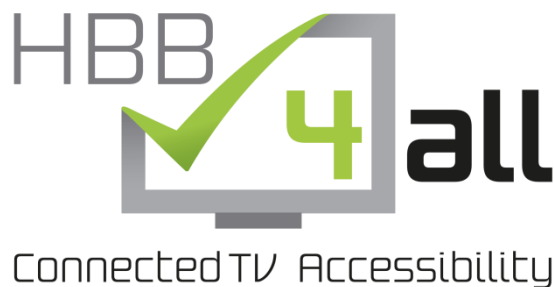


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www.hbb4all.eu

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Executive Summary

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

In the second year the main effort was dedicated to the evolution of:

- the project website www.hbb4all.eu update and improvement, and the management of the social media progress ;
- the dissemination barometer for monitoring and follow-up of the project's dissemination activities (events, publications, etc.).
- the standardisation activities,
- and the Advisory Board activities,

Among 57 activities/events in the second project year (against 46 in 2014), project partners have made presentations in 40 national and international symposiums and conferences (against 31 in 2014). Deliverables and presentations have been made available on the project website, once agreed and reviewed by the partners and submitted to the European Commission. In addition to that, 6 articles have been released in international publications (against 3 in 2014).

With regard to standards HBB4ALL continued to actively involved in 3 working groups (EBU, ITU, Aenor).

Furthermore, the plan for dissemination activities of the project, described in D2.4.1, May 2014, are regularly following the barometer, an online working tool, which has been made available for all partners to centralise the collection and review of all dissemination activities (November 2015).

1. Introduction

This document summarises the dissemination activities of the project within months 12 to 24 and gives an outlook on the perspectives for the last project year.

It provides comprehensive information of achieved dissemination and standardisation activities as well as Advisory Board conclusions.

The report describes the activities and provides pointers to further documentation (e.g. publications, slides, etc.). Some illustrations highlight realized dissemination activities.

HBB4ALL dissemination activities are based on the dissemination barometer, built after the dissemination plan delivered (end of May 2014) to the European Commission, and in regular consultation with the project partners.

In the following section (2), we assess the situation of the dissemination barometer, which is the basic assessment strategy and tool for dissemination activities. All 2015 dissemination activities are listed and comprehensively described from website and social media to press releases, promotional material and online platforms, events and standardization activities. This part illustrates realized dissemination activities/results. Particular attention is put on Advisory Board (AB) conclusions (3). The document closes with a general conclusion and the achievement of success criteria (4) and dresses next steps for project year 2016 (5).

2. Dissemination

2.1. Barometer: monitoring dissemination habits adopted by partners

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”. It was outlined in the project’s dissemination plan (D2.4.1) and has been developed in consultancy with the partners to ensure all perspectives are taken into account.

This barometer is operational as online working tool for one year now (since mid-October 2015) to support all partners in their dissemination activities. All partners welcomed and adopted the barometer for the monitoring of their respective dissemination activities regularly. Basically, this barometer is designed to:

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

The barometer collects mainly five basic dissemination data from the partners:

- **Events calendar**, to inform of up-coming events and get feedback from passed events.
- **Press** and other **external releases**: follow-up of external publication/information releases and content collection of the partners' contributions for external communication
- **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 specific **standardization** page has been developed after discussions among the partners, and with regard to the project needs.

The dissemination barometer, which is monitoring the HBB4ALL dissemination activities, allows converting its 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:

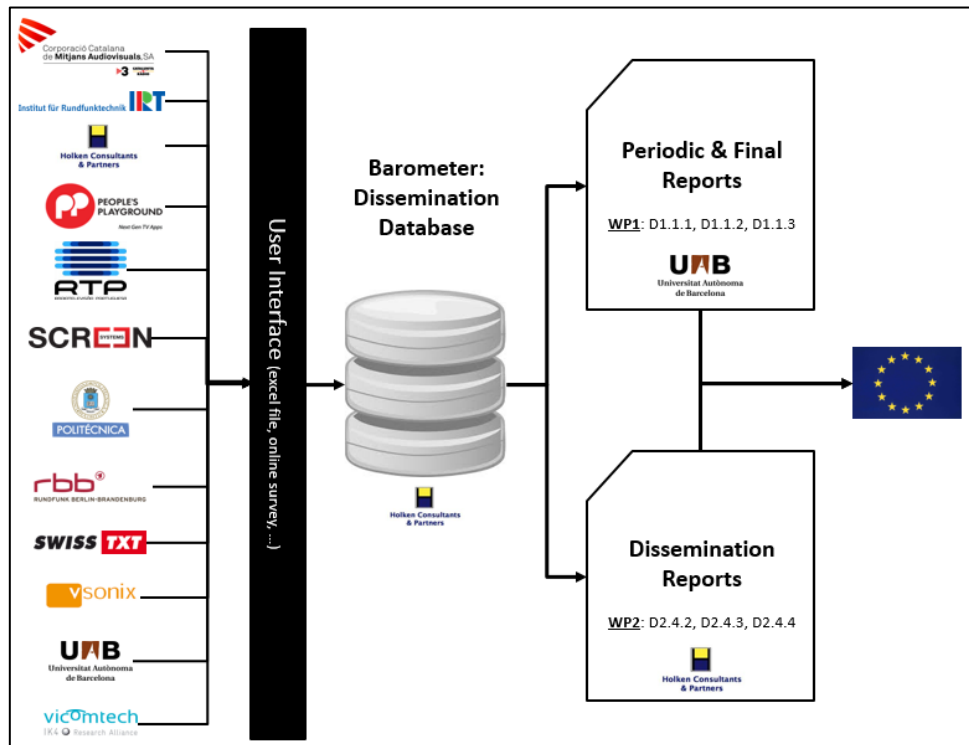


Figure 1. Inputs and outputs of the dissemination barometer

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:

- Website and online communication,
- Social media channels and Web showcase of **HBB4ALL**,
- Events and (scientific, industry and media/IT) publications, workshops and conferences
- Standardization activities.

2.2.1. Website and online communication

The HBB4ALL website presents the project’s objectives and results as they become available. Moreover, during year 2 the website has also evolved constantly:

- Further website categories have been added to meet the dissemination needs with regard to the project progress.
- Reviewers’ requests from the first review meeting (2015/02/03) have been integrated: the accessibility features have been improved. In the following, the HBB4ALL website evolution and all related online communication is explained in detail.

2.2.1.1. HBB4ALL website: improved accessibility and continuous update

2.2.1.1.1. HBB4ALL updates since November 2014

The HBB4ALL website www.hbb4all.eu continues to serve 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.

During the second year, the website kept its original form and sections, but more categories appeared as information about the project was produced and became publicly available. During 2015, the HBB4ALL project had to integrate especially the new HBBTV 2.0 specifications. Consequently, the update of the entire website was necessary to adapt its content to those new elements and specifications. The following table shows the general HBB4ALL website progress:

HBB4ALL website categories 2014	HBB4ALL website categories 2015
<ul style="list-style-type: none"> • HBB4ALL • About the project <ul style="list-style-type: none"> ○ Methodology ○ Target outcomes • The partners <ul style="list-style-type: none"> ○ The consortium ○ Advisory Board • Events • Press • Media Library <ul style="list-style-type: none"> ○ Event Gallery • Contact 	<ul style="list-style-type: none"> • HBB4ALL <ul style="list-style-type: none"> ○ HBB4ALL Pilots (A, B, C & D) • About the project <ul style="list-style-type: none"> ○ Methodology ○ Target outcomes • The partners <ul style="list-style-type: none"> ○ The consortium ○ Advisory Board • Publications <ul style="list-style-type: none"> ○ 32 pages of news • Deliverables • Events • Press • Newsletters • Media Library <ul style="list-style-type: none"> ○ Event Gallery ○ Communication medium • Contact

Table 1. HBB4ALL website evolution 2014/2015.

VSonix realized a video teaser about the project. This new video presentation is valued directly on the HBB4ALL home page (in English language). Interested people can visualize subtitles in several (all the partners) languages.

Regarding the new categories, their content and objectives are as follows:

- Advisory Board: presentation of the six advisory board members and twelve observers,
- Publications: valorisation of the partners public articles, news about their participation to several events, their video presentation, etc. There are 32 pages of HBB4ALL news with near then 2 publications per month,
- Deliverables: publication of all public project deliverables. For now all 2014 deliverables are published,
- Newsletters: all the project newsletters, are published, once sent, to the subscribers,
- Event Gallery: update with all the photos from events where the project was presented,
- Communication medium: all the current offline communication tools are presented here.

Figure 2, below, shows a screenshot of the HBB4ALL website which contains the main sections:



Figure 2. HBB4ALL website home page.

Furthermore, HC reviewed the design of the website by:

- Using the promotional materiel poster on the background for better branding,
- Replacing the social media section with floating buttons for more visibility,
- Increasing the text colour for more contrast (and thus better accessibility).

2.2.1.1.2. HBB4ALL website accessibility

From the very beginning the partners were concerned by the accessibility features of the website's content. The consortium decided to work with the CMS WordPress; detailed raisons are explained in D2.4.2. Therefore the first condition was to choose a given theme, which was expected to be the most accessible one; it has also naturally been completed with further features allowing content accessibility improvements.

During the first review meeting in Brussels (February 2015), reviewers recommended to improve two issues regarding the website accessibility:

- apply the font resizer on the tables,
- provide the alternative text to *all* the website images.

HC followed these advices and corrected immediately. Required recommendations are completely solved:

Accessibility Improvements		Before	After
Table font resizer	<p>Font size: Text & Table</p> <p>AAA</p>	<p>N° DEVIRABLES TITLES</p> <p>D2.2.1 - Cross-pilot coordination initial plan - 20</p> <p>D2.2.2 - Cross-pilot coordination year 2014</p>	<p>N° DEVIRABLES TITLES</p> <p>D2.2.1 - Cross-pilot coordination initial</p> <p>D2.2.2 - Cross-pilot coordination year 2014</p>
Images alternative texts	<p>To test the “alt text” we use the “image Alt text Viewer” of the browser:</p>  <p>It replace all the images by their “alt text” so we can check if they are any or not.</p>	 <p>IRT stand at the IBC exhibition 2015. © IRT 2015</p>  <p>IRT and HBBTV Partnership at IBC 2015. © IRT 2015</p>	<p>IRT stand at the IBC 2015</p> <p>IRT stand at the IBC exhibition 2015. © IRT 2015</p> <p>IRT and HBBTV Partnership</p> <p>IRT and HBBTV Partnership at IBC 2015. © IRT 2015</p>
Alternative text for links	<p>To present the content link behind the information</p>	<p>HbbTV 2.0 specification was published early 2015. It defines live streaming using MPEG DASH / Dynamic Adaptive Streaming over HTTP (DASH/DAIS) and the HBBTV 2.0 specification PDF.</p> <p>IFA, based on a Samsung HbbTV 2.0 prototype.</p> <p>6. Article: RBB represented the HBB4ALL at IFA 2015</p>	<p>HbbTV 2.0 specification was published early 2015. It defines live streaming using MPEG DASH / Dynamic Adaptive Streaming over HTTP (DASH/DAIS) and the HBBTV 2.0 specification PDF.</p> <p>IFA, based on a Samsung HbbTV 2.0 prototype.</p> <p>6. Article: RBB represented the HBB4ALL at IFA 2015</p>

Table 2. Website accessibility improvements.

In addition, and in order to respect the four principles of accessible¹ web content, HC added several features:

- a. “Perceivable” website content principle: it means that the users must be able to perceive the website content. So for example higher text colour contrast, font resizer, contrasts and greyscale switchers have been added, and transcriptions for videos made available (when it was possible).

¹<http://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html>

- b. “Operable” website content principle: the interface has to be easily operable by the users. And to increase the operability of the sitemap content, an accessible dropdown menu and an alternative text for links have been added and are operational. The main menu and all the website features don’t require any technical performance to be activated.
- c. “Understandable” website content principle: it means that for the users the information as well as the user interface must be easily understandable. So the HBB4ALL website was kept as simple as possible. For example, we avoided using flash/jQuery animations because it rarely works well with all the browsers (especially IE/Internet Explorer).
- d. “Robust” website principle: “This means that users must be able to access the content as technologies advance”². The initial website choice was a WordPress CMS (Content Management System); that means that the partners operated the choice not to intervene on technical development. The consortium chose this tool, because it is the most accessible standard theme, without requiring major developments. In this system, the coding was not developed from zero by developers specializing in accessibility. Therefore and from a technical point of view, it is impossible to expect a 100 % satisfaction in terms of Web accessibility, but try to get as close as possible to that rate. The purpose of the project was not to develop a 100 % accessible website from the scratch. No budget neither resources are foreseen in the DoW. The project’s purpose lies on a 100 % accessible HBB4ALL application research for connected TV matters.

During the 3rd consortium meeting (July 2015) the coordinator raised the question for feedback from the user representatives. HC then requested, as decided during this meeting, some expert feedback from the user associations involved in the project Advisory Board (AGE Platform, European Disability Forum) in order to know what should/could be improved for the website robustness and perhaps other features.

According to responses from three people, they all agreed positively on the fluidness of the website ergonomics, the easy and fluid access to the content, the good current improvement, and that the actual accessibility on website matches with the main objective of the website: disseminate the HBB4ALL news/progress among the stakeholders of the project value chain, with as much as possible accessibility features.

