

EU H2020 Research and Innovation Project

## HOBBIT – Holistic Benchmarking of Big Linked Data

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### Deliverable 8.1.1 Initial Online Presence

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**Abstract:** This report describes the results of the tasks related to the setup of the initial online presence. It includes a description of the concept behind the initial website, of the initial website, of the 1<sup>st</sup> fact sheet and first social channel accounts.

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# Executive Summary

This report describes the dissemination activities of the HOBBIT project for the first project month. The main content of this document is a detailed description of the activities from 1<sup>st</sup> of December 2015 until the end of December 2015. The report includes information about the initial online presence: The HOBBIT website presents all information about the project, its results and a list of past and upcoming events. The website also provide links to public material such as Press Releases, fact sheets, benchmarking reports and presentation material. First social media channels have been defined allowing the promotion of the HOBBIT project and an initial Press Release has been written that informs the media and community about the presence and goals of the project.

This report ends with a general description of the initial planned dissemination activities for the rest of the first year.

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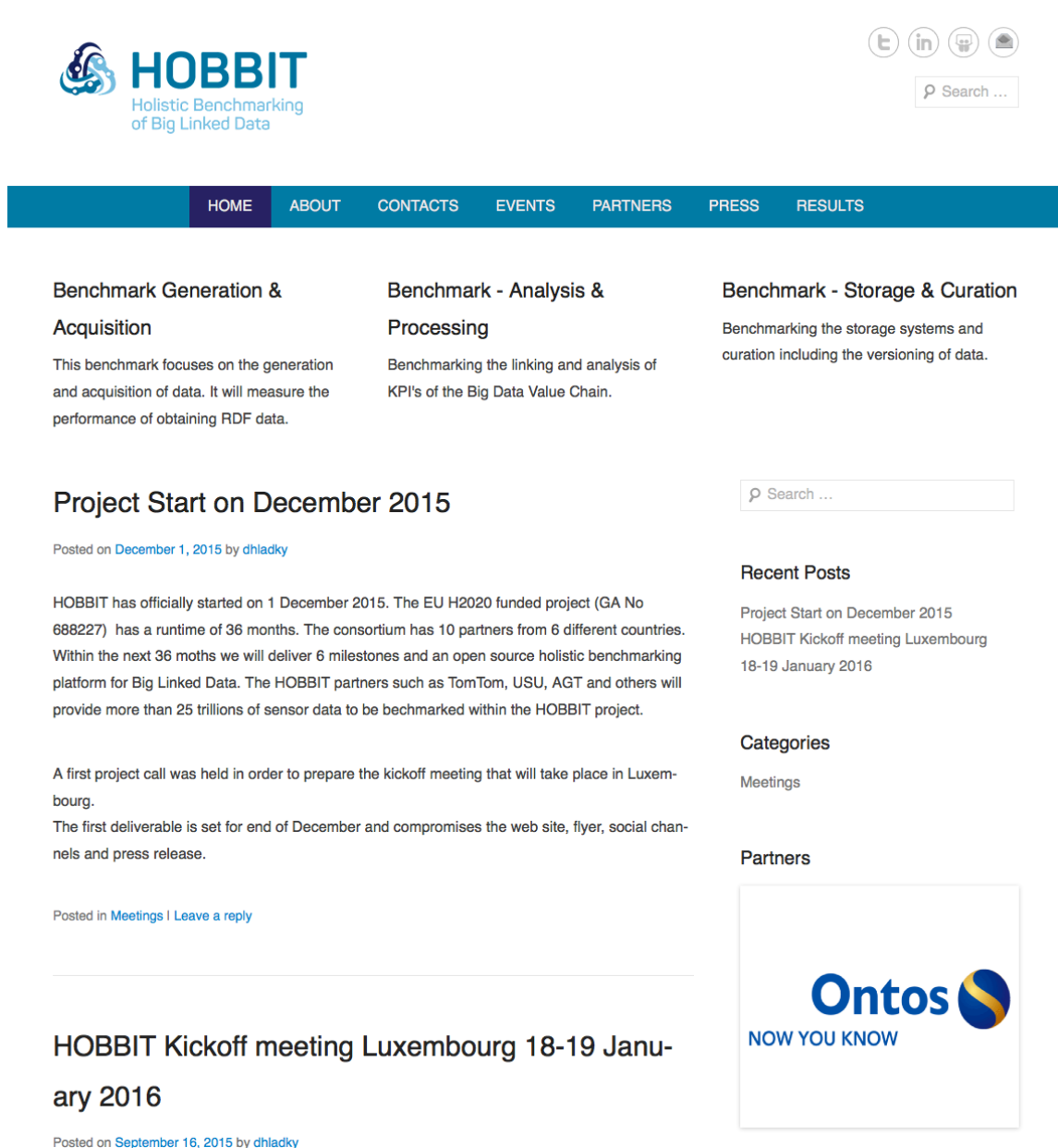
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# 1. Initial Online Presence

The first month of the dissemination activities of the HOBBIT project was devoted to establishing the initial online presence including a website, factsheet and press release.

