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## D5.2: Dissemination and exploitation report v1

This deliverable reports on the dissemination and exploitation activities carried out and updates the initial communication plan based on the lessons learned so far.

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## EXECUTIVE SUMMARY

This document updates the communication strategy of MARCONI, taking into account the feedback received, lessons learned, as well as upcoming activities, such as the open piloting phase of the project. Moreover, the document provides an overview of the dissemination and exploitation activities carried out so far.

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## ABBREVIATIONS

<b>IPR</b>	Intellectual Property Rights
<b>AI</b>	Artificial Intelligence
<b>SME</b>	Small and medium enterprise
<b>WP</b>	Work Package
<b>AER</b>	Association of European Radios
<b>EBU</b>	European Broadcasting Union
<b>WBU</b>	World Broadcasting Unions
<b>USP</b>	Unique selling point

# 1 Introduction

## 1.1 Purpose of the communication plan

The key to the successful communication activities of MARCONI lies in a clear and targeted communication strategy, using synergies of all the consortium partners' communication channels. The communication plan aims to leverage existing communication channels of the partners and the communities they reach, delivering the project's key messages to different target groups. Finally, it is needed to regularly measure and evaluate the effectiveness of our activities. The main aim of this plan will be to provide an efficient planning of activities, by taking into account:

- Analysis of current situation
- Project and communication objectives
- Overview of audiences
- Key messages to the respective stakeholders
- Communication methods
- Evaluation of the success of the communication strategy

## 1.2 Background

MARCONI aims to bring radio experiences to the next level, enabling radio to safeguard its strong position in the European media market, while at the same time facilitating innovative ways of radio making. The goal is to enable fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media, amounting to converged radio experiences. To realize this goal, MARCONI will pursue two concrete objectives. First, consumers will be able to interact with “live” radio through their preferred communication channel in ways that are richer than is feasible today, so that consumers feel more connected to the radio brand -even when not listening linearly- and better served in an individual way. Second, radio-makers will be given an integrated view on audience interactions and will be supported by interaction automation services. The net outcome will be enhanced audience engagement.

MARCONI brings together a multidisciplinary consortium to realize its vision. Several partners will focus on AI to automate processing of audio-visuals, text and social media posts. A radio redaction solutions provider is represented in the consortium to guarantee smooth integration in real operational workflows. MARCONI also includes broadcasters which will organise large-scale pilots with their respective communities. Finally, strong industry participation (SMEs and radio stations) ensures that the MARCONI market potential will be properly exploited.

For more details on the motivations, concepts and scenarios underpinning MARCONI, the reader is invited to consult the public deliverables of WP1 available at: <https://www.projectmarconi.eu/resources/>

## 2 Updated communication strategy

Effective internal and external communication are key to the success of a project. Defining and maintaining a clear and ground communication strategy ensure that the project's objectives guide the communication activities. By beginning each communication effort with determining the desired objectives, audiences, messages and outcomes, we are able to select the most relevant communication channels and formats.

With our dissemination activities, we focus on sharing results in order to stimulate engagement from decision-makers and enable follow-up from the industry and scientific communities. Communication activities connect us to our end users, whose involvement and support is key in order to make a difference. The interest and feedback from our users is what drives our progress and increases our market potential. By extent, every user is an ambassador of MARCONI and can help spread our message.

As we enter the next phase of MARCONI, it is important that we (continue to) make a distinction in the communication efforts for our end users and the general public, and the dissemination activities directed at the European Commission, policy makers, stakeholders, researchers and technology developers. As mentioned in the previous deliverable, it is vital that we continue to align our communication strategy to fit our audiences and their needs. In line with the project's oncoming activities and objectives, we focus on communicating the relevant outcomes and corresponding key messages of MARCONI.

### 2.1 Overall objectives

Whereas in the first year, the focus lay on increasing project awareness by communicating the name and project goals of MARCONI, we now direct our communication approach to the oncoming open pilots, the corresponding technical advancements and the value for our end users.

As stated in the previous deliverable, in the exploitation phase, the plan will communicate the project "to a target group of potentially interested customers and stakeholders especially through physical/offline communication".

### 2.2 Target audiences

The MARCONI project targets different audiences with specific messages, requiring their own tone of voice and medium. As mentioned in the previous deliverable, the project offers new radio experiences that have an impact on both the consumer, as the radio maker.

An updated overview of the target audiences is given below:

- Industry, researchers, technology developers
- European Commission, policymakers, related projects
- Radio stations and radio makers



- Specifically: Southern and Eastern Europe
- Secondly: Northern and Central Europe
- Including Commercial and independent radio stations
- SMEs, radio solution resellers and integrators
- Press, broader (media) Industry
- General public

As a target we aim to have 5 diverse radio stations by next September to participate in the Open Piloting phase of the project

## 2.3 Key messages & channels

As part of our updated communication strategy, we distinguish three specific communication objectives and their corresponding target audiences. In line with these objectives and audiences, we are able to evaluate fitting communication channels and key messages, which in turn enable us to create the right content. In communicating our messages, we continue to keep in mind the expectations and needs of our target audiences.

As mentioned in the previous deliverable, the project focuses on personalisation and interaction, and our communication efforts have to reflect the same message. Therefore, we published interviews and pictures of consortium members on our website and Twitter page, focusing on the voice and faces behind the project. We now move our strategy from project awareness to engagement, and therefore focus on communicating a working product and its value for direct users and customers. Other important communication efforts include informing on the underlying technical processes as part of dissemination and communicating the potential of the services and our European collaboration to the larger public.

In the following table, we give an overview of these three communication objectives and the corresponding target audiences, channels and key messages.

Target audience	Channel	Key message(s)
<i>Objective 1: disseminating results</i>		
Industry, researchers, technology developers	Industry-specific events (see Section 3.1.6), website, newsletters	<ul style="list-style-type: none"> <li>- Technical progress: automated processing of audiovisuals, text and social media posts, integration in operational workflow</li> <li>- User insights</li> </ul>
European Commission, policymakers, related projects		

Objective 2: communicating open piloting phase		
Radio stations and radio makers	Direct contact via consortium network	<ul style="list-style-type: none"><li>- USP, MARCONI provides radio makers with an integrated view on audience interactions, supporting them with interaction automation services</li><li>- MARCONI calls for industry participation and organises large-scale open pilots</li></ul>
SMEs, radio solution resellers and integrators	Mailing to ambassadors: <ul style="list-style-type: none"><li>- Radio stakeholder groups and associations (e.g. AER, EBU, WBU)</li><li>- VRT Sandbox</li></ul> Commercial events (conferences, trade shows) Website Newsletters Social media	
Objective 3: communicating value		
Press, broader (media) industry	Twitter, press releases, Marconi website	MARCONI brings radio experiences to the next level, enabling radio to maintain a strong position in the European media market and facilitating innovative ways of radio making
General public (end users)		MARCONI delivers enhanced and interactive listener experiences

## 3 Dissemination and communication activities

### 3.1.1 WEBSITE

The official website of the MARCONI project can be found at the following link: <https://www.projectmarconi.eu>

The design of the website corresponds with the overall brand identity of the project. The grey visuals used on the website complement the modern look with a “retro” feel and were implemented because of the project’s name, that refers to Guglielmo Marconi, one of the inventors of radio. With this touch of nostalgia, the project aims to reflect the message that radio, both personalised and interactive, truly is for every one of every generation.

The website currently offers the following categories and content:

- **Home:** A landing page for the project. It gives a very brief overview of the project and the upcoming plans, currently highlighting the upcoming open pilot activities so that external broadcasters (the key stakeholder for MARCONI) immediately see this message and call to action. It is also here that a general video about the project is shown.
- **News:** this section offers blog posts about the project. Among others, these include our interviews with the team, reports of events, results, updates on work packages and project progress. The section is organised as a blog, with each news item showing the title and synopsis, while the full content of the article can be accessed when the user clicks on the “Read more” button. Since there are over 35 articles part of the news, the page was modified to include an easy way to access the content. This is done through a sidebar that shows the different categories of the articles (e.g. “Announcement”, “Event”, “Interview”, etc) and thus gives the user more structure when browsing the existing content.
- **About the project:**
  - ➔ Vision: description of the project’s vision
  - ➔ The consortium: logos and links of the project partners; here, changes were done to reflect the addition of Faktion and the leaving of Stadtfiler
  - ➔ Work packages: overview & short description of work packages
  - ➔ Scenarios: an overview of the different scenarios elaborated within the WP1 activities, with links to more information about each of them.
- **Resources:** In this section the visitors can access the different outputs of the project
  - Promotional material: Any of the promotional materials produced to date (e.g. video, flyer, poster, etc)
  - Public deliverables: Any of the finished public deliverables
  - Newsletters: Any of the published newsletters.

