# MediaVerse

A universe of media assets
and co-creation opportunities

# D7.1

## Pilot Description and Planning

| | |
|---|---|
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| Abstract | This deliverable presents a global overview of the pilot execution plan in terms of aims, calendar, users, design, ethics, planning and reporting, and risk management. It also presents a description of each pilot as well as an initial proposal for an evaluation methodology. |
|---|---|
| Keywords | Pilot execution, planning, use cases |

# Copyright

## Revision History

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| V1.0 | 29/09/2021 | Anna Matamala | Final version |

## Glossary

| ABBREVIATION | MEANING |
|---|---|
| AI | Artificial Intelligence |
| CJ | Citizen Journalist |
| D | Deliverable |
| DoA | Description of the Action |
| EAB | Expert Advisory Board |
| ERL | Experience Readiness Level |
| KPI | Key Performance Indicators |
| M | Month |
| MV | MediaVerse |
| MVDigA | MediaVerse Digital Asset |
| MVNI | MediaVerse Network of Interest |
| NGM | Next Generation Media |
| SO | Specific Objective |
| T | Task |
| UC | Use Case |
| WP | Work Package |
| XR | Extended Reality |

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## Executive Summary

This deliverable presents the global pilot execution plan, and it describes pilot phase 1 of each of the different use cases.

Section 1 introduces the deliverable: it presents its purpose and relates it to other MediaVerse (MV) activities. WP7 builds on WP2, taking the user scenarios as an inspiration for the pilot scenarios. WP7 relates to WP6 because pilot actions will be possible once the MV platform is released. It is also connected to WP6 as pilot activities will be disseminated.

Section 2 presents the global pilot execution and its main aim, which is to demonstrate and validate the MV platform in different use cases. It defines the calendar of the pilots, differentiating between pilot phase 1 and pilot phase 2. Pilot phase 1 will be executed after the MV Platform Release in M18 (March 2022) and Pilot phase 2 will start after the final release in M33 (July 2023). This deliverable focuses mainly on pilot phase 1.

Section 2 also provides a more refined user categorisation, based on the work done in WP2, which identifies the following roles: administrator, manager, producer, and consumer. A global pilot design is also proposed, based on the following key pilot categories: administration, creation, publishing, and monitoring. Special emphasis is put on ethical aspects and risk management. A shared approach in planning and reporting any evaluation activity is proposed, with clear indication of how the project will keep track of pilot actions.

Section 3 presents the different pilots, which correspond to each of the use cases: Use Case 1, Citizen Journalism; Use Case 2, Co-creation of new media formats, and Use Case 3, Hybrid intelligence experimental artwork series. All pilot descriptions follow a shared structure: background (i.e. work done in relation to this use case during the life of the project), pilot scenarios in terms of aim, users, categories and technologies, and a description of the actions and calendar for pilot phase 1. Pilots with external users and NGM projects are also briefly addressed in the last part of Section 3.

Section 4 provides a succinct overview of a possible methodological approach. It is suggested that usability, satisfaction, and usefulness could be central concepts in pilot phase 1, with methodological instruments such as questionnaires or interviews. For pilot phase 2 quality of experience through user behaviour metrics and short questionnaires dealing with satisfaction, usability, and usefulness are suggested.

# 1   Introduction

This introductory chapter describes the purpose of this document and its relationship with other MV activities.

## 1.1   Purpose of the Deliverable

This document defines how the MV pilot activities will be organised to test the MV platform. The focus of pilot activities is to assess the user experience. Technical validation will be performed prior to the pilots, and it is outside the scope of this deliverable.

This document provides a global pilot execution plan, which sets the shared guidelines to be used across use cases when planning pilot actions. More specifically, it defines the global aims and the two main phases that pilot actions will follow. It also provides a general categorisation of users and a global pilot design. It considers ethical aspects applicable to all pilot actions and provides advice on planning and reporting. A risk management section is also included.

At a more specific level, this document describes the development of the pilot actions linked to each of the use cases, with a clear indication of the expected KPIs. Each use case is presented, focusing on aims, users, and technologies. A description of actions and a calendar are proposed. The focus of this document is on the so-called pilot phase 1. Pilot phase 2 will be further defined in an update of this document, to be released internally by UAB to the consortium on M28, prior to pilot phase 2 execution.

## 1.2   Relation with Other MediaVerse Activities

Pilot activities are framed in WP7 but are linked to other WPs. The main interactions are with WP2 - MediaVerse Use Cases, User-driven Requirements and Conceptual Framework Design, WP6 - Content Management System Setup and Integration and WP8 - Communication, Dissemination and Exploitation (see also Figure 1).

**Connection with WP2:** WP2 provides the definition of the use cases and user scenarios. Based on a multi-stakeholder and user analysis, user requirements are provided and refined. These requirements impact on the technological development and on the user experience. WP7 builds on WP2, taking the user scenarios as inspiration to define the pilot scenarios.

Pilot evaluation, in turn, will also feed WP2 to support the refinement of the existing requirements, and provide data to propose new ones, refining, if relevant, current user scenarios. This feedback will be provided through D7.2 - Evaluation Methodology and Intermediate Validation Activities Report in M24 (September 2022). The updated version of requirements and user scenarios will be delivered in M26 (November 2022) by D2.3 - Use Cases and User Requirements v2.

**Connection with WP6:** pilot actions will be possible once the MV platform integrates into its nodes the innovative components, a user-friendly front end that serves as an entry point has been designed, and the technical quality of the platform has been tested. All these actions are developed as part of WP6, and have two key associated milestones: milestone 3, in M18 (March 2022), led by ATC: First Platform Release, and milestone 5, in M33 (July 2023), led by ATC: Final Platform Release.

**Connection with WP8:** The dissemination and exploitation work package is linked with piloting. One of the objectives of WP7 is to support dissemination and showcase the pilots and their achievements. WP7 activities will supply WP8 with dissemination content to gain impact among the stakeholders' community. UC leaders

(STXT, UAB, AS) and CERTH, as coordinator of pilots with external users (T7.5), will be in close contact with DW, the dissemination and communication leaders, to synchronise the proper dissemination of WP7 activities, according to the dissemination and communication strategy, presented in D8.1 and updated in D8.4.

In parallel, WP7 is also related to task 8.4 – Market validation, led by ATOS. Pilots offer a great opportunity to gather first-hand insights from MV users and the stakeholders' community. This information will be useful to refine the proposed business models.
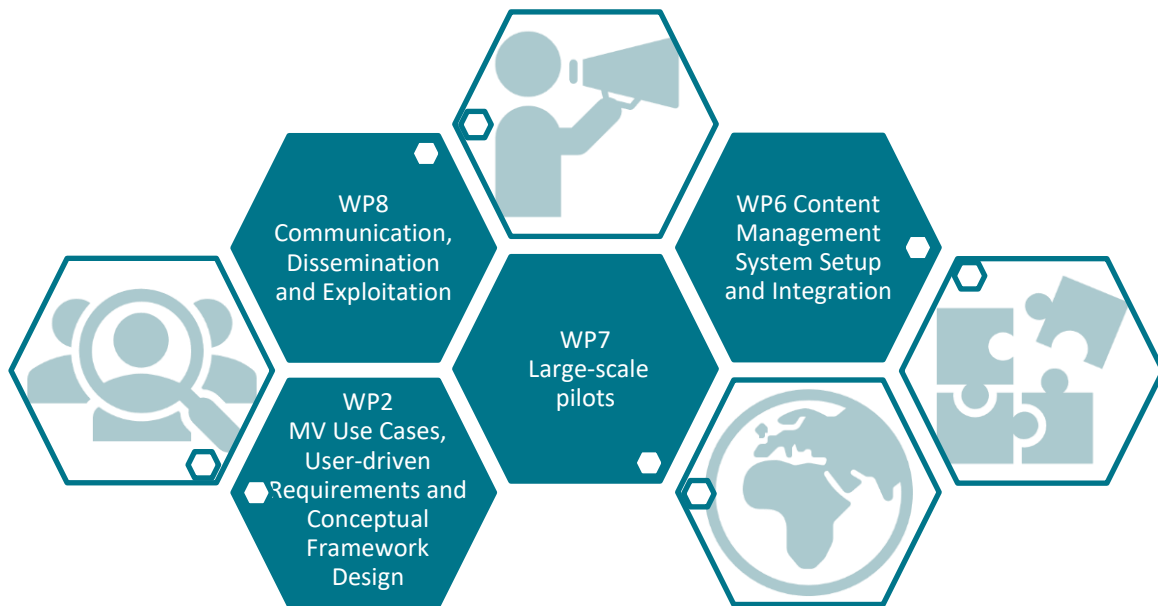


*Figure 1: WP7 relationship to other MV WPs*

# 2   Global Pilot Execution Plan

MV pilots will be built upon three use cases:

- Use case 1: Citizen Journalism, led by STXT with participation from CERTH, FIN, and DW.
- Use case 2: New formats of co-creating media, led by UAB, with participation from CERTH.
- Use case 3: Hybrid intelligence experimental artwork series, performed by AS.

A thorough description of each of the use cases is provided in Section 3.

Additionally, the MV solution will also be evaluated with external users and NGM projects, in a task led by CERTH with UAB participation.

Despite the differences of each of the use cases, all pilot actions will follow a series of shared guidelines that are described in this section, in relation to:

- Aims and calendar
- Users
- Global pilot design
- Ethical aspects
- Planning and reporting
- Risk management

Using a shared terminology is fundamental; hence, we will use the term "**pilot action**" to refer to any evaluation activity in which the MV platform or one of its components is tested with users.

## 2.1   Aim and Calendar

The main aim of pilot actions is to demonstrate and validate the MV platform, which includes the MV technologies, in different use cases. Specific scenarios with associated aims will be set for each of the use cases.

Before running a large-scale pilot, it will be necessary to run a series of smaller-scale pilot actions to conduct an incremental validation and identify further user requirements. These intermediate evaluations will minimise the risk of end-user rejection in the final platform release and follow a user-centric methodological approach. According to the means of verification included in the DoA for specific objective 7, it is expected that overall 900 content creators and 3500 consumers/prosumers can be involved in the pilot actions.

Therefore, the focus is on the MV platform in two different levels of development.

Pilots will have two main phases:

- **Pilot phase 1**, which will be executed after the MV Platform Release in M18 (March 2022). This corresponds to intermediate incremental validations where additional user requirements may be gathered. As described in Section 4, the focus will probably be on usability, user satisfaction, and usefulness for the designed scenario. The pilot actions under this phase will focus on the nodes/components available that are relevant for each of the pilot scenarios.
- **Pilot phase 2**, which will be executed after the MV Platform Final Release in M33 (July 2023). This corresponds to a large-scale pilot where the final release will be validated.

All pilots have the following main steps: preparation, platform release after technical validation in WP6, pilot execution, pilot analysis, and they result in the form of a deliverable, as summarised in Figures 2 and 3.

| Pilot preparation (M12-M17) | → | MV platform release (M18) | → | Pilot execution (M19-M21) | → | Pilot analysis (M22-M23) | → | Intermediate report D7.2. (M24) |

*Figure 2: Pilot phase 1*

| Pilot preparation (M25-32) | → | MV final platform release (M33) | → | Pilot execution (M34-M35) | → | Pilot analysis (M35-M36) | → | Final report D7.3. (M36) |
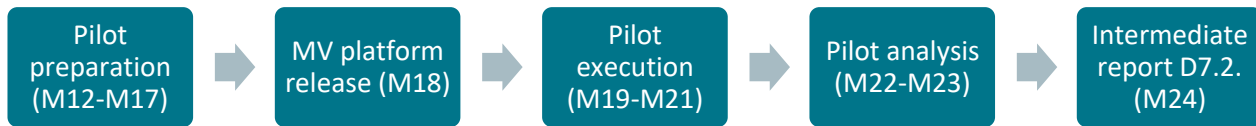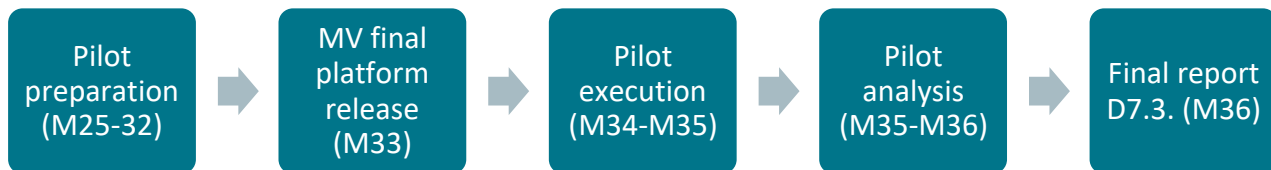
*Figure 3: Pilot phase 2*

## 2.2   Users

MV pilots will put users at the centre of our activities; hence, it is fundamental to define who the users are. D2.1 defined different user roles:

- Users who create and manage content. This process of creation can take place:
  - Individually, or
  - Collaboratively. In this case, two different profiles are to be found:
    - Project owner: the person who starts and coordinates the process.
    - Content creators: the persons who create content.
- Users who consume the media content created on the MV platform
- Users who consume the media content but also become creators (prosumers).

