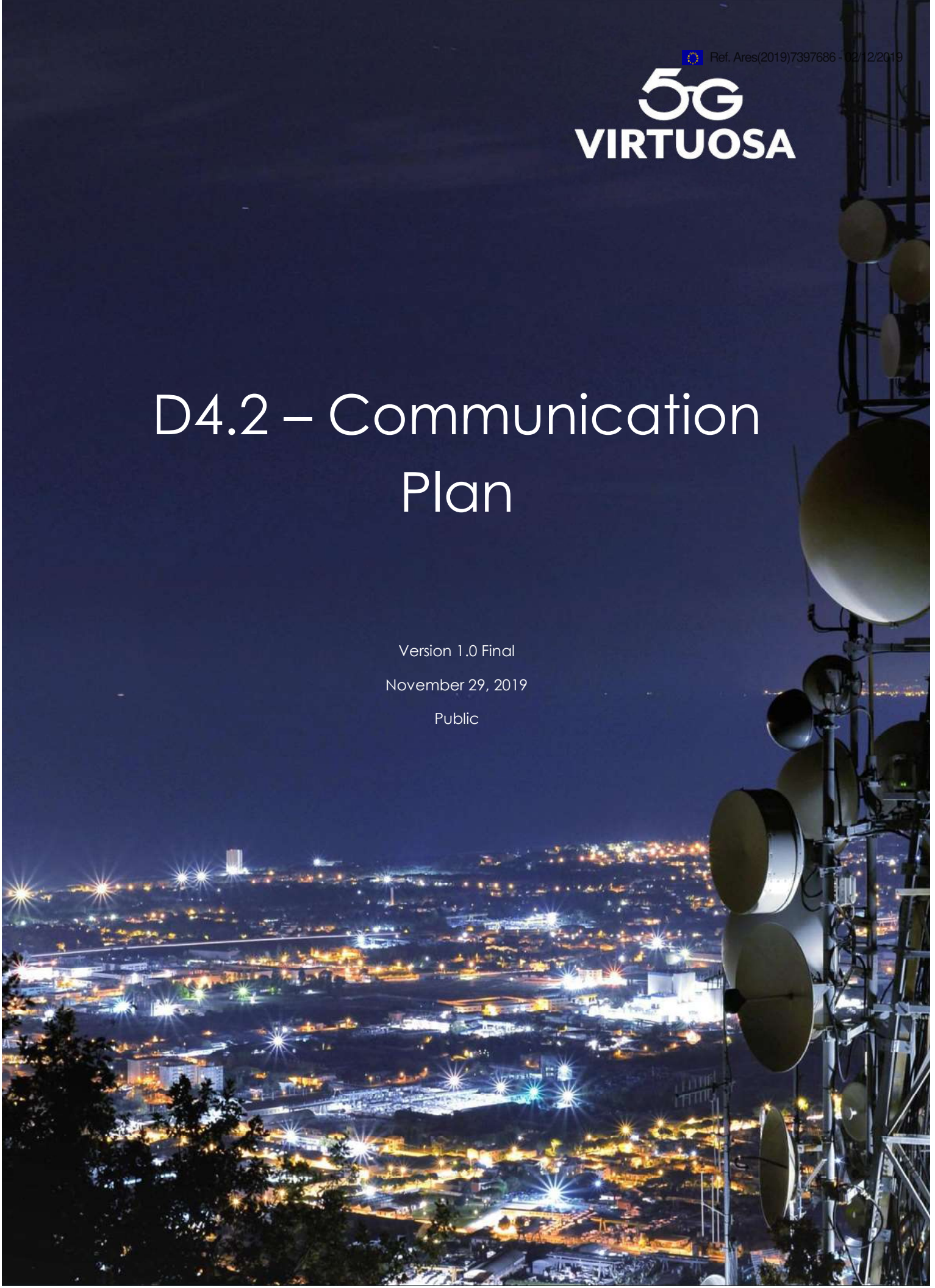


D4.2 – Communication Plan

Version 1.0 Final

November 29, 2019

Public



Grant Agreement No.: 866656

Project Acronym VIRTUOSA

Project Title Scalable Software Defined Network Architectures for Cooperative LIVE Media Production exploiting Virtualised Production Resources and 5G Wireless Acquisition

