ReTV

Enhancing and Re-Purposing TV Content for Trans-Vector Engagement

DELIVERABLE 7.1

WEBSITE AND ONLINE COMMUNICATION

Version 0.8

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 EXECUTIVE SUMMARY

For Dissemination and Communication purposes the project has delivered the website by Month 3: http://retv-project.eu/. It has also set up the relevant online communication channels, namely Twitter, Facebook, Instagram and LinkedIn as well as a mailing list and newsletter.

2 INTRODUCTION

This document provides an overview of the project website and social media channels that are used in the ReTV project.

2.1 BACKGROUND

The project website, planned for release in month 3 in the project, is the main platform where information about progress and outcomes of the project is shared. Messages about the project are furthermore shared via social media channels.

As described in the ReTV workplan the project website will contain: the project description, public dissemination material, a repository for open documents (including all public deliverables, all publications, related training materials, etc.), information on ongoing activities, achieved results and demos. In addition, the website will contain examples, API documentation and video tutorials explaining how the services produced by the project can be used by the different target groups taking into account their needs. Dissemination and Communication is done in T7.2, responsible for for publishing, broadcasting and otherwise facilitating awareness and interest in the project.

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

The outcomes of this Deliverable D7.1 are essential for the communication activities of WP7: Engagement, Dissemination and Exploitation Planning. Input and requirements for the website have been discussed with the WP7 leader (Genistat). The website will be updated throughout the entire project duration.

A detailed dissemination plan will be prepared in WP7 that will include target groups, dissemination directions that will use all the available instruments in order to reach the target groups involved and impact indicators in order to assess the impact of ReTV's dissemination activities. Regular impact assessments will guide correction to the dissemination plan and alignment to the exploitation plan will support post-project continuation of dissemination activities.

2.3 APPROACH

The project website is a Wordpress site built with the Unicon theme. We have chosen this approach because of the flexibility of creating and updating the website throughout the project duration and beyond. A website structure document was drafted and shared with the consortium and WP7 for input and validation of the required elements. The website is built by the Netherlands Institute for Sound and Vision (NISV) and is hosted on their server. The project has taken inspiration from other related project websites for structuring the ReTV website.

2.4 STRUCTURE OF THE DOCUMENT

Chapter 3 describes the relevant target groups the project website aims to address. Chapter 4 provides an overview of the project website, its structure and content. Chapter 5 describes the online communication channels that are set up for ReTV, including the social media channels and mailing list. Chapter 6 lists the impact measures for the website and online communication.

3 TARGET GROUPS

The table below shows the role and the needs of each of our main target groups inside the ReTV project:

Industry	i) **Public and private broadcasters**, and : WebTV /Over-the-top (OTT) content providers and media aggregators as their content partners. This target group is interested in future adoption of the TVP platform to better orchestrate content delivery and distribution.
	ii) **Advertisers**, who need services to decide when, how and on which vector their content should be delivered to whom.
	iii) **Media professionals**, who are interested in tools that facilitate their work. The TVP does this by automatically collecting information from multiple vectors, combining it and distributing it back to their desired audience.
	iv) **Other companies** which will be interested in using the ReTV tools and applications in new business domains. Audience analytics and prediction models can be for example be applied in environmental and political sciences to better inform the public on their activities and understand its reaction.
Non-industry	v) **Scientific communities** working in the fields of big data, video processing and analysis, and prediction/recommendation systems. They 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** with an interest in media. They consume media across different vectors and are interested in content (and ads) which are more relevant to them.

Table 1: Target groups for ReTV website

As mentioned above, a detailed Dissemination Plan will be drafted in WP7. This Deliverable shows the website and social media channels that have been set up at the start of the project.

