WP9 – Impact

D9.3.1: Dissemination and Materials Report

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Contributing Partners: DW, TIE, ALL

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This deliverable presents an overall dissemination and engagement strategy and plan that uses a diverse set of dissemination tools and media and describes the tasks in the dissemination work package, WP9, per project partner.

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Executive Summary

This deliverable, "D9.3.1 – Dissemination and Materials Report" presents the overall dissemination strategy and plan that makes use of a diverse set of dissemination tools and media and describes the tasks in the dissemination work package, WP9, per project partner.

Thus, the purpose of this document is to provide an initial project dissemination strategy by highlighting targeted groups and communities, defining internal dissemination guidelines and procedures.

Additionally this deliverable identifies dissemination tools including a brief survey of several dissemination events that promote related fields of research. It also includes a list of prominent journals, press and mass media (both ICT and business oriented) which reach a broader audience on both national and international levels. Further details are provided with regard to project dissemination materials, including actual dissemination results to date, which will be elaborated over time.

Whilst formally this document is delivered at the start phase of the project it is not intended to be a one-off static plan but to be dynamically developed both in terms of the planning actions and to show the results achieved.

This document is the first and most substantive version of D9.3 and further augmenting updates, focusing on details and results per action will be produced in M25 (D9.3.2) and M37 (D9.3.3).

Deliverable D9.3.1 will be used as input for the activities in WP9 tasks T9.2 - Generic Promotion, Materials and Workshops and T9.3 – Industrial and Scientific Dissemination.

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1. Introduction

SAM – Dynamic Social and Media Content Syndication for 2nd Screen – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611312. It provides a content delivery platform for syndicated media related data to be consumed in a contextualised social way through 2nd Screen devices.

1.1   SAM Project Overview

Today's generation of internet-connected devices has changed the way users are interacting with media. From passive and unidirectional, users are now proactive and interactive. Users are able to comment or rate a TV show and search for related information regarding characters, facts or personalities. They do this with both friends and wider social communities through the so-called "2nd Screen".

Another coupled phenomenon is "Content Syndication" which is a field of marketing where digital content is created once and delivered too many different marketing channels (devices, markets and stakeholders) together and so allowing efficient content control, delivery, and feedback.

However, the 2nd Screen phenomenon has grown in an unordered way. Tools are provided by the media providers companies (e.g. as mobile or tablet apps), which limits outreach and as a result, users are not stimulated and fed with relevant contextual syndicated information. European enterprises wishing to provide services have limited potential to receive feedback, which restricts the business intelligence that can be extracted and applied therefore to profit from and enrich this market.

SAM will change this disorder by developing an advanced Social Media delivery platform based on 2nd Screen and Content Syndication within a Social Media context. This is achieved by providing open and standardised ways of characterising, discovering and syndicating media assets interactively. Users will be able to consume and prosume digital assets from different syndicated sources and different synchronised devices (e.g. Connected TVs), thus creating richer experiences around the original media assets.

SAM's innovation is that instead of users reaching for media-related content, it is the content that finds the users 2nd Screen through SAM's syndication approach. This is based on the creation of dynamic social communities related to the user and digital asset context (e.g. profiles, preferences and devices connected). These are dynamic hangouts where people share interests, socialize and build virtual communities. SAM will enable syndication of comments, ratings, facts, recommendations and new information that will enrich and dynamise the community as well as enhance personalized knowledge and satisfaction.

1.2   Deliverable Purpose, Scope and Context

The SAM tasks T9.2 (Generic Promotion, Materials and Workshops) and T9.3 (Industrial and Scientific Dissemination), within WP9 (Impact), are focused on providing visibility of the project results in the scientific community, the broader community of users and stakeholders and other relevant FP7 projects.

These tasks include the definition of this dissemination plan, D9.3.1 – Industrial and Scientific dissemination that is to cover all dissemination elements and allocate specific responsibilities.

This deliverable identifies dissemination tools, including a brief survey of several dissemination events that promote related fields of research. It also includes a list of prominent journals, press, and mass media (both ICT and business oriented) which reach a broader audience on both national and international levels. Further details are provided with regard to project dissemination materials including actual dissemination results to date, which will be elaborated over time.

This deliverable will be used again as input for the activities in WP9 tasks T9.2 - Generic Promotion, Materials and Workshops and T9.3 – Industrial and Scientific Dissemination.

The D9.3.1 Industrial and Scientific dissemination deliverable will:

• Document actions related to expected dissemination including their priorities, responsibilities and outcomes
• Guide the project's awareness and engagement programme
• Be a living document, updated every 12 months
• Ensure a plan for post-project dissemination

Thus, the purpose of this document is to provide project dissemination strategy by highlighting targeted groups and communities, defining internal dissemination guidelines and procedures. Dissemination of the SAM project is a collaborative effort of all project partners and this document describes available tools and partner's responsibilities.

It places emphasis on the importance of promoting industrial awareness, and provides a list of potential dissemination targets (venues, journals, press, and mass media sources etc) relevant to the work performed in the project.

The project wishes to inform and inspire other researchers and potential users of the SAM platform about the project results. SAM wants to establish feedback loops and engage potential users, early adopters and technology providers right from the beginning of the project. The project expects to contribute to other projects with the goal of building networks and showing that SAM's platform is easy to integrate and useable. SAM will share the relevance of the developed concepts and convince users to utilise the platform.

1.3   Document Status and Target Audience

This document is listed in the DOW as 'PU' ("Public").

Whilst the target audience of this document is largely internal to the project, since it is a planning and results document, the real target audience of this dissemination strategy and its individual actions are the wider scientific, industrial and general audience who can be perceived as SAM stakeholders and who will take an interest in the project.

Parts of this document and the outcome of dissemination activities can be published via the SAM dissemination channels.

1.4   Abbreviations and Glossary

A definition of common terms and roles related to the realisation of SAM as well as a list of abbreviations is available in the SAM Glossary.

Further information can be found at http://wiki.socialisingaroundmedia.com/index.php/Glossary.

1.5   Document Structure

This deliverable is broken down into the following sections:

- **Section 1 (Introduction):** An introduction to this deliverable including a general overview of the project, and outlines the purpose, scope, context, status, and target audience
- **Section 2 (Dissemination Strategy):** Highlights the overall dissemination strategy with different phases including the responsibility, metrics, target users, purpose and nature of dissemination, etc
- **Section 3 (Dissemination Tools, Materials and Activities):** Identifies different dissemination tools such as planned journals, conferences, workshops, industrial events, marketing materials, and academic activities in order to achieve the objectives
- **Section 4 (Dissemination Plan):** Elaborates different dissemination actions including various items, the responsible partner(s) and their current status
- **Section 5 (Conclusion):** Concludes the overall dissemination strategy document

1.6   Supporting Documents

The documents below strongly support this dissemination deliverable:

- SAM Style Guide and Template vs 1 3.07.docx (available on Dropbox)
- SAM_PPT_Slidepack_V6_240714.pptx (available on Dropbox)
- Dissemination event reporting template (available on Dropbox)
- Publication reporting template (available on Dropbox)

2 Dissemination Strategy

2.1   Overview

The consortium aims to disseminate the project goals, research, results and experiences to industrial communities (SME and Industry), to academic and research institutions, as well as to the generic audience that is interested in the project.

Project results will be promoted and disseminated during the entire project, as an appropriate prerequisite for a successful exploitation, and at the end of the project and in order to engage our stakeholders. The dissemination is both a collective activity managed by the entire consortium and an individual set of actions handled by each single partner on a local level. All partners are aware that a broad dissemination of results carries a great importance and it is committed to allow access to the results achieved in the project to various kinds of audience and users: information and research results will be considered to be public domain unless the consortium will decide otherwise.

Task 9.2 (Generic Promotion, Materials and Workshops) and Task 9.3 (Industrial and Scientific Dissemination) are intended to disseminate SAM research findings across scientific and RTD communities, as well as industrial communities and general public. The specific objectives are:

- **T9.2 -** To produce dissemination materials, to initiate dissemination channels and to manage/organise 2 SAM workshops in order to raise scientific and industrial awareness:

  - D9.2.1 will report on the scientific workshop
  - D9.2.2 will report on the industrial workshop

- **T9.3 -** To manage all dissemination channels, perform dissemination activities and to report on the projects internal and external dissemination materials, efforts and results:
  - D9.3 will report on the projects dissemination results on a yearly basis.

2.2   What is Dissemination?

The term "dissemination" has become a familiar part of people's vocabulary within research projects and it is easy, therefore, to talk about doing it without having a real grasp of what it means, "to disseminate" or what it is you are trying to achieve by doing it.

Formally the EU Grant Agreement states that:

"**Dissemination** means the disclosure of foreground by any appropriate means other than that resulting from the formalities for protecting it, and including the publication of foreground in any medium."

However, for the purposes of SAM the consortium partners believe this is restrictive and thus SAM thinks about dissemination in the following ways:

- **Dissemination for awareness:** make people aware of the objectives, developments and outcomes of the project itself. Show that the SAM project

exists, what the project consortium is doing and how they are doing that. This dissemination method is helpful for those target audiences that do not require a detailed knowledge of the project work.

- **Dissemination for understanding:** Dissemination activities directly targeting a given (number of) group(s) and/or audiences. These groups/audiences can usually profit of the direct outcomes of the project.
- **Dissemination for action:** This last category is a step forward starting from the previous bullet. The groups/audiences placed under this category are in position to "influence" and "bring about change" within their organisations by making use of the outcomes of the project.

2.3   Strategy, Tactics and Operational

In short, "to disseminate", means "spread the correct message and engage with the targeted audience in an effective way". However, to perform an effective strategy, it is necessary to solve the following questions, which are then answered as illustrated below, elsewhere in the document:

- Strategic:
  - What phases of dissemination are there?   See section 2.4
  - What is the purpose and nature of dissemination?   See section 2.5
  - Who is responsible?   See section 2.6
  - Who is SAM's target audience?   See section 2.7

- Tactical:
  - Where and how should SAM approach it's target groups?   See section 2.8
  - What is SAM's message?   See section 2.9

- Operational:
  - Which dissemination materials and tools could be used? See Section 2.10
  - How does SAM measure and report dissemination?   See Section 2.11

2.4   Phases

All collaboration and dissemination activities have to be planned. Regarding the project milestones and the expected outcomes, the strategy will be based on a three-phase model, which is shown in Figure 1: Dissemination Phases. Take note that phases are overlapping and partially parallel.
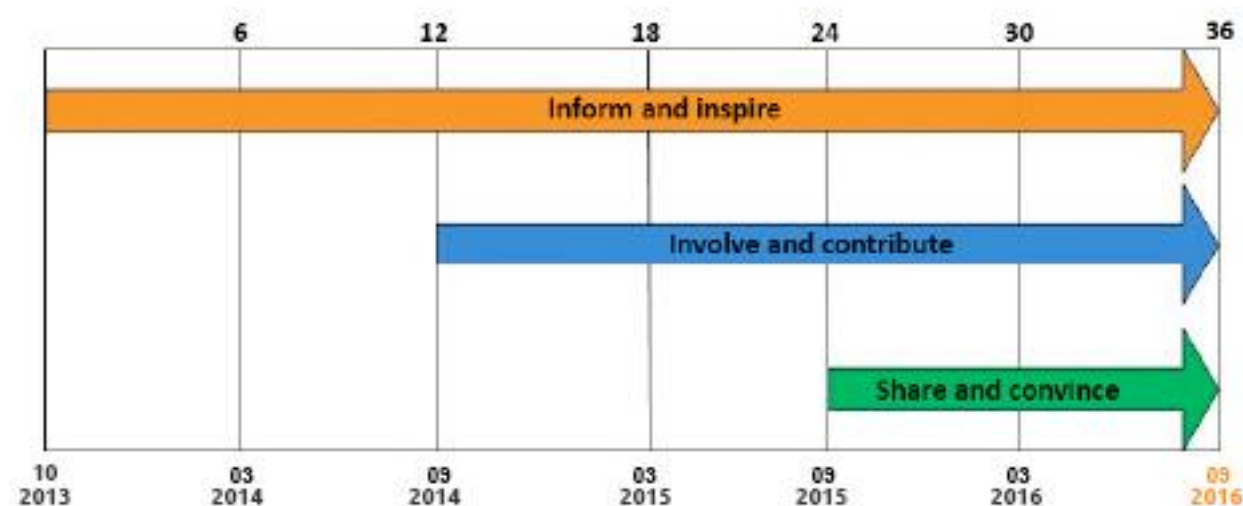
Figure 1: Dissemination Phases

2.4.1　Phase 1: Inform and Inspire

This phase will concentrate on communicating the project objectives, concepts and specifications as well as research findings. Furthermore, the participants (early adopters, technology personnel etc.) of the intended communities have to be taken on board and respectively inspired.

To achieve these goals, communication channels such as the project website, press releases and conference contributions are used. In addition to the project website, multiple Social Networks like Twitter and SlideShare will be used to spread information about SAM.

The "Inform and Inspire" phase extends over the whole project lifetime. Dissemination efforts will be focused on creating a network of high influencers in the areas of 2nd Screen and Content Syndication, creating general awareness of the SAM project, proclamation of project goals, concepts and research findings among researchers, students, and target users, as well as catching potential early adopters and end users.

2.4.2　Phase 2: Involve and Contribute

The second dissemination phase aims to engage with future users of the SAM platform and to establish cooperation and collaboration with other (EU / research) projects.

For example, the consideration to provide ready-to-use examples and components for the wider community in an easy way helps to get feedback from this community. Of course, such items such as examples/mock-ups should be available for potential end users, too. It is thus also important to provide feedback channels such as Social Media. Similarly the project will contribute its ideas where relevant to other activities/projects that may have some similarity to SAM.

There will be preparations of the "Involve and Contribute" phase during the first year (e.g. awareness of the project to other projects) since its concepts do overlap with the "involve and inspire"- phase, but primarily the real activity will start as the first results are available and the technical direction of the project is clear. These activities will continue until the end of the project. The dissemination efforts will be focused on providing use cases, samples and feedback channels.

2.4.3   Phase 3: Sharing and Convincing

The third phase will focus on the sharing of achieved results and the convincing of industrial end users to test and start using the SAM platform. The main dissemination activity in this phase is orientated as follows:

- **User Orientated**: Showcasing the SAM dashboard and its 2nd Screen and communication possibilities to both users and content providers and engaging with these early users to get feedback on the outcomes of the SAM project.
- **Technical Orientated**: Sharing project results and testing the integrated SAM platform and dashboard, showcasing the different modules and cutting edge technologies developed, etc.

These activities take place at various events and by providing marketing materials on the website.

The "Share and Convince" phase will be performed in the last half year of the project. The success of these dissemination efforts depends on stable results of the project.

2.5   Purpose and Nature of Dissemination

The project strategy is considering several communities (see section 2.7 – Target audience) when promoting the visibility, quality, and adoption of the project results:

- **Visibility** - Public articles and various media platforms should provide progressive reports on the projects research; news related to the project should be broadcast among several targeted communities in order to promote the awareness of the project successes. SAM will improve the visibility and exposure of project results via presentations, demos, Social Media, participation in workshops, engagement in conferences and organisation of workshops.
- **Quality** - Significant effort has and will be invested in surveying potential high calibre academic and industrial conferences, journals, and scientific media. Adequate paper acceptance rates, respectable white papers and journal publications, and influential presence at important symposiums and assemblies will evidence the high quality research results of the project.
- **Adoption** - The most challenging aspect of the SAM dissemination methodology is promoting the adoption of the approaches and technologies developed by the consortium. All consortium members allocate resources towards encouraging members of related communities and projects to become familiar with the tools and methodologies developed. Also to be considered is the provision of a comprehensive list of trade shows and exhibition events where the project should participate in order to provide external community members the opportunity of applying the results to other scenarios and problem sets to further evaluate and ensure their practical adoption.

