

DELIVERABLE

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D5.1.1 Project and Open Forum website

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Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Abstract: As defined in the DoW, this deliverable is about the *“Project and Open Forum website: This is the report on the establishment of the project website and means for interaction with external stakeholders to foster a mutual exchange.”* It will be described the criteria and processes to design, define and implement the Website of the TV-Ring project.

Revision History

Revision	Date	Author	Organisation	Description
1.1	1.11.2013	Sergi Fernández	I2CAT	Indicators review
1.2	11.12.2013	Sven Glaser	RBB	Document review
1.3	12.12.2013	Sergi Fernández	I2CAT	Final review

Disclaimer

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

1. Executive Summary

This deliverable describes in an easy manner all the process followed in order to create the website of the TV-Ring project and describes the main features that the website offers, contributions made by the consortium and also short guidelines on how to manipulate certain contents shown in the web. Another relevant topic addressed in this document, is to explain the SEO strategy (Search Engine Optimization) followed in order to obtain better results when doing organic searches and improve the visibility of the project in the Internet.

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3. Introduction

There is a growing trend in projects that it is really important to pay special attention to all those aspects related with dissemination. Initially this was basically focused on aspects such as the creation of a website and to perform presentations in relevant events of the related sector. Now, this concept has largely evolved and the creation of a website, and coordinated with the use of social networks, has presented a new paradigm in which current dissemination tools offers new possibilities. Now a project can interact with many potential users, gather their opinion and feed the project developments.

The design and planning of the website and the social networks are also relevant points to consider in the early stage of designing a website. Current and widely observed dynamics among many projects are the use of old fashioned styles, with low quality of contents and abandoned social media pages, contributes to deteriorate the image and perception of a project by external users.

The TV-Ring project will present in this deliverable their strategy to implement a solid and efficient website for communicating the project evolution and results, in parallel with a social interaction through social networks. This document will contribute to the dissemination plan, that will be delivered in M6.

4. Initial Approach

The i2CAT Foundation leads the creation of the project website. i2CAT has identified the main needs of the project and proposed an initial structure of the contents to the consortium. This was done in parallel with a few drafts of the “look and feel” of the website. Partners opined about both aspects of the website. I2CAT also proposed and validate the URL with partners, finally choosing www.tvring.eu.

It was during the KOM, that i2CAT requested graphic support to complete the design of the web. People’s Playground (PPG), jointly with other partners of the consortium, will contribute with their expertise to define the strategy for the final design of the project website and give an initial approach for the strategy to be followed to reach high visibility levels.

5. Creation of the project website

5.1. Concept and Objectives

The project website is the main communication tool, that the consortium have for online dissemination purposes. The main objective is to give access to “the most relevant and useful information related to the project”. Seminars and presentations, promotion of the participation of the consortium in international conferences, academic publications and conferences, meetings with public, private or EC funded initiatives aligned with the objectives of the project will be also published in the website.

Based on previous experiences the most useful structure is the one given below: Home – Project – Members – News and Events – Documentation – Contact – Forum. Each sub-section will be described in 5.5. The main objective is that visitors can see and access simply and quickly to all the information. The website menu header bar offers the Overview page, allowing visitors can navigate through all the contents just with one click.

In order to ensure visibility, it has been addressed the SEO strategy (see section 5.2). This will improve the results obtained for those making an organic search.

5.2. SEO Strategy – basic concepts

There are basic indications on how to address the SEO (Search Engine Optimization) and improve the visibility of our website when a search is done through an organic (“unpaid”) search engine. In this case, we based our SEO strategy on the guidelines provided by Google [1] and Drupal [2]. The main concepts to be taken into consideration are briefly described in the sub-sections below.

5.2.1. Page titles (and description)

It is important to give an accurate description of each title on each page. Without this information, it gets harder for the search engine to index it, and consequently, more difficult for the user to find our website.

5.2.2. URLs

It is recommendable that every page has a URL with a simple-to-understand descriptive name. This will contribute to keep a structured and organized website, as well as, users and search engines will have access to more information (with just a glance to the URLs).

