IST Integrated Project No 507023 – MAESTRO

D10-4.2

Dissemination Report

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Abstract:

This document lists the actions realised with regards to the strategy proposed in the Dissemination plan (D10-3) toward the different communication targets identified by MAESTRO during the second semester 2004.

In line with the agreed plan, the main achievements in the implementation of the strategy are as follows:
One to one interviews where conducted in order to extend the MAESTRO partnership within the media service & platform community
Some one to one interviews where also conducted with Public Protection authorities to promote S-DMB aware services
MAESTRO participated to all the planned conferences in 2004 and registered to the conferences to be held in 2005
- A considerable number of scientific papers has been published and one of them has received the "best student paper award" at the ISSSTA 2004 Conference
- Planned dissemination tools have been completed, the S-DMB external presentation is still in progress, being based on the deliverables of WP1 planned at the end of 2004
- The planned workshop is being organised within the next IST Summit to be held in Dresden – Germany on 19-22 June 2005. Its duration has been reduced to half-day due to IST organisation constraint.

During the next period, with the help of the new service partnerships and with the results of WP1 Business Planning, new efforts will be done toward media industry and mobile operators to convince them on the S-DMB opportunity.

Keyword list: **Dissemination**

EXECUTIVE SUMMARY

This document contains deliverable **D10-4.2** of the IST Integrated Project MAES-TRO – Mobile Applications & sErvices based on Satellite and Terrestrial inteR-wOrking (IST Integrated Project n° 507023).

MAESTRO project aims at studying technical implementations of innovative mobile satellite systems concepts targeting close integration & interworking with 3G and Beyond 3G mobile terrestrial networks.

MAESTRO aims at specifying & validating the most critical services, features, and functions of satellite system architectures, achieving the highest possible degree of integration with terrestrial infrastructures. It aims not only at assessing the satellite systems' technical and economical feasibility, but also at highlighting their competitive assets on the way they complement terrestrial solutions.

Work package 10 – "Dissemination" specifically includes: regulatory, standardisation, and promotion activities, with the objectives outlined hereafter:

- To solve regulatory issues essentially the licensing at 2 GHz: ensure effective access to a given frequency band at the regional scale, as required for S-DMB system, by harmonising licensing procedures.

- In the standardisation area, to have the relevant Standards and Technical Specifications (TS) enabling a satellite component to be integrated and/or compatible in the provisioning and delivery of Multimedia Broadcast/Multicasting Services (MBMS). This implies that activities are undertaken at various levels in 3GPP and ETSI TC SES. Eventually, whenever possible, standard contributions shall propose generic enhancement of both terrestrial and satellite systems based on advanced studies performed in other WPs of MAESTRO.

- To promote the system to ensure standard acceptance, attract additional mobile operators as well as mobile handset manufacturers and interest investors

Promotion tasks are conducted by GFIC. Several MAESTRO partners provide their support, when needed.

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DOCUMENT HISTORY

Vers.	Issue Date	Content and changes
3.0	23 December 2004	Final version for review
3.1	29 December 2004	UoB modifications
3.2	29 December 2004	Final draft
3.3	12 January 2005	Final version for delivery

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DOCUMENT APPROVERS

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1. DISSEMINATION ACTIONS REALISED PER TARGETED COMMUNITY

1.1   Mobile Operator

As agreed in the MAESTRO Dissemination plan, action toward Mobile Operators are realised directly by partner Business Development team and do not take place (for the time being) into MAESTRO Dissemination Report.

1.2   Media Industry

During this period few new contacts were held toward the Media Industry. MAESTRO partners are under large partnership negotiation that could change the way to address media industry.

However, GFI-C re-approached some of the contacts initiated during the first semester in order to extend MAESTRO relationship, in particular to precise the service and application platform business requirements :

- Wonderphone, one of the first new venture in the new market of content provider/aggregator for mobile TV

- Musiwave, one of the major content provider/aggregator for mobile music

- Open TV, a world industrial leader in interactive TV platform (Service Guide and PVR applications for mobile broadcast)

- Viaccess, a conditional access and DRM developer for TV and Music platforms

- Packet Video, the leader in mobile video player

- MANREO, a content database provider and developer

- Packet Video, the leader in mobile video player. Packet Video could help to develop the video player for S-DMB.