Having outlined this, there are some technical issues they suggest to correct: they advised to use the WAVE as web accessibility evaluation tool³, which we did. For now, HC has corrected 10 errors and 5 warnings among others. There remain still several technical errors, which would need a huge amount of time (of a developer) as well as high technical investments (create a website from scratch) to be 100% conform to these guidelines). Moreover, there are no indicators for a better future usage as through the present website people with hearing or visual deficiencies can access the complete website content.

Anyway the website improvement is ongoing with the objective to try to approach as close as possible the hundred percent satisfaction of those principles.

2.2.1.2. Website: new main content

To highlight the project time line progress, HC created several categories to disseminate and to follow all the new HBB4ALL components.

² Idem.

³ <http://wave.webaim.org/report#/http%3A%2F%2Fwww.hbb4all.eu%2F>

2.2.1.2.1. The project observers

With the Advisory Board members, the consortium invited also observers to participate to Advisory Board activities. Observers are individual companies, national public bodies, etc. who are interested to get informed and/or contribute actively to the HBB4ALL project, permanently or punctually. Currently they are twelve members from international structures, organisms and companies, presented as below:

Abertis Telecom: Xavier REDON	
AMETIC / eVIA platform: Javier VALERO	
Anglatéonic: Enric TORRES	
British Broadcasting Corporation: Nigel MEGITT	
European Commission: Thomas KUEPPER	
France Televisions: Matthieu PARMENTIER, Michael HAZAN	
French Association of Film Producers (AFPF): Bruno DANIAULT	
Radio Televisión Española (RTVE): Pere VILA, Laura FEYTO, Jose Luis GONZALO	
S-Dos: Javier Pérez ARANA	
Sony: Samuel FABRA	
Verbavoice: Robin Nachtrab-Ribback	
Vodafone Foundation Spanish: Eduardo CONESA, Mario CASERO	

Figure 3. HBB4ALL Observers.

2.2.1.2.2. The project publications

The publications page was created to publish all public articles, information, any written production and news from the partners regarding their dissemination activities or project progress. Until now, there are 32 posts concerning the partners' articles, the project events, the project external releases and all the news regarding the project progress. Each time a post is online, it is disseminated immediately over the project social media profiles.

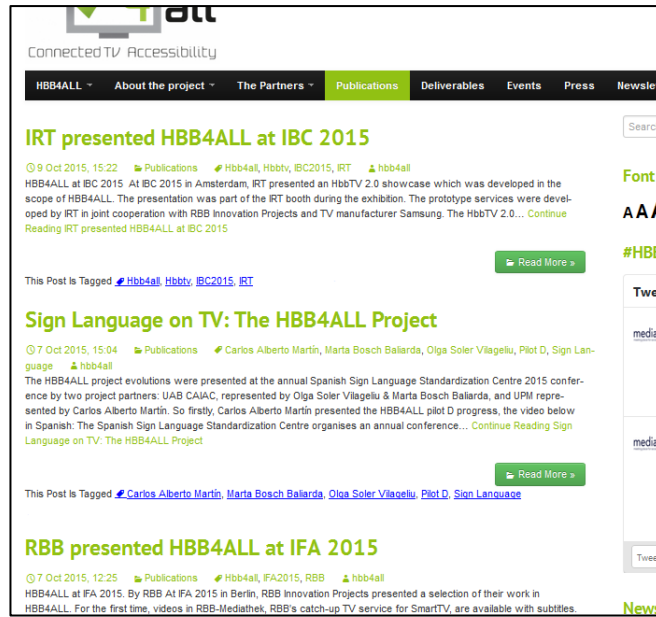
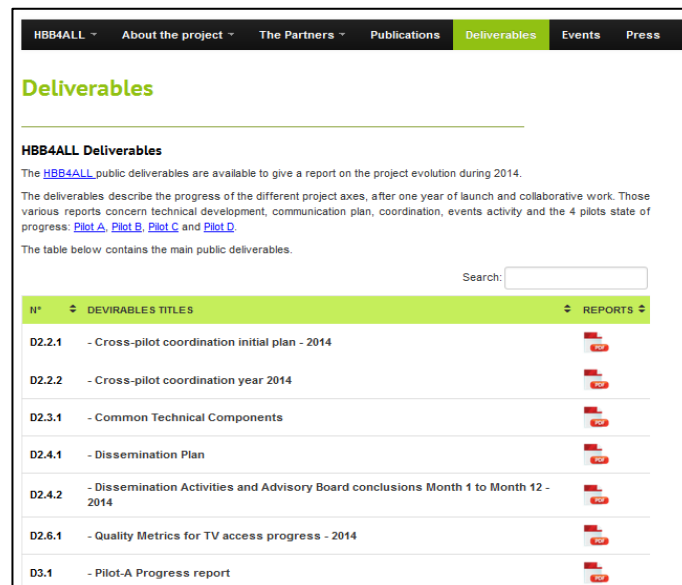


Figure 4. HBB4ALL Publications page.

2.2.1.2.3. The project deliverables

HC created this page specifically to publish the project deliverables to give a report on the project evolution during its time line progression. This page is available for the interested public or those who want to access more detailed information about the project’s technical development as well as the pilots’ state of advancement.

Currently the 2014 deliverables are available:










N°	DEVRABLES TITLES	REPORTS
D2.2.1	- Cross-pilot coordination initial plan - 2014	
D2.2.2	- Cross-pilot coordination year 2014	
D2.3.1	- Common Technical Components	
D2.4.1	- Dissemination Plan	
D2.4.2	- Dissemination Activities and Advisory Board conclusions Month 1 to Month 12 - 2014	
D2.6.1	- Quality Metrics for TV access progress - 2014	
D3.1	- Pilot-A Progress report	

Figure 5. HBB4ALL Deliverables page.

2.2.1.2.4. The project media library: Gallery & Communication medium

To immortalize their participation to the event activities, the project partners or the guests take photos during each of the project contribution. This page follows the project’s timeline via its events album.

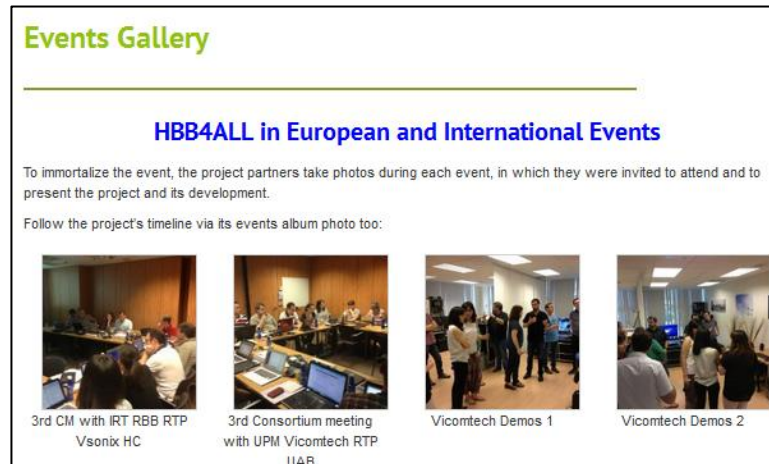


Figure 6. HBB4ALL Events Gallery.

2.2.1.3. 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 November 2014 and October 2015. 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 672 visitors every month during the second year of the project. New visitors account for 75% of the overall traffic, whereas half of them come back regularly to the site, which shows an ongoing interest in the content.

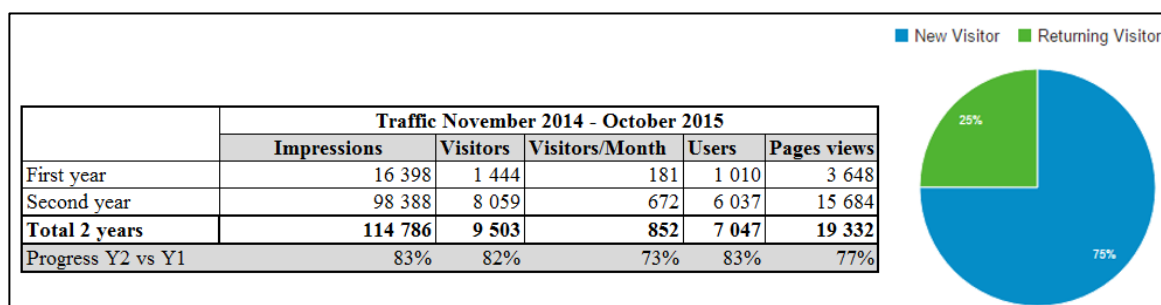


Figure 7. Website Traffic.

The projected success criteria outlined in the dissemination plan projected 200 to 300 visitors on the website per trimester. With 672 visitors per month, which leads to 2016 visitors every three months period, this objective has been achieved for the second year of the project also.

To increase the HBB4ALL website traffic, it was 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 November 2014 and October 2015 are as follows:

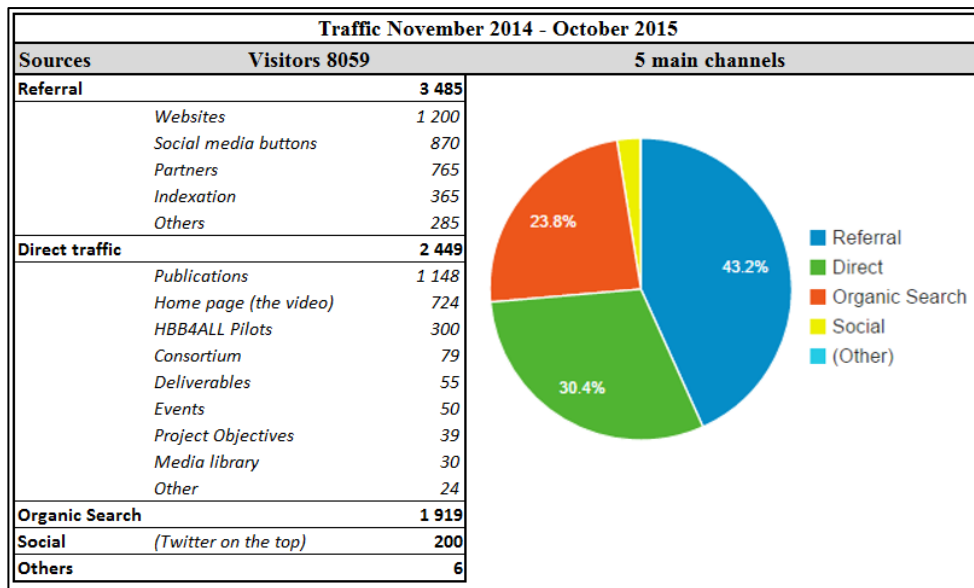


Figure 8. Traffic from main channels.

The table shows that the traffic is mainly generated by Referral (3485 visitors). HC continues to rank HBB4ALL in the most active and visited websites, as well as specialized ranking platforms. The Direct entries (30.4%) are following, and come from users who know the website/project or who participated in dissemination events where the project was presented or discussed so they were interested directly on the content. Otherwise, the ongoing SEO development continues to increase the number of visitors and page impressions (23.8%).

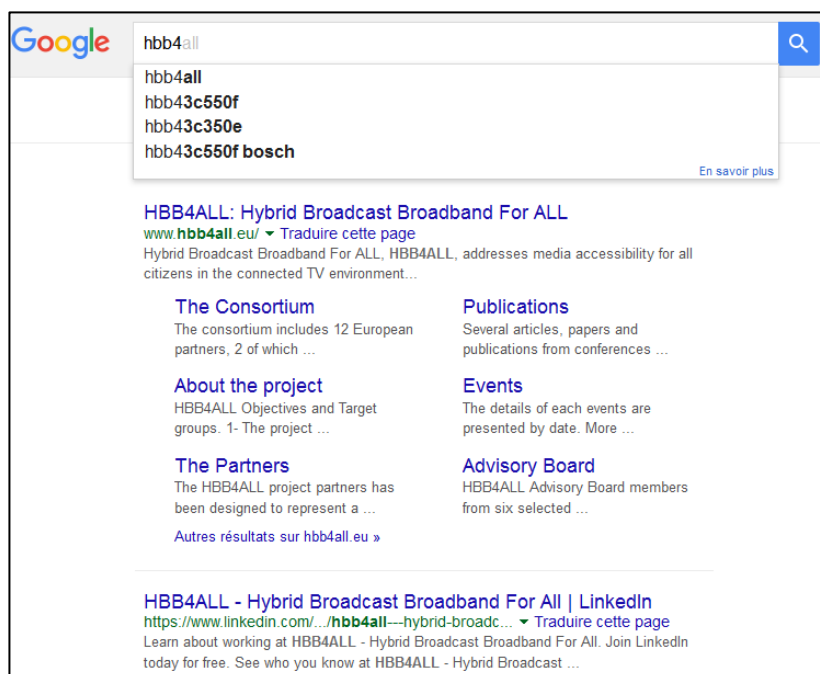


Figure 9. HBB4ALL keyword and website on the top research.

These results are due to the online communication strategy was mainly centred on the HBB4ALL news: publications, events, and partners' articles. Those types of information are regularly spread/disseminated via a specific network of specialised websites in the fields of accessibility, broadcast, media access, smart TV, broadband, and other areas near the project objectives and interests. The website indexation has also been updated as usual to maintain the website in the flow of search engines. In addition, the social media buttons

added to the website facilitate the share of the website news. The HBB4ALL project links published on the partners' websites do also favour the traffic at similar level. The previous dissemination report insisted strongly on the fact that the partners' publications about the project on their own websites should be landing on the HBB4ALL website, and the results were very positive.