The current structure is as follows:

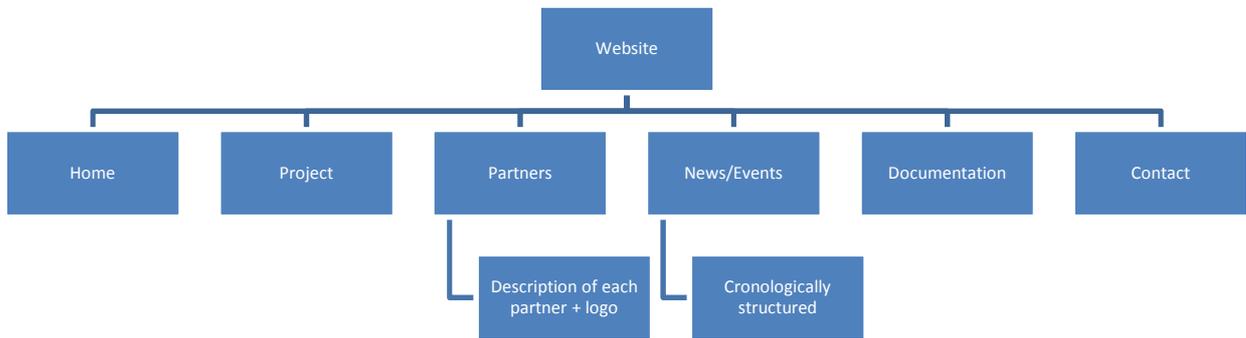


Image 1: Structure of the website

5.2.3. Footer

It was widely used to use the website footer as part of a SEO strategy. The concept was to stuff the footer with keywords in order to improve search results. Google is currently penalizing these practices.

For this reason, it is recommendable to minimize contents in the footer, make it user-friendly and transform it into a quick-access tool.

5.2.4. Website birth certificate

When a website is created, it is a good practice to send a birth certificate to the most used search engines.

5.2.5. Use of Google Analytics

These tools are really useful to monitor the website status. For this reason, it will be defined a periodic protocol of monitoring to report to partners any useful information obtained from Google analytics¹.

5.2.5.1. Main Features

- Single/multi/cross domain tracking
- Selectively track/exclude certain users, roles and pages
- Monitor what type of links are tracked (downloads, outgoing and mailto)
- Monitor what files are downloaded from your pages
- Custom variables support with tokens
- Custom code snippets
- Site Search support
- AdSense support
- DoubleClick remarketing support
- Anonymize visitors IP address

¹ <http://www.google.com/intl/en/analytics/>

- DoNotTrack support (non-cached content only)
- Drupal messages tracking
- Modal dialog tracking (Colorbox)
- Access denied (403) and Page not found (404) tracking
- Cache the Google Analytics code on your local server for improved page loading times

5.2.6. Drupal SEO modules

The following modules have been implemented in order to contribute to reach a proper SEO strategy.

- PATHAUTO <http://drupal.org/project/pathauto>
 - o This allows you to have URL aliases like /category/my-node-title instead of /node/123
- GOOGLE ANALITYCS http://drupal.org/project/google_analytics
 - o Adds the [Google Analytics](#) web statistics tracking system to the website
- METATAG <http://drupal.org/project/metatag>
 - o Provides automatically structured metadata, which improves ranking results in search engines.

Within the following months, it will be also implemented the following modules:

PAGE TITLE http://drupal.org/project/page_title

- ROBOTSTXT <http://drupal.org/project/robotstxt>
- XMLSITEMAP <http://drupal.org/project/xmlsitemap>
- GLOBAL REDIRECT <http://drupal.org/project/globalredirect>
- SITE VERIFY http://drupal.org/project/site_verify
- SEO CHECKLIST http://drupal.org/project/seo_checklist
- DRUPAL SEO Essentials <https://drupal.org/project/seo>

5.3. Technical information

The web site has been implemented under an Open Source Content Management System (CMS) named Drupal². Previous works have shown the efficiency of this CMS, and using other choices would have meant an extra load of work, with no significant improvements and/or benefits for the users. Finally the long experience as users and developers with this system concluded with the adoption of Drupal as final CMS.

The website is being hosted in an i2CAT server, which can be accessed through the following IP Address 84.88.40.113 or through www.tvring.eu. Initially, there is only one profile with administrator permission. Once the website is finally implemented and open, additional profiles will be created for those users in charge of the website maintenance and edition (especially to update news and events). In case, there is a major need of modification on the website design or configuration, the developers will be in charge of it.

At a technical level, there are two other relevant aspects to mention:

- Google analytics
- Social Media automatic feeding

It has been implemented a solution to gather website inputs (in the news and events section) to feed automatically the TV-Ring twitter account (@tv_ring) and the LinkedIn page (<http://www.linkedin.com/company/tv-ring>).

