



MediaVerse

A universe of media assets
and co-creation opportunities

D8.6

Final Dissemination Report

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Abstract	This is an overview of the project's dissemination and communication activities with the aim to create awareness, engage target groups and prepare wider exploitation.
Keywords	Dissemination, Communication, Media, Research

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Glossary

ABBREVIATION	MEANING
CERTH	Centre for Research and Technology Hellas, coordinating partner
DW	Deutsche Welle, partner responsible for Dissemination and Communication
fka	“formerly known as” – used wrt the platform Twitter, now called X
KPI	Key Performance Indicators
MAAM	Media Asset Annotation and Management
MV	MediaVerse
UAB	Universitat Autònoma de Barcelona, partner responsible for question of accessibility and ethical considerations
VR	Virtual Reality
W3C	World Wide Web Consortium
WCAG	Web Content Accessibility Guidelines
WP	Work Package
XR	Extended Reality

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Executive Summary

This deliverable summarises the communication and dissemination activities and results for the third and final year of the MediaVerse project, from October 2022 to September 2023. This was the project's Phase 3, with a strong focus on Dissemination Activities for Exploitation.

During the third year of the project, dissemination and communication activities focused on presenting achievements and further engaging the MediaVerse target groups (see D8.1 - Initial Dissemination Report and first periodic project report for more details), specifically Media Creators/journalists, Social Facilitators, and Artists. The project was presented at various relevant events to generate some interest in the project and its main achievements and technological outcomes.

Next to populating the website with blog posts and any newly available project information, activities on the Twitter channel intensified, roll-up banners, flyers, and promotional materials were created to further promote project activities, and the project was presented in many public dissemination events. Collaboration with other projects of the same funding call (ICT-44) led to a joint booth at IBC and a shared roundtable.

Summarising Year 3, the consortium presented their project activities to 7,165 persons in 32 events, 34 Trainings, and 12 workshops, published 21 blog posts, 185 tweets, 11 YouTube videos, and 12 scientific publications.

1 Introduction

Throughout the project lifetime, the MediaVerse consortium has been very active in sharing insights and results with the many communities its innovation goals targeted. This variety of target groups and stakeholders was both a bliss and a curse. While one could assume that targeting many communities would also imply that many people would be interested in the project and its results, it proved very difficult to actually reach these many heterogeneous groups with such a broad offer. Each target group would be sure to find something interesting and relevant in the MediaVerse portfolio, yet the multitude of information and topics apparently also confused many visitors who saw too much information that was not for them.

At the end of the project, we organised a series of public events that may serve to show this variety to some extent. In a series of online sessions (see 2.3.5), we invited experts from the fields in which MediaVerse has been active and the topics ranged from Media Innovation to Transmedia Storytelling, the use of AI and blockchain. The collaboration with our sibling projects from the ICT-44 Call showed a similar variety and, naturally, so did the large number of events that covered topics like accessibility, arts, social inclusion, management of sensitive content, hate speech and fake news. MediaVerse covered all these topics and so did the many dissemination activities, online and offline.

To shed light into this apparently overwhelming mass of topics, we created target group-related dissemination materials (see 1.2), especially for mass events where the audience and its interests were not so clear-cut. With these activities, we managed to reach a large number of people, always trying to keep the balance between broader topics and specific interests.

1.1 Project Collaborations

Since the beginning of the project, many collaborations have been established. All collaborating projects have been described on <https://mediaverse-project.eu/community/partner-projects/>.

Collaboration spanned from involving sharing insights and inviting each other to public events to broaden the community with whom to share these experiences to organising events together. The main collaborations active towards the end of the project manifested in the shared activities with the ICT-44 sibling projects, like the IBC booth (see 3.2) and the collaboration with NGI TruBlo leading to the joint organisation of the Expert Talks described in 2.4.

1.2 Target group-related Promotional Materials

Specifically aiming to offer clear information and attract customers at broader events, we created a series of target group-related flyers hoping that they would make it easier for visitors to understand why MediaVerse is relevant specifically for them. Based on the experiences from pilot activities in the three Use Cases and the market and exploitation interests and activities, the consortium agreed on three flyers that bring together the various topics and components and refer to further specific information. The three target groups, which we describe below are the following:

- Media and Journalism
- Social organisations and education
- Art and creative content



Figure 1: Flyer for target group "Media and Journalism"

MediaVerse provides a wide range of tools and services for Media and Journalism: Media Annotation, Recommendation, Accessibility, Content Moderation, and Immersive Storytelling are the main offers addressed to this group. The clear structure of the flyer makes it easy to grasp all these topics at a glance (see Figure 1). The QR Code refers to the MediaVerse webpage: <https://mediaverse-project.eu/results/tools/> where all MediaVerse components are described, using the exact same labels as in the overview flyers. Therefore, it is easier for the visitors of the website and especially for the people with the flyer to draw the connection between the individual component and the overall topic.

The second flyer (see Figure 2) summarises the main advantages for organisations and institutions that deal with societal topics like vulnerable groups, accessibility, and (social) education. This group is mainly interested in functionalities related to accessible content and immersive, engaging storytelling.



Figure 2: Flyer for target group "Social Organisations and Education"

Finally, the flyer in Figure 3 shows at a glance that immersive storytelling on the one hand is as attractive and important to artists and content creators as copyrights, content identification, and tracking what happens with content after its publication, via social analytics engine.