During this period of year 2, the figures show that the publications about the project news attracted directly and indirectly more visitors. As the communication is mainly based on "information" and "the sharing of news" about the project, it is important to underline that the attendance levels follow the frequency of the availability of *new* information: new events, new articles, information about the advisory board, etc. The more we highlight project news the best we can canalize the Internet users flow.

Regarding external social networks, their influence grew considerably (+82% vs 2014), because many websites published articles about the project and because our followers disseminated our news as well as our online content.

Some of the HBB4ALL external publications on partners and further third websites:

Websites	Link(s)
RTVE RTVE collaborates with the UAB into an innovative service access to television	http://www.rtve.es/rtve/20150108/rtve-colabora-universidad-autonoma-barcelona-servicio-innovador-accesibilidad-television/1081158.shtml
El Periodico UAB and RTVE study how to make TV more accessible	http://www.elperiodico.com/es/noticias/tele/rtve-uab-estudian-hacer-tele-accesible-3836372
Panorama Audiovisual RTVE collaborates with the UAB into an innovative service access to television	http://www.panoramaaudiovisual.com/2015/01/09/rtve-colabora-con-la-universidad-autonoma-de-barcelona-en-un-servicio-innovador-de-accesibilidad-a-la-television/
CCMA (TVC) The CCMA starts on new European project HBB4ALL with improved accessibility as a central point	http://www.ccma.cat/premsa/la-ccma-arrenca-el-nou-projecte-europeu-hbb4all-amb-la-millora-de-laccessibilitat-com-a-punt-central/nota-de-premsa/2533442/
CCMA (TVC) The CCMA focuses its participation in the project HBB4ALL in improving accessibility	http://www.ccma.cat/324/la-ccma-centra-la-seva-participacio-en-el-projecte-hbb4all-en-la-millora-de-laccessibilitat/noticia/2402115/
Samsung Tomorrow Samsung Electronics Demonstrates Subtitling Format at IFA and IBC That Delivers Accessibility Fit For the Internet Age	http://global.samsungtomorrow.com/samsung-electronics-demonstrates-sub-titling-format-at-ifa-and-ibc-that-delivers-accessibility-fit-for-the-internet-age/
Who Wired Korea Samsung Electronics demonstrates subtitling format at IFA and IBC that delivers accessibility fit for the internet age	http://www.whowired.com/407386.htm

FKT	MPEG-DASH-Streaming und EBU-TT-D-Untertitel mit HbbTV 2.0	http://fkt.schiele-schoen.de/articles/article/mpeg-dash-streaming-und-ebu-tt-d-untertitel-mit-hbbtv-20.html#.Ve0sm5cbvOQ
EBU	EBU has launched several activities to help product implementers and users work with EBU-TT	https://tech.ebu.ch/news/2015/06/26/see-ebu-tt-ibc
LLAR	Conference theme Hbb4all project (Intelligent TV for everyone)	http://larsordbadalona.blogspot.com.es/2015/09/conferencia-tema-proyecto-hbb4all.html
ITsvet	Format for captioning content for hearing impaired HbbTV 2.0 at IFA in Berlin	http://www.itsvet.com/format_za_titlovanje_sadrzaja_z_a_osobe_ostecenog_sluha_hbbtv_2.0_na_ifa_sajmu_u_berlinu-pcaal-i?id=193772
Taubenschlag (RBB)	Accessible HbbTV – user tests wanted!	http://www.taubenschlag.de/meldung/10357
FRED	Pilar Orero talks about HBB4ALL at Roma Film Festival 2015	http://www.fred.fm/uk/pilar-orero-hbb4all-romaff10/
GitHub	IRT: Publishing of EBU-TT-D Test Samples on Github repository	https://github.com/IRT-Open-Source/irt-ebu-tt-d-application-samples

Table 3. HBB4ALL external publications

2.2.2. Social media channels and Web showcase of HBB4ALL

2.2.2.1. HBB4ALL video presentation and the YouTube Profile

The creation of project video presentation was one of the Advisory Board recommendations. The video is a relevant and easy way to present all the project aspects. This communication tool allows to making the project more real and more human by presenting the team worker behind each component.

Vsonix created the video and the partners participated by providing the subtitles for the eight languages. After the validation of the partners, HC created The HBB4ALL YouTube channel when first project film was ready and accessible (July 2015).

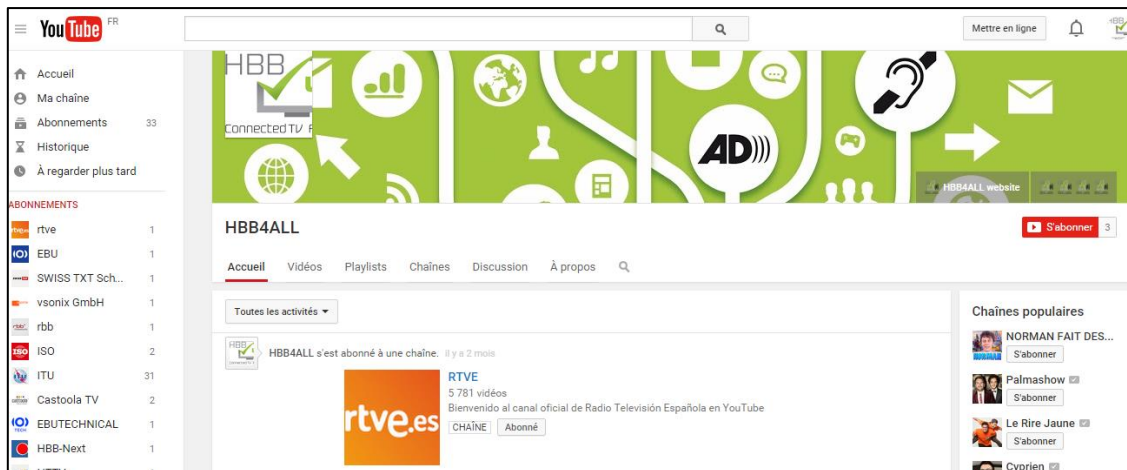


Figure 10. HBB4ALL YouTube profile

This video was also published on the HBB4ALL home page as complementary information of the project presentation. In addition, the HBB4ALL video was disseminated via all the HBB4ALL social media profiles, and has been watched 210 times since the publication in July 2015.



Figure 11. HBB4ALL video on YouTube channel

2.2.2.2. Twitter Profile

2.2.2.2.1. HBB4ALL twitter profile: <https://twitter.com/HBB4ALL>

To be in line with the evolution of the visual and graphic identity of the project, HC improved also the HBB4ALL twitter design by implementing the offline creation in order to develop the same branding reference for both, the direct display and the online dissemination.

In the table below on the left side is a screenshot of the old twitter home page (2014), on the right side the new one (2015):



Figure 12. HBB4ALL Twitter profile evolution

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



Figure 13. HBB4ALL Twitter timeline

2.2.2.2.2. Protocol for the uses of the HBB4ALL Twitter account

With regard to dissemination activities during year 2, coming user tests and further communication needs, HC drafted a protocol for the use of this HBB4ALL twitter account. This protocol explains and encourages the partners to go through this network for the sharing of all the project news. Thus, the twitter message is always depending upon the disseminations tasks detailed below:

Dissemination tasks	Tweets with the following information objectives / needs / tasks
Website	<ul style="list-style-type: none"> - News about the website (news categories, Partners, AB, Observers, etc.) - Newsletters - HBB4ALL Deliverables - Information shared via LinkedIn
HBB4ALL Publications	<ul style="list-style-type: none"> - Articles from partners - Photos & videos only from partners
HBB4ALL Events	<ul style="list-style-type: none"> - HBB4ALL event calendar - Announce all events: title, date, programme, participants, etc. - After the event: articles, publications, photos, videos. - To Answer followers requests about the events - To thank all the event participants - To share the participants' tweets about our (HBB4ALL) events
Partners	<ul style="list-style-type: none"> - To share the partners' tweets concerning HBB4ALL - To share the partners' tweets about their own news only concerning our project fields: accessibility, media, broadcasting, broadband
Advisors / Observers	<ul style="list-style-type: none"> - To share the Advisors / Observers tweets concerning HBB4ALL - To share the Advisors / Observers tweets about their own news only concerning our project fields: accessibility, media, broadcasting, broadband
Followers	<ul style="list-style-type: none"> - To thank our followers - To answer their requests - To comment their tweets about our publications
The user tests	<ul style="list-style-type: none"> - The partners involved: UAB, RTP, RBB, etc., - User test info: the title of the test, the objective and the target groups, - Message details: date, location, link (if available), e-mail contact, deadline (for recruitment submission for example), @contact of a partner (if applicable) - Text Messages: partner messages in his language and translated in English with #hashtag key words (only 140 signs, web link included) - Twitter publication calendar: the message can be tweeted 2 or 3 times per day (along the event period)
The partner Twitter account	<ul style="list-style-type: none"> - The partner use @HBB4AL and #HBB4ALL so HC can follow, share or manage the information

Table 4. Twitter protocol

It has been expressed during the consortium meeting that partners appreciate the structured protocol and project focused and branded dissemination through social networking.

2.2.2.2.3. Twitter traffic

The twitter account has 237 followers and HBB4ALL follows 191 accounts with similar interests. As an active European project, HBB4ALL is attracting international interest:

Activity	Traffic November - October 2015		
	2014	2015	Progress
Impressions	11 000	57 600	81%
Tweets	68	405	83%
Followers	66	231	71%
Following	33	187	82%
Favorated	0	52	100%

Figure 14. Twitter traffic

The Twitter communication strategy focuses exclusively on HBB4ALL publications, on the partners' articles or their contributions, the events and all general information about the project evolution or news. The twitter traffic increases each time, when project progress and news are available.

2.2.2.3. LinkedIn Profile

2.2.2.3.1. The HBB4ALL [LinkedIn business page](#)

The project is available on the professional network LinkedIn. During the second year, HC invited professional profiles among individuals and companies interested or specialised in the field of connected TV accessibility as well as broadcast broadband technologies.

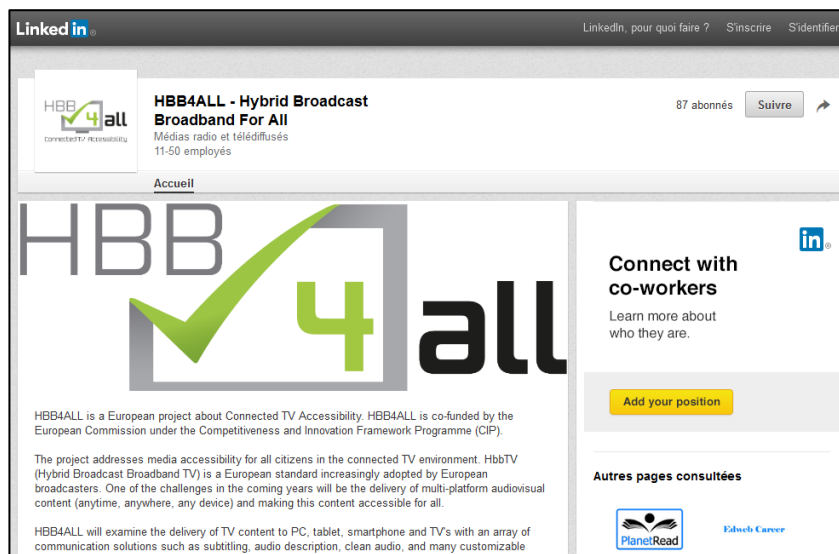


Figure 15. HBB4ALL LinkedIn profile

2.2.2.3.2. LinkedIn Traffic

The traffic on the LinkedIn profile is constant; the profile was at +4 followers per month. The followers and the professional connexions are nearly 150 contacts. The reason of this relative slow progress is related to the specificity of the project area: accessibility and connected TV. Despite the number of the followers, the HBB4ALL LinkedIn account is already placed on a better level compared to other companies or projects that deal with similar topics:






Activity	Traffic November 2014 - October 2015			How to Compare
	2014	2015	Y1 vs Y2	
Impressions	1 027	8 570	88%	
Followers	45	87	48%	 GLOBAL ITV 87
Posts	12	39	69%	
Clics	22	145	85%	 HBB4ALL - Hybrid Broadcast Broadband For All 87
				 PlanetRead 61
				 BookBox India Pvt. Ltd 46
				 edwebcareer 9

Figure 16. LinkedIn traffic

Unlike the twitter posts, the LinkedIn publications are exclusively related to the project news, specifically the partners' articles. The choice of this communication strategy is due to the nature of the contacts who follow HBB4ALL on this professional network. There are experts who need to obtain technical information and tangible progress about the project pilots.

2.2.2.4. Web showcase

The project partner vsonix is developing in cooperation with UAB 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.

The MOOC will be available on the HBB4ALL website. Its content is under production and expected publication will be in March 2016.

2.2.3. Promotional materials and corporate identity

To enhance the visual identity of the HBB4ALL project, HC coordinated, in consultation 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 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.

From the beginning, those communication tools were designed to be universal and used for the entire timeline of the project. HC made available all the source files of the creation in case the partners want to customize/personalize them. All details about the creation are described in the dissemination report D2.4.2.

The following printed communication tools were used during 2015.