² <https://drupal.org/>

At this point, the communication flow is defined as follows:

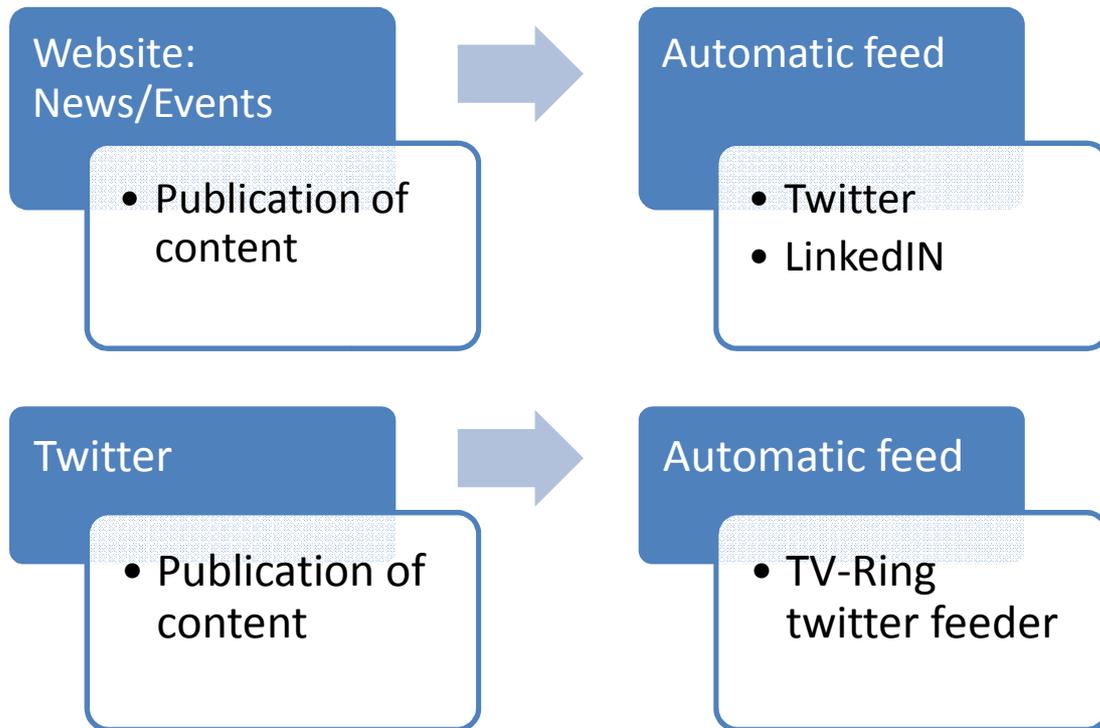


Image 2: Communication flows

5.4. Definition

During the definition phase of the website, there have been two focuses: the image (visual communication) and the contents to provide in the website. The image of the website was defined over the concept “clear and tightly related with HbbTV”. An initial screening of related web was done in order to avoid similarities, repetitiveness or confusion (i.e.: avoid being confused with other projects or similarities that could contribute negatively to the reputation of the project). On this base, initial drafts were given and partners contributed with images, contents and possible modifications.

The second stage, related with the contents, was necessary to structure the website and obtain an initial mapsite. The resulting structure was previously shown in Image 1: Structure of the website. The main sections are listed below:

- Website
 - Home
 - Project
 - Partners
 - Description of each partner
 - News/Events
 - Documentation
 - Public Deliverables
 - Related documentation produced by the consortium
 - Contact

There was a discussion on the need of an extra section for the Open Connected TV Forum. Starting this task in M4 of the project, it is too early now to define this need or how this can be implemented. Initial definition shows that it will be needed the use of social networks to reach the targeted audience of the Open Connected TV Forum. For this reason, and aligned with social media strategy, the consortium have created two profiles, a Twitter account and another using LinkedIN. It will be between M4 and M6 that final decisions will be made based on the recommendations of task force composed by members in WP5.

5.5. Structure

5.5.1. Home

The home has been initially divided in three sections. This layout is in process of re-adaptation, in order to ease reading and navigation for visitors. The home has also a header and a footer, to allow visitors navigation through sections, without much scrolling. The contents displayed are a first section with news and events, the twitter feed and the list of project partners. There is also space for a short introduction to the TV-Ring project.

The footer also mentions the fact that this project is funded by the European Commission and the CIP programme.



Image 3: Screenshot of the HOME page

5.5.2. Project

An extended definition of the project is given. It is expected to make this definition evolve and provide with new interesting contents as they are generated during the project lifetime.



Image 4: Screenshot of the PROJECT page

5.5.3. Partners

The partners section is standard in most of the similar projects' websites. A brief description of each partner is given. A discussion is foreseen about expanding these contents and also to provide contact details.