Figure 3: Flyer for target group "Artists and Content Creators"

2 Dissemination Activities

All partners have contributed to the website by means of blog posts and/or providing information to create substantial and relevant static pages. The YouTube channel (see Section 2.3) has been populated by the consortium as a whole, and under the lead of DW selected partners also populate the X/Twitter account together (see Section 2.2). All partners have been actively supporting the MediaVerse communication activities on their individual channels, retweeting MediaVerse tweets, announcing event participation and new content on their websites, sharing YouTube videos, etc.

2.1 The MediaVerse Website

For the final year of the project, the focus of the MediaVerse website was on dissemination and promotion of the results of our project work. A major part of the promotion on the website was supported by adding blog posts on the use cases and on the Expert Talks. Figure 4 presents the current structure of the project’s website and the main tabs.

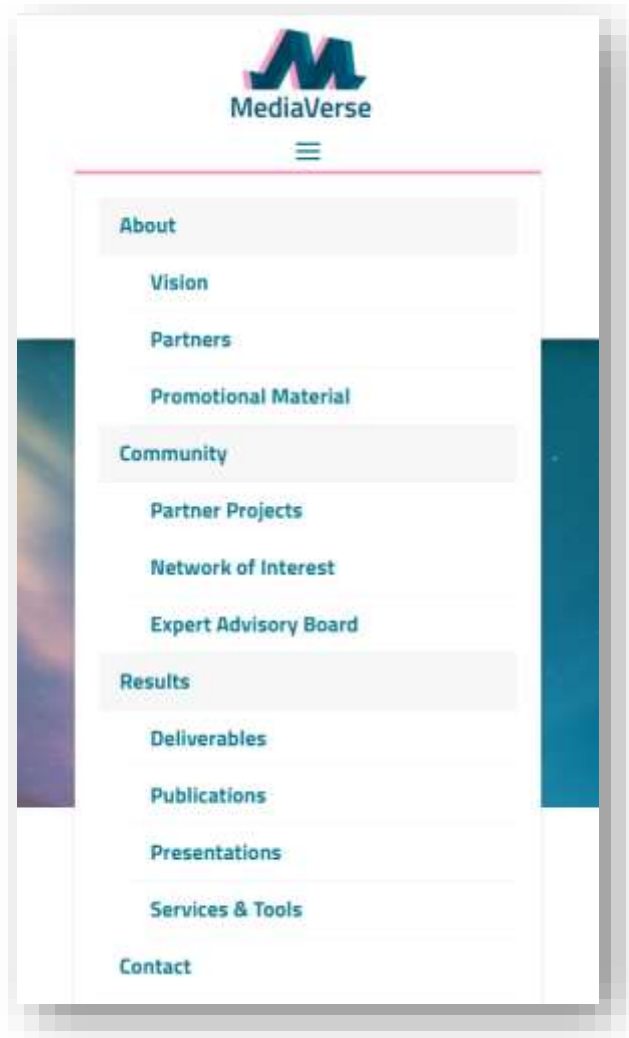


Figure 4: Current Sitemap

The project results can be found in four sub sections, each offering either downloadable files or links, if the content is hosted on external platforms, such as publication platforms or GitHub for software:

- Deliverables
- Publications
- Presentations
- Services & Tools

Moreover, the Services & Tools area of the Results section starts with an extra block to promote the main achievement of the partners' fruitful collaboration: the public version of the MediaVerse Node (see Figure 5).