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1. Executive summary	5
2. Introduction	6
2.1. About this document	6
2.1.1. Purpose of this document	6
2.1.2. Document structure	6
2.1.3. Audience	6
3. Communication strategic approach	7
3.1. Communication objectives	7
3.2. Communication phases	7
3.3. Targeted Stakeholders	8
3.4. Communication channels	8
4. Planned Communication activities	9
4.1. Branding - Project's corporate identity	9
4.2. Digital communication	10
4.2.1. Project website	10
4.2.2. Social media	10
4.2.3. Videos	11
4.3. Media	11
4.3.1. Target publications	11
4.3.2. Television and radio	12
4.4. Direct (face-to-face) communication	12
4.4.1. Participation in trade-fairs and exhibitions	12
4.4.2. Participation to Conferences and Workshops	13
4.4.3. Organization of own workshops and demo events	15
4.5. Communication materials	16
4.5.1. Brochure/leaflet	16
4.5.2. PowerPoint presentation	16
4.5.3. E-newsletters	16
4.5.4. Press releases	18
4.5.5. Roll-up banner	19
5. Timeline of Communication activities	20
6. Evaluation of Communication activities	22
6.1. Monitoring	22
6.2. Key performance indicators (KPIs)	22





1. Executive summary

This document is the Communication Plan for the VIRTUOSA project. It describes the communication and dissemination activities that the VIRTUOSA consortium intends to undertake to promote the project and its results effectively. The target audience for this promotion extends beyond the project's own community, with the overall goal to increase awareness and promotion of market launch.

In the first instance, the document describes the over strategy for communication, including the objectives, phases, targeted audiences and channels used. Then, it details the activities planned for the entire duration of the project duration, with a timeline for their implementation as well as key performance indicators (KPIs) to measure the effectiveness of those activities in achieving the goal of increasing awareness raising in the project.

The project already has a high visibility in the broadcast and telecom industry because of its aim to combine leading edge IT concepts (SDN and Virtualization) with emerging mobile technology (5G communication) to help bring additional flexibility and cost-effectiveness to broadcast live production. There is therefore a latent interest in following its project amongst potential interested stakeholders in those industries. The objective of the Communication Plan is to ensure this interest is met and hopefully exceeded.

As mentioned in the opening paragraph however, the aim is to reach beyond those stakeholders and make it easy for member of the public to find out about the VIRTUOSA project, and the EU's involvement in helping to fund it.



2. Introduction

2.1. About this document

2.1.1. Purpose of this document

The purpose of this document is to create the deliverable **D4.2 – Communication Plan** of the VIRTUOSA project.

2.1.2. Document structure

The main part of this document covers:

- **Communication strategic approach (section 3, p.7):** a description of VIRTUOSA's overall communication strategy.
- **Planned Communication activities (section 4, p.9):** a description of selected communication and dissemination activities that are planned during the VIRTUOSA project.
- **Timeline of Communication activities (section 5, p.20):** a Gantt chart showing the timing of all planned communication and dissemination activities.
- **Evaluation of Communication activities (section 6, p.22):** a set of Key Performance Indicators (KPIs) and measures to monitor and evaluate the success of the planned communication and dissemination activities.

2.1.3. Audience

This document is public.



3. Communication strategic approach

3.1. Communication objectives

The overall objective of the strategic Communication Plan is to ensure a systematic promotion of the innovative work of the VIRTUOSA project (including beyond its official duration), to prepare for an effective market launch and fast market uptake of the eventual product. This will be achieved through targeted communication and dissemination activities

The specific objectives of this plan are:

- To target and engage the most relevant stakeholders
- To determine appropriate ways to communicate with potential users and customers to foster awareness and knowledge about the VIRTUOSA project; innovation, its performance and benefits, interest in purchasing likelihood of trying the VIRTUOSA innovation.
- To disseminate project activities and outcomes to a broad audience, with specific focus on the IP network community, 5G community and standardization organizations and working groups.

3.2. Communication phases

Three phases are planned to achieve the overall and specific objectives mentioned above:

- **Phase I (M01-M06): Initial awareness**, creating initial awareness in markets and define most relevant stakeholder. The VIRTUOSA project and its innovation will be promoted as wide as possible.

At this stage, the project's branding is developed, and a website and social media presence launched to create recognition among stakeholders; a first set of communication materials (e.g. PowerPoint presentation and flyer) is being produced.

- **Phase II (M07-M12): Targeted awareness**, informing targeted stakeholders and targeted markets about business benefits of the VIRTUOSA innovation.

At this stage, the first VIRTUOSA pilot system will be build and validated in operational environment. Here, targeted stakeholders will be informed about the outcome of the first real-live use cases and engaged to participate in demonstration events.

- **Phase III (M12-M24): Strategic phase**, maximizing target market and industry awareness in order to attract more potential users and customers of the VIRTUOSA innovation.