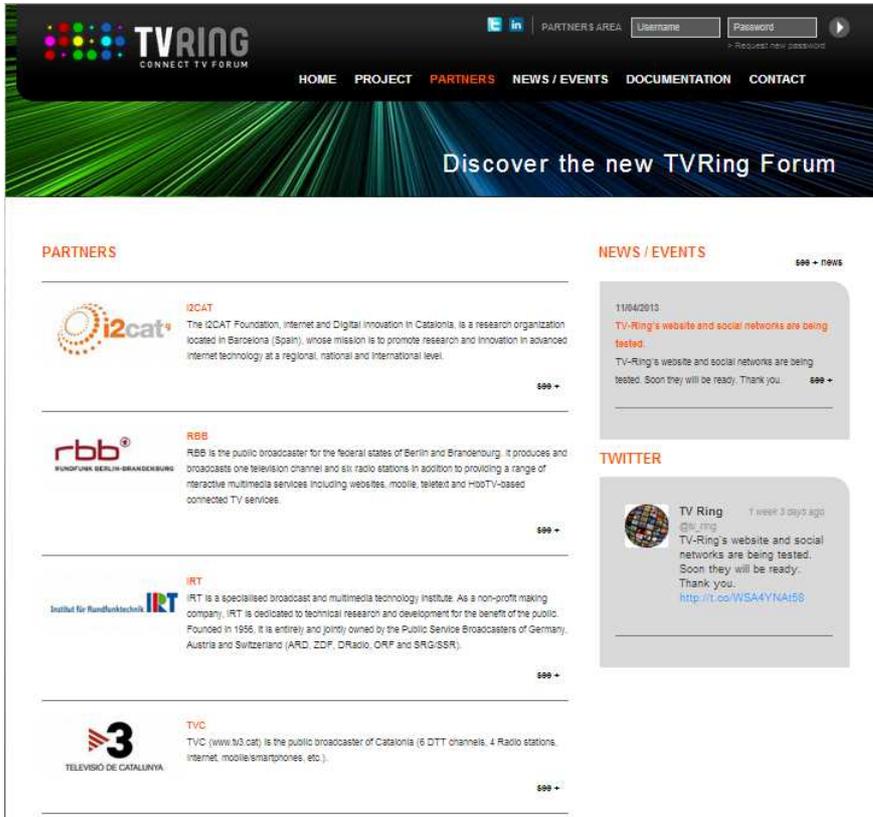


Image 5: Screenshot of the PARTNERS page

5.5.4. News and events

This section is a key area of the website. When defined, it was given a special focus on the provision of relevant information related with the project activities (presentations, workshops, attendance to events, etc.) and also with external events, that could be of interest for potential visitors.

Additionally, it was considered to meet the need for informing about news with impact on the project, both at technical or social level (e.g.: changes on regional policies in favour of hybrid TV).

	TV-Ring	Others
Events (conferences, workshops, etc.)	x	x
Technical news related with HbbTV and TV-Ring	x	X
General news related with the project	x	x

Table 1: Overview of all the contents that will be published

As mentioned in previous sections, all the contents published within the News/Events section, will be automatically published in the TV-Ring's Twitter feed and LinkedIn group. It is being considered to add a new feature, which will allow publishing LinkedIn contents in this section, as an automatic feeder. Guidelines on how to introduce contents will be given in section 9: Annex I.