Tool(s)	Photos from the 2015 events	
Poster		

Figure 17. HBB4ALL workshop 2015

Figure 18. The second Advisory Board meeting 2015

Leaflet /
Kakemono



Figure 19. Leaflet at the MEDIENTAGE 2015



Figure 20. NEM General Assembly 2015

Table 5. Printed dissemination for 2015

The leaflet was used at various events to present the project alongside presentations and demonstrations within the HBB4ALL scope, e.g., by IRT at the trade fairs IFA, IBC and Medientage 2015 during the exhibition.

Regarding project internal 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.

During 2015, the partners are still using those documents and adapting them to their languages and needs.

2.2.4. Communication Platforms

2.2.4.1. Nebula and Group Camp

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

2.2.4.2. Barometer, the monitoring of ongoing dissemination and standardization activities

As the aforementioned Working Platform Nebula is not 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 relay the information continuously.

HC sent a monthly reminder to the partners in order to collect their events activities updates among other dissemination issues. Regularly, the partners have filled in the table during the second year of the project, which allows HC to disseminate easily the news before and after the events.

As this barometer activity and monitoring has proved its efficiency, HC drafted the same process for the standardization activities, which is detailed in section: 2.2.7 Standardisation activities.

2.2.5. Major classical dissemination tools

The following sections show achieved and ongoing activities: press releases, newsletters and the white paper.

2.2.5.1. Press Releases

To disseminate press releases, HC has created international/European press release platform accounts. They were selected for their free access, seriousness, international publications, and references (ITU, ISO, etc.).

2.2.5.1.1. HBB4ALL press releases

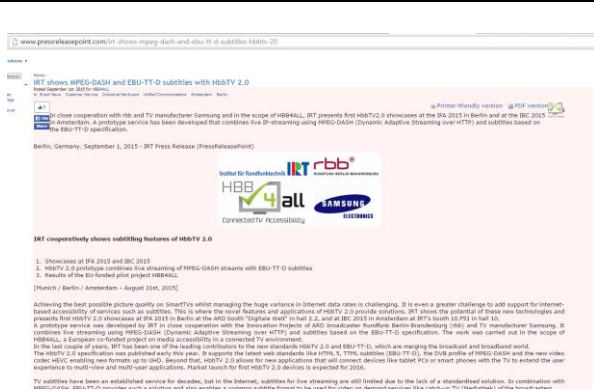
For 2015, HC has drafted the second HBB4ALL press release focusing on the major progress developments. The topics of this press release were chosen among several advanced work packages and based on the state of their achievements. It is under an iteration process with the partners.

Once agreed with the partners, the press release will be published on the HBB4ALL website and via free press platforms for a massive dissemination like the *Press Release Point, PR Free, Pressbox, Newswire*, and similar platforms.

2.2.5.1.2. Partners' press releases

2.2.5.1.2.1. From IRT

For the IBC 2015 exhibition and IFA 2015, IRT drafted a press release to announce its participation, as well as its close cooperation with HBBTV 2.0 and EBU. The press release was published on IRT and the project websites, published via IRT's press channels and furthermore HC circulated it massively via several platforms presented below:

Website	Link	Screenshot
Press Release Point	http://www.pressreleasepoint.com/irt-shows-mpeg-dash-and-ebu-tt-d-subtitles-hbbtv-20	



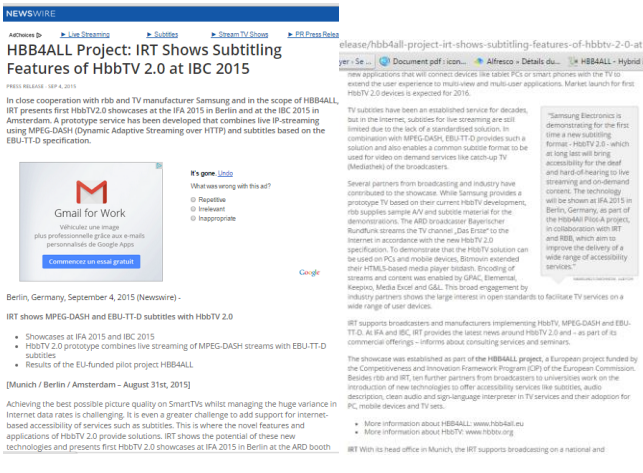
<p>PR Free</p> <p>http://www.pr.com/press-release/635515</p>	
<p>Pressbox</p> <p>http://www.pressbox.co.uk/cgi-bin/links/page.cgi?g=1617215.html</p>	
<p>NewsWire</p> <p>http://www.newswire.com/press-release/hbb4all-project-irt-shows-subtitling-features-of-hbbtv-2-0-at-ifa-2015</p>	

Table 6. IRT press release for HBB4ALL

2.2.5.1.2.2. From HC

HC was invited to moderate the conference and workshop on “Media Accessibility and E-inclusion” during the 2nd Innovation Business Convention organised by Plaine Commune in France (17/11/2014). HBB4ALL was foreseen to make a presentation during this workshop, and also at a dedicated booth. HC drafted a press release to disseminate about the project participation.

HC press release was published on the following press websites:



Website	Link	Screenshot
Media4D	http://www.socialmedia4d.com/wp-content/uploads/2015/11/CP-17-Novembre-2015.pdf	 <p>Holken Consultants et media4D à l'événement</p> <p>Plaine Innovation Meetings : 2^{ème} Convention d'Affaires Technologiques 17 Novembre 2015 à L'USINE, Plaine Saint-Denis</p> <p>Holken Consultants & Partners ainsi que la plateforme d'innovation media4D vont participer à l'une des conférences tenues lors de la 2^{ème} Convention d'Affaires technologiques organisée par Plaine Commune le 17 Novembre 2015. (LSF)</p> <p>Hadmut Holken, directrice de Holken Consultants et fondatrice de media4D, a été conviée pour:</p> <ul style="list-style-type: none"> – Programmer et modérer l'une des conférences axée sur l'« Accessibilité aux médias et e-inclusion » organisée dans le cadre des échanges sur l'Open Innovation et les convergences qui en découlent. A noter que la conférence va être traduite en langue de signe française LSF. – Animer un atelier intitulé « Expérimentations et réseau de media4D » qui permettra de mettre la lumière sur des projets, des résultats de rencontres et des travaux collaboratifs initiés par le réseau de media4D. Les projets media4Dplayer et HBB4ALL seront eux aussi présentés durant cette rencontre. <p>Le communiqué de presse si présent donne plus amples informations concernant cet événement.</p> <p>Communiqué de presse</p>
Communiqué de press	http://www.communique-de-presse-gratuit.com/socialmedia4d/151660-holken-consultants-et-media4d-a-levenement-plaine-innovation-meetings-2eme-convention-de28099affaires-technologiques.html	 <p>Holken Consultants et media4D à l'événement</p> <p>Plaine Innovation Meetings: 2ème Convention d'Affaires Technologiques</p> <p>Par Media4D dans <i>Conférence</i> le 9 novembre 2015</p> <p>Contact Commenter Site Web Page Web</p> <p>Holken Consultants & Partners ainsi que la plateforme d'innovation media4D vont participer à la conférence avec une table ronde sur « Accessibilité aux médias et e-inclusion » tenue lors de la 2ème Convention d'Affaires technologiques organisée par Plaine Commune le 17 Novembre 2015. (LSF)</p> <p>Holken Consultants et media4D à l'événement</p> <p>Plaine Innovation Meetings : 2ème Convention d'Affaires Technologiques 17 Novembre 2015 à L'USINE, Plaine Saint-Denis</p> <p>Holken Consultants & Partners ainsi que la plateforme d'innovation media4D vont participer à la conférence avec une table ronde sur « Accessibilité aux médias et e-inclusion » tenue lors de la 2ème Convention d'Affaires technologiques organisée par Plaine Commune le 17 Novembre 2015. (LSF)</p>

Table 7. HC press release for HBB4ALL

Note: those releases have been published, but the event was cancelled because of terrorism attacks close to the event the weekend before⁴. Nevertheless, discussions are under way to find a way to renew the event possibly during 2016.

⁴ <http://www.plaineinnovation.com/> (visited on 17/11/2015)

2.2.5.1.2.3. From TVC

TVC (now CCMA) produced 3 press releases in Spanish language to announce HBB4ALL participation or its progress during several events during 2015:

Press release	Link
<i>CCMA invited to present their Accessibility services at the ITU conference in Belgrade</i>	http://www.ccma.cat/premsa/la-ccma-convidada-a-presentar-els-seus-serveis-daccessibilitat-davant-la-itu-en-una-conferencia-a-belgrad/nota-de-premsa/2690490/
<i>The CCMA presented HBB4ALL project developments in Brussels and Mallorca</i>	http://www.ccma.cat/premsa/la-ccma-presenta-el-avencos-del-projecte-hbb4all-a-brusselles-i-a-mallorca/nota-de-premsa/2691802/
<i>TV3, the first public television providing subtitles for connected television</i>	http://www.ccma.cat/premsa/tv3-la-primera-televisio-de-lestat-a-oferir-subtitulacio-per-a-les-televisions-connectades/nota-de-premsa/2687475/

Table 8. TVC press releases for HBB4ALL

2.2.5.1.2.1. From RBB

For the IFA 2015 a joint ARD press release listed the ARD IFA highlights including the HBB4ALL developments that were demonstrated on the RBB Innovation Projects' booth in Hall 2.1

Press release	Link
<i>ARD IFA 2015 Press Release</i>	http://presseservice.rbb-online.de/presseinformationen/unternehmen/2015/07/2015_07_30_a rd_ifa_pi_2015.pdf

Table 9. RBB Press release for HBB4ALL

The developments were also mentioned on the special ARD IFA website: <http://www.rbb-online.de/ard-ifa/ard-halle/digitale-welt.html>

2.2.5.2. Newsletters

The partners decided to work with an external free platform to manage the newsletter campaign. MailChimp was the adequate platform 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.

Therefore HC created the HBB4ALL newsletter account on MailChimp and allows interested stakeholders to register for it via the HBB4ALL website. In addition, all 6 newsletters produced until now are available on the HBB4ALL website:

Newsletter

Email address:

First Name:

Last Name:

Figure 21. Newsletter Sign up on the website

HBB4ALL																							
About the project	The Partners	Publications																					
Deliverables	Events	Press																					
Newsletters																							
<p>Newsletters</p> <p>To keep our readers informed about the project news, developments, and events, HBB4ALL send nearly once a month, its own Newsletter. For now, 2 newsletters were sent to our followers and subscribers.</p> <table border="1"> <thead> <tr> <th>Nº</th> <th>NEWSLETTER TOPICS</th> <th>LINK</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>HBB4ALL - The new Avatar Signing Application</td> <td>Newsletter 6</td> </tr> <tr> <td>5</td> <td>HBB4ALL - New video presentation & Events 2015</td> <td>Newsletter 5</td> </tr> <tr> <td>4</td> <td>HBB4ALL - Project Deliverables & Consortium Meeting 2015</td> <td>Newsletter 4</td> </tr> <tr> <td>3</td> <td>HBB4ALL - Workshop and Advisory Board meeting, March 2015</td> <td>Newsletter 3</td> </tr> <tr> <td>2</td> <td>HBB4ALL Events: Workshop 2015 & Sign Language User tests</td> <td>Newsletter 2</td> </tr> <tr> <td>1</td> <td>HBB4ALL Project Presentation: Consortium & Advisory Board</td> <td>Newsletter 1</td> </tr> </tbody> </table>			Nº	NEWSLETTER TOPICS	LINK	6	HBB4ALL - The new Avatar Signing Application	Newsletter 6	5	HBB4ALL - New video presentation & Events 2015	Newsletter 5	4	HBB4ALL - Project Deliverables & Consortium Meeting 2015	Newsletter 4	3	HBB4ALL - Workshop and Advisory Board meeting, March 2015	Newsletter 3	2	HBB4ALL Events: Workshop 2015 & Sign Language User tests	Newsletter 2	1	HBB4ALL Project Presentation: Consortium & Advisory Board	Newsletter 1
Nº	NEWSLETTER TOPICS	LINK																					
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5	HBB4ALL - New video presentation & Events 2015	Newsletter 5																					
4	HBB4ALL - Project Deliverables & Consortium Meeting 2015	Newsletter 4																					
3	HBB4ALL - Workshop and Advisory Board meeting, March 2015	Newsletter 3																					
2	HBB4ALL Events: Workshop 2015 & Sign Language User tests	Newsletter 2																					
1	HBB4ALL Project Presentation: Consortium & Advisory Board	Newsletter 1																					

Figure 22. The HBB4ALL newsletter after publication

For now, the HBB4ALL newsletter counts 58 subscribers (against 24 in 2014). Each of these subscribers asked to receive the Hbb4All newsletter via the Hbb4All website. The MailChimp platform allows the delivery of an optimized newsletter for both desktop, tablets and mobile usage, as shown below:



Table 10. HBB4ALL newsletter

2.2.5.2.1. Newsletter stats

Although the database contains for the time being 58 subscribers, it has generated high interest from the subscribers, as more than half of them opened the 6 e-mails and 42 % of the readers were interested and reviewed the newsletter content. The content itself is related to the project news and the partners' publications. Almost every 2 or 3 months, HC created the newsletter following a precise communication plan including three sections for three main types of content:

- The opening section of the news is for the main project progress information,

- The second level is reserved for two public publications from partners or the project deliverables,
- The third level is dedicated to the upcoming events where the project will be presented.

The project's social networks were also contributed to invite the subscribers to follow the project profiles. The social network performance was systematically positive when HBB4ALL was present at international events. The subscribers are interested to relay the information immediately when an international and well-recognized event is involved.