In this document, we take a step further and make two additional considerations.

On the one hand, users can be categorised according to their professional expertise:

- Professional users have training in the area and probably get an important part of their earning through the activity they are doing. For instance, a professional journalist has received training in journalism.
- Non-professional users (also called amateurs) are those doing an activity without necessarily having any training in the area and not receiving an important part of their earnings from this activity. For instance, non-professional journalists are ordinary citizens who carry out journalistic activities.

On the other hand, it may be relevant to break down the activities already mentioned in D2.1 to provide a more thorough classification of users:

- Administrator: a user who administers a node.
- Manager: a user who manages a project.
- Producer: a user who creates content.
- Consumer: a user who consumes content.

Users can also have multiple roles:

- A user who is a manager and a creator.
- A user who is a producer and a consumer, i.e. a "prosumer".

The current list of user profiles to be found is summarised in Figure 4.
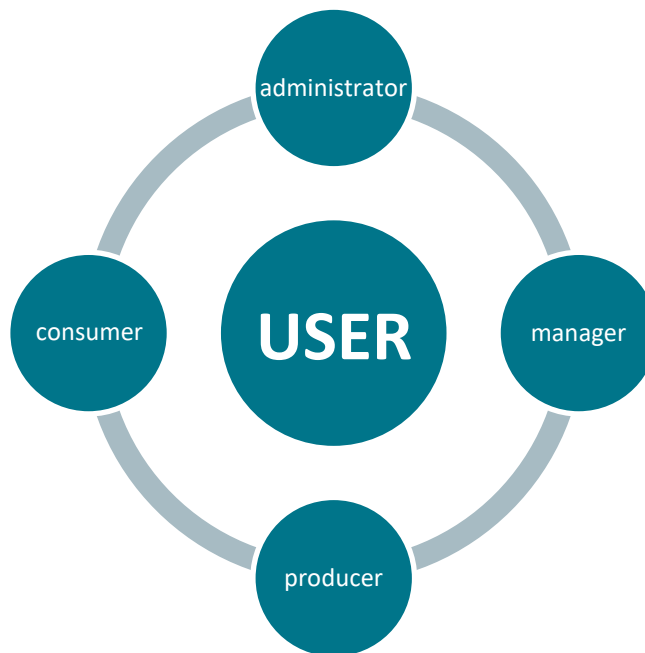


*Figure 4 : User roles*

These broad categories will need to be further refined for each of the use cases that will develop pilot actions.

## 2.3  Global Pilot Design

The general pilot design builds on the work developed in WP2. More specifically, in D2.1 a series of user scenarios were developed using the following main phases:

- Onboarding
- Topic selection
- Content creation
- Accessibility (as part of content creation)
- Publishing (including licensing)
- Monitoring

The user scenarios were translated into diagrams, such as the following (Figure 5), corresponding to UC1. These diagrams can be seen as the composition of "sub-diagrams", where each "sub-diagram" leads to the creation of a MediaVerse Digital Asset (MVDigA) — a "triplet" composed by a digital asset, its associated rights and rights owners (see D4.1 for further information). In fact, when a MVDigA is created, it can then be used in a subsequent "sub-diagram" that in turn will lead to the creation of a new MVDigA (for further details, please refer to Annex 1).
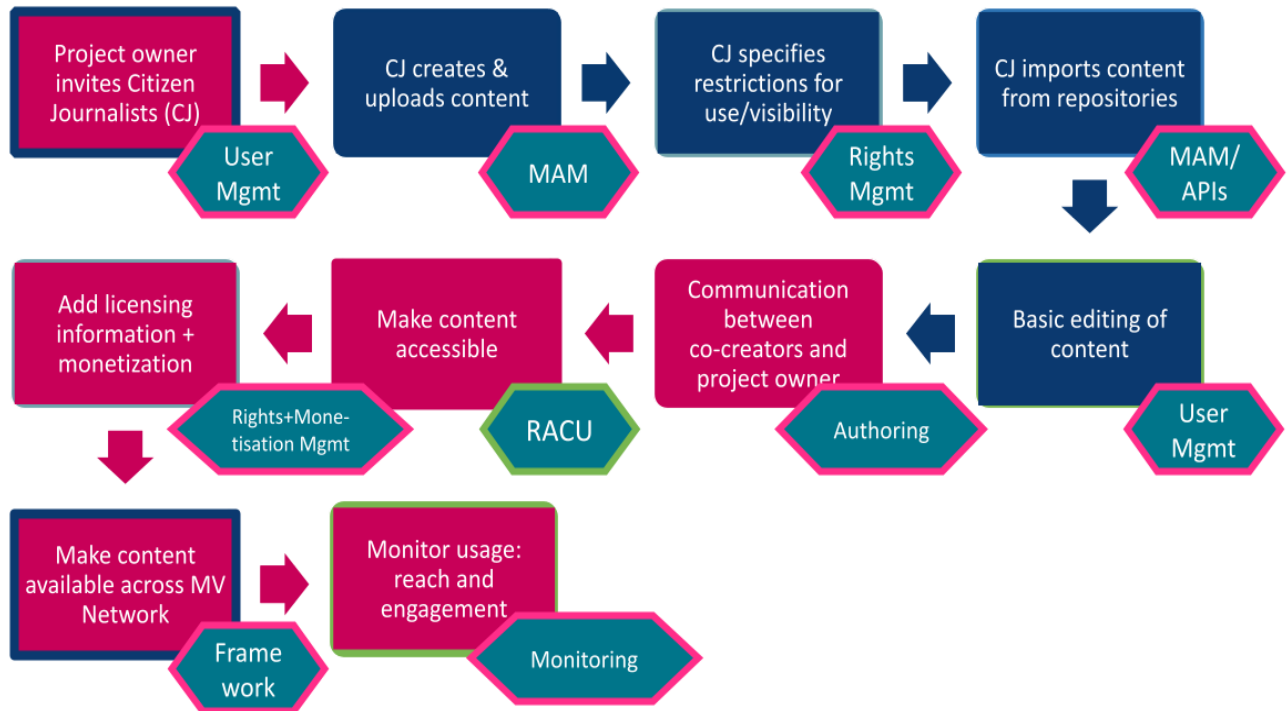


*Figure 5: UC1 scenario diagram*

Additionally, requirements were gathered under D2.1 and clustered according to "different areas of technical development", namely:

- User management
- User experience
- Co-creation
- Media player
- Content brokering
- Authoring
- XR Authoring
- Translation
- Copyright Management
- Search and Retrieval
- Content annotation
- Content moderation
- Publishing
- Content monitoring

The pilots will focus on the user experience. Therefore, considering the different user actions, a more simplified categorisation was developed, as shown in Figure 6.

| Administration | Creation | Publishing | Monitoring |
|---|---|---|---|
| Onboarding, managing users and the project, communicating, etc. | Creating content, uploading, importing, editing, generating access services, etc. | Adding copyright information, monetisation, and making content available. | Checking content reach and engagement. |
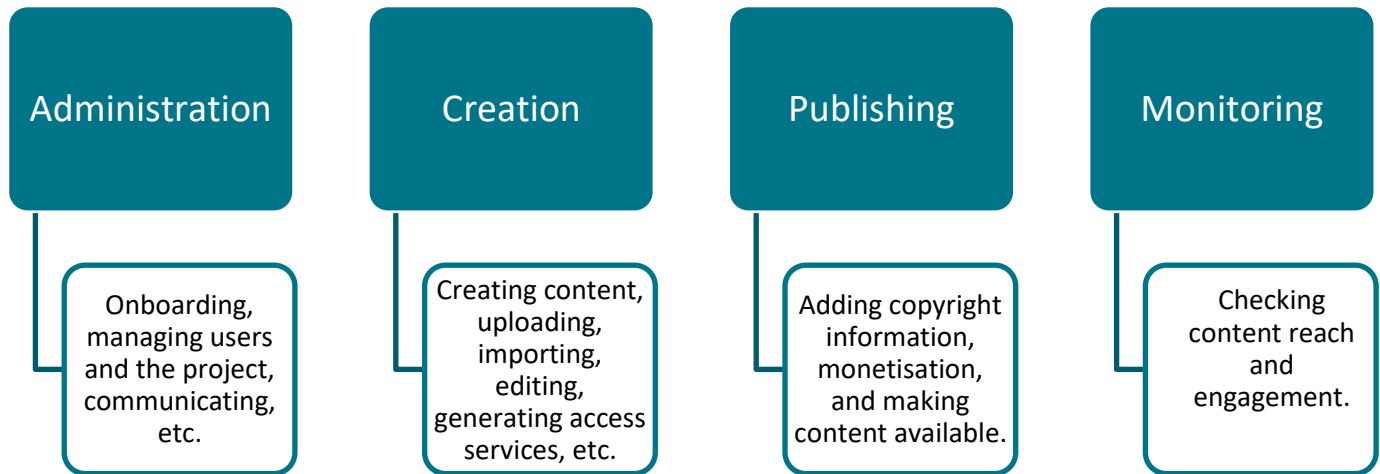
*Figure 6: Pilot categories*

To gather more input on the user experience, pre-pilot focus groups are expected in October 2021. For instance, UAB is planning a focus group with Som Fundació, a user association of persons with disabilities where a MV tool has been used to co-create an immersive experience. The aim of the focus group is to identify requirements that can improve the user experience.

Based on these broad pilot categories, one could expect that some shared pilot actions will aim to evaluate whether the users find it easy to:

- do all the main administration tasks in the MV platform successfully,
- create content following certain rules where applicable,
- fill in the copyright information,
- monitor content.

## 2.4  Ethical Aspects

Any pilot action will need to follow ethical procedures designed under WP1 and described in D1.3. The European Code of Conduct for Research Integrity will need to be followed and the Charter of Fundamental Rights of the European Union will need to be considered.

An ethical protocol was presented to UAB's ethical committee and approved. According to this protocol, these are some of the aspects that will need to be considered in all pilot actions:

- Participation in all pilot actions will be on a volunteer basis.
- Participants will be recruited through the partners or through user associations.

- All participants will need to relevant informed consent form[1] approved by UAB's ethical committee. They will be given an appropriate format according to their needs. For instance, a non-written consent form or a Sign Language version can be provided if necessary.
- All participants will be informed of any data processing.
- Health and safety principles will be followed. Special care will be taken due to the COVID-19 situation. Specific guidelines related to health and safety principles for activities involving users have been provided by UAB.

## 2.5   Planning and Reporting

Although each use case is different and diverse pilot actions may emerge, a shared protocol when planning and reporting the pilot actions will be followed. To this end, in the evaluation methodology delivered internally in M16 (January 2022), UAB will propose a series of templates for planning and reporting on the different pilot actions. In preparation for a pilot action, the partner responsible will need to create a protocol based on a template issued by UAB, which will contain some basic information related to specific goals, timeline, users, methods, among other features. Similarly, all reports on pilot actions will follow a shared template to be delivered in M16 (January 2022).

Additionally, an Excel file will be shared to keep track of all pilot actions performed. This file will include the following fields:

- Pilot action code: a unique identifier for each pilot action (see Section 3).
- Use case: the use case the action refers to (see Section 3).
- Pilot scenario: the scenario the action refers to.
- Partner responsible: the partner leading the pilot action.
- Partner giving support, if relevant
- Users involved (typology): using the roles identified in this deliverable, typology of users that will take part in the pilot action such as manager or producer, among others (see Section 2.2).
- Users involved (number)
- Method: method used to evaluate the pilot action, such as questionnaire, interview, focus group, etc.
- Technology: MV solutions that are being tested.
- Pilot categories tested: pilot categories as described in 2.3.
- Link to protocol: for each pilot action, a protocol describing the main steps will need to be produced and will be saved in a shared space. The report will follow a template.
- Link to report: for each pilot action, a report describing the main findings will need to be produced and will be saved in a shared space. The report will follow a template.
- Comments: open field for comments.

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[1] Annexes in D1.3 include: information sheet (annex 1), consent forms (annex 2), video release consent form (annex 3), external advisory board (video release consent form), and health and safety general guidelines (annex 5).

## 2.6   Risk Management

Pilot execution is highly dependent on: a) technology readiness, b) timely delivery, and c) user involvement. Performing pilots with a technology that is not mature enough or is delivered late puts the evaluation activities at risk. Similarly, the lack of engagement of the targeted users makes it difficult to gather relevant input to refine the requirements in the first phase and to validate the final platform release.

