D5.3: Second report on dissemination and exploitation

Part I: Communication and dissemination report

This deliverable consists of 2 main parts, published in 2 separate documents. Part I, this document, provides an overview of the communication and dissemination activities in the second year of the project. Part II provides a sustainable exploitation strategy and plan for CPN. This deliverable is divided into two separate parts, as the communication and dissemination report is a document with public accessibility, and the exploitation report is a confidential document.

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Nature of the deliverable:	**to specify R, DEM, DEC, OTHER***
Dissemination Level	
PU	Public, fully open, e.g. web
CL	Classified, information as referred to in Commission Decision 2001/844/EC
CO	Confidential to CPN project and Commission Services

EXECUTIVE SUMMARY

This deliverable is a follow-up deliverable for D5.1 and D5.2. D5.1 described a detailed communication and evaluation plan for the CPN project. D5.2 provided an overview of the communication and dissemination actions that took place in the first year of the CPN project. This deliverable describes the communication and dissemination actions that took place in the second year of the CPN project, and contains an initial plan for sustainable exploitation of CPN results.

D5.3 will consist of two documents: one document compromises the communication and dissemination overview (public accessibility), and the other document the exploitation strategy (confidential).

This document gives the communication and dissemination overview: a status update is provided on the communication activities undertaken since the publication of D5.2. Furthermore, individual performed dissemination activities are presented, including participation at events and conferences as well as publications to date. An overriding aim of the dissemination strategy is to engage the CPN target audiences and relevant stakeholders. This engagement is supposed to create impact both within the project consortium as well as in the greater community.

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ABBREVIATIONS

CPN	Content personalisation network
DOA	Delivery of Actions
KPIs	Key Performance Indicators
GAMI	Global Alliance for Media Innovation
WP	Work Package

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1 SECOND REPORT ON DISSEMINATION AND COMMUNICATION ACTIVITIES

The detailed dissemination and communication strategy was outlined in D5.1. Communication and dissemination plan. The aim of that plan is "to guarantee wide visibility of the CPN results to relevant stakeholders all around Europe in order to attract a critical mass of potential customers" (CPN Grant Agreement, part B, p. 7).

In this deliverable (D5.3), we will report on specific dissemination and communication activities and its specific outcomes that have taken place between September 2018 and August 2019. Our activities are aimed at different target groups: news media companies, journalists, end-users, academics.

Table 1 below provides an overview of the KPIs presented in D5.1 and in the DOA and a current status on each of these targets. Targets in green have been achieved, targets indicated in yellow are on track to be achieved by the foreseen deadline and targets indicated in orange need some additional attention in the next project period.

Table 1: Current status of communication activities

Activity	Expected outcome	Current status
N° of visitors and visits to the website	20.000 by end of the project (this KPI is interpreted as 'visits' and thus not 'unique visitors')	5.294 unique visitors 5.457 visits
N° of Twitter followers	300 by end of the project	262
N° of interactions with blog posts	1000/year	1822 pageviews for blog posts (cumulated September 2018 - August 2019)
N° of international conferences attended with specific activities for CPN	Min. 3 per year	1st year of project: 9 events between September 2017 and August 2018 2nd year of project: 9 events between September 2018 and August 2019
Hackathons	Min. 2 throughout the project, over 50 attendees, 7 pilot outcomes (see KPI 6.3 in DOA)	First event organised in February 2019. (12 external media professionals and 20 innovative technology experts in attendance) Second event in June 2019, as part of the World News Media Congress. (About 60 media executives, editors and other professionals in attendance.) 4 startups working on new features for CPN.