In order to provide a foundation for this three-phase methodology, project members take part in several active working groups and communities in order to establish networks between interdisciplinary research institutes and companies, allowing for the dissemination of project results across the broad range of both scientific and non-scientific fields of expertise.

The dissemination strategy addresses not only the promotion of project results or expertise of parties involved, but also the creation of links between the project and industry where the project's results may be applied.

2.6   Responsibility

The overall strategy focuses on putting the approach above into practice across the target areas formed from the overlap of the main technologies supporting the project, and the target audiences that have been identified. The implementation of the strategy is led by the WP9 - Dissemination lead (DW) and the vice-lead (TIE). However, the dissemination of the SAM project is a shared responsibility of the whole SAM consortium. All partners have person-months within T9.3 and are all pro-actively involved in dissemination of the SAM project.

Thus in conclusion:

- The dissemination lead will monitor on-going dissemination, deliver a dissemination strategy, create a set of initial dissemination tools, oversee the distribution of resources and partner contributions towards future dissemination activities and will have the final say in which kind of dissemination activities should be carried out, in order to ensure consistent and high quality dissemination results.
- Dissemination is a shared responsibility of all SAM consortium partners.
- Individual tasks will be guided in their execution by this document but in many cases will need to provide more exact plans – e.g. for workshops, website content, etc.
- The work package lead will ensure coordination with other tasks in the work package and other work packages themselves.
- The assignment of tasks in dissemination has been designed to reflect the person-months allocated to the specific partners.

2.7   Target Audience

Based on the objectives and aims of the SAM project and the user stories that are developed the following target audiences have been identified for SAM's dissemination efforts:

- **Internal audience** who are clearly identified as people who work in the same organisations that are part of the SAM consortium but who are not directly involved in the execution of the project, e.g. marketing, sales, management. The aim is to create general awareness about the objectives of the SAM project.
- **EC community** who are typically EC officials and EC related audiences. The aim is to raise general awareness regarding the SAM objectives and the work done within the SAM project. Especially milestone achievements need to be clearly communicated.
- **Scientific / Academic audience** who can be seen as organisations that are more interested in the research approaches of the SAM project and the scientific outcomes rather than the industrial benefits. The aim is to spread and share (parts of) the scientific results, and initiate further collaboration between scientific / academic institutes and research centres. Specific communities identified include (but are not limited to) those working in areas and dealing

with topics such as: 2nd Screen technologies, Content Syndication, Social Media (context) analysis, Social Community analysis and multi device interaction.

- **Technical audience** who are typically other ICT players who have an interest in SAM's research fields. The aim is to have an impact on the general direction of technical development. SAM also aims for adoption of SAM technology/concepts in order to facilitate marketplace solutions.

- **Industrial audience,** the main interest of this group lays on the practical applicability of the SAM results. The aim is to communicate and promote the project results to technology and service providers as well as business users. Specific communities identified include (but are not limited to): information brokers, media broadcasters and content providers, 1st and 2nd Screen hardware manufacturers, software technology providers, industry associations and standardisation bodies.

- **General audience** including the above but also other stakeholders who may be interested in the project activities and results. This audience is rather varied and ranges from individuals (e.g. users of 2nd Screen, TV manufacturers), to organisations (e.g. organisations dealing with 2nd Screen issues), and ultimately, the public or society at large. The aim is to raise general awareness about the SAM project and its objectives.

2.8   Approaching Target Groups

The execution of the different dissemination activities should be carried out depending on the target group to approach, e.g. probably the best suitable place to approach the scientific audience is within a conference or a scientific workshop. Having that in mind, the SAM project proposes some locations where to approach the different stakeholders:

Target group	Location
Internal	• Ad-hoc meetings • Informal meetings • Internal communication / teleconferences
EC community	• EC events, concertation meetings • EC oriented media, both print and online
Scientific / Academic	• Scientific conferences and workshops • Clusters, Mini clusters (also collaboration activities) • Academic oriented media, such as journals or other publications • Academic forums
Technical	• Clusters, Mini clusters (also collaboration activities) • RSS, blogs, Social Networks • Developers Forums / Open source platforms
Industrial	• Trade fairs • Industrial events • Industrial workshops • Industrial oriented media
General	• Project website • Social Media • Marketing material

Figure 2: Approaching Target Groups

2.9   SAM's Message

In communication it is most important to focus on "message before media". Ie A clear communication strategy revolves around a clear message that is spread to specific, multiple target groups via diverse media.

The main message of SAM creates general awareness on the topic of 2nd Screen and Content Syndication and introduces the context and aims of the SAM project:

> "Connected devices have changed the way users are interacting with media: from passive and one-way to proactive and interactive. Users now comment on, or recommend, a TV programme and search for related information – with both friends and the wider Social Community. This recent development is known as 2nd Screen. Related to this is a marketing approach referred to as Content Syndication: digital content is created once and delivered together to diverse (marketing) channels. This allows for efficient content control, delivery and feedback from users. SAM will develop an advanced

> Social Media delivery platform, which is based on these two concepts – 2nd Screen and Content Syndication.
>
> SAM provides open, standardised ways of characterising, discovering and syndicating media content items interactively. Users will be able to consume and prosume media content from different syndicated sources, using different synchronised devices, ranging from tablets, phablets and smartphones to notebooks and connected TV sets. With SAM, content providers can create richer, enhanced experiences around original media content items such as television programming, TV shows and on-demand video.
>
> Instead of users reaching for media-related content, it is the content that finds the users' 2nd Screen through SAM's syndication approach."

This text is meant for general awareness, based on the Description of Work (DOW). It sums up SAM's overall approach, its aims and ambitions. From there more detailed information based on the specific requirements (e.g. the SAM Brochure, see section 3.6.3 - Brochure of this deliverable) can be provided.

2.10 Dissemination Materials and Tools

The next important element in the dissemination strategy deals with the different materials to be used in the various dissemination activities. The dissemination material can be seen as printed material but also it includes information through the project website. Furthermore, SAM makes extensive use of Social Networks for dissemination.

However, printed publications still have their advantages. Brochures and leaflets can be personally offered to site visitors, and to participants in meetings, conferences and exhibitions – including those organised by third parties. At events, printed media can be used to engage with our target audiences. There is no more 'ice-breaker' than a business card or a brochure to engage people in a discussion.

In the scientific context, posters and presentations with according (digital) publications in conference proceedings are commonly produced to describe individual strands of research at specialist conferences and meetings. However, posters of a more generic nature can be used to introduce the SAM project to the wider community. In addition to display posters at exhibitions and public meetings, they can be supplied to universities and schools with the aim to simulate student interest.

Finally, SAM uses Social Networks like Twitter, YouTube or SlideShare to address multiple target audiences. Via Twitter many specific communities, as described in section 2.7 Target Audience, can be addressed. A valuable network with high influencers and the use of hashtags make it possible to address very specific communities. For YouTube and the SAM website, a generic video has been developed that explains the overall approach, aims and ambitions of the SAM project.

In the DOW, SAM has specified a list of dissemination tools that should be developed throughout the project duration. The tasks that can be identified have all been given a task number based on main tasks T9.2 (for creation of dissemination materials & workshops) or T9.3 (for usage of dissemination

channels, dissemination activities and reporting tasks). Where possible these tools/tasks are quantified:

Dissemination tool	Metrics	Responsible	Task
Project identity	• Complete project identity, to be implemented on website and dissemination materials • PPT slide pack for all partners to use	DW DW	T9.2.1 T9.2.2
Website	• Website active by M2 • 25% growth of traffic year-on-year • 1 monthly article by a consortium partner	DW DW All partners	T9.2.5 T9.3.1 T9.3.2
State Of The Art Wiki	• Influence on dissemination of Online dynamic SAM wiki dealing with state of the art technology of SAM (T3.1)	NTUA/ UA	T3.1
Social Networks	• Twitter channel to be used by all project partners • SlideShare channel for all our SAM presentations • YouTube channel for all our SAM videos • LinkedIn SAM project presence • Google+ SAM project presence • Facebook SAM project presence	All partners DW DW DW TIE TIE	T9.2.7 T9.2.8 T9.2.9 T9.2.10 T9.2.22 T9.2.23
Flyer	• 1 A5 double sided project flyer with general information on the SAM project	DW	T9.2.11
Business card	• 1 generic SAM business card for all partners to hand out at public events	DW	T9.2.12
Generic Brochure	• 1 tri-fold SAM brochure with more specified SAM information	TIE	T9.2.13
Use Cases Brochure	• 1 brochure specifically focussing on the SAM use cases	DW	T9.2.14
Generic poster	• 1 generic A0 poster to attract crowds at public events	DW	T9.2.15
Scientific poster	• 1 A0 layout for a scientific poster that can be 'individualised' according to the requirements of the scientific partner	DW	T9.2.16
Banner	• 1 roll-up banner	DW	T9.2.17
Press releases	• 3 project partners publish press releases	TIE	T9.3.3
White papers	• 1 paper by industrial partners	BDS/TPVI	T9.3.4
Scientific papers	• 3 papers accepted by each academic • 4 papers accepted by research coordinator	Scientific P. UoR	T9.3.5

Newsletter	• 3 newsletters published with a real subscriber base of <100 (each around 2 pages)	TIE	T9.3.6
Conferences	• Survey of existing conferences and workshops in order to select those that will be beneficial to SAM	All partners	T9.3.7
	• Aim of 3 conferences attended per year	All partners	T9.3.8
	• 2 conference or journal papers per RTD WP accepted	TIE	T9.3.9
Generic SAM presentation	• 1 generic SAM presentation for a wider audience for publication on SlideShare	TIE	T9.2.18
Generic SAM video	• 1 generic video in which the objectives and challenges of the SAM are explained for a wider audience	TIE	T9.2.19
Exhibitions at significant fairs	• Survey of existing exhibitions in order to select those that will be beneficial to SAM	All partners	T9.3.10
	• 1 relevant exhibition per year on which SAM is presented	TIE	T9.3.11
Collaboration	• 2 participants in each cluster event	TIE	T9.5
	• Average of 3 meetings per year with other projects across project duration	TIE	T9.5
Standardisation	• 3 participations at least in standardisation	BDS	T9.5
Scientific workshop	• 1 workshop held with around 30-50 participants	UA	T9.2.20
Industry workshop	• 1 workshop held with around 30-50 participants	DW	T9.2.21
Mobile App	• Mobile App with access SAM information	ASC	T9.2.25

Figure 3: Dissemination Tools and Metrics

2.11 Measurement and Reporting

Measuring the effects of SAM's dissemination efforts is not only helpful for the project in order to optimise our dissemination efforts but also crucial in order to understand the impact of SAM. As our objectives have been stated with regards to the target audience, the degree of information as well as the degree of engagement needs to be monitored and reported. This is how it is planned:

• In order to measure and report the dissemination of information regarding SAM, it is planned to use tools and technologies to collect user data and analyse it whenever possible and legally compliant. PIWIK [1](the open source alternative to Google Analytics) will be used to measure the traffic on the SAM

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[1] http://piwik.org/

website and the SAM wiki. Furthermore, multiple tools (such as [Twitonomy](#) [2], [Topsy](#) [3], etc.) will be used to analyse the SAM Social Network channels such as Twitter and SlideShare.

- In order to measure the engagement of the target audience, indicators such as the duration of individual visits or the degree of visitors coming back to the SAM website will be collected. Furthermore the numbers of mentions and retweets on Twitter will be taken into consideration as they indicate further engagement (as opposed to just reading a tweet and being informed). In terms of attending and being present at conferences, in addition to collecting numbers such as attendees etc., it is planned to collect information on aspects such as e.g. requests for (further) information, discussions engaged in, exchange of business cards and such.

One of the biggest challenges in measurement and reporting is the analysis and the definition of success. Success cannot be measured solely in numbers. And what should be the benchmark? Rather, a closer look at the numbers can reveal which conclusions need to be drawn from analysing the numbers. Numbers are furthermore expected to show how SAM is performing and whether it is advisable to modify certain dissemination approaches.

For example, there is a large difference in a visitor spending 10 seconds on the SAM website (which indicates he/she was not really interested) to a visitor who spends 3 minutes or more and reads multiple articles (which is an indicator of deeper engagement and interest). Therefore, the reporting will be based on the measurable numbers and the right conclusions will be drawn from those numbers.

The measurement of the success of printed media is very hard to ascertain. It is centred on questions such as "Is the brochure beautiful?" "Do people remember something about SAM after reading it?" "Did they contact a project member after reading it?"

This poses the question what there is to measure. The aim is to keep track of the effects printed material such as brochures, flyers and posters have, but measurable indicators of success for these means of dissemination cannot be listed.

Reporting templates for dissemination events help to keep track of the impact of these dissemination events. Reporting on these events can be found in section 3 – Dissemination Tools, Materials and Activities.

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[2] http://www.twitonomy.com/

[3] http://topsy.com

3 Dissemination Tools, Materials and Activities

As mentioned above, there are various dissemination tools, materials and activities. This section describes the main elements that SAM uses. The following elements will be described:

- Project Identity – Logo, Colours, Fonts, Images, Language, Imprint, Contact
- Style Guide and PPT Template
- Website
- SAM Wiki – a Dynamic 'State Of The Art' Portal
- Social Networks – Twitter, YouTube, SlideShare, LinkedIn, Google+, Facebook
- Printed Media – Business card, Flyer, Brochure, Banner, Poster, Newsletter
- Generic Video
- Dissemination Events – Academic, Technical and Industry Events
- Papers and Publications – Scientific Papers, Press Releases, other Publications
- SAM Workshops
- Collaboration and Standardisation Initiatives
- Sustainability

3.1 Project Identity

The project identity is not merely the development of a logo but also the coherence between all multimedia outings of the project. Only when there is a strong concept that is implemented throughout all multimedia outings one can speak of an identity.

The concept of SAM's identity is based on the density of information. The usage of multiple screens/devices gives the user a different density of information. Added information to the item he/she is currently watching or even a different perspective by communication with other viewers of the same item.

This idea is being translated to three abstract screens that interact with each other. By placing one screen over the other the density and saturation of the colours is being changed. There are three screens to indicate the three hardware groups that are being targeted in the SAM project; Television, tablets / phablets, and smartphones.

3.1.1 Logo

The logo is the main tool to create direct visual recognition of the SAM project. Therefore the logo has to be simple, give a hint of a story but above all it should be easy to recognise.

There are two versions of the logo, optimised for different sorts of use. The colour version will be the most used version. It is optimised for both web and print.

Figure 4: Logo in Colour

The black and white version is optimised for use in black and white documents that are likely to be printed in an office or are likely to be copied.

Figure 5: Logo in Black and White

For usage in Social Media an avatar has been developed. Based on the size and shape that is most often used the focus has been on recognition factor. The Social Media avatar is derived from the three 'screens' that are used in the SAM logo.

Figure 6: Social Media Avatar

3.1.2   Colours

The colours used in this concept are based on the values: social, open communication, technology.

The colours are optimised for use on both screen (RGB) and print (CMYK). The contrast in the colours used is high enough for black and white prints of documents.

Figure 7: SAM Colours and RGB Numbers

3.1.3   Fonts

The standard font that is used is called Ubuntu. The typeface is sans serif, uses Open Type features and is manually hinted for clarity on desktop and mobile computing screens. The font has been designed according to the philosophy of Ubuntu to stimulate the user to experiment, modify, share and improve. The

development (2011) has been funded by Canonical Ltd on behalf the wider Free Software community and the Ubuntu project. Ubuntu is available for free at font.ubuntu.com. The font designer is Dalton Maag.

The weights used are:

Header 1 - Ubuntu medium italic 24pt
Header 2 - Ubuntu bold 14pt
Header 3 - Ubuntu bold 11 pt
Intro text - Ubuntu italic 11 pt
Body text - Ubuntu regular 11pt
caption - Ubuntu italic 9pt

Figure 8: Example of Ubuntu Font Use

The font that is used for headers is called Museo Slab 500. It is a robust Slab Serif with a very high recognition value. It is a highly regarded font that is very well usable for headers and titles of both offline and online publications that need some extra attention. The Museo Slab 500 is the free available version of the Museo Slab family.