To overcome these risks, the following principles will guide the pilot action preparation.

- Early demonstrations of features from the implementing technical partners may be scheduled to check and offer feedback on the status/maturity of technology.
- Functional requirements will be validated by technical partners in WP6 before launching pilot actions with users in WP7.
- Any pilot action will also be preceded by a preliminary test with a reduced number of users to confirm the designed methodology works.
- Regular consortium meetings will provide updates on the availability of the different components and the different node integration.
- A strategy to involve users will be developed by the different use case partners to guarantee a high impact of the pilot actions. This will be more relevant in pilot phase 2, during the large-scale pilot phase.

# 3  Pilot Description

This section provides an overview of the specificities of each use case pilot, with an emphasis on the users involved and the technologies/nodes activated, together with the expected KPIs and a description of actions and associated calendar for the first pilot phase.

## 3.1  Use Case 1 Pilot: Citizen Journalism

This use case is linked to Task 7.2, which focuses on Citizen and Freelance Journalists and shows how these can upload trusted video content to the Hub providing all necessary tools for accelerating publishing to a wide audience. They can utilize content moderation and accessibility tools while also measuring impact of produced results by utilizing the social media analytics engine. The aim is to define the concept, execution, and evaluation of the use case to be developed in Switzerland and/or in Germany, which focuses on two coherent scenarios. The pilot considers the participation of Citizen Journalists (CJ) for the content production and of media publishers for using and republishing the contributions of the CJ to their own media channels. Therefore, copyright management, negotiation, and billing procedures play a significant role here.

The **aims** of this use case, as described in the DoA, are to:

- connect across media silos
- connect content platforms across Europe
- generate a new eco-system based on a content hub network

The **KPI** established in the DoA are:

- An audience of 3,000 consumers via communication channels;
- Around 500 participants in the pilot to be addressed at hackathons performed by STXT and Swissinfo;
- 15,000 videos: The aim is to start with 150 videos when the MV is running and have 15,000 videos in the MV node by the end of the project.

### 3.1.1  Background

As indicated by Rabia Noor, "Citizen Journalism is a concept in media that refers to journalistic activities of ordinary people. It means citizens themselves report the issues confronting them. Citizen Journalism has enabled people to raise their voice on what they feel needs attention." [2]

As already mentioned in D2.1, Citizen Journalism is gaining importance. Political and economic crises around the world, and the need of internet users to get news more quickly than ever, have increased the dynamics of reporting.  "Ordinary people" on location can now report easily and quickly.

This use case describes how a Citizen Journalist or freelancer produces a video or image during an event and makes it available in the MV platform for further use by a publisher. This allows redistributors such as media publishers or television stations to have access to the actual content of an event, which offers an attractive alternative to today's traditional media resources. STXT and DW have developed two specific Use Case Scenarios within WP2, which are actually two parts of one Use Case and are to be merged in pilot phase 2. For each of the two sub-use cases, a scenario diagram was drawn up in which the necessary steps were described:

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[2] https://www.athensjournals.gr/media/2017-3-1-4-Noor.pdf

**1.1 Citizen Journalism:** In the first scenario, a freelance journalist (Henri) working for Swissinfo (SWI) or Deutsche Welle (DW) produces a report with his mobile phone at an event (e.g., a demonstration) which he then uploads to the MV platform, where the video is enhanced with additional tools (e.g., automatically generated subtitles that can also be translated into other languages). Content will be accessible on the platform for publishers to reuse for their own communication channels outside the MV platform. The reach and engagement of the content will be monitored. Figure 7 provides the corresponding scenario diagram. Please refer to Annex 1 for split flow diagrams.
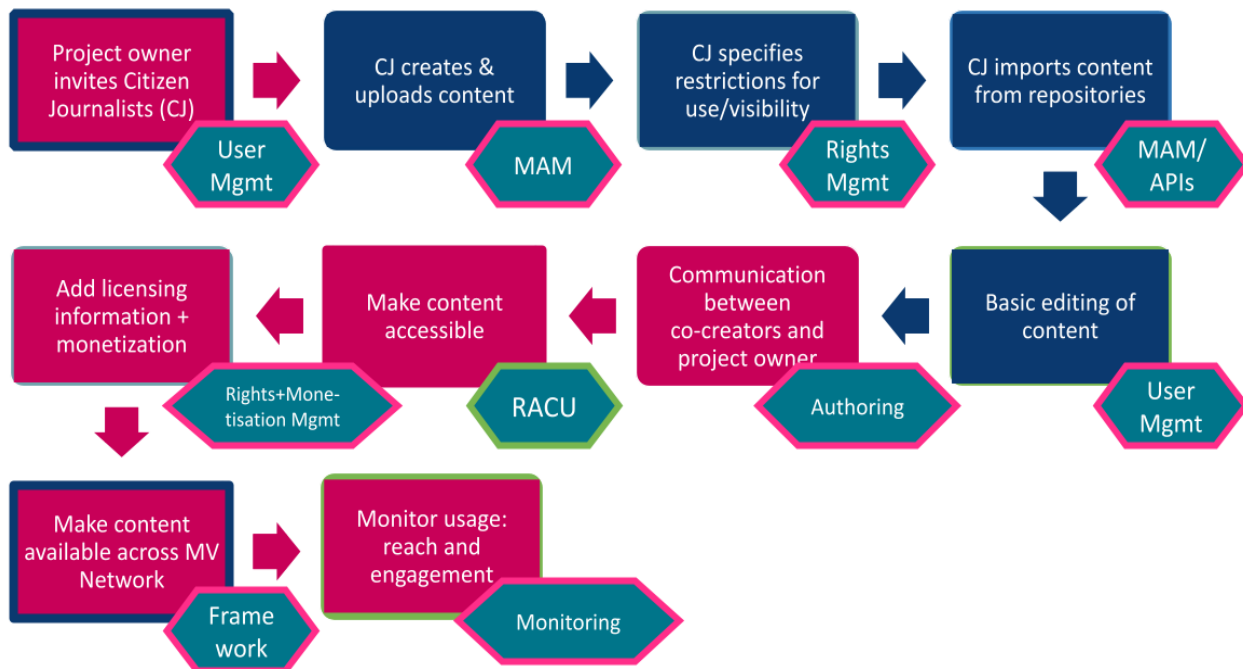


*Figure 7: UC1.1 scenario diagram*

In discussions with SWI, suitable events in the coming year were identified that would be adequate for a pre-pilot (M18-19, March-April 2022).

**1.2 Immersive Journalism:** In the second scenario the CJ embeds or adds additional video and images as well as 360° specific materials that are designed for an immersive story in 360° video. Figure 8 provides a scenario diagram. Please refer to Annex 1 for split flow diagrams.
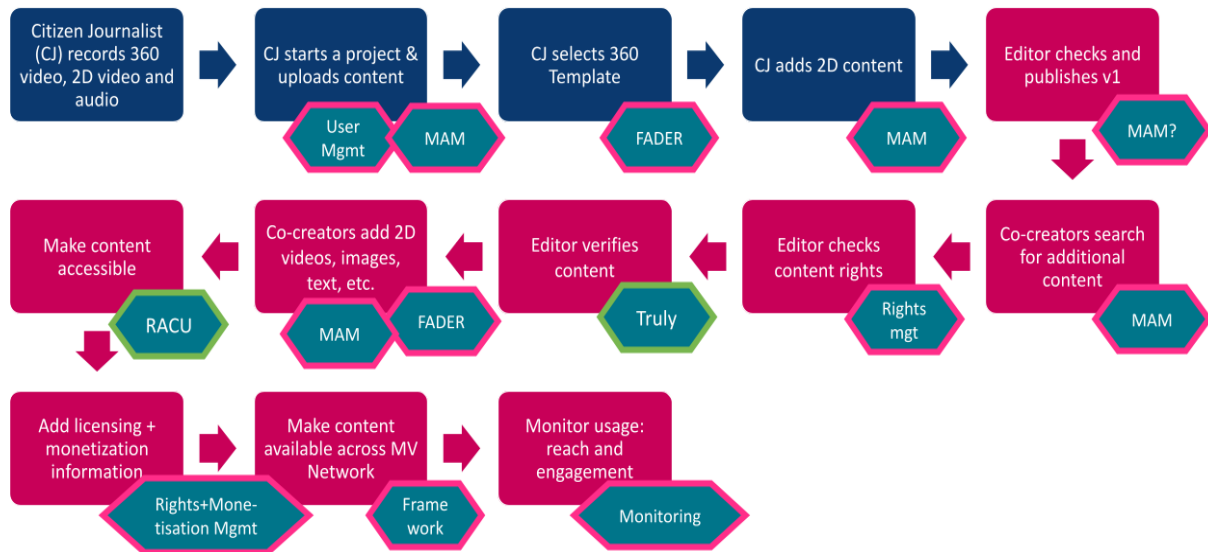
*Figure 8: UC1.2 scenario diagram*

### 3.1.2 Pilot Scenarios: Aim, Users, Pilot Categories, and Technologies

In the pilot scenario one, it is important that a citizen journalist can produce news content on location, at any time and on mobile devices. Technology makes this possible and at the same time means low production costs. This enables fast and uncomplicated reporting of planned and announced events, but also from crisis areas, such as violent demonstrations or war zones. In these contexts, the possibility of anonymising content is important for the protection of the journalist and the persons depicted in the footage of images.

When the CJ uploads the created content to the MV platform, automatic subtitles are generated that can be checked and later translated into other languages like German, French and Italian. This is to ensure that persons with hearing loss or persons with different language abilities can also access the content.

New camera technologies such as mobile 360° cameras also allow stories to be told from new perspectives. In our second pilot scenario, the classic reporting is expanded by new technologies and reporting gains more depth due to additional elements such as videos and pictures in 360° space.

*UC 1.1 Citizen Journalism*

**Aim:**

The aim is to produce content such as video and pictures at an event or in an ad-hoc situation such as a demonstration. The content is uploaded to the MV platform where subtitles are automatically generated. The subtitles can be manually checked for quality and corrected. If necessary, subtitles are also automatically translated into other languages by the accessibility toolset on the platform.

The creators of the content have the possibility to assign a licence type to their content in the MV platform, which regulates the further use of the content, such as type and conditions of use (e.g., commercial/non-commercial, derivative work allowed/denied).

The videos and their subtitles are available as media assets for publishers to use in their own media channels after publication.

**Users (roles):**

In the first phase of the project, we see basically two user roles. One that creates the content and one that makes the content available to other users for publishing on its own media channels.

    A. Content Producer: Citizen Journalist (non-professional or professional), Freelancer
    B. Content Publisher: Private Media Publisher, Public Broadcasters

The expected number of users are:

- 5 Content Producers: Citizen Journalists (non-professional or professional)/ Freelancers to be involved as content creators in the first phase taking part in a qualitative evaluation.
- 5 Content Publishers: Editors from SWI and DW, test the use of the contributions for their own media channels in the first phase and take part in a qualitative evaluation.

**Pilot categories:**

The categories considered in this pilot scenario are: Administration, Creation, Publication and Monitoring. User group A) Citizen journalists are expected to create and publish content, while also dealing with some of the management actions (creating user profiles, etc.). User group B) Publishers will help to make subtitles accurate and republish content for their needs in other media channels like webpages or social media.

**Technology**:

We need the following technology to create the content and the infrastructure to distribute and prepare the content on the MV platform itself.

**Device:**

- Mobile Phone Android (4/5G)
- Laptop / Desktop

**Infrastructure**:

- Broadband Wifi connection
- Stable mobile network 4G (or 5G where supported locally)
- Available and operational access to the MV Node

*UC 1.2 Immersive Journalism*

**Aim:**

The Immersive Journalism Use Case (UC1.2) builds on UC1.1 above. The general aim and procedures are identical, with the only difference being that the consumer experience will be immersive, i.e. more precisely an interactive 360° video with hotspots embedding or linking to relevant multimedia content or other 360° footage.

The aim of this pilot is to enable prosumers to create 360° stories by applying different templates (considering intro, credits, subtitles, text panels, videos and pictures). After the content is uploaded to the MV platform, the CJ will use the (mobile) interface to enrich their own recently uploaded 360° footage of the event and create a story. The (mobile) interface will guide this enrichment process through templates that will offer pre-defined slots for text and hotspots, so that anyone will be able to provide a meaningful immersive experience, even

without previous experience in this field. The structure proposed by the template will not only guide newbies, but also support more experienced creators, especially in situations of turmoil and unrest where the prosumer can fully focus on the story they wish to tell and much less on how to build such an interactive experience.