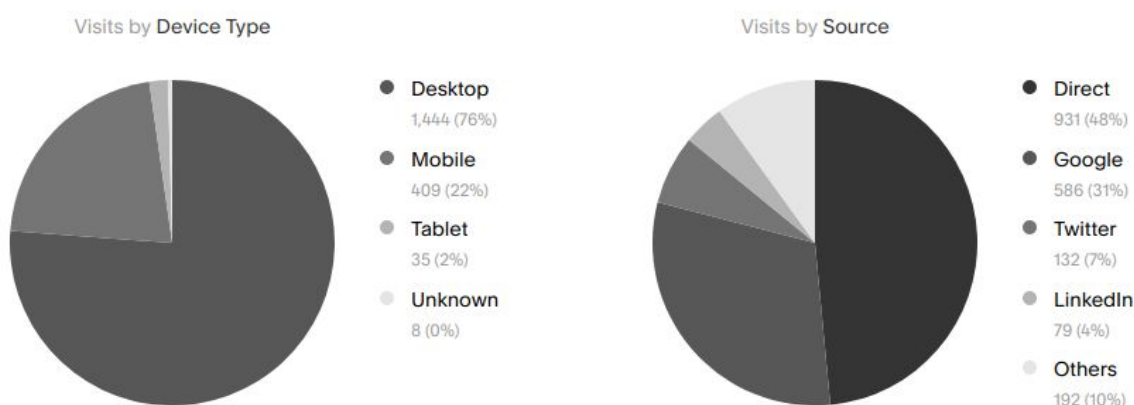
- o Scientific dissemination: Links to the scientific publications produced during the project
- **Calendar:** overview of upcoming events & activities
- **Contact:** Contact info of project and communications coordinator

The footer of each page of the website contains a link to the twitter account of the project, a call to action for visitors to subscribe to the MARCONI newsletter as well as the acknowledgement of the received European funding.

The website has a dual goal: to inform about the MARCONI project and to communicate and attract potential early adopters. As the project enters its second year and the communication plan has been updated, the website will also be updated in the future months in order to include more information about the pilots completed and the technology offer of the MARCONI platform.

We attract visitors by linking posts on social media to our website and vice versa. In addition, by posting and linking to MARCONI on existing communication channels of the consortium, we are able to draw interested visitors to our website. Best practices for SEO will be used in order to make sure that the website is among the first ones retrieved by Google for searches that relate to the main keywords of the project (i.e. interactive personalised radio experiences).

At the time of writing this deliverable, the website of MARCONI website has had over 1900 visitors and over 4900 page views. The graphs below show the type of device used by the visitors and the way they reached the website.



### 3.1.2 PROMOTIONAL MATERIAL

A first project poster, flyer and video were created in the first months of the project. Towards the end of the period, further flyers were prepared. The goal of these additional flyers was to provide more information about the project, by giving insights into the use cases and scenarios that will be tackled in MARCONi (outputs of WP1 activities).

The flyers were designed in a postcard format in order to make it easy to share them physically, and had a catchy graphic design in order to stir interest. The call to action of the the

latest flyers is aimed at getting stakeholders to sign up to the MARCONI newsletter and get involved in the open piloting activities later on.

The video was produced as a short teaser for the project. The aim was to draw interest with a simple message and communicate it directly through both visual and audio.

The poster for the general audience of MARCONI has been re-designed prior to our participation at the ICT2018 event, where the project had a booth. The aim of the new poster (See Annex 4) was to transmit the main message of the project in a visual way that is easy to read and recognise even from far away, and to stir the interest of event attendees to stop and talk to the team members, who would then explain the project in more detail.

Apart from the general poster, two further posters were prepared for the participation at scientific conferences. These focused on certain aspects of the project (see Annex 4).

All materials are publicly accessible from the project website<sup>1</sup> under “Resources”. The video is also available on Youtube<sup>2</sup>, and is also shared on the official playlist of the EU Science and Innovation<sup>3</sup> (and took part in the competition for best project videos).

Further required material will be evaluated for the duration of the project. Possible options include a business card, further flyers and factsheets, videos of pilots, and a video showcasing the final results.

### 3.1.3 SOCIAL MEDIA

MARCONI has set up a Twitter channel for its dissemination and communication activities, which can be found under the handle @MARCONI\_EU.

Twitter is a fitting channel to steadily grow engagement with our audience. It enables content with a specific hashtag to be easily found by interested audiences and fits the conversational approach of the project, as you can drive engagement and interaction.

At the time of writing this deliverable the Twitter account of MARCONI has 55 Tweets and 101 Followers. The analytics show that this has generated over 40000 impressions.

In addition, we aim to take full advantage of the extensive social networks that are already in existence within the consortium. This will be done by involving the responsible persons for social media in the partner organisations, and work with them to link and involve the MARCONI social media presence with their social media activities.

The usage of other social networks such as LinkedIn and Facebook will be considered when and if the need arises. The preferred approach will be to use existing accounts and groups in order to leverage increased reach.

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<sup>1</sup> <https://www.projectmarconi.eu/resources/>

<sup>2</sup> [https://youtu.be/swQQIW\\_57Uw](https://youtu.be/swQQIW_57Uw)

<sup>3</sup> <https://www.youtube.com/playlist?list=PLvpwljZTs-LjHDvRTqlyjflLeflXDak5er>

### 3.1.4 PRESS RELEASE & INTERVIEWS

MARCONI was mentioned twice in the press. An article in the Belgian newspaper De Tijd<sup>4</sup> and an interview in the De Radio podcast<sup>5</sup> (see Annex for clippings).

For the upcoming period, the content and frequency of sending out further press releases will happen in accordance with our communications calendar and on a partner basis. The piloting activities will also involve the press. Moreover, we plan to carry out interviews on radio stations, through media organisations in the consortium.

### 3.1.5 NEWSLETTER

While updates about MARCONI have been included in the corporate newsletters of each of the consortium partners, the project issues its own newsletter as well.

A first newsletter was sent out on the 7th of August 2018 to the stakeholders that expressed explicit interest in staying up to date with the project (64 subscribers). The newsletter contained an introduction to the project and information about the main scenarios and use cases (the main outcomes of the project after the first months of the project). It also informed the readers about the upcoming events where the project will be presented.

A second newsletter was sent out at on the 3rd of December 2018. It contained information about the booth of the project at the ICT2018 event and it also informed the stakeholders about the current piloting plans, describing in detail the pilots carried out with NPO and VRT. Finally, it encouraged the readers to contact the project if they would like to be part of the open piloting activities and indicated the upcoming events where MARCONI will be presented and the consortium members can be met in person.

### 3.1.6 EVENTS

The partners in MARCONI plan to participate in many relevant events in order to disseminate the output of the project to the relevant stakeholder community, including potential customers of the system. So far, the partners have participated in 6 events (see the following subsections for details)

#### ZUKUNFTSKONFERENZ, 7 MARCH 2018

MARCONI was presented as a featured project at JOANNEUM RESEARCH's Zukunftskonferenz in March 2018. This event is JRS' annual conference from their stakeholders from industry, academia and the public sector, attracting around 500 visitors.

#### AER RADIODays EUROPE, 18-20 MARCH 2018

Radiodays Europe is the meeting point for the world of radio and audio, taking place from the 17th till the 19th of March in Vienna. It was organised for the first time in 2010, as a response to

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<sup>4</sup> <https://www.tijd.be/dossier/krant/eu-trekt-4-1-miljoen-uit-voor-innovatie-bij-vrt/9903679.html>

<sup>5</sup> <http://deradiopodcast.nl/nieuws/podcast-11-marconi-project-met-dennis-laupman/>

the needs of the European industry, public and private, to come together and discuss the new media challenges, across borders.

Ever since, the event has grown into the most important annual conference for radio professionals, with nearly 1500 participants from 62 countries. It is the meeting point for the European radio industry, both private and public, and a destination for radio people from around the world.

During a workshop organised by AER, in collaboration with the MediaRoad project, Mike Matton gave a presentation, with Pluxbox as the meeting point for more information. The audience mainly consisted of AER members, but was open to any interested Radiodays Europe visitor. The presentation summarized the main objectives of MARCONI and explained the concept of the open calls. It included a call to action to subscribe on the MARCONI website. This resulted in several interesting discussions during and after the event. The presentation is also shared on the website of the MediaRoad project<sup>6</sup>.



Moreover, at the event PLUX had a stand where visitors could get MARCONI flyers and ask questions about the project.

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<sup>6</sup>[http://www.mediaroad.eu/wp-content/uploads/2018/03/2-AER\\_MediaRoad\\_rde18\\_MARCONI\\_MikeMatton.pdf](http://www.mediaroad.eu/wp-content/uploads/2018/03/2-AER_MediaRoad_rde18_MARCONI_MikeMatton.pdf)



### SWISS RADIO DAY, 30 AUGUST, 2018

Through SFilter, the project was presented at the Swiss Radio Day (Zurich, 30 August, 2018), which is the biggest event for the radio industry in Switzerland.

### NGI FORUM, 13 SEPTEMBER 2018

The NGI forum is the annual event where the Next Generation Internet (NGI) community gathers to talk with peers and exchange insights. The NGI brings together some of Europe's top internet innovators, researchers and policymakers that are shaping the internet of tomorrow. This second edition of the NGI forum took place in Porto, Portugal, on the 13th of September, and attracted more than 300 registered attendees and 26 speakers.



One of the speakers was Alexandru Stan of IN2, who was involved in the parallel session “Better search for trustworthy content and objects discovery”. Alexandru presented MARCONI at the start of the session and then moderated a discussion about (SME perspectives for) trustworthy search and content discovery, which is also one of the challenges tackled in



MARCONI. More details about the session and its outcomes can be accessed on the NGI website.

### IBC2018, 14-18 SEPTEMBER 2018

Boasting over 57,000 visitors at its 2018 edition, IBC is one of the world's leading media, entertainment and technology shows.