Workshops	Min. 3 throughout the project, no more than 80 attendees	1st year of project: 6 workshops with end-users and professional users (n=49) 2nd year of project: 6 workshops with end-users (n=31)
Project events to engage the community of media companies and technology providers	2 throughout the project (see KPI 6.4 in DOA)	• 1 Engagement event planned concluding the project - Aligned with 3rd cycle of pilot (Feb 2020) • DW also organized two thematic events with in-house media professionals that contained a detailed presentation of the project and a discussion with the audience about news personalisation in general and the meaning of news personalisation for public media companies. These events have been organized as part of the reoccurring event format Minds Exchange in Bonn and Berlin.
Recommendations for the platform	100 (see KPI 6.1 in DOA)	Mailing sent to recommend the CPN platform to WAN-IFRA's audience of over 3300 media professionals. Engagements from our community: • 84 newsletter subscribers • 262 Twitter followers • 15 expressions of interest to try the CPN platform
Publications, presentations and demonstrations	Min. 20 throughout the project (see KPI 6.2 in DOA)	17 blog posts 2 newsletters 14 event presentations

In the following sections, the different channels are described and discussed in detail, namely: the CPN website and its content plan (section 1.1), the blog posts and newsletter (section 1.2), social media (section 1.3), publications (section 1.4) and international conferences, workshops and summits (section 1.5).

1.1 CPN WEBSITE

The official website of the CPN project is https://www.projectcpn.eu/.

D5.1 gave an overview of the website content plan, namely its categories and content that would be provided on the website.

1.1.1 Changes to the website

The table below describes how the website sections have evolved over the course of the project. The CPN news page (https://www.projectcpn.eu/news) is the most frequently updated part of the website, offering the possibility to present latest project news, articles and opinions all in one place.

Table 2: Overview of changes to the project website

	Initial division (D5.1)	**Changes/additions made before D5.2**	**Changes/additions made between D5.2 and D5.3**
News	This category will contain all news about the project, including activities, presentations at events, newsletters and blog posts containing updates on work packages and project progress by partners, specific challenges within tasks, interesting links and articles on current items related to the project's topic, etc.	The news category still contains news about the project, mainly in an overview of the blog posts and newsletters that were published. The CPN twitter feed was added at the bottom of the page.	No changes to the News page, except for the 10 new blog posts published since D5.2
About the project	*Vision:* description of the project's vision and aims	*Vision:* description of the project's vision and aims *Project video*	No changes.
	Partners: logos and links of all project partners	*Partners:* logos and links of all project partners	No changes.

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		Call to action for external media organisations to become pilot partners	
	Work packages: description of the work packages	*Work packages:* description of the work packages	*Work packages & deliverables:* The page now includes a description of the work packages, summaries of the published deliverables related to these work packages, as well as links to the full deliverables.
Publications	This section will include journal articles, conference publications, event publications, as well as project deliverables and press releases	Instead of only using the tab 'publications', a new one is made, namely 'Project outcomes' with different sub-tabs: work packages deliverables dissemination materials	Part of this section was merged with *Work packages*, so that all of the content related to work packages and their outcomes are included on the same page. Dissemination materials were moved within a new subsection within the section *Promotion*.
Promotion	/	/	*Project dissemination:* This page includes all promotion material about the CPN project that website users can share further: videos, poster, postcards and flyer
	/	/	*Pilot promotion:* This section includes promotion material calling for media companies to partner with CPN: social media banners and a flyer.

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Events	/	Events: new tab for upcoming events	No changes.
Contact page	Provides contact information and a link for a subscription to the newsletter.	Provides contact information and a link for a subscription to the newsletter.	No changes.
		Twitter feed with the latest tweets was added on the contact page.	
Twitter feed	/	Twitter feed is added on the News tab and can be found at the bottom of the page	No changes.

Finally, in April, we added a new "Call for interest" landing page on the website, encouraging news publishers to explore the CPN recommender software and test it with their own content. (See more in section 1.6.1.2).

1.1.2   Promotional material on the website

A key important section of the website is the "Project dissemination" page which includes various promotional materials regarding the CPN project. These are listed below:

- 3 videos:
    - one about the goals of CPN, created at the beginning of the project.
    - one from the first Hackathon event in London, highlighting the potential CPN has for connecting news media and tech providers.
    - the last one from the second Hackathon event in Glasgow, highlighting the startups creating new services for CPN.
- 1 poster, created in February 2019, outlining the project objectives, timeline and recommender functionalities.
- 2 postcards about CPN objectives (in brief), created at the beginning of the project.
- 1 flyer about the CPN objectives (more in detail), created at the beginning of the project.