- MANREO, a content database provider and developer. MANREO could help to develop the content database necessary to gather, tag, and schedule all the content to be broadcasted or unicasted.

Moreover MAESTRO partners also assisted to

- a 2 days conference on mobility organised by the FING "La fête de la mobilité" on september 22sd and 23rd, 2004, where major actors like Bouygues Telecom, Wonderphone, etc. were participating. S-DMB was evoked each time DVB-H was evoked, especially because of Japan and Korean experience. More information on http://www.fing.org/fim/

- EBG Conference on mobile video at the University of Paris Dauphine on October 6th : The discussions mainly focused on DVB-H, highlighting the difficulty to promote S-DMB in front of a very high visibility of DVB-H, particularly in France.

Meetings with Media Industry attended

Date (Start/ End)	Meeting place	Nber of persons per Partner involved	WP/Task/expected results/details
22-23/09/04	Paris	**GFIC:** 1	WP 10/Promotion: "La fête de la mobilité" orga-nised by the FING
06/10/04	Paris	**GFIC:** 1	WP10/Promotion: EBG workshop on Mobile Broadcast

1.3 Public and Political Bodies

2 types of actions have been realized toward Public and Political Bodies:

- Regulatory actions

General presentations of S-DMB have been made to several public bodies and administrations (ECC in March 2004, ITU-R Study Group 8 in September 2004, EU Radio Spectrum Committee in December 2004). Several national administrations have also been met: UK, Spain, France, Belgium, Switzerland, Greece, so that to increase the awareness on the S-DMB approach. More focused presentations were made to regulatory groups in the frame of the MAESTRO regulatory activities.

- Promotions actions

Regulatory actions are already described in other deliverables. However they con-tribute to MAESTRO dissemination strategy by building knowledge and under-standing of the project throughout the Public and Political Bodies.

MAESTRO also participated to IPTS workshop on future of Mobile Telecommuni-cation in the next 20 years, held in Sevilla on October 27th , as the only Satellite project within the IST Framework. The role of the satellite was clearly envisaged in every scenario to provide emergency and security service. Debate on other tech-nologies and applications were less clear, since the main objective was to clarify different economical scenarios in Europe and to deduct the related telecommuni-cation needs.

Meetings with Public and Political bodies attended

Date (Start/End)	Meeting place	Nber of persons per Partner involved	WP/Task/expected results/details
6-7/07/04	ASMS-TF Surrey	**ASP** : 1 person	WP10/Regulatory : Coordination of actions in favour of satellite in 4G
09/09/04	Geneva	**ASP** : 1 person	WP10/Promotion : paper presentation at ITU-R SG8 seminar
20-24/09/04	WGFM Budapest	**ASP** : 1 person	WP10/Regulatory : Approval of questionnaire on 2 GHz MSS bands

23/09/04	ASMS-TF ESA/ASTEC	**ASP** :1 person	WP10/Regulatory : Coordination of actions in favour of satellite in 4G + discussions on 2 GHz MSS questionnaire.
16-20/08/04	RAN4#32 – Prague	**ASP** : 1 person	WP10/Standardisation: presentation of advances in S-UMTS standardisation to RAN
23-24/09/04	S-UMTS#23 ESA/ESTEC	**ASP** : 1 person **UNIS** : 1 person **UoB** : 1 person	All the WPs : standardisation of MBMS (SDMB) WP 9 : feasibility of OFDM
26-27/10/04	Seville, IPTS	**GFIC** : 1 person	WP10/Promotion: IPTS workshop on future of Mobile Telecommunication in the next 20 years
26/11/04	OFCOM London	**ASP**: 1 person **SES**: 1 person	WP10/Regulatory: Presentation of S-DMB and regulatory issues to OFCOM
30/11-01/12/04	JPT MSS 2GHz	**ASP**: 1 person	WP10/Regulatory: Continuation of the revision of MSS regulatory framework in Europe in the 2 GHz band
08/12/04	RSCOM Brussels	**ASP**:2 persons **SES**: 1 p.	WP10/Regulatory : Presentation of S-DMB and regulatory issues

1.4   Scientific Community

As agreed in the Dissemination plan, the dissemination effort towards the Scientific Community was concentrated into:

- Participation to Scientific Conferences

- Scientific publications on International Journals

- Tutorial organization, in cooperation with WP11

Published papers and conference participation

As shown in the Table below, a considerable number of papers has been published based on Maestro results. Several Conferences have been addressed, namely: IST Mobile Summit 2004, International Symposium on Spread Spectrum Techniques and Applications (ISSSTA'04), EMPS/ASMS 2004, the 5th Workshop on Digital Broadcast. In addition, a full paper has been submitted to the IEEE Transactions on Communications.