Dynamic Social & Media Content Syndication for 2nd Screen.

Figure 9: Example of Museo Slab Font Use

The font Arial is used in Word, Excel and PowerPoint in order to make it as easy as possible to share documents without having layout issues.

3.1.4   Images

Possible ways of using colour and text together with photography are shown below. The three below images serve as examples; they are not licensed for

This is a way of adding text on top of a picture. Two lines of text to clarify something are no problem at all.

Usage of color filter

Or just a single line of image information.

publication.

Figure 10: Possible Use of Photography

For the SAM project a feature image has been developed and will be consequently used in order to create a maximum recognition value for our target audiences.

Figure 11: Feature Image

3.1.5 Language

Part of the identity is also the consequent use of one language. The standard language for SAM is UK English and it will be applied to all publications and websites.

Clear and simple language is encouraged. Sentences and paragraphs should be kept short. Text should be attractive to readers and easily accessible to non-technicians.

In order to enlarge the reach of the SAM project the most relevant information on the SAM website is translated in the languages of all participating project partners. SAM's project partners have translated the main message in to German, Dutch, Spanish and Swedish. These translations are based on the English master text versions that were developed for the SAM website.

3.1.6 Compulsory Elements and Imprint

Complementary to the design features that must be taken into account, all publications (flyer, banner, website, etc.) published by SAM must contain the following compulsory elements:

- The SAM logo in conjunction with the European flag
- The web address and/or contact details of SAM
- Copyright 2013 SAM – clearly change year of publication where needed.
- A standard disclaimer for the Seventh Framework Programme (see below) must be included into all publications which express opinions.

The standard disclaimer that is compulsory is:

> „This project has received funding from the European Union's Seventh Framework Programme[4] for research, technological development and demonstration under grant agreement no 611312."

If needed, e.g. for a presentation with PowerPoint or in case of unclear ownership of content or consequences of usage of the content the following disclaimer can be added:

> "The views represented in this document only reflect the views of the author's and not the views of the European Union. The European Union is not liable for any use that may be made of the information contained in this document. Furthermore, the information is provided "as is" and no guarantee or warranty is given that the information is fit for any particular purpose. The user of the information uses it at its sole risk and liability."

3.1.7   Contact

The standard contact information to be used on dissemination material for the SAM project is:

Project Coordinator
Stuart Campbell, Chief Technology Officer, TIE Kinetix

E-mail
stuart.campbell[at]tiekinetix.com

Phone
+ 31 88 369 8000

Address
TIE Kinetix, De Corridor 5d, 3rd Floor, Breukelen, 3621 ZA, The Netherlands

3.2   PowerPoint Template and Slide Pack

The project identity is fully visible in the PowerPoint slide pack, prepared and distributed by DW. Project members can use these templates to create their SAM PowerPoint presentations.

Due to the unlimited creative functionalities of PowerPoint, there is no way of determining what a user of PowerPoint is and is not allowed to do. The project identity is therefore at risk to be partly neglected in PowerPoint. To prevent presentations not relaying the project identity a PowerPoint 'Slide pack' has been created. DW chose not only to provide a template to the project partners with which users can set up their own presentations, but also to provide a slide pack with multiple examples of SAM slides that project partners can 'copy and morph' according to individual needs whilst still maintaining the overall inference to the SAM idendity.

The complete slide pack has been made available to the consortium ahead of / for the project kick-off meeting, and is now in use. Below are some example slides from the SAM slide pack:

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[4] http://cordis.europa.eu/fp7/ict/
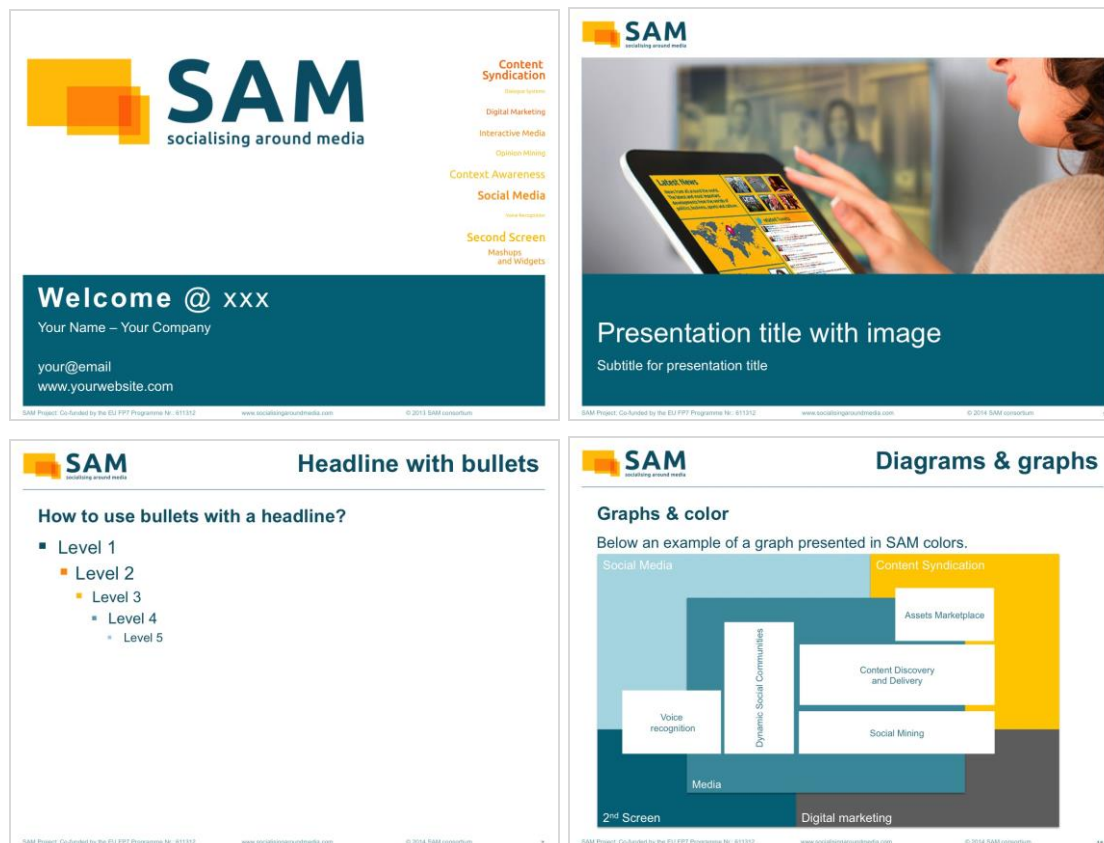
Figure 12: PowerPoint Slide Pack Examples

3.3 Website

The SAM website[5] is designed to be a place to turn to for key information about the SAM project and to read about the latest developments in the project. The website contains information about the project partners, public deliverables, publications, events, the work packages, etc.

The website will, over time, include a set of key presentation materials centred around SAM's research and commercial benefits, including research papers, presentations, videos and demos elaborating on the scenarios and research challenges addressed by SAM.

The SAM website is the main communication tool to disseminate news, events and achievements.

In order to fit the SAM project identity, DW has designed a website based on a WordPress template that is clean, has a scientific 'feel' but also fits today's business standards. The website is fully in line with the project identity concerning written text, usage of fonts and images.

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[5] http://socialisingaroundmedia.com/
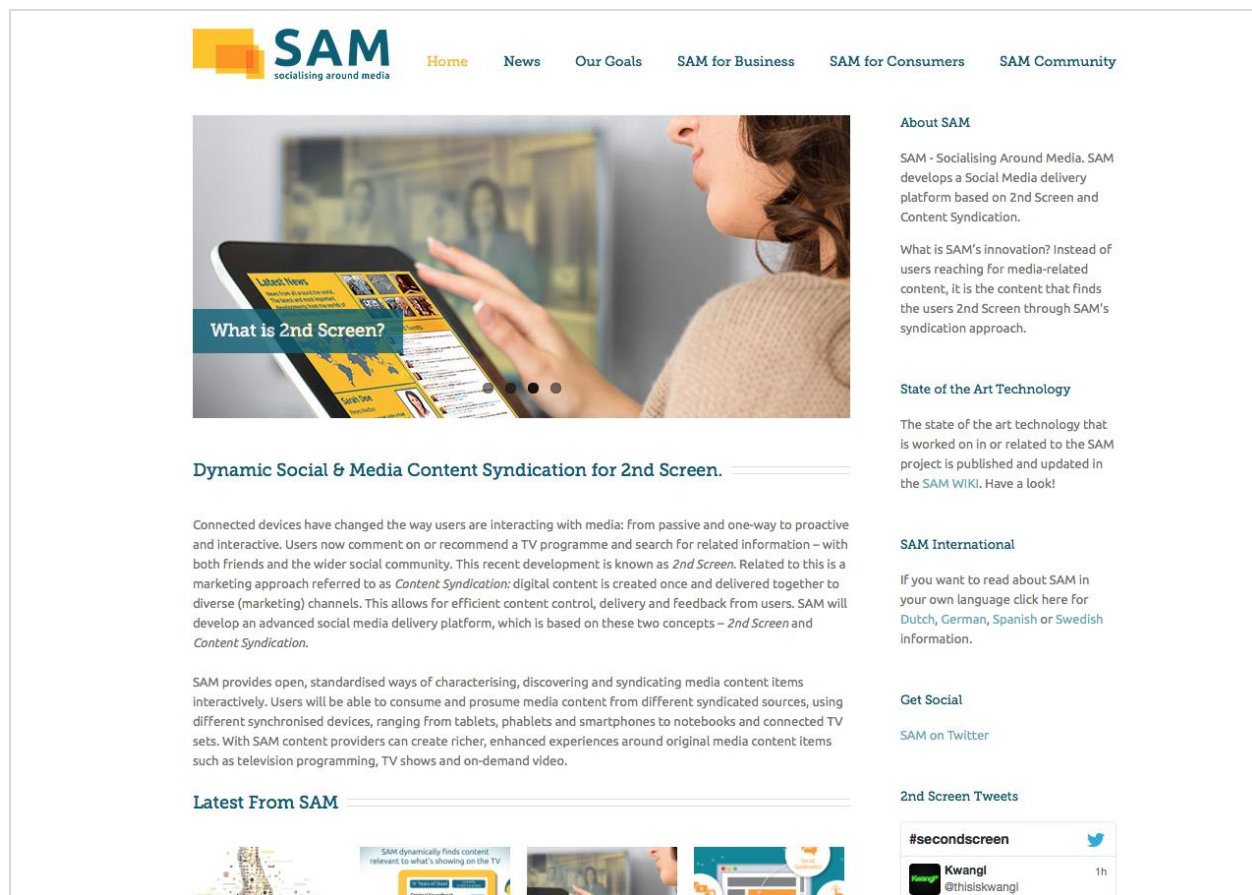
Figure 13: Homepage of the SAM Website

Regarding its structure, the SAM website consists of the following elements that can be reached from the Homepage:

- **Home** (dynamic): contains basic information on the aims and objectives of the project, the latest news and interesting articles to be highlighted and logos and links to all the SAM project partners. The right 'sidebar' is used throughout all website pages and contains a short explanation 'about SAM', a link to the SAM wiki, a link to SAM on Twitter, a Twitter stream that is relevant for SAM based on the hashtag #secondscreen, a tag cloud that can be used to navigate the SAM website quickly and a referral to the EC co-funding program.
- **News** (dynamic): the entire editorial content that has been written for the website is listed here; news regarding the topic, developments in markets of relevance, project news such as participation at events, status, etc.
- **Our goals** (static): specific listing of all the objectives and aims of the SAM project divided in: characteristics, technology, research, standardisation and business.
- **SAM for business** (static): by answering the question 'How will SAM impact your business?' business communities are addressed directly.
- **SAM for consumers** (static): by answering the question 'How can SAM enrich your TV experience?' future media consuming users are addressed directly.

- **SAM Community** (dynamic, low frequency): 'facts and figures' about the SAM project are provided here. This section is sub-divided into:

  - Partners: All partners, a short description and link to respective website
  - Work plan: Explanation of work packages and how they fit together
  - Collaboration: Related research projects and collaboration efforts
  - Advisory Board: Introduction of the SAM advisory board
  - Standardisation: Explanation of efforts made concerning standardisation
  - Result reports: Publication of public deliverables
  - Publications and Conferences: Listing of all SAM publications and dissemination events
  - Information material: Downloads of SAM brochures, posters, presentations, etc.

The website is linked to other Social Media dissemination channels like Twitter and SlideShare. Crosslinking content between platforms is expected to increase the impact of each single platform alone.

In order to give every project partner the opportunity to contribute editorial content to the website and publish on partner-specific topics, SAM has created a publication schedule. This content plan also contains writing tips, links to find license free images to use in the article and an internal review schedule. The aim is to publish new content on a monthly basis.

SAM socialising around media — **Website content plan**

Project Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Delivery date	01.10.13	01.11.13	01.12.13	01.01.14	01.02.14	01.03.14	01.04.14	21.05.14	18.06.14	16.07.14	19.08.14	17.09.14
Author								TIE	ASC	UA	TPVI	NTUA
Topic								content syndication	2nd Screen		Multisceen technologies	
Review								NTUA	TALK	UoR	BDS	TIE

Project Month	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Delivery date	15.10.14	18.11.14	12.12.14	20.01.15	17.02.15	17.03.15	15.04.15	19.05.15	16.06.15	15.07.15	18.08.15	16.09.15
Author	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE
Topic	Dialogue Systems	Dynamic Communities	Data Standards						Adaptation in Dialogue	Context Awareness		
Review	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA

Project Month	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Delivery date	14.10.15	17.11.15	14.12.15	19.01.16	17.02.16	16.03.16	19.04.16	18.05.16	15.06.16	19.07.16	17.08.16	20.09.16
Author	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA
Topic					Dialogue and Attention	Security						
Review	TALK	UoR	BDS	TIE	ASC	UA	TPVI	NTUA	TALK	UoR	BDS	TIE

Figure 14: Website Content Plan

PIWIK (the open source alternative to Google Analytics) is used to measure the traffic on the SAM website.

The SAM website went live on 24.10.2013. For the period from start until 30.09.2014 the following numbers can be reported:

Reporting period	24.10.2013 – 30.09.2014	Per month
Page views	6,194	563
Visits	2,244	204
Average visit duration (period 01.12.2013 – 30.09.2014)	2 min 38 sec	
Actions per visit (period 01.12.2013 – 30.09.2014)	2.9	
Returning visits	762 (34%)	69
Average Visit duration returning visit	4 min 45 sec	
Countries from which website is visited	49	

Figure 15: Website – Reporting for this Period

The numbers show that the website has been well visited from the moment it was launched. The visits over time indicate that the publication scheme used pays off. Every month there is a peak in visits when new articles are published. The average duration of a visit shows that the visitors are interested in what SAM has to say: this is also indicated by 2.9 actions per visit.

The reporting period for engagement metrics (visit duration, actions per visit) has been changed slightly in order to take out the peaks seen in the first two months which are probably due to the consortium members reviewing and visiting the website content.

For the period under investigation, there are 34% of returning visitors. Returning visitors are more engaged with the website, which is indicated by the longer average time per visit spent on the website.

