



1. Introduction

Background SEED has shown that to communicate effectively and increase engagement is not only necessary to communicate, but to establish a **dialogue** between governments and citizens.

www.seed-project.eu
[@Seed_eu](https://twitter.com/Seed_eu)
[seedproject.eu](https://www.facebook.com/seedproject)

The problem Public Service Advertising (PSA) is still predominantly built as a **unidirectional** top-down stream of messages

- without empowering citizens and communities to participate and enhance their own and collective benefits,
- without extending transparency and openness,
- without personalising services for individual users.

The idea A New cloud-based framework for innovation in PSA that will follow a semantic strategy, taking into account the different challenges in a **multi-domain** and **multilingual** context, aiming to:

- Unlock the positive network effect of Linked Open Government Data (LOGD) by boosting the automated discovery and composition of services for PSA.
- Enhance PSA effectiveness and increase citizens engagement through service personalisation and rely on feedback measurement to improve the quality of the service in a loop process.

Towards Automated Discovery and Composition in Public Service Advertising

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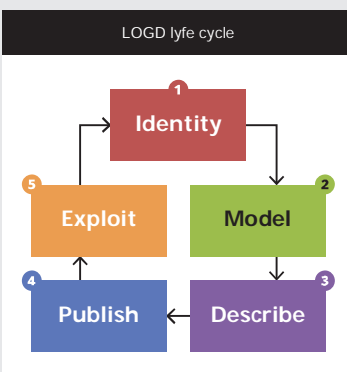


2. LOGD Approach

Approach Provide a way to discover new public services citizen-oriented orchestrated by automated discovery and annotation-powered composition of PSA services.

Linked Open Government Data

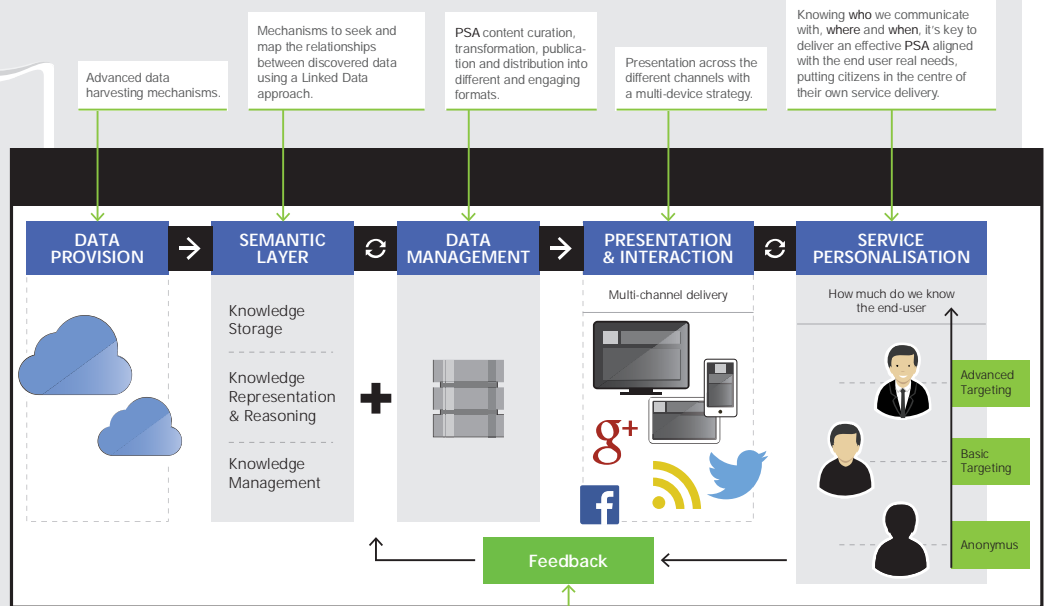
LOGD, as an enabler for e-Government transformation and a goldmine of unrealised economic potential, can respond to these challenges.



3. Technological Challenge

The challenge To evolve from a relational content model and static publishing framework towards a high-performance Dynamic Semantic Publishing framework, enabling the publication of automated metadata-driven discovered information and composition for PSA.

The architecture:



Users behaviour, comments and reactions in social networks can be captured and processed to enrich the system itself and provide analytics for decision making.

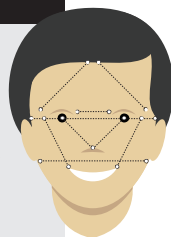
4. Personalisation

1. **Identification** of open assets, Public Sector Information (PSI) coming from public [and private] repositories.

2. **Targeting** dynamically select and distribute personalised public information for reaching your audience in real-time through advanced face recognition and image analysis techniques.

3. **Public Service Advertising** open, flexible and personalised information delivered in real-time through a distributed network of Points of Display in a multi-channel strategy.

4. **Engagement** advanced interaction mechanisms, specifically addressing the potential of second screens, to provide an enhanced and significantly higher quality user experience.



5. Conclusion

- Innovative ways to produce, discover, mix and re-use different service components and create new public services through pooling and sharing of resources are still missing.
- An ontology-based architectural approach will allow other e-Gov frameworks to support and underpin the scale and ambition of a greater breadth in public services delivery and navigation.