MeMAD Deliverable

D8.2 Final website with presentation of project and consortium partners

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Abstract
https://memad.eu/ is the official website of the MeMAD project. The website functioned as the primary digital dissemination channel for the project, hosting all deliverables, publications and demonstrations for the project, and providing regular updates on events and developments within in the project.

Contents

1.   Introduction

This deliverable, D8.2, describes the project website and the social media communications channel.

The project website is available at https://memad.eu, with a redirection from https://memad.org, and will continue to be available for at least three years after the project end. It was launched at the project kick-off in Helsinki on the 16th of January 2018, and was updated regularly until March 31, 2021 (the end of the project), with the intention to sporadically update the page after the project. Lingsoft, in cooperation with AALTO, was in charge of setting-up the website and the chosen social media channels, and will be coordinating the updating throughout the whole project.

The MeMAD website served as a primary platform for project communication activities. All the public project material was collected on the project website including all press releases, publications, and available demonstrations of project results.

2.   Design principles

As the whole MeMAD project addresses the challenge of digital accessibility, we have applied the Web Content Accessibility Guidelines (WCAG) 2.1 also in the planning of the website. This means, e.g. that:

- All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.
- Text can be resized without assistive technology and without loss of content or functionality.
- Captions are provided for all the video content.

The website is using the Wordpress content management system. The visual appearance including the logo was done by a professional designer.

In order to follow the amount of visitors on the site, we are using Google Analytics. We also apply some basic search engine optimization principles when creating content. For example, keywords, meta descriptions, alternative texts and headings are designed so that the information is easy to find and use.

Lingsoft has registered both domains https://memad.eu and https://memad.org.

3.   Content

The website contains the following sections:
- **HOME:** MeMAD in a nutshell, logos and links to the project partner presentation, shortcut to latest news, social media feeds;
- **ABOUT:** General description of the project
    - **PROJECT GOALS**
    - **USE CASES**
    - **PROJECT PARTNERS:** Description of all the partner organisations and project members.

- ○ **EXTERNAL COLLABORATORS GROUP:** Description of the ECG and their role in the project.
- ○ **PRESS:** Marketing kit with the project logo.

- **BLOG AND NEWS:** The latest news and events pertaining to the project, as well as regular blog posts. Blog posts were to be published approximately once a month by the consortium or one of the stakeholder members. Also any press releases and articles about the project linked from their original sites are presented here.

- **WEBINAR SERIES:** A separate page for the final events of the project, consisting of three webinars:
    - ○ Making Content Available for All: An Accessibility Perspective
    - ○ Human-driven AI Solutions to Access and Manage Audiovisual Content: A Research Perspective
    - ○ Industrialising Media Production: A Producer's Perspective

- **RESULTS:** Presentation of the deliverables, publications, and demos produced by the project
    - ○ **DEMOS:** Mainly video presentations of the solutions created in the project.
    - ○ **PUBLICATIONS:** Eg. conference papers, articles, and masters' theses.
    - ○ **PUBLIC DELIVERABLES:** The public document deliverables for the project (source code and implementation are provided in the project's GitHub repositories)

- **CONTACT:** Contact information and links to social media
- **INTRA:** Redirection to project's intranet hosted at Aalto, for project consortium members only.

The website also contains a few separate pages for special purposes (two co-organised workshops and one viewer survey), not linked to from the front page:

- 1ST INTERNATIONAL WORKSHOP ON AI FOR SMART TV CONTENT PRODUCTION, ACCESS AND DELIVERY (AI4TV 2019) - a joint MeMAD and ReTV workshop

- 2ND INTERNATIONAL WORKSHOP ON AI FOR SMART TV CONTENT PRODUCTION, ACCESS AND DELIVERY (AI4TV 2020)

- SURVEY ON VIEWING VIDEO CLIPS WITH MACHINE-TRANSLATED SUBTITLES - landing page for a viewer survey on automatically subtitled video clips (https://memad.eu/survey-2020/)
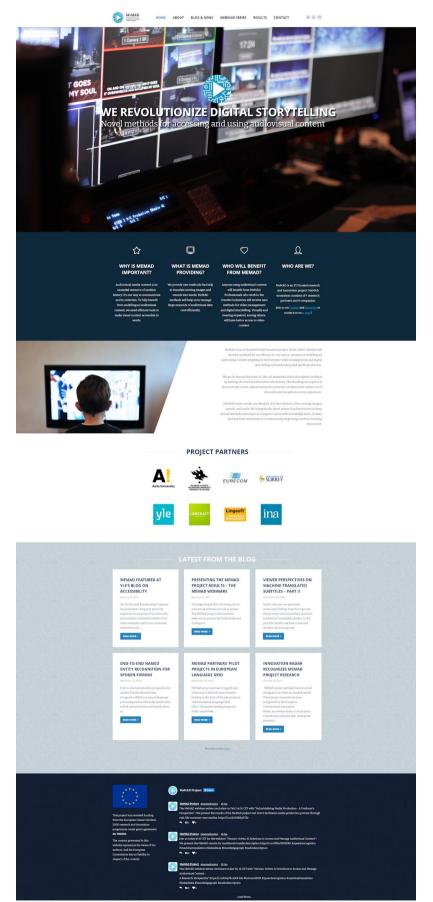
Figure 1. Home page of the MeMAD website.

At the bottom of all the pages, there is an announcement that MeMAD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780069 and that the content presented in the website represents the views of the authors, and the European Commission has no liability with respect to the content.

4.   Updating

Lingsoft was responsible for maintaining the webpage and for creating instructions for other partners for updating the website. All partners actively collaborated in providing content to feed the website.

The project consortium initially committed to publishing press releases at the beginning of the project and whenever important milestones or accomplishments are reached. Individual partners also committed to provide press releases in their own national languages targeted to highlight the benefits of the project in their own area. The press releases were ultimately phased out in favor of using the blog as a vehicle for dissemination, however.
All the partners participated in writing blog posts and in other communication activities, based on the project's dissemination and communication strategy. All publications funded by the project were collected and made available on the project website.

5.   Social media

The website links to the project's social media accounts (Twitter and LinkedIn) as well as the project's GitHub repository.