At this stage, the remaining two VIRTUOSA pilot systems will be built and validated in operational environment. A broad communication campaigns will start with press releases, social media communication, and possible videos of the successful demonstrations and other relevant information. The VIRTUOSA results will be presented on IP showcases at international trade fairs and exhibitions to attract targeted stakeholders across the world.



3.3. Targeted Stakeholders

One of the goals of the VIRTUOSA consortium is to reach various stakeholders, summarized in the table below:

Stakeholder	Short code	Description
Stakeholders that have a direct interest in the project		
End-users/potential customers	END	media & entertainment providers, broadcasters and content producers; media service providers, telcos;
Supply, Sales & Distribution partners	SD	Value added reseller, system integrator);
Stakeholders that can contribute to the project		
Standardization bodies	SB	e.g. Society of Motion Picture and Television Engineering (SMPTE) and Video Services Forum (VSF)
Industry associations	IA	e.g. European Broadcasting Union (EBU), Advanced Media Workflow Association (AMWA);
Industry working groups	IWG	e.g. Alliance for IP Media Solutions (AIMS);
Stakeholders interested in learning about the project's findings		
Press and analysts	PRS	e.g. key publications, Devoncroft, FurtureSource
Investors	INV	
Scientific community	SC	
Policy makers	POL	i.e. European Commission, Regulators, Governments
General public	PUB	

3.4. Communication channels

We have planned to use three communication channels:

1. **Digital communication:** establish a strong online presence (i.e. website, social media, etc), and other digital means of communication (e.g. possible webinars, mention in newsletters prepared by VIRTUOSA participants)
2. **Media:** reach out to press and analysts, through press releases, by-line articles and contribution to analyst research
3. **Direct (face-to-face) communication:** present VIRTUOSA at selected trade fairs/exhibitions, conferences and workshops; organize meetings to build up distribution network, sales channels and to approach potential end-users.

4. Planned Communication activities

4.1. Branding - Project's corporate identity

As part of the website launch (*D4.1 - Project Website and Social Media Launch*), a brand was designed to maintain visual coherence in all communication materials, presentations and reports produced within the project.

VIRTUOSA's graphic identity includes:

- **Logo:** colors, proportions, variations on white and colored backgrounds
- **Typography:** font type and size
- **Color palettes:** for use in standard in Microsoft Office documents, and other communication material
- **Templates:** basic layouts for Word and PowerPoint document, to ensure consistency in communication (as illustrated by this document)
- **EU emblem and EU disclaimers:** the Word and PowerPoint templates display the EU emblem and EU disclaimers to acknowledge the support received by the European Commission. This ensures that all written material includes these. For other material, e.g. video, the emblem and disclaimers will be included also.
- **Tagline:** a short tagline has been picked to highlight VIRTUOSA's potential of Virtualization and 5G of live broadcast production.

The project logo and brand creation were done in cooperation with an EU-based external agency (i.e. a Design Agency), in order to get some professional support. The bulk of the work, including the creation of content and templates was carried out by members of VIRTUOSA's communication team.

As mentioned above, the initial version of the logo and graphic identity was launched in October 2019:

Logo:



Tagline:

"Exploring 5G and virtualization in broadcast production"

The logo is simple and versatile. It also emphasizes the 5G aspect of the project, which is the most-high profile and ground-breaking aspect of the project. The 5G part of the logo is designed to look a little bit like a pair of glasses, reflecting the fact that the project is "exploring" the potential of the 5G technology.

4.2. Digital communication

4.2.1. Project website

The project website is the project's showcase for a broad audience to get information and updates about the VIRTUOSA project. It will be periodically updated with the latest news and public documents. All media, social networks and communication or dissemination activities will be linked on the website to promote the VIRTUOSA project and our VIRTUOSA innovation.

The website consists of an easy-to-navigate structure and clear messages:

- **Project:** background - objectives – for the VIRTUOSA project
- **Participants:** short description of project partners and links to partner's own websites, as well as a summary of the European Union's Horizon 2020 research and innovation program
- **Documentation:** any communication materials (e.g. press releases, brand guidelines, logos, VIRTUOSA presentation, VIRTUOSA brochure, videos) or dissemination materials (e.g. presentations given at conferences) will be made available on the website for downloading;
- **News:** news, upcoming events, press articles published in media.
- **Contact:** email to VIRTUOSA's communication team and link to social media (LinkedIn, Twitter).

After project end, some commercial and advertising material will be created to promote the ready-to-market product, and published on the site also.