## 1.1 Initial HOBBIT Website

The HOBBIT website is available at <http://project-hobbit.eu/> since the project's launch announcement (December 2015). The initial website went live on December 7, 2015.



The screenshot shows the HOBBIT website homepage. At the top left is the HOBBIT logo with the tagline "Holistic Benchmarking of Big Linked Data". To the right are social media icons for Twitter, LinkedIn, Facebook, and YouTube, and a search bar. Below is a navigation menu with links for HOME, ABOUT, CONTACTS, EVENTS, PARTNERS, PRESS, and RESULTS. The main content area is divided into three columns. The first column is titled "Benchmark Generation & Acquisition" and describes the focus on data generation and acquisition. The second column is titled "Benchmark - Analysis & Processing" and describes the linking and analysis of KPI's. The third column is titled "Benchmark - Storage & Curation" and describes benchmarking storage systems and versioning. Below this is a featured article titled "Project Start on December 2015" with a search bar, "Recent Posts" list, "Categories" list, and "Partners" list. The "Partners" list features the Ontos logo with the tagline "NOW YOU KNOW".

**Figure 1: HOBBIT website screenshot**

The website was created using WordPress with the theme “Catch Everest” and being hosted at <https://www.hosttech.ch/>. Ontos has created all relevant settings and subscribed to the hosting services. WordPress allows out of the box to select various themes in order to customize them to

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personal needs of the project. The initial setup of the project website includes the following site map:

- HOME  
Main page with latest blog posts and on the side bar widgets such as partners, tweets and project funding information.
- ABOUT  
Includes a short description of the project and has currently three subsections. 1) Project objectives, 2) Work packages and 3) Milestones.
- CONTACTS  
The three main contacts are listed.
- EVENTS  
A searchable list of past and future events where Hobbit team participates. It already contains some planned events for 2016 (<http://project-hobbit.eu/events/list/>).
- PARTNERS  
A list of all partners and people involved in the project.
- PRESS  
Link to all relevant material for the press such as social media channels, PR text and printable material.
- RESULTS  
A list of all results including a hyperlink to public available material.

The HOBBIT website is mainly managed by the dissemination partner Ontos but access is given to all partners in order that they can contribute for example results or write blog posts. The website is tailored towards extensibility and dynamic content provision. In particular, one of the most dynamic parts of the website content will be the section pertaining blog posts and tweets. The blog posts are set on the HOME page and all tweets related to HOBBIT are presented in the sidebar widget “HOBBIT Tweets”. We will update and extend the website continuously throughout the project. Moreover, in order to measure the traffic we have activated a Google Analytics plugin.

## 1.2 Social Media Channels

To support the presence and community building, the following social media channels have been created.

1. A HOBBIT Twitter account under [https://twitter.com/hobbit\\_project/](https://twitter.com/hobbit_project/). This channel is used to provide up-to-date information on changes, activities and events pertaining and related to HOBBIT. The short message system has the potential to reach a large audience. All partners will use their Twitter accounts to re-tweet or to point to our channel. We already have 27 followers (Status: December 17<sup>th</sup>, 2015) and we are also following relevant accounts.
2. We created a LinkedIn Group “Project\_HOBBIT” under the link <https://www.linkedin.com/groups/8446895>. Once we have relevant topics such as the discussion about KPI’s or benchmarking we will open the discussion and invite as many people as possible.
3. The Slideshare account under the name [http://www.slideshare.net/hobbit\\_project](http://www.slideshare.net/hobbit_project) will be used to promote public available slides of the partners and the HOBBIT project.
4. We also created an E-mail address (hobbit@project-hobbit.eu) where people can send requests. The E-Mail account can be reached on our website.
5. An account and group at Bibsonomy <http://www.bibsonomy.org/group/hobbit> is now available to the project partners to keep track and share publications made under the Hobbit Project acknowledgement.

