

Enhancing and Re-Purposing TV Content for Trans-Vector Engagement (ReTV)
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**Enhancing and Re-Purposing TV Content
for Trans-Vector Engagement**

Deliverable 7.3 (M6)
Dissemination Report
Version 1.0



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Statement of Originality

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1 EXECUTIVE SUMMARY

Deliverable D7.3 is a quantitative and qualitative report on planned as well as completed communication and dissemination activities, including measures of success against the stated goals in the ReTV proposal document.

To be updated every 6 months internally, the present document is divided into five parts. Following a general introduction, it outlines the main dissemination goals and structure them into three phases that roughly coincide with the three years of the project. The next section outlines what has been achieved during the first six months of project, as well as the planned dissemination activities including detailed information about the targets group(s) of each activity. Followed by an outlook and conclusion section, the impact assessment contains an overview of the various metrics as of M6 (social media engagement, number of publications and articles, etc.), and compares these metrics with the impact targets for M24 and M36.

2 INTRODUCTION

This document provides an overview over the past and planned dissemination activities of ReTV. It compares the impact of those activities against the stated goals. If changes to the dissemination activities became necessary, they are also documented here. Following a description of the high-level objectives, we describe the target groups and different types of activities that ReTV engages in to reach them. The document concludes with an assessment of the impact achieved up until now, to be updated every six months.

3 OBJECTIVES

The goal of ReTV is to provide a comprehensive platform to enhance and re-purpose TV content for trans-vector engagement. The objectives of the dissemination activities is to support this goal and increase the visibility of the project among multiple target groups.

The Dissemination Plan identifies and analyzes the information needs of the potential stakeholders in terms of their level of interest in the project and their influence on the outcome, as well as their preferences for communication and engagement channels. The critical impact factor for this is that we can share up-to-date research results and project outputs accurately and promptly without the risk of breaching confidentiality.

We have identified four major dissemination objectives to reach the different target groups and decide about the instruments that we will use in order to disseminate the project's results and communicate with third parties:

- I. Raising awareness about the project's vision and goals by establishing the necessary communication channels for the different target groups. For example, researchers can be reached by participation in scientific conferences, the general public through social media accounts, and industrial stakeholders through personal networking and public demonstrations at industry events.
- II. Reaching out to future industry adopters in order to communicate ReTV results and achievements. This refers to additional communication channels that should be established to communicate with media professionals and media consumers and gather valuable feedback.
- III. Fostering technology uptake by bringing the ReTV technologies to the attention of other developers of solutions for the creative and media sector, and providing Application Programming Interfaces (APIs) that will support their effective integration into new applications.
- IV. Promoting the scientific and technological achievements by making sure that the outcomes of ReTV advancing the state of the art in emerging directions such as video analysis, content-based and audience-based analytics, predictive analytics, content repurposing and recommendation or visual analytics are published in leading journals and presented at the leading conferences in the respective domains.