In total, the website has been visited by people residing in 49 countries. Visitors do not only come from Europe, but also from further afield. This is an indicator that both the SAM project and the topic / R&D challenges are clearly of global (or general) interest. The top 5 of countries from which the website is visited is; United States, Germany, Spain, United Kingdom and the Netherlands. (Note: In this context, it needs to be stated that the visitor location analysis is based on the preferred language that viewers use in their browser.)
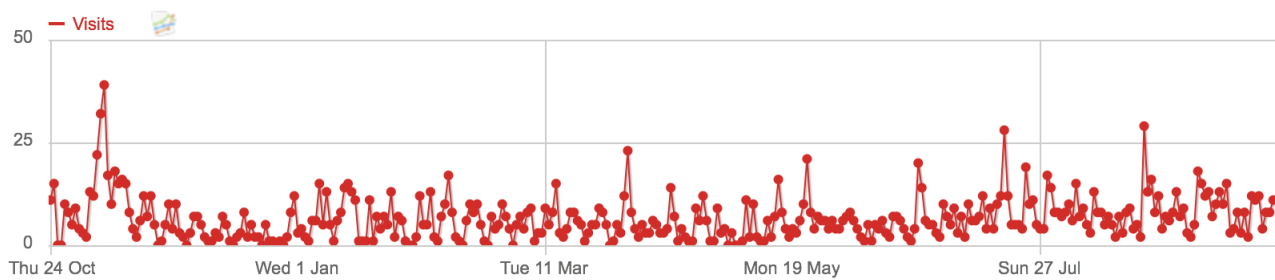
Figure 16: Website – Visits over Time

The data on unique visitors per day shows that a professional audience is reached that is visiting the SAM website mostly during office hours. Over weekends, usage of the website is significantly lower.
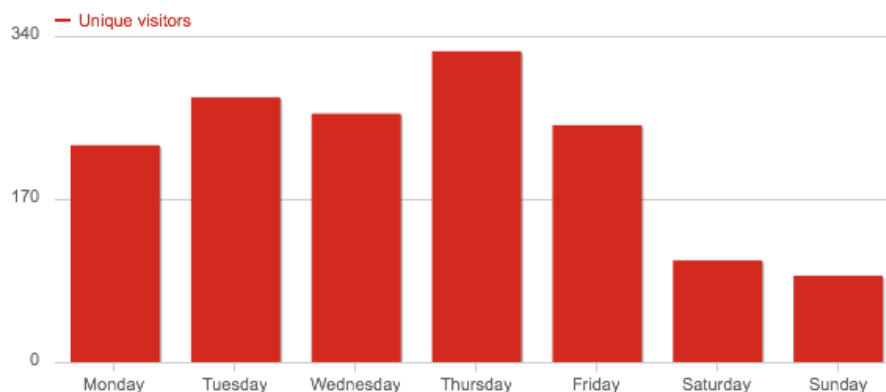
Figure 17: Website – Unique Visitors per Day

The analysis on where our visitors originate concerning Social Networks show that the SAM website is mainly found via Twitter (71%). It is interesting to see that the SAM website is also visited via Facebook (14%), LinkedIn (11%) and Google+ (4%). The total of visits via Social Networks is not very high (48 visits).
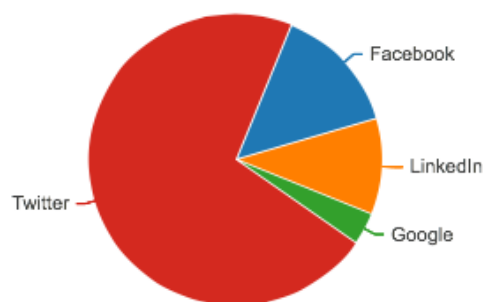
Figure 18: Website – Visits via Social Networks

The visitor map shows that the SAM website is most frequently visited from the US and Germany. It needs to be noted that the visitor location analysis is based on the preferred language visitors use in their browser.

2.2k visits
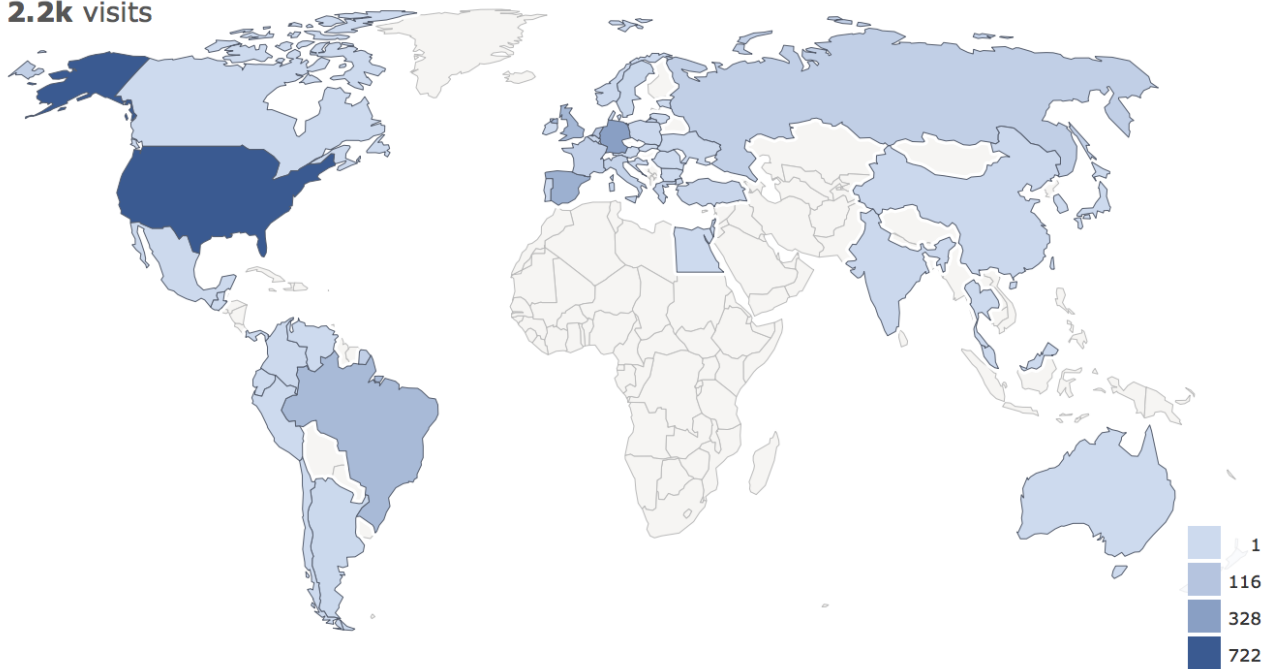
Figure 19: Website - Visitor Map

Apart from the numbers presented above it is most interesting to see what content on the SAM website is most popular. Below is a list of the 5 most visited content items. It is interesting to note that 'more generic' items like 'Social Media Verification' and the article about the underlying concept of SAM have been popular over a long period of time. Please see the table below for further details (statistics / analysis period ended on 30.09.2014):

	Article	**Page views**
1	SAM – Socialising around media – Home	2,709
2	SAM – Socialising around media – News	458
3	SAM – Socialising around media – Our goals	353
4	SAM – Socialising around media – SAM Community	328
5	SAM – Socialising around media – SAM platform revealed	302

Figure 20: Website – Most Popular Content

3.4   SAM Wiki – A Dynamic 'State Of The Art' Portal

The purpose of the SAM wiki[6] is to host the state-of-the-art analysis of the project in a dynamic way to have the possibility to continuously update it with new research findings and new technical market changes through the whole project lifecycle. Moreover, all partners have easy access to the wiki, can provide their input under a unified platform and thus ensure that the project fully utilises the best technology available. Finally, this wiki can act as a compendium of knowledge containing useful information for other researchers in related fields.

Figure 21: SAM Wiki

The SAM Wiki went live on 6.5.2014. For the period from start until 30.09.2014 the following numbers can be reported:

Reporting period	06.05.2014 – 30.09.2014	Per month
Page views	1,390	278
Visits	411	82
Average visit duration	4 min 3 sec	
Actions per visit	3.7	
Returning visits	283 (69%)	57

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[6] http://wiki.socialisingaroundmedia.com/index.php/Main_Page

Average Visit duration returning visit	4 min 49 sec	
Countries from which website is visited	17	

Figure 22: Wiki – Reporting for this Period

The visits over time show no peaks in usage. The average duration of a visit (4 min 3 sec) is mainly due to some specific pages that have been read for almost 5 min on average. 90% of our visitors spent about 2 min on the SAM wiki. This means that they are interested in what is being published and read three articles on average per visit.

For the period under investigation, there are 69% of returning visitors. Together with the average visit duration this indicates that the SAM wiki is actually used as a repository, a place to search and find information.

In total, people residing in 17 countries have visited the Wiki.

It needs to be said that the SAM wiki is a dynamic compendium of knowledge that will grow and will be used more intensively over time. More traffic is expected, especially toward the second and third year of the project where there will be more publications about project results.

3.5   Social Networks

3.5.1   Twitter

Twitter is extremely useful to inform and engage with our target audiences and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and news has been and will continue to be provided via Twitter.

Via the SAM Twitter channel [7] (@samprojecteu) it is easy for followers to engage with the SAM project, either by following, mentioning, retweeting or commenting on tweets.

Figure 23: Twitter Channel

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[7] https://twitter.com/samprojecteu

Via [Twitonomy](#) the following data analysis for the SAM Twitter channel can be reported:

Reporting period	01.11.2013 – 30.09.2014
Tweets	45
Followers	34
Retweets	11 (31%)
Retweets of our retweeted tweets	25 (score = 1.79)
Mentions	14 (score = 0,3)
Favoured tweets	9 (20%)

Figure 24: Twitter - Reporting for this Period

Looking at the above data the following can be concluded. After eleven months there is a follower base on Twitter of 34.

The follower base, however, is interested in what SAM has to say, which can be largely derived from the percentage of retweets: 31% of SAM's tweets are being retweeted. Then, the follower base of SAM followers has retweeted those tweets 25 times. This implies a factor 1.79 to the amount of retweets. SAM has been mentioned 14 times (which alone gives SAM a potential reach of 25.339 views), and 20% of SAM's tweets have been favoured, indicating the relevance of what SAM says.

In the coming period (year 2 of the project) the project aims to intensify the usage of Twitter as a dissemination channel by all consortium partners. It also aims to connect to 'high influencers' in the research and business topics of the SAM project in order to create a high-value network for dissemination.

3.5.2   YouTube

YouTube is highly regarded as a very effective dissemination channel for video content.

The [SAM YouTube channel](#)[8] already contains the SAM generic video that has been developed by ASC and TIE. The video outlines the aims, objectives and challenges of the SAM project to a generic audience. It has received 111 views over a period of two months to date (30.09.2014).

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[8] https://www.youtube.com/channel/UC7ovrgPWtUUhxzU9AUio9Zw
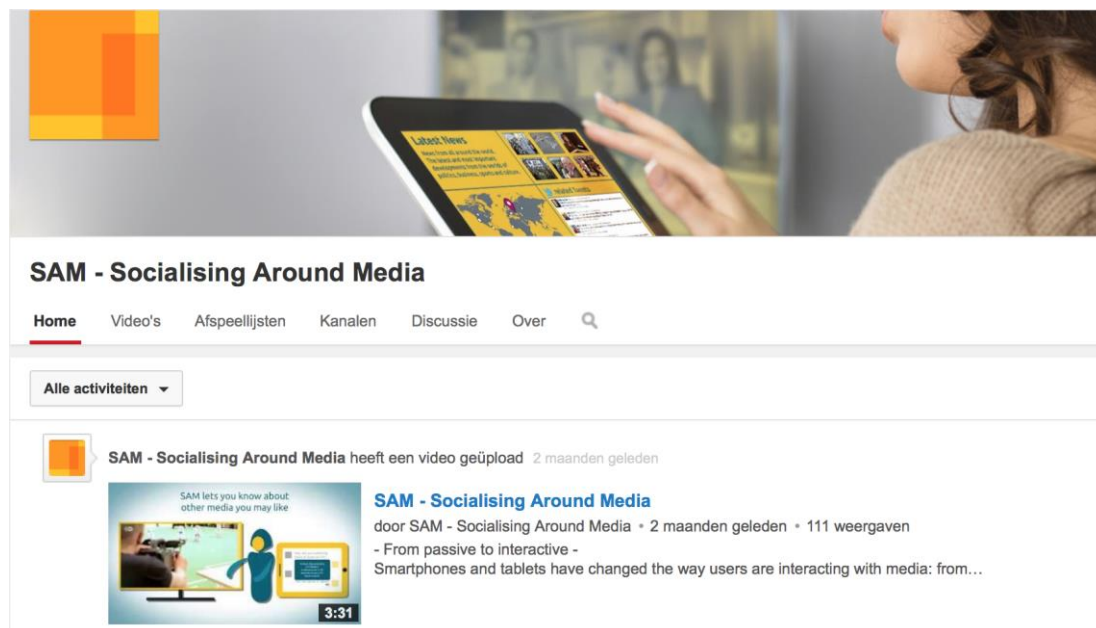
Figure 25: YouTube Channel

3.5.3   SlideShare

Presentations used for public appearances will be made available via the SAM SlideShare[9] account and / or the SAM website. It is intended to give the viewer a deeper insight into the project and individual aspects of it. At the SAM SlideShare account the SAM Flyer[10] has been published. In due course, presentations will be collected from the SAM consortium partners and made available.
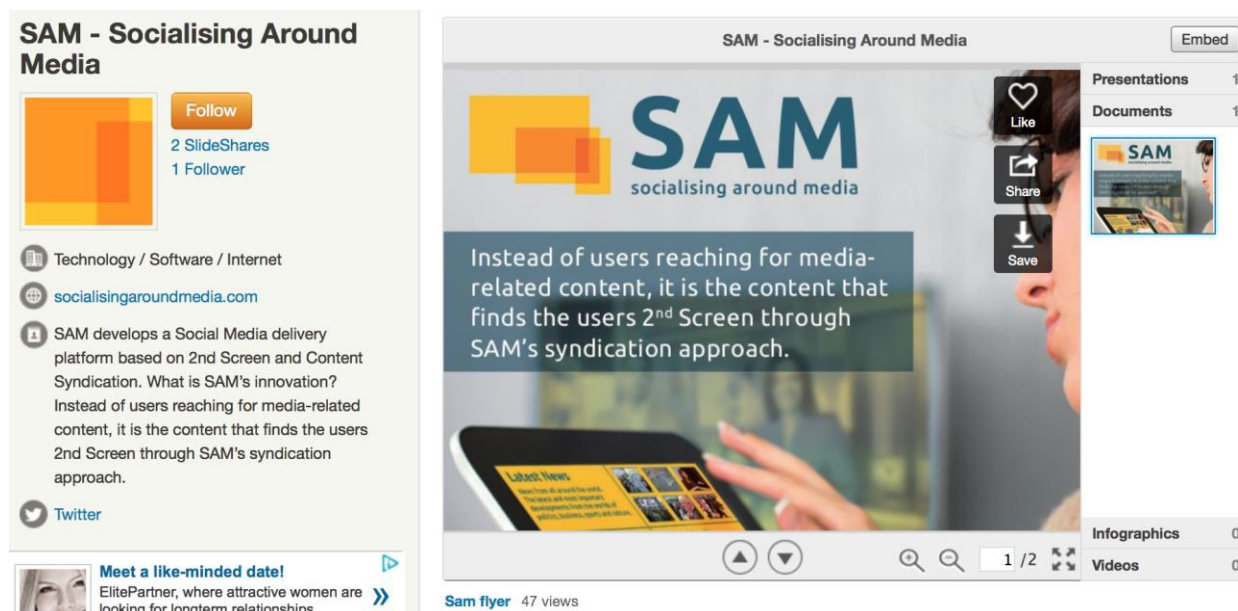
Figure 26: SlideShare Channel

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[9] http://www.slideshare.net/SAMProjectEU

[10] http://www.slideshare.net/SAMProjectEU/sam-flyer-37279896

3.5.4   LinkedIn

LinkedIn is a Professional Network through which SAM can address very specific target groups. It is mainly functional for targeted networking and to create a sustainable SAM network in which the status of the project but also project outcomes can be shared. At the moment of writing this deliverable the SAM LinkedIn presence is not available yet. The SAM presence on LinkedIn will be set up in Y2. After that the articles that are written for the SAM website can be syndicated via LinkedIn.

3.5.5   Google+

Google+ is a Social Network in which SAM can create so-called 'circles' to share content within its network. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Google+ channel[11].