As detailed in "D4.1 VIRTUOSA Website & Social Media launch", the official project website was created and launched in October 2019 and can be found here: <http://5g-virtuosa.eu>

4.2.2. Social media

Social media is an important part of modern communication with the market and with the public. A strong representation on relevant social media platforms will be established to share catching messages for rapid dissemination purpose. The aim will be to drive traffic towards the VIRTUOSA website and promote our activities.

The VIRTUOSA project being a business-to-business (B2B) focused project, the communication team will initially be using **LinkedIn** (a common platform for professional use) and **Twitter** (used by many media and press to stay up to date). Facebook, Instagram, Snapchat and other social media are more consumer platforms, so won't be used – initially at least. If it proves necessary in the future, some of these platforms may also be used though.

As detailed in "D4.1 VIRTUOSA Website & Social Media launch", two social media channels were created and launched in October 2019:

- LinkedIn: <https://www.linkedin.com/company/5g-virtuosa/>
- Twitter: https://twitter.com/5g_virtuosa/



It is also anticipated that the participants in the project will use their own social media channels to promote and amplify the communication surrounding VIRTUOSA. In some cases, employees of these organizations may also do the same – at their own discretion.

4.2.3. Videos

It is envisaged that videos will be produced to promote the VIRTUOSA project, its innovations and its benefits. Most likely, these videos will be very short (about 2-3 minutes) to match the time typically afford to short-form videos by viewers. They might be a mix of explanations, animations, interviews, and references to our demo cases.

We have planned one initial version at project mid-term to attract potential users and customers and two updates to include results of our demo cases in year 2.

These videos will be hosted on a public platform, for example YouTube or Vimeo.

4.3. Media

The VIRTUOSA project is making use of “traditional media” to promote its work and innovation.

4.3.1. Target publications

It is planned to target primarily print and digital media outlet for the broadcasting industry and for the telecommunication industry (non-scientific and non-peer reviewed), as these are most likely to be receptive to work of the VIRTUOSA project and have a readership that is very much interested in the subject. On an opportunistic basis, business and finance publications may also be targeted, especially in the countries of the participants where the “local angle” of the story may be of interest.

We have planned to write and publish at least at six articles. A first non-exclusive list of relevant magazines is presented below.

International media:

- **Digital Media World**, <https://www.digitalmediaworld.tv>
- **TVB EUROPE**, <https://www.tvbeurope.com>
European Broadcast Industry News
- **TV Technology Europe**, <https://www.tvtechnology.com>
TV Technology is the professional video industry’s first source of news analysis, trend reports, and the latest product and technology information for the broadcast, cable, production, post-production, corporate and new media markets.
- **Broadcast Beat**, <https://www.broadcastbeat.com>
Broadcast Beat looks at new and emerging tech and presents it from the viewpoint that interests both those in the industry and those outside.
- **Broadcast & Production**, <https://www.imaschina.com/en/pub.html>
a professional trade magazine targeting content production and broadcast professionals in Asia.

National media:

- **FKT** (Fachzeitschrift für Fernsehen, Film und Elektronische Medien, DE)
- **Finansavisen** (NO).

4.3.2. Television and radio

While it is very difficult to get attention from broadcasters, and the VIRTUOSA project is not a consumer orientated endeavor, the project team will seek promotion opportunities with those media, possibly with the help of connections in the industry.

Possible target broadcasters could include:

- **ARD/ZDF** (DE), **NRK** (NO), or **TV2** (NO)

One possible TV interview opportunity that we have already identified is in year 2 when the large demo event and symposium will be hosted at IRT (approximately M20-M22).

4.4. Direct (face-to-face) communication

4.4.1. Participation in trade-fairs and exhibitions

The VIRTUOSA project will be presented at selected international trade-fairs for the broadcast sector, where all project partners - NEVION, MELLANOX, LOGIC and IRT - regularly participate with their own booths, showcases and conference contributions.

We have planned to present VIRTUOSA at least at six international industry trade fairs. A first non-exclusive list of relevant trade fairs is presented below.

4.4.1.1. *International trade fairs with exhibitions and/or conferences*

- **IBC Show - International Broadcasting Convention (Amsterdam, Netherlands, Europe).**

<https://show.ibc.org>

The world's most influential Media, Entertainment & Technology Show. The IBC exhibition features about 1700 exhibitors and provides the perfect platform to network, build relationships and discover the latest trends and technologies in broadcasting. A dedicated IP Showcase co-hosted by the organizations AIMS, EBU, AMWA, SMPTE, AES and VSF. The IBC Conference features about 300 speakers including game changing keynotes addressed more than 1,100 delegates.