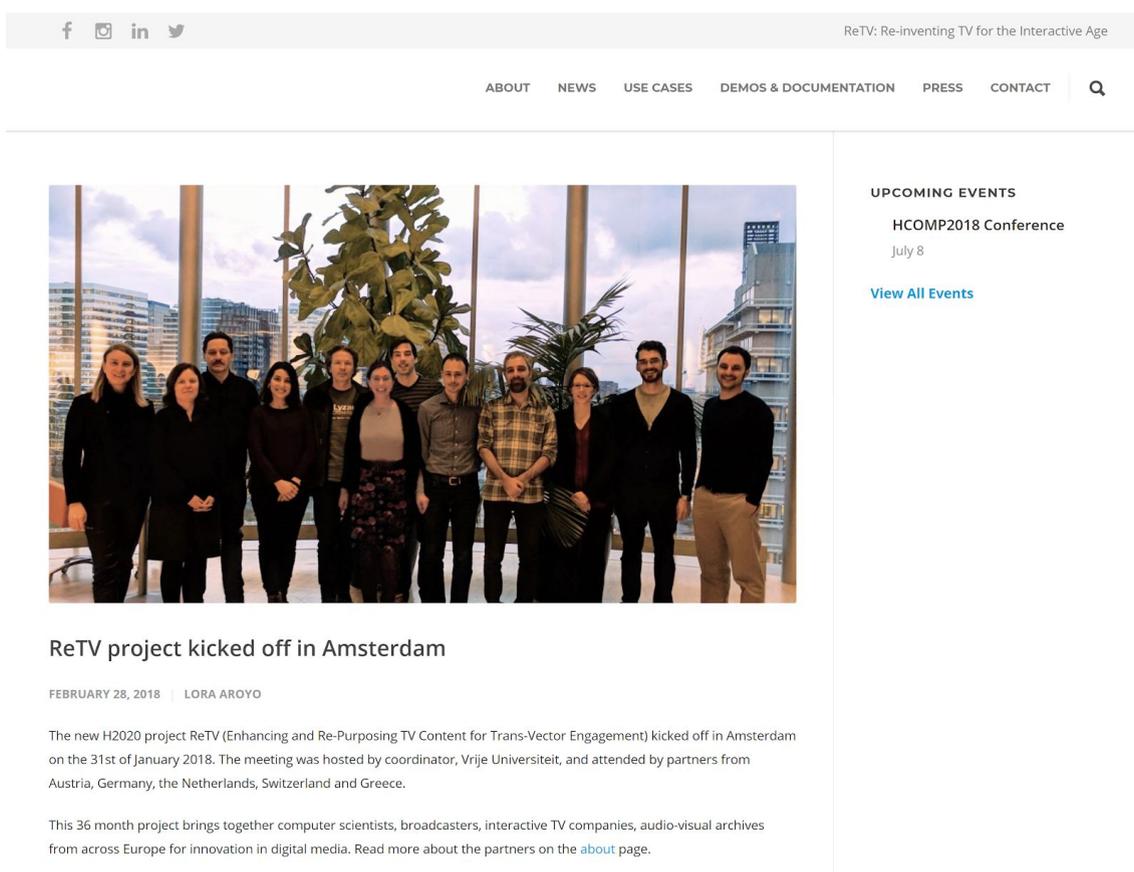
We separate the project's dissemination activities into three phases that roughly coincide with the three years of project duration.

3.1 PHASE 1: RAISING AWARENESS AND GAINING REPUTATION

In the first phase of the dissemination activities, we want to raise awareness and gain a reputation as a promising project that will advance the state of the art and generate innovative and highly relevant results.

Our main tools for this are the website (see section 4.1) and social media channels such as Twitter, Facebook, Instagram and LinkedIn (see Figure 3). We build interest by publishing relevant information on these channels, linking to both our own results as well as external content of potential interest to our targeted communities. We aim to capture people's imagination of what the future of TV could be like, and highlight our claim that ReTV will be a significant contributor to it.

On top of the digital dissemination activities we also raise awareness through participation in events for industry, academia and the general public (see Figure 2). We have produced dissemination material that are available to all partners. We have furthermore created support material for the individual dissemination efforts of all partners. This includes a professionally designed logo (see Figure 4) in various mutations as well as deliverable and slide templates.



The screenshot shows the ReTV website interface. At the top, there are social media icons for Facebook, Instagram, LinkedIn, and Twitter, followed by the text "ReTV: Re-inventing TV for the Interactive Age". Below this is a navigation menu with links for "ABOUT", "NEWS", "USE CASES", "DEMOS & DOCUMENTATION", "PRESS", "CONTACT", and a search icon. The main content area features a large photograph of a group of ten people standing in front of a large indoor plant in a modern office setting. Below the photo is a blog post titled "ReTV project kicked off in Amsterdam" by Lora Aroyo, dated February 28, 2018. The post text describes the project's kickoff in Amsterdam on January 31, 2018, and mentions partners from various European countries. To the right of the blog post is a sidebar with the heading "UPCOMING EVENTS" and a listing for the "HCOMP2018 Conference" on July 8, with a "View All Events" link.

Figure 1: ReTV blog posts via the project website at www.retv-project.eu

3.2 PHASE 2: ENGAGING WITH COMMUNITIES

Phase 1 primarily focuses on positioning ReTV in the “Future of TV” space and to make the stakeholders look forward to the tangible results that ReTV is going to deliver.

In the second year, we will publish the first results of ReTV that stakeholders can interact with. Building on the position and the interest we fostered in the first phase should make it easy for us to have the relevant communities use our first results and provide us with actionable feedback. This second phase will see the initially one-way flow of information, from ReTV to the various communities, become a lively discussion. This will empower ReTV to include the stakeholder feedback into upcoming software releases and thus improving the project output.