2760 'views' on the SAM Google+ profile until 30.09.2014 can be reported (as reported by Google on the Google+ profile-page).
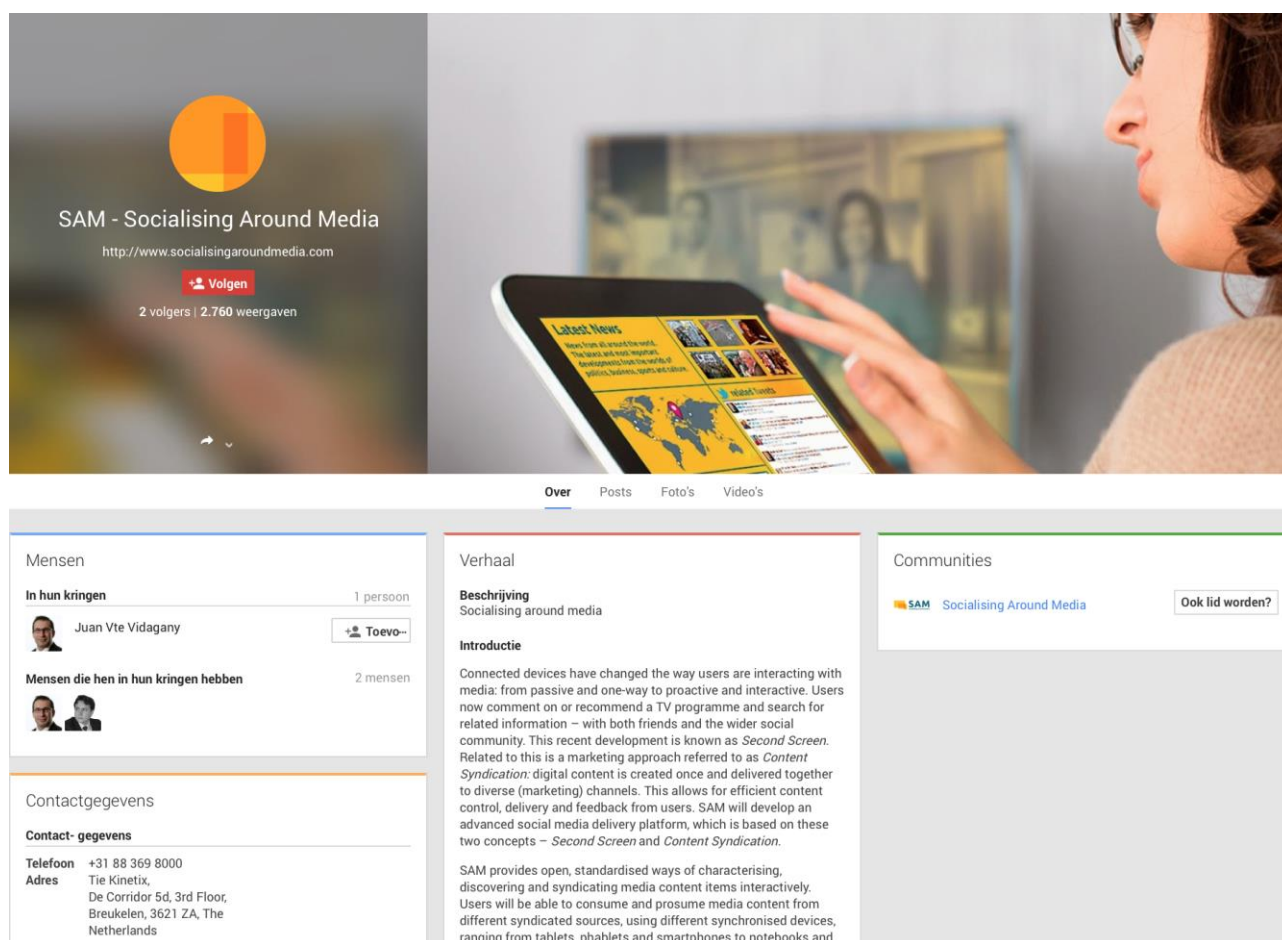
Figure 27: Google+ Account

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[11] https://plus.google.com/114899758261554472202/about

3.5.6   Facebook

Facebook is a Social Network in which SAM can create a network of 'friends' to syndicate content to. SAM's Facebook page[12] is publically available. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Facebook channel.

37 'likes' on the SAM Facebook page until 30.09.2014 can be reported (as reported by Facebook).

3.6   Printed Media

3.6.1   Business Card

The SAM business card is a non-personal card that can be handed out to share the project research objectives (tag cloud on the front), contact details and project partners.

This business card was developed before the first flyer was created in order to give SAM partners something to hand out on public events such as ICT 2013.

Figure 28: Business Card

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[12] https://www.facebook.com/socialisingaroundmedia

3.6.2   Flyer

The SAM Flyer is a small hand-out (A5 size) that communicates the project's main message, main research objectives (tag cloud), context (Why SAM now?), contact details and project partners. Via a QR code the reader can easily access the SAM website.

The flyer has been updated in M9 to include the latest feature image and texts.

Figure 29: Flyer

3.6.3   Brochure

In addition to the flyer a trifold brochure has been created. This brochure contains more business-oriented information about 2nd Screen and Content Syndication. Topics such as a changing market, loyalty of viewers, control via data and the financial size of the markets are being highlighted. Readers are invited to join the project, share knowledge and collaborate.
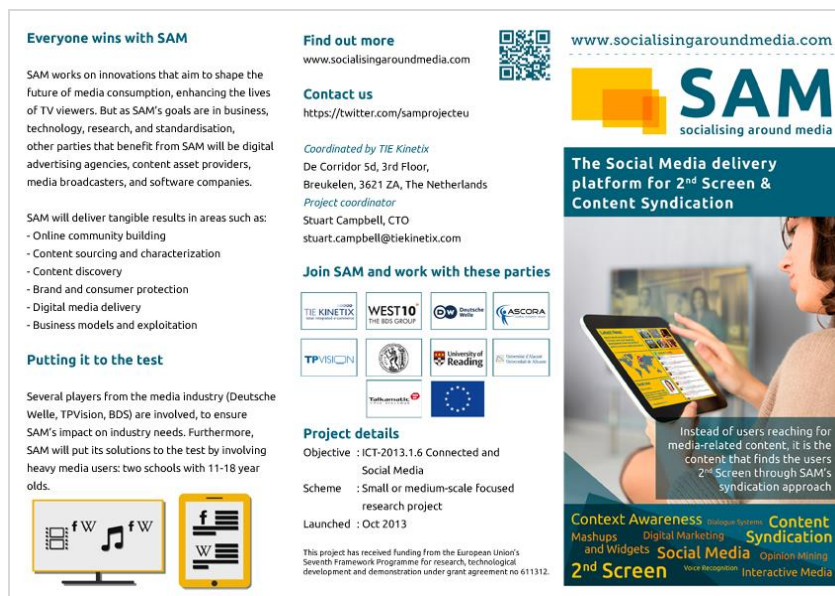
Figure 30: Brochure – front

Figure 31: Brochure - inside

3.6.4   Banner

To support the SAM presence on events a banner has been created. This banner should create interest with the audience from far away to come closer and discuss the SAM project directly with a SAM representative. The size is 80x205 cm.

12 SAM banners are produced and have been shipped to all project partners for use at dissemination events.

Figure 32: Banner

3.6.5   Generic Poster

For public events where a banner is too large to present, or where the banner needs support with more detailed information a generic poster (size A0) has been developed.

This poster shows more detailed information about the three pillars of the SAM project, 2nd Screen, Content Syndication and Social Media. Next to that, it shows a 'Video on Demand' scenario and the SAM system architecture. Partner and contact information is also included.

Figure 33: Generic Poster

3.6.6 Scientific Poster

Based on the generic poster the aim is to develop a scientific poster template. This template can be 'filled' with content by the scientific partners based on specific requirements. In such cases, pre-defined components are to be used on the one hand, while occasion-specific additions are included on the other hand. This way, individual partners can create 'personalised' posters and print these out individually, depending on the event and message to be conveyed. The poster template will be finalised in Y2 of the project.

3.6.7 Newsletter

Newsletters can be used to inform specific target audiences (companies, decision makers, interested people) about the progress in the project, latest findings and planned events. SAM aims to publish 1 newsletter a year with a real subscriber base of more than a hundred. The aim is to send out the first newsletter in M18 of the project, the second will follow after the Scientific Workshop (M25) and the third at the end of the project.

3.7 Generic Video

For dissemination of SAM to a wide and generic audience a [SAM video](#)[13] has been created. The video gives an insight in the aims, objectives, challenges and stakeholders of the SAM platform. The video is partly animated and partly uses video material of Tears of Steel and DW. The video is being published on YouTube and syndicated via SAM's website and Social Media channels.

102 Views of the video can be reported at 30.09.2014, according to YouTube.
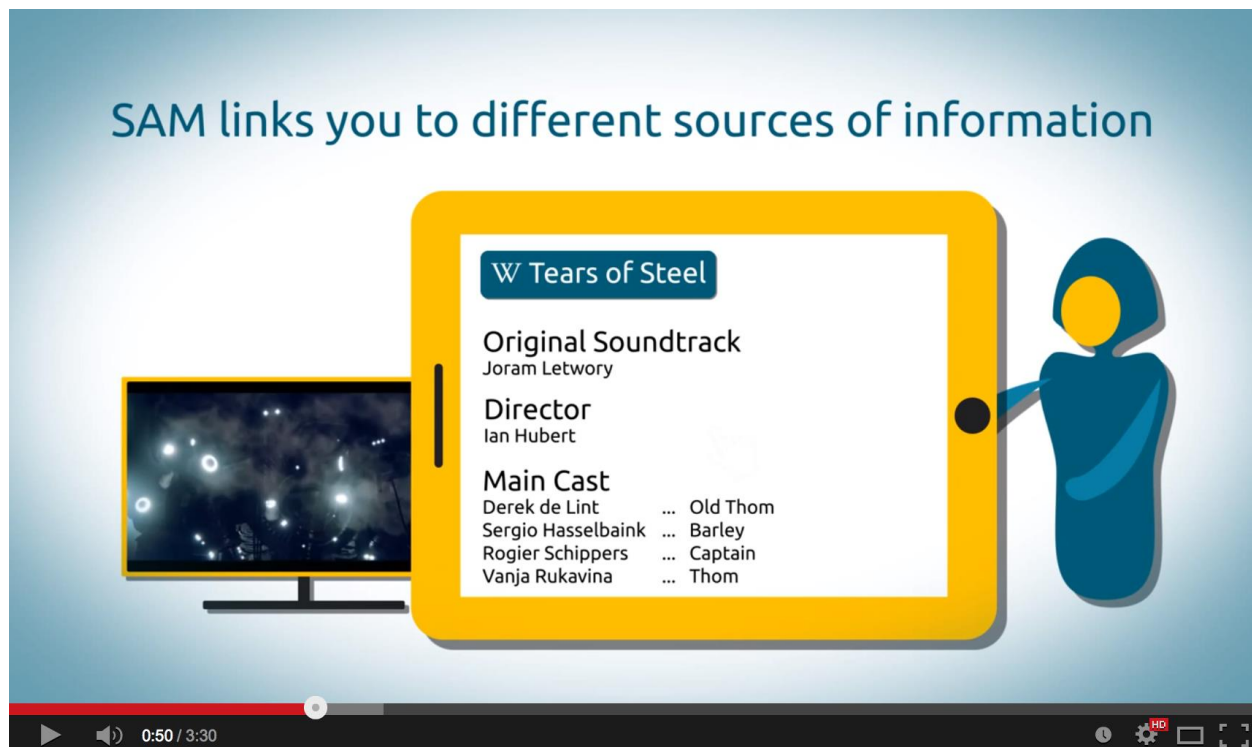
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[13] https://www.youtube.com/watch?v=6VL7WqZ9mz8

Figure 34 - SAM Video

3.8 Dissemination Events

The presentation of research findings in national and international events such as conferences, trade fairs, workshops and summer schools is an important dissemination activity, providing an opportunity to present SAM results and engage with various people.

SAM aims to be seriously engaged presenting/chairing at several of such conferences/workshops and anticipates partners will attend, all together, 3 conferences per year.

Each attendance must be accompanied by a conference report (see links in event reporting) to ensure visibility to all stakeholders and partners and enable DW as dissemination leader to report about these activities and their impact in both dissemination deliverables as well as on the project website.

3.8.1 Academic Events

The following list is an overview of academic oriented presentations and participations of the consortium or individual participants in the context of SAM that have been organised/attended in this reporting period (M1-M12):

- **23 August 2014 – SemEval 2014**, Dublin, Ireland. 8th International Workshop on Semantic Evaluation. Presentation of 5 papers in proceedings of SemEval 2014. By UA.

- **23 August 2014 – SemEval 2014**, Dublin, Ireland. 8th International Workshop on Semantic Evaluation. Presentation of "GPLSI: Supervised Sentiment Analysis in Twitter using Skipgrams" with slides and system demo. Comparison

of software to that of competitors. Identified collaboration opportunities. By UA. More detailed information is available [here](#)[14].

- **23 August 2014 – SemEval 2014**, Dublin, Ireland. 8th International Workshop on Semantic Evaluation. Presentation of "UMCC_DLSI: A Probabilistic Automata for Aspect Based Sentiment Analysis" with slides and system demo. Comparison of software to that of competitors. Identified collaboration opportunities. By UA. More detailed information is available [here](#)[15].

- **20 September 2013 – SEPLN 2013**, Girona, Spain. XXX Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural. Contacting people with complementary research and knowledge that can improve SAM and look for possible collaboration opportunities. By UA. More detailed information is available [here](#)[16].

- **20 September 2013 – SEPLN 2013**, Girona, Spain. XXX Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural. Presentation of "Sentiment Analysis of Spanish Tweets Using a Ranking Algorithm and Skipgrams" paper in TASS workshop on Sentiment Analysis at SEPLN 2013. By UA. More detailed information is available [here](#)[17].

3.8.2 Industry Events

The following list is an overview of industry oriented presentations and participations of the consortium or individual participants in the context of SAM that have been organised/attended in this reporting period (M1-M12):

- **06 November 2013 – ICT 2013 Summit**, Vilnius, Lithuania. Contacting people and projects with complementary technologies and knowledge that can improve SAM, by Juan Vicente Vidagany (TIE). More than 500 flyers and business cards were distributed. SAM was presented jointly with the ARUM project that won the Best Exhibit Award "Industry and Business for Tomorrow". More detailed information is available [here](#)[18].

- **18 January 2014 – Big Data Value Workshop**, Breukelen, The Netherlands. [Presentation of SAM](#)[19] and discussing the different problems, approaches, state of the art and opportunities of Big Data in the Media and Content sectors. By Stuart Campbell (TIE), Juan Vicente Vidagany (TIE) and Barry Smith (BDS). More detailed information is available [here](#)[20].

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[14] https://www.dropbox.com/s/qgixsidiuju7k1b/SemEval 2014 dissemination report_0814_part1.docx?dl=0

[15] https://www.dropbox.com/s/pfzd4xlx6qr9me9/SemEval 2014 dissemination report_0814_part2.docx?dl=0

[16] https://www.dropbox.com/s/8j0043stif7gxrt/SEPLN 2013 dissemination report_0913.docx?dl=0

[17] https://www.dropbox.com/s/v8g3hrs8c33xno2/TASS%202013%20dissemination%20report_0913.docx?dl=0

[18] https://www.dropbox.com/s/xjsl0rlamegfxi2/201311%20ICT2013%20attendance%20report%20%40Vilnius.docx?dl=0

[19] http://www.slideshare.net/SAMProjectEU/sam-presentation-34675432

[20] https://www.dropbox.com/s/xdwy4dqdw9f1fr6/Big%20Data%20Value%20event%20dissemination%20report_0214.docx?dl=0

- **17 March 2014 – DW Multiscreen Workshop,** Berlin, Germany. DW internal workshop in which SAM was presented by Birgit Gray and Ruben Bouwmeester (both DW). Through engagement with the audience insight was gained in user requirements for SAM. More detailed information is available here[21].