Our colleagues from Pluxbox, who lead the technical integration activities in MARCONI, actively participated in this edition of IBC and had a booth in the exhibition area of the event. Here, they showcased RadioManager, their flagship product for radio stations, and the latest developments that they are working on: the MARCONI project. Throughout the many discussions and one-to-one interactions that took place during the five days of the event, the initial project results were disseminated to the core target stakeholders and informal feedback was gathered. Overall, the experience was very positive and confirmed the industry's interest in the interactive radio solutions that MARCONI will be piloting the following months.



### LIFT HELSINKI, 17-18 OCTOBER 2018

LIFT Helsinki is an event and forum targeted at the media, arts and culture professionals and otherwise. LIFT invites participants to break the barriers between arts and media, encouraging them to find new partners and create networks.

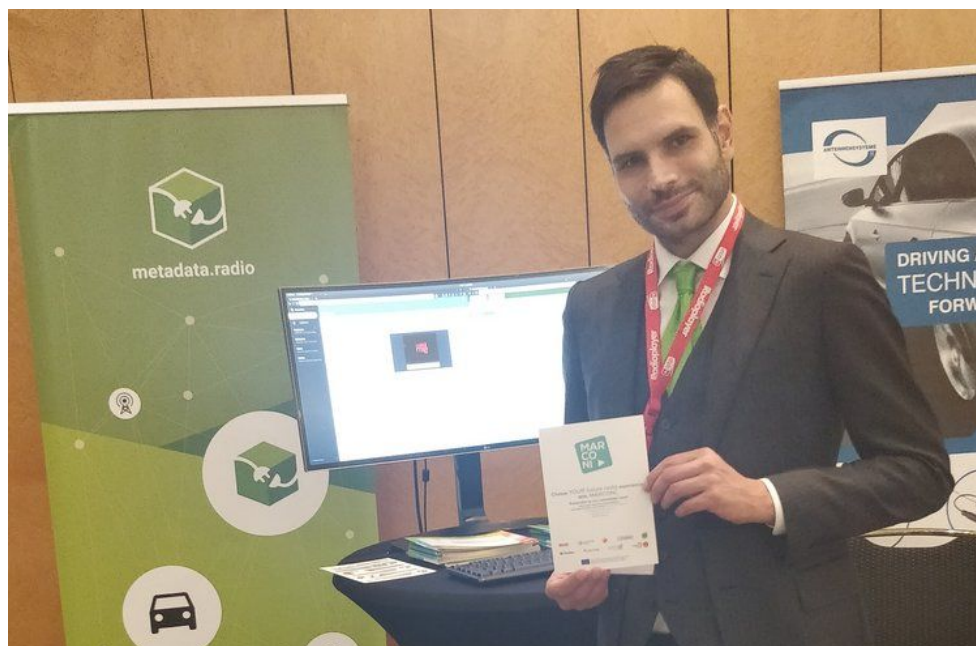
Mike Matton of VRT was one of the speakers at the conference in the main programme, having a 30 minute presentation on the Wall of Moments application and the MARCONI project.



### WorldDAB General Assembly, 6-7 November 2018

The WorldDAB General Assembly 2018 was held in Berlin on the 6th and 7th of November. It brought together more than 200 experts across the broadcast, automotive and receiver manufacturer industries to discuss the future of DAB+ digital radio.

The MARCONI project was represented there thanks to Pluxbox who had a booth at this event and discussed the future of radio with the professionals attending. It was an opportunity to show MARCONI demos and give handouts to members of WorldDAB and DAB enthusiasts.



**ICT2018 IMAGINE DIGITAL - CONNECT EUROPE, 4-6 DECEMBER 2018**

ICT2018, Imagine Digital - Connect Europe, is the bi-annual research and innovation event by the European Commission that focuses on the European Union's priorities in the digital transformation of society and industry. The event boasts a rich programme and an exhibition area showcasing the most innovative research projects that are currently being funded by Horizon2020. The participants are mainly industry and research stakeholders that have an active interest in the European research agenda, as well as policy makers and press. This year's event was held in Vienna and boasted over 4800 visitors.



Following an application process, MARCONI was selected as one of the projects invited to exhibit at the event. We presented there the pilots that the NPO and VRT were currently preparing. This was done on a large screen and with the help of tables. The consortium members provided then the visitors with additional information about the technical aspects. Due to the vicinity of our booth with that of HRadio, one of the videos that were presented on one of the big screens was exemplifying the way in which technologies from both projects can be used in together.

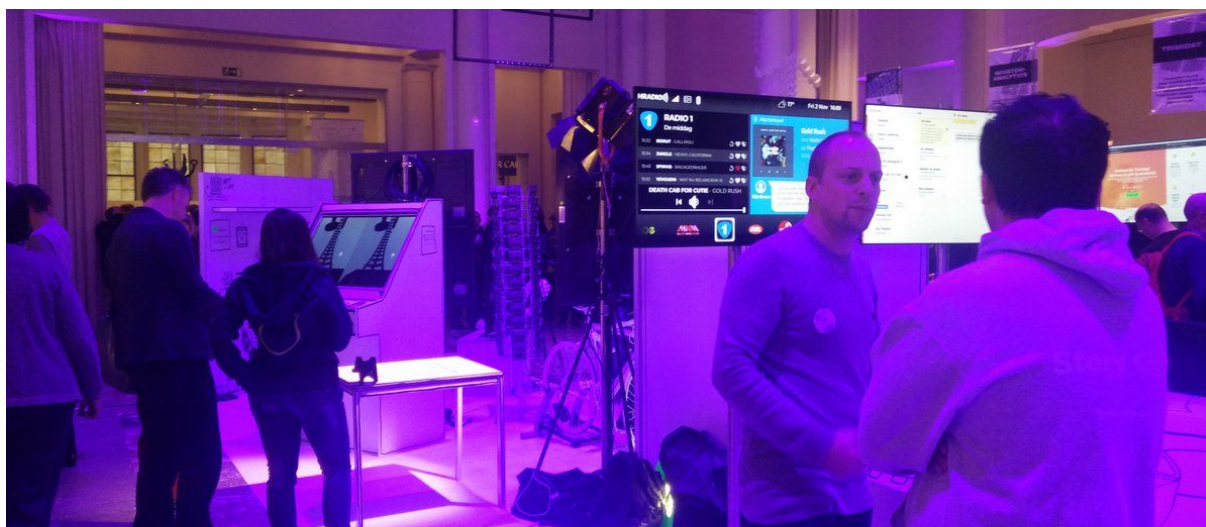




### MEDIA FAST FORWARD, 14TH DECEMBER 2018

MARCONI was one of the VRT projects showcased on the Innovation Street of the Media Fast Forward conference, a yearly networking and inspiration event about the future of media. The event attracted more than a 1000 media professionals, researchers, entrepreneurs and innovators. The exhibition area was in the center of the venue, having great exposure.

The visitors could see a video of MARCONI showcasing how the functionalities of the platform can be used together with the hybrid radio technologies (developed within the HRadio project) in order to create new interaction modalities between radio makers and listeners.



## FUTURE PLANS

MARCONI will continue to actively participate in relevant events. Below is a non-exhaustive list and an explanation why they are relevant to MARCONI, and if available, the concrete plans for participation.

Event	Timing	Location	Relevance
Salon de la Radio / European Radio Show	24-26 January 2019	Paris, FR	With more than 6,000 visitors expected this year, this is the premier event for commercial and non-commercial radio professionals in France. We will have a booth together with HRadio and FuturePulse projects.
Digital Media Days	20-22 March 2019	Stockholm, SE	<p>Digital Media Days is an exciting forum and networking event for all media professionals, with a focus on the digital future.</p> <p>The 2-day conference brings together commissioning and planning editors, producers and creative staff from all types of programming and media. This includes everyone from young talent starting out in digital media to seasoned media experts looking to explore the latest digital trends.</p>
RadioDays Europe	31 March 2019	Lausanne, CH	Radiodays Europe is an annual conference for radio professionals with 1500 participants from 62 countries. It is the meeting point for the European radio industry, both private and public, and a destination for radio people from around the world.
NAB	6-11 April, 2019	Las Vegas, USA	Similar to IBC, NAB is the largest annual event for media technology. It offers highly relevant dissemination opportunities as many broadcasters attend it. For the event we plan to get a booth in the area dedicated to future technologies.
EBU Radio Assembly	10-12 April 2019	Sofia, BG	The EBU Radio Assembly is the unique meeting place for senior leaders in the world of public radio. The public media sector constantly faces new challenges, in various areas of activity, but at the same time new opportunities present themselves for deepening the relationship with audiences.

			<p>Colleagues are constantly devising new and inspiring ways of interpreting and fulfilling the public service mission, and they will be sharing their insights.</p> <p>At the event in Bulgaria, NPO will present the Radio to go-pilot, part of MARCONI.</p>
IBC 2019	12-17 September 2019	Amsterdam, The Netherlands	IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. We plan to apply for a space in the FutureZone.
Next Radio Conference	September (yearly)	UK	Next Radio is a radio conference all about finding great, creative ideas for radio.
IFA	September (yearly)	Germany	IFA in Berlin presents the latest products and innovations in the heart of Europe's most important regional market.