4 PROJECT WEBSITE

The project website can be found at: http://retv-project.eu/ . The website is the main place for finding information about the project.
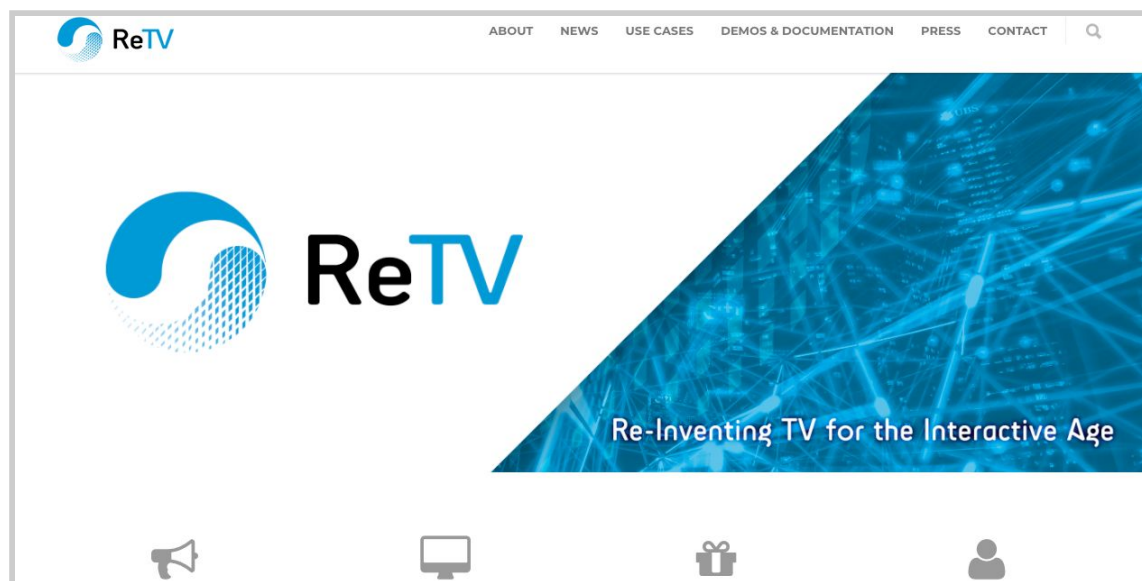
Image 1: ReTV project website homepage

4.1 STRUCTURE

The project website is structured in a clear way to feature the most relevant content from the project. The homepage (Image 1) is designed to be a scrollable page, where we give an answer to the most important questions about the project: Why is ReTV important? What is ReTV providing? Who will benefit from ReTV?, and Who are we? It also features the partners in the project and the latest news.

The top bar navigation features the following menus: About, News, Use Cases, Demos & Documentation, Press and Contact. The submenus provide further detailed information and are all interlinked on the site. The footer of the homepage has a Twitter feed and information about the funding programme.

4.2 CONTENT

The content that is shared via the project website is clustered as follows:

- About: information about the project, it's goals, the outcomes, the partners and related prior or current projects.

- News: Is where the latest news about the project is shared. This is the where blogs are posted about ongoing activities and achieved results, information about upcoming and past events. (Image 2)
- Use Cases: Features information about the two Use Cases in the project: UC1: Engagement Monitoring for Content Owners and UC2: Use Case 2: Content and Ad Personalisation for Consumers.

- Demos & Documentation: Where public documents and demos are posted, including deliverables, publications, related training materials, API documentation, video tutorials, etc.
- Press: Where the press releases can be found as well as downloadable dissemination materials including the project logos.
- Contact: Provides information about the project coordinator, contact details, email, newsletter subscription area and links to social media accounts.
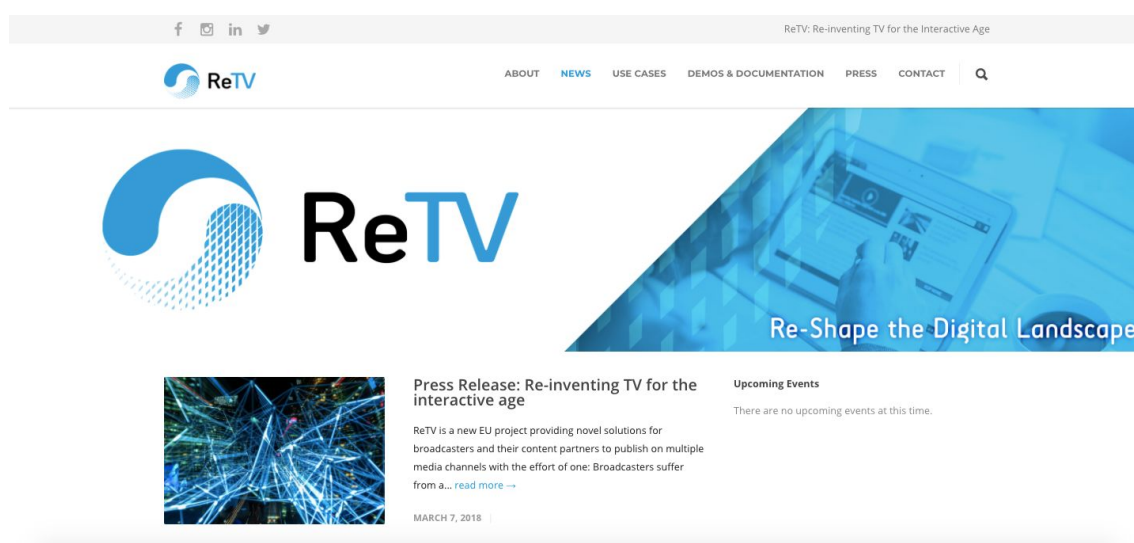

Image 2: News page with blog and events

To measure progress towards the impact measures we monitor the ReTV project website with Google Analytics.