- **30 July – 02 August 2014 – Deutsche Welle Global Media Forum**, Bonn Germany. SAM presentation to global media representatives on the fair booth of DW Innovation by Peggy van der Kreeft, Ruben Bouwmeester and Wilfried Runde (all DW). Discussions about the sense of 2nd Screen for News broadcasters gave us insight in market opportunities. Around 300 SAM flyers have been distributed. More detailed information is available here[22].

- **26 – 28 February 2014 – Mobile World Congress**, Barcelona, Spain. Keeping track of the market, Stuart Campbell and Juan Vicente Vidagany (both TIE) engaged with different stakeholders, filtering and discussing SAM approaches. More than 150 contacts were made and around 300 SAM flyers and business card were distributed. More detailed information is available here[23].

- **20 February 2014 – DW 'Verstehen Gehen'**, Bonn, Germany. SAM presentation to a Deutsche Welle internal audience in order to create a better general awareness of the 2nd Screen topic within DW by Ruben Bouwmeester (DW). 60 DW employees were attending the presentation. More detailed information is available here[24].

- **08-09 June 2014 – 4th FOKUS Media Web Symposium**, Berlin, Germany. Keeping track of the market Jonathan Jeurissen (TPVI) attended the symposium to check if SAM is on the right path to develop a relevant and future proof platform with 2nd Screen and syndication technologies. Gained knowledge of multiscreen technologies contributed to WP3 and WP7. More detailed information is available here[25].

- **04 September 2014 – "Moving image and Second Screen' workshop at Scoopcamp 2014,** Hamburg, Germany. Case work and discussions with TV and online journalists and media business managers on today's 2nd Screen approaches and explaining what future opportunities will be available through SAM. More detailed information is available here[26].

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[21] https://www.dropbox.com/s/9bqswd5ykx185r0/Multiscreen Workshop DW disssemination report_0314.docx?dl=0

[22] https://www.dropbox.com/s/nnk35lmxhc77487/GMF2014 DW disssemination report_0714.docx?dl=0

[23] https://www.dropbox.com/s/nv53cz2an2vpfdt/MWC event dissemination report_0214.docx?dl=0

[24] https://www.dropbox.com/s/rv5dtq08kq60pa9/Verstehen Gehen DW disssemination report_0214.docx?dl=0

[25] https://www.dropbox.com/s/pxt857i7v9htinl/4th FOKUS Media Web Symposium_0514.docx?dl=0

[26] https://www.dropbox.com/s/hmbim1zl81vvtx0/Scoopcamp2014 DW disssemination report_0914.docx?dl=0

Figure 35: SAM at Global Media Forum

3.8.3　Targeted Events

The below table lists a selection of possibly relevant conferences for SAM dissemination and other applicable ones may be added over time. Please note this list is an indicator of relevant events, not a list of events on which SAM will be presented.

Name of Event	Target	When	Where	Focus	Priority
ACM[27] Conference on Hypertext and Social Media	Presenting SAM and its scientific results	2-4.09.2014	Cyprus	Scientific	Medium
ACL[28] Association for Computational Linguistics Conference	Presenting SAM and its scientific results	16-21.08.2015	Beijing, China	Scientific	Medium
RANLP[29] Recent Advances in Natural Language Processing	Presenting SAM and its scientific results	7-9.09.2015	Hissar, Bulgaria	Scientific	Medium
NLDB[30] International Conference on Application of Natural Language to	Presenting SAM and its scientific results	24-26.06.2015	Passau, Germany	Scientific	Medium

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[27] https://www.facebook.com/Hypertext2015

[28] http://www.aclweb.org/website/acl

[29] http://lml.bas.bg/ranlp2015/start.php

[30] http://nldb.didas.org

Information Systems					
SemDial Semantics and Pragmatics of Dialogue	Presenting SAM and its scientific results		Not yet available	Scientific	Medium
CEBIT[31]	Exhibiting SAM and its industrial use case	16-20.03.2015	Hannover, Germany	Industry	High
NEM 2014[32]	Largest gathering of media professionals in the region	9-11.06.2015	Dubrovnik, Croatia	Industry	High
Connected TV Summit 2014[33]	Business and technology strategies that will safeguard and grow television services in the hyper-competitive connected era.	24-26.06.2015	London, UK	Industry	Medium
TV CONNECT 2015[34]	The World's Leading Event on Connected Entertainment	28-30.04.2015	London, UK	Industry	Medium
Apps World[35]	Defining Multiscreen opportunities for TV revolution.	12-13.11.2014	London, UK	Industry	Medium
eChallenges[36]	Presenting SAM and its scientific results		Not yet available	Scientific	High

Figure 36: Selection of target events

More dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.

3.9   Papers and Publications

The publication of articles in journals helps to reach a large audience. To get a paper published in an international refereed journal supports the overall goal to have an impact on the topics of SAM. All partners in the project will submit papers for publication. It is expected that the majority of these publications will be concentrated in the second and third years of the project (when concrete research results first become available).

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[31] http://www.cebit.de/home

[32] http://neweumarket.com

[33] http://www.connectedtvsummit.com/

[34] http://tvconnectevent.com/

[35] http://www.apps-world.net/europe/agenda/tracks/tv-apps-and-multi-screen

[36] http://www.echallenges.org

All papers and other publications (e.g. book sections, company magazines) that will be produced in the project's lifetime will be referred to on the SAM website (if possible from a legal perspective, they will also be made accessible from there).

3.9.1   Scientific Papers

The following scientific papers and publications have been produced in this reporting period (M1-M12):

- **"Improving subjectivity detection using unsupervised subjectivity word sense disambiguation"**[37] by Reynier Ortega, Adrian Fonseca, Yoan Gutiérrez, Andrés Montoyo. Published in Procesamiento del Lenguaje Natural, No. 51, pages 179-186. In proceedings of SEPLN 2013: XXIX Congreso de la Sociedad Española para el Procesamiento del Lenguaje Natural, Madrid, Spain. Publication date: 20.09.2013

- **"Sentiment Analysis of Spanish Tweets Using a Ranking Algorithm and Skipgrams"**[38] by Javi Fernández, Yoan Gutiérrez, José M Gómez, Patricio Martınez-Barco, Andrés Montoyo, Rafael Munoz. In proceedings of Workshop on Sentiment Analysis at SEPLN 2013, Madrid, Spain. Publication date: 20.09.2013

- **"GPLSI: Supervised Sentiment Analysis in Twitter using Skipgrams"**[39] by Javi Fernandez, Yoan Gutiérrez, José M. Gómez, Patricio Martínez-Barco. In proceedings of the 8th International Workshop on Semantic Evaluation (SemEval 2014) 8th International Workshop on Semantic Evaluation (SemEval 2014) Dublin, Ireland. Page 294 – 299. Publication date: 23.08.2014

- **"UMCC_DLSI_SemSim: Multilingual System for Measuring Semantic Textual Similarity"**[40] by Alexander Chavez, Héctor Dávila, Yoan Gutiérrez, Antonio Fernández-Orquín, Andrés Montoyo and Rafael Muñoz. In proceedings of the 8th International Workshop on Semantic Evaluation (SemEval 2014) 8th International Workshop on Semantic Evaluation (SemEval 2014) Dublin, Ireland. Page 716 - 721. Publication date: 23.08.2014

- **"UMCC_DLSI: A Probabilistic Automata for Aspect Based Sentiment Analysis"**[41] by Yenier Castañeda, Armando Collazo, Elvis Crego, Jorge L. Garcia, Yoan Gutierrez, David Tomás, Andrés Montoyo and Rafael Muñoz. In proceedings of the 8th International Workshop on Semantic Evaluation (SemEval 2014) 8th International Workshop on Semantic Evaluation (SemEval 2014) Dublin, Ireland. Page 722 - 726. Publication date: 23.08.2014

- **"UMCC_DLSI: Sentiment Analysis in Twitter using Polirity Lexicons and Tweet Similarity"**[42] by Pedro Aniel Sánchez-Mirabal, Yarelis Ruano Torres, Suilen Hernández Alvarado, Yoan Gutiérrez, Andrés Montoyo and Rafael Muñoz. In proceedings of the 8th International Workshop on Semantic

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[37] http://journal.sepln.org/sepln/ojs/ojs/index.php/pln/article/view/4886/2901

[38] http://www.daedalus.es/TASS2013/papers/tass2013-submission2-DLSI-UA.pdf

[39] http://alt.qcri.org/semeval2014/cdrom/pdf/SemEval048.pdf

[40] http://alt.qcri.org/semeval2014/cdrom/pdf/SemEval128.pdf

[41] http://alt.qcri.org/semeval2014/cdrom/pdf/SemEval129.pdf

[42] http://alt.qcri.org/semeval2014/cdrom/pdf/SemEval130.pdf

Evaluation (SemEval 2014) 8th International Workshop on Semantic Evaluation (SemEval 2014) Dublin, Ireland. Page 727 - 731. Publication date: 23.08.2014

- **"UO_UA: Using Latent Semantic Analysis to Build a Domain-Dependent Sentiment Resource"**[43] by Reynier Ortega Bueno, Adrian Fonseca Bruzón, Carlos Muñiz Cuza, Yoan Gutiérrez and Andres Montoyo. In proceedings of the 8th International Workshop on Semantic Evaluation (SemEval 2014) 8th International Workshop on Semantic Evaluation (SemEval 2014) Dublin, Ireland. Page 773 - 778. Publication date: 23.08.2014

3.9.2   Targeted Journals and Magazines

Target journals and magazines span across a variety of fields and disciplines. The list below is an overview of publications that the SAM consortium is aiming for. Please note that these are not publications that are already final but targeted journals and magazines that lend themselves for publications. This list is part of strategic planning and the final publications depend on many factors, this list does not imply there will be definite submissions to each target. Once a publication is final, it will be reported via the SAM website and the dissemination deliverables, namely in D9.3.2 (delivery date M25) and D9.3.3 (delivery date M37).

Name of journal/magazine	Priority
Data and Knowledge Engineering	High
Computational Linguistics	High
Computer Speech and Language	High
Natural Language Engineering	High
Dialogue and Discourse	High

Figure 37: Selection of Target Journals and Magazines

3.9.3   Press Releases

The SAM consortium aim is to publish several press releases during the project's lifetime. Press releases may take the form of traditional ones as well as more digitally suited releases, e.g. via a company's external newsletters.

The following press release has been produced in this reporting period (M1-M12):

- **"TP Vision participates in European research project to improve Social Media experience on second screens"**[44] - Press release by TPVISION via the TP VISION press room. Date of publication: 06.11.2013
- **"Meet SAM, we've just started!"**[45] – Press release by Deutsche Welle via the DW Innovation website. Date of publication 30.10.2013

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[43] http://alt.qcri.org/semeval2014/cdrom/pdf/SemEval137.pdf

[44] http://www.tpvision.com/press-room/news-releases/press-releases/393-tp-vision-participates-in-european-research-project-to-improve-social-media-experience-on-second-screens.html

[45] http://blogs.dw.de/innovation/meet-sam-weve-just-started/

- **"CASE STUDY – SAM & West10"**[46] – Press release by West10 via the West10 public website. Date of publication 18.09.2014

3.9.4   Other Publications

The following other publications have been produced in this reporting period (M1-M12):

- Publications about SAM on external blogs:

Figure 38: SAM in External Blogs

- TIE Newsletter: TIE Newsletter is intended for internal and restricted external audiences. It is delivered in a quarterly frequency and describes the activities of the different products of TIE as well as the research projects and their status. The TIE Newsletter is distributed to an audience of about 500 people.

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[46] http://www.west10entertainment.com/index.php?page=CASES

Figure 39: Research Projects Status Page (published quarterly)

Figure 40: SAM as 'Project of the Quarter' (Feb 2014)

3.10   SAM Workshops

SAM's objective is to organise two different workshops, a scientific oriented workshop (before M25) and an industry-oriented workshop (before M37). To reach a broad but also specialised group of participants, the aim is to couple the workshops to existing and well-known big conferences, dealing with SAM relevant issues. Representatives of the main SAM target audiences and experts important for SAM will be invited to the workshops.

The workshops will provide 1/2-1 day presentations and promote the SAM concepts and results. The scientific workshop will be organised by UA. DW will supervise the organisation of the industry-oriented workshop.

The SAM workshops will be reported on in separate deliverables (including metrics about participants and feedback collected during the workshop:

- D9.2.1 Report Scientific Workshop
- D9.2.2 Report Industry Workshop

3.11   Collaboration Initiatives

The efforts and results in collaboration, clustering and cooperation of the SAM consortium will be reported in D9.5 – collaboration, clustering and cooperation report by TIE.

The SAM project plans to adopt a high profile in the European ICT Program. In this activity, the members of the consortium will liaise with related EU projects, in order to ensure a higher scientific and technological impact of the SAM findings and solutions, as well as to foster exploration of possible synergies and complementarities and to safeguard sustainability of the work done within the SAM project.

The vast participation of the SAM partners in other projects' consortia contributes towards this direction. In that respect, the SAM project will always be present with its results and focused demonstrations in all workshops organized by these, as well as other, EU projects. It is worth mentioning that most SAM partners have great presence in the ICT Program, due to their participation in several and heterogeneous FP7 projects, including Social Sensor, Multi Sensor, REVEAL, EUMSSI, ADVENTURE, ARUM, PREMANUS, SIMPLI-CITY, FIRST. Additionally, SAM partners will participate in EU events that relate with the project's scope and objectives, such as the EC consultation meetings.

On the [SAM website under 'Collaboration'](#)[47], an initial list is being presented of research projects and activities in the SAM cluster and topic area that deal with related topics and are of interest for collaboration.

There are several European Initiatives (PPPs, ETPS, Fora, Clusters, etc.) that relate to the project but the primary ones are mentioned below. SAM commits to contribute and interact with them through the Clustering and EU-Interaction task in WP9 and involving a research, user and technology partner from SAM. SAM and its partners are tight-coupled to the ETPs such as NEM, NESSI, eMobility, etc. The partners are strongly engaged in these bodies and fully support their visions. NEM is of particular relevance.

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[47] http://socialisingaroundmedia.com/sam-community/

Additionally, SAM project started with the organisation of a mini-cluster initiative, as proposed in the G1 1st Concertation Meeting (Brussels June 25th 2014). All the collaboration initiatives and the collaboration plan are reported under D9.5.1 for Y1.

3.12   Standardisation Initiatives

The SAM standardisation efforts will be led by BDS and will be reported in D9.4 – Standardisation and Policy report by BDS.

SAM aims at becoming a project of high impact. In order to ensure that the resulting concepts will be further developed into products after the research stage and will foster European stakeholders to follow SAM results, the project will establish strong liaisons with research, standardisation and decision making groups. Thus, SAM partners will elaborate a common standardisation strategy, identifying relevant standardisation bodies and, for each of them, deciding on the appropriate level of participation (active contribution, active attendance, passive follow-up).

All standardisation initiatives and the standardisation plan are reported in D9.5.1 for Y1.

3.13   Sustainability

To ensure the sustainability of the work pefromed by the SAM consortium over the full project period of three years the aim is to keep all the SAM dissemination channels available for a period of at least two years after the end of the SAM project (September 2016). This will include the SAM website, the SAM wiki, the SAM social Network channels (Twitter, YouTube, SlideShare, etc.). Please note that the channels will be kept available without any partner of the SAM consortium providing any new editorial content or active maintenance (unless specifically otherwise agreed by the SAM consortium).