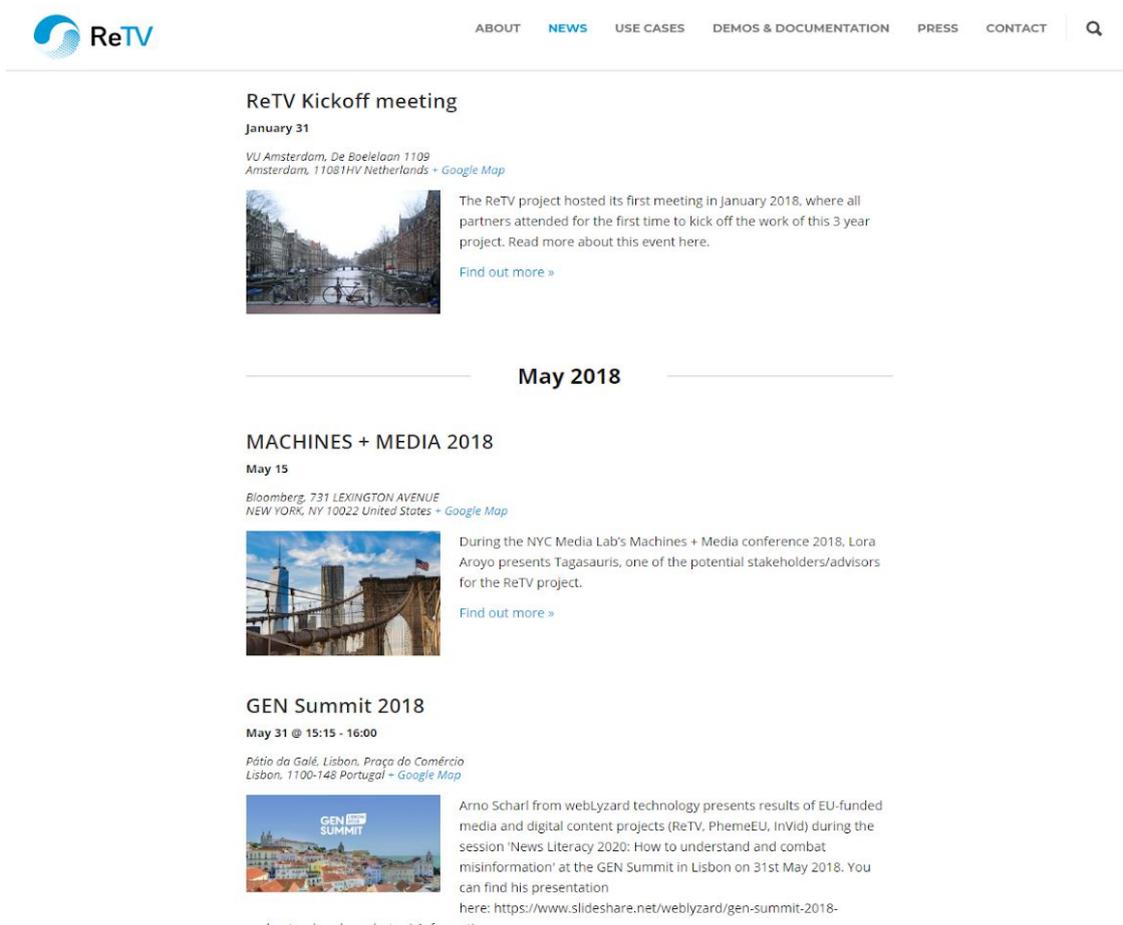


Figure 2: ReTV events page

3.3 PHASE 3: MAXIMISING THE IMPACT

The last phase of the dissemination activities will build on the project’s reputation and the active community of invested stakeholders. In this stage, ReTV will offer completed software prototypes and real-world results from two use cases. Using those tangible results we will focus on convincing all stakeholders that the complete TV value chain will profit from automatic repurposing and trans-vector publishing. Convincing industry stakeholders in particular, will lay the foundation for a successful exploitation of the project results after the project ends.