Participation at:

- IBC2019, September 13-17, 2019 (completed)
- IBC2020, September 11-15, 2020
- Own booth: NEVION, MELLANOX, LOGIC, IRT

- **NAB Show - National Association of Broadcasters (Las Vegas, USA, America).**

<https://www.nabshow.com>

The National Association of Broadcasters (NAB) is a trade association and lobby group representing the interests of commercial and non-commercial over-the-air radio and television broadcasters in the United States. The NAB Show Exhibition features about 1,600 exhibitors from 160 countries and spans hardware, software and all the latest technologies from global brands and cutting-edge start-ups. A dedicated IP Showcase Theater is designed to guide industry professionals - from broadcast engineers and IT to CEO's, TV

Producers and beyond - on the advantages of switching to IP, how to implement new infrastructure and make the shift as securely as possible.

Participation at:

- NAB2020, April 18-22, 2020
- NAB2020, April 2021
- Own booth: NEVION, MELLANOX, LOGIC, IRT

- **BroadcastAsia (Singapore, Asia).**

<https://www.connectechasia.com/broadcast-asia/>

BroadcastAsia is Asia's must-attend international event for the pro-audio, film, digital media and broadcasting industries. BroadcastAsia exhibits game-changing and innovative technologies that are disrupting the digital multimedia and broadcasting industries.

Participation at:

- Broadcast Asia 2020, June 9-11, 2020
- Broadcast Asia 2021, June 2021

- **CABSAT (Dubai, Middle East & Africa)**

<https://www.cabsat.com>

CABSAT is Middle East & Africa's only event for content, broadcast, satellite, media & entertainment industry professionals looking. The MENA region is forecast to be the biggest global contributor to the growth in Entertainment & Media Industry at a CAGR of 11.5% by 2022.

Participation at:

- CABSAT 2020, Mar 31-Apr 2, 2020
- CABSAT 2020, Mar/Apr 2021
- Own booth: NEVION

4.4.1.2. National trade fairs with exhibitions and/or conferences

- **MEDIENTAGE München (Munich, Germany)**

<https://medientage.de>

MEDIENTAGE München offer managing directors, editors, decision-makers in the media industry who are looking for contacts, innovation, information, trends, critical social classification, a forum for media policy, business and interdisciplinary discourse. The focus will also be on networking opportunities and presentation platforms for companies.

Participation at:

- MEDIENTAGE München 2020, Oct 28-30, 2020
- Own booth: IRT

4.4.2. Participation to Conferences and Workshops

The VIRTUOSA project and the VIRTUOSA innovation will be presented on annual meetings, workshops or conferences hosted by selected industry associations, industry working groups and standardization bodies, where project partners as NEVION, MELLANOX, and IRT are active members.

We have planned to present VIRTUOSA at least at seven annual meetings of selected organizations. A first non-exclusive list of relevant meetings, workshops or conferences is presented below.

4.4.2.1. Industry association meetings

- **EBU - European Broadcast Union (Switzerland)**

<https://tech.ebu.ch/events>

EBU is the world's leading alliance of public service media with 116 broadcasting member organizations in 56 countries within the European Broadcasting Area and additional 36 associates in Asia. Their members operate in total over 2,000 TV, radio and online channels and services.

- Annual EBU events, e.g.:
- Network Technology Seminar 2020
- IRT is chairman of EBU's Strategic program on 'Production Infrastructure'.

- **AMWA - Advanced Media Workflow Association (US)**

<https://www.amwa.tv>

AMWA was created to establish an open forum for business, operational and technology discussion across the electronic media industry. End users and suppliers work together on technical projects. Members are based in North America, Europe, Asia, Australia and New Zealand.

- Annual meetings of AMWA
- NEVION and MELLANOX are active members.

4.4.2.2. Industry working group meetings

- **AIMS - Alliance for IP Media Solutions:**

<https://aimsalliance.org>

AIMS is a non-profit trade alliance that fosters the adoption of one set of common, ubiquitous, standards-based protocols for interoperability over IP in the media and entertainment, and professional audio/video industries.

- Annual meetings of AIMS
- NEVION is founding member.

4.4.2.3. Standardization bodies meetings:

- **SMPTE - Society of Motion Picture and Television Engineers (US):**

<https://www.smpite.org>

SMPTE is a global professional association of engineers, technologists, and executives working in the media and entertainment industry and an internationally recognized

standards organization. SMPTE publishes the *SMPTE Motion Imaging Journal*, provides networking opportunities for its members and academic conferences and exhibitions.