This communications strategy helped us to increase the subscribers' number and to maintain the opening rates on a very good level as well as the clicks on the news content:

Report Stats Newsletter November 2014 - October 2015			
Newsletter	Subscribers	Opens	clicks
1	24	14	25%
2	38	24	24%
3	49	30	14%
4	53	28	11%
5	56	27	23%
6	57	24	18%
Total	58	147	88%

Figure 23. HBB4ALL newsletters report stats for 2015

2.2.5.3. HBB4ALL white paper

The DoW foresees the production of a White Paper, which is not an “official delivery”, but expected to be a major dissemination tool for the project and to prepare the sustainability after the project time. The HBB4ALL White Paper idea has been presented at the 2nd Advisory Board meeting in Barcelona (17/03/2015) and received spontaneous positive feedback from advisors and observers with regard to their participation.

2.2.5.3.1. Objectives

Its aims to give the state of current developments and a common roadmap for the future (develop a kind of common vision coming from the project partners and advisors/observers), including recommendations from the industry, service providers, TV channels and user associations.

The HBB4ALL white paper intends to become a major dissemination tool for awareness creation, current developments and a roadmap for the future in the accessibility and connected TV environment. The added value of the paper will come from the various contributions of the partners and advisors/observers and possibly of a common vision.

It also intends to be easily readable and understandable, with short articles/contributions from the partners and Advisory Board (2 to 4 pages per author). Advisors and observers are invited to integrate their interests and point of views with regard to connected TV and accessibility.

2.2.5.3.2. Expected Structure

Partners have approved the following structure. The process with advisors is under way and more than half of them already adopted it. The structure remains flexible and adjustable as ideas and needs evolve.

Preface
Executive Summary
1. Introduction
• Project objectives
• Partners, Advisory Board and its role
• Introduction of the chapters
2. User needs
• Older persons and accessible connected television: Current Developments and Roadmap for the Future (AGE Platform Europe)
• Users with disabilities want to choose when and how to interact and access media content on an equal basis with all users (EDF)
• Education on accessibility competencies (Klaus Miesenberger, Integriert Studieren, ICCHP)
• UAB contribution
3. Accessibility services: status, time frame, user tests
• Multi-Platform Subtitle Services (WP3 partners contributions)
• Alternative audio production and distribution (WP4 partners contributions)
• Automatic User Interface Adaptation – accessible Smart TV applications (WP5 partners contributions)
• Sign Language Services (WP6 partners contributions, UPM)
4. Standardization: status and needs (Partners contribution IRT, RBB,)
• HBBTV 2.0 and accessibility (IRT)
• EBU contribution
• ITU contribution
5. Tool support for video programmers
• Accessibility service workflow: existing or chimera ? (to be determined, contribution from TVchannels of the project)
• Main stream technology and multimedia accessibility (Integriert studieren/ICCHP)
6. Conclusions, roadmap of accessibility services, recommendations

Table 11. Expected structure of the white paper

2.2.5.3.3. Time line

HC started a first iteration process among the partners, who agreed on a first generic structure of the future white paper (autumn 2015, see table above), before the process has been extended to the advisors and observers (process under way, with first positive feedback like agreements on the structure of the document and first contributions). We envisage to be ready for publishing beginning 2016

2.2.5.3.4. Targets

This white paper targets the value chain: broadcasters, manufacturers, companies, user associations, standardization bodies, policy makers, etc.), and possibly opinion leaders or journalist, who should also be able to pick up the information. The EU Commission is also naturally interested in this kind of exercise.

The idea is that the White Paper becomes a reference document in the accessibility and connected TV environment.

2.2.6. Events and publications

2.2.6.1. Events

The HBB4ALL consortium partners participated in 40 events during 2015, listed below:

N°	Event(s)	Date	Location	Authors	Partner	Category	Title*
1	FOSDEM 2015 - Open Media Developer Room	31 January - 1 February 2015	Brussels, Belgium	Andreas Tai	IRT	Presentation	Open source tools for new subtitle standards
2	The NEM General Assembly	26 February 2015	London, UK	Hadmut Holken	HC	Poster, presentation	HBB4ALL Poster and Kakemono
3	DAGA Conference ("41. Jahrestagung für Akustik")	16-19 March 2015	Nürnberg, Germany	Michael Weitnauer, Theresa Liebl	IRT	Presentation, Demonstration	Anpassbarer Fernsehton für Hörgeschädigte über HbbTV 2.0
4	The Advisory Board Meeting 2015	17 March 2015	Barcelona, Spain	Pilar Orero	UPM, HC, hosted at UAB	Presentation, Demonstration, HBB4ALL poster	HBB4ALL poster and kakemonos
5	HBB4ALL Workshop 2015	18 March 2015	Barcelona, Spain	Pilar Orero Dani Giribet Ronald Mies John Birch Mario Vinagre	UAB, TVC, IRT, SCREEN RTP, Swiss TXT	Workshop	HBB4ALL poster and kakemonos
6	EBU Broad Thinking	18-19 March 2015	Geneva, Switzerland	Gion Linder Beatrice Caruso	Swiss TXT	Conference	Access services in HBBTV
7	The TransMedia Catalonia Research Group (Department of Translation and Interpreting/CAI AC, UAB) and the EU project HBB4ALL: the 5th Advanced Research Seminar on Audio Description	19-20 March 2015	Barcelona, Spain	Pilar Orero	UAB	Seminar	UAB

(ARSAD)

8	IRT Workshop "Subtitles for Web streaming"	5-6 March 2015	Munich, Germany	Andreas Tai, Michael Probst	IRT	Workshop	-
9	IRT Workshop "Subtitles for Webstreaming"	March 2015	Munich, Germany	Remo Vogel, Sven Glaser, Andrea Rietmann	RBB	Workshop	-
10	Clean Audio User Tests March 2015	23 March 2015	Germany	Sven Glaser, Jennifer Müller, Remo Vogel, Annette Wilson, Antje Benke, Michael Weitnauer, Theresa Liebl	RBB, IRT	Tests	-
11	First Meeting with associations of accessibility Berlin and Brandenburg	24 March 2015	Potsdam, Germany	Annette Wilson	RBB	Presentation	HBB4ALL Status and Plans
12	Swedish Institute	Film 25 March 2015	Stockholm	Pilar Orero	UAB	Conference	UAB
13	The CHOICE Workshop in China on "Immersive and Interactive Media"	first 31 March 2015	Beijing, China	Gion Linder	Swiss TXT	Workshop	HBB4ALL Project and accessibility services

14	NAB Show / US	11-16 April 2015	Las Vegas Convention Center	Andreas Tai	IRT	Exhibition	Contacts with manufacturers.
15	W3C meeting	9-10 April 2015	Las Vegas Convention Center	Andreas Tai	IRT	Conference	-
16	Media Synchronization Workshop (MediaSync) 2015 in conjunction with ACM TVX 2015	03 June 2015	Brussels, Belgium	Gion Linder, Andreas Jesina, Juan Martínez, Robin Nachtrab-Ribback, Marko Nalis, Pablo Romero-Fresco	Swiss TXT	Workshop	New Approaches to Improving the Quality of Media Accessibility Services on HbbTV
17	Respeaking, Live Subtitling and Accessibility	12 June 2015	Rome, Italy	Pilar Orero & Juan Martínez Pérez	UAB & Swiss TXT	Paper Presentation	New Approaches to Improving the quality of Live subtitling on TV
18	BMSB	17-19 June 2015	Ghent, Belgium	P. Orero, Carlos Alberto Martín and Mikel Zorrilla	UAB, UPM, VIC	Article (poster)	MM-15-093 HBB4ALL: Deployment Of HBBTV Services For All
				Carlos Alberto Martín, Pilar Orero, Guillermo Cisneros, José Manuel Menéndez	UPM, UAB	Article	MM-15-108 Signing provision in Connected TV: HBB4ALL project
				Alicia Rodríguez	UAB	Article	Sound mix in audio description
19	ISCE 2015 (IEEE International Symposium on Consumer Electronics)	24-26 June 2015	Madrid, Spain	Carlos Alberto Martín, Pilar Orero, Olga Soler, José Manuel Menéndez and Guillermo	UPM, UAB	Article	Signing provision in Connected TV: HBB4ALL project

Cisneros							
20	IFA 2015	04-09 September 2015	Berlin, Germany	Michael Probst, Andreas Tai Bettina Heidkamp, Annette Wilson, Sven Glaser, Remo Vogel, Viktoria Schult	IRT RBB	Exhibition	HbbTV2.0 showcase, Subtitle in RBB HbbTV Mediathek, HbbTV Sign Language Application
21	Translating and the Computer 37	26-27 November 2015	London, UK	Anna Matamala, Andreu Oliver, Aitor Álvarez and Andoni Azpeitia	VIC UAB	Conference	The Reception of Intralingual and Interlingual Automatic Subtitling: An Exploratory Study within The HBB4ALL Project
22	IBC 2015	10-15 September 2015	Amsterdam, the Netherlands	Michael Probst. Andreas Tai	IRT	Exhibition	HbbTV2.0 showcase
23	FKTG Regionalgruppe Berlin- Brandenburg	17 September 2015	Berlin	Theresa Liebl	IRT	Presentation	Ansätze zur Verbesserung der Sprachverständlic hkeit
24	Conference HBB4ALL: Smart TV for all with spanish association Llar de Persones Sordes de Badalona	19 September 2015	Barcelona Spain	Pilar Orero	UAB	Presentation - for getting end users tests	
25	International Conference on Eyetracking and Applied Linguistics ICEAL 2015	21-22 September 2015	Warsaw, Poland	Agnieszka Szarkowska Monika Laskowska Andreu Oliver Olga Pilipczuk	UAB & Universit y of Warsaw	Presentation of some results of HBB4ALL	Reading subtitles across devices

				Olga Soler Vilageliu, Marta Bosch y Baliarda, Pilar Orero.	UAB & Universitat of Warsaw	Conference	Diseño de experimentos con usuarios para evaluar la recepción de LSE en TV
26	2015 Conference of the Spanish Sign Language Standardization Center (CNLSE)	24-25 September	Madrid, Spain	Carlos Alberto, Guillermo, Juan Pedro and José Manuel (UPM); Marta, Olga and Pilar (UAB)	UAB & UPM	Conference	La lengua de signos en TV: el proyecto HBB4ALL
27	Clean Audio User Tests October 2015	01 October 2015	Munich, Germany	Michael Weitnauer, Theresa Liebl, Ronald Mies	IRT	Test	-
28	Second Meeting with associations of accessibility Berlin and Brandenburg	02 October 2015	Munich, German	Bettina Heidkamp, Viktoria Schult	RBB	Meeting	HBB4ALL Status and Plans
29	ARD-Subtitle-Conference 2015 (Meeting Access Service officers of the public broadcasters in Germany, Austria, Switzerland)	8-9 October 2015	Leipzig, Germany	Andreas Tai, Michael Weitnauer (IRT), Bettina Heidkamp (RBB). Remo Vogel (RBB)	IRT, RBB	Presentations	Themes: EBU-TT-D, Clean Audio
30	The Role of Information and Communication Technologies in the Development of Inclusive Society for Persons with	8-9 October 2015	Belgrade, Republic of Serbia	Pilar Orero	UAB	Presentation	TV and Video programming accessibility: "Secondary Screens for Access Services"

Disabilities							
				Francesc Mas Jordi Mata	TVC	Presentation	CCMA Broadcasting Accessibility: Keys of Success
31	Eurovision Access Services Experts group, plenary meeting	12-13 October 2015	Brussels, Belgium	Andreas Tai	IRT	Presentation	HBBTV 2.0 and its opportunities for Access Services
				Annette Wilson	RBB	HBB4ALL questionnaires (from RBB)	HBB4ALL questionnaires to attending broadcasters to collect information on benchmarking for accessibility services
				Francesc Mas Jordi Mata	TVC	Presentation	HbbTV Access Services, HBB4ALL Project. CCMA test results
32	NEM SUMMIT 2015	14-16 October	Frankfurt, Germany	Hadmut Holken Volker Hahn	HC VSX	Round table	HBB4ALL video, Kakemono, Poster
33	VI Congrés de TV Digital Interactiva IV Jornades Iberoamericanes d'Aplicacions i Usabilitat de la TVDi	14-16 October 2015	Mallorca, Spain	Jordi Payo	TVC	Presentation	HBB4ALL: Accesibilidad en HbbTV
34	Rome Film Festival 2015	16-24 October 2015	Rome, Italy	Pilar Orero	UAB	Presentation	Radio Interview

35	MEDIENTAGE MÜNCHEN 2015	21-23 October 2015	Munich, Germany	Ronald Mies	IRT	Exhibition	HbbTV2.0 showcase
36	Translating Europe Forum	29-30 October 2015	Brussels, Belgium	Pilar Orero	UAB	Forum	-
37	Congreso Nacional CENTAC de Tecnologías de la Accesibilidad. 6º Congreso. (Conference on Accessibility Technologies)	05-06 November 2015	Bilbao, Spain	Igor Olaizola, G. Pilar Orero.	Vicomte ch-IK4, UAB	Presentation	Accesibilidad Audiovisual
38	FKT Article on Barrier free access (covering several aspects of HBB4ALL), FKT 11/2015	November 2015	-	Ronald Mies, Andreas Tai, Michael Weitnauer	IRT	Article	Barrierefreiheit im Rundfunk – Dienste für Broadcast und Broadband (in German)
39	Plaine Innovation Meetings	17 November 2015	Paris, France	Hadmut Holken ELHauouaji Nada	HC	Presentation Showcase <i>(Postponed because of the terrorists attacks)</i>	Poster Kakemono Leaflet HBB4ALL video Project Presentation
40	Translating and the Computer 37	26-27 Nov 2015	London, UK	Anna Matamala, Andreu Oliver, Aitor Álvarez, Andoni Azpeitia	UAB, VIC	Conference Poster	The reception of intralingual and interlingual automatic subtitle: an exploratory study within the HBB4ALL project

Table 12. HBB4ALL Events. (*) Title of the contribution (or Dissemination material used respectively).