The piloting activities themselves will also serve as a means of communication to the general public, as these target audiences will be involved in the validation of the pilots by testing the prototypes. In particular, users participating in the pilots will implicitly be informed about the MARCONI project and will gain first-hand experience with it. At the same time, the MARCONI project will gain visibility beyond pilot participants by being present at major events (e.g., music festivals) where the pilots will be hosted. MARCONI will either be visually present at such events (e.g., via a booth, through advertisements,...) or will be mentioned as part of the (digital) communication strategy of the event. In all, the planned investments with respect to event participation and piloting are expected to contribute substantially to the visibility of the MARCONI project among the general public.

Please note that the anticipated piloting activities will raise awareness among not only the radio consumption community, but also among event organisers and radio professionals. These professional stakeholders could even be actively invited to visit ongoing pilots to witness the MARCONI project in action. As such, the pilots will serve as an important catalyst for the valorisation of the MARCONI concept.

Finally, the option exists to invite specialized journalists and/or the general press to planned MARCONI pilots (or at least to bring the piloting activities to their attention). The resulting press coverage, will contribute to MARCONI's exposure to radio specialists and the general public.

## 3.2 Community building with similar projects

Several members of the consortium (VRT, IN2, PLUX) have participated in the concertation meeting “H2020 Media Projects Workshop: Collaboration Towards the Future of Media” held in Brussels on the 17<sup>th</sup> of October, 2017. During this event, we established connections with other media projects that are co-financed by the EC. The afternoon of the event was dedicated to breakout sessions that were organised according to thematic clusters. MARCONI representatives were involved in the cluster related to radio and sound, as well as in the cluster related to social media. A direct outcome of this event has been the contact with HRadio<sup>7</sup> and FuturePulse<sup>8</sup> projects and a first attempt at mapping common objectives and opportunities for common work (either with respect to piloting and user access, or with respect to communication and take-up). From these initial discussions, it became apparent that there are more opportunities for creating synergies with HRadio. Future work pursuing the collaboration with HRadio will leverage the participation of VRT in both projects. Currently regular telcos and meetings with the HRadio and FuturePulse are taking place. Deliverables and technical information has been shared between the projects and common submissions for organising workshops at international academic conferences have been made (e.g. ACM CHI). Furthermore, due to the complementarity of the HRadio and Marconi project, a common demo highlighting the technologies from both projects and how they fit together has been presented at external events (e.g. ICT2018, MediaFastForward 2018, Salon de la Radio 2019).

A further collaboration with existing EU-funded projects has been achieved through the collaboration with the MediaRoad project. Direct contacts and teleconferences between MARCONI team members and MediaRoad members were organised. As a result, MARCONI is mentioned in the website of MediaRoad and further activities for cross-dissemination of information have been planned (e.g. feature in MediaRoad newsletter).

## 3.3 Scientific dissemination

Whenever possible we will make available the camera ready scientific publications. For this, we will use the project website under the Resources section:

<https://www.projectmarconi.eu/resources/>

The project has also created a community on Zenodo:

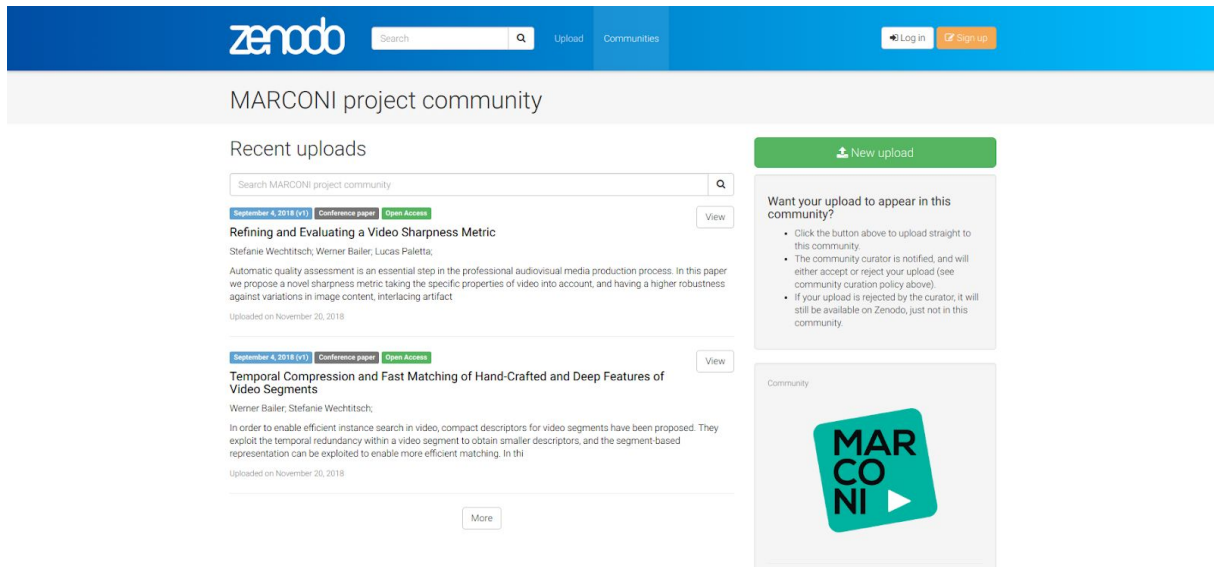
[https://zenodo.org/communities/marconi\\_eu/](https://zenodo.org/communities/marconi_eu/)

---

<sup>7</sup>[1] [http://cordis.europa.eu/project/rcn/211079\\_en.html](http://cordis.europa.eu/project/rcn/211079_en.html)

<sup>8</sup>[2] [http://cordis.europa.eu/project/rcn/211073\\_en.html](http://cordis.europa.eu/project/rcn/211073_en.html)





The screenshot shows the Zenodo website interface for the MARCONI project community. At the top, there's a search bar and navigation links for 'Upload' and 'Communities'. Below the header, the community name 'MARCONI project community' is displayed. A 'Recent uploads' section lists two papers from September 4, 2018:

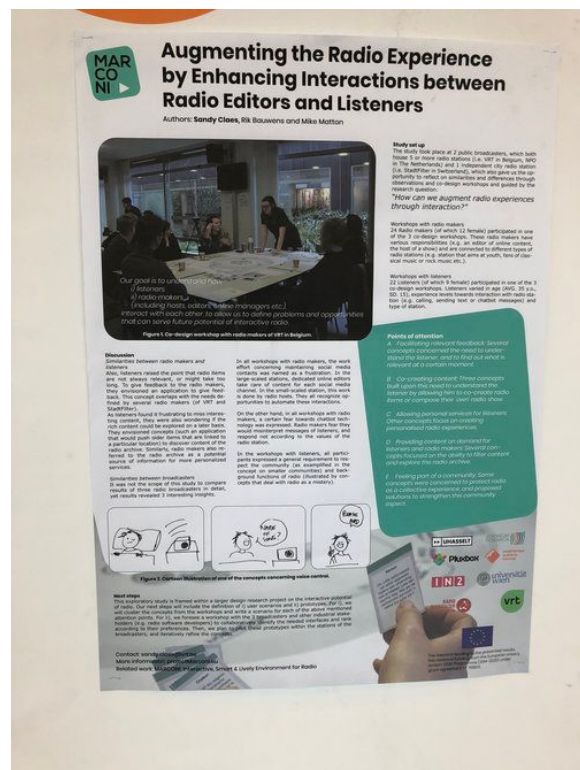
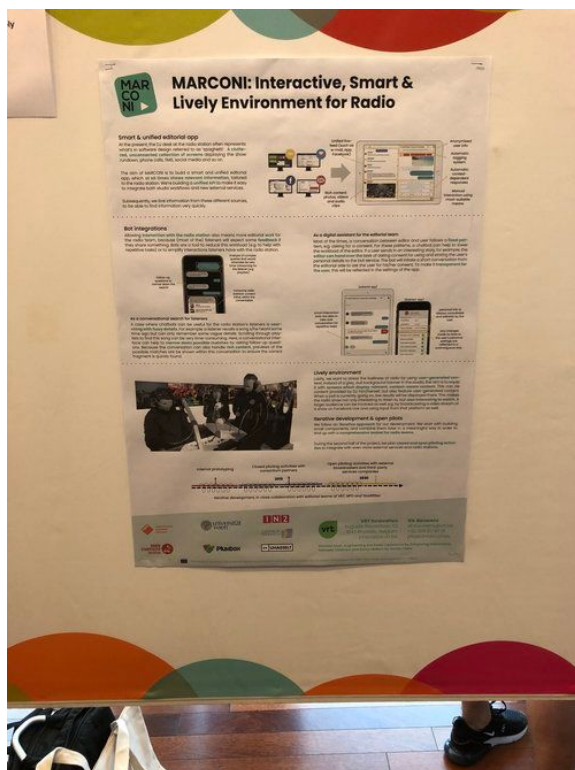
- Refining and Evaluating a Video Sharpness Metric** by Stefanie Wechitsch, Werner Bailer, Lucas Paletta. Description: Automatic quality assessment is an essential step in the professional audiovisual media production process. In this paper we propose a novel sharpness metric taking the specific properties of video into account, and having a higher robustness against variations in image content, interlacing artifact. Uploaded on November 20, 2018.
- Temporal Compression and Fast Matching of Hand-Crafted and Deep Features of Video Segments** by Werner Bailer, Stefanie Wechitsch. Description: In order to enable efficient instance search in video, compact descriptors for video segments have been proposed. They exploit the temporal redundancy within a video segment to obtain smaller descriptors, and the segment-based representation can be exploited to enable more efficient matching. In this. Uploaded on November 20, 2018.