It should be mentioned that the paper entitled "*A Novel Up-Link Code-Acquisition Procedure based on a Structured Preamble Sequence*", authored by M. Villanti, P. Salmi, R. Pedone, G.E. Corazza, A. Vanelli-Coralli, presented at ISSSTA 2004, (Sydney, Australia, Aug. 30-Sep. 3, 2004), has received the **Best Student Paper Award**. This is a valid recognition of the high quality scientific research carried out within MAESTRO.

The DMB tutorial, prepared by WP11, has been delivered at the EMPS/ASMS2004 conference to an Audience of some 60 people. The tutorial has been very well received.

MAESTRO will also organize a workshop on mobile broadcast at the next IST Summit held in Dresden next June.

Publication type/Conference	Date of release	Partner authors	Destination
"UMTS par satellite" – Adaptation du standard 3GPP UTRA FDD W-CDMA"	16-17/06/04	**ASP**: B. Martin	Paper presented at Journée SEE organised by CNAM in Paris
Satellite Digital Multimedia Broadcasting for 3G and beyond 3G systems	27/06/04	**ASP**: N. Chuberre, MG Francon, C. Nussli, C. Selier, P. Vincent **UoB**: G.E. Corazza, A. Vanelli-Coralli	Paper presented at IST Mobile Summit 2004, see http://www.mobilesummit2004.org/tuesday.htm#applications
Fractional Pre-distortion Techniques with Robust Modulation Schemes for Fixed and Mobile Broadcasting	27/06/04	**UoB**: Paola Salmi, Massimo Neri, Giovanni E. Corazza	Paper presented at IST Mobile Summit 2004, see http://www.mobilesummit2004.org/Wednesday.htm#posters
Evaluating mobile video quality	27/06/04	**UCL**: J. D. McCarthy, M. Angela Sasse, Dimitrios Miras	Paper presented at IST Mobile Summit 2004, see http://www.mobilesummit2004.org/monday.htm#qos
A Novel Up-Link Code-Acquisition Procedure based on a Structured Preamble Sequence	30/08 – 02/09/04	**UoB**: Marco Villanti, Paola Salmi, Raffaella Pedone, Giovanni E. Corazza, A. Vanelli-Coralli	Paper presented at ISSSTA2004, see www.isssta2004.org, Best Student Paper Award
Generalized and Average Post Detection Integration Methods for Code Acquisition	30/08 – 02/09/04	**UoB**: Giovanni E. Corazza Raffaella Pedone	Paper presented at ISSSTA2004, see www.isssta2004.org
Broadcast and multicast - a vision on their role in future broadband access networks draft 0.3	Sept 2004	**ASP:** N. Chuberre, C. Selier, L. Combelles **UoB**: G.E. Corazza, A. Vanelli-Coralli	IST FP6 BMC Cluster
Adaptive Coding and Modulation Techniques for Advanced Satellite Mobile Systems	20-22/09/04	**UoB**: G.Albertazzi, S. Cioni, G.E. Corazza, N. De Laurentiis, M. Neri, P. Salmi, A. Vanelli-Coralli	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Satellite Downlink Reception through Intermediate Module Repeaters: Power Delay Profile Analysis	20-22/09/04	**UoB**: C. Caini, G.E. Corazza	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html