Currently, there are several different templates discussed to be potentially applied to Fader (see https://app.getfader.com) or the Scrollmersive tool (see https://www.scrollmersive.com):

1. Public event: An easy guide to immersive reporting from public events (demonstrations, parades, etc.).
2. Comparisons: Providing insights to consumers how diverse certain locations can look and feel (based on housing series produced by Euromaxx (DW), see https://www.dw.com/en/tv/euromaxx/s-30340).
3. Change of perspectives: Applying the concept of 360° videos to opinion pieces, where different reactions/statements/opinions on one topic are addressed.
4. Change over time: Conceptual exploration of how objects and/or locations have changed over time (Scrollmersive).

**Users (roles):**

In the first phase of the project, we consider two user roles. One that creates the content and one that makes the content available to other users for publishing on its own media channels.

A. Content Producer: Citizen Journalist (non-professional or professional), Freelancer
B. Content Publisher: Private Media Publisher, Public Broadcasters

The expected number of users are:
- 5 Content Producers: Citizen Journalists (non-professional or professional)/ Freelancers to be involved as content creators in the first phase taking part in a qualitative evaluation.
- 5 Content Publishers: Editors from SWI and DW test the use of the contributions for their own media channels in the first phase and take part in a qualitative evaluation.

**Pilot categories:**

Like in UC 1.1, the categories considered in this pilot scenario are: Administration, Creation, Publication and Monitoring. User group A) Citizen journalists are expected to create and publish content, while also dealing with some of the management and administration actions (creating user profiles, defining usage rights, etc.). User group B) Publishers will help to make subtitles accurate and republish content for their needs in other media channels like webpages or social media.

**Technology:**

We will need the following technology to create the content and the infrastructure to distribute and prepare the content on the MV platform itself.

**Device:**
- Mobile Phone Android (4/5G)
- 360° camera (e.g. Insta360 / Samsung Gear)
- for further rights clearance and content enrichment (at the publishers' site): Laptop/Desktop

**Infrastructure:**
- Broadband Wifi connection
- Stable mobile network 4G (or 5G were supported locally)
- Available and operational access to the MV Node

Table 1 summarises the main features of the two pilot scenarios designed for UC1.

*Table 1:  UC1 pilot scenarios: main features*

| PILOT SCENARIO | USERS | USER DESCRIPTIONS | PILOT CATEGORIES | TECHNOLOGY |
|---|---|---|---|---|
| **UC1-1** | Producers (professionals and non-professionals). | Citizen journalist, freelancer producing user-generated content. | Administration, Creation, Publishing and Monitoring | Media Production (CJ-App), Accessibility toolset |
| | Publisher | Private media publisher, public broadcaster | | |
| **UC1-2** | Producers (professionals and non-professionals). | Citizen journalist, freelancer producing user-generated content. | Creation, Publishing and Monitoring | Media Production (CJ-App), Accessibility toolset. Immersive storytelling toolset |
| | Publisher | Private media publisher, public broadcaster | | |

### 3.1.3   Description of Actions and Calendar

The proposed set of actions below are framed in the general calendar of activities described in Section 2.1. The description only includes pilot phase 1. Pilot phase 2 will be described when an internal release of this deliverable is shared with the consortium in M28 (January 2023).

A general calendar for pilot phase 2 is shown in Section 2.

- **M12-M17 (September 2021-February 2022) Pilot preparation**
  - Contact SWI and DW to find journalists as well as citizen journalists (freelancers) from both companies who want to participate in a test or pilot project.
  - Provide information and carry out instructions required for the CJ to perform the pilot's task.
  - Develop an event plan of known and suitable events where a pilot can be carried out.
  - Provision of theme-specific templates to build a 360° story within the Fader environment.
- **M19-M21 (April-June 2022) Pilot execution**
  - Methodology test of the pilot actions designed.
  - Pilot actions (see examples above).
- **M22-M23 (July-August 2022) Pilot analysis and evaluation**
  - Data analysis and evaluation using a shared approach across trials.
  - Writing pilot action report using template.

## 3.2   Use Case 2 Pilot: Co-creation of New Media Formats

This use case is linked to Task 7.3, which focuses on new formats of co-creating media. The aim is to define the concept, execution, and evaluation of the use case to be developed in Barcelona, which focuses on two key concepts: co-creation and accessibility. The pilot considers the participation of vulnerable users.

The **aims** of this use case, as described in the DoA, are to:

- explore the MV co-creation and immersive authoring potential with non-professional users
- deploy and validate accessibility tools
- use media content production tools for educational and social purposes
- engage multiple profiles of users in the pilot to validate it from different perspectives

The **KPI** established in the DoA are:

- 400+ participants as content creators.
- Other audience may be involved (i.e. UAB students, external audience connected with content creators) extending the audience by 50.
- Content created: footage of different length: 40. Full videos made accessible: 10.

### 3.2.1 Background

As described in D2.1, the initial scenario described by UAB in the DoA planned on engaging students from the ITACA summer school at UAB but due to the COVID-19 pandemic it was not possible to carry out the necessary preparatory actions. Therefore, UAB designed three alternative scenarios, described in D2.1 and summarised next. The focus in all cases is put on the XR authoring tool and on accessibility services.

**Scenario 1.** Co-creation of 360° content in small teams with facilitators working with persons with cognitive disabilities.

**Scenario 2.** Co-creative storytelling with young migrants and facilitators.

**Scenario 3.** Virtual performances involving vulnerable groups that co-create an artistic output.

The flow diagram associated with Scenario 1 is shown next (Figure 9). For Scenario 2, the diagram was not developed but it was considered to follow the one below. For Scenario 3 a diagram has not yet been developed. Split flow diagrams are included in Annex 1.

*Figure 9: UC2.1 scenario diagram*

Some of the previous scenarios were discussed with relevant stakeholders during pre-pilot actions that took place during a residency at Faberllull in Olot (Catalonia) in April 2021. The pre-pilot actions were developed as focus groups that aimed to define potential pilot activities with the MV platform, and engaged:

- Focus group 1: 4 young migrants.
- Focus group 2: 3 professionals in the field of migration (social educators, coordinators).
- Focus group 3: 3 professionals (music therapist, mental health rehabilitation experts).

As output of these pre-pilot actions, different videos were produced:

- "Olot des de dins" (The City of Olot from within)[3]
- "Descobreix Olot" (Discover the city of Olot)[4]
- "Taller de música i veu" (Voice and music workshop)[5]


These focus groups also generated some conclusions, which are summarised next:

- Participants consider that they can create 360° content which:
  - shares their life experiences (for instance, migrants),
  - allows them to acquire work and transversal competences and manage confrontation,
  - has a positive health impact on participants.
- Participants find 360° content highly innovative.

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[3] https://app.getfader.com/projects/3308e1ce-f334-4208-b2fa-9ea44197c0f2/publish
[4] https://app.getfader.com/projects/80420066-cbe2-418f-ae5d-ac9d8e70625a/publish
[5] https://app.getfader.com/projects/7b270812-4574-4f68-b6f0-249678853159/publish

- Trust and self-confidence are central elements in co-creation.
- Participants find it challenging to create content on their own: co-creation with professionals and non-professionals should be prioritised.
- Participants are willing to acquire new skills during this process.
- Participants believe co-creation can have a positive impact on participants (enjoyment, informal learning, trust, social interaction, empowerment, etc.).

Additionally, in November 2020, UAB started to collaborate with Som Fundació (an association of persons with cognitive disabilities). The objective of this collaboration was to identify possible areas of work, where MV technologies could be relevant to Som Fundació's daily activities and users. As a result, three areas were selected: to increase visibility of the persons with cognitive disabilities and their rights, to work against isolation and increase quality of life, and to support decision making. A first pre-pilot scenario was agreed and Som Fundació and UAB co-created an accessible video[6] to assess the challenges linked to accessibility production in 360°. In the process, both entities defined the accessibility services that would be available (subtitles and audio description) and organised a recording session.

UAB also created an accessible story for GAAD 2021 (Global Accessibility Awareness Day 2021)[7] to identify the challenges of incorporating access services in 360° videos when using Fader.

Finally, in December 2020, UAB approached two H2020 projects: SoClose (https://so-close.eu/) and TRACTION (https://www.traction-project.eu/). Both projects perform activities to co-create media content to contribute to social cohesion and transformation. As a result of these meetings, possible cross-piloting activities were identified. Other contacts were established with EUIT (http://euit.fdsll.cat/en/), the university school of infirmary and occupational therapy of Terrassa (Barcelona). During this meeting, UAB introduced the MV project and explored the possibility of collaborating at piloting level.

The previous activities, followed by internal discussions within the consortium, led UAB to reach two main conclusions:

- Non-professional users cannot generate their own 360° videos, as they lack some of the necessary skills. A co-creation approach in which professional users are involved would yield better results.
- There are no editors available (or foreseen) within the MV platform for accessibility services in 360°, so it is not feasible to easily create accessible 360° content using the platform tools.

At the same time, during the discussion of copyright management within the consortium, it was evident that accessibility resources such as subtitles could be viewed as assets linked to media assets and a thorough study of the copyright implications was needed.

### 3.2.2 Pilot scenarios: Aim, Users, Pilot Categories, and Technologies

Based on the pre-pilot actions described in the previous section and on the conclusions reached, use case 2 pilot will be rephrased and will focus on two main aspects: a) co-creation of 360° media content, and b) rights management of media accessibility assets. The scenarios are re-designed as follows:

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[6] https://app.getfader.com/projects/baa6427d-7f33-46bb-b279-cc35588a9d46/publish
[7] https://app.getfader.com/projects/b098a54b-d5ba-4d41-89de-e2542e95cc18/publish

**Pilot scenario UC2.1. Co-creation and 360° storytelling towards social inclusion for vulnerable populations.**

The aim of these pilot actions is to research the impact of co-creation of 360° content between professionals and non-professionals. By professionals we understand in this context users who are familiar with the tools and can use them proficiently.

This pilot action can take place in different situations, which will be confirmed or expanded in the pilot preparation phase:

- Co-creation activity with facilitators from Som Fundació, an association of users with cognitive disabilities. The specific aim would be to co-create content that can be consumed by persons with cognitive disabilities to promote their independence and autonomy.
- Co-creation activity with young migrants, as a tool to skills acquisition and life storytelling.
- Co-creation with students:

  ○ primary school students through the CROMA scheme, a programme developed by Fundació Autònoma Solidària in which 16 primary schools are involved. Twice a week vulnerable students in the 5th-6th primary grade are involved in afternoon activities led by facilitators who are trained by research groups.

  ○ with university students through EUIT (http://euit.fdsll.cat/en/), the university school of infirmary and occupational therapy.

The **pilot categories** that will be considered in this pilot scenario are Administration, Creation, and Publishing. That is, users will be expected to create content and publish it, while dealing with some of the management and administration actions (creating user profile, communicating among them, etc.). This pilot does not include any evaluation action related to monitoring.

The specific **technology** that will be needed from the MV ecosystem is the XR authoring tool node. The expected number of **users** is 10, 10, and 100, respectively.

**Pilot scenario UC-2. Understanding production/distribution/monetisation of media accessibility assets for 2D.**

For the reasons explained above, accessibility services will not be tested in MV but the focus will be put on a more relevant and innovative issue in the current situation which has not been researched so far: discussing copyright assignment and monetisation of accessibility assets. MV aims to involve both professional and non-professional translators in a discussion on how the copyright of these services could be managed and monetised. To this end, different focus groups with relevant stakeholders will be organised. Professional associations such as ATRAE (Spanish association of audiovisual translators, see www.atrae.org) will be addressed, as well as non-professional subtitling communities and students at the Universitat Autònoma de Barcelona.

Only one **pilot category** will be considered, namely publishing. The specific **technology** that will be needed is the accessibility toolset. The expected number of **users** in pilot phase 1 is 50.

Table 2 summarises the main features of the two pilot scenarios designed for UC2.

*Table 2: UC2 pilot scenarios: main features*

| PILOT SCENARIO | USERS | USER DESCRIPTIONS | PILOT CATEGORIES | TECHNOLOGY |
|---|---|---|---|---|
| **UC2-1** | Administrators and producers. Professionals and non-professionals. | Som Fundació. Facilitators + professionals | Administration, Creation and Publishing | Immersive storytelling toolset |
| | | Young migrants + professionals from Olot. | | |
| | | Young students + professionals from CROMA/EUIT. | | |
| **UC2-2** | Producer | Professional and non-professional access services providers. | Publishing | Accessibility toolset |

### 3.2.3 Description of Actions and Calendar

The proposed set of actions below are framed in the general calendar of activities described in Section 2.1. The description only includes pilot phase 1. Pilot phase 2 will be described when an internal release of this deliverable is shared with the consortium in M28 (January 2023). A general calendar for pilot phase 2 is shown in Section 2.