- All these materials have been printed at various points during the project to distribute when attending events.

The promotional materials on the "Pilot promotion" page include freely downloadable Facebook, Twitter and LinkedIn banners and a flyer, calling for media companies to become CPN partners and test the recommender.

1.1.3   Website traffic

The table below gives an overview of the number of visits for the website per month, from September 2018 to August 2019:

Table 3: Overview of website visits and unique visitors per month

Month	Visits	Unique visitors
September 2018	268	262
October 2018	340	303
November 2018	270	264
December 2018	168	157
January 2019	279	271
February 2019	288	327
March 2019	412	459
April 2019	293	284
May 2019	613	632
June 2019	302	274
July 2019	301	327
August 2019	267	250

From the start of the CPN project until August 30 2019, the CPN website reached a total amount of 5.457 visits:

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Figure 1: Website visitors September 2017 - August 2019

Traffic
Fri, Sep 1, 2017 – Fri, Aug 30, 2019

Sep 1, 2017 – Aug 30, 2019 ⌄

Unique Visitors	Visits	Pageviews
5,294	5,457	13.5k
+243.3% yr/yr	+226.6% yr/yr	+255.3% yr/yr

Visits   Monthly ⌄
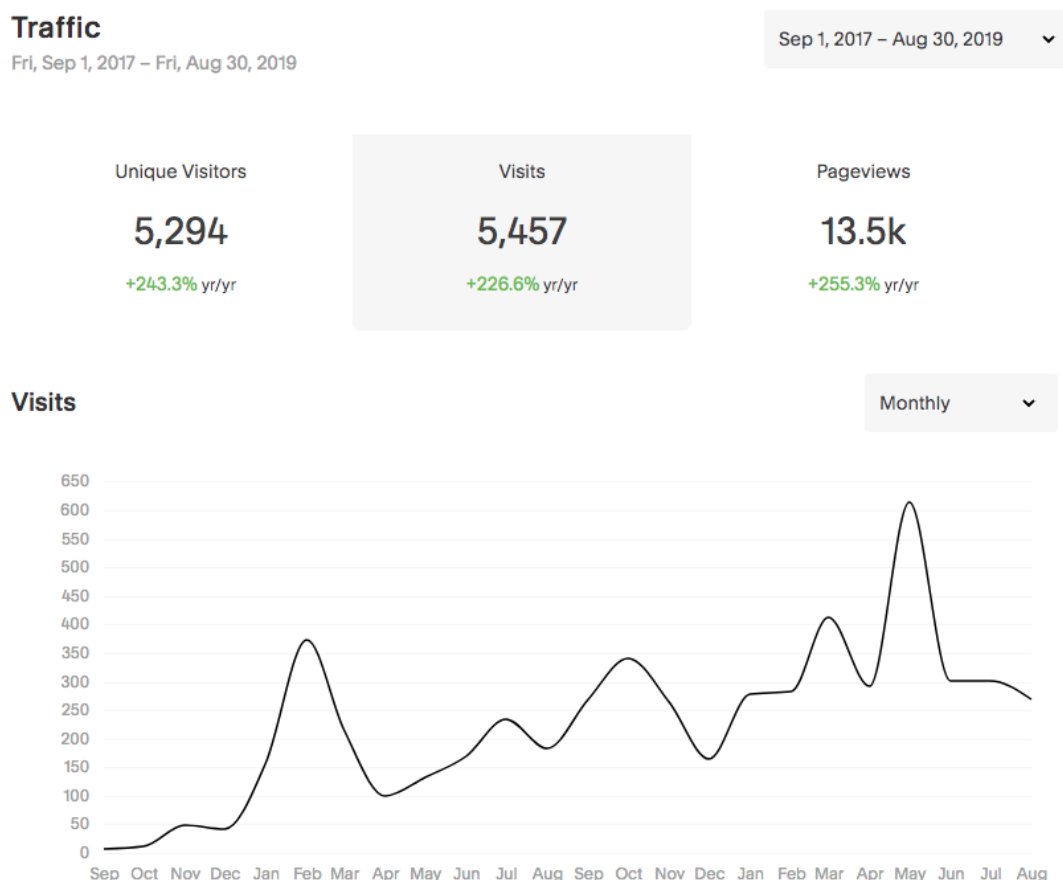
The KPI for number of visits to the website is 20.000 by the end of the project, as mentioned in Table 1. Currently we are behind this goal; however, as we reach the final months of the project, we expect to have more research results and other outputs to share with our audience. Therefore we expect the number of website visits to increase significantly over the last months of the project.