Satellite Digital Multimedia Broadcast (SDMB) Access Layer Definition	20-22/09/04	**UNIS** : V.Kueh, M.Karaliopoulos, B.G.Evans **ASP**: P.Vincent, **MSPS**: G.Chengeleroyen, J.Malsch **SPH**: N. Koutsokeras, V. Angelou, I.Andrikopoulos	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Impact of packet-level FEC and outer block interleaving on MBMS delivery over WCDMA mobile satellite systems	20-22/09/04	**UNIS** : Mudugamuwa, Upendra, Karaliopoulos, Merkourios, Tafazolli, Rahim, Evans, Barry	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Satellite Digital Multimedia Broadcast: Capability to support point to point service with satellite return Link	20-22/09/04	**ASP** : B. Martin	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Relative positioning of the European Satellite Digital Multimedia Broadcast (SDMB) among other mobile broadcast solutions	20-22/09/04	**ASP** : N. Chuberre, O. Courseille, C. Nussli, C. Selier	Abstract presented at EMPS/ASMS2004, however the paper was not submitted due to lack of time and resources
Radio Network Planning Tool for Satellite Digital Multimedia Broadcast	20-22/09/04	**AWE** : Hoppe, Reiner, Woelfle, Gerd **ASP**: Michel-Guy Francon	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Satellite Digital Multimedia Broadcast (SDMB): An advanced mobile satellite system for Risk management and Environment monitoring	20-22/09/04	**ASP**: N. Chuberre, C. Nussli, P. Vincent, J. Ntsonde	Paper presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
Satellite Digital Multimedia Broadcasting (S-DMB)System presentation	23/09/04	**ASP**: N. Chuberre, MG Francon, C. Nussli, C. Selier, P. Vincent **UoB**: G.E. Corazza, A. Vanelli-Coralli	Paper presented at 5th Workshop on Digital Broadcasting, see http://www.iis.fraunhofer.de/pub_rel/events/wsdb/program.html
Satellite Digital Multimedia Broadcast (SDMB)	20-22/09/04	**UoB**: G.E. Corazza, A. Vanelli-Coralli	Tutorial presented at EMPS/ASMS2004, see http://www.congrex.nl/04c16/emps.html
An innovative mobile satellite system to enhance 2G and 3G mobile cellular systems	mid 05	**ASP**: N. Chuberre, M.G. Françon, C. Nussli, C. Selier, P. Vincent **UOB**: G. E. Corazza, A. Vanelli-Coralli	Paper submitted to ICC 05

On the Use of OFDM for beyond 3G Satellite Digital Multimedia Broadcasting	mid 05	**UOB**: S. Cioni, G. E. Corazza, M. Neri, A. Vanelli-Coralli	Paper submitted to ICC 05
Designing the reliable transport layer for Satellite Digital Multime-dia Broadcasting	mid 05	**UNIS**: M. Chipeta, M. Karaliopoulos, B.G. Evans **ASP**: B. Garnier **UDC**: L. Roullet	Paper submitted to ICC 05
Generalized and Average Likeli-hood Ratio Testing for Post De-tection Integration	Dec 10, 2004	**UoB**: G.E. Corazza, R. Pedone	Paper submitted to the IEEE Transactions on Communications

1.5   Mass Market/Press

As agreed in the Dissemination Plan, actions toward Mass Market are fairly lim-ited.

2   DISSEMINATION TOOLS REALISATION

As agreed in the Dissemination Plan, communication tools are realised to support MAESTRO dissemination actions.

2.1   Key schematic illustration of the system and Video Presentation

An S-DMB poster have been realized and was used during ASMS2004

These illustrations are reused on MAESTRO Video presentation.