- **M12-M17 (September 2021-February 2022) Pilot preparation**
  - Contact with different associations and institutions who may be interested in the co-creation process, such as Som Fundació, CROMA programme with primary school students, EUIT. Contact has already started prior to M12.
  - Design the pilot actions following the pre-established protocols/templates: when, with whom, where, how.
  - Getting preparatory materials ready as well as infrastructure, where relevant.
  - If necessary, ad-hoc evaluation actions can be planned before the pilot execution to guarantee its feasibility.
- **M19-M21 (April-June 2022) Pilot execution**
  - Methodology test of the pilot actions designed.
  - Pilot actions (see examples above).
- **M22-M23 (July-August 2022) Pilot analysis and evaluation**
  - Data analysis and evaluation using a shared approach across trials.
  - Write pilot action report using template.

## 3.3 Use Case 3 Pilot: Hybrid Intelligence Experimental Artwork Series

This use case is linked to Task 7.4, which focuses on hybrid intelligence experimental artworks series. Hybrid Intelligence in this context is the result of human interaction with Artificial Intelligence. MV is strongly based on the notion of automated processes (or Artificial Intelligence) as an enabler and performance enhancer of both general media users and media professionals. This pilot use case aims at inspiring all MV participants (partners, end-users, and prosumers) to question the purpose of their own actions in general and more specifically of their engagement with social media. The focus is on artistic experimentation, critical approach to social media, experiential feedback (ERL).

The **aims** of this use case, as described in the DoA, are to:

- Implement the ICT and Art integration methodology
- Implement the Experience Readiness Level (ERL)
- Integrate a critical, holistic and humanistic approach to user driven social media
- Engage the STARTS Community ([www.starts.eu](www.starts.eu)) in MV experiments.

The **KPI** established in the DoA are:

- Engaging artists from the STARTS Community as well as involving audience from the wider MV community
- Improved productivity of media professionals and content creators. Relative decrease in effort (time) spent on immersive media production by 30%
- Enable non-expert users to build immersive experiences
- 300+ participants to take part in the experiments
- 10 artists to be involved as content creators in the experiments

### 3.3.1    Background

As described in D2.1, UC3 is composed of five artistic experiments running for four months each. They have at their technological core a group of components of the MV node backbone. One important aspect that is highlighted by the experiments is that being a passive consumer in our digital society today is not possible. The connection between consumers and producers is interlinked in the cycle of content creation and distribution. The experiments will address the following themes:*1) the notion of truth in (social) media; 2) the notion of fragmented narrative; 3) the character of media bots and 4) & 5) recent transformations in broadcasting.*
The flow diagram associated with the four themes is shown next. All the five artistic experiments (associated with the four themes) are based on the same workflow as indicated in Annex I - Use Case 3 diagram.
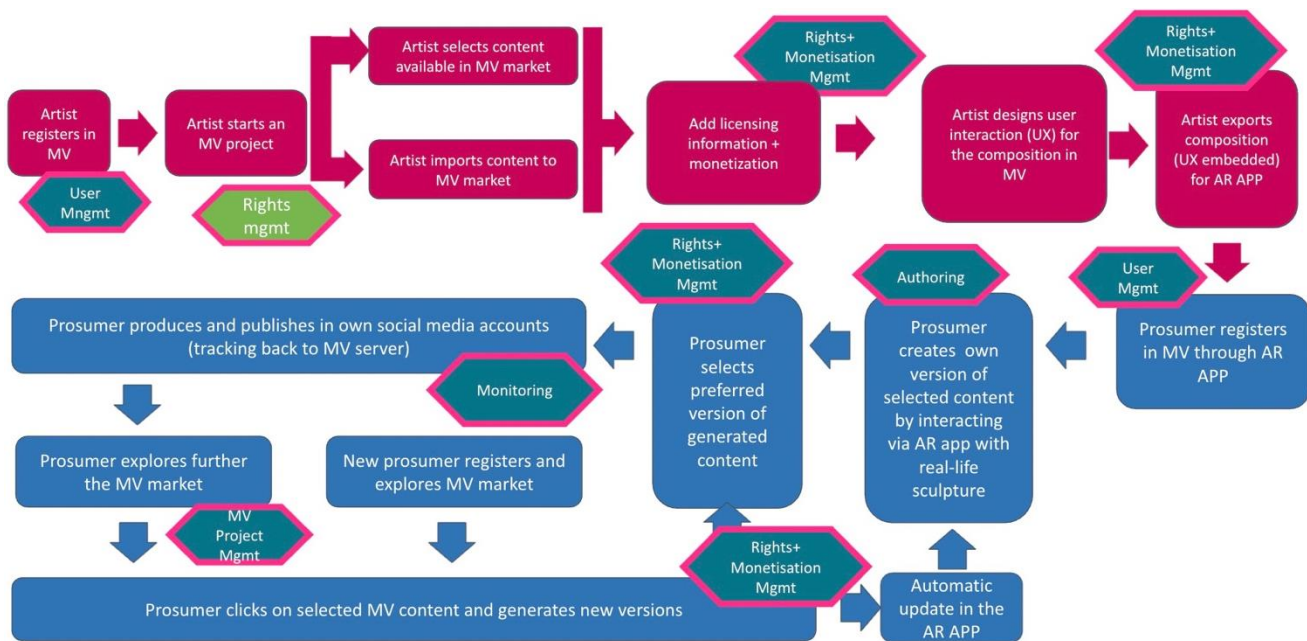


*Figure 10: UC3 scenario diagram*

## 3.3.2　Pilot scenarios: Aim, Users, Pilot Categories, and Technologies

**Experiment 1: The notion of truth in (social) media.**

The aim of this experimental artwork is to bring forward and question the notion of truth and how user-driven systems have a profound role in its construction. The main aspect of this experiment is to showcase content creation and manipulation through a co-creative environment within the context of MV. The original content created by the artist will be the subject of change through prosumer's interaction with the content. The notion of truth derives from its relation to other propositions and the extent to which it coheres with other propositions (works based on the initial content).

The **pilot categories** that will be considered in this pilot scenario are Administration, Creation, Publishing, and Monitoring. That is, users will be expected to create content and publish it, while dealing with some of the management and administration actions (creating user profile, communicating among them, etc.).

The specific **technology** that will be needed from the MV ecosystem is the XR authoring tool node and Copyright management.  The **users** will include artists, amateur creators, and the general public. The expected number of users in pilot phase 1 is 20+ users and 1 professional artist.

**Experiment 2: The notion of fragmented narrative.**

The aim of the experimental artwork about fragmented narratives is to explore the fact that nowadays one perceives or rather constructs reality by aggregating information that is acquired in different unrelated ways. Our construction of reality depends on the connections between the information we gather along the way. What are the consequences of this?

The **pilot categories** that will be considered in this pilot scenario are Administration, Creation, Publishing, and Monitoring. That is, users will be expected to create content and publish it, while dealing with some of the management and administration actions (creating user profile, communicating among them, etc.).

The specific **technology** that will be needed from the MV ecosystem is the XR authoring tool node and Copyright management.  The **users** will include artists, amateur creators, and the general public. The expected number of users in pilot phase 1 is 20+ users and 1 professional artist.

**Experiment 3: The character of media bots.**

The experimental artwork about bots addresses the notion of bots as an extension of the individual or collective human mind. As the iPhone was considered by Chalmers as part of the Extended mind, how does the notion apply to bots and what are the implications of such a perspective in concrete application terms?

The **pilot categories** that will be considered in this pilot scenario are Administration, Creation, Publishing, and Monitoring. That is, users will be expected to create content and publish it, while dealing with some of the management and administration actions (creating user profile, communicating among them, etc.).

The specific **technology** that will be needed from the MV ecosystem is the XR authoring tool node and Copyright management.  The **users** will include artists, amateur creators, and the general public. The expected number of users in pilot phase 1 is 20+ users and 1 professional artist.

**Experiment 4: Recent transformations in broadcasting.**

An experimental artwork about recent transformations in broadcasting addressing the role media nowadays play in shaping our perception of reality. The experimentation will imply this perception of the media and its crucial role in shaping different realities, the number of which is according to the number of people in the world: each one creates their own reality.

The **pilot categories** that will be considered in this pilot scenario are Administration, Creation, Publishing, and Monitoring. That is, users will be expected to create content and publish it, while dealing with some of the management and administration actions (creating user profile, communicating among them, etc.).

The specific **technology** that will be needed from the MV ecosystem is the XR authoring tool node and Copyright management.  The **users** will include artists, amateur creators, and the general public. The expected number of users in pilot phase 1 is 20+ users and 1 professional artist.

**Experiment 5: Recent transformations in broadcasting 2.**

Experiment 5 is based on the same concept and approach as Experiment 4. The expected number of users in pilot phase 1 is 20+ users and 1 professional artist.

Overall, in the five experimental artworks, the artist would import/select parts of digital content (videos and images available) in MV to be used in the visual art of the action. Each bit of every component of this action would be constrained by a blockchain smart contract – based on blockchain Fungible Tokens - which, upon authorization from the owner and depending on the portion of content used, would allow for automatic monetization transactions.  The **users** will include artists, amateur creators, and the general public.

**Technology:**

We need technology to create the content and the infrastructure to prepare and distribute the content on the MV platform itself.

**Device**:

- Tablet
- Mobile Phone (4/5G)

**Infrastructure:**

- Broadband Wifi connection
- Stable mobile network 4G (or 5G where supported locally)
- Available and operational MV platform (DAM)
- Functioning toolset to ensure further processing of the content such as: Accessibility, immersive authoring tool, rights management and monitoring.

Table 3 summarises the main features of the two pilot scenarios designed for UC3.

*Table 3: UC3 pilot scenarios: main features*

| PILOT SCENARIO | USERS | USER DESCRIPTIONS | PILOT CATEGORIES | TECHNOLOGY |
|---|---|---|---|---|
| **UC3-1** **UC3-2** **UC3-3** **UC3-4** **UC3-5** | Artists, Amateur Creators, General Public | MV Partners STARTS community | Administration, Creation, Publishing and Monitoring | Media Production (AS-app) Immersive storytelling toolset, Accessibility toolset, Copyright management toolset |
| | | General Public | | |

### 3.3.3 Description of Actions and Calendar

The proposed set of actions below are framed in the general calendar of activities described in Section 2.1. The description only includes pilot phase 1. Pilot phase 2 will be described when an internal release of this deliverable is shared with the consortium in M28 (January 2023).

A general calendar for pilot phase 2 is shown in Section 2.

- **M12-M17 (September 2021-February 2022) Pilot preparation**
  - Contact different associations and institutions who may be interested in the co-creation process and pilot participation such as Municipality of Aveiro
  - Develop the pilot specifications and actions according to the pilot objectives
  - Design the pilot infrastructure - the user experience for tablet and 3D authoring tools
  - If necessary, ad-hoc evaluation actions can be planned before the pilot execution to guarantee its feasibility.
- **M19-M21 (April-June 2022) Pilot execution**
  - Methodology test of the pilot actions designed.
  - Pilot actions (see examples above).
- **M22-M23 (July-August 2022) Pilot analysis and evaluation**
  - Data analysis and evaluation using a shared approach across trials.
  - Write pilot action report using template.

## 3.4 Piloting with External Users and NGM Projects

The aim of this activity, which is reflected in Task 7.5 of the DoA, is to evaluate the concept and selected capabilities of the MV platform with end users-stakeholders who are not involved in the project. Therefore, its goal is to test MV technologies in realistic conditions. This activity is opportunistic in nature in the sense that it is not built around a specific use case that is defined in advance, but it will build on MV developments, with a view to selecting the most mature outcomes and identifying interested end users outside the consortium to test them. In that way, this activity will act as an ambassador of the MV project aiming to:

- understand how the external community perceives the concept of MV
- invite people who could benefit from MV technologies to act as testers
- liaise with the other projects of the Next Generation Media (NGM) call in order to identify partners and third parties that could be involved in piloting activities.

### 3.4.1. Background

This activity is not based on any specific use case developed in the context of WP2. Instead, its starting point is the general concept of MV and the provided capabilities: the support of new media management, allowing the seamless annotation, exchange and moderation of relevant content and media rights, while also fostering fruitful collaboration through immersive co-creation spaces and content creation tools.

While the overall MV platform and the totality of its technologies will ultimately turn into a complete feature-rich solution for media asset management and authoring, we foresee that individual MV components can be very useful for solving or supporting particular tasks in the media industry. Therefore, this activity aims at evaluating the usefulness, maturity and value that selected MV technologies bring to prospective end users.