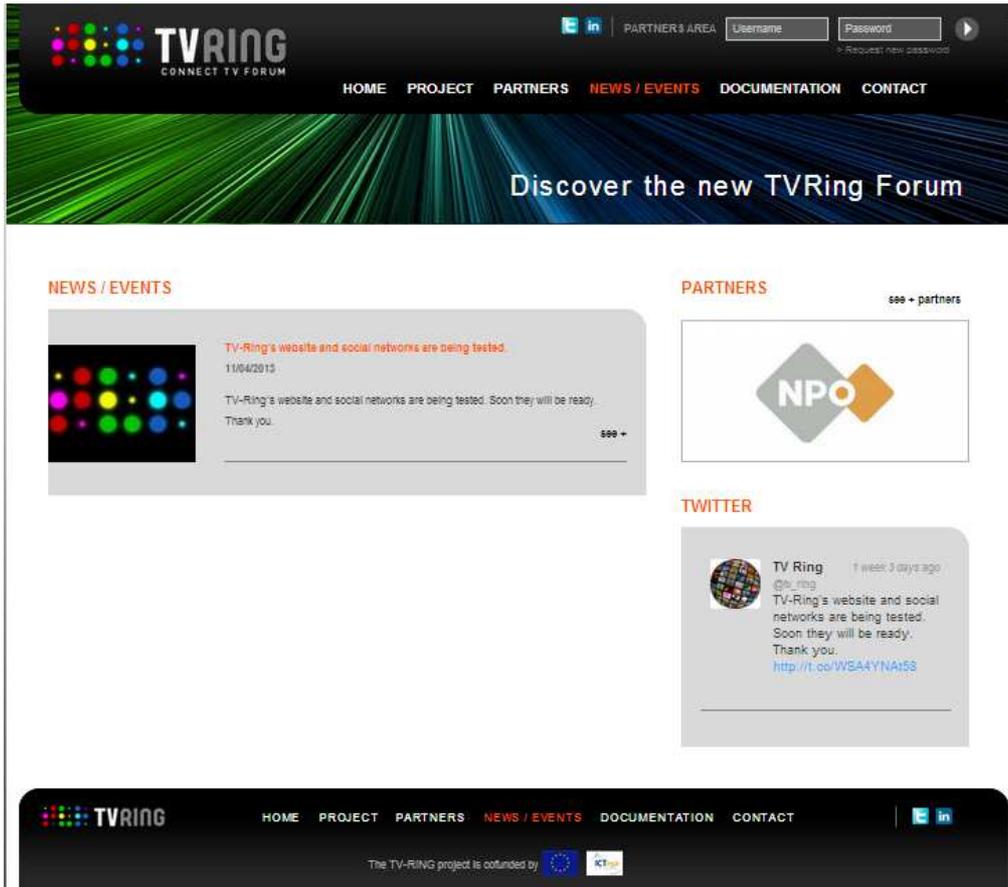


Image 6: Screenshot of the NEWS / EVENTS page

5.5.5. Documentation

This section will compile all the public information regarding the project. This includes public deliverables, dissemination material, presentations, articles and papers, etc.

This section will be managed by the coordinator entity.

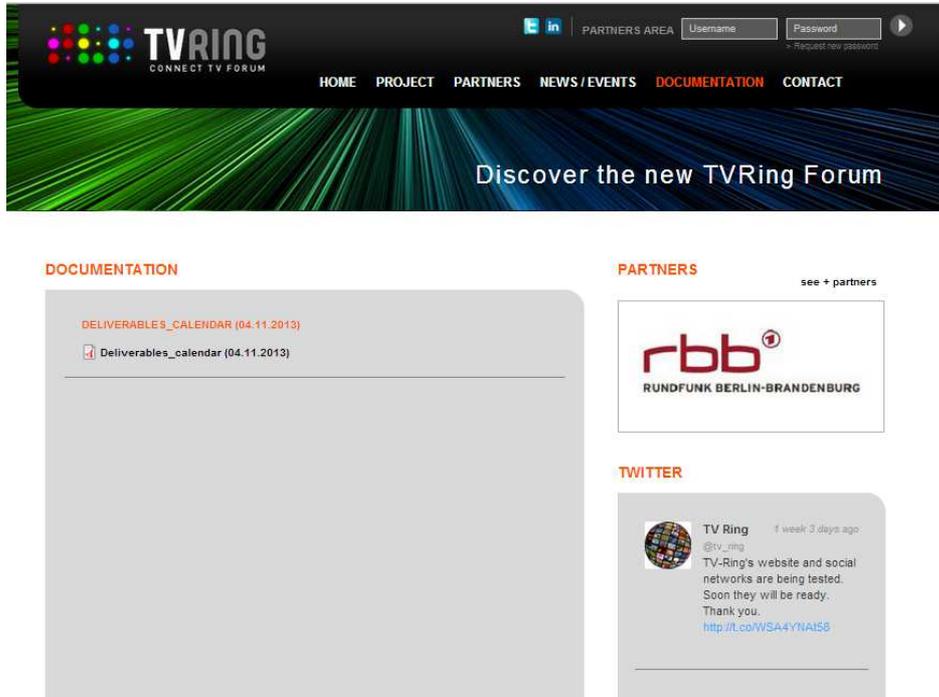


Image 7: Screenshot of the DOCUMENTATION page

5.5.6. Contact

The contact section has been implemented with the only focus of easing the contact between those external entities, which are interested in the project, and the consortium. The coordinator will be the main contact and will inform all partners about relevant contacts or information received.

CONTACT FORM

Please, fill this form if you want to contact us. We will answer as soon as possible. Thank you.

Name *

e-mail *

Appointment *

Message *



What code is in the image?

Enter the characters shown in the image.