Moreover, we created web pages on the Digital Catapult and Eventbrite websites about the first CPN Hackathon event, and the statistics for these pages are not included in the total above:

- Open Call webpage: Unique views - 467, Total views - 524
- Eventbrite: 350 pageviews

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1.2 BLOG POSTS AND NEWSLETTER

In the dissemination and communication plan (D5.1), 20 blog posts and 4 CPN newsletters are foreseen throughout the project. A blog post is public (visible for every website visitor) and related to a deliverable, an event we attended, articles we were mentioned in, etc. Since the beginning of the project 17 blog posts have been created. As specified in D5.1, blog posts are alternated with newsletters that are sent via Mailchimp.

Currently, 84 people have subscribed to the newsletter.

The table below shows an overview of the blog posts and newsletters published since the start of the project:

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Table 4: overview published blog posts and newsletters

Blog post number	Content	Title	Published
Blog post 1		WAN-IFRA one of nine CPN partners	23 September 2017
Blog post 2		"We tell you what you want, what you really really want"	27 November 2017
Blog post 3	-	3… 2… 1… Project CPN has taken off!	1 February 2018
Blog post 4	D2.1	CPN: towards the creation of an Open Virtual Platform	2 March 2018
Blog post 5	D1.3	Beyond the state-of-the-art: innovative components in CPN	31 May 2018
Blog post 6	D1.1	(Re-)building trust in personalisation	12 June 2018
Blog post 7	-	Article about personalised news by Titus Plattner	25 June 2018
Blog post 8	Event	CPN @ Deutsche Welle Global Media Forum	25 June 2018
Newsletter 1	Newsletter 1[1]	Our newsletter is out	25 September 2018
Blog post 9	D4.2	Pilot 1: 1st prototype, pilot 1 activities, results	29 January 2019
Blog post 10	Event	Hackathon 1 report	25 February 2019
Call for interest	-	Calling media companies to pilot CPN	23 April 2019
Newsletter 2	Newsletter 2[2]	CFI for pilot 2, Results pilot phase 1, Hackathon report	7 May 2019
Call for interest	-	Calling for test users for pilot 2	7 May 2019
Blog post 11	D3.3	Discover the "technology bricks" that power the CPN platform	14 May 2019
Blog post 12	Report on VRT sidetrack	What we learned from VRT MyNWS	27 May 2019
Blog post 13	Event	Hackathon 2 report	6 June 2019
Blog post 14	-	Highlighting the startups working with CPN	18 June 2019
Blog post 15	D2.3	Introduction: CPN Open Virtual Platform	9 July 2019
Blog post 16	D1.6	How CPN puts users in control of their personal data	19 August 2019
Blog post 17	-	Holding platforms accountable: fines alone won't do. What does this mean for CPN and other EU platforms?	28 Augusts 2019

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Throughout the project we have published regularly updates regarding the project's progress, and are on track to reach the set KPI of 20 blog posts and 4 newsletters.