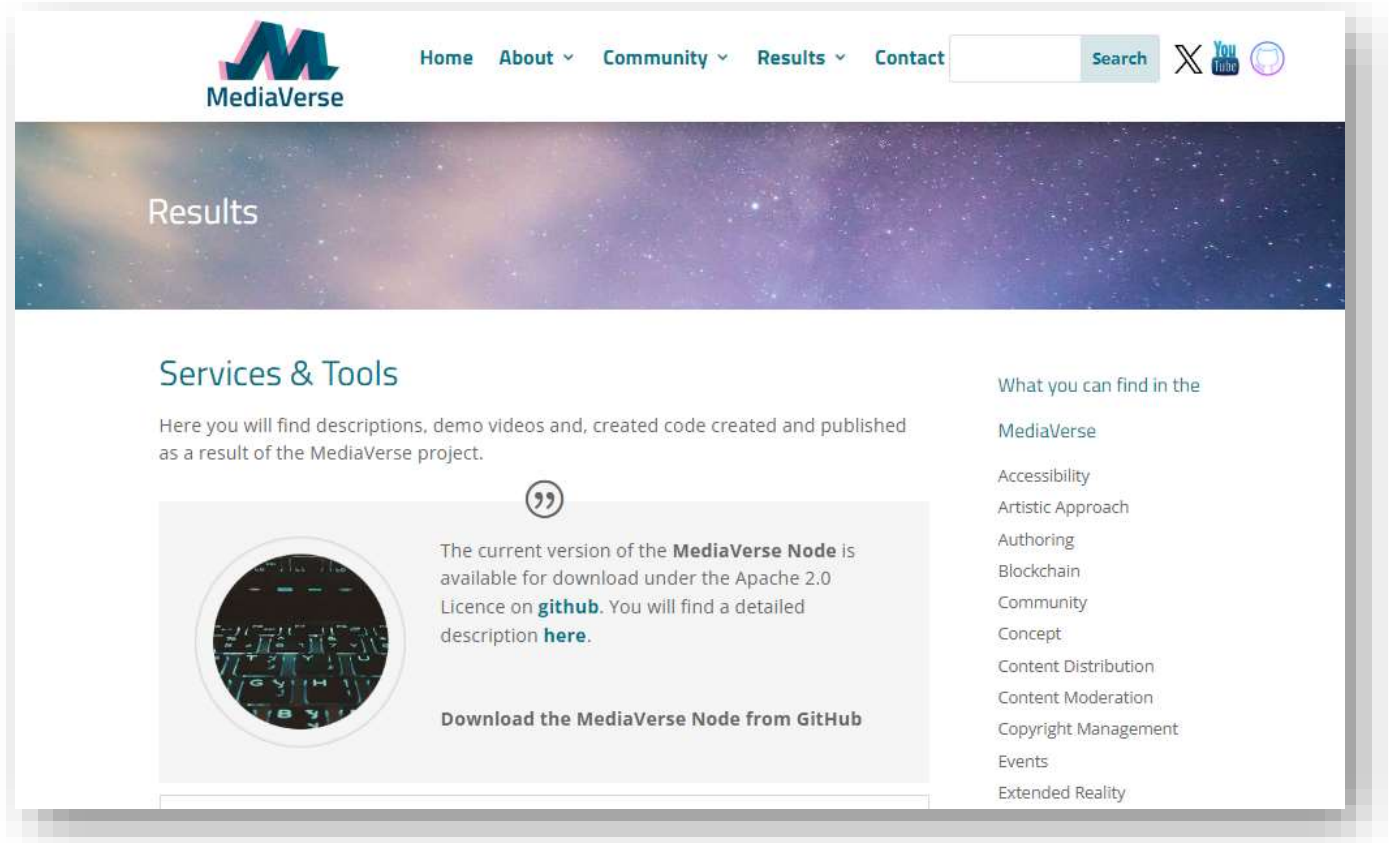


Figure 5: Promotional block for MV Node on Results Page

Moreover, we identified a list of “additional tools”, open source or proprietary, that are essential components of a MV Node, e.g., the Accessibility Toolset, or the Recommender System, as opposed to integral parts, such as the UI or the Network connector, etc. These additional tools are all featured on the page for Tools and Services (<https://mediaverse-project.eu/results/tools/>), including links to respective partners and/or links to the sources of these components, e.g., a download link to GitHub (see Figure 6).

Asset Management: MAAM

MediaVerse Asset Management and Moderation (MAAM): a fork of the MV node and its core architecture, with an extensive redesign and re-implementation of the back-end and front-end for more optimized user experience and better performance. The focus is on managing the automatic and user-provided annotations to the media assets, and serve as a basis for further integrations such as forensics analysis.

For more information visit <https://maam.mever.gr/>

MAAM is available as a service. Please contact Symeon Papadopoulos at CERTH

Accessibility Toolset

Accessibility: RACU - Subtitling Workflow

Asset Management: Content Recommendation

Figure 6: Services and Tools section, Example MAAM

Finally, The header bar of the website, which is visible on all pages, offers direct links to the MediaVerse accounts on X/Twitter, YouTube, and GitHub sources (see Figure 7, top right – highlighted in pink colour).

