

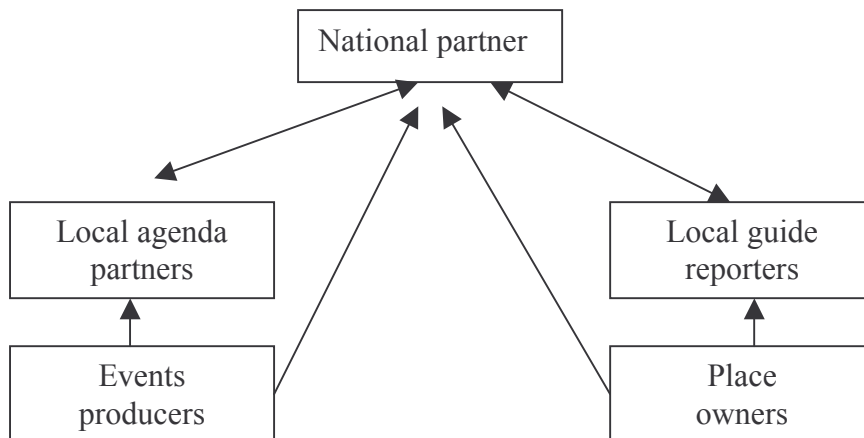
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<b>Abstract (for dissemination)</b>	<p><i>This document presents the different types of local partners and contains the list of :</i></p> <ul style="list-style-type: none"><li>▪ <i>The national partners as of March 2004</i></li><li>▪ <i>The local possible events partners identified as of March 2004</i></li></ul> <p><i>It also gives information about the Cityreporters, who are users contributing to the content.</i></p>
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The aim of this document is to list the different partners as of March 2004. These different lists are the results of important efforts since July 2001, explained in the deliverable 2.1.

The partners network will be organised this way :



# 1 National partners

The role of the national partner is, in order, to :

- manage the translation of the global platform in the native language of its country,
- create the structure of the cities covered in its countries :
  - create the cities and the area in the platform,
  - create the main public transportation system,
- identify the list of places which will need to be created in the platform, only by getting the name; address, phone number and website when available :
  - main monuments, parks, museums,
  - event places (theaters, cultural centers, stadiums, etc...),
  - major hotels,
  - major restaurants,
  - major bars and clubs.
- hire and manage local guide reporters
- establish relation with the most important event places to receive the events information
- communicate locally about the launch of the network, to local authorities, newspapers, and web portals which should reference the service. Especially, the national partner should meet with public institutions such as national tourist offices or cultural authorities to inform them about the mobiguinding platform.

As of March 2004, four national partners have been identified :

- *Kestrel* ([www.kestrel.fr](http://www.kestrel.fr)) is a greek company, based in Athens. It is an IT consulting firm, with around 20 employees. They are responsible for the content aggregation for 12 greek cities (Athens, Corfou, Amorgos, Antiparos, Santorini, ...) and manage the translation of the content in English for the city of Athens. They have joined the platform at the end of 2003, and are very positive towards the project; they already gave us feedback which helped us to upgrade some of our front-office functionalities
- *Kepler* ([www.kepler.ro](http://www.kepler.ro)) is a rumanian company based in Budapest. It is a software development company, with an extensive knowledge in data management. They are responsible for the data management of a significant part of the content which is aggregated by Mobiguinding (agenda, user's feedback monitoring, ...). They have joined the platform at the end of 2003. Mobiguinding represent a huge involvement for them, and can be considered s one of their key projects

- *Fordesi* ([www.fordesi.pt](http://www.fordesi.pt)) is a portugese firm based in Lisbon. It is one of the Mobiguiding Consortium member, and a consulting and IT firm. Beyond its involvment in the Mobiguiding project, they have also taken the responsibility of being the local partner for Portugal. They have started this role in spring 2004, with the content aggregation for Lisbon.
- *Cityvox* ([www.cityvox.fr](http://www.cityvox.fr)) is based in Marseille, and, apart from its role as the leader of the Mobiguiding project, is also responsible for the aggregation of the french content; For other countries in Europe, and before other local content partners join the Mobiguiding platform, Cityvox aggregates the content for the main touristic cities

## 2 Local guide reporters and place owners

The most effective way for managing the guide information, is to hire freelance people, who will be given a list of places to visit.

Their role is to visit the places to create the useful information :

- text description of the place,
- opening hours,
- type of place and main caractaristics,
- prices,
- nearest public transports,
- photographies.

They send the information to the national partners who validates it and enter it in the system.

We can also use what we call “Cityreporters” : they are web users very much involved in the development of the Mobiguiding idea, and who want to share their opinions about places or events with other users.

As of March 2004, 4090 Cityreporters registered to participate to the content of the website. The complete list is available upon request. Details by country is the following :

Amongst these 4090 Cityreporters, 416 have already effectively contributed to the platform content, especially in Spain, Italy, United Kingdom and Belgium. Detailed information is available in the annex 1 of the paper version of this deliverable.

Country	Sum
Africa	13
Algeria	101
Armenia	2
Australia	10
Austria	9
Bahrain	2
Belgium	1042
Benin	8
Bolivia	4
Bosnia Herzegovina	1
Brazil	15
Bulgaria	5
Burkina Faso	4
Cameroon	14
Canada	103
Chile	2
China	2
Colombia	6
Congo	3
Croatia	1
Cuba	5
Cyprus	4
Czech Republic	9
Denmark	7
Egypt	6
Europe	18
Finland	12
Georgia	7
Germany	219
Ghana	17
Greece	47
Guadeloupe	33
Guinea	2
Guyana	9
Haiti	6
Hong-Kong	6
Hungary	9
Iceland	4
Iran	4
Iraq	1
Ireland	18
Israel	7
Italy	595
Ivory Coast	19
Jamaica	1
Japan	12
Kazakhstan	
Kuwait	2
Latvia	1

Country	Sum
Lebanon	2
Lithuania	1
Luxembourg	27
Macedonia	2
Malaysia	3
Mali	1
Mauritania	4
Mexico	17
Monaco	17
Morocco	47
Netherlands	47
New Zealand	2
Nigeria	1
Norway	7
Pakistan	1
Palestine	1
Peru	5
Poland	10
Portugal	12
Republic of Korea	2
Romania	18
Russian Federation	8
Saudi Arabia	2
Senegal	2
Singapore	3
Slovenia	1
South Africa	5
Spain	553
Sweden	6
Switzerland	279
Syria	2
Tadjikistan	2
Taiwan	4
Thailand	1
Tunisia	27
Turkey	4
Ukraine	1
United Kingdom	354
United States of America	166
Uruguay	3
Venezuela	3
Vietnam	2
Yougoslavia	3
Zaire	5
Total	4090

### **3 Events producers and local agenda partners**

The events producers is the most important source of information. Once they know the network, they will be eager to have their events correctly listed. Their will certainly be an opportunity to have them pay for having a special report later on.

Once places are created, the national partner has to send mailing to all the places where events happen, in order to request them listing the national platform in their press list. As long as major places do not send the information by themselves, the national partner should request them to do so again and again.

The press releases received are entered in the system by the national partner. Of course, events producers are not paid for sending their information.

Local agenda partners are correspondants who can regularly send brochures to the national partner to help him get the most comprehensive information. For example, they can be tourist offices. They are not paid for this service because it is part of their duty to promote the cultural life of their city.

A list of identified 1522 event producers as of March 2004 is attached in the annex 2 of the paper version of this document.

## **ANNEX 1**

### **List of active Cityreporters as of March 2004**

## **ANNEX 2**

### **List of identified local event partners as of March 2004**