4 COMMUNICATION ACTIVITIES

The communication activities are geared towards the following target groups:

Industry	i) Public and private broadcasters , as well as their content partners: WebTV and Over-the-top (OTT) content providers and media aggregators, which will be interested in future adoption of the TVP platform to better orchestrate content delivery and distribution.
	ii) Advertisers , who need advertising services to decide when, how and on which vector(s) they should deliver their content.
	iii) Media professionals , who are interested in tools that facilitate their work, to automate the use of different independent tools to collect information across different vectors, combine and enrich this information, and distribute it to their customers.
	iv) Other organizations concerned with trans-vector corporate publishing, which will be interested in using the ReTV tools and applications in new business domains.
Non-industry	v) Scientific communities working in the fields of big data, video processing and analysis, and prediction/recommendation systems, who are interested in new research and technologies for the emerging fields of predictive analytics, recommendation systems, video analysis and adaptation, and many other areas that ReTV will innovate in to support the functions of the TVP platform.
	vi) General public that consumes media across different vectors and would be more engaged with content (and ads) which are more relevant to them.

We have select eight types of communication and dissemination instruments based on the needs of the outlined target groups. For each of them we also present the impact indicator that will assess its success during the project's lifetime.

4.1 ONLINE PRESENCE AND COMMUNICATION KIT

Target Groups: Public and private broadcasters, advertisers, media professionals, companies concerned with trans-vector publishing, scientific communities and the general public

The project has launched a public **Website**¹ and is present on multiple **social media** channels since M3 - including Twitter,² LinkedIn,³ Facebook,⁴ and Instagram.⁵ Deliverable D7.1 went into greater detail on how the website is structured. The goal was to make it easy for each target group to identify and explore relevant material. While the news section has broad appeal, the documentation section will be more focused on public and private broadcasters.

¹ www.retv-project.eu

² www.twitter.com/retv_eu

³ www.linkedin.com/company/retv-project

⁴ www.facebook.com/ReTVeu

⁵ www.instagram.com/retv_project

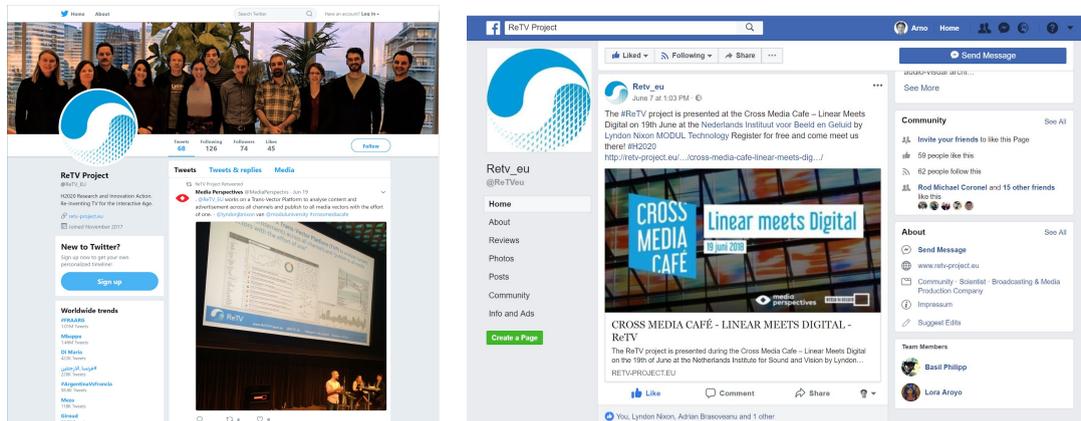


Figure 3: ReTV social media activities via Twitter and Facebook

To maximize the value of the site for different types of visitors (thereby motivating them to return) while at the same time increasing the site’s search engine optimization (SEO) score, we are producing original content on selected topics. The project publishes blogs and articles via the website at least once a month (see Figure 1). For at least three months in advance, consortium partners are assigned to write a blog post on a pre-defined topic. All consortium partners contribute content, to make sure that we offer content that is relevant to all target groups. Furthermore, communication materials are produced such as promotional items, web-based demonstrators and flyers. All the above will focus on the dissemination of the project’s progress both to the general public and to the industrial community.

