to other broadcasters and (ii) which requirements for the new generation of HbbTVs are requested from manufacturers (UH)
 - Production of a specific document for manufacturers about HbbTV 2.0 requirements (IRT, ALL)
 - Open the AB to more observers, since they will be important information relays.
 - Elaboration of a list of potential observers, including advisors suggestions (HH)
 - Invitation of selected observers to attend next AB meetings (HH)

<h1>Meeting Minutes</h1>		 Connected TV Accessibility			
Meeting name	1st Advisory Board Meeting	Minutes Author	HC		
Meeting Date & Location	10/07/2014 in Paris	Minutes Version	1.0	Page	3

- Identify key events where the HBB4ALL project should be represented
 - Elaboration of a list of key events, including advisors suggestions (HH)
- Keep the advisors updated about the relevant outcomes of the project
 - Create and send a simple and short information releases for the advisors
- External collaborations
 - Explore potential collaborations of HBB4ALL with France Televisions (MP), since they are working on similar projects at national level
 - Establish contact with WP leaders to identify and discuss specific topics for collaboration (e.g. audio description, WP4).
- User tests
 - Include/gather requirements from user associations (MA, OD)
 - Inform and discuss about the planned user tests with advisors representing user associations (PO)

WP3


- Further discuss the delay requirements for live subtitling, its relation with broadcasters' workflows and its tolerance by end-users (CD, NM).

WP4

- Need to test further personalization features required by users (e.g. possibility of adjusting the volume of the audio-description in order to have a more clear distinction among different channels) (MA)
 - User tests performed by UAB (PO)
- Suggest involving “content producers” in pilot’s solutions (e.g. Clean Audio generation) to avoid their natural reticence to such handling of the original content (which may be perceived as a disruption) (CD).
 - Both RBB and TVC have planned to include audio engineers in the pilot preparations (to check the quality of the Clean Audio versions of the signals). (RM)

WP5

- User interface
 - Need of an easy-to-use interface for target users (e.g. menus and preference choices selection). Specific recommendations include “easy go back/out” functions and the possibility to edit selected choices. Ergonomics aspects should also be considered (OD).

<h1>Meeting Minutes</h1>					
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- Data protection

- Need to clearly explain how the private information included in user profiles on the cloud will be protected.
 - Individualization for services and profiling is linked to the privacy of the information and where it is shared (on the cloud/through encryption) (VH).

WP6

- Possibility to further check user requirements and needs through the European Union of the Deaf (EUD) (MA).
 - Contact with Policy Officer will be provided by MA.
- Need to explore other potential commercial uses for the desired HbbTV2.0 features such as the double video decoder. It is a good strategy to convince manufacturers to include them in their devices even if they are not mandatory (UH).