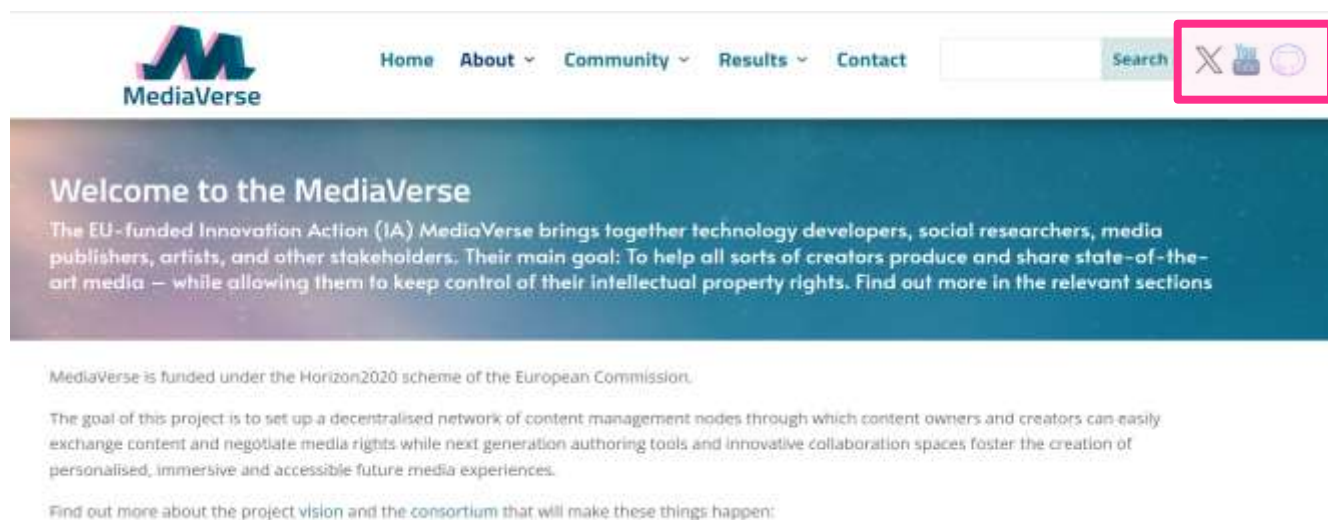


Figure 7: Home page and header bar

2.2 Twitter / X

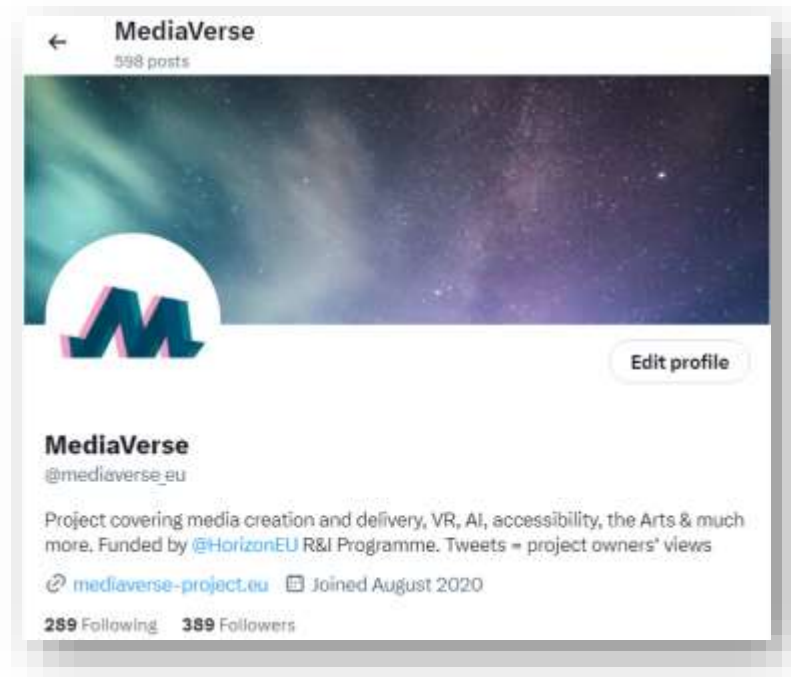


Figure 8: MediaVerse on X (web screenshot, 26.09.2023)

Producing overall 598 posts since the start of the project (until 26.09.23) – and 185 in year 3 – we attracted 389 Followers to our X channel @mediaverse_eu so far.

The topics of the tweets that we have posted include among others:

- announcing events where one could meet project members to discuss relevant aspects of the project;
- relevant market observations, including ground-breaking developments but also new software and service releases of partners' developments;
- links to relevant publications, including but not exclusively by consortium members.

The aim of our presence on this platform was to reach and activate as many (partly overlapping) communities as possible, in order to create awareness of the project's approach and results, eventually also attracting visitors to our website and events, such as workshops, hackathons and artistic activities. Unfortunately, the recent developments of the platform have not been very helpful. Analytics are hardly available at no or low costs, many people in the community seem to abandon the platform. All in all, the negative effects on our channel were not massive though.

2.3 YouTube

The YouTube channel, established in January 2022, gathers a variety of videos that present project activities and results. The videos have subtitles - transcribed and subtitled by the MediaVerse subtitling tool RACU - and (manually edited) descriptions in English, German, French, Spanish (Castellano), Catalan, and Italian. These are displayed according to the language YouTube is used in. For all other languages, subtitles and descriptions are shown in English. The main playlist ("[Videos](#)" or "Uploads") presents all videos that were created exclusively for the project.

2.3.1 What We Do @ MediaVerse

At a project meeting, DW created a series of interviews with partner representatives to present partner activities in short statements. We produced nine videos where the partners explain their main contributions and achievements in MediaVerse. Figure 9 shows a screenshot of these videos, as an example.



Figure 9: Timelex statement on Copyright Licencing in MediaVerse

2.3.2 Use Cases

The “[Use Cases](#)” playlist contains videos that describe what partners do and have done in MediaVerse related the specific Use Cases of the project. It includes 15 videos, which give insights into how Immersive Storytelling supported the three Use Cases. Three animated videos give an overview of the Use Cases in general, portraying how MediaVerse as a platform supports the motivations of these Use Cases. Figure 10 shows a screen shot of Use Case 3 video, as an example.



Figure 10: MediaVerse video of Use Case 3

2.3.3 Demos

The “[Demos](#)” playlist contains 11 demo videos on:

- Authoring Tool VRodos (2 videos)
- Authoring Tool Fader (1 video)
- Screencasts demonstrating the use of the MAAM (6 videos)
- and once more, the demo videos from the main channel (Node UI and Near-Duplicate Detection) to make sure that interested users will find such information and not overlook it in the other list.

2.3.4 Presentations by MV Partners

“[Presentations by MV partners](#)”, collects videos of events where partners presented MediaVerse as a project or project’s results (9 videos). A complete list of events will follow in the next chapter, where we present the Dissemination Events. The intention of these videos is to explain MediaVerse and the developed assets in a comprehensible way through videos. This will allow us to promote the project and its results, and ultimately attract visitors to our website, X account, and events such as workshops, hackathons, and artistic activities.

2.4 Expert Talks (Online Workshops)

In close collaboration with our partner project [TruBlo](#), we organised a number of Expert Talks where we invited renowned keynote speakers to give inspiring talks on MediaVerse-related topics. The talks followed a three-part structure: following the keynotes, MediaVerse partners gave short introductions of what they did in the project related to the topic of the speaker. They reflected on the use of AI to improve MediaVerse content annotation tools or the effects of Immersive Storytelling on the target communities of the Use Cases. In the third part, the microphones were opened so that all participants could ask questions to keynote speakers and the MediaVerse representatives. The talks were promoted on the project website, its Twitter/X channel, but also through the individual communication channels of the consortium and the other partner projects (see Figure 11).