SEND

CONTACT DETAILS

Ci/Gran Capità 2-4
Edifici Nexus I, 2ª planta, desp 203
08034 Barcelona

Tel. (+34)93 553 25 10
Fax. (+34)93 553 25 20
Email info@tvring.eu

MAP



Image 8 Screenshot of the CONTACT page

5.5.7. Open ConnectedTV Stakeholder Forum

This section is already under definition, but refers to the creation of a community that will contribute and discuss on the Connected TV topic. Starting **T2.1 Open ConnectedTV Stakeholder Forum** in M4, the strategy on how to make grow and disseminate the Forum has already to be defined. Initial ideas were to base the forum on the stimulation of the dialogue among stakeholders through social networks, with LinkedIN as main channel of contact, and supported by TV-Ring’s website and Twitter account. As done with the news section, automatic feeding will ease the publication process in multiple spaces.

6. Open Connected TV Forum site

6.1. Concept and Objectives

The Open Connected TV Forum has been conceived as an **online & offline exchange forum for media professionals** in Europe that are working on Connected TV (including second-screen interaction). The platform was thought up as a website and/or wiki where the experience, best practices and code could be shared. Within the related task, it was expected also to organize workshops and to participate in events, in order to obtain input from stakeholders and communicate results from the TV-RING project to the stakeholders. Involving external parties

is of a high priority for TV-RING to maximize the relevance of the work and to substantially increase the impact.

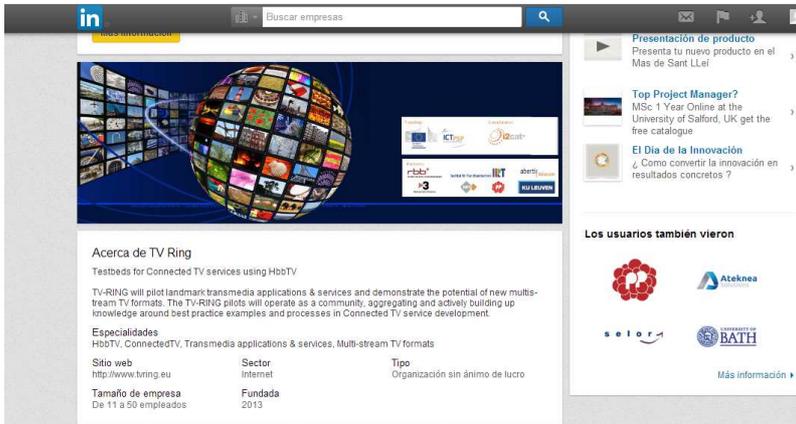


Image 9: TV-Ring's LinkedIn Profile

The creation of an active professional network within the forum is a first step for the self-sustainability of the project itself. Exchange of knowledge, support and cooperation, can bring TV-Ring to expand its frontiers and implement new functionalities of interest for external entities (non-partners of the consortium) and open new ways to drive the consortium to a viable commercial exploitation.

6.2. Definition

This Open Connected TV Forum is conceived as a meeting point for professionals and stakeholders of the sector, where to:

- Share knowledge on multiple levels and topics (e.g.: technical, policies, creativity, content production, etc.)
- Disseminate project results
- Disseminate relevant information (e.g.: workshops, conferences, etc.)
- Study new approaches on the exploitation of the project results
- Deployment of innovative applications and services

6.3. Structure

The Forum will be structured through Social Networks (LinkedIn, Twitter) and the project website. This has been initially conceived in this way in order to facilitate access to its contents to the biggest audience as possible.

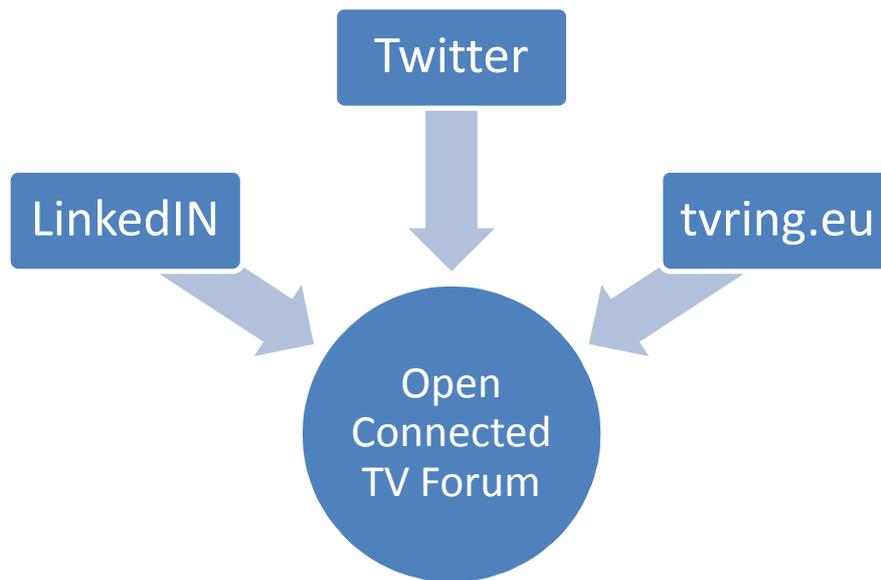


Image 10: graphical description of the structure

The automatic feeding will ease the simultaneous publication of contents in multiple spaces. Not being yet defined the whole publication process, it has been already defined, that publication must be quick and easy in order to low access barriers.

