



MeMAD Deliverable

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

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Abstract
<p>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.</p>

Contents

1. Introduction	4
2. Design principles	4
3. Content	4
4. Updating	7
5. Social media	7

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/>)

HOME ABOUT BLOG & NEWS WEBINAR SERIES RESULTS CONTACT

WE REVOLUTIONIZE DIGITAL STORY TELLING

Novel methods for accessing and using audiovisual content

WHY IS MEMAD IMPORTANT?
Audiovisual media content is an essential record of modern history. It's our way to communicate and to entertain. To fully benefit from multilingual audiovisual content, we need efficient tools to make visual content accessible in words.

WHAT IS MEMAD PROVIDING?
We provide user methods that help to translate moving images and sounds into words. MeMAD methods will help us to manage large amounts of audiovisual data cost efficiently.

WHO WILL BENEFIT FROM MEMAD?
Anyone using audiovisual content will benefit from MeMAD. Professionals who work in the Creative Industries will receive new methods for video management, real-time storytelling, Visuality and hearing impaired, among others, will have better access to video content.

WHO ARE WE?
MeMAD is an EU funded research and innovation project. MeMAD comprises content of 4 research partners and 4 companies. Join us on [Twitter](#) and [LinkedIn](#) or contact us on [Facebook](#).

MeMAD is an EU funded H2020 research project (DOI: 10.1002/2018/10000). MeMAD will develop methods for use of audiovisual content targeting to revolutionize video management and digital storytelling in broadcasting and video production.

We go far beyond the state-of-the-art automatic video description methods by making the machine learn from the human. The resulting description is thus not only a more aligned semantic construction of objects but makes use of the audio and interactive action sequences.

MeMAD's main results are detailed, rich descriptions of the moving images, sounds, and audio. We integrate the latest research achievements in deep neural network techniques to compare visual with knowledge bases, human and machine translation is continuously improving machine learning networks.

PROJECT PARTNERS

Aalto University, EURECOM, UNIVERSITY OF SURREY, yle, LIBRERAFT, Lingsoft, ina

LATEST FROM THE BLOG

MEMAD FEATURED AT YLE'S BLOG ON ACCESSIBILITY
November 16, 2020
For the Finnish Broadcasting Company, the published blog post about the experiments our project has done with the machine-generated subtitles. Our video examples used in our companion [infographic](#).

PRESENTING THE MEMAD PROJECT RESULTS - THE MEMAD WEBINARS
November 16, 2020
The beginning of 2021 will bring a lot of interesting content to our website. The MeMAD project will host three webinars to present the latest results and findings of...

VIEWER PERSPECTIVES ON MACHINE-TRANSLATED SUBTITLES - PART II
November 26, 2020
Earlier this year, we published some early findings from focus groups where viewers discussed their reactions to machine-generated subtitles. In the past few months, we have conducted another two focus groups...

END-TO-END NAMED ENTITY RECOGNITION FOR SPOKEN FINNISH
November 10, 2020
End-to-end named entity recognition for spoken Finnish. Named entity recognition (NER) is a natural language processing task in which the system tries to find named entities and classify them...

MEMAD PARTNERS' PILOT PROJECTS IN EUROPEAN LANGUAGE GRID
November 10, 2020
MeMAD project partners Lingsoft and University of Helsinki have received funding for the first call for pilot projects of the European Language Grid (ELG). The project funding requires fully cooperative...

INNOVATION RADAR RECOGNIZES MEMAD PROJECT RESEARCH
November 10, 2020
MeMAD project partners have received recognition for their accomplishments. Three project milestones were recognized by the European Commission Innovation Radar. Innovation Radar is a European Commission initiative that identifies potential...

More from the blog

MeMAD Project

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MeMAD Project [#MeMAD](#)

MeMAD Project [#MeMAD](#) [#MeMAD](#)
The MeMAD webinar series concludes on Feb 7 at 10 CET with "Unlocking Media Production - A Producer's Perspective". We present the results of the MeMAD project and how it facilitates media production process through real-time content creation. [https://www.youtube.com/watch?v=...](#)

MeMAD Project [#MeMAD](#) [#MeMAD](#)
Join us today @ 10 CET for the webinar "Human-Driven AI Solutions to Access and Manage Audiovisual Content". We present the MeMAD results for multimodal media description from the MeMAD-PRODIGE. [https://www.youtube.com/watch?v=...](#)

MeMAD Project [#MeMAD](#) [#MeMAD](#)
The MeMAD webinar series continues on Jan 30, 10 CET with "Human-Driven AI Solutions to Access and Manage Audiovisual Content". A Research Perspective [https://doi.org/10.1002/2018/10000](#) [https://www.youtube.com/watch?v=...](#)

Load More...

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.