### 3.4.2 Pilot Scenarios: Aim, Users, Pilot Categories, and Technologies

This activity will be based on specific tasks that are part of the overall media lifecycle, including for instance, media annotation and storage, exchange, retrieval, rights management, accessibility authoring, and immersive authoring, among others.

The users that are targeted are of any type relevant to the general objectives of the project, including among others the creators of multimedia content, journalists, digital media artists, industrial media players of all sizes (from small agencies to large broadcasters), and developers of third-party applications that may play a complementary and value-enhancing role.

According to the relevant **KPI** established in the DoA under SO7 the target for this activity is to engage at least 20 organizations/companies and 100 individuals.

### 3.4.3 Description of Actions and Calendar

According to the DoA, Task 7.5 starts in M13 (October 2022). The proposed set of actions below are framed in the general calendar of activities described in Section 2.1. The description only includes pilot phase 1. Pilot phase 2 will be described when an internal release of this deliverable is shared in M28 (January 2023).

- **M13-M18 (September 2021-February 2022) Establish and grow the MV Network of Interest**
    - Continuous efforts will be made to grow the MV Network of Interest (MVNI). Initially, the following ways will be pursued to enlist members in the MVNI:
        - Contact the other NGM and partner projects (STADIEM, Mobius, COPA Europe, So-Close, Traction).
        - Contact the members of the Expert Advisory Board (EAB) and ask them to enlist themselves or forward the invitation to their contacts.
        - Contact partners who provided a Letter of Support during the proposal preparation.
        - Seek contacts from the networks of MV partners.
    - Contact all members of the MVNI with a general presentation of the MV concept and the technologies that are available for testing.
    - The effort to grow the MVNI will continue throughout the whole duration of the project.

- **M19-M21 (April-June 2022) Targeted evaluation events and activities**
    - Organise presentations and hands-on sessions in the form of workshops and focus groups and gather structured feedback.
    - Invite members of the MVNI to participate in online tests of selected tools (with minimum guidance) and provide structured feedback.
- **M22-M23 (July-August 2022) Feedback analysis and evaluation.**
    - Data analysis and evaluation.
    - Reporting results to the consortium.

As the nature of this activity is opportunistic by design, the timing of the above activities is indicative and may be adapted to better align with the project developments.

# 4 Pilot Evaluation Methodologies

The pilot evaluation methodology will be delivered internally in January 2022, before the pilots begin. An initial approach that still needs to be further discussed with partners is presented next. The evaluation methodology will take a different approach depending on the pilot phase.

**Pilot phase 1**

The approach in the first phase will be based on quantitative and qualitative feedback from groups of users who will be using the MV Platform in different scenarios. Attitudinal data will be gathered in this phase. The aim is to validate the existing implementation and generate improved requirements where necessary before the large-scale pilot phase 2.  To this end, the evaluation is expected to rely on three main concepts:

- **Usability**: ease of use of the system. SUS (System Usability Scale)[8] is considered as a suitable metric to be used.
- **Satisfaction**. Participants' satisfaction can be measured through a Likert-scale questionnaire which can also include an open field for qualitative comments where participants can suggest improvements. According to the means of verification stated for specific objectives 1 and 4, the targeted satisfaction equals 4 or above on a 5-point Likert scale. Additionally, in relation to objective 5, the target is to enable non-expert users, who previously failed to do so, to build immersive experiences.
- **Usefulness**. The value of the MV solution for a pre-defined aim will be assessed. For each scenario, the aim (or aims) will need to be defined and qualitative methods can be used to gather participants' insights. For instance, if the aim of a pilot is to use the MV platform as a co-creation tool for social transformation, an instrument to measure if this has been achieved will need to be designed. Additional means of verification stated in the DoA include improved productivity of media professionals and content creators, with a targeted relative decrease in effort (time) spent on media production by 30%.

It is expected that usability and satisfaction can be measured using the same tools across pilots, whereas usefulness will need to be adapted to each pilot's specific aim. Additionally, depending on the specific pilot action aim, ad-hoc measures can be used. As indicated in the means of verification for specific objective 7 in the grant agreement, methods will be adapted according to each pilot and may include a) questionnaires and interviews for content-creators and b) large-scale questionnaires for media consumers. These tools will allow us to gather qualitative and quantitative data for assessment purposes.

**Pilot phase 2**

The aim of pilot phase 2 is to reach a wide range of users across the different pilots, hence the aim will be to evaluate the MV Platform usage through behavioural and complementary attitudinal data, if possible, namely:

- Quality of experience through user behaviour tracking metrics: the user activity when using the MV platform may be tracked if technically possible. For instance, new users/returning users, number of sessions, session duration, etc., are metrics that can be considered when designing the evaluation methodology.
- Short questionnaires which will include questions related to **satisfaction, usability, and usefulness**. We prioritise this over replicating the more qualitative questionnaires in pilot phase 1 because a) the number of participants will be higher, b) the aim is not to generate new requirements, and c) even if the same instruments were to be used, data would not be comparable as different participants will be involved.

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[8] https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html

# 5 Conclusions

The partners have defined the global pilot approach, phases, and terms of reference, and have provided the details of how pilot phase 1 will develop. Building on the work done under WP2, WP7 has taken a step further and has defined pilot scenarios for each of the use cases, establishing a common framework, with a clear indication of the aim, users, pilot categories, and technologies. This effort has been undertaken at this stage to secure a robust methodological base towards an analysis that will be meaningful at use case level, but also for the whole MV concept.

Despite the diversity of use cases, some shared foundations on which to build the pilots have been proposed: a calendar with two main pilot phases, a user categorisation, a global pilot design, and ethical procedures to be followed in any pilot action. From a more practical perspective, clear planning and reporting methods have been designed, to guarantee consistency and data retrieval during the project.

Some general suggestions for the methodological approach to be adopted have also been made. They will be the basis for further discussion and refinement in the consortium in the next months.

# Annex I: Use Cases Split Flow Diagrams

## Use case 1 - scenario 1 split flow diagrams

a) Asset generation and uploading
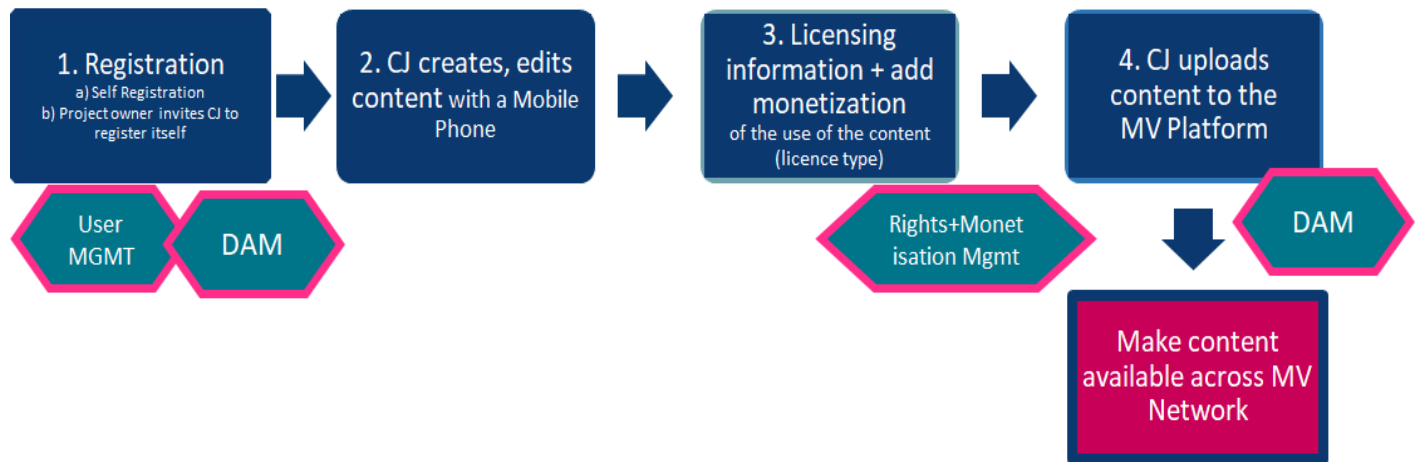


*Figure 11: Asset Generation and uploading*

b) Editor asset generation and uploading
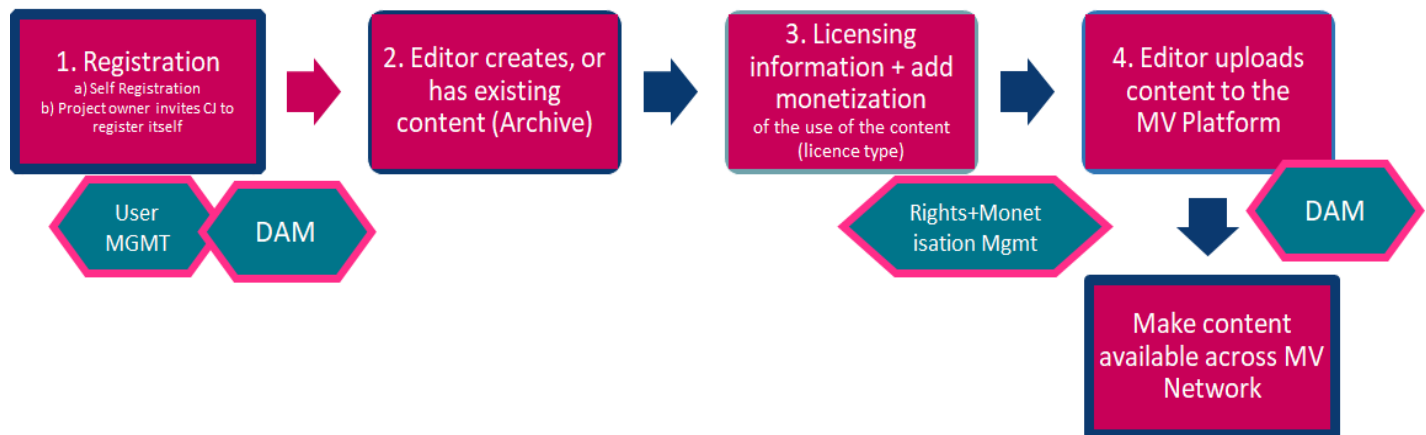


*Figure 12: Editor asset generation and uploading*

c) Project co-editing, asset enrichment and publishing
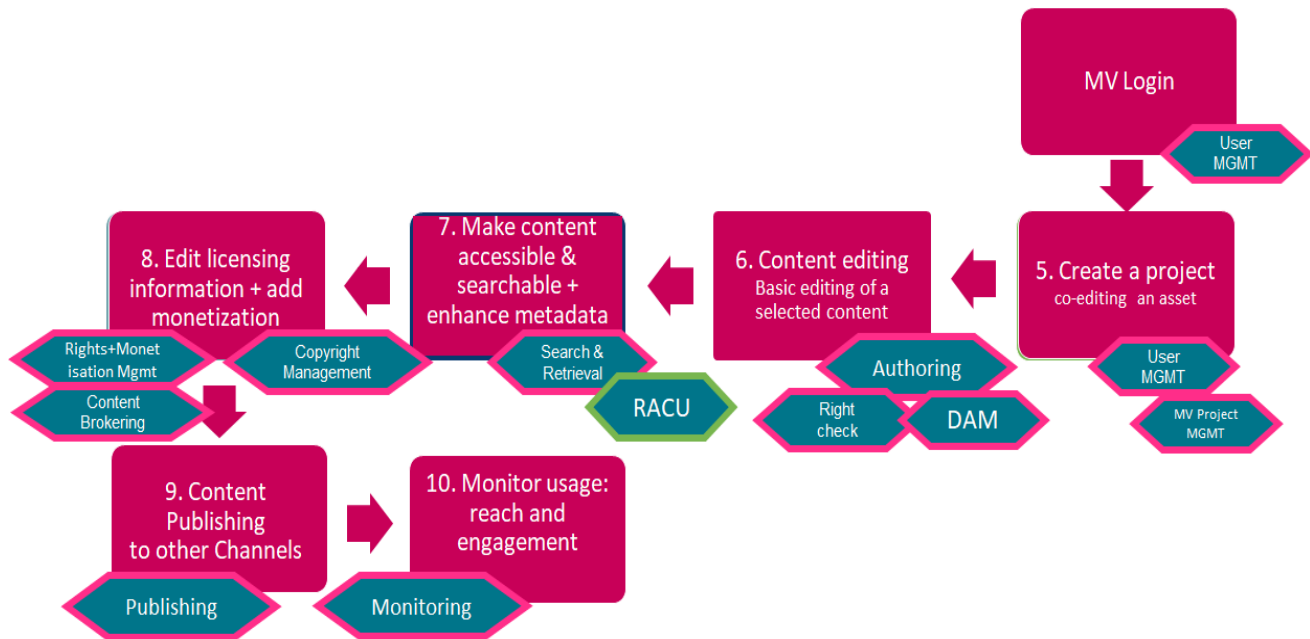