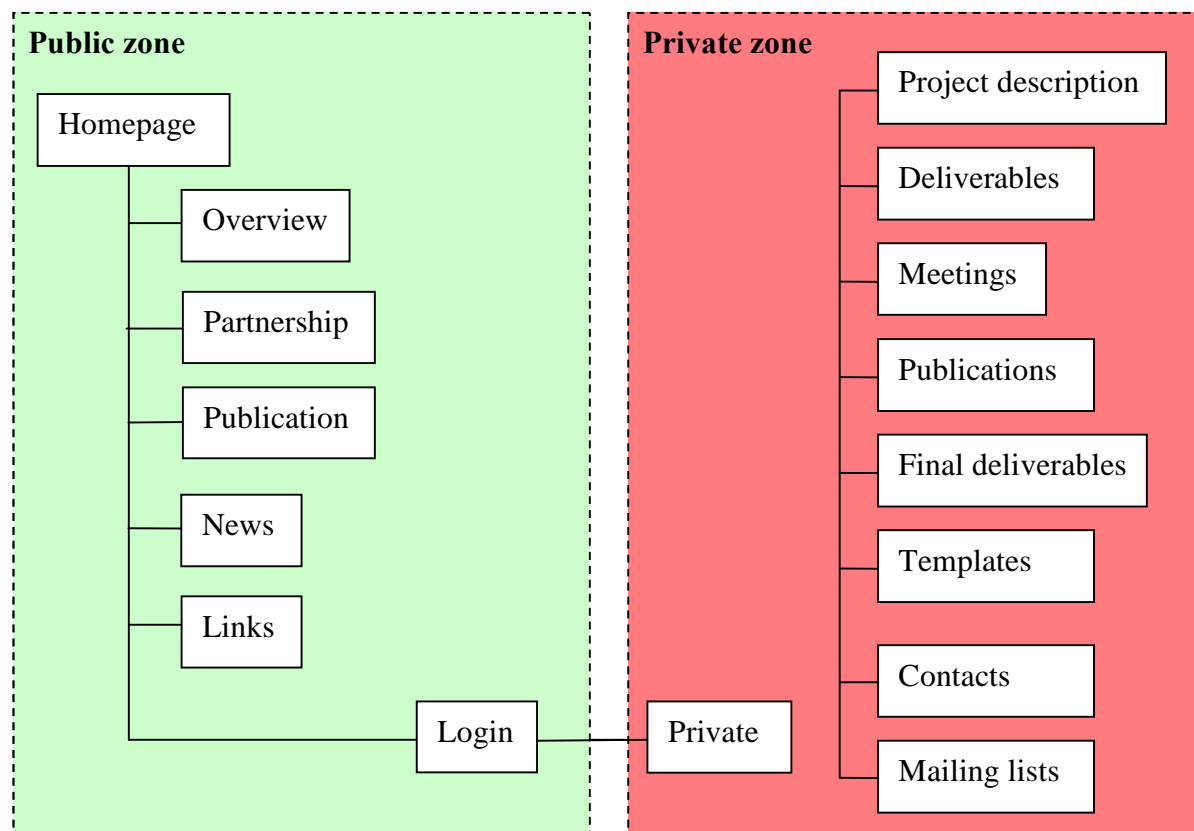The illustrations and the videos are available on MAESTRO website.

2.2   Website

The project has set-up a web-site with 2 objectives:

- Internal : all documents are being uploaded for exchange between the partners. Mailing lists have been also set-up : they enable to address the participants of each WP, the PMT members as well as the board members.

- External : presentation of MAESTRO partnership, project and results

MAESTRO Website URL: http://ist-maestro.dyndns.org
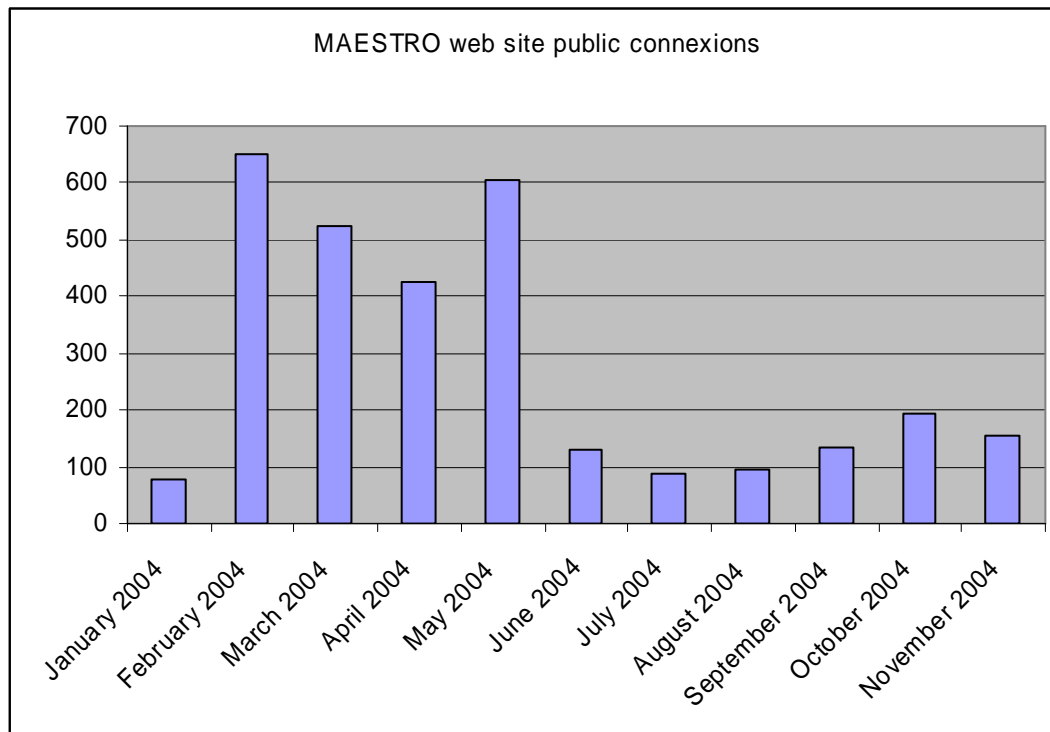
The following figure presents the Web site map:

At the time being, about 30 publication are available to the public on MAESTRO website including deliverables and publication.

