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Next meeting:

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Information Society Technologies

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EDITORIAL CHANGE MANAGEMENT

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REPORT OF 1ST CHORUS WORKSHOP

The 1st CHORUS Workshop was held on 13 March 2007 at INRIA, Rocquencourt under the heading "Use Cases and New Services for Multimedia Content Search".

The presentations (available from the CHORUS web site) covered the perspectives of content creators, content owners, researchers, and technology providers, as well as that of the commission.

Compelling arguments for the necessity of further research and further development were given by the speakers, with examples given based on their various experiments. The challenges identified by the speakers ranged from the visionary long term goals for inspiration and for informed research efforts to the near term obstacles for provision of adequate services and development of appropriate and deployable technology.

1.1 Challenges, ranging from technology to social issues

The challenges can be grouped and subsumed under many different headings. The theme of the workshop was non-technical, and questions of feature extraction and representation of content, while crucial for future application and research, were not the main subject of the presentations – instead, questions concerning usage and context of the content, and issues about the social impact of content such as issues related to personal integrity and sourcing, quality and trust, digital rights and business models were discussed by several speakers.

Alex Hauptmann of Carnegie Mellon, the invited speaker, gave an overview of motivations for the importance of the area in his initial presentation “Why R&D in Audiovisual Search Engines is an Important and Challenging Issue”. At the confluence of commercial and academic interest it is easy to overlook the motivating factors that drive individual users or client organisations. Hauptmann pointed out that personal information archiving is a rapidly growing information resource – but access to private and personal information is yet on the “browse a file system” level. Any solution that is easily accessible for laypeople and deployed and installed on personal platforms with a minimum of fuss can expect a high level of take-up. Cultural, prospecting, healthcare and security and many other applications are already identified as driver areas for media technology, developing a pace – but cutting across all application areas are archiving issues, technical issues, and information access issues . Taken together, this motivates a concerted research effort – making sure the underlying technologies are not only addressed within the application areas with attendant risks of fragmentation.

1.1.1 Business models

As an example, some voices warned about the risk of conserving factors in present business models which motivate users and providers to settle for next-best technical solutions.

1.1.2 Framework for wider range of metadata

The level of agreement between the several different speakers was surprisingly high, considering their differing backgrounds and that the theme of the workshop was rather broad. Annotation and metadata encoding were on the mind of several speakers.

An observation and suggestion given by David Wood of the EBU, is that content creators may not always have tools, know-how, and commitment to annotation schemes beyond the most obvious bibliometric metadata formats. Developing a framework to bridge the perceived gap from factual “objective” metadata to the more experiential, attitudinal, and contextual “subjective” metadata is a challenge for future development of services beyond the most simple search and retrieve functionalities. Similarly, Daniel Teruggi, the representative of INA, brought up the counter-play between manual high-quality annotation and the potential of user entered content and annotations – something mentioned in the introductory remarks by Robert Cencioni also.

Similarly, Tom Wuytack of Belga, the Belgian news agency, argued and gave several illustrative examples of image search where metadata abstraction and specificity are instrumental in fulfilling user needs – the general case will not always cover the actual use scenarios.

Personal information creation of course folds together the issues of creator, user, professional and amateur. The presentations by Hans van Gageldonk of Philips, a provider of personal information creation tools and Roelof van Zwol of Yahoo! Research, a provider of networked information sharing services, both addressed the social nature of information creation, annotation, gathering and sharing – referring back to the keynote speaker's presentation of personal information spaces.

1.2 Two sides of the same bottleneck: scalability and access to data

Also, questions of scalability are central to the research field -- where the relevance of laboratory experiments to real-world applications is called into question by service providers and, on the other hand, the limited access to real usage data is a bottleneck for research institutions. These complementary issues are strong motivating factors for the continued and deepened collaboration between research and commercial institutions. New systems cannot be built without the continuing flow of results from research into development laboratories, but without a return flow of needs, data, and benchmark scorecards laboratory results risk being dismissed as impracticable.

1.3 Use cases

The main technical challenge was formulated by several – or even most – speakers. This was, in various ways, the question of the semantic gap, of providing the right level of conceptual abstraction for content description. Whatever the level of feature analysis, its usefulness hinges crucially on how well it is anchored in the usage situation. The theme of the FP7 research programs currently open for proposals reflect this urgency, as mentioned from the varying perspectives of Luis Rodriguez Rosello, head of D2 and Robert Cencioni, head of E2.

A major challenge, as crystallized from the presentations, is that of the general tools for the formulation of information needs. While the possibility of such general case tools was viewed with some skepticism, the formulation of the specific needs and usage of some user group or some set of customers in terms of *use cases* is a general vehicle both for requirement analysis, development, and evaluation. The use case will provide a common language for research, engineering, and commercial development alike.

1.4 Evaluation

The opinion that projects in this area need to motivate their technology through evaluation in real life situations was a strongly held sentiment amongst the participants – several of the research projects presented in the poster session mentioned this, and all projects addressed the issue in some way, each within their chosen framework. Some form of organised evaluation scheme was mentioned by several participants.