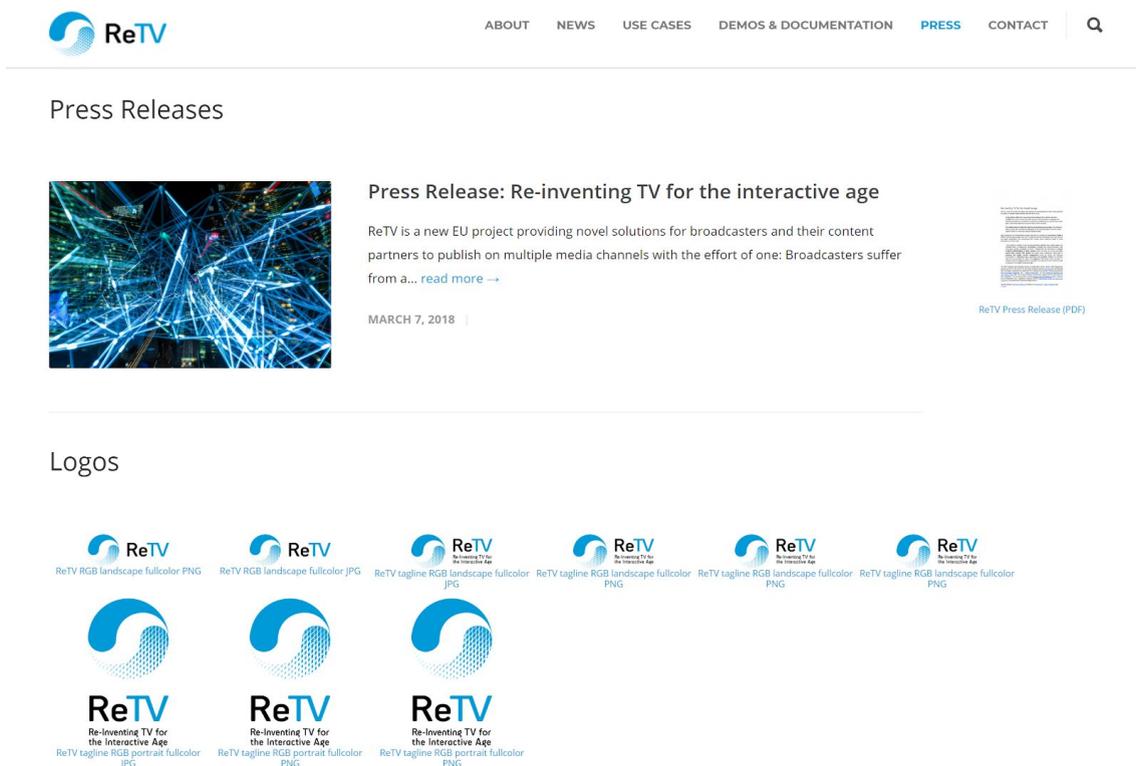


Figure 4: Project website: press release and logo variations in multiple formats

As of June 2018, the project website already contains the project description, press communication kit, a repository for open documents (including all public deliverables, all publications, related training materials, etc.), information on ongoing activities and events. In the future it will contain achieved results and demos. In addition, the website will contain examples, success stories from the uses cases and applications at RBB, Sound and Vision and Genistat/Zattoo, as well as detailed API documentations, screencasts and video tutorials explaining how the services produced by the project can be used - taking into account the specific needs of the different target groups.

Aligned with the visual style of the logo, we also produced professionally designed diagrams to illustrate the ReTV workflow and the positioning of the TVP platform within the typical media value chain (see Figure 5).