5 ONLINE COMMUNICATION

Several social media channels have been set up at the start of the project and are used for communication about the project, to increase our reach and to make use of our existing partner networks.

5.1 SOCIAL MEDIA CHANNELS

5.1.1 Facebook

A Community page has been set up for ReTV.

Image 3: ReTV Facebook Community page

5.1.2   Twitter

The Twitter account has been integrated on the homepage in the Footer of the website as well.
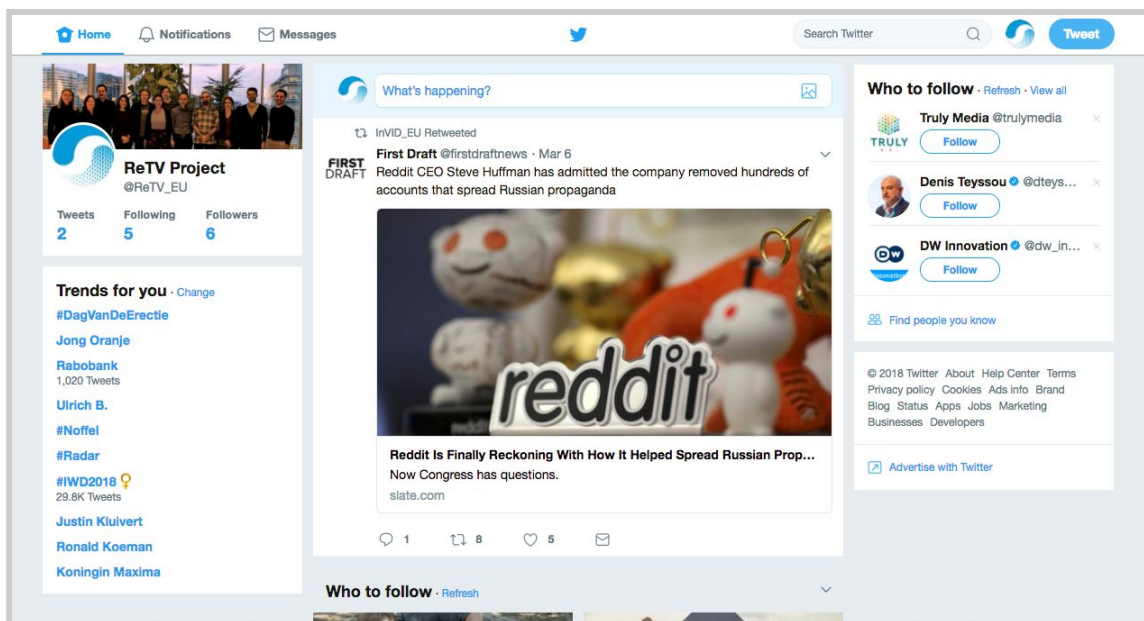