However, as was pointed out, some projects are mostly technology-driven and aim to provide a new system-internal improvement, whose effect in a field-test situation may be negligible, or where the competence of the project is vectored towards different aims. There the gains from an improved internal technology may be overwhelmed by a primitive application scenario, however well anchored in realistic assessments of user needs.

This is where the notion of use cases forms a bridge between system oriented evaluation and field studies. A well formulated use case can motivate system oriented evaluation, if its influence on end results is predictable and computable, a system built to answer to a use case may not need field studies to prove its mettle.

1.5 Who takes the lead?

To best further the field, a well formulated palette of use cases would be welcomed by researchers and practitioners alike. The formulation of such use cases does not necessarily need to be done by the research groups themselves. An alternative – as shown by e.g. TREC, CLEF, and NTCIR -- is to have a task formulation made by some independent effort with input from researchers, practitioners, funding agencies etc. A tentative opinion voiced at the workshop – again, by many participants, but most clearly by Andreas Hutter of Siemens in his presentation, was to encourage a clearer role here for concertation efforts.

1.6 Workshop program

8:30 Arrival of participants: registration and Coffee

9:00 Welcome by Jean-Pierre Banâtre: Director of European Partnership Department (INRIA)

9:05 Opening of the Workshop by Luis Rodriguez Rosello (Head of D2 Unit-EC): "Multimedia Search Engines: mastering the networked media revolution in Europe"

9:30 Introduction of Workshop objectives by Nozha Boujemaa & Christoph Dosch

9:45 Chorus event schedule by Jean-Charles Point (JCP-Consult)

9:55 "Why R&D on audio-visual search engines is such an important and challenging issue" - Alex Hauptmann (Carnegie Mellon University - USA)

10: 20 "From Research through Innovation to Business" - Roberto Cencioni (Head of E2 Unit-EC)

10:45 Coffee Break & Poster Session

Views from content creators and content owners (11:10 - 13:00)

11:10 “Multimedia Search Engines: the View from Content Creator and Owner” - David Wood, EBU

11:30 Statement by Daniel Teruggi, INA

11:50 Statement by Simone Emmelius, ZDF (Public service broadcaster's online service)

12:10 "Picture search challenges" - Tom Wuytack, Belga

12:30 Open discussion: Content Search Use-cases: communality and diversity?

13:00 Lunch & Poster Session

Views from content users and content service providers (14:45 - 16:05)

14:45 "Making media simply enjoyable!" - Hans Van Gageldonk (Philips)

15:05 "Yahoo! - Social Media in Action" - Roelof van Zwol (Yahoo! Research)

15:25 "Infom@gic Challenges" - Denis Marraud (EADS)

15:45 "Searching in and beyond multimedia content" - Andreas Hutter (Siemens)

16:05 Coffee Break & Poster Session

16:30 Final Discussion - Panel of all speakers & contributions by the auditorium

“How big the gap between Use-cases and IT Services for Multimedia Content Search?”

17:30 Concluding statement by Loretta Anania (EC - D2 Unit) and Closure of the Workshop

1.7 Participants

The workshop was attended by 96 participants from 18 countries (Austria, Belgium, Finland, France, Germany, Greece, Israel, Italy, Japan, Luxemburg, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom and United States of America) including 35 representatives from private companies, 20 representatives from research institutions, 34 representatives from academic sites and 7 representatives from the European Commission. The following projects were represented with posters at the event: aceMedia, AIM@SHAPE, BOEMIE, DIVAS, MESH, MUSCLE, PHAROS, RUSHES, SAPIR, SemanticVox, SEMEDIA, Victory, VIDI-Video, VITALAS, X-Media.

1.8 Presentations

All presentations given at the workshop are available from the CHORUS web site. (http://www.ist-chorus.org/rocquencourt--mar-13--14-07.php)