Figure 11: Screenshot of main post on Expert Talks

Table 1 presents a list of the online sessions, the keynote speakers and their topics.

Table 1: List of Expert Talks

DATE	EXPERT	TITLE
06.09.2023	Ezra Eeman, Innovation Director, NPO	Innovation in media: What works?
13.09.2023	Nic Newman or representative from Reuters Institute	European Media Consumption: New trends and changes ahead
15.09.2023	Frédéric Dubois, Filmschule Köln & Linda Rath, Vragments	Transmedia storytelling
20.09.2023	Nick Diakopoulous, Northwestern University	Media and AI – from hype to reality
27.09.2023	Donnie Sc. Lyonis, KTH Innovation	Innovation Readiness: An easy-to-use system to translate project evolution and start-up growth
04.10.2023	Sebastiaan van der Lans, Wordproof + Liccium + Surfshark	Towards trustable content

3 Dissemination Events

MediaVerse partners actively participated in a long list of events. A complete list of all events can be found in Annex 2. All public presentations can be found online on: <https://mediaverse-project.eu/results/presentations/>. In the following sub-chapters we present a representative selection of these events.

3.1 Events in the Arts Community

AS co-organized a series of small art festivals in the Aveiro, Canelas, and Estarreja regions of Portugal, spanning from April to July. These events successfully engaged both the local and international artist communities, as well as various local stakeholders, including digital creators, amateur artists, policy members, and the general public. In total, over 1,113 participants joined these gatherings, providing them with the opportunity to immerse themselves in VR experiences and explore the innovative concept of MediaVerse. Figure 12 shows the poster from one of these events.

Participants actively participated in interactive sessions with artists, and they also took part in small workshop groups where they were introduced to MediaVerse. These sessions facilitated in-depth discussions about online content creation and the ethical aspects of its distribution.



Figure 12: Poster from the first event *Estação Viva*, 19-22 April 2023

3.2 IBC 2023

Together with the partner projects Möbius and Copa Europe, MediaVerse shared a booth at IBC, from 14-18 September 2023, where the fourth sibling project from the same Call, STADIEM, joined for a visit on Saturday, 16 September (see Figure 13).



Figure 13: Representatives of Copa Europe, Möbius, STADIEM, and MediaVerse at joint IBC booth

3.3 Scientific Events

Most of the events that MediaVerse partners participated in were Conferences, Symposia, or workshops, where partners had the opportunity to exchange ideas and results with other scientific institutions. The topics were as diverse as the consortium and its project activities: many events were about accessibility, some about Blockchain and NFT, or AI for Media. In Annex 2, we label the “Type of Audience” of these Events as “Research Community” or “IT Industry”.

3.4 EBU Events

MediaVerse was presented in two major EBU events in 2023. DW presented the potential of Immersive Storytelling in journalism at EBU’s Production Technology Seminar (PTS) on 26 January 2023 (see Figure 14) and the CERTH team gave demos of MAAM at a MediaVerse booth at EBU’s Data Technology Seminar on 21-23 March (see Figure 15).



Figure 14: Nico Patz (DW) presenting the diversity of the MediaVerse platform at the PTS 23

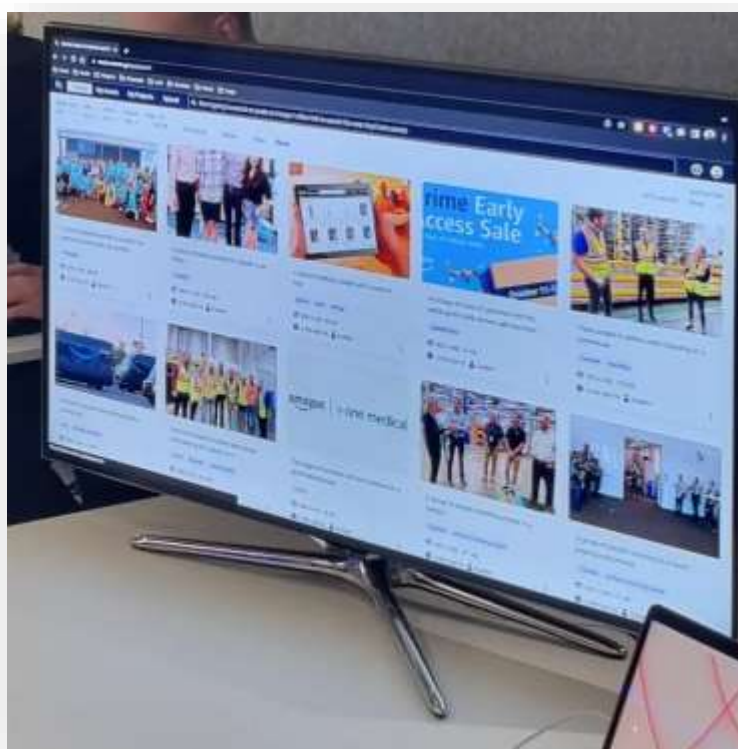


Figure 15: MediaVerse MAAM at EBU'S Data Technology Seminar

3.5 Subtitling Live Symposium and ARSAD

Three partners presented the use of MediaVerse technologies and its relevance in the field of accessibility at the [8th Live Subtitling and Accessibility Symposium](#) on 19 April 2023 (see Figure 16) and at the Advanced Research Seminar on Audio Description, [ARSAD](#) on 20 April 2023, both in Barcelona. Various presentations and demos showed how the Accessibility Toolset supports automatic subtitling of videos, how these subtitles were used in immersive 360 video stories and how the use of such stories supported education on the issues of vulnerability and accessibility.