2.2.6.2. Publications

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

All public project deliverables are available on the HBB4ALL website: <http://www.hbb4all.eu/deliverables/>

2.2.7. Standardization activities

HBB4ALL partners involved in standardisation activities are IRT, RBB, UAB and UPM. The HBB4ALL consortium partners participated in 18 standardisation activities during 2015, listed below:

N°	Event(s)	Date	Location	Authors	Partner	Topic(s)
1	EBU XML Subs WG meeting	13-14 January 2015	Munich	Andreas Tai, Peter tho Pesch, Ronald Mies, John Birch	IRT Screen	EBU-TT standardisation
2	ISO/JTC1 SC35	19-21 January 2015	Copenhagen, Denmark	Pilar Orero, Anna Matamala	UAB	-
3	ITU SG16 Q26	4 February 2015	Geneva, Switzerland	Pilar Orero	UAB	-
4	EBU XML Subs WG meeting	12-13 March 2015	London, UK	Peter tho Pesch John Birch	IRT Screen	EBU-TT standardisation
5	IEC T/100	20 April 2015	Milan	Pilar Orero	UAB	-
6	ITU-D Regional Meeting	21-22 April 2015	Budapest	Pilar Orero	UAB	-
7	EBU XML Subs WG meeting	19-20 May 2015	Munich, Germany	Andreas Tai Peter tho Pesch, John Birch	IRT Screen	EBU-TT standardisation
8	ITU IRG AVA	21 July 2015	Geneva, Switzerland	Pilar Orero	UAB	-
9	EBU XML Subs WG meeting	21-22 July 2015	London	Andreas Tai	IRT	EBU-TT standardisation

10	ISO/JTC1 SC35	29 August- 4 September 2015	Japan	Pilar Orero, Anna Matamala	UAB	User interfaces
11	HBB4ALL review for EBU Tech3370	31 August 2015	Berlin, Germany	Annette Wilson	RBB	TECH 3370 EBU-TT
12	HBB4ALL/WP3 Response to European Internet Inclusion Initiative Deliverable 3.2	September	Berlin, Germany	Annette Wilson	RBB	-
13	EBU XML Subs WG meeting	29-30 September 2015	Seville	Andreas Tai	IRT	EBU-TT standardisation
14	ITU SG16 Q26	12 October 2015	Geneva	Pilar Orero	UAB	-
15	W3C TPAC Meeting, Text Working Group	26-30.10.2015	Saporro	Andreas Tai	IRT	EBU-TT standardisation
16	bi-weekly XML Subs Webex conferences	EBU 2015	-	Andreas Tai	IRT	EBU-TT standardisation
17	Weekly W3C TTWG	Telcos 2015	-	Andreas Tai	IRT	TTML
18	IRG-AVA-1510-004-Hbb4ALL.docx	05 October 2015	-	Annette Wilson	RBB	Customised Subtitles

Table 13. HBB4ALL standardization activities

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 two of HBB4ALL

2.2.8.1.1. Arbeitsgruppe der „Untertitelbeauftragten der ARD“

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

In regular meetings and telcos various aspects of production and delivery of access services, with a focus on subtitles, are being 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”). Representatives of IRT in this group continuously present activities and outcome from HBB4ALL to the participants, e.g. on subtitle production and delivery and possible improvements on speech intelligibility.

2.2.8.1.2. HbbTV 2.0 showcase

To demonstrate the potential of HbbTV 2.0 in supporting internet-based accessibility of services such as subtitles, IRT in close cooperation with RBB developed a service which runs on an HbbTV 2.0 prototype device, using the respective features. The prototype service combines live streaming using MPEG-DASH (Dynamic Adaptive Streaming over HTTP) and subtitles based on the EBU-TT-D specification. The showcase was presented at IFA 2015 in Berlin, at IBC 2015 in Amsterdam as well as during the Münchener Medientage 2015.

Activities to create further awareness amongst encoder and TV/STB manufacturers with respect to the new specification and its potential use cases for access services, were continued in 2015.

2.2.8.2. RBB dissemination activities in year two of HBB4ALL

At the IFA trade fare in Berlin in September 2015 RBB Innovation Projects presented services developed in HBB4ALL at its booth in the ARD Hall. Services presented were customised HbbTV subtitles for VOD, a new HbbTV signer application and a HbbTV2.0 showcase (as described above) cooperation with IRT and Samsung. The IFA offers a unique opportunity to demonstrate services to a wide audience including professionals from the broadcast and media industries, representatives from user associations and interested members of the general public. The IFA also marked the active start of the RBB pilot phase.

Information about HBB4ALL on the RBB corporate website was updated in 2015. This included embedding HBB4ALL promotional video in the pages and replacing the previous project description with current information on RBB activities in the project including a call for participants for RBB sub-pilots.

http://www.rbb-online.de/unternehmen/der_rbb/profil/zukunft/die_innovationsprojekte_0.html

RBB Innovation Projects also met with representatives of user association on two occasions during 2015 and presented the status of developments and pilots in HBB4ALL and plans for the future. These meetings allow an exchange of ideas and views on services and pilots between RBB and the associations. It shows the willingness and commitment on both sides to develop and test services that offer the target audience a real benefit.

Members of the Innovation Projects team regularly present the results of our work in HBB4ALL in internal ARD meeting concerned with issues of accessibility.

2.2.8.2.1. RBB Crown award

On 31st October 2015, RBB’s Innovation Projects team received the Golden Crown special award for its achievements in barrier-free access to media. The prize was presented on October 31st at the third annual meeting of deaf artists (‘Künstlertreffens der Gehörlosen’) in Leipzig, along with other awards recognising

achievements in film, the press, theatre, visual arts, sign-language poetry, photography, pantomime and magic. Prizes for best new artist and lifetime achievements were also awarded.

The jury awarded the prize on the basis of RBB's long involvement with barrier-free accessibility, particularly in the domain of HbbTV, and especially in the context of the current 'HBB4ALL' EU project. Special acknowledgement was given to RBB's achievements within this project in personalised subtitles for catch-up TV. Uwe Schönfeld from the jury noted that "the convergence of computers and TV allows us possibilities which were unthinkable twenty years ago. This means we can also participate in the world just like hearing people. I would like to also note the special cooperation and exchange of views between the associations for the ability-impaired and RBB, which was equally unimaginable twenty years ago. Jules Verne wrote 'Anything one man can imagine, other men can make real'. We need people and teams to translate ideas into reality - there are such people and there is such a team at RBB, the RBB Innovations Projects team".



Figure 24. Bettina Heidkamp, leader of the RBB Innovation Projects receives the Golden Crown Special Award from Uwe Schönfeld, from the Förderverein der Gehörlosen der neuen Bundesländer e.V.

The Golden Crown was awarded by the Förderverein der Gehörlosen der neuen Bundesländer e.V (the organisation of deaf people in the former East Germany). Since 2008, the award honours cultural achievements in the deaf community.

2.2.8.3. VSONIX dissemination activities in year two of HBB4ALL

Vsonix has concentrated on a variety of dissemination activities related to the project:

- Vsonix has participated at events such as the Learntec 2015, where vsonix had a booth related to the usage of webcasts in corporate learning also presenting the accessibility issues addressed by the project, IBC 2015 as well as the NEM summit, where Volker Hahn has presented the project objectives and actual results to the NEM general assembly.
- Vsonix has produced the project's main dissemination video, which is now available at the HBB4ALL website. The video is hosted by vsonix using an online video player that already includes the Subtitle feature developed in WP3. Subtitles has been created for the video in 7 different languages including English, German, Spanish, French, Catalan, Portuguese and Dutch.
- vsonix has worked on the video based learning application ("MOOC"), which is planned to be provided as webcast service via the HBB4ALL website. The content was produced in English. There

will also be German, English and Spanish subtitles available. The MOOC acts as a cross-pilot showcase addressing Pilot-C and Pilot-A. It integrates the AccessGUIDE UI adaptation, personalised subtitling and screen reader capabilities.

- From a technical point of view, it integrates a variety of functions including lecture content playback, user access and profiles, functions for social communication as well as functions for content related learning assessment. The content of the MOOC showcase was developed by UAB in corporation with vsonix. The course consists of a number of lectures addressing different aspects of media accessibility. The MOOC service was integrated using software components developed by vsonix.
- From a content perspective, UAB has prepared a series of lectures that have been and will be further recorded by UAB and vsonix to be used in the MOOC. The course will introduce students to the principal systems ensuring accessibility to these content and services. On one hand, linguistic accessibility aimed at those who do not understand the original language will be provided through techniques such as dubbing, subtitling and voice-overs, traditionally studied in the context of audiovisual translation. On the other hand accessibility will be explained alongside with how captioning for the deaf, audio description or audio subtitling allows people with hearing or visual disabilities to access audio-visual content and services. Content and media services are becoming increasingly important in our society, whether in traditional settings such as television or film or in environments such as the internet. The MOOC will try to address this importance by providing an overview on the current state of the art in media accessibility for all interested parties including service providers and application developers.

2.2.8.4. UPM dissemination activities in year two of HBB4ALL

UPM has focused its effort in different dissemination activities this year two:

- Participation in technical conferences and workshops (BMSB 2015, ISCE 2015, CNLSE 2015) to disseminate HBB4ALL activities in international and national (Spanish) scales.
- Organization of the second AB meeting and compilation of observers' feedback by means of a questionnaire.
- Participation in accessibility events, such as the exhibition organised by eVIA, the Spanish technological platform for accessibility, inclusion and wellbeing.

2.2.9. Detailed Standardisation Activities by Partners

2.2.9.1. IRT Standardization Activities

2.2.9.1.1. EBU-TT specifications

The HBB4ALL partners IRT and SCREEN actively contribute to the **XMLSubs Working Group of the EBU**⁵. IRT chaired and was the responsible editor for the work on the following subtitles format specifications that were published in 2014:

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

⁵ <https://tech.ebu.ch/groups/pdfxp>

IRT chairs and is responsible editor of the EBU-TT Part 1 (EBU Tech 3350) update that was published at the beginning of 2015.

In June 2015 EBU published v0.8 of EBU Tech 3370: *EBU-TT Part 3 Live Subtitling* and requested for industry comments⁶. IRT initiated and coordinated the feedback of the HBB4ALL partners on specification EBU TECH 3370, which was given in September 2015.

2.2.9.1.2. EBU-TT Interoperability

IRT drafted an XML Schema for the EBU-TT-D format. This XML Schema allows the automatic validation of subtitle EBU-TT-D documents; it was published by EBU in 2015 on a github repository⁷ that provides public access to an informative (editors draft) [XML Schema for EBU-TT-D](#), parts of which were developed in [HBB4ALL](#). The Schema is intended to support the implementation of [EBU-TT-D \(Tech 3380\)](#) and is released under the BSD-3 open source license.

In September 2015 EBU-TT-D Test Samples were published on Github⁸ (subject to the Apache 2.0 license). Parts of the IRT EBU-TT-D Application Samples were developed within HBB4ALL.

2.2.9.1.3. HbbTV Interoperability

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 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, by defining and reviewing testing assertions for the official HbbTV 2.0 test suite.

These assertions and features amongst others are part of the regular (quarterly) HbbTV interoperability workshops being hosted by IRT for the HbbTV consortium. Specifically for testing multiple audio stream support when using MPEG-DASH, IRT developed additional test scenarios which are included in these tests as well.

In November 2015 ETSI released the latest specification on hybrid broadcast broadband TV (HbbTV), TS 102 796 V1.3.1, which corresponds to HbbTV 2.0⁹.

2.2.9.2. RBB Standardization Activities

RBB Submitted a document on customized subtitles to the ITU, which was presented to the INTERSECTOR RAPPORTEUR GROUP on Audiovisual Media Accessibility by David Wood on 22 October 2015. This contribution was submitted by EBU on behalf of the HBB4All Project.

2.2.10. *Information relay from AB members*

Advisors are considered as essential, not only for getting feedback on the project or strategic advice on HBB4ALL directions. Advisors are also invited to spread HBB4ALL information and results within their respective communities. First HBB4ALL reports appeared, partners presented first demos at the 2ndAB meeting (March 2015), but for the moment prototypes are still not yet publicly available. Nevertheless and despite of the fact that it is easier to communicate about a ready or available applications, the communication process started to spread some HBB4ALL information.