4 Dissemination Plan

4.1 Introduction

The previous sections gave an overview of various dissemination tools and activities. This section will discuss concrete, planned activities and also serve to contain summary information on the status and/or results. This section will thus represent a living part of the project. In the top bar of each template is a coloured indicator highlighting the current status of each component of the dissemination plan and inferring as follows:

	Not Due
	Not Started (and should have been)
	Ongoing
	Completed (Multiple deliveries, each on-Track, but not ended)
	Completed (Final – action ended)

Each activity will follow the template below along with an embedded example:

Name	Website article	
ID	T9.3.2	
Due (Next)	Q1-2014	
Status	Completed (Multiple deliveries, each on-Track, but not ended)	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire Also: • Involve and Contribute • Share and Convince	
Type	General Dissemination Also: • Website • Marketing Materials • General Dissemination • Scientific Dissemination • Workshops • Technical Event Other	
Purpose	Visible Also: • Quality • Adopt	
Audience	General Also: • Scientific • Industrial • Technical • Internal	
Planned Date	One website article per month according to publication schedule.	

Responsibility	Every month another partner should write an article.
Description/ Content	Every partner can choose a SAM related topic that should reflect research challenges, use cases or status of the SAM project.
Monitoring	Dissemination Manager (DW) Also Project Manager
Size (days)	x Days NOTE: The sizing's presented in this document/draft are first estimates and will be refined as each task is fully considered. As such there is no commitment at this stage to deliver elemental actions in the precise number of days mentioned but these will be reviewed and continually monitored
Priority	1=Critical Also 2=Expected 3=Wherever Possible 4=Nice To Have 5=Very optimistic
Results@ [date]	Periodic up date of results repeated as necessary
Results@ [date]	Periodic up date of results repeated as necessary

Figure 41: Action Template

4.2   Priority

The prioritisation scale mentioned above is not black-and-white and will evolve over time dependent on the demands and resources of the project as well as the results, which may influence other or new actions.

The project would like to make it clear that also much of this will be dependent on the resources utilised in practice and whilst there is some resource sizing mentioned later it is in many cases is difficult to precise (for example length of time to write a paper). Hence if more resources are utilised than anticipated there will obviously be less actions completed (or in less depth) and with the focus going on those that are mandated in the DOW (or as reprioritised with the reviewers).

The project intends also to focus on quality actions rather than trying to simply deliver them all at low-level simply because they are on this list.

Note: The list of possible actions should not be seen a list of actions of which each and every one will be performed; but instead a list which is prioritised and will be re-prioritised based on the resources used in practice, the changing needs of the 'market' and partners, and EU recommendations

However broadly speaking the prioritisation, as discussed within the task, work package management and project management is as follows:

Priority	Type of Actions	Examples
1=Critical	• Precise Task in DOW (or significant text) + Metric • Critical for operating project	• Website • Workshop
2=Expected	• Easy Impact • Necessary for operating project	• Academic Paper • Clustering activities • Main flyer
3=Wherever Possible	• Further iteration of a previous Critical/Expected action • More difficult and impacting • Loosely mentioned in DOW or normal expectation	• Mid-Project Flyer • Project Video
4=Nice To Have	• Further iteration (or form) of a 'where possible action' • Not mentioned in DOW but can have good impact and is easy to achieve	• Business card • Some multilingual pages in website
5=Very Optimistic	• Idea not mentioned in DOW • Idea mentioned but difficult to deliver with resources available	• Marketing gift for exhibitions

Figure 42: Priorities

4.3   Summary of Planned Activities and Status

Dissemination activity T9.2 & T9.3	Status	Task	Priority	Est. Size	Main Responsible
Project Identity	Completed	T9.2.1	1	10	DW
PowerPoint Template and Slide Pack	Completed	T9.2.2	1	4	DW
SAM Website	Completed	T9.2.5	1	30	DW
Website - Growth & Monitoring	Ongoing	T9.3.1	1	4	DW
Website - Content	Completed	T9.3.2	1	29	All
Social Networks - Twitter	Completed	T9.2.7	1	17	DW/All
Social Networks - SlideShare	Completed	T9.2.8	2	3	DW/All
Social Networks - YouTube	Completed	T9.2.9	2	3	DW/All
Social Networks - LinkedIn	Not due	T9.2.10	2	3	DW/All
Social Networks - Google+	Completed	T9.2.22	4	2	TIE/All
Social Networks - Facebook	Completed	T9.2.23	4	2	TIE/All
Printed Media - Flyer	Completed	T9.2.11	2	3	DW
Printed Media - Business Card	Completed	T9.2.12	3	3	DW
Printed Media - Generic Brochure	Completed	T9.2.13	2	3	TIE
Printed Media - Use Cases Brochure	Not Due	T.9.2.14	2	3	DW
Printed Media - Generic Poster	Completed	T9.2.15	2	3	DW
Printed Media - Scientific Poster	Completed	T9.2.16	2	7.5	DW/Scientific Partners
Printed Media - Banner	Completed	T9.2.17	2	2	DW
Publications - Press Releases	Ongoing	T9.3.3	2	6	All
Publications - White Paper	Not Due	T9.3.4	2	4	BDS/TPVI
Publications - Scientific Papers	Ongoing	T9.3.5	2	9	UoR/Scientific Partners
Mobile App	Not Due	T9.2.25	2	10	ASC
Printed Media - Newsletter	Not Due	T9.3.6	2	11.5	TIE
Publications - Other	Completed	T9.3.16	4	6	All
Conferences Survey	Ongoing	T9.3.7	3	1	TIE/All
Conferences Attendance / Presentations	Ongoing	T9.3.8	2	5	All
Conference Papers	Ongoing	T.9.3.9	2	4	All
Generic SAM presentation	Ongoing	T9.2.18	2	5.5	TIE
Generic SAM Video	Completed	T9.2.19	2	7	TIE/ASC
Exhibitions Survey	Ongoing	T9.3.10	3	1	TIE
Exhibitions	Completed	T9.3.11	2	5	TIE
Scientific Workshop	Ongoing	T9.2.20	2	21.5	UA
Industry Workshop	Not Due	T9.2.21	2	23	DW
Dissemination Activities outside of DOW					
Marketing gift	Not Due	T9.2.24	5	1	TIE
Other activities related to dissemination reported in other documents					
SAM Wiki setup	Completed	T3.1	1	n.a.	NTUA
SAM Wiki updates	Ongoing	T3.1	2	n.a.	NTUA
Collaboration - Cluster Events	Ongoing	T9.5	1	n.a.	TIE
Collaboration	Ongoing	T9.5	1	n.a.	TIE
Standardisation	Ongoing	T9.5	1	n.a.	BDS

Figure 43: Planned Activities and Status

4.4   Resource Planning

In defining the strategy and plan, and as can be seen from the template and the individual actions that follow, the project has attempted to both size and prioritise the dissemination actions. The primary resources will come from WP9 which is quite limited in size but some side resources will come from other WPs – for example papers can be written using days from the relevant RTD work packages and workshop attendance similarly so.

To ensure resources were planned such that all commitments could be made the consortium strategy was to ensure that the task breakdown was clearly allocated in advance; e.g. of the days available:

- 3%   Plan, Yearly Reporting, Coordination
- 35%   Web portal and related activities (e.g. Social Networks)
- 10%   Dissemination Material
- 25%   General Dissemination
- 10%   Scientific Dissemination (additional resources contributed from RTD WPs)
- 17%   Two workshops organisation
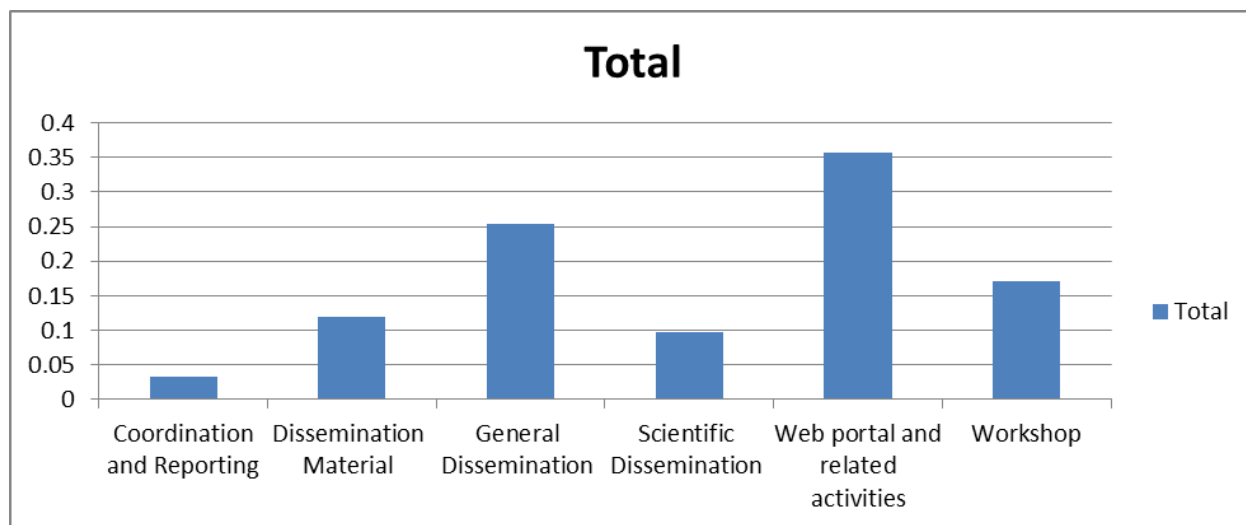
Figure 44: Effort % per Type of Dissemination Activity

4.5   Dissemination Actions and Status

In this section all dissemination activities are listed including their status, the responsible partner and the results.

4.5.1   Project Identity

Name	Project Identity	
Task	T9.2.1	
Due (Next)	M2	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Quality	
Audience	All	
Planned Schedule	Ready for use for implementation in all dissemination channels	
Responsibility	DW	
Description/ Content	Logo, colours, fonts, use of images, language, compulsory elements, imprint and contact details	
Monitoring	Dissemination Manager	
Size (days)	10 days	
Priority	1=Critical	
Results@ Q4-2013	See reporting in section 3.1 Project Identity	

4.5.2   PowerPoint Template and Slide Pack

Name	PowerPoint Template and Slide Pack	
Task	T9.2.2	
Due (Next)	M3	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible, Quality	
Audience	All	
Planned Schedule	Ready for use before first plenary meeting	
Responsibility	DW	
Description/ Content	A PowerPoint template and Slide Pack with which the consortium can easily create SAM presentations. A second, improved version was delivered in M10	
Monitoring	Dissemination Manager	
Size (days)	4 days	
Priority	1=Critical	
Results@ Q2-2014	See reporting in section 3.2 PowerPoint Template and Slide Pack	

4.5.3   Website

Name	Website	
Task	T9.2.5	
Due (Next)	M2	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visible	
Audience	All	
Planned Schedule	Ready for use before first plenary meeting	
Responsibility	DW	
Description/ Content	The SAM website is designed to be a place to turn to for key information about the SAM project and to read about the latest developments in the project. The website contains information about the project partners, public deliverables, publications, events, the work packages, etc.	
Monitoring	Dissemination Manager	
Size (days)	30 days	
Priority	1=Critical	
Results@ Q4-2013	See reporting in section 3.3 Website	

4.5.4   Website – Growth & Monitoring

Name	Website – Growth & Monitoring	
Task	T9.3.1	
Due (Next)	Not Due	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW	
Description/ Content	PIWIK (the open source alternative to Google Analytics) is used to measure the traffic on the SAM website. Reporting is done in D9.3.1, D9.3.2 and D9.3.3.	
Monitoring	Dissemination Manager	
Size (days)	4 days	
Priority	1=Critical	
Results@ Q3-2016	See reporting in section 3.3 Website	

4.5.5 Website – Content

Name	Website – Content	
Task	T9.3.2	
Due (Next)	Not Due	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visible	
Audience	General	
Planned Schedule	One website article per month according to publication schedule:	
Responsibility	All: Every month another partner writes an article.	
Description/ Content	Every partner can choose a SAM related topic that should reflect research challenges, use cases or status of the SAM project.	
Monitoring	Dissemination Manager	
Size (days)	29 days	
Priority	1=Critical	
Results@ Q3-2016	See reporting in section 3.3 Website	

4.5.6 Social Networks – Twitter

Name	Social Networks – Twitter	
Task	T9.2.7	
Due (Next)	M3	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / All to contribute	
Description/ Content	Via the SAM Twitter channel (@samprojecteu) it is easy for followers to engage with the SAM project, either by following, mentioning, retweeting or commenting on tweets.	
Monitoring	Dissemination Manager	
Size (days)	17 days	
Priority	1=Critical	
Results@ Q3-2016	See reporting in section 3.5.1 Twitter	

4.5.7   Social Networks – SlideShare

Name	Social Networks – SlideShare	
Task	T9.2.8	
Due (Next)	M3	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / to be used by All	
Description/ Content	Presentations used for public appearances will be made available via the SAM SlideShare account and / or the SAM website.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.5.3 SlideShare	

4.5.8   Social Networks – YouTube

Name	Social Networks – YouTube	
Task	T9.2.9	
Due (Next)	M3	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / to be used by All	
Description/ Content	YouTube is highly regarded as a very effective dissemination channel for video content. The SAM YouTube channel already contains the SAM generic video that has been developed by ASC and TIE.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.5.2 YouTube	

4.5.9   Social Networks – LinkedIn

Name	Social Networks – LinkedIn	
Task	T9.2.10	
Due (Next)	Not Due	
Status	Not Due	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	DW / to be used by All	
Description/ Content	LinkedIn is a Professional Network through which SAM can address very specific target groups. It is mainly functional for targeted networking and to create a sustainable SAM network in which the status of the project but also project outcomes can be shared.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.5.4 LinkedIn	

4.5.10 Social Networks – Google+

Name	Social Networks – Google+	
Task	T9.2.22	
Due (Next)	M12	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	TIE / to be used by All	
Description/ Content	Google+ is a Social Network in which SAM can create so-called 'circles' to share content within its network. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Google+ channel.	
Monitoring	Dissemination Manager	
Size (days)	2 days	
Priority	4=Nice To Have	
Results@ Q3-2016	See reporting in section 3.5.5 Google+	

4.5.11   Social Networks – Facebook

Name	Social Networks – Facebook	
Task	T9.2.23	
Due (Next)	M12	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	Throughout whole project lifespan	
Responsibility	TIE / to be used by All	
Description/ Content	Facebook is a Social Network in which SAM can create a network of 'friends' to syndicate content to. SAM's Facebook page will be publically available. All content that is created for both the SAM website and the SAM YouTube channel is syndicated via SAM's Facebook page.	
Monitoring	Dissemination Manager	
Size (days)	2 days	
Priority	4=Nice To Have	
Results@ Q3-2016	See reporting in section 3.5.6 Facebook	

4.5.12   Printed Media – Flyer

Name	Printed Media – Flyer	
Task	T9.2.11	
Due (Next)	M6	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M6 The flyer has been updated in M9 to include the latest feature image and texts.	
Responsibility	DW	
Description/ Content	The SAM Flyer is a small hand-out (A5 size) that communicates the projects main message, main research objectives (tag cloud), context (Why SAM now?), contact details and project partners. Via a QR code the reader can easily access the SAM website.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q2-2014	See reporting in section 3.6.2 Flyer	

4.5.13 Printed Media – Business Card

Name	Printed Media – Business Card	
Task	T9.2.12	
Due (Next)	M3	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	This business card was developed before the first flyer was created in order to give SAM partners something to hand out on public events.	
Responsibility	DW	
Description/ Content	The SAM business card is a non-personal card that can be handed out to share the projects research objectives (tag cloud on the front), contact details and project partners.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	3=Wherever possible	
Results@ Q4-2013	See reporting in section 3.6.1 Business Card	

4.5.14 Printed Media – Generic Brochure

Name	Printed Media – Generic Brochure	
Task	T9.2.13	
Due (Next)	M10	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M10	
Responsibility	TIE	
Description/ Content	This brochure contains more business-oriented information about 2nd Screen and Content Syndication. Topics like a changing market, loyalty of viewers, control via data and the financial size of the markets are being highlighted.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q4-2013	See reporting in section 3.6.3 Brochure	