The final structure and organization of contents will be decided from M4 onwards, once task T2.1 begin its execution.

6.4.Design

The graphical design will follow the parameters set for the website and will make use of the graphical contents used in the website, adapted accordingly with the social networks used. Being a task delayed until M4, there have been no significant progresses on this matter.

7. Conclusions

After finishing the first implementation of the website the results have been very positive among the consortium. But, this is only an early stage and the website needs to be constantly renewed, with great emphasis on publishing new contents, both for attracting stakeholders and improving SEO results. There are minor modifications to take care of and its look can change during the project. This has been done in order to make the website attractive to the visitors.

The whole definition has been easy, due to a great understanding among the consortium and their quick response. This has brought great confidence and optimism for the following steps to be followed in other areas of the project.

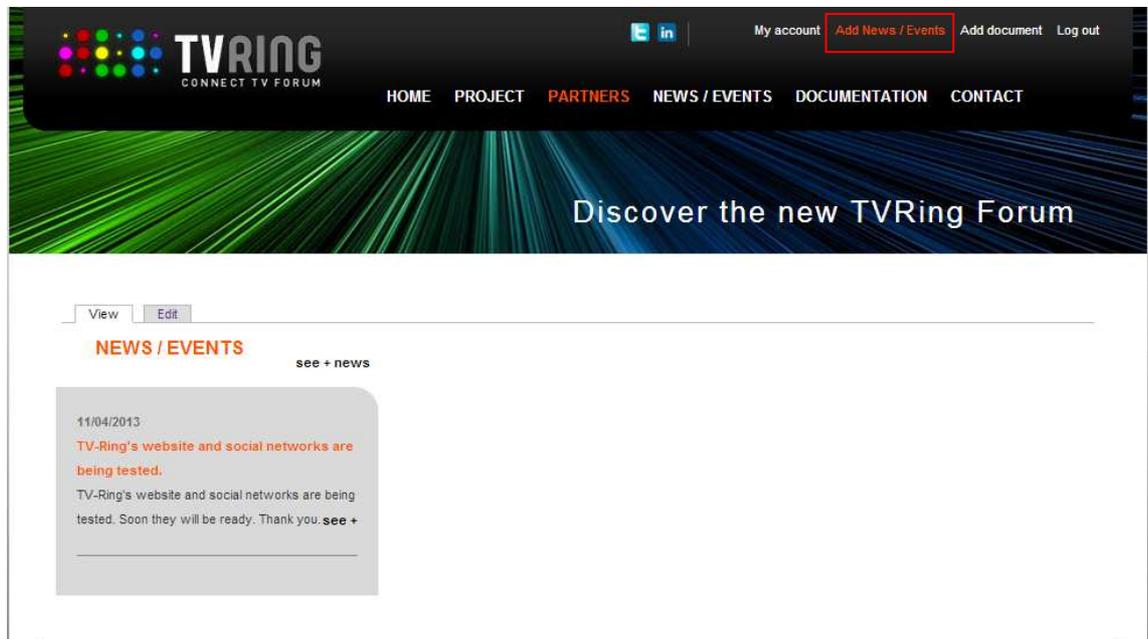
8. Bibliography & References

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- [2] M. L. T. -. Drupal, “develclub,” 25 July 2013. [Online]. Available: <http://www.develclub.es/drupal/modulos-seo-para-drupal-7.html>.
- [3] EC, “Good Communication Practices for ICT PSP Projects,” 2008.
- [4] EC, “Guidance Notes on Project Reporting,” 2013.
- [5] EC, “DIGITAL AGENDA FOR EUROPE,” [Online]. Available: <https://ec.europa.eu/digital-agenda/node/6763>. [Accessed 4 2013].

9. Annex I – How to publish contents in the website

In this short guidelines, it will be described the process for publishing new contents.