Figure 16: Pilar Orero (UAB) presenting at Live Subtitling Symposium

4 Publications

Scientific MediaVerse partners have published research results in 12 scientific papers. Table 2 presents a list of the project's publications. All public papers can be found on the [Publications](#) section of the project website.

Table 2: Publications by project partners based on MediaVerse results (Year 3)

DATE	TITLE	AUTHORS	PARTNERS INVOLVED
Dec 2022	A Multi-Stream Fusion Network for Image Splicing Localization	Maria Siopi, Giorgos Kordopatis-Zilos, Polychronis Charitidis, Ioannis Kompatsiaris, Symeon Papadopoulos	CERTH
Nov 2022	MediaVerse goes to ITACA	Anna Matamala, Estella Oncins	UAB
Nov 2022	COVID-Related Misinformation Migration to BitChute and Odysee	Olga Papadopoulou, Evangelia Kartounidou, Symeon Papadopoulos	CERTH
Dec 2022	Media Accessibility: An Opportunity for Diversity, Inclusion and Education	Pilar Orero	UAB
Dec 2022	Leveraging Large-Scale Multimedia Datasets to Refine Content Moderation Models	Ioannis Sarridis, Christos Koutlis, Olga Papadopoulou, Symeon Papadopoulos	CERTH
Jan 2023	MemeTector: Enforcing Deep Focus for Meme Detection	Christos Koutlis, Manos Schinas, Symeon Papadopoulos	CERTH
Feb 2023	The Visible Subtitled: Blockchain Technology Towards Right Management and Minting	Pilar Orero, Anna Fernandez Torner, Estella Oncins	UAB
Apr 2023	MemeFier: Dual-stage Modality Fusion for Image Meme Classification	Christos Koutlis, Manos Schinas, Symeon Papadopoulos	CERTH
Jun 2023	MAAM: Media Asset Annotation and Management	Manos Schinas, Panagiotis Galopoulos, Symeon Papadopoulos	CERTH
Jun 2023	Digital Assets Rights Management through Smart Legal Contracts and Smart Contracts	Enrico Ferro, Marco Saltarella, Domenico Rotondi, Marco Giovanelli, Giacomo Corrias, Roberto Moncada, Andrea Cavallaro, Alfredo Favenza	FINCONS
Jun 2023	Self-Supervised Video Similarity Learning	Giorgos Kordopatis-Zilos, Giorgos Tolias, Christos Tzelepis, Ioannis Kompatsiaris, Ioannis Patras, Symeon Papadopoulos	CERTH
Jul 2023	Towards a Decentralized Solution for Copyrights Management in Audiovisual Translation and Media Accessibility	Iris Serrat-Roozen, Estella Oncins	UAB

5 Trainings

MediaVerse partners conducted 34 Trainings. Trainings were conducted to introduce users into the features of the MediaVerse Node and the Authoring Tools. During the trainings, the partners presented and focused on the features relevant for the respective target audience, encouraging the hands on experiences and questions where things may have been unclear. While some trainings focused specifically on individual tools or components, e.g., the Authoring Tools Fader and VRodos, most Trainings covered the core functionality around media asset management and licencing. Table 3 presents a descriptive list of the training activities during the project.

Table 3: Complete list of MediaVerse Trainings

DATE	TITLE	NO. OF PARTICIPANTS	PROFILE	ORGANISED BY
2022-11-11	360º cocreation (ACAPPS 2)	7	Social workers and accessibility professionals	UAB
2022-11-18	360º cocreation (ACAPPS 2)	7	Social workers and accessibility professionals	UAB
2022-11-28	360º cocreation (INS Raspall - 1)	4	High school teachers	UAB
2022-12-14	MAAM tool	18	Post-graduate students at the school of journalism and Mass media	CERTH
2022-12-28	VRodos	9	Librarians and relevant stakeholders	CERTH
09-13.01.2023	MAAM tool	25	Post-graduate students and early stage researchers	CERTH
2023-01-11	360º cocreation (INS Carrasco - 1)	8	High school teachers	UAB
2023-01-25	360º cocreation (INS Carrasco - 2)	9	High school teachers	UAB
2023-02-01	360º cocreation (INS Raspall - 2)	3	High school teachers	UAB
2023-03-27	360º cocreation (MAG - 1)	3	Professional dancer and audiodescriber working with blind users, teacher and audiovisual producer.	UAB
2023-03-31	MAAM tool	30	Undergraduates at Journalism Faculty of the Department of Social & Political Sciences, Aristotle University, Thessaloniki	CERTH
2023-04-13	360º cocreation (EMAV - 1)	13	Students and teachers Audiovisual field.	UAB
2023-04-19-22	Estacao Viva	400	Artists, general public	AS
2023-05-10	360º cocreation (EUIT - 1)	36	Occupational Therapy students	UAB
2023-05-11	360º cocreation (EMAV - 2)	11	Students and teachers Audiovisual field.	UAB
2023-05-12	360º cocreation (SOM FUNDACIÓ 1)	5	Social workers	UAB
2023-05-15	Immersive Journalism with FADER	6	DW Journalists	DW