- Annual technical meetings of SMPTE, e.g.:
- SMPTE 2020 Annual Technical Conference, Nov. 9-12, 2020
- NEVION and MELLANOX are active members.

- **VSF - Video Services Forum (US):**

<http://www.videoservicesforum.org>

VSF is an international association comprised of service providers, users and manufacturers dedicated to interoperability, quality metrics and education for media networking technologies.

- Annual technical meetings of VSF
- NEVION, MELLANOX, and IRT are active members
- NEVION has a Board Director in VSF and is co-chair of the J2K Activity Group

4.4.3. Organization of own workshops and demo events

The VIRTUOSA project will be presented at workshops and demo events that will be organized by the project partners themselves.

4.4.3.1. Seminars/Colloquia

- **Seminars/Colloquia for the media network community hosted at IRT:**

<https://www.irt.de/aktuell/news/veranstaltungskalender/>

IRT, the broadcasting technology institute, regularly host seminars or colloquia for the media network scientific community at IRT in Munich, Germany.

- Seminar/colloquium hosted by IRT, e.g. "Delivering Media with 5G Technology"

4.4.3.2. Demo workshops

- **Demo workshops hosted at IRT:**

IRT will invite production professionals (e.g. A/V production teams) from its affiliated broadcasters in order to use the VIRTUOSA pilot systems in a "real life" production scenario and collect the operational feedback as part of the operational tests in Work Package 3.

Similarly, we plan "open days" for other potential users, customers or stakeholders to explore the VIRTUOSA innovation in real-life settings.

- Demo workshop at IRT for the VIRTUOSA LAN pilot system;
- Demo workshop at IRT for the VIRTUOSA WAN pilot system;
- Demo workshop at IRT for the VIRTUOSA 5G pilot system.

We have planned three demo workshops, one for each VIRTUOSA pilot system when available (approximately M10, M15, M21).

4.4.3.3. Demo event & symposium

- **Demo event & symposium hosted at IRT:**

Public

15 of 23



IRT will organize a 2-days symposium and demonstration event at their premises for 100+ visitors from the European media industry inviting broadcaster and content producers, vendors, telcos, standardization organizations to present the VIRTUOSA project and VIRTUOSA innovation. All project partners will participate with presentations and in realizing the demonstration.

This demo event & symposium is planned for year 2 (approximately M20-M22), when all three VIRTUOSA pilot systems have been successfully validated in operational environment.

4.5. Communication materials

4.5.1. Brochure/leaflet

A brochure will be designed containing a brief description of the VIRTUOSA project, its innovation and its partners. It will be made available as a PDF for downloading at VIRTUOSA's website and will be printed for distribution at events (e.g. attended by our project partners).

We have planned one initial version at project start (latest M04) to inform and attract potential users and customers, and two updates later that will include results of our demo cases.

4.5.2. PowerPoint presentation

A PowerPoint presentation has been designed containing overall information as a brief description of the VIRTUOSA project. Each slide includes speaker notes to help potential presenters.

The presentation is available electronically, including on the VIRTUOSA website, from where it can be downloaded. It will be used by project partners to present the VIRTUOSA project at conferences, workshops or seminars. Where relevant, it may also be printed for distribution to the attendees.

The first version was made in time for the launch of the website in October 2019. Updates will be provided as the project progresses.

4.5.3. E-newsletters

Some of the participants in the project produce their own corporate e-newsletters, and are encouraged to use these to promote the VIRTUOSA project.

These e-newsletters might contain e.g. announcement of upcoming events where project partners will present the VIRTUOSA project and the VIRTUOSA innovation, successful tests or show cases of the VIRTUOSA innovation, or interviews or endorsements from stakeholders.

We expect that VIRTUOSA will be mentioned in at least five e-newsletters (averaging about 1 every 6 months).

Note: it is not possible to have a VIRTUOSA-specific newsletter. For that, the project would need to collect, store and process data in compliance with GDPR, which is much too complex, cumbersome and expensive in the context of this project.

One of the participants, Nevion, promoted the VIRTUOSA project in its October newsletter, announcing the fact that the consortium had received 2 million funding from the EU.



Investigating the use of 5G in broadcast remote production

Dear Olivier

Shortly before IBC 2019 (which was great by the way), Nevion announced that that a mobile-5G remote production project by a consortium it is leading has received a grant of €2 million from the European Union's Horizon 2020 research and innovation program 'Fast Track to Innovation'.