Image 4: ReTV Twitter account

5.1.3   Instagram

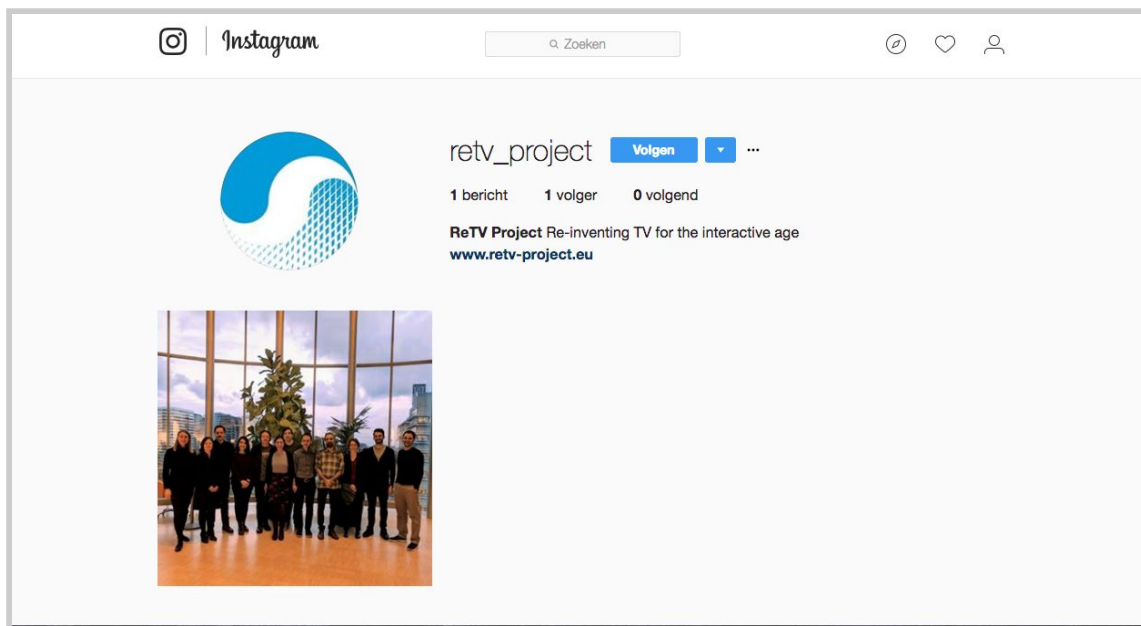We will also share updates about the ReTV project via Instagram.
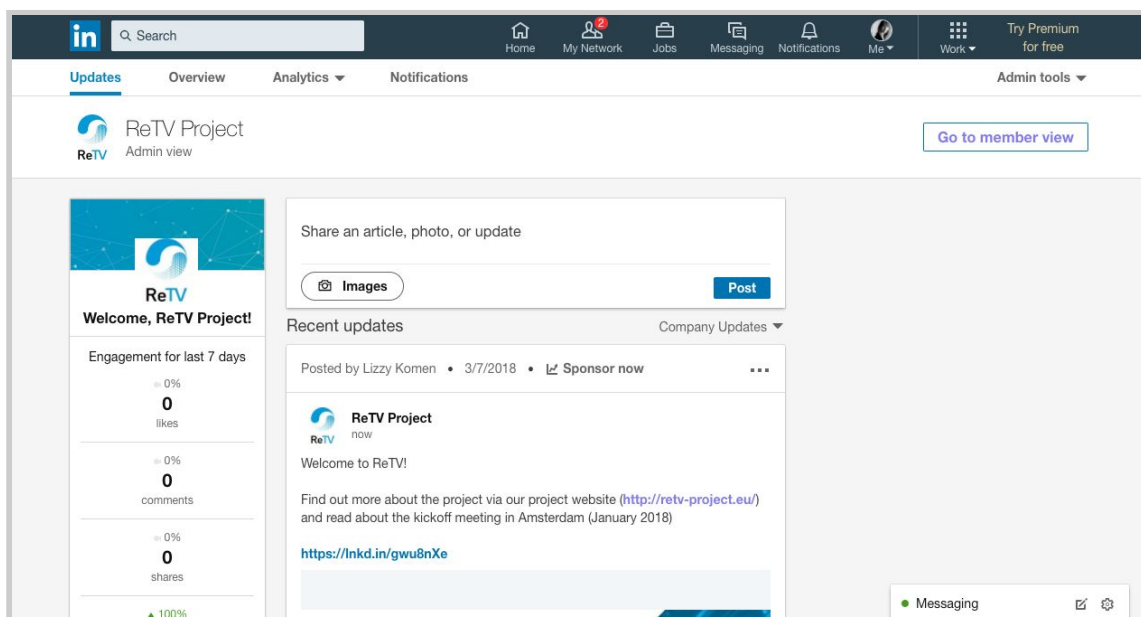
Image 5: ReTV Instagram account

5.1.4 LinkedIn

Also LinkedIn is an important platform where we will share project updates and where we can create a community around the project.

5.2 MAILING LIST

5.2.1 Newsletter

The project website features a newsletter subscription area. We use Mailchimp to manage the subscriptions to the newsletter.

The electronic newsletter will be issued periodically (minimum, every six months) and will be circulated in the relevant communities: (a) broadcasters and their content partners, including those that participate in interviews and focus groups, (b) other companies that can be benefit from ReTV methods and tools, (c) scientific communities and other research projects, and (d) public groups or individuals. In addition, the newsletter will be posted on the ReTV website and delivered to the project's community mailing list.

5.2.2 Project info mailing list

Visitors of the website can also get into contact us via the info mailing list (info@retv-project.eu).

6 IMPACT MEASURES

The goals regarding the impact measures are the following:

Metric	Timepoint	Value
Hits on the project website	M24	5000
Hits on the project website	M36	10000
Followers on social media	M24	500
Followers on social media	M36	1000

We also aim for at least 20 mentions per per year in the media.

As of M3 the current state for the impact measures is the following:

Metric	Timepoint	Value
Hits on the project website	M3	967
Followers on social media	M3	16

Users	New Users	Sessions	Number of Sessions per User	Pageviews	Pages / Session
57	42	168	2.95	967	5.76

Avg. Session Duration	Bounce Rate
00:09:45	36.90%

Summary of the Google Analytics statistics for March 2018

7 CONCLUSION

This Deliverable shows the website delivery for the ReTV project and online communication channels by Month 3. Overall the work entailed by this is running to timetable and it operates satisfactorily.