2023-05-17	Immersive Journalism with FADER	7	DW Journalists	DW
2023-05-21-28	Estarreja Arte Viva	213	Artists, general public	AS
21-28 May 2023	Picnic & rever descend	400	Artists, Media Professionals, General Public	AS
2023-05-23	MAAM tool	11	Post-graduate students at the school of journalism and Mass media	CERTH
2023-05-24	MAAM tool	11	Under-graduate students at the school of journalism and Mass media	CERTH
2023-05-25	360º cocreation (EUIT - 2):	36	Occupational Therapy students	UAB
2023-06-30-07-02	Arte Viva	300	Artists, general public	AS
2023-09-01	Immersive Journalism with FADER	6	DW journalists and media production staff	DW

6 Workshops

The goal of Workshops is not to train participants in the use of MediaVerse technologies for actual production. In contrast to Trainings, Workshops focus on MediaVerse-related topics and may have an interactive part where attendees can actually try the technologies described. Beyond the five online Workshops described in 2.3.5 as “the Expert Talks” (included here for completeness), in which several project partners were actively involved, the scientific partners of the consortium, UAB and CERTH, have given seven more Workshops. Table 4 lists the Workshop topics, the number of participants, and the responsible partners.

Table 4: List of MediaVerse-related Workshops

DATE	TITLE	PLACE	NO. OF PARTICIPANTS	PROFILE	PARTNER
2022-11-15	The annual Fakespeak workshop 2022	Oslo, online	20	Research community	CERTH
2023-01-09	Digital Methods Initiative (DMI) Amsterdam's Winter School on the use and misuse of Open Source Intelligence (OSINT)	online	25	Research Community	CERTH
2023-02-15	The Future of Interface - & - Future of Interface Accessibility	online	1500	Research Community	UAB
2023-03-02	Workshop on Virtual Worlds	online	8	Research Community	UAB
2023-03-02	IAAP EU Series Webinar. Super accessibility: immersive media for all	online	180	Research Community	UAB
2023-03-22	Data Technology Seminar 2023	Geneva	100	Media Industry	CERTH
2023-03-13	WSIS SUMMIT 2023: MV Workshop	Geneva	11	Research community, professionals	UAB
2023-09-06	Innovation in media: What works?	online	18	Media Industry	DW
2023-09-13	European Media Consumption: New trends and changes ahead	online	10	Media Industry	DW
2023-09-15	Transmedia storytelling	online	14	Media Industry	DW
2023-09-20	Media and AI – from hype to reality	online	11	Media Industry	DW
2023-09-27	Innovation Readiness: An easy-to-use system to translate project evolution and start-up growth	online	14	Media Industry	DW

7 Performance Measurement

Dissemination and Communication activities have been sketched and planned in the Grant Agreement, including specific Key Performance Indicators (KPI). The following numbers present an overview of the project's communication activities along with the latest progress. Table 5 includes two new rows presenting the numbers of tweets and YouTube videos published. These had not been foreseen in the original table.

Table 5: Key Performance Indicators, incl. current values (as of 26.09.2023)

ACTIVITIES	ACTUAL YEAR 1	PLANNED YEAR 1	ACTUAL YEAR 2	PLANNED YEAR 2	ACTUAL YEAR 3	PLANNED YEAR 3
Page views of website (annual)	6,166	>6,000	6,207	>7,000	6,737	>8,000
Website visits (annual)	3,555	>3,000	5,886	>4,000	5,482	>4,000
Press release(s)	2	1	0	≥2	2	≥3
Twitter/X followers	140	>200	250	>400*	389	>600*
Tweets	190	n/a**	227	n/a**	185	n/a**
YouTube videos		n/a**	6	n/a**	11	n/a**
Presentations made publicly available	9	≥8	8	≥10	23	≥15
Event attendance	33	≥12	27	≥16	29	≥20
Individuals reached during events	2036	>200	2,537	>400	7,165***	>600
Scientific publications	7	≥4	8	≥8	12	≥12
Training events	0	0	0	≥1	34	≥3
Workshop / conference	0	0	1	1	12	≥2

* The numbers of Twitter followers are cumulative

** No relevant KPIs pre-defined in DoA

*** Including all Workshops and Trainings

According to the table, it appears that all dissemination and communication KPIs have been achieved or even exceeded by far with the exception of the number of Twitter/X followers (389 instead of 600), and press releases (2 versus target of ≥3).

8 Conclusion

The consortium has been very active presenting project outcomes and activities, engaging target groups, and publishing project results. Beyond scientific publications, several tools and services were made available to the public to download, install, and use.

During the third year, the consortium reached out to the relevant communities further by joining public events, conferences, and symposia, but especially by organising Workshops and Trainings in joint efforts with the partner ICT-44 projects whenever possible.

The website, the YouTube videos and the Twitter/X account as a whole have informed many people about MediaVerse. In the final year of the project, the website focused more on the Use Cases and the pilot activities of the project. The YouTube videos help people understand the developed technologies, the Use Cases and the added value that the project results can bring. Meanwhile, the Twitter posts try to reach people of all communities and draw their attention to the website and events.





Figure 18: MediaVerse fan (at Global Media Forum 2023)

Annex 2 – Complete list of Dissemination Events

Below follows a complete list of events where partners participated. The right column indicates the type of contribution MediaVerse made to the event.