This is a very exciting 24-month project, named VIRTUOSA, whose purpose is to explore through real-life examples how 5G wireless communication can be combined with virtualization concepts from the IT industry to enable broadcasters to produce live content more efficiently and cost-effectively across locations.

The consortium involved in VIRTUOSA is composed of Nevion AS (Norway), Mellanox Technologies LTD (Israel), LOGIC media solutions GmbH (Germany) and IRT – Institute for Broadcasting Technology (Germany).

The project is now underway, and we plan to have a website up and running soon so you can follow its progress. In the meantime, read about VIRTUOSA in the press release we issued before IBC (see link below).

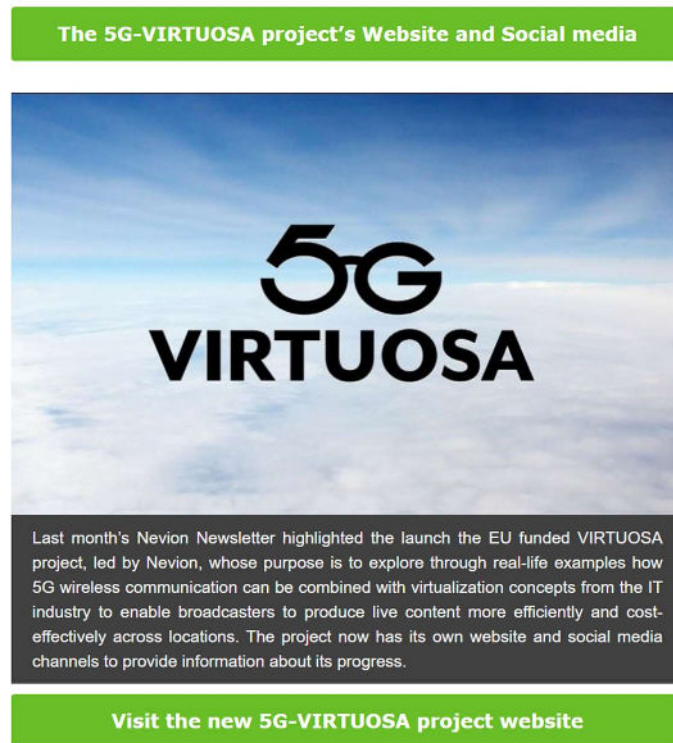


This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 866656.

Olivier Suard
Vice-President of Marketing, Nevion

Read about the 5G project VIRTUOSA

Nevion has also mentioned the launch of the VIRTUOSA website and social media in its November e-newsletter.



4.5.4. Press releases

Press releases will be produced to highlight key achievements or key activities (i.e. project start, demo cases, major events). All press releases will be distributed to national, European and other international media to achieve a great reach out.

We have planned at least four press releases (about 2 per year).

First press release, was issued by partner Nevion at project start in Sept. 2019 and achieved a great reach out through the promotion by various media:

- **Press release, no 1, 10 Sept. 2019:** Nevion-led consortium receives 2 million euros.
- Published by various leading online and print media:
 - **TVB EUROPE (media & entertainment industry):**
 - <https://www.tvbeurope.com/technology/consortium-secures-e2-million-eu-funding-for-5g-remote-production-project>
 - **SVG EUROPE (media & entertainment industry):**
 - <https://www.svg-europe.org/blog/news-roundup/ibc-2019-nevion-leads-consortium-to-2-million-euro-eu-funding-for-5g-broadcast-remote-production-project/>
 - **TVTechnology EUROPE (media & entertainment industry):**
 - <https://www.tvtechnology.com/the-wire-blog/nevion-eu-5g>
 - **Telecompaper (telecoms industry):**
 - <https://www.telecompaper.com/news/nevion-led-consortium-receives-eur-2-mln-eu-funding-for-5g-broadcast-remote-production-project--1307653>

- **LightReading (communications industry):**
 - <https://www.lightreading.com/business-employment/jobs/eurobites-telefonica-to-wield-jobs-ax-again-andndash-report/d/d-id/753997>
- **Business Portal Norway (Norwegian industry):**
 - <https://businessportal-norwegen.com/2019/09/18/konsortium-unter-norwegischer-fuehrung-erhaelt-foerdergelder-aus-eu-programm-horizont-2020/>

4.5.5. Roll-up banner

A roll-up banner will be designed for use at events. The plan is for the banner to be eye-catching, as well as being easily readable and understandable. It will contain some basic information about the VIRTUOSA project (e.g. project logo, tagline, innovation, partners, EU emblem) that should arouse enough interest in the reader to want to engage with representatives of the project.