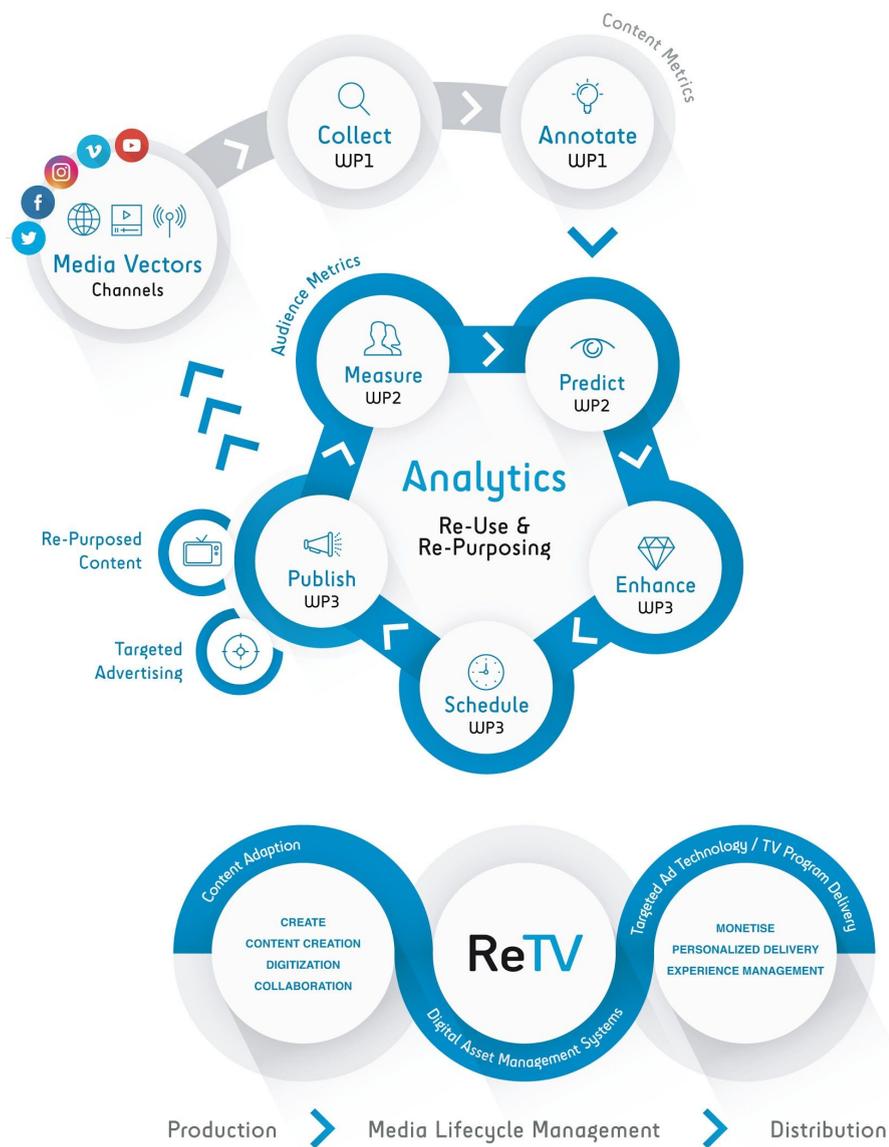


Figure 5: Logo-aligned diagrams to illustrate (i) the overall ReTV workflow and (ii) the positioning of the project within the typical media value chain (below)

4.2 STAKEHOLDER FORUM

Target Groups: Public and private broadcasters, advertisers, media professionals.

Interviews will be organized with selected experts coming from both public and private broadcasters, OTT content providers, media archives and advertisers, in order to identify their trans-vector activities and intentions. Similarly, interviews will be organized with selected advertisers and other media professionals to record their requirements and discuss possible solutions that ReTV will be able to provide. With the consent of the people interviewed, we will use the gained insights in the dissemination. The stakeholder forum will comprise experts from consortium members as well as external organizations (at the time of writing, the stakeholder forum consists of 25 experts from broadcasters, three from advertisers and three from other companies).

As a follow-up to individual interviews, focus groups with business and technology experts will be established to collect more granular feedback and perform reviews and beta testing on specific innovations developed within the project. The focus groups will also be invited to events and workshops to introduce the TVP approach and refine the definition of the services needed for successful content repurposing and reuse across vectors. At least one specific focus group will be organized by NISV in M17 as part of generating the Trans-Vector Stakeholder Engagement Plan (D7.2, M18) to better guide outreach to industry stakeholders in the second half of the project.

The stakeholder forum will also facilitate market outreach activities and organize technology demonstrations with interested third parties. Webinars will also be offered to the stakeholder community; selected recordings will be made available online as well. The first presentations will take place in the second year of the project, once there are fully functional prototypes available to demonstrate. They will focus on how the Trans Vector Platform (TVP) can be used in the context of use cases. They will take place online as well as offline at industry events. People will be encouraged to sign up through the website, social media, the newsletter and community forum as well as through flyers at events.

4.3 COMMUNITY FORUM

Target Groups: Public and private broadcasters, advertisers, media professionals, other organizations concerned with trans-vector publishing, scientific communities, general public.

A community forum will be established to announce ReTV results to interested public and private organizations, institutes and members of the industrial sector and the general public and to allow discussions. This forum will be set up as public channels on Slack, making it easy for people to join and thus lowering the barrier to entry.

4.4 INFORMATION AND DEMONSTRATION ACTIVITIES AT INDUSTRY EVENTS

Target Groups: Public and private broadcasters, advertisers, media professionals, other organizations concerned with corporate trans-vector publishing.

To communicate the results of ReTV, consortium members regularly participate in regional, national and international information and demonstration events. We will use such opportunities to present key components, methodological advances and TVP-based solutions to the target groups listed above.