On the right, there's a 'New upload' button and a section titled 'Want your upload to appear in this community?' with instructions for the curator. Below that is a 'Community' section featuring the MARCONI logo.

## ACM TVX 2018, JUNE 26 – 28, 2018

We prepared, submitted and presented two papers at ACM TVX (Interactive Experiences for Television and Online Video), the reputed international conference for research into online video, TV interaction and user experience. One paper was an industry case and the other a presentation of the work-in-progress.

More information here: <https://www.projectmarconi.eu/blog/2018/8/7/marconi-at-tvx-2018>





## CBMI2018, SEPTEMBER 4-6, 2018

Two papers were submitted and accepted to CBMI 2018 International Conference on Content-Based Multimedia Indexing. The conference was at its 15th edition and aimed to bring together the various communities involved in all aspects of content-based multimedia indexing for retrieval, browsing, management, visualization and analytics.

One describes a sharpness metric for video and one is focusing on compact video descriptors:

- Stefanie Wechtitsch, Werner Bailer and Lucas Paletta, "Refining and Evaluating a Video Sharpness Metric," in Conference on Content-based Multimedia Indexing, La Rochelle, FR, Sept. 2018.
- Werner Bailer and Stefanie Wechtitsch, "Temporal Compression and Fast Matching of Hand-crafted and Deep Features of Video Segments," in Conference on Content-based Multimedia Indexing, La Rochelle, FR, Sept. 2018.

## ACM MULTIMEDIA 2018, OCTOBER 22-26, 2018

ACM Multimedia is the most important conference for researchers and practitioners in the multimedia field. This year, the 26th edition of the conference took place in Seoul, Korea, from the 22nd of October till the 26th.

MARCONI contributed to this year's programme with a tutorial titled "Interactive Video Search: Where is the User in the Age of Deep Learning?", co-authored by Werner Bailer from Joanneum Research. Interactive video search is relevant when users need to organise and select items from large sets of video content, for example when an editorial team has to make a selection from user-contributed media. During the tutorial, it was discussed whether the recent advances in deep learning allow for entirely automatic content search, or whether user interaction still has a place. Based on the data gathered from evaluation campaigns such as TRECVID and the Video Browser Showdown, the tutorial highlighted the importance of keeping the user in the loop, in particular at times when information needs are fuzzy.

The slides of the tutorial are available online at:

<https://www.slideshare.net/klschoef/interactive-video-search-where-is-the-user-in-the-age-of-deep-learning>

## NEURIPS 2018, DECEMBER 3-8, 2018

From December 3-8, 2018, the Palais des Congrès de Montréal in Canada hosted the Conference on Neural Information Processing Systems (NeurIPS, formerly known as NIPS), one of the world's leading scientific events in the field of Artificial Intelligence and Machine Learning. As part of the conference a workshop titled "Compact Deep Neural Network Representation with Industrial Applications (CDNNRIA)" was co-organized by JOANNEUM RESEARCH.



This workshop aimed to bring together researchers, educators, practitioners who are interested in techniques as well as applications of making compact and efficient neural network representations. One main theme of the workshop discussion was to build up consensus in this rapidly developed field, and in particular, to establish close connection between researchers in Machine Learning community and engineers in industry. The workshop assembled more than 200 participants from academia and industry working on techniques and applications of efficient neural network-based learning.

The workshop hosted invited talks with speakers from MIT, DeepMind, Intel, Qualcomm, NVIDIA and University of Amsterdam, oral and poster presentations and a panel discussion. Among the topics discussed was the closer integration between neural network optimization and target hardware, the question of pruning existing networks vs. training more compact networks from scratch, and the necessity for benchmarking of network compression methods. In order to follow up these topics, which are very relevant for the practical use of neural networks in services such as those used in MARCONI, workshops at ICML and NeurIPS 2019 are planned.

### MMM2019, JANUARY 8-11, 2019

International MultiMedia Modeling Conference (MMM), now in its 25th year, is a leading international forum for researchers and industry practitioners to share new ideas, original research results and practical development experiences from all multimedia-related areas. The 2019 edition was held in Thessaloniki Greece between the 8th and 11th of January.

Two papers have been submitted to MMM 2019, one on anonymizing training images and one on adapting CNN-based face recognition for fast training.

- Bailer W. (2019) Face Swapping for Solving Collateral Privacy Issues in Multimedia Analytics. In: Kompatsiaris I., Huet B., Mezaris V., Gurrin C., Cheng WH., Vrochidis S. (eds) MultiMedia Modeling. MMM 2019. Lecture Notes in Computer Science, vol 11295. Springer, Cham

- Winter M., Bailer W. (2019) Incremental Training for Face Recognition. In: Kompatsiaris I., Huet B., Mezaris V., Gurrin C., Cheng WH., Vrochidis S. (eds) MultiMedia Modeling. MMM 2019. Lecture Notes in Computer Science, vol 11295. Springer, Cham

## UPCOMING ACTIVITIES

### IRIS 2019, FEBRUARY 21-23, 2019

The Vienna University team will present a paper entitled “Legal issues of user engagement in interactive radios” at IRIS 2019 (International Legal Informatics Symposium), which will take place at the University of Salzburg from Thursday, 21 to Saturday, 23 February 2019. The IRIS Conference is known for its interdisciplinary focus and the involvement of government, business and civil society. The University of Vienna is co-organising the event.

### ACM TVX 2019, JUNE 5, 2019

Together with our the HRadio project and BBC R&D, MARCONI will organise the first workshop on Interactive Radio Experiences at the ACM International Conference for Interactive Experiences for Television and Online Video (TVX). The conference will be held in Manchester, UK in June 2019. The workshop proposal has been accepted and the call for papers<sup>9</sup> is ongoing and is being disseminated on various channels.

The workshop is planned as a half day event, with the following tentative schedule:

- Introduction (30min)
- Invited talk (30min): Invited talk from the industry
- Presentations I (45min): A block of three short oral presentations, including short papers and industry presentations.
- Presentations II (45min): Same format as Presentations I.
- Discussion (60min): Discussion about the inputs from the presentations, and inputs from other workshop participants with the aim to identify research directions related to interactive radio experiences and define a set of future challenges.

## 3.4 Contribution to standards

Standardisation activities have been carried out. Through JRS we have contributed to standardisation activities in EBU/AMWA FIMS (now MCMA) Automatic Metadata Extraction (AME), in particular on defining services and their parameters, and MPEG Compact Descriptors for Video Analysis, on the reference implementation and finalising the standard.

JRS has presented the work on implementing FIMS AME services at EBU MDN and the EBU AI Hands on Day in June 2018.

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<sup>9</sup> <https://www.projectmarconi.eu/calendar/interactive-radio-experiences>

## 3.5 Stakeholder board

The project actively works towards engaging stakeholders also through the acquiring of support in more formal ways from key organisations. This support will prove very useful in order to successfully launch open piloting activities. Thus a stakeholder board is formed during the project. They will be closely informed about each of the previously mentioned consortium-internal piloting activities and have the opportunity to see the platform at work during the large scale pilots or with dedicated visits to the continuously running pilots within the different involved radio stations.

Additional stakeholders will be attracted (among others) through the dissemination channels provided by the European Broadcasting Union (EBU)

Initially the Stakeholder board contained two organisations:

- Bauer Media Group, representing over 50 radio stations across Europe
- BVMedia SRL, integrating tools in many radio stations in Italy and across Europe.

During the first year we drafted the template for engaging new members to the Stakeholder Board of MARCONI and got the confirmation from a new organisation: Digigram, a provider of equipment for capturing and sharing high quality video and audio

These activities will be continued further, especially in the run-up to the open piloting activities.

## 4 Exploitation activities

In the first year of the project the activities in this task have focused on an initial evaluation of the possible business models for exploiting the MARCONI outputs. For this, several platform concepts as PaaS and SaaS were made in order to decide what setups gain most acceptance with radio organisations and integrators. This plan was shaped after many presentations with key persons in the broadcast industry. The outcome is a combined PaaS and SaaS approach to use parts of the Marconi features, microservices, in 3rd party software and have a total end solution for radio organisations. The plan was presented and discussed with the rest of the consortium during a dedicated workshop at the Graz meeting in Jan 2018. Based on the feedback received during the workshop the plan was further refined. The MARCONI exploitable outcome is both the platform as a whole, upon which the clients can build custom solutions and also the microservices that make it up. It is a strategy similar to LEGO: radio stations can build anything themselves or combine different existing services to create or enhance their workflow.

We first analysed again the problem: the rules of the game for the traditional radio makers has drastically changed over the last years. Listeners consume less (long) radio in the traditional way. We see that media use is becoming increasingly fragmented in different forms, moments, channels and interaction, such as digital (streaming / podcast (Spotify/RadioPlayer)), social media (Facebook, Instagram) and Interaction (Whatsapp / SnapChat). Unfortunately radio makers are not good at playing by these new rules and this is the problem that the MARCONI platform aims to solve for them.

We also distilled the main needs of the users:

- Radio Station/Maker: Needs to (re)find their audience to create an sustainable relationship and business model
- Listener: Needs a good guide that prevents them from missing things and to be a part of a community

During the consortium meeting of Vienna (Nov 2018), we conducted an interactive session with the aim of identifying the most important USP that can be then used as a tagline for introducing the project to potential exploitation stakeholders. The final outcome was the use the following tagline: *"MARCONI - bringing radio stations and listeners closer together"*.