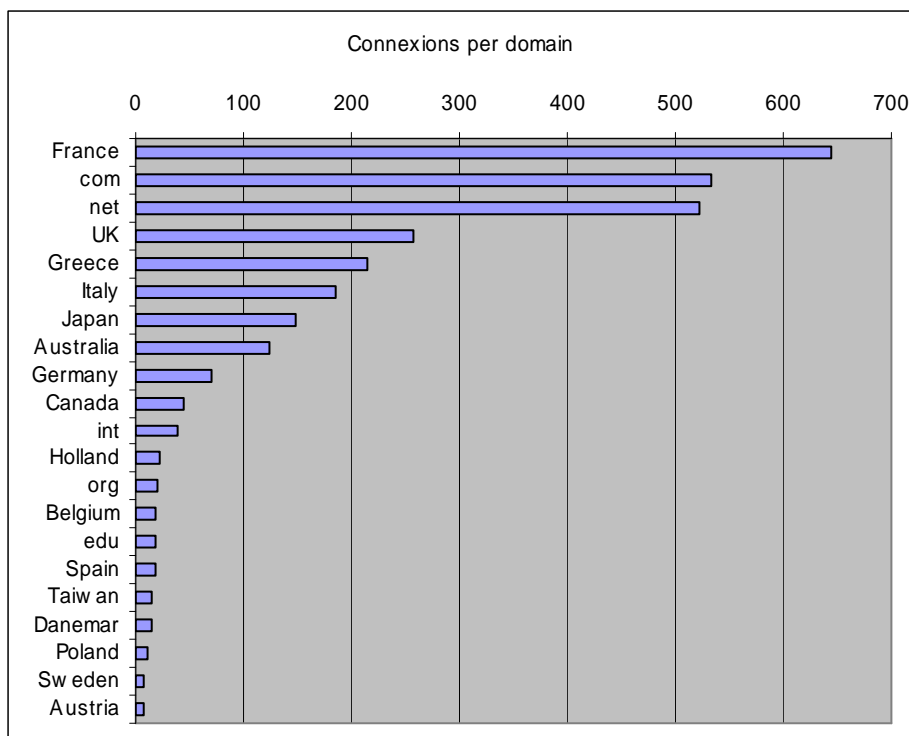| Title	Authors	Type	Date
Broadcast and multicast - a vision on their role in future broadband access networks	L.Henden (ed.), N. Chuberre, L. Combelles, G. Corazza, S. Danton, T. Flo, D. Grace, T. Kourtis, H. Le-Bihan, H. Linder, A. Nordbotten, E. Pallis,T. Tj	Publication	2005-01-05
UMTS par satellite: Adaptation du standard 3GPP UTRA FDD W-CDMA - SEE CNAM 16-17/06/2004	Béatrice Martin (Alcatel Space)	Publication	2004-10-14
Satellite Digital Multimedia Broadcast (SDMB) Access Layer Definition EMPS/ASMS 2004 presentation	UoS, Alcatel Space, Motorola, SPH	Publication	2004-10-05
Satellite Digital Multimedia Broadcast (SDMB) Access Layer Definition	UoS, Alcatel Space, Motorola, SPH	Publication	2004-10-05
Satellite Downlink Reception through Intermediate Module Repeaters: Power Delay Profile Analysis - EMPS/ASMS2004 presentation	Carlo Caini, Giovanni Emanuele Corazza	Publication	2004-09-28
Satellite Downlink Reception through Intermediate Module Repeaters: Power Delay Profile Analysis	Carlo Caini, Giovanni Emanuele Corazza	Publication	2004-09-28
Radio Network Planning Tool for SDMB	R. Hoppe, M.-G. Francon, C. Prigent, G. Woelfle	Publication	2004-09-22
Paper presentation SDMB for GMES at ASMS-EMPS 2004	P. Vincent, C. Selier	Publication	2004-09-22
Paper presentation SDMB RNPT at ASMS-EMPS 2004	R. Hoppe, M.-G. Francon, C. Prigent, G. Woelfle	Publication	2004-09-22
SDMB Access Layer Definition	ASP, MSPS, SPH, UoS	Deliverable	2004-09-09
SDMB Hub specification document	ASP, ERCOM	Deliverable	2004-09-09
Final Plan for using and disseminating knowledge	GFI-C, ASP, UoB	Deliverable	2004-09-09
SDMB Business Model Structure	GFI-C, BYTL, ASP	Deliverable	2004-09-09
IMR specifications document	ASEL, ASP, ERCOM	Deliverable	2004-09-09
MAESTRO terminology	ASP	Deliverable	2004-09-09
SDMB Role Model	GFI-C, BYTL, ASP, e-TF1, SES, BT, UCL	Deliverable	2004-09-09
UE SDMB specification for Release 1	MSPS	Deliverable	2004-09-09
Service Centre Specification document (for R1)	LogicaCMG	Deliverable	2004-09-09
Dissemination Report	GFI-C, ASP, UoB	Deliverable	2004-09-09
SDMB system overview	Alcatel Space, University of Bologna	Publication	2004-06-29
SDMB system overview presentation IST summit LYON	Alcatel Space	Publication	2004-06-29
ISSSTA04_ViSaPeCo1	Marco Villanti, Paola Salmi, Raffaella Pedone and	Publication	2004-02-04
CoPe_ISSSTA04_sub1	Giovanni Emanuele Corazza and Raffaella Pedone	Publication	2004-02-04
summary_fp6_MAESTRO_v1	Alcatel Space (Nicolas Chuberre)	Publication	2004-02-04
MAESTRO Press release french	Alcatel Space	Press release	2004-01-23
MAESTRO Press release English	Alcatel Space	Press release	2004-01-23
MAESTRO first press release	ASP	Press release	2004-01-23
MAESTRO project presentation	Alcatel Space	Publication	2004-01-23
PR-WP10_040816_ASP_MAESTRO_v1-SDMB_overview_SG8_seminar.zip	ASP	Publication	2003-01-01