4.5.15 Printed Media – Use Cases Brochure

Name	Printed Media – Use Cases Brochure	
Task	T9.2.14	
Due (Next)	M24	
Status	Not Due	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General, Industry	
Planned Schedule	M24	
Responsibility	DW	
Description/ Content	This brochure focuses on the use cases in SAM.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2015		

4.5.16   Printed Media – Generic Poster

Name	Printed Media – Generic Poster	
Task	T9.2.15	
Due (Next)	M10	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M10	
Responsibility	DW	
Description/ Content	This poster shows more detailed information about the three pillars of the SAM project, 2nd Screen, Content Syndication and Social Media. Next to that it shows a 'Video on Demand' scenario and the SAM system architecture. Partner and contact information is also included.	
Monitoring	Dissemination Manager	
Size (days)	3 days	
Priority	2=Expected	
Results@ Q3-2014	See reporting in section 3.6.5 Generic Poster	

4.5.17   Printed Media – Scientific Poster

Name	Printed Media – Scientific Poster	
Task	T9.2.16	
Due (Next)	M16	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	Scientific	
Planned Schedule	M10, the general concept has been developed. Scientific partners can request a poster based on their specific requirements.	
Responsibility	DW / Scientific partners	
Description/ Content	Based on the generic poster a scientific poster template has been developed. This template can be 'filled' with content by the scientific partners based on specific requirements.	
Monitoring	Dissemination Manager	
Size (days)	7,5 days	
Priority	2=Expected	
Results@ Q3-2014	In Development	

4.5.18   Printed Media – Banner

Name	Printed Media – Banner	
Task	T9.2.17	
Due (Next)	M8	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	General, Industrial, Technical	
Planned Schedule	M8	
Responsibility	DW	
Description/ Content	This banner should support SAM's presence on events and create interest with the audience from far away to come closer and discuss the SAM project directly with a SAM representative.	
Monitoring	Dissemination Manager	
Size (days)	2 days	
Priority	2=Expected	
Results@ Q2-2014	See reporting in section 3.6.4 Banner	

4.5.19 Publications – Press Releases

Name	Publications – Press Releases	
Task	T9.3.3	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	All	
Description/ Content	The SAM consortium will publish several press releases during the project's lifetime. The aim is to publish several press releases. Press releases may take the form of traditional ones as well as more digitally suited releases, e.g. via a company's external newsletters.	
Monitoring	Dissemination Manager	
Size (days)	6 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.9.3 Press Releases	

4.5.20   Publications – White Paper

Name	Publications – White Paper	
Task	T9.3.4	
Due (Next)	M36	
Status	Not Due	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	1 Paper by Industrial Partners, before M36.	
Responsibility	BDS / TPVI	
Description/ Content	White papers can be used to educate end users and inform decision makers about the SAM platform.	
Monitoring	TIE	
Size (days)	4 days	
Priority	2=Expected	
Results@ Q3-2016	Not due yet, will be reported when completed	

4.5.21 Publications – Scientific Papers

Name	Publications – Scientific Papers	
Task	T9.3.5	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	UoR/Scientific Partners	
Description/ Content	Publication of scientific papers relevant to SAM knowledge areas	
Monitoring	UA	
Size (days)	9 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.9.1 Scientific Papers	

4.5.22 Mobile App

Name	Mobile App	
Task	T9.3.25	
Due (Next)	M24	
Status	Not Due	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M24	
Responsibility	ASC	
Description/ Content	Implementation of a SAM mobile application with access to the web information and news	
Monitoring	DW	
Size (days)	10 days	
Priority	2=Expected	
Results@ Q3-2016	Not yet due	

4.5.23 Printed Media – Newsletter

Name	Newsletter	
Task	T9.3.6	
Due (Next)	M16	
Status	Not Due	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	SAM aims to publish 1 newsletter a year with a real subscriber base of more than a hundred.	
Responsibility	TIE with contributions of others	
Description/ Content	Newsletters can be used to inform specific target audiences (companies, decision makers, interested people) about the progress in the project, latest findings and planned events.	
Monitoring	Dissemination Manager	
Size (days)	11.5 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.6.7 Newsletter	

4.5.24   Publications – Other

Name	Publications - Other	
Task	T9.3.16	
Due (Next)	M36	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	Multiple	
Planned Schedule	Throughout whole project lifespan	
Responsibility	All	
Description/ Content	In order to disseminate SAM as good as possible other publications (intranet, blogs, newspapers, etc.) are also initiated.	
Monitoring	Dissemination Manager	
Size (days)	6 days	
Priority	4=Nice To Have	
Results@ Q3-2016	See reporting in section 3.9.4 Other Publications	

4.5.25 Conferences – Survey

Name	Conferences – Survey	
Task	T9.3.7	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Technical Event	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	TIE / All partners	
Description/ Content	Conferences and dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.	
Monitoring	Dissemination Manager	
Size (days)	1 days	
Priority	3=Wherever Possible	
Results@ Q3-2016	See reporting in section 3.8.3 Targeted Events	

4.5.26   Conferences Attendance / Presentations

Name	Conferences Attendance / Presentations	
Task	T9.3.8	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination, Technical Event	
Purpose	Visible	
Audience	General	
Planned Schedule	SAM aims to be seriously engaged presenting/chairing at several of such conferences/workshops and anticipates partners will, all together, engage in 3 conferences over 3 years.	
Responsibility	All partners	
Description/ Content	The presentation of research findings in national and international events such as conferences, trade fairs, workshops and summer schools is an important dissemination activity, providing an opportunity to present SAM results and engage with various people.	
Monitoring	Dissemination Manager	
Size (days)	5 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.8 Dissemination Events	

4.5.27   Conference Papers

Name	Conference papers	
Task	T9.3.9	
Due (Next)	M36	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M36	
Responsibility	All	
Description/ Content	2 Conference or Journal Papers per RTD WP accepted over the whole project duration.	
Monitoring	Dissemination Manager	
Size (days)	4 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.9.1 Scientific Papers	

4.5.28 Generic SAM Presentation

Name	Generic SAM Presentation	
Task	T9.2.18	
Due (Next)	M16	
Status	Ongoing	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M16, several iterations possible over time.	
Responsibility	TIE	
Description/ Content	A generic PowerPoint presentation of the SAM project that can be presented to a generic audience.	
Monitoring	Dissemination Manager	
Size (days)	5.5 days	
Priority	2=Expected	
Results@ Q3-2016	Not yet due	

4.5.29 Generic SAM Video

Name	Generic SAM Video	
Task	T9.2.19	
Due (Next)	M11	
Status	Completed	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Marketing Materials	
Purpose	Visible	
Audience	General	
Planned Schedule	M11	
Responsibility	TIE / ASC	
Description/ Content	A video about the SAM project that can be presented to a generic audience. In the video the aims, objectives, challenges and stakeholders of the SAM project are being addressed	
Monitoring	Dissemination Manager	
Size (days)	7 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.7 Generic Video	

4.5.30   Exhibitions – Survey

Name	Exhibitions – Survey	
Task	T9.3.10	
Due (Next)	M8	
Status	Ongoing	
Related Task	T9.3	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visible	
Audience	General	
Planned Schedule	M8	
Responsibility	TIE	
Description/ Content	Exhibitions and dissemination events that may be interesting for SAM are available in a dynamic working document on Dropbox. All SAM partners contribute to this list and thus keep each other informed.	
Monitoring	Dissemination Manager	
Size (days)	1 days	
Priority	3=Wherever Possible	
Results@ Q3-2016	See reporting in section 3.8.3 Targeted Events	

4.5.31 Exhibitions Attendance / Presentations

Name	Exhibitions	
Task	T9.3.11	
Due (Next)	M24	
Status	Completed (multiple deliveries, each on-Track but not ended)	
Related Task	T9.3	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	Industrial	
Planned Schedule	1 relevant exhibition per year on which SAM is being presented.	
Responsibility	TIE	
Description/ Content	The presentation of research findings in national and international events such as trade fairs is an important dissemination activity, providing an opportunity to present SAM results and engage with various people.	
Monitoring	Dissemination Manager	
Size (days)	5 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.8 Dissemination Events	

4.5.32 Scientific Workshop

Name	Scientific Workshop	
Task	T9.2.20	
Due (Next)	M25	
Status	Ongoing	
Related Task	T9.2	
Focus	Dissemination	
Phase	Share and Convince	
Type	Workshop	
Purpose	Visible	
Audience	Scientific	
Planned Schedule	1 Workshop held with around 30-50 participants, before M25.	
Responsibility	UA	
Description/ Content	SAM will organise a scientific oriented workshop. To reach a broad but also specialised group of participants, the aim is to couple the workshop to an existing and well-known big conference, dealing with SAM relevant issues.	
	The workshops will provide 1/2-1 day presentations and promote the SAM concepts and results.	
	The SAM scientific workshop will be reported on in separate deliverable - D9.2.1 Report scientific workshop (including metrics about participants and feedback collected during the workshop).	
Monitoring	Dissemination Manager	
Size (days)	21.5 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.10 SAM Workshops	

4.5.33   Industry Workshop

Name	Industrial Workshop	
Task	T9.2.21	
Due (Next)	M36	
Status	Not Due	
Related Task	T9.2	
Focus	Dissemination	
Phase	Share and Convince	
Type	General Dissemination	
Purpose	Visible	
Audience	Industrial	
Planned Schedule	1 Workshop held with around 30-50 participants, before M37.	
Responsibility	DW	
Description/ Content	SAM will organise an industrial oriented workshop. To reach a broad but also specialised group of participants, the aim is to couple the workshop to an existing and well-known big conference, dealing with SAM relevant issues.	
	The workshop will provide 1/2-1 day presentations and promote the SAM concepts and results.	
	The SAM industrial workshop will be reported on in separate deliverable - D9.2.2 Report industry workshop (including metrics about participants and feedback collected during the workshop).	
Monitoring	Dissemination Manager	
Size (days)	23,5 days	
Priority	2=Expected	
Results@ Q3-2016	See reporting in section 3.10 SAM Workshops	

4.5.34 Marketing Gift

Name	Marketing Gift	
Task	T9.2.24	
Due (Next)	Not Due	
Status	Not Due	
Related Task	T9.2	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visible	
Audience	Multiple	
Planned Schedule	M14	
Responsibility	TIE	
Description/ Content	A marketing gift that can be handed out at fairs, events, conferences etc. The gift should at least have a link to the project website and a SAM logo on it to ensure sustainability. The gift can also be valuable for the SAM workshops.	
Monitoring	Dissemination Manager	
Size (days)	1 days	
Priority	5=Very Optimistic	
Results@ Q3-2016	Different possibilities under study. A final decision on this item will be taken during Y2.	

4.5.35   SAM Wiki setup

Name	SAM Wiki setup	
Task	T3.1	
Due (Next)	M12	
Status	Completed	
Related Task	T3.1	
Focus	Communication	
Phase	Inform and Inspire	
Type	Sharing of research findings and State Of The Art technologies	
Purpose	Visible / Dissemination	
Audience	EC, Research, Industrial	
Planned Schedule	Ready for use in M6	
Responsibility	NTUA	
Description/ Content	The purpose of the [SAM wiki](#) is to host the State Of The Art analysis of the project in a dynamic way to have the possibility to continuously update it with new research findings and new technical market changes through the whole project lifecycle.	
Monitoring	TIE	
Size (days)	Resources allocation in T3.1	
Priority	1= Critical	
Results@ Q3-2016	This task will be reported in D3.1 - Technology Update and Positioning	

4.5.36 SAM Wiki updates

Name	SAM Wiki updates	
Task	T3.1	
Due (Next)	M12	
Status	Ongoing	
Related Task	T3.1	
Focus	Communication	
Phase	Inform and Inspire	
Type	Sharing of research findings and State Of The Art technologies	
Purpose	Visible / Dissemination	
Audience	EC, Research, Industrial	
Planned Schedule	Updates throughout the whole project	
Responsibility	NTUA	
Description/ Content	The SAM wiki will be continuously updated with new research findings and new technical market changes through the whole project lifecycle.	
Monitoring	TIE	
Size (days)	Resources allocation in T3.1	
Priority	2=Expected	
Results@ Q3-2016	Please check online for the current state of the SAM Wiki	

4.5.37   Collaboration – Cluster Events

Name	Collaboration – Cluster Events	
Task	T9.5	
Due (Next)	M24	
Status	Ongoing	
Related Task	T9.5	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	EC, Research, Industrial	
Planned Schedule	2 participants in each cluster event.	
Responsibility	TIE	
Description/ Content	The SAM project plans to adopt a high profile in the European ICT Program. In this activity, the members of the consortium will liaise with related EU projects, in order to ensure a higher scientific and technological impact of the SAM findings and solutions, as well as to foster exploration of possible synergies and complementarities and to safeguard sustainability of the work done within the SAM project.	
Monitoring	TIE	
Size (days)	Resources allocation in T9.5	
Priority	1= Critical	
Results@ Q3-2016	This task will be reported in D9.5.X Collaboration, Clustering and Cooperation report	

4.5.38   Collaboration

Name	Collaboration	
Task	T9.5	
Due (Next)	M24	
Status	Ongoing	
Related Task	T9.5	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	EC, Research, Industrial	
Planned Schedule	Average of 3 meetings per year with other projects across project duration. The efforts and results in collaboration, clustering and cooperation of the SAM consortium will be reported in D9.5 – collaboration, clustering and cooperation report by TIE.	
Responsibility	TIE	
Description/ Content	The SAM project plans to adopt a high profile in the European ICT Program. In this activity, the members of the consortium will liaise with related EU projects, in order to ensure a higher scientific and technological impact of the SAM findings and solutions, as well as to foster exploration of possible synergies and complementarities and to safeguard sustainability of the work done within the SAM project.	
Monitoring	TIE	
Size (days)	Resources allocation in T9.5	
Priority	1= Critical	
Results@ Q3-2016	This task will be reported in D9.5 Collaboration, Clustering and Cooperation report	

4.5.39   Standardisation

Name	Standardisation	
Task	T9.5	
Due (Next)	M24	
Status	Ongoing	
Related Task	T9.4	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visible	
Audience	Scientific, Industrial, Technical	
Planned Schedule	The SAM standardisation efforts will be led by BDS and will be reported in D9.4 – Standardisation and Policy report by BDS.	
Responsibility	BDS	
Description/ Content	SAM aims at becoming a project of high impact. In order to ensure that the resulting concepts will be further developed into products after the research stage and will foster European stakeholders to follow SAM results, the project will establish strong liaisons with research, standardisation and decision making groups. Thus, SAM partners will elaborate a common standardisation strategy, identifying relevant standardisation bodies and, for each of them, deciding on the appropriate level of participation (active contribution, active attendance, passive follow-up).	
Monitoring	BDS	
Size (days)	Resources allocation in T9.4	
Priority	1= Critical	
Results@ Q3-2016	This task will be reported in D9.4 Standardisation and Policy report.	

5 Conclusion

The purpose of this document is to produce and distribute the dissemination strategy and concrete actions needed to fulfil this strategy in terms of a plan. Furthermore it serves for reporting on and measurement of all SAM's dissemination activities.

All dissemination activities are presented in a framework created to identify responsibilities, outcomes and also in order to monitor them and their impact.

At M13 of the project the dissemination of SAM is well on track. Most dissemination material that has been developed is naturally orientated to project identity and general awareness (website, business card, flyer, brochure, banners, etc.). However, as the work in the SAM project begins to deliver more concrete results, more direct approaches of target audiences can be planned (e.g. papers, collaboration, demos, etc.).

The consortium is looking forward to continue the collaborative dissemination activities in the periods ahead.

This document is the first and most substantive version of D9.3 and further updates, focusing on details and results per action will be produced in M25 (D9.3.2) and M37 (D9.3.3). In these update deliverables section 1 (Introduction) and 2 (Dissemination Strategy) will not be repeated, in section 3 (Dissemination Tools, Materials and Activities) and 4 (Dissemination Plan) changes and additions will be described and reported.