The proposition for radio stations was described in further detail, highlighting the main benefits that MARCONI can bring them. Six distinct areas were identified:

<b>Relevant &amp; distinctive</b>  Create extremely relevant and distinctive content	<b>Moment, channel and form</b>  Know what and what is needed at what time, so that you can tailor your content accordingly.	<b>Lowest hanging fruit</b>  Obtain insights into costs and benefits. Finally everything revolves around the Return of Investment
<b>Increase engagement</b>  Don't create an audience, but fans for life! Who keeps connected to your brand for the rest of their lives	<b>New revenue models</b>  Create your own hola hoops, money making touch points and make a plan to attract your customers	<b>Micro services</b>  Micro services are the building blocks of Marconi. You can use them together or as a stand-alone solution

In terms of external activities, the events described in Section 3.1.6 have a strong focus on engaging with radio makers and listeners and the activities there were very much related to the MARCONI exploitation as well (e.g. understanding better the customer needs, the market, raising interest in becoming early adopters of the technology through the open piloting phase).

In the next period we plan to define the business model in more detail and validate it during the open pilot activity. We will also define the IPR framework for governing the agreements between partners, with the goal of minimising friction in the commercialisation of results. A further important activity will be to create interest in the MARCONI platform, mainly through direct interactions with key stakeholders (e.g. during trade shows, industry events and forums).



## 5 Evaluation

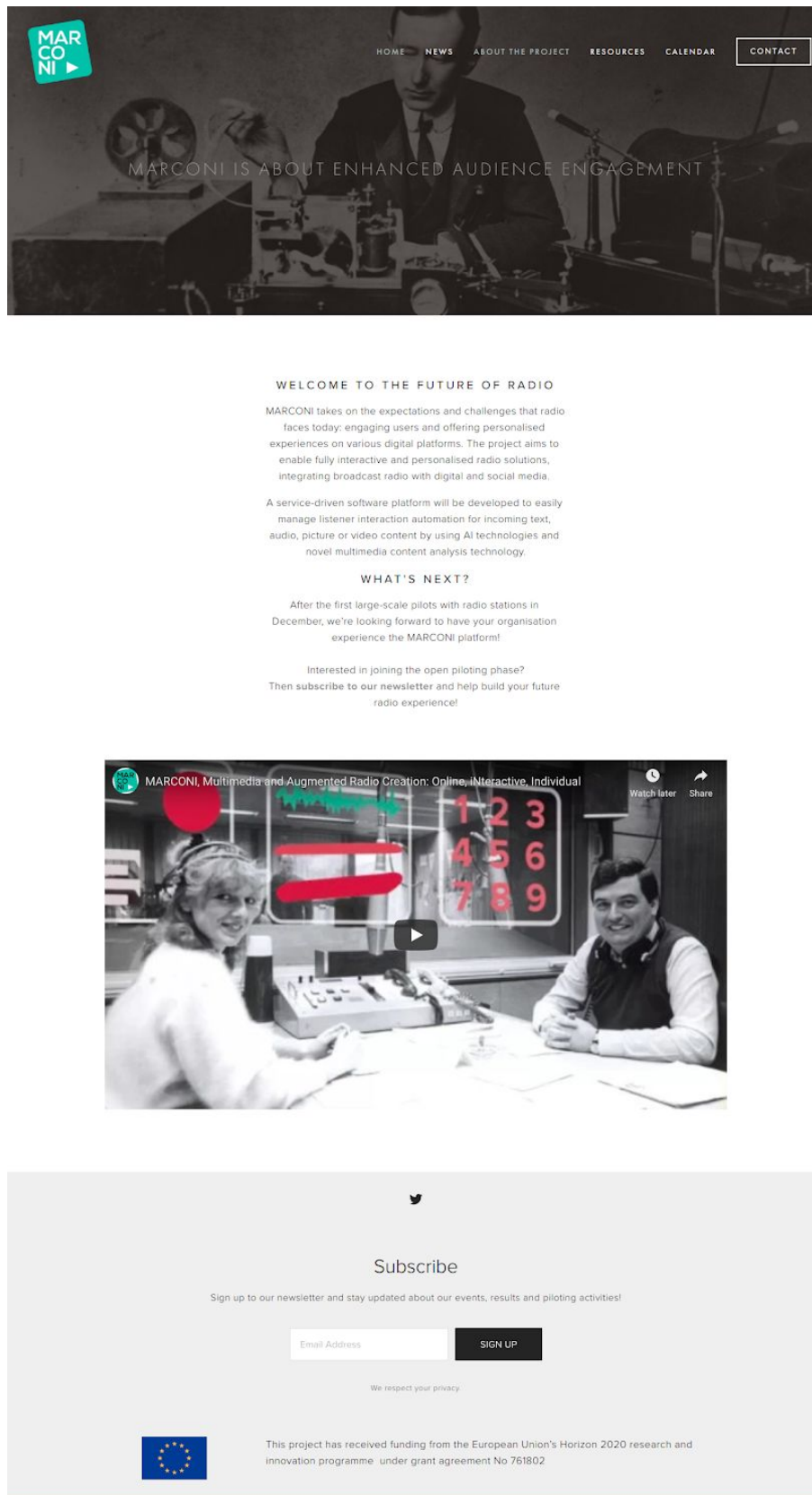
The success of the communication activities was tracked by the use of several key performance indicators:

What	KPI	Status
Website	5.000 unique visitors and over 70.000 page hits	1900 unique visitors and 4900 page views at M17
Twitter	At least 100 followers, 60 tweets, 200 retweets and 150 favourites	101 Followers, 55 Tweets, 126 retweets and 192 likes
Press	At least 5 press articles and radio/TV reports until M30	2 features
Newsletter	70 recipients at M12	68 subscribers at M12
Events	At least 10 events and over 10.000 people reached at M30	9 events, over 8000 people reached
Scientific	Publish 8 peer-reviewed papers and 10 other papers, demos and presentations	6 peer-reviewed papers accepted and 2 scientific workshops (co-)organised. Another workshop and paper has been accepted.

Moreover we consider the use of the I3 framework<sup>10</sup> for measuring the impact of the project.

<sup>10</sup> <http://toolkit.i3project.eu/toolkit/>

## 6 Annex 1 – MARCONI website







## MARCONI at Media Fast Forward

January 11, 2019 - Event

Media Fast Forward is a yearly networking and inspiration event, organised by VRT about the future of media. On the 9th of December, more than a 1000 media professionals, researchers, entrepreneurs and innovators gathered in Dierckx, Brussels, to feed inspiration, gain insights and network for future collaborations. Aside from a conference, there was an exhibition with over 40 startups and an innovation street, showcasing prototypes of various European projects. At the booth of MARCONI, you were able to see what happens at the controls as a radiochemist, part of the MARCONI prototype.

[Read More »](#)

## MARCONI at ICT2018

January 11, 2019 - Event

MARCONI was showcased in the exhibition area of ICT2018, Imagine Digital - Connect Europe, the 6th annual research and innovation event by the European Commission that focuses on the European Union's priorities in the digital transformation of society and industry.

[Read More »](#)

## Workshop on Interactive Radio Experiences selected for TVX 2019

December 11, 2018 - Announcement

Together with our friends from the industry (VRT and VRT), MARCONI will organise the first workshop on Interactive Radio Experiences of the ACM International Conference for Interactive Experiences for Television and Online Video (TVX). The workshop invites short papers and industry presentations, and will include an interactive discussion session to identify future research challenges related to interactive radio experiences.

[Read More »](#)

## MARCONI at NeurIPS 2018

December 11, 2018 - Event

JOANNEUM RESEARCH co-organised the workshop titled "Compact Deep Neural Networks: Representation with Industrial Applications (CDNWA)" as part of the Conference on Neural Information Processing Systems. The workshop assembled more than 200 participants from academia and industry working on techniques and applications of efficient neural networks, neural learning. The workshop featured invited talks with speakers from MIT, DeepMind, Intel, Qualcomm, NVIDIA and University of Amsterdam, oral and poster presentations and a panel discussion.