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### 1.3 Press Release and Factsheet about HOBBIT

We have written a first press release that informs about the project, the objectives and goals. The press release is initially in English and has already been translated to German (see Annex 1). It will be translated by partners to their local language. The press release is planned to be sent out in the week 51 of 2015 by each partner to his press contacts. The PR text also serves as initial fact sheet.

The PR/Fact sheet is available on the web site under “Results” and “Press” and can be downloaded as a PDF file.



## Press Release and Fact Sheet December 2015

HOBBIT  
Holistic Benchmarking of  
Big Linked Data

H2020 Research and Innovation  
Grant Agreement No. 688227

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<http://project-hobbit.eu>

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New European project develops a holistic open-source platform and industry-grade benchmarks for benchmarking big linked data

### SUMMARY

Big Data is one of the key assets of the future. However, the cost and efforts required for introducing Big Data technology in a value chain is significant. Mastering the creation of value from Big Data will enhance European competitiveness will result in economic growth and jobs and will deliver societal benefit. To facilitate the use of Big Linked Data, the European Union funds a research and innovation project called “HOBBIT”. A European consortium, led by the Institute for Applied Informatics (InfAI) e.V., aims to develop a holistic benchmarking platform for big linked data and corresponding industry-grade benchmarks.

### PREMISES

A key step towards abolishing the barriers to the adoption and deployment of Big Data is to provide European companies with open benchmarking reports that allow them to assess the fitness of existing solutions for their purposes. Achieving this goal demands:

1. The deployment of benchmarks on data that reflects reality within realistic settings.
2. The provision of corresponding industry-relevant key performance indicators.
3. The computation of comparable results on standardized hardware.

### GOALS

HOBBIT aims to address these tasks by means of a strong team composed of leading research institutes, large industry customers and innovative small and medium-sized enterprises. In particular, the consortium will aim to achieve the following goals:

1. Define benchmarks for domains of industrial relevance in Europe that make use of Big Linked Data.
2. Determine the key performance indicators for processing Big Linked Data by collaborating with stakeholders from industry and research.
3. Create an open benchmarking platform to evaluate the performance of state-of-the-art systems on standardized hardware.
4. Organize yearly evaluation campaigns, using the platform and the industry-defined KPIs.

### ABOUT HOBBIT

HOBBIT is a project within the EU’s “Horizon 2020” framework program and started on December 1, 2015. The consortium consists of InfAI (project coordinator, Germany), Fraunhofer IAIS (Germany), FORTH (Greece), NCSR “Demokritos” (Greece), iMinds (Belgium), USU Software AG (Germany), Ontos AG (Switzerland), OpenLink Software (UK), AGT Group R&D GmbH (Germany) and TomTom (Poland). For more information, see <http://project-hobbit.eu/>



Figure 2: HOBBIT Fact sheet and Press Release December 2015

## 2. Planned Dissemination Activities for the 1<sup>st</sup> Year

In the first year we have planned the following dissemination activities related to HOBBIT. The dissemination activities are very closely linked to the deliverables in the first year and will always inform about the achieved results.

### 2.1 Deliverables in Year 1

The corresponding communication of produced deliverables to the appropriate channels is to be done as soon as they are completed. The table below lists deliverables due in year two and the intended distribution channel.

Number	Title	Dissemination
D1.1	Community member list (M18)	Internally, Website
D1.4	Requirements specification (M6)	Internally, GitHub
D1.8	Reachout Strategy Plan (M12)	Internally, Website, Social Media, PR
D2.1	Architecture HOBBIT platform (M9)	Website
D8.1	Initial online presence (M1)	Website, PR, Social Media
D8.2	Factsheet, online presence, PR (M3)	Website, PR, Social Media
D8.6	Initial data management plan (M6)	Internally, Website, GitHub
D9.1	Project Management Plan (M3)	Internally, GitHub
D9.2	Annual report 1 year (M12)	Internally, Website
D9.5	Quality Assurance Risk Plan (M6)	Internally, Website

**Table 1: Deliverables planned until M12**

### 2.2 Event Participation

For specialised and scientific public, we will publish and present scientific articles at the different events. An initial view of potential events is given in the following table.