APPENDIX – Participants List

N°	SURNAME & First Name	COMPANY	COUNTRY
1	ACHILLEOPOULOS Nikos	Archetypon S.A.	Greece
2	AENGST Jennifer	PPS Press Programm Service	Germany
3	AKSELSEN Sigmund	TELENOR	Norway
4	ANANIA Loretta	European Commission	Belgium
5	ANDERS Schürmann	TELENOR	Norway
6	APOSTOLOPULOU Vassiliki	Telecompare	Greece
7	BANATRE Jean Pierre	IRISA	France
8	BARANI Bernard	European Commission	Belgium
9	BEHMO Régis	Ecole Centrale Paris - MAS Laboratory	France
10	BENOIS-PINEAU Jenny	LABRI	France
11	BESBES Olfa	INRIA	France
12	BOUCHARD Carole	SERAM (LCPI)	France
13	BOUJEMAA Nozha	INRIA	France
14	BRUN Armelle	INRIA Lorraine	France
15	BUISSON Olivier	INA	France
16	CASEY Michael	GOLDSMITHS	UK
17	CENCIONI Roberto	European commission	Luxemburg
18	COMPANO Ramon	European Commission	Spain
19	CORD Matthieu	LIP6, UPMC	France
20	CRUCIANU Michel	INRIA	France
21	DAHL Bernt Olle	ABM-UTVIKLING	Norway
22	DARAS Petros	CERTH	Greece
23	DELEZOIDE Bertrand	CEA FAR	France
24	DETYNIECKI Marcin	LIP6, CNRS	France
25	DOSCH Christoph	IRT	Germany
26	EMMELLIUS Simone	ZDF	Germany
27	FERECATU Marin	INRIA	France
28	FINAT Javier	University of Valladolid	Spain
29	FLUHR Christian	CEA	France
30	GAGALOWICZ André	INRIA	France
31	GELISSEN Jean	Philips	Netherlands
32	GEOFFROIS Edouard	DGA - CEP/GIP	France
33	GOUET-BRUNET Valérie	INRIA	France
34	GOURAUD Henri	EXALEAD	France
35	GRANA Costantino	Universita degli Studi di Modena and Reggio Emilia	Italy
36	GREGA Michal	University of Science and Technology	Poland
37	GRIRA Nizar	NII	Japan
38	GRUHNE Matthias	Fraunhofer IDMT	Germany
39	HANBURY Allan	ICAA	Austria
40	HAUPTMANN Alex	Carnegie Mellon University	USA
41	HERVE Nicolas	INRIA	France
42	HOBSON Paola	Motorola	United Kingdom
43	HO-HUNE Patricia (LE DANTEC Bruno)	ERCIM	France
44	HUTTER Andreas	SIEMENS	Germany

45	JAIMES Alejandro	IDIAP Research Institute	Switzerland
46	JOLY Alexis	INRIA	France
47	JOLY Philippe	UPS-IRIT	France
48	JURIE Frédéric	INRIA CNRS	France
49	KARLGREN Jussi	SICS	Sweden
50	KIENAST Gert	JOANNEUM RESEARCH	Austria
51	KOEHLER Joachim	Fraunhofer	Germany
52	KOMPATSIARIS Yiannis	CERTH	Greece
53	KRAEWINKELS Peter	CIRCOM REGIONAL	Belgium
54	KRAUSS Christian	PPS Press Programm Service	Germany
55	LAIKARI Arto	VTT	Finland
56	LASO BALLESTEROS Isidro	European Commission	Belgium
57	LEMAITRE Francis	FMSH	France
58	LESZCZUK Mikolaj	University of Science and Technology	Poland
59	MARCHAND-MAILLET Stephane	University of Geneva	Switzerland
60	MARKUS Matthieu	CIRCOM REGIONAL	Germany
61	MIERSWA Ingo	UNIVERSITY OF DORTMUND	Germany
62	MUELLER Wolfgang	Universität Bamberg	Germany
63	MÜLLER Henning	UNIV. AND HOSPITALS OF GENEVA	Switzerland
64	NEJDL Wolfgang	L3S Research Center	Germany
65	NESVADBA Jan	PHILIPS	Netherlands
66	NUCCI Francesco	Engineering SpA	Italy
67	ORTGIES Robert	IRT	Germany
68	PAIU Raluca	L3S Research Center	Germany
69	PARRICHE Olivier	YAHOO	France
70	PHILIPP-FOLIGUET Sylvie	ETIS	France
71	PLEVEN Pierre	Pi-Org	France
72	PLU Michel	FT	France
73	POINT Jean-Charles	JCP-Consult	France
74	RAUBER Andreas	TU Wien	Austria
75	RONCHAUD Remi	ERCIM	France
76	ROSELLO Luis Rodriguez	European commission	Belgium
77	ROTENBERG Boris	European Commission	Spain
78	RUDSTROEM Asa	SICS	Sweden
79	RUNDE Wilfried	DEUTSCHE WELLE	Germany
80	SCHREER Olivier	Fraunhofer	Germany
81	SEBE Nicu	UVA	Netherlands
82	SHANI Alex	EXENT	Israël
83	SPANUOLO Michela	CNR-IMATI-GE	Italy
84	SPYROPOULOS Constantine D.	NCSR DEMOKRITOS	Greece
85	TERRUGI Daniel	INA	France
86	THIEL Ulrich	Fraunhofer	Germany
87	TRAPHÖNER Ralf	Empolis	Germany
88	TRIANA Eugenio	Eugeniotriana consultancy	Spain
89	VAN DER LINDEN Pieter	Thomson	France
90	VAN GALGELDONK Hans	Philips	Netherlands
91	VAN ZWOL Roelof	YAHOO	Spain
92	VERROUST-BLONDET Anne	INRIA	France
93	VIAUD Marie-Luce	INA	France

94	WESTERVELD Thijs	CWI	Netherlands
95	WOOD David	EBU	Switzerland
96	WUYTACK Tom	BELGA	Belgium

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