1. Enter and login using an editor's account: <http://www.tvring.eu/user/login>
2. Once logged in, choose the option "Add News / Events" on the top-right hand corner



3. When accessing the editing space, users will be able to publish news or events. All publications will be automatically published in LinkedIn and Twitter. Furthermore, it will be possible to add the following contents:
 - a. Title
 - b. Heading (up to 120 characters)
 - c. Body (unlimited)
 - d. Files (up to 3 images)
 - e. Links to videos on YouTube

Title *

Summary / Tweet

Write the text for summary news and twitter, max length: 120 characters.
120 char(s) remaining

Body

Text format **Filtered HTML**

- Web page addresses and e-mail addresses turn into links automatically.
- Allowed HTML tags: <a> <cite> <blockquote> <code> <u> <dl> <dt> <dd>
- Lines and paragraphs break automatically.

Images

Upload up to three images to illustrate the new

Add a new file

No se ha seleccionado ningún archivo

Files must be less than 256 KB.
Allowed file types: png gif jpg jpeg.

You Tube Video

Insert a shorted link of You Tube Video to show a video with the New or Event

4. Once the content is ready, it can be published just clicking on the “Save” button.

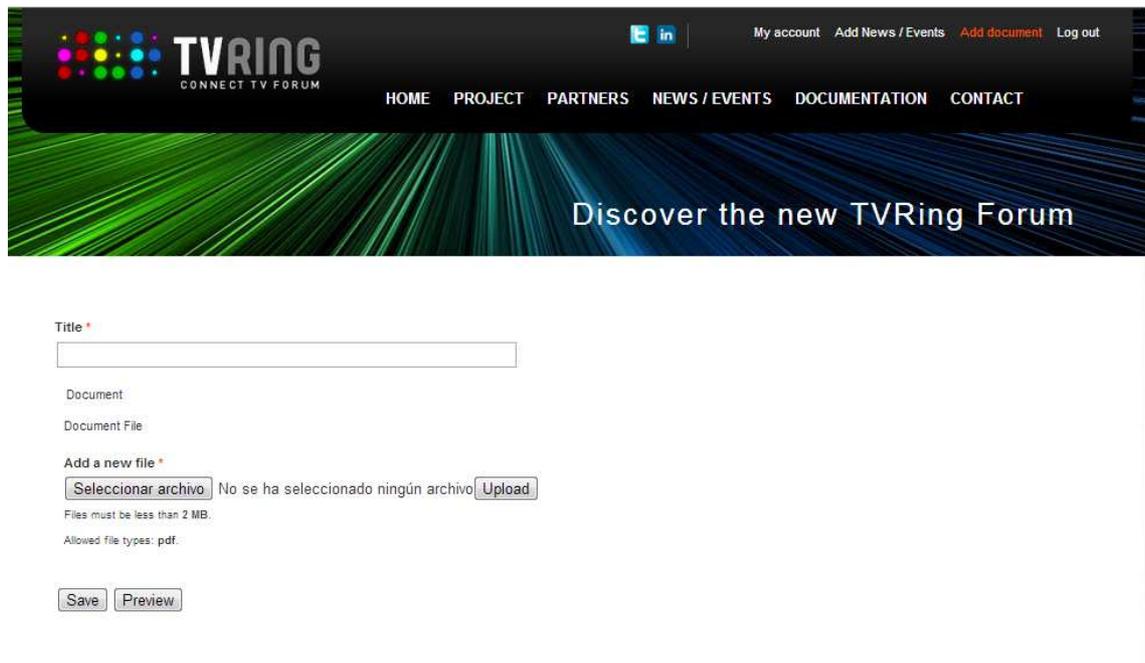
If an already modified content needs to be modified, it is necessary to:

1. Login as defined in step 1 from the previous section
2. Navigate to the News / Events section
3. Choose the new that needs to be modified
4. Modify contents and click on the “Save” button

10. Annex I – How to upload documents in the website

The website has been designed in order to allow partners to publish documentation. The process is described below:

1. Enter and login using an editor's account: <http://www.tvring.eu/user/login>
2. Once logged in, choose the option "Add document" on the top-right hand corner
3. Then it will be necessary only to give a title to the document, choose the file and click "Upload".



TVRING
CONNECT TV FORUM

My account Add News / Events **Add document** Log out

HOME PROJECT PARTNERS NEWS / EVENTS DOCUMENTATION CONTACT

Discover the new TVRING Forum

Title *

Document

Document File

Add a new file *

Seleccionar archivo No se ha seleccionado ningún archivo Upload

Files must be less than 2 MB.

Allowed file types: pdf.

Save Preview

4. The process finishes clicking the "Save" button
5. Documents can be deleted or data modified through the "Documentation" section.