



Deliverable 7.1 Project website

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Work Package 7: Dissemination

LinkedTV

Television Linked To The Web

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¹ • PU = Public

- PP = Restricted to other programme participants (including the Commission Services)
- RE = Restricted to a group specified by the consortium (including the Commission Services)
- CO = Confidential, only for members of the consortium (including the Commission Services))

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1 LinkedTV Website

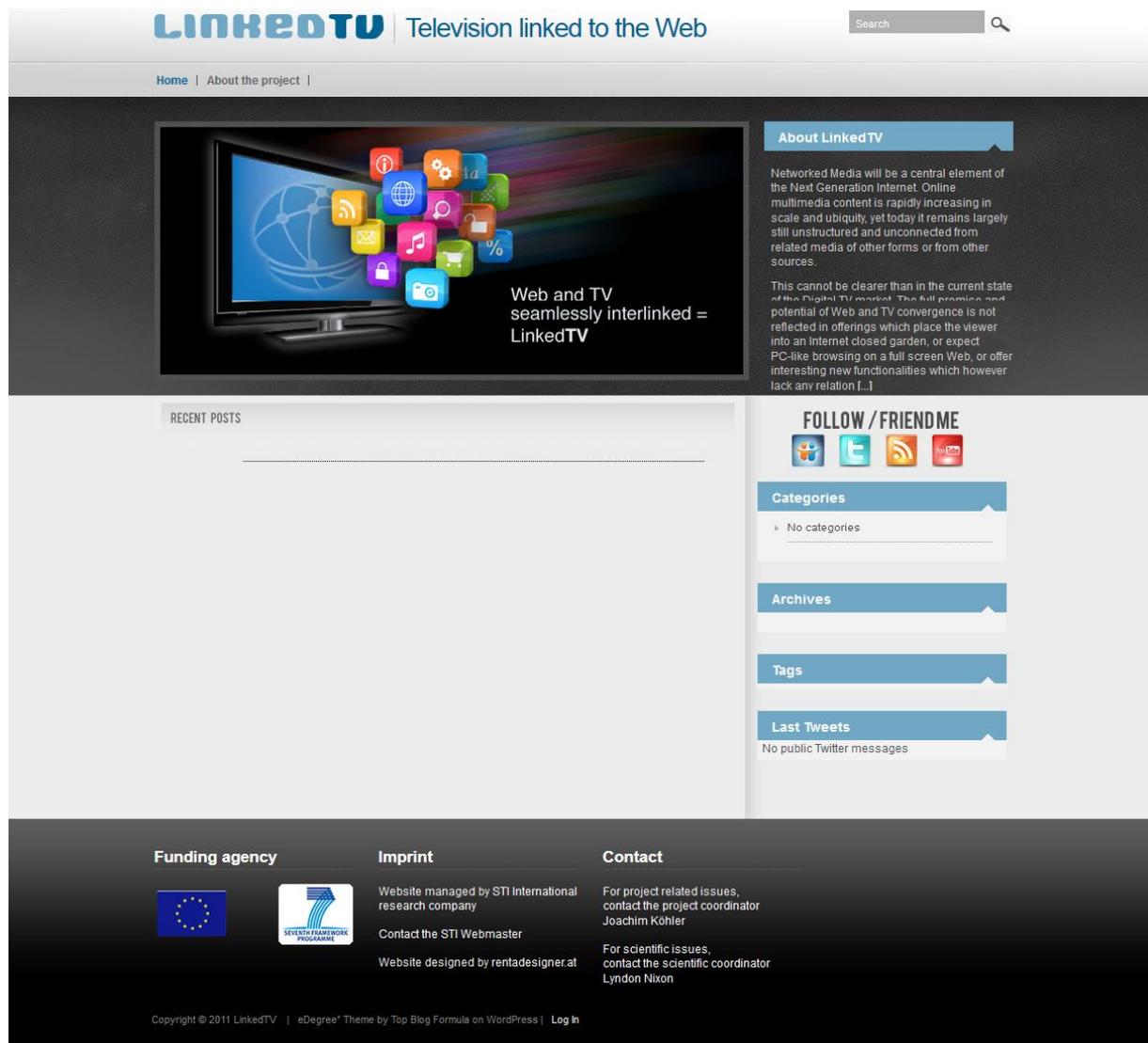
As any EU project, LinkedTV has a public website at www.linkedtv.eu to present itself to interested persons, including other researchers, companies, media industry or the general TV watching public. In creating the LinkedTV website, we aimed for a professional appearance and accessible structure, which for the next 40 months of the project can be a key location for the publication of project news and results, as well as sustain the impact of LinkedTV long after the project funding has ceased.