[Read More »](#)

## Apply now as an artist in residence with MARCONI!

Search

### Announcement

Workshop on Interactive Radio Experiences selected for TVX 2019

Apply now as an artist in residence with MARCONI

MARCONI has been awarded ICT 2018

Project VTX has joined the MARCONI project

### Event

MARCONI at Media Fast Forward

MARCONI at ICT2018

MARCONI at NeurIPS 2018

MARCONI was at the European General Assembly 2018

This was MARCONI at ACM Multimedia 2018

MARCONI at ICMI 2018

MARCONI at W3 Forum 2018

MARCONI has been awarded ICT 2018

MARCONI at TVX 2018

MARCONI at RadioDays Europe

Consistent leading in 9th in 2018

A successful kick-off meeting in Brussels, Belgium

### Interview

Meet Joanneum Research on A

Meet Eindhoven University of Technology on A

Meet Eindhoven University of Technology on A

Meet Eindhoven University of Technology on A

Meet Eindhoven University of Technology on A

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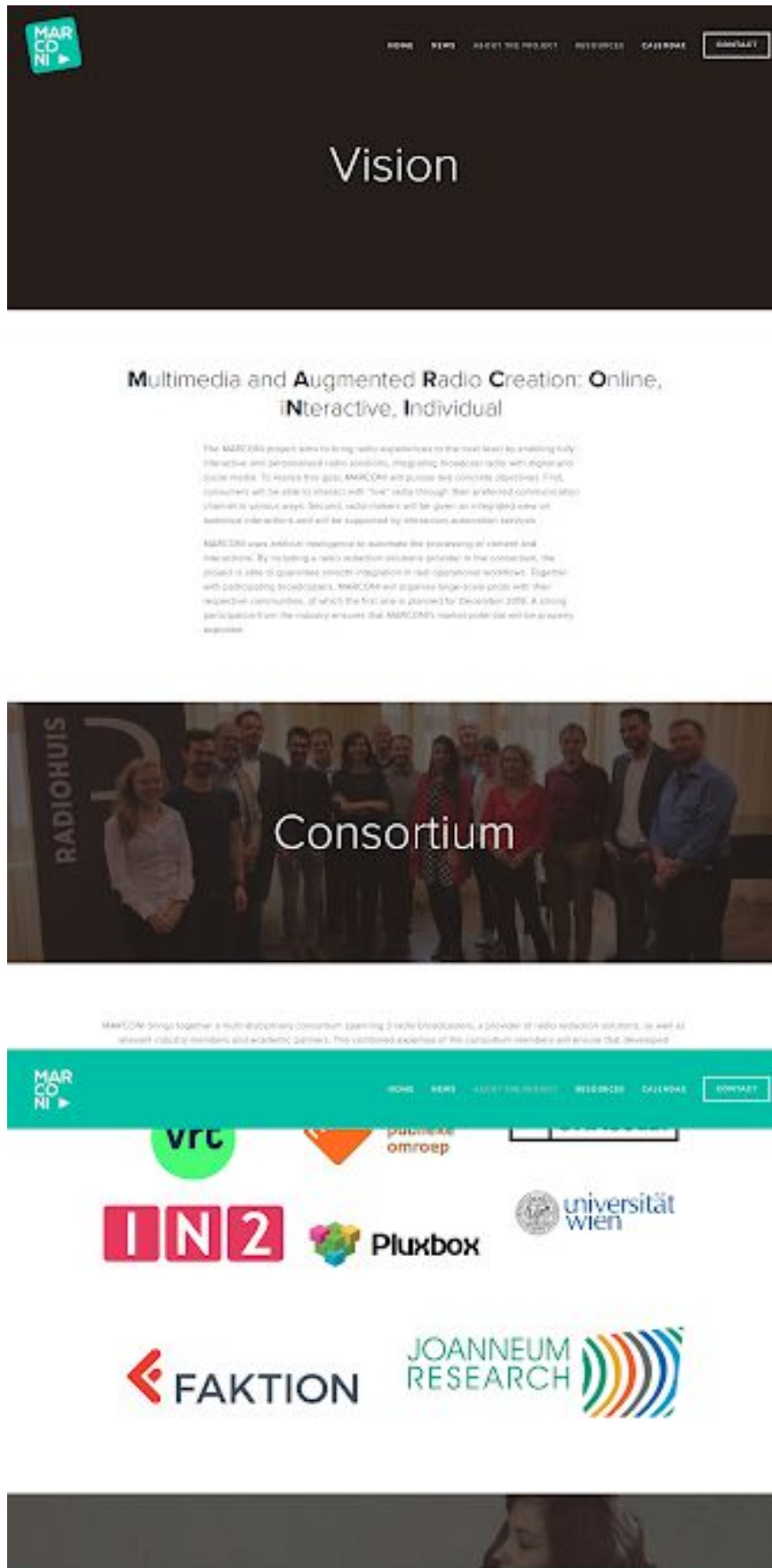
Meet Eindhoven University of Technology on A

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Meet Eindhoven University of Technology on A





#### PROMOTIONAL MATERIAL

POSTER

TEASER

POSTCARD - BE PART OF MARCONI

POSTCARD - FEEDBACK FROM THE LISTENER

POSTCARD - CO-CREATING CONTENT

#### PUBLIC DELIVERABLES

D1.1 - GENERAL CONCEPT

D1.2 - USE CASES, REQUIREMENTS, ARCHITECTURE AND INITIAL CONTENT

D1.3 - LEGAL VALIDATION REPORT AND SYSTEM ARCHITECTURE

D4.1 - STAKEHOLDER FEEDBACK ON EXPLORATORY MOCK-UPS

D5.1 - COMMUNICATION PLAN, IMPLEMENTATION OF PROJECT WEBSITE AND SOCIAL MEDIA PRESENCES

D6.2 - QUALITY ASSURANCE PLAN

#### NEWSLETTERS

NEWSLETTER #1 - ABOUT FIRST USE CASES AND INSIGHTS

NEWSLETTER #2 - ABOUT ICT AND THE MARCONI PILOTS

#### SCIENTIFIC DISSEMINATION

TVX POSTER - INTERACTIVE, SMART & LIVELY ENVIRONMENT FOR RADIO

TVX POSTER - AUGMENTING THE RADIO EXPERIENCE

TUTORIAL AT ACM MM'18 - INTERACTIVE VIDEO SEARCH: WHERE IS THE USER IN THE AGE OF DEEP LEARNING?

STEFANIE WECHTITSCH, WERNER BAILER AND LUCAS PALETTA, "REFINING AND EVALUATING A VIDEO SHARPNESS METRIC," IN CONFERENCE ON CONTENT-BASED MULTIMEDIA INDEXING, LA ROCHELLE, FR, SEPT. 2018.

WERNER BAILER AND STEFANIE WECHTITSCH, "TEMPORAL COMPRESSION AND FAST MATCHING OF HAND-CRAFTED AND DEEP FEATURES OF VIDEO SEGMENTS," IN CONFERENCE ON CONTENT-BASED MULTIMEDIA INDEXING, LA ROCHELLE, FR, SEPT. 2018.



### Digital Media Days

10-11 October 2019, 10:00-18:00 | 10-11 October 2019, 10:00-18:00

Organized by the leading digital media research and innovation centers in Europe, the event will bring together digital media researchers and practitioners from across Europe.

The event will feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will be held in a central location in London.



### Radiodays Europe

10-11 October 2019, 10:00-18:00 | 10-11 October 2019, 10:00-18:00

Radiodays Europe is a leading event for radio professionals and enthusiasts. The event will feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will be held in a central location in London.



### NAMM 2019

10-11 October 2019, 10:00-18:00 | 10-11 October 2019, 10:00-18:00

NAMM 2019 is a leading event for the music industry. The event will feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will be held in a central location in London.



### TwoXtrem Workshop on Interactive Radio Experiences

10-11 October 2019, 10:00-18:00

10-11 October 2019, 10:00-18:00

The workshop will focus on the development of interactive radio experiences. The event will feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities. The event will also feature a range of activities including keynote presentations, workshops, and networking opportunities.

## 7 Annex 2 - Press Clippings




DE RADIO PODCAST
HOME
NIEUWS
GASTEN
OVER
CONTACT

Home » NIEUWS » Podcast #11 Marconi project met Dennis Laupman

## Podcast #11 Marconi project met Dennis Laupman

april 24, 2018
Herbert Codée
Leave a comment



'Marconi' is de uitvinder van de draadloze telegrafie in 1896, zijn naam draagt ook het [project](#) dat met steun van de Europese Unie tot stand kwam.


Dennis werkt samen met universiteiten maar ook NPO en VRT aan nieuwe (online) innovaties die radio en social-media verder integreren. Dit levert waarde op voor zenders en luisteraars. Er worden op dit moment pilots ontwikkeld voor chatbots, personalised radio & smart speakers.

### Meer radio luisteren

Het project kent 5 focus gebieden en heeft als doel dat mensen meer radio gaan luisteren. Ook belangrijk is een hogere betrokkenheid bij te content te realiseren. Dit gebeurt via onderstaande focus gebieden.

1. Faciliteren van feedback
2. Co-creatie van content
3. Nieuwe persoonlijke services
4. Leveren van content on-demand
5. Deelnemen en onderdeel zijn van een community

### Beluister podcast #11 met Dennis Laupman



[Ook te beluisteren via Apple's podcast app of RSS](#)

Support de Radio Podcast

[BECOME A PATRON](#)

[Share on Facebook](#)
[Share on Twitter](#)
[Share on LinkedIn](#)

[Send email](#)

NIEUWS



## 8 Annex 3 - Newsletters

Newsletter #1:

<https://mailchi.mp/d2c110040cb4/marconi-mail-1-about-first-use-cases-and-insights>



### Welcome to MARCONI

The team is excited to send you the first newsletter of the MARCONI project, in which you will get an insight into the project's activities!



MARCONI stands for "Multimedia and Augmented Radio Creation: Online, iNteractive, Individual". The project started in September, 2017, and will run until the end of February, 2020. MARCONI is an innovation action funded by the H2020 programme. The project brings together a multidisciplinary consortium, spanning 3 radio broadcasters, a provider of radio redaction solutions, as well as relevant industry members and academic partners.