Table 6: Events where MediaVerse was presented by project partners

DATE	TYPE OF ACTIVITIES	TITLE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	PARTICIPATING PARTNERS	MEDIAVERSE CONTRIBUTION
22.09.29-10.01	Trade Fair	Beyond Expo 2022	Thessaloniki, GR	ICT Industry	200+	CERTH	Project booth, presentations, demonstrations
2022-10-16	Trade Fair/Exhibition	ENOTHE	Tbilisi, GE	Mixed	120	UAB	Presentation
2022-10-27	Conference	Accessibility and media in the EU: LEAD-ME COST Action follow-up Conference	Brussels, BE	Research Community	57	UAB	Presentation
2022-11-09	Conference	CIDICO...IV Congreso Internacional de Innovación Docente e Investigación en Educación Superior	Online	Mixed	89	UAB	Poster presentation
2022-11-09	Conference	CIDICO...IV Congreso Internacional de Innovación Docente e Investigación en Educación Superior	Online	Mixed	(same as above)	UAB	Oral presentation
2022-11-10	Conference	TSDSI Tech Deep Dive Conference 2022	New Delhi, IN	Mixed	55	UAB	Presentation and chairing the session "Technology applications: XR and Immersive technologies"
2022-11-26	Conference	23rd International Conference on Intelligent Data Engineering and Automated Learning (IDEAL)	Manchester, UK	Research Community	40	CERTH	Presentation

DATE	TYPE OF ACTIVITIES	TITLE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	PARTICIPATING PARTNERS	MEDIAVERSE CONTRIBUTION
2022-11-27	OTHER (see comments)	Maestría Traducción e Interpretación de la Universidad Autónoma de Manizales. Seminario de TAV, sesión sobre Investigaciones actuales.	Manizales, CO	Research Community	22	UAB	Presentation
2022-11-28	Conference	India EU Workshop on Inclusive Design and Standardization	Bangalore, IN	Research Community	55	UAB	Presentation
2022-12-03	OTHER (see comments)	VRodos Experience for the preservation of cultural heritage	Thermi, Thessaloniki, GR	Artist Community	16	CERTH	Presentation
2022-12-05	Conference	Multimedia Big Data IEEE international conference	online	Research Community	10	CERTH	Presentation
2022-12-15	Symposium	Cicle Càpsules de traducció (UVic): Anna Matamala in conversation with Vanessa Enríquez	online	Mixed	33	UAB	Interview
2023-01-24	Conference	Production Technology Seminar	Geneva, CH	Media Industry	200	DW	Presentation
2023-02-23	Conference	Accessibility by default: three examples of EU funding: MILE, MediaVerse and GreenSCENT	Vienna, AT	Research Community	60	UAB	Presentation
2023-03-15	Trade Fair/Exhibition	Saló de l'ensenyament	Barcelona, ES	Mixed	30	UAB	Presentation

DATE	TYPE OF ACTIVITIES	TITLE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	PARTICIPATING PARTNERS	MEDIAVERSE CONTRIBUTION
2023-03-29	Conference	"PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES INTERNATIONAL CONFERENCE - 13TH EDITION"	Online / Timișoara, RO	Research Community	45	UAB	Presentation
2023-04-19	Conference	Live Subtitling 2023	Barcelona, ES	Research Community	40	UAB / DW / STXT	4 Presentations
2023-04-20	Conference	ARSAD 2023	Barcelona, ES	Research Community	150	UAB / STXT	Presentation
2023-05-17	Conference	United International College	Xiangzhou, CN / Virtual	Mixed	50	UAB	Presentation
2023-05-24	Conference	NEM Summit 2023	Zagreb, HR	IT Industry	120	UAB	Presentation
2023-05-24	Trade Fair/Exhibition	Beyond Expo	Thessaloniki, GR	IT Industry	15	CERTH	Project booth, presentations, demonstrations
2023-06-07	Conference	EU Green Week Webinar	Online	Mixed	130	UAB	Presentation
2023-06-14	Conference	"Jornada d'accessibilitat web"	Online	Mixed	150	UAB	Presentation
2023-06-19	Conference	Global Media Forum	Bonn, DE	Media Industry	60	DW	Presentation
2023-06-24	Conference	American Blind Council Conference and Convention	Online	Mixed	82	UAB	Presentation
2023-06-29	Hackathon	Immersive Experience: Fly like a Bird	Sofia, BG	Mixed	800	ARTS	Presentation

DATE	TYPE OF ACTIVITIES	TITLE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	PARTICIPATING PARTNERS	MEDIAVERSE CONTRIBUTION
2023-07-06	Conference	M4All Conference - Presentation 1	Antwerp, BE	Mixed	60	UAB	Presentation
2023-07-06	Conference	M4All Conference - Presentation 2	Antwerp, BE	Mixed	30	UAB	Presentation
2023-07-11	Conference	Cultural & Creative Industries Event	Barcelona, ES	Artist Community	500	ARTS	Presentation
2023-09-04-05	Hackathon	SRG Hackdays	Zürich, CH	Media and IT	800	STXT	Interactive session during hackathon
2023-09-14-18	Trade Fair/Exhibition	IBC 2023	Amsterdam, NL	Media Industry	300	CERTH, DW	Project booth, presentations, demonstrations, roundtable with partner projects
2023-09-16	Workshop	Παραπληροφόρηση: Κίνδυνοι και Αντιμετώπιση. Τι πρέπει να γνωρίζουμε; (eng. Disinformation: Risks and Countermeasures. What should we know?)	both online and physical at Noesis in Thessaloniki	Mixed (Children, students, scientists)	20	CERTH	Presentation
2023-09-17	Conference	Behavioural and Policy Aspects of Online Disinformation	online	Research Community	30	CERTH	Presentation
2023-09-19	Conference	EAB Research Projects Conference 2023 (EAB-RPC 2023)	Darmstadt, DE	Research Community	150	CERTH	Presentation



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