⁶ <https://tech.ebu.ch/publications/tech3370>

⁷ <https://tech.ebu.ch/news/2015/06/26/see-ebu-tt-ibc>

⁸ <https://github.com/IRT-Open-Source/irt-ebu-tt-d-application-samples>

⁹ <http://www.etsi.org/index.php/news-events/news/1026-2015-11-etsi-releases-new-specification-for-hbbtv-2-0>

2.2.10.1. The Advisors dissemination

A very active and regular HBB4ALL twitter follower for example is the **European Disability Forum (EDF)** representative (Mia Ahlgren) and **Age Platform Europe**:

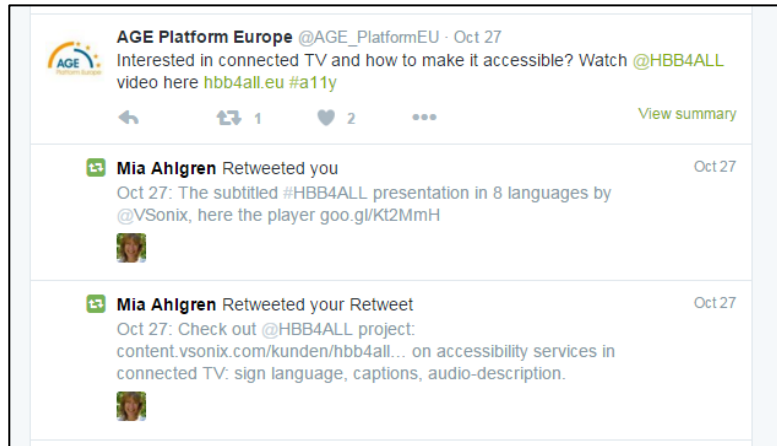


Figure 25. Tweets from EDF and Age Platform Europe

European Broadcast Union (EBU) published and continues to post the HBB4ALL news on their website regarding their collaboration with some partners:

Subjects	Links
<i>HBB4All to make interconnected TV more accessible</i>	https://tech.ebu.ch/news/hbb4all-to-make-interconnected-tv-more-a-05mar14
<i>HBB4All partners plan pilots in Paris</i>	https://tech.ebu.ch/news/hbb4all-partners-plan-pilots-in-paris-24jul14?newsletter_aug2014
<i>Access Services In Hbbtv: Hbb4all Test Results</i>	https://www3.ebu.ch/files/live/sites/ebu/files/events/Media%20Online/Access%20Services/AS_Agenda_FINAL_05.10.2015_web.pdf
<i>See EBU-TT @ IBC</i>	https://tech.ebu.ch/news/2015/06/26/see-ebu-tt--ibc
<i>Eurovision Access Services Experts Meeting</i>	https://www3.ebu.ch/contents/events/2015/10/eurovision-access-services-exper.html
<i>Opening up hybrid TV for all (page 14)</i>	https://tech.ebu.ch/docs/tech-i/0738%20Tech-i%20issue%2024.pdf

Table 144. EUB publications about HBB4ALL.

During the years 2014-2015, **International Telecommunication Union (ITU)** published several news and articles concerning the work, events and meetings about their collaboration with the project partners (25 publications):



Figure 26. Examples of ITU publications.

ICCHP published our website link and the project presentation on its website:

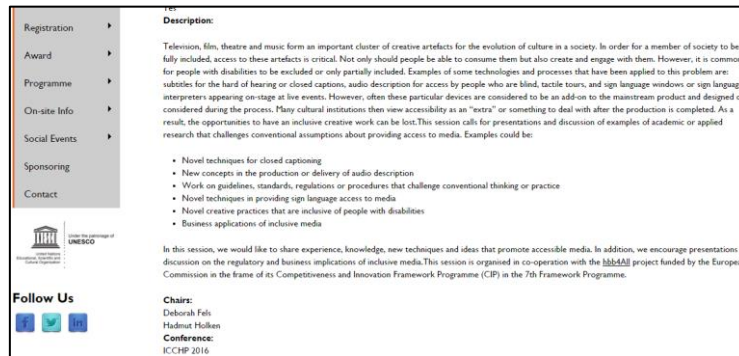


Figure 27. ICCHP website <http://www.icchp.org/node/5537>

2.2.10.2. The Observers dissemination

The media4Dplayer, French public private research project relays also information on Twitter. The coordinator of this project is France Televisions (Matthieu Parmentier), who is also observer in the HBB4ALL Advisory Board:



Figure 28. Examples of media4Dplayer tweets

Verbavoice, as observer represented by Robin Nachtrab-Ribback, publish and follow the project news via twitter:



Figure 29. Example of Verbavoice tweets

SDOS presented our project with the website link and the logo in its website, after its participation to the HBB4ALL 2015 workshop:



Figure 30. SDOS website <http://www.sdos.es/smart-accessibility-on-connected-tv/>

For the other Advisors and Observers, discussions are still ongoing to negotiate (occasional or permanent) HBB4ALL online presence on their respective websites, and/or on social media.

The before mentioned white paper production will be a tool to relay HBB4ALL together with the contributors interests (partners, advisors and observers), once produced. Thus the information relay via the AB members is a process under way.

3. Advisory board conclusions

Alongside the HBB4ALL consortium partners, AB members are considered as ambassadors of the HBB4ALL project in their respective communities.

Like in 2014, the consortium works with the same circle of restricted number of advisors (6 people) with commitments to active contribution to the Advisory Board. As planned, the second Advisory Board meeting was held in Barcelona (Spain) on 17th of March 2015¹⁰.

¹⁰ Date decided at the 1st AB meeting in Paris, July 2014

Besides the presence of all partners and in line with the objectives, the meeting welcomed five advisors (European Disability Forum, EBU-European Broadcasting Union, Digital Europe, eAccess+¹¹, ITU), and three observers (BBC, France Televisions, AFPA)¹². Only the representative of the AGE Platform Europe, who accepted the invitation to join, could not attend because of illness. The meeting was organized by UPM with the support of HC, and hosted by UAB in Barcelona. This 2nd AB meeting was juxtaposed to two side activities:

- 18th of March: HBB4ALL Workshop 2015: Smart Accessibility on Connected TV, organised by UAB, with the participation of the EC and EBU. <http://www.hbb4all.eu/publications/hbb4all-workshop-2015/>
- 19th and 20th of March. ARSAD - 5th Advanced Research Seminar on Audio Description, a more academic event: <http://jornades.uab.cat/arsad/>

The following members attended the AB meeting in March 2015:

Organization	Expert	Status
AGE Platform Europe	Alice Sinigaglia (representing Ophélie Durand) ¹³	AD
European Disability Forum	Mia Ahlgren	AD
ICCHP (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 Televisions/F	Michal Hazan (representing Matthieu Parmentier)	OBS
SDos/Sp	Rafael Selma Javier Pérez	OBS
Sony	Samuel Fabra	OBS
Anglatechnic	Enric Torres	OBS
AMETIC / eVIA	Javier Valero	OBS
RTVE	Laura Feyto José Luis Gonzalo	OBS
Verbavoice	Robin Nachtrab-Ribback	OBS
EUROPEAN COMMISSION	Thomas Küpper	OBS

Table 15. List of attending Advisors (AD) and Observers (OBS)

¹¹ As the European project eAccess+ is finished, its coordinator (Klaus Miesenberger) suggested to change in favour of ICCHP (www.icchp.org), bi-annual conference of ICT and accessibility (existing since more than 30 years), able to spread HBB4LL information internationally.

¹² Respective roles of advisors, observers and guests are described in the D.2.4.1 Dissemination Plan, p. 6 -7.

¹³ She could not attend because of illness. But her presentation has been made available to the participants.

The meeting focused on the HBB4ALL project status and advancement by the WP leaders and Advisors' feedback, and what HBB4ALL has implemented with regard to their observations and advice expressed in 2014. During this 2nd meeting, partners made available demos for all work packages and highlighted all issues through interactive discussions with the invitees. The meeting minutes are attached in the annex.

4. Conclusions

All set objectives in the previous dissemination report have been met and/or are under way. Among the particular issues of expressed next steps in last year dissemination report, the resume is as follows:

- Follow-up of web and social media communication: fully achieved as constantly improved and updated.
- Invite partners and Advisors to link partners websites with the HBB4ALL website and/or other Social Media: the process has initiated with some first results and need to be developed as HBB4ALL results appear, especially with the user tests that started recently in Germany, and that will start soon in Spain and Portugal. The HBB4ALL white paper initiative under way that implies contributions from partners and advisers will help to fine tune simultaneously this process.
- Develop a web showcase, as soon as user tests/deployments will be implemented: as user tests started very recently, this web showcase is expected to be developed, when all user tests are under way and or analysed.

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

Detailed performances for HBB4ALL dissemination is measurable below in the right column (status: November 2015):

Tool	No.	Success Indicators	Target Objectives (Remarks)	Achieved Results 2014	Achieved Results 2015
Website & Social Networking	1	Accessibility of Hbb4All website	Conformance to Accessibility standards	Target reached: website accessible	Recommendations for improvements achieved Technical advancement ongoing
	2	Number of visitors on website / trimester	200 to 300/trimester	181/month = 543/trimester (Objectives bypassed)	736/month = 2208 /trimester (Objectives bypassed)
	3	Number of subscriptions to newsletter	TBD	24	58
	4	Number of newsletters	1/trimester (Irregularly, with regard to project needs)	1 st Newsletter	5 Newsletters
	5	Number of Social Networks where HBB4ALL is represented	2 (Twitter/LinkedIn)	2 (target reached)	4: Twitter, LinkedIn, YouTube & Google+

	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	Twitter: 240 LinkedIn: 87 HBB4ALL video: 213 views Start of G+ & YouTube July 2015 YouTube: 3 Google+: 2
Press releases	7	Number of press releases	TBD (With regard to project events)	1	1
	8	Number of press releases per partner	1 per year	VIC: 1 TVC: 1 HC: 1	HC: 1 TVC: 3 IRT: 1 RBB: 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	Ongoing
Branding through Dissemination materials (tools)*	10	Flyers	Paper creation, also communicated on websites Number of distributed flyers	Available	Available
	11	Posters	Paper creation, also communicated on websites Number of used posters	Available	Available
	12	Kakemono	Creation, also communicated on websites Number of used kakemonos	Available	Available
	13	Totem	Creation, also communicated on websites Number of used totems	Available	Available
Events: Conference, workshops, Show cases, Training	14	Presence of HBB4ALL at conferences and events	1/partner/year Can be more important for academics.	UAB: 13 RBB: 10 IRT: 9	UAB: 15 RBB: 7 IRT: 15

sessions				RTP: 0 TVC: 2 TXT: 0 VSX: 3 SCREEN: 8 HC: 5 PPG: 0 UPM: 2 VIC: 0	RTP: 1 TVC: 4 TXT: 5 VSX: 1 SCREEN: 1 HC: 4 PPG: 0 UPM: 5 VIC: 4
	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.	-	HBB4ALL Workshop 2015
	16	Number of participants	20/WS		>20
	17	Showcases	(1/year)	1 Media and Languages (November in Berlin)	IBC 2015 IFA 2015 Münchener Medientage 2015
	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)	6 scientific articles: UAB, TXT, UPM and IRT
	20	Slide-Shows for Consortium presentations	Adaptable presentation (PPT) for the partners These are presentations that usually describe the overall project's concept and achievements.	Available for partners 31 slide presentations	Available for partners 31 slide presentations
	21	White Paper production	1 (Month 18)	-	Under way
	22	HBB4All guidelines as user tests advances	1	-	Foreseen in 2016
	23	Invitation acceptance	% Number	100 %	100%

Project Advisory Board		rate	(Percentage of contacted candidates that accept the invitation)		+ 9 observers for 2015
	24	Number of members	5/6 confirmed advisors + 5-10 observers (Guests)	6 Advisors 3 observers (+)	6 Advisors 12 observers
	25	Coverage of stakeholder groups	% Number (Percentage of stakeholder groups which are represented in the board 5/6+)	100%	100%
	26	Number of AB meetings	3	1	1
	27	Number of concrete recommendations	Number (Number of (atomic) recommendations provided by PAB members)	< too early to say>	2 HBB4ALL video Website accessibility
	28	Number of agreed recommendations	Number	< too early to say>	2 HBB4ALL video Website accessibility
	29	Number of filled questionnaires	Number of filled questionnaires (5), one per Pilot (4) and (1) for dissemination contribution.	-	See comment below this table
Standardization	30	Get surrounded by standardisation advisors	1 to 3	1, others may join punctually	ITU and EBU are relays in the AB
	31	Presence of HBB4ALL partners in standardisation organisations	Create awareness for the project and accessibility issues in the connected TV environment	EBU, ITU; AENOR	ITU, EBU, ISO, AENOR, IEC UAB: 7 IRT: 8 RBB: 3
Dissemination Barometer	32	Feedback and outlook from all partners	Quarterly	Barometer operational	Monthly

Table 156. Detailed performance for HBB4ALL dissemination 2015

(*) 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.

Success criteria N°29: Concerning this 2nd AB meeting, UAB/UPM decided to use a different questionnaire concerning organisational perception for internal matters¹⁴. Observers who responded gave positive feedback.

¹⁴ UPM managed the questionnaire made it available (for observers) online:
<https://docs.google.com/forms/d/1CRGY5rKoQXLnfQtciCf3qlkgb7z4xQAXVrdHVvctj8E/viewform> - Results are available on request.

To achieve the success indicators concerning the questionnaires, it has been decided during a WP leaders telco (3rd of November 2015) to focus on questions regarding *further dissemination activities* and *possible future research topics* (based on the report and HBB4ALL applications). Therefore,

- HC intend to submit the present dissemination report D2.4.3 to the Advisory Board once submitted to the EC and ask for feedback, if any, with a very short specific questionnaire.
- Concerning the pilots, some partners (UAB, RBB) have been in contact with local association to draw up questionnaires in the interest of the test populations. They are treated separately. During the next AB meeting 2016, the partners will show to the AB members where the project stands and get feedback on the applications (also through a very short questionnaire).