As of M6, ReTV was present at the following events:

- ReTV was presented by Dr Lyndon Nixon (MODUL Technology) at the Cross Media Café event at Hilversum, the Netherlands on 19th June 2018. The audience was ca. 150 media professionals who work primarily in media industry and TV advertising. His presentation can be found on SlideShare.⁶
- ReTV was presented by Prof Lora Aroyo (VU University Amsterdam) at the AIMA DAS Symposium on 6th June 2018. The audience was ca. 100 media professionals, cultural heritage professionals, technology companies and researchers who work primarily in media, advertising or media-related industry.
- Prof Arno Scharl from webLyzard presented results of EU-funded media and digital content projects (ReTV, InVid, Pheme) during the session 'News Literacy 2020: How to Understand & Combat Misinformation' at the GEN Summit in Lisbon on 31st May 2018. The audience included ca. 350 news executives, editors-in-chief, CEOs and media innovators from over 70 countries. His presentation can be found on SlideShare.⁷

Planned information and demonstration activities at industry events as of M6 are:

- The ReTV project is presented by Prof Lora Aroyo (VU, Amsterdam) at the HCOMP-2018 Conference taking place in Zurich on 5th July 2018. The conference hosts its first Research Project Networking Workshop bringing together participants from the worldwide HCOMP community. It provides participants with networking opportunities focused on human computation through the lense of academic and industry projects.
- Marketing of the project to media professionals is primarily done through participation in annual industry trade fairs such as the IBC, NEM Summit, FIAT-IFTA (archives) and EBU Forecast. We plan to attend IBC's "Future Zone" in September 2018 (at the beginning of the project), and be present with an individual project stand at IBC 2020.
- Following up on his recent presentation at the summit of the Global Editors Network (GEN Summit 2018), Prof Arno Scharl (webLyzard, Vienna) is in contact with the organizers to make sure that ReTV will be present at the 2019 summit, which will be held 19-21 June in Lisbon, Portugal.
- Pending requests with the organizers of DLD Innovation Festival (Tel Aviv, 3-6 Sep 2018) and the Austrian Media Days (Vienna, 26-27 Sep 2018) to present the scope and initial results of ReTV.

In addition to the specific plans listed above, ReTV partners have identified the following events as promising outlets to present project results and increase the overall visibility of the project:

- Media industry events: SMPTE, DAS, IEEE, EBU DevCon, Medientage München, Cross Media Cafe, DLD Conferences in Munich and Tel Aviv.
- For professionals: AMIA conference, DMEXCO, Next Web Conference, Europeana Tech conference, Fraunhofer Fokus conference, Henry Stewart conference, VRT sandbox events, SXSW, World Conference on Media and Mass Communication, Oiconf - Mobile, Digital, Social Media Innovation & AI Conference, International Conference on Multimedia Modeling, International Conferences on Advances in Multimedia.

⁶ www.slideshare.net/ReTVproject/retv-cross-media-cafe-2018/ReTVproject/retv-cross-media-cafe-2018

⁷ www.slideshare.net/weblyzard/gen-summit-2018-understand-and-combat-misinformation

4.5 PUBLISHING IN SCIENTIFIC CONFERENCES AND JOURNALS

Target Groups: Mainly scientific communities, but also public and private broadcasters, advertisers, media professionals and other companies concerned with trans-vector publishing.

Publishing in Scientific Conferences and Journals: The research and technology partners will publish results of their work in leading scientific conferences and journals. Target venues for publication and presentation include:

- **Conferences:** Int. Word Wide Web Conf. (WWW), ACM Multimedia, IEEE Int. Conf. on Image Processing (ICIP), IEEE/ACM Int. Conf. on Advances in Social Network Analysis and Mining, ACM Int. Conf. on Multimedia Retrieval (ICMR), ACM Conf. on User Modeling, Adaptation and Personalization (UMAP), ACM Conf. on Web Science (WebSci), ACM International conference on Interactive Experiences for Television and Online Video (TVX), ACM RecSys, Int. Conference on Web and Social Media (ICWSM).
- **Scientific journals:** IEEE Transactions on Multimedia, IEEE Transactions on Circuits and Systems for Video Technology, IEEE Multimedia Magazine, IEEE Transactions on Neural Networks and Learning Systems, IEEE Transactions on Emerging Topics in Computing, ACM Transactions on Intelligent Systems and Technology.