1.1 History of the document

Table 1: History of the document

Date	Version	Name	Comment
2011/12/01	V1.0	Lyndon Nixon	Created document from Website screen shots and notes on the navigation structure

2 LinkedTV Website: appearance



This is the frontpage of www.linkedtv.eu. The logo and graphic was prepared by a graphic designer, as was the Web stylesheet. We use Wordpress as the Web CMS for the website as we have had good experiences with Wordpress for other sites, and appreciate its openness (every project partner can have a login and post news or edit/create pages) and flexibility. The frontpage is mostly taken up with the news stream, which we will update regularly with project news. In Wordpress, every news item can be categorized and tagged, and hence news can be easily browsed using tag cloud, category selection, or also through the monthly archive (all links are generated automatically in the right hand column). In that column there is also a space for last tweets, as LinkedTV will also be disseminating news via its own Twitter feed www.twitter.com/linkedtv. Above, icons link to LinkedTV's pages at Slideshare, Twitter, its RSS feed and YouTube. In the footer, we highlight the funding agency (EU FP7), the webmaster contact, and the project and scientific coordinator contacts.

The project abstract is given a priority appearance at the top of the front page. This banner can also be made dynamic in the future, to switch between different “top stories”. Clicking about “about the project” one accesses one of the individual pages of the site:

The screenshot shows the 'About the project' page of the LinkedTV website. The header includes the 'LINKEDTV' logo and the tagline 'Television linked to the Web', along with a search bar. The main content area features a 'Description' section with a bold heading: 'LinkedTV is an integrated and practical approach towards experiencing Networked Media in the Future Internet!'. Below this, several paragraphs describe the concept of Networked Media, its potential, and the vision of the project. A 'Leave a Comment' form is located at the bottom of the main content area, with fields for Name, Email, and Website URL, and a 'SUBMIT COMMENT' button. On the right side, there is a sidebar with social media links (Facebook, Twitter, RSS, YouTube), a 'Categories' section showing 'No categories', an 'Archives' section, a 'Tags' section, and a 'Last Tweets' section showing 'No public Twitter messages'. The footer contains information about the funding agency (European Union), the imprint (STI International research company), and contact details for project and scientific coordinators.

Functionality is available via Wordpress to leave comments on pages, which can be restricted to users with Wordpress or Facebook logins, to reduce spamming.

3 LinkedTV Website: structure

The initial website launched 1 December 2011 has only the project description page. During December we will fill the website with content and publish on the website the first project news. The overall structure of the website is planned to be:

Sections (always visible at the top of the page):

Home | About the project | News | Demonstrators | Scenarios | Research | Development | FAQ

Section submenus:

About the project

- > Description
- > Factsheet
- > Promotional material
- > Coordinators
- > Cooperations

News page with search bar and tagcloud for the news items

Scenarios

- > Linked Business and Environment TV
- > Linked Cultural Heritage TV
- > Linked Arts and Social TV

Research

- > Hypervideo analysis
- > Linking video to Web content
- > Interface and presentation
- > Personalisation and contextualisation

Development

- > LinkedTV platform
- > LinkedTV player

We will also consider SEO (search engine optimization) and other means to raise the visibility of our website and its content. For the next years, we want www.linkedtv.eu to be the place on the Web for people to find out about how Web and TV can be seamlessly interlinked: LinkedTV.