5. Next steps: Dissemination plan for Period 3

5.1. Website and social media activities

- Follow-up of web and social media communication,
- Update the HBB4ALL flyer with more project information for 2016,
- Short questionnaire for Advisors to collect their feedback regarding the dissemination actions, raise the deployment question and see how they could help,
- Involve the Advisory Board to connect to www.hbb4all.eu,
- White paper production,

Next AB meeting on 5th April 2016 in Geneva, Switzerland. It will be hosted by the EBU, via Frans de Jong, HBB4ALL Advisor. This 3rd AB meeting will be a side event to the EBU BroadThinking, 6 & 7 April 2016. The 2015 Broadthinking event: <https://tech.ebu.ch/events/broadthinking2015>.

5.2. Targeted conferences, events and Journals

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

Partner	Event	Date	Venue	Authors	Category
UAB	IEEE Broadband Multimedia Systems and Broadcasting BMSB	expected in June 2016	TBD	TBD	Conference
IRT	DAGA Conference ("42. Jahrestagung für Akustik")	14-17 March 2016	Aachen, Germany	IRT	Conference
	IRT Symposium on barrier free access services	TBD	Munich, Germany	IRT	Workshop
RBB	HBB4ALL Workshop	expected in November 2016	Berlin, Germany	RBB	Workshop
RTP	HBB4ALL Workshop	26 February 2016	Lisbon, Portugal	RTP	Workshop
VIC	IEEE Broadband Multimedia Systems and Broadcasting BMSB	expected in June 2016	TBD	VIC	Conference
	ACM TVX CONFERENCE	expected 23-28 May 2016	TBD	VIC UAB	Conference
	LREC Language Resources and	expected in	TBD	VIC	Conference

	Evaluation Conference	June 2016			
TVC	HbbTV Symposium 2015	8-9 December 2015	London	TVC	Conference
HC	ICCHP 2016 http://www.icchp.org/	13-15 July 2015	Linz, Austria		Conference
	The 10th European e-Accessibility in a connected World (http://inova.snv.jussieu.fr/evenements/colloques/colloques/89_index_en.html)	30 May 2016	Paris, France		Conference
	IMP: MIPTV : The world's market & creative forum for content on every screen	TBD	Cannes, France	TBD	Exhibition
UPM	IEEE Broadband Multimedia Systems and Broadcasting BMSB	expected in June 2016	TBD	TBD	Conference

Table 17. Target partners' dissemination activities for Period 3

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). It is achieved/planned 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 by UPM with HC support and hosted by UAB)	Geneva / Switzerland Host: EBU Organizer: HC with support of the partners 5 th April 2016
Workshops	-	#1 Barcelona / Spain Hosted by partner UAB 18 th March 2015	#2: Lisbon/Portugal Hosted by partner RTP 26 February 2016 #3: Berlin, Germany Hosted by partner RBB November 2016 Co-located to the EBU access event
Showcases	RBB, SCREEN, IRT and UAB were present at IBC2014, with a panel on Media Access and a paper submitted by P. Orero, Lambourne and Birch, and Lambourne & P. Orero presented	IBC Amsterdam, NL (September 2015) http://www.ibc.org/ Organizing partner: IRT	NEM Summit (October) New European Media European Technology Platform Organizing partner:

	<p>HBB4ALL. Languages & The Media, Berlin, Germany (November 2014) www.languages- media.com/ Organizing partner: UAB</p>		
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Table 18. Foreseen HBB4ALL events for Period 3

ANNEX I

Minutes of the 2nd Advisory Board Meeting

Meeting Minutes



Meeting name		2nd Advisory Board Meeting	Minutes Author	CAM		
Meeting Date & Location		17/03/2015 in Barcelona	Minutes Version	2.0	Page	1

This document consists in the minutes of the second meeting of the HBB4ALL Advisory Board. The meeting took place in Barcelona (Spain) on March 17th 2015. These minutes include the list of participants and attendants, the list of related documents (presentations and videoclips depicted during the event), the agenda of the meeting and a summary of the main comments, recommendations and action points.

PARTICIPANTS

HBB4ALL

Beneficiary	Name (Abbreviation)	Role
1 UAB	Dr Pilar Orero (PO)	Coordinator, WP2 Leader
	Dr Juan F. Sangüesa (JFS)	Project Manager
	Iris C. Permuy (IP)	Attendant
	Dr. Olga Soler (OS)	Attendant
	Andreu Oliver (AO)	Attendant
2 RBB	Jennifer Müller (JM)	WP3 Leader
	Annette Wilson (AW)	Attendant
3 IRT	Ronald Mies (RM)	WP4 Leader
4 RTP	Mario Sequeira (MS)	RTP Representative
5 TVC	Daniel Giribet (DG)	TVC Representative
6 TXT	Gion Linder (GL)	TXT Representative
	Juan Martínez (JM)	Attendant
7 VSX	Volker Hahn (VH)	WP5 Leader
8 VIC	Igor G. Olaizola (IO)	Apologised - VIC Representative
10 HC	Hadmut Holken (HH)	HC Representative
11 PPG	Xandra Bronckers (XB)	PPG Representative
	Susanne Heijstraten (SH)	PPG Representative
12 UPM	Prof. Jose Manuel Menéndez (JMM)	Chair
	Carlos Alberto Martín (CAM)	WP6 Leader

ADVISORY BOARD (AB)

Institution	Name (Abbreviation)	Role
AGE PLATFORM EUROPE	Alice Sinigaglia (AS)	Apologised
EUR. DISABILITY FORUM	Mia Ahlgren (MA)	Advisor
eACCESS+	Klaus Miesenberger (KM)	Advisor
EBU TECHNICAL	Frans de Jong (FJ)	Advisor
DIGITAL EUROPE	Ulrike Haltrich (UH)	Advisor
ITU	Christoph Dosch (CD)	Advisor
BBC	Nigel Megitt (NM)	Observer

Meeting Minutes



Meeting name		2nd Advisory Board Meeting	Minutes Author	CAM		
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FRANCE TELEVISIONS	Michael Hazan (MH)	Observer
SDOS	Rafael Selma (RS)	Observer
SDOS	Javier Pérez (JP)	Observer
SONY	Samuel Fabra (SF)	Observer
ANGLATÈCNIC	Enric Torres (ET)	Observer
AMETIC / eVIA	Javier Valero (JV)	Observer
VERBAVOICE	Robin Ribback (RR)	Observer
EUROPEAN COMMISSION	Thomas Küpper (TK)	Observer
RTVE	Laura Feyto (LF)	Observer
RTVE	José Luis Gonzalo (JLG)	Observer

RELATED DOCUMENTS

- "Digital Europe - eInclusion" presentation (displayed by UH in the meeting, available online: http://www.hbb4all.eu/wp-content/uploads/2015/06/DigitalEurope_eInclusion_Ulrike-Haltrich-2015.pdf)
- AGE Platform Europe presentation, titled "Getting older users involved in the creation of an age-friendly environments" and proposed by AS (although finally AS could not attend; available online: http://www.hbb4all.eu/wp-content/uploads/2015/06/AGE-work-on-accessibility-and-user-involvement_Alice-Sinigaglia-2015.pdf)
- WP3-6 first review presentations (sent by email before the meeting and distributed in hard-copy during it)
- "AB: Year Two 2015" presentation (project state overview, displayed by PO in the meeting)
- HBB4ALL videoclips (proposed by VSX, UAB and TVC and shown during the meeting)
- "HbbTV - a dual strategy" presentation (displayed by RM during the meeting)
- User test methodology presentation (displayed by OS during the meeting)
- WP3-6 second AB meeting presentations (displayed by WP leaders during the meeting)

Meeting Minutes



Meeting name	2nd Advisory Board Meeting	Minutes Author	CAM		
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AGENDA

17th March 2015

14:00 - 14:30	Presentation of participants <i>José Manuel Menéndez (UPM)</i>
14:30 - 15:00	HBB4ALL Year 2, Pilar Orero (UAB) <i>What the Advisory Board and Observers advised to HBB4ALL last year</i> <i>How HBB4ALL has implemented their observations and their advice</i>
15:00 - 16:30	Demos and Coffee Break <i>Demos and interactive feedback/discussion with Advisors and Observers</i>
16:30 - 17:30	Project progress and discussion <i>Brief overview of background information (short summary per pilots / Work Packages)</i> <i>Discussion about selected aspects</i>
17:30-18:00	Advisory Board members advice and observers comments
18:00	End of the meeting <i>José Manuel Menéndez (UPM)</i> <i>Conclusion: meeting conclusion, date for the Advisory Board 2016 and end of meeting</i>
20:00	Social Event

<h1>Meeting Minutes</h1>		 Connected TV Accessibility			
Meeting name	2nd Advisory Board Meeting	Minutes Author	CAM		
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COMMENTS, RECOMMENDATIONS AND DERIVED ACTION POINTS

- AB Comment/Recommendation ➤ Action Point for HBB4ALL

- Dissemination
 - Project dissemination materials (videos) should be more accessible (NM). MA suggests an AA accessibility level for the HBB4ALL website.
 - This website issue has been addressed and solved as far as possible in early days after the 2nd AB meeting (HH).
 - After watching the video clips, MA asks if they are going to be public
 - PO confirms that the video clips will be publicly available
 - MA suggests to use a hashtag to identify the project in dissemination actions
 - The #sign is already used regularly for hbb4all on Twitter
 - FJ suggests to involve the AB members in dissemination actions, such as events.
 - MA asks if the demos shown in the meeting will be made available online.
 - FJ also suggests to create an overview of all technologies and services, similar to a roadmap for access services to explain where we are and what is still needed.
 - HH informed about the foreseen HBB4ALL White Paper (WP) production (mandatory as in the DoW) and invited, alongside the partners, advisors and observers to contribute to the WP writing. AB members welcomed the idea, and several of them declared spontaneously that they intend to become co-authors.

- HbbTV 2.0 and device manufacturing
 - HbbTV 2.0, released on 10th February 2015, is a key issue in the 2nd AB meeting. In a brief overview RM specifically addresses the HBB4ALL use cases and how these can be optimally supported by HbbTV 2.0 devices. HBB4ALL partners are looking forward to exploring HbbTV 2.0 features and to collaborating with AB members.
 - Regarding plans and dates for device manufacturing and availability of HbbTV2.0 devices, UH and SF cannot inform about concrete terms.
 - UH explains how manufacturers have been actively involved in HbbTV 2.0 definition, in standardization fora and in e-inclusion activities. UH shows some of these initiatives in the presentation "Digital Europe - eInclusion". UH and FJ also suggest HBB4ALL to look into possibilities of formal contributions to the further HbbTV standardization process.
 - RM will discuss these possibilities with HbbTV experts at IRT
 - NM asks about the support of HBB4ALL-required features in HbbTV 2.0. RM answers that not all the desirable features are included as mandatory and therefore further lobbying and cooperation with manufacturers is being envisaged.
 - CD suggests alternative technological features to provide access services in cost-effective devices, such as multi-stream transmission and use of a second screen. CAM answers that the second screen is considered in WP6 (signing) but in the case of the web-based implementation (RTP). Moreover, partners know the support of the new DVB-CSS specification in HbbTV 2.0.

<h1>Meeting Minutes</h1>		 Connected TV Accessibility			
Meeting name	2nd Advisory Board Meeting	Minutes Author	CAM		
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- MA reminds that the use of several different devices is not suitable for the users, at least in the case of video.
- FJ asks about the plans to use new generation models in the project. RM answers that it is unlikely that HbbTV2.0 devices will be available in the market on time for use in HBB4ALL pilots. It is currently foreseen to base the pilots on device versions existing in the market (HbbTV 1.1/1.5) and in parallel HbbTV 2.0 showcases are being planned.
- Issues concerning particular WPs or access services
 - JM includes in WP3 presentation a list of inputs for discussion regarding standardisation, formats and distribution channels. FJ declared to be completely available to address these issues.
 - RBB will organise a specific telco to deal with this list of issues. All partners and observers are invited to participate.
 - FJ foresees an evolution in subtitling formats for the coming years.
 - NM says that subtitling support for PCs is a very valuable feature for broadcasters. Moreover, he reminds that all possible subtitling requirements are included in TTML version 2.
 - CD explains the variety of current formats to create and exploit subtitles. From his point of view, the desirable scenario is to author the subtitles once and then to adapt them for the variety of delivery and exploitation means. This adaptation may not be automatic.
 - MA asks about audio-subtitling tests in HBB4ALL. HBB4ALL is not covering audio-subtitling but this service must be considered in actual implementations. Audio-description (included in HBB4ALL) and audio-subtitling are not easy to combine.
 - PO warns that audio-description intelligibility depends on the amount of atmo, sound effects and music available in the audio signal. NM and FJ answer that technically a solution for that problem would be available: receiver mixing. In this way, user can adjust the audio-description volume. Obviously, as a precondition an appropriate audio mix (audio description being provided separately) and receivers with the appropriate functionality should be available.
 - CAM underlines in WP6 presentation how signing implementations could be improved by means of optional HbbTV/HbbTV 2.0 features, since closed implementations were not technically feasible in the past. CD answers that closed implementations were certainly possible, but involving a double-decoder receiver. In this way, the importance of the receiver capabilities arises again.