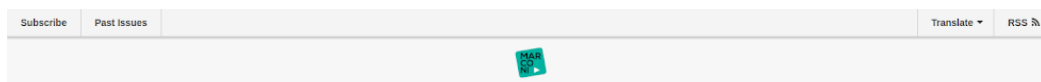
[Have a look at the factsheet](#)



The general aim of this project is to bring radio experiences to the next level by enabling fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media, amounting to converged radio experiences. To realize this goal, MARCONI will pursue two concrete objectives. First, consumers will be able to interact with "live" radio through their preferred communication channel in various ways. Second, radio makers will be given an integrated view on audience interactions and will be supported by interaction automation services.

Newsletter: #2:

<https://mailchi.mp/eefb57bba623/marconi-mail-1-about-first-use-cases-and-insights-519307>



### Greetings from MARCONI at ICT 2018

This is the second newsletter of the MARCONI project, in which you can learn more about our first pilots and where to find us.



ICT2018, *Imagine Digital - Connect Europe*, is a research and innovation event by the European Commission that focuses on the European Union's priorities in the digital transformation of society and industry. The event will take place in Vienna from the 4th till the 6th December 2018.

MARCONI has been one of the projects selected to be part of the [exhibition programme](#) of the conference. Our booth is part of the General Exhibition in Hall X4 at stand T10. We will showcase the apps for radio makers and listeners, which are also part of the oncoming pilots. You will be able to talk with the innovators behind the exciting technologies used by MARCONI, such as AI-powered chatbots and content analysis.

So stop by our booth and experience the future of radio in person!

### Let's pilot!



The MARCONI project has a clear focus on innovation that can be transferred to the market and have a strong impact in the broadcasting industry on how radio stations and listeners interact with one another. For this reason, the project is running a series of large-scale pilots with several radio stations and their listeners.

#### NPO Radio 5

In this pilot, NPO is developing a pilot around a chatbot for NPO Radio 5. Listeners can ask information about the different shows, DJ's, songs and competitions. They can vote with a poll, create an account and specify their interests so that their content can be used in the show. The goal of the usage of the chatbot is to involve the listeners in the program and engage them with a better service using personal information and profile updates. On the other hand, we want to reduce the editor's work through automatically answered questions by the chatbot and find new stories for the show.



#### App the Studio (NPO)

NPO will elaborate on the chatbot experiments with the development of the 'App the Studio' Application. A series of brainstorming sessions with editorial teams of all NPO radio stations generated the idea to extensively rebuild the much used 'App the studio' feature. Ideas were instant feedback for users, easier and



## 9 Annex 4 - Posters

General Audience Poster:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 761802.



TVX posters:



# Augmenting the Radio Experience by Enhancing Interactions between Radio Editors and Listeners

Authors: **Sandy Claes**, Rik Bauwens and Mike Matton

Our goal is to understand how  
i) listeners  
ii) radio makers  
(including hosts, editors, online managers etc.)  
interact with each other, to allow us to define problems and opportunities  
that can serve future potential of interactive radio.

Figure 1. Co-design workshop with radio makers of VRT in Belgium.

## Discussion

### Similarities between radio makers and listeners

Also, listeners raised the point that radio items are not always relevant, or might take too long. To give feedback to the radio makers, they envisioned an application to give feedback. This concept overlaps with the needs defined by several radio makers (of VRT and StadtFilter).

As listeners found it frustrating to miss interesting content, they were also wondering if the rich content could be explored on a later basis. They envisioned concepts (such as an application that would push older items that are linked to a particular location) to discover content of the radio archive. Similarly, radio makers also referred to the radio archive as a potential source of information for more personalized services.

### Similarities between broadcasters

It was not the scope of this study to compare results of three radio broadcasters in detail, yet results revealed 3 interesting insights.

In all workshops with radio makers, the work effort concerning maintaining social media contacts was named as a frustration. In the large-scaled stations, dedicated online editors take care of content for each social media channel. In the small-scaled station, this work is done by radio hosts. They all recognize opportunities to automate these interactions.

On the other hand, in all workshops with radio makers, a certain fear towards chatbot technology was expressed. Radio makers fear they would misinterpret messages of listeners, and respond not according to the values of the radio station.

In the workshops with listeners, all participants expressed a general requirement to respect the community (as exemplified in the concept on smaller communities) and background functions of radio (illustrated by concepts that deal with radio as a mystery).

## Study set up

The study took place at 2 public broadcasters, which both house 5 or more radio stations (i.e. VRT in Belgium, NPO in The Netherlands) and 1 independent city radio station (i.e. StadtFilter in Switzerland), which also gave us the opportunity to reflect on similarities and differences through observations and co-design workshops and guided by the research question:

*"How can we augment radio experiences through interaction?"*

## Workshops with radio makers

24 Radio makers (of which 12 female) participated in one of the 3 co-design workshops. These radio makers have various responsibilities (e.g. an editor of online content, the host of a show) and are connected to different types of radio stations (e.g. station that aims at youth, fans of classical music or rock music etc.).

## Workshops with listeners

22 Listeners (of which 9 female) participated in one of the 3 co-design workshops. Listeners varied in age (AVG. 35 y.o., SD. 15), experience levels towards interaction with radio station (e.g. calling, sending text or chatbot messages) and type of station.

## Points of attention

**A Facilitating relevant feedback:** Several concepts concerned the need to understand the listener, and to find out what is relevant at a certain moment.

**B Co-creating content:** Three concepts built upon this need to understand the listener by allowing him to co-create radio items or compose their 'own' radio show.

**C Allowing personal services for listeners:** Other concepts focus on creating personalised radio experiences.

**D Providing content on demand for listeners and radio makers:** Several concepts focused on the ability to filter content and explore the radio archive.

**E Feeling part of a community:** Some concepts were concerned to protect radio as a collective experience, and proposed solutions to strengthen this community aspect.



Figure 2. Cartoon illustration of one of the concepts concerning voice control.

## Next steps

This exploratory study is framed within a larger design research project on the interactive potential of radio. Our next steps will include the definition of i) user scenarios and ii) prototypes. For i), we will cluster the concepts from the workshops and write a scenario for each of the above mentioned attention points. For ii), we foresee a workshop with the 3 broadcasters and other industrial stakeholders (e.g. radio software developers) to collaboratively identify the needed interfaces and rank according to their preferences. Then, we plan to pilot these prototypes within the stations of the broadcasters, and iteratively refine the concepts.

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Related work: MARCONI: Interactive, Smart & Lively Environment for Radio



The research leading to the presented results has received funding from the European Union's Horizon 2020 Programme (2014-2020) under grant agreement n° 761802.







# MARCONI: Interactive, Smart & Lively Environment for Radio

## Smart & unified editorial app

At the present, the DJ desk at the radio station often represents what's in software design referred to as 'spaghetti': **A cluttered, unconnected collection of screens** displaying the show rundown, phone calls, SMS, social media and so on.

The aim of MARCONI is to build a smart and unified editorial app, which **at all times shows relevant information**, tailored to the radio station. We're building a **unified API** to make it easy to integrate both studio workflows and new external services.

Subsequently, we **link** information from these different sources, to be able to find information very quickly.



## Bot integrations

Allowing **interaction with the radio station** also means more editorial work for the radio team, because (most of the) listeners will expect some **feedback** if they share something. Bots are a tool to reduce this workload (e.g. to help with repetitive tasks) or to simplify interactions listeners have with the radio station.

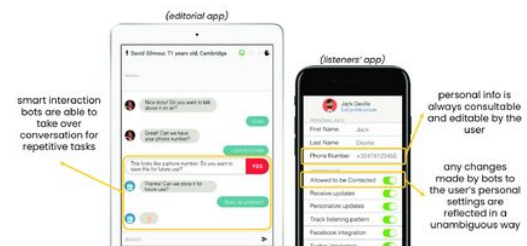


## As a conversational search for listeners

A case where chatbots can be useful for the radio station's listeners is **searching with fuzzy details**. For example: a listener recalls a song s/he heard some time ago but can only remember some vague details. Scrolling through playlists to find this song can be very time-consuming. Here, a conversational interface can help to **narrow down possible matches** by asking follow-up questions. Because the conversation can also handle **rich content**, previews of the possible matches are shown within this conversation to ensure the correct fragment is quickly found.

## As a digital assistant for the editorial team

Most of the times, a conversation between editor and user follows a **fixed pattern**, e.g. asking for a consent. For these patterns, a chatbot can help to lower the workload of the editor. If a user sends in an interesting story, for example, the **editor can hand over the task** of asking consent for using and storing the user's personal details to the bot service. The bot will initiate a short conversation from the editorial side to ask the user for his/her consent. To make it **transparent for the user**, this will be reflected in the settings of the app.



## Lively environment

Lastly, we want to stress the liveliness of radio by using **user-generated content**. Instead of a grey, dull background banner in the studio, the aim is to equip it with **screens which display relevant, context-aware content**. This can be content provided by DJ him/herself, but also feature user-generated content. When a poll is currently going on, live results will be displayed there. This makes the radio show not only interesting to listen to, but **also interesting to watch**. A larger audience can be involved as well, e.g. by broadcasting a video stream of a show on Facebook Live and using input from that platform as well.

## Iterative development & open pilots

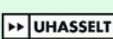
We follow an **iterative approach** for our development. We start with building small components, and combine them later in a meaningful way in order to end up with a **comprehensive toolset for radio teams**.

During the second half of the project, we plan **closed and open piloting activities** to integrate with even more external services and radio stations.



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Related work: Augmenting the Radio Experience by Enhancing Interactions between Listeners and Radio Makers by Sandy Cloes

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