We have planned one initial version at project start (latest M04) to attract potential users and customers, and possibly two updates later to include results of our demo cases.



5. Timeline of Communication activities

We have developed an initial timeline for implementing all planned communication activities. The results are illustrated and summarized in the following Gantt chart for Communication activities on the next page



<div><div></div>Activity</div> <div>Deliverable due date</div> <div>Planned timing or updates</div>					Year 1: 1. Sept. 2019 - 31 Aug. 2020																								Year 2: 1. Sept. 2020 - 31 Aug. 2021																								Beyond Project end	
Type	Communication activities	Number	Deliverable	Responsible	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24																										
Strategy	Communication Plan	1	D4.2	NEWON																										Website Social Media Video																								
Strategy	Report on Communication activities & update of plan	2	D4.6 & D4.12	NEWON																																																		
Online	Website (+ monthly updates)	1	D4.1	NEWON																																																		
Online	Social Media (+ monthly updates)	2	D4.1	NEWON																																																		
Online	Videos	1 + 2 updates	D4.6 & D4.12	NEWON																																																		
Branding	Communication Pack and Guide	1	D4.3	NEWON																																																		
Branding	Logo & Visual ID	1 + 1 update	D4.3	NEWON																																																		
Material	Brochures	1 + 2 updates	D4.3	NEWON																																																		
Material	Rollups	1 + 2 updates	D4.3	NEWON																																																		
Material	Poster	1 + 2 updates	D4.3	NEWON																																																		
Material	Project presentation	1 + 2 updates	D4.3	NEWON																																																		
Publications	Press releases	4	---	NEWON																										Press release Newsletter Papers																								
Publications	E-Newsletter	5	---	NEWON																																																		
Publications	Articles (not scientific, not peer-reviewed)	6	---	All																																																		
TV	Possible TV interview	1	---	NEWON																																																		
Events	International fairs/exhibitions	6	---	All																																																		
Events	National fairs/exhibitions	2	---	All																																																		
Events	Industry association meetings	2	---	All																																																		
Events	Industry working group meetings	2	---	All																																																		
Events	Standardization bodies meetings	3	---	All																																																		
Own events	Seminars/Colloquia	1	---	IRT																																																		
Own events	Demo workshops	3	---	IRT																																																		
Own events	Demo event + symposium	1	---	IRT																																																		
Other	B2B meetings	15	---	All																																																		

6. Evaluation of Communication activities

6.1. Monitoring

Our Communication & Dissemination Manager (CDM) will be responsible for the communication and dissemination of all project results. He will establish a communication office at NEVION and will monitor the implementation of all communication activities.

He will evaluate if the overall communication and dissemination strategy is adhered to or not. If needed, the Communication Plan shall be adapted.

All project partners must report on a 3-monthly basis any communication or dissemination activities that are planned by their own.

Each VIRTUOSA presentation should be documented with photos where possible.

6.2. Key performance indicators (KPIs)

In order to determine the effectiveness of the Communication activities, a set of initial metrics has been defined and will be refined during the project life cycle.

The table below presents a non-exhaustive list of indicators that will be used to monitor and measure the communication and dissemination performance.

Table 1 – Key Performance Indicators

		Target				
		M01-M06	M07-M12	M13-M18	M19-M24	TOTAL
Channels	Indicator	Sep – Feb 19	Mar – Aug 19	Sept– Feb 19	Sept – Feb 19	
Website	Number of visits	100	500	1000	2000	3600
	Number of people asking for feedback or more information	10	50	100	200	360
Social media	Number of followers	50	100	150	200	500
YouTube	Number of videos uploaded	-	-	2	1	3
	Number of visits	-	-	200	300	500
Flyers/brochures	Number of flyers issued	1	1	-	1	3
	Number of flyers distributed (e-version and printed)	100	300	500	800	1700
Press releases	Number of press releases issued	1	-	1	2	4
	Number of articles in the press	10	-	10	20	40
Newsletters	Number of newsletters	1	2	-	2	5
	Number of subscribers	100	200	300	500	1100
Articles	Number of Articles in non-scientific journals	-	-	3	3	6
TV promotion	TV interview	-	-	-	1	1
Presentations to Fairs/Exhibitions	Number of fairs/exhibitions at which VIRTUOSA is presented	1	1	3	3	8
Presentations to Conferences and Workshops	Number of conferences and workshops at which VIRTUOSA is presented	1	1	2	3	7
Organisation of workshops	Number of seminars/colloquia held	-	-	-	1	1
Organisation of Demonstrations	Number of demonstrations made	-	1	1	2	4