*Figure 13: Project co-editing, asset enrichment and publishing*

# Use case 1 - scenario 2 split flow diagrams
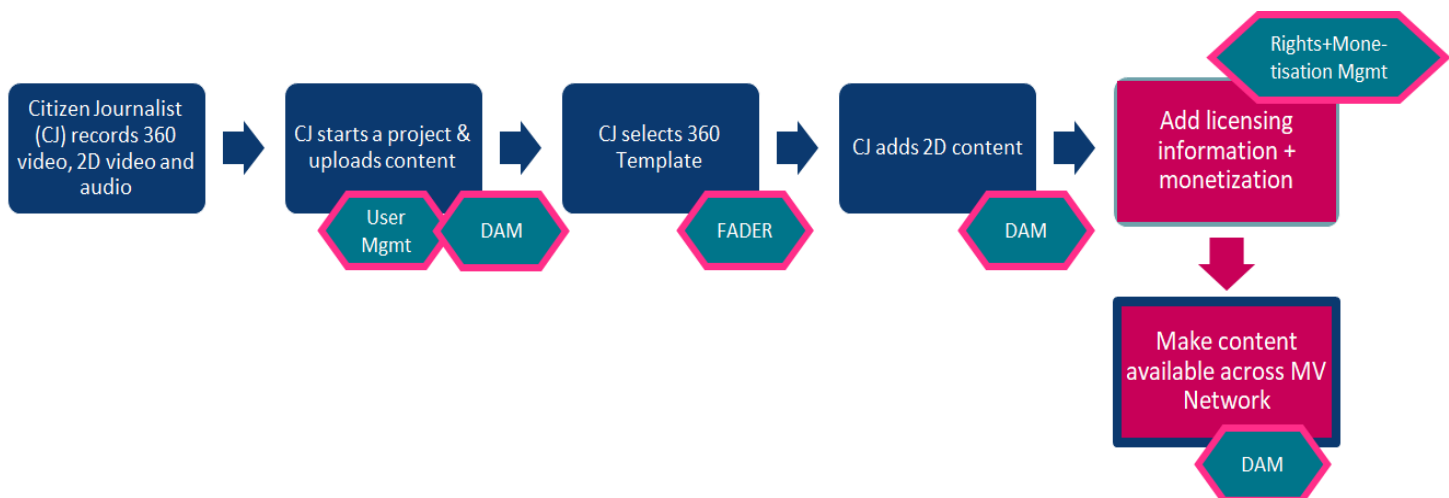
a) Recording and creative immersive asset



*Figure 14: Recording and creative immersive asset*

b) Adding content to an existing asset by co-creation (Project)
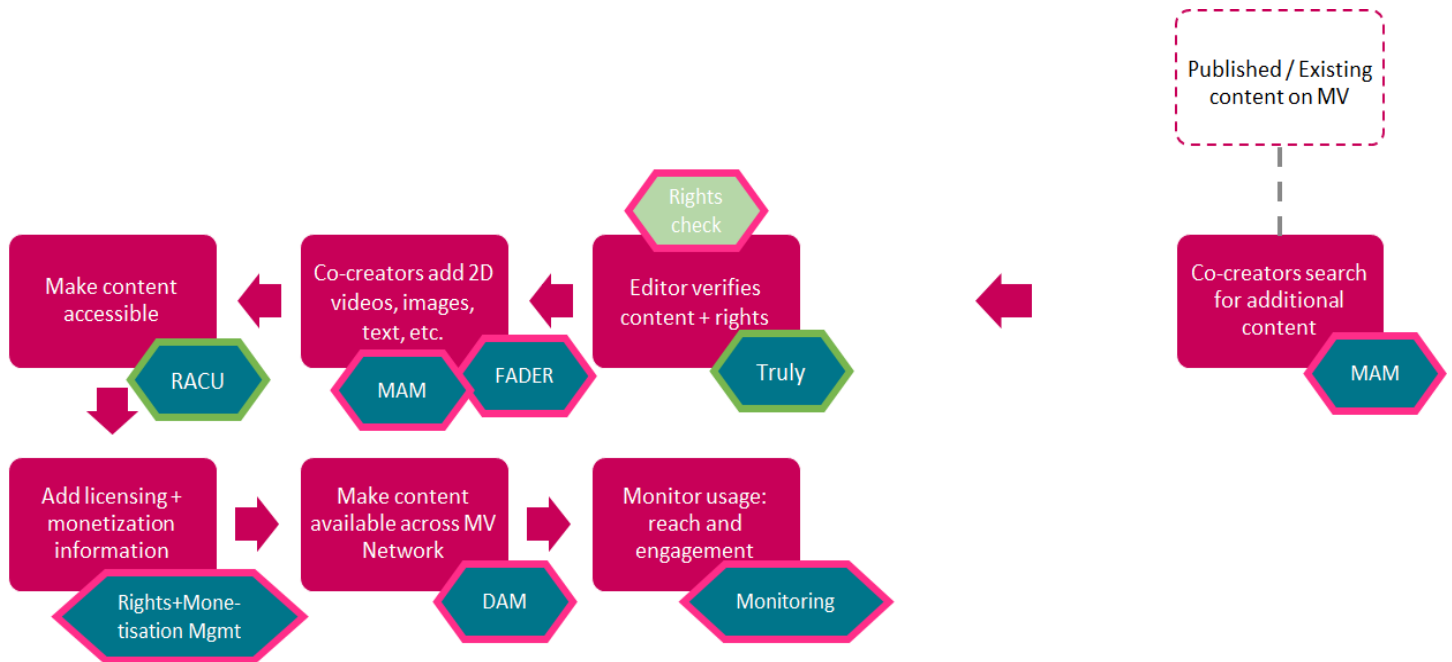


*Figure 15: Adding content to an existing asset by co-creation (Project)*

c) Adding content to an existing asset by prosumers (Project)
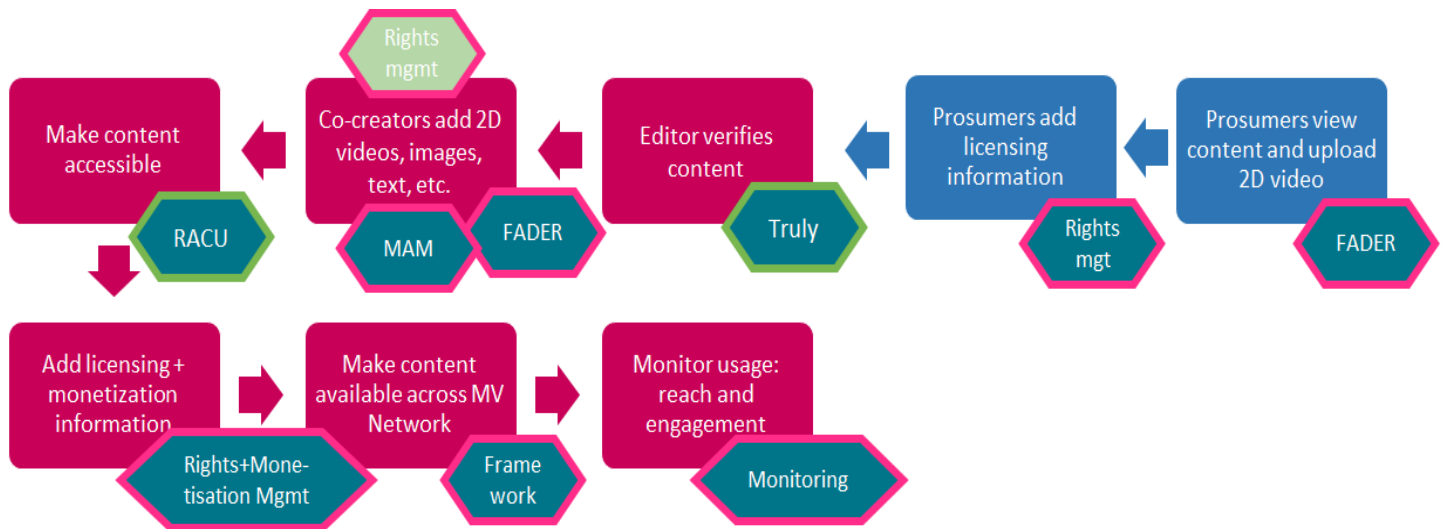