The log of the site allows to gather some information about the public interested by the project

MAESTRO website log

Public connections to the website have decreased in the second semester. This decrease is normal due to few new topic being presented on public pages. New results and new press release should create some traffic boost during the second year of the project.

However, traffic on the private zone have increased in the second period with plenty of paper being uploaded and downloaded from the site (not shown in this document).

Connexions per domain

Connection per domain reflects naturally partnership participants nationality with the largest number of connections for France, being followed by the UK.

Referrer web sites

- http://www.home.alcatel.com/

- http://www.ist-modis.org/

- http://www.arces.unibo.it/

- http://www.ee.surrey.ac.uk/

- http://space.gr/

- http://www.google.*

- http://search.yahoo.com

- http://www.convergedigest.com/

- http://search.msn.fr/

Few web sites are referring MAESTRO web site. Actions will be taken in this direction in order to increase the number of referrer web sites:

- MAESTRO partners will be asked to put a link on there web site to MAESTRO web site. Depending on there communication policy they will allow or not this link.

- Public and Political Bodies supporting MAESTRO will also be approached to refer MAESTRO website (in particular the auditor from ESA proposed to exchange links with MAESTRO).

3   FUTURE PLANS

The main focus for the beginning of the next period will be to enhance S-DMB visibility with respect to key media actors . Actions will be taken in this direction:

- Extension of MAESTRO relationship to media industry actors in order to design a service platform capable of satisfying media operator

- Completion of a S-DMB presentation toward Media Industry including results from WP1 in order to convince them of the S-DMB opportunity. This presentation should highlight S-DMB as a real alternative/complement to DVB-H

- Participation to Media Industry conferences dealing with mobile TV topics.

However, MAESTRO should not participate to the GSM Forum in Cannes, as planned in the Dissemination plan, since the GSM forum is more dedicated to already marketed mobile applications.

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The preparation of the IST summit workshops and tutorials will also constitute a specific activity besides the promotion actions towards the scientific and regulatory communities. Meetings with some key national administrations/regulators are also scheduled.

Promotion actions towards the scientific and regulatory communities will be continued according to the dissemination plan.