Event	Date and Location	Participation manner	Website
13 <sup>th</sup> ESWC 2016	29 May – 2 June 2016 in Heraklion, Crete, Greece	Partner /Sponsor	<a href="http://2016.eswc-conferences.org/">http://2016.eswc-conferences.org/</a>
European Data Forum 2016	June 29-30, 2016 in Eindhoven, Netherlands	Partner/Sponsor	<a href="http://2016.dataforum.eu/">http://2016.dataforum.eu/</a>
DATA 2016	24-26 July 2016, Lisbon, Portugal	Paper/Partner	<a href="http://www.dataconference.org">http://www.dataconference.org</a>
ISWC 2016	17-21 October, Kope, Japan	Papers	<a href="http://iswc2016.semanticweb.org/">http://iswc2016.semanticweb.org/</a>

**Table 2: Event participation**

The above-presented list of events will be extended on the internal HOBBIT wiki and on the

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HOBBIT project website as soon as we get more details of the upcoming events.

## 2.3 Other Activities

Within the 2<sup>nd</sup> and 3<sup>rd</sup> year the team will continue to update the HOBBIT website, add new social media channels, e.g. YouTube with tutorials and demos, a GIT repository, update the online demo server and prepare software packages for downloading and immediate use.

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# Annex 1

Neues EU-Projekt entwickelt eine ganzheitliche Open-Source-Plattform sowie Industriestandards für das Benchmarking großer verknüpfter Datenmengen (Big Linked Data)

## ZUSAMMENFASSUNG

„Big Data“ ist eine der wichtigsten Schlüssel-Technologien der Zukunft. Der Aufwand und die Kosten, um diese Technik in die Wertschöpfungskette zu integrieren, sind jedoch erheblich. Durch die wertschaffende Integration von „Big Data“ wird die europäische Wettbewerbsfähigkeit verbessert und damit Wirtschaftswachstum und die Schaffung neuer Arbeitsplätze, sowie der gesellschaftliche Nutzen gefördert als auch erhöht. Um die Verwendung von „Big Linked Data“ zu erleichtern finanziert die Europäische Union das Forschungs- und Innovationsprojekt „HOBBIT“. Ein europäisches Konsortium unter der Führung des Instituts für Angewandte Informatik (InfAi) e.V. (An-Institut der Universität Leipzig) hat sich zur Aufgabe gemacht eine ganzheitliche Benchmarking-Plattform für große verknüpfte Datenmengen sowie dazugehörige Industriestandards zu entwickeln.

## VORAUSSETZUNGEN

Ein entscheidender Schritt in Richtung Einführung und Einsatz von „Big Data“ besteht darin europäischen Unternehmen offene Benchmarking-Berichte zur Verfügung zu stellen, um die Brauchbarkeit bereits bestehender Lösungen zweckgebunden beurteilen zu können. Die Realisierung der gesetzten Ziele erfolgt mittels:

1. Einsatz von Benchmarks auf realistischen Daten innerhalb realistischer Umgebungen.
2. Bereitstellung entsprechender branchenrelevanter Kennzahlen.
3. Berechnung vergleichbarer Ergebnisse auf standardisierter Hardware.

## ZIELE

„HOBBIT“ zielt darauf ab, diese Aufgaben mit Hilfe eines starken Teams bestehend aus führenden Forschungsinstituten, Partnern aus der Großindustrie, sowie innovativen kleinen und mittleren Unternehmen (KMU) zusammen anzugehen. Insbesondere verfolgt das Konsortium folgende Absichten:

1. Die Definition von Benchmarks für relevante Bereiche aus Industrie in Europa, welche „Big Linked Data“ nutzen.
2. Bestimmen von Kennzahlen zur Verarbeitung von „Big Linked Data“ mittels der Zusammenarbeit von Beteiligten aus Industrie und Forschung.
3. Erstellen einer offenen Benchmarking-Plattform, um das Leistungsvermögen modernster Systeme auf standardisierter Hardware zu bewerten.
4. Die jährliche Organisation von Wettbewerben unter Nutzung der Plattform und der branchenspezifischen Kennzahlen.

## ÜBER HOBBIT

HOBBIT ist ein Projekt im EU Rahmenprogramm "Horizont 2020" und startete am 1. Dezember 2015. Das Konsortium setzt sich aus 10 Partnern aus 6 verschiedenen Ländern zusammen. Zu den HOBBIT Partnern zählen das InfAI (Projektkoordinator, Deutschland), das Fraunhofer IAIS (Deutschland), FORTH (Griechenland), NCSR "Demokritos" (Griechenland), iMinds (Belgien), die USU Software AG (Deutschland), die Ontos AG (Schweiz), Openlink Software (UK), die AGT Group R & D GmbH (Deutschland) und TomTom (Polen).

Weitere Informationen finden Sie unter <http://project-hobbit.eu/>