*Figure 16: Adding content to an existing asset by prosumers (Project)*

# Use case 2 split flow diagrams

### a) Individual asset generation and uploading
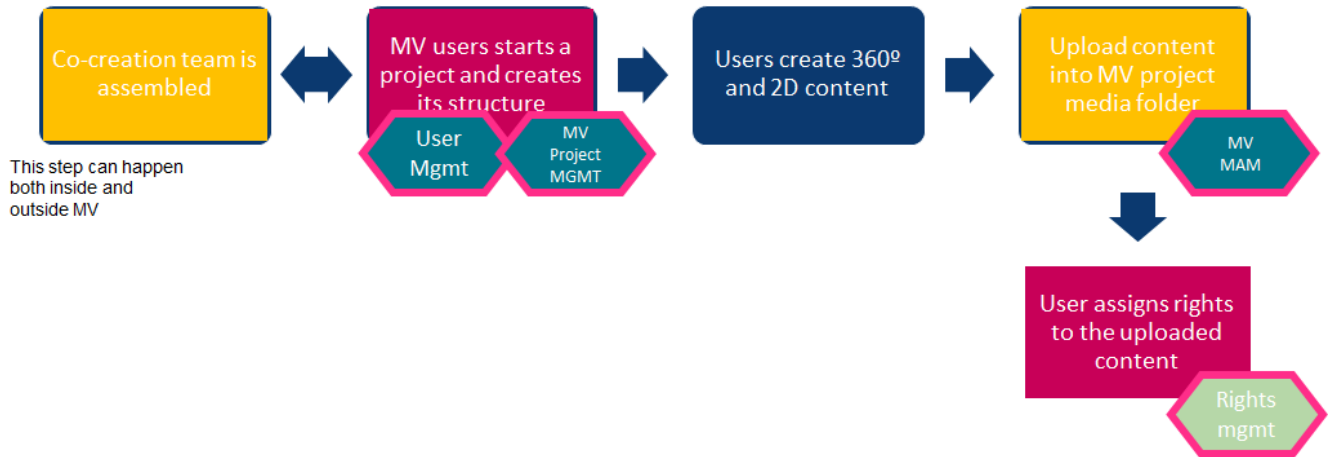


*Figure 17: Individual asset generation and uploading*

### b) Media project co-creation and edition
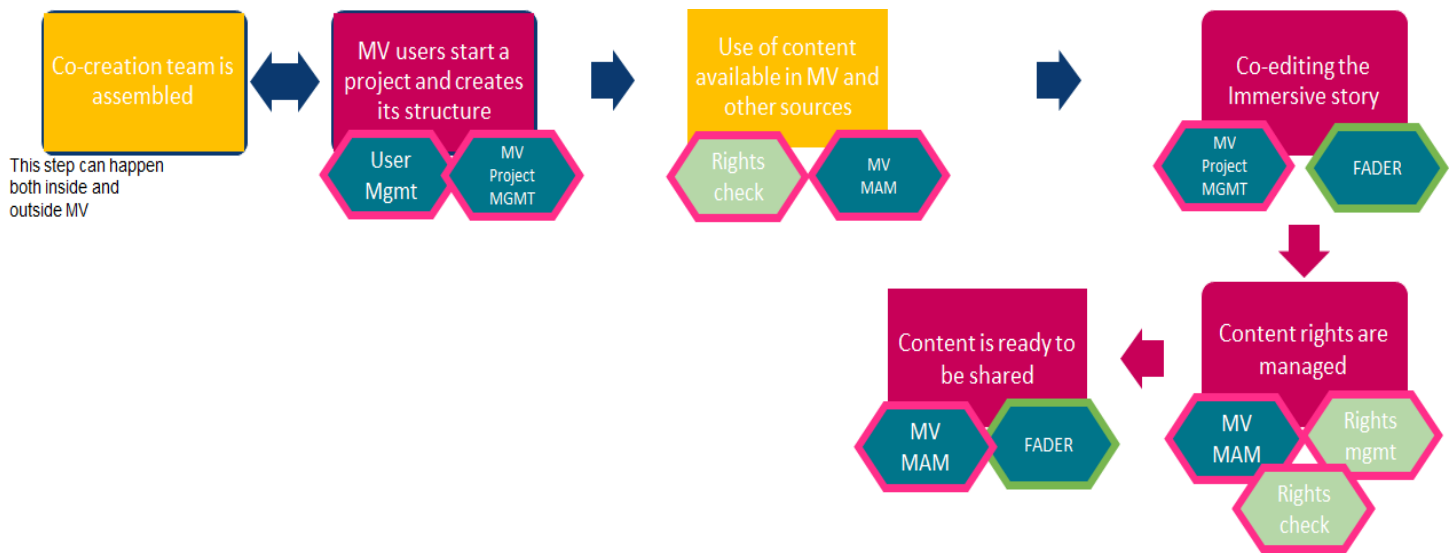


*Figure 18: Media project co-creation and edition*

c)   Accessibility content creation and edition
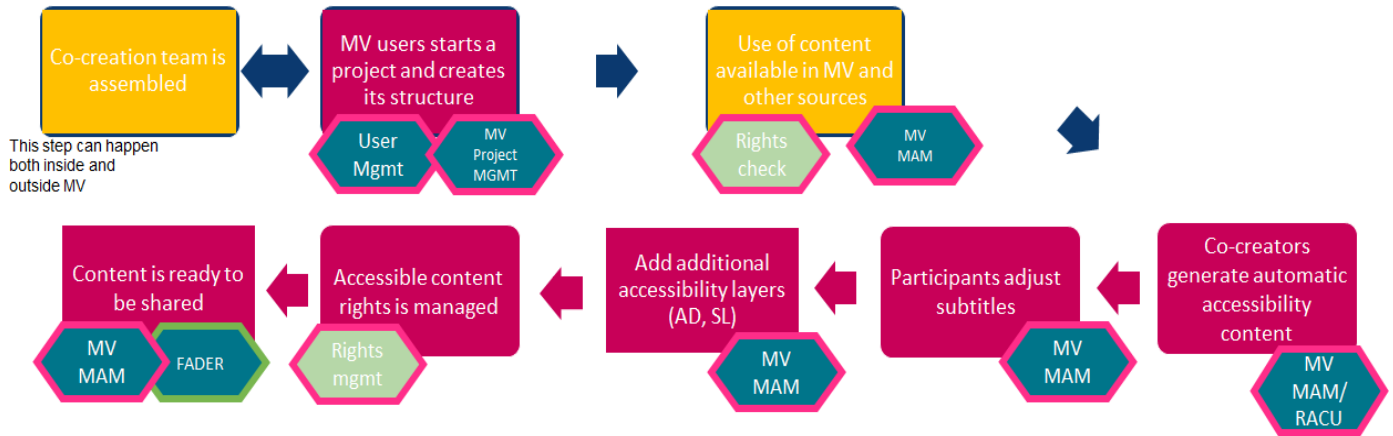


*Figure 19: Accessibility content creation and edition*

d)   Re-use and adapted version of content for social networks
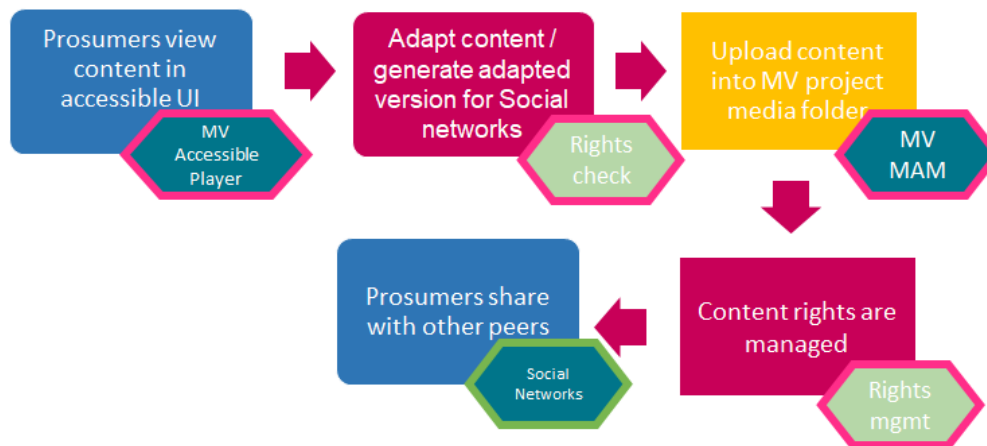


*Figure 20: Re-use and adapted version of content for social networks*

## Use case 3 - split flow diagrams

a) Artist registration and content importing
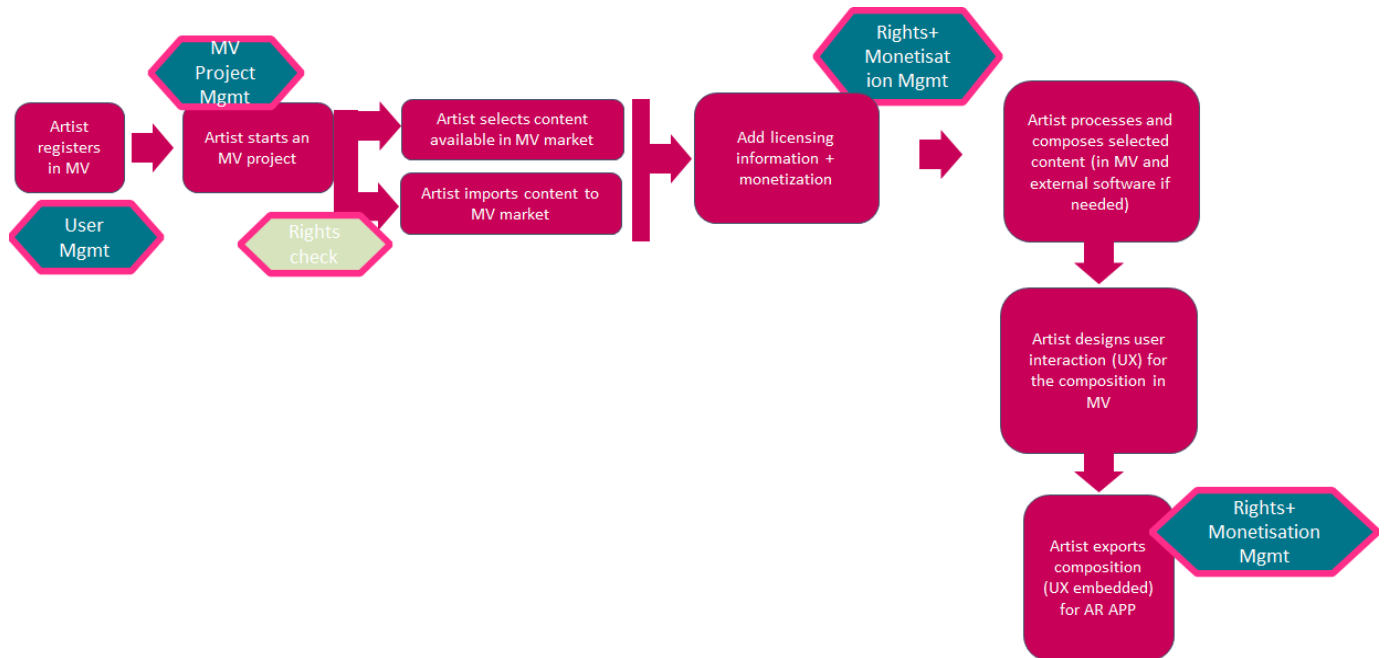


*Figure 21: Artist registration and content importing*
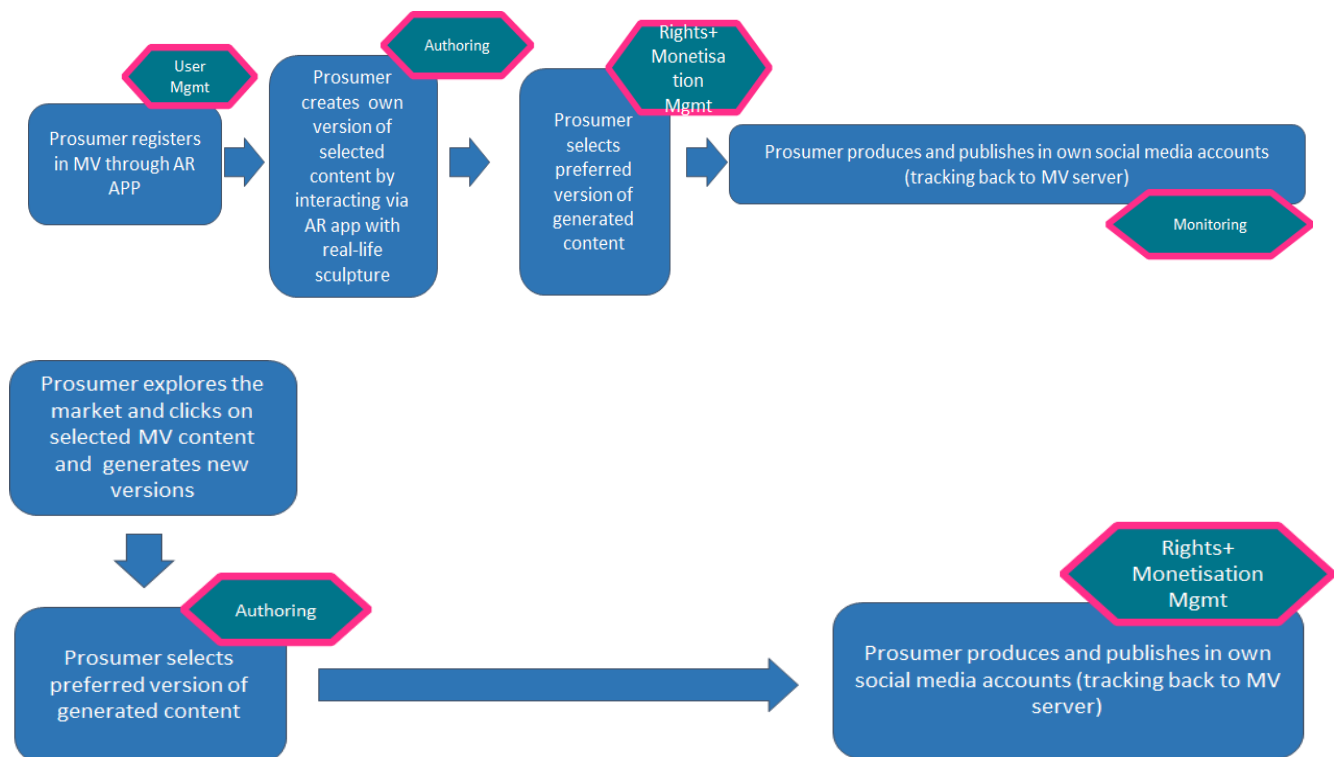
b) User uploads content and registers it



*Figure 22: User uploads content and registers it*

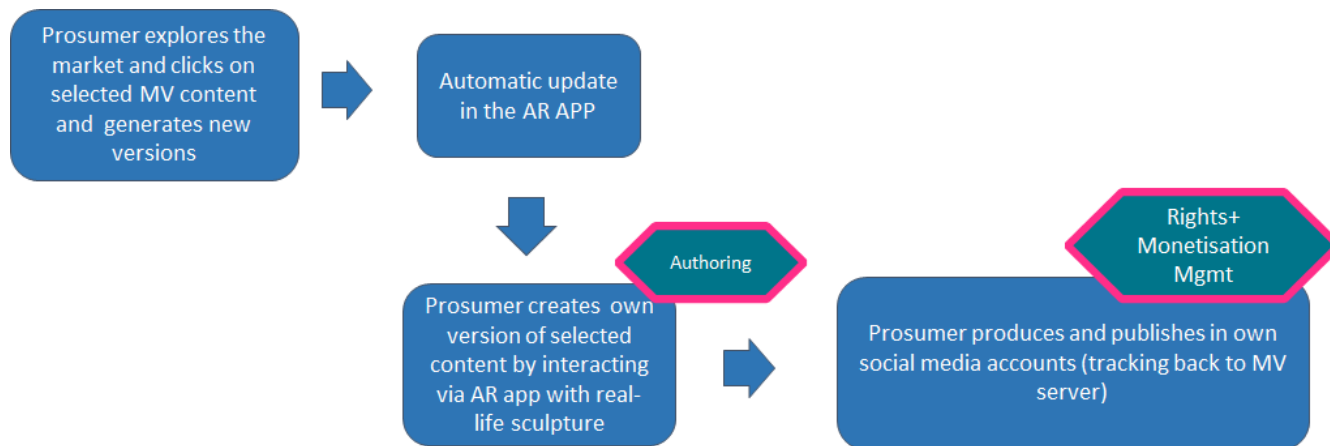c) User selects either from his uploaded content or selects/pays for content on MV, edits and register it



*Figure 23: User selects either from his uploaded content or selects/pay for one present on MV, edits and register it*