Project presentations at scientific events as of M6 were:

- During the NYC Media Lab's Machines and Media conference 2018 in New York, US, Prof Lora Aroyo gave a presentation on video summaries, linking it to the work done by the ReTV stakeholder/advisor Tagasauris (www.tagasauris.com). The audience was ca. 250 researchers and media professionals who work primarily in the area of journalism, media and related topics.

4.6 ELECTRONIC NEWSLETTER

Target Groups: Public and private broadcasters, advertisers, media professionals, companies concerned with trans-vector publishing, scientific communities and the general public.

An electronic newsletter will be issued periodically. The first issue will be sent out at M12, and then every six months thereafter. It will be sent out to individuals and institutions that subscribed to it. We are targeting:

- broadcasters and their content partners, including those that participate in interviews and focus groups,
- other companies that can benefit from ReTV methods and tools,
- scientific communities and other research projects, and
- public groups or individuals interested in the future of Television.

In addition, the newsletter will be posted on the following channels:

- ReTV website
- Community forum
- Social media channels

To motivate people to subscribe, we will prominently display the sign-up form on the website. When sending out a new issue of a newsletter, we will also promote it via social media channels and the community forum (so that readers who find the newsletter interesting will sign up to not miss the next issues). Past newsletter issues will be available for download.

In addition to the electronic newsletter of ReTV, the project and its results will also be disseminated using the distribution lists of individual partners. ReTV represented one of the lead articles of the webLizard Newsletter in December 2017 (n=941),⁸ for example, and was also referenced in the June 2018 edition (n=994).⁹

4.7 PUBLIC AND SOCIETAL ENGAGEMENT ACTIVITIES

Target Group: General Public

Open day activities will be organized in each country represented in the consortium to demonstrate the project and launch the project’s results to the general public. To reach the largest number of people from the general public, ReTV will aim to be present at events that attract a large number of people. As of now the following events are planned:

- [IFA](#), Berlin (annually September)
- [Dutch Media Week](#), Hilversum (annually, September)
- [IDFA Doclab](#), Amsterdam (annually, November)
- [EYE International Conference](#), Amsterdam (annually, May)
- [4GameChangers Festival](#), Vienna (annually, April)

The general public will have the chance to discuss its experience with the tools of ReTV and discuss factors that affect the utility and usability of the provided solutions. To better understand the general public's expectation regarding personalised TV experience that ReTV aims to build, and to alleviate potential privacy concerns, ReTV will also report its activities via stories in the press, including newspapers, radio and TV and specific technology outlets, and closely monitor the discussions that these stories trigger with a special focus on the public perception of the ReTV project.



Figure 6: Presentations of ReTV project partners in the second quarter of 2018

⁸ www.eepurl.com/dcJn9r

⁹ www.eepurl.com/dxJx2H

5 IMPACT ASSESSMENT

The following table presents an overview of various impact metrics regarding social media engagement, number of publications and articles, etc. The M6 column contains the actual measured values as of June 2018, while the M24 and M36 columns represents the impact targets as per the ReTV proposal document.

Metric	Value	M6	M24	M36
Total pageviews on the project website		3,027	5,000	10,000
Project dissemination video views		-	2,000	4,000
Followers on Twitter		74	500	1,000
Followers on Facebook		62	100	200
Followers on LinkedIn		18	50	100
Followers on Instagram		17	100	250
Number of stakeholders in the stakeholder forum		31	60	90
Number of information and demonstration activities at industry events		1	10	15
Number of project presentations at scientific events		2	20	30
Metric	Value	M6	M24	M36
Number of publications in scientific conferences and journals		0		25
Number of subscribers to the community forum		-		100
Number of subscribers to the electronic newsletter		-	400	750
Average number of attendees in public and societal engagement activities		-		80
Interview or article in local media per event		1		1
Number of mentions in the media		3	40	60
Average number of attendees in the webinars		-		50
Technology demonstration webinars		-		5

6 CONCLUSION AND OUTLOOK

The main dissemination channels for the project haven been set up by M3 and are actively used by the project partners to raise awareness and gain reputation. To achieve the desired dissemination impact, we have assigned one person each from GENISTAT and NISV to post content on social media at least once a week, and to monitor activities across all channels. The blog post schedule started in M6 and will now continue in monthly intervals until the end of the program.

We are comparing our stated goals to the current state in the monthly dissemination meetings, making strategic changes if necessary. All of the consortium partners are present in those dissemination meetings. The next dissemination report will be published in M12, updating on the dissemination progress from M7 to M12.