Table 5 below gives an overview of the content planning from September 2019 until April 2020. (The planning is pending on a requested shift in the project timing: the third pilot is postponed by two months to January-February 2020, so the end of the project would shift by two months as well, from February to April 2020, if the amendment concerning this is approved.):

Table 5: : Planning blog posts and newsletters 2018-2020

Timing		Item	Subject
2019	September	Newsletter 3	- Outcomes hackathon (recap) - Outcomes pilot phase 2 - Other recent content from website
	October	Blog post 19	Report from DW event
	November	Blog post 20	Technical post: A/B testing etc.
		Newsletter (special)	Pilot 3: call for participation
	December	Blog post 21	What will bring 2020
2020	January	Blog post 22	ONGOING pilot phase 3
	February	Blog post 23	Exploitation: CPN as a product
	March	Blog post 24	Results of pilot phase 3
	April	Newsletter 4	Pilot 3 results. End of project: results + path forward

One of the KPIs indicates we aim to reach 1000 interactions with blog posts per year. 'Interactions' are often defined as the amount of likes, comments and shares of the posts on a website. Unfortunately, these metrics cannot be measured by our website.

However, we've calculated the amount of traffic that is specific to the blog posts on the website for September 2018 – August 2019. This adds up to 1822 pageviews, meaning that the related KPI has been reached.

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[1] https://mailchi.mp/f78c41a9b9eb/towards-a-different-approach-for-personalising-news
[2] https://mailchi.mp/e9bc7a681447/towards-a-different-approach-for-personalising-news-635917

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Table 6: Pageviews of blog posts between August 2018 and August 2019

Blog post	Pageviews
From idea to concept: report from the CPN hackathon	194
The 5 personalisation challenges that CPN is trying to resolve	186
The first CPN pilot is finished!	184
Article about personalised news by Titus Plattner	159
3… 2… 1… Project CPN has taken off!	130
(Re-)Building trust in Personalisation	122
Highlighting the startups working with CPN	117
Rebuilding audience's trust in algorithms: personalisation at the World News Media Congress 2019	109
Beyond the state-of-the-art: innovative components in CPN	86
What we learned from VRT MyNWS: a pilot on news personalisation at the Flemish public broadcaster	82
Test personalised news content with the CPN app!	76
Introduction: CPN Open Virtual Platform	73
CPN: Towards the creation of an Open Virtual Platform	72
Discover the "technology bricks" that power the CPN platform	46
CPN @ Deutsche Welle Global Media Forum	38
"We tell you what you want, what you really really want"	35
How CPN puts users in control of their personal data	33
WAN-IFRA one of nine CPN partners	30
Become a CPN pilot partner and join the next phase of news personalisation	28
Holding platforms accountable: fines alone won't do. What does this mean for CPN and other EU platforms?	22
TOTAL	1822

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1.3 SOCIAL MEDIA

CPN has a Twitter account, which is: @project_CPN. This is the channel to post regular updates about the project activities, pictures of attended events, announcements of new blog posts and newsletters, and calls for participation in the pilots are also disseminated via Twitter. In addition, we post interesting articles, related to personalisation.

A first tweet was sent on December 6, 2017. The table below shows the evolution from October 2018, March 2019 and August 2019.

Table 7: Evolution of our Twitter account

	October 2018	**March 2019**	**August 2019**
number of tweets	*107 tweets*	*148 tweets*	*214 tweets*
number of followers	*147 followers*	*230 followers*	*262 followers*

The KPI specifies the CPN project will attract 300 followers. Given that the project will continue for a few months still, we're confident that we can reach this target by the end of the project.

1.4 PUBLICATIONS

In this section, we address the publications that have been published in the second year of the project. In the DOA, KPI 6.2 specifically mentions at least 20 publications, including scientific publications, popular publications such as blog posts, demonstrations and presentations. Several of these are addressed in the other chapters of this deliverable: for presentations held at different events see chapter 1.5.1 and for blog posts and newsletters see chapter 1.2. Below, we address the scientific publications and additional publications published since the publication of D5.2.

1.4.1   Scientific publications

So far, there have not been specific scientific publications within the CPN project. A few academic publications are in the pipeline, related to the pilot 1 and pilot 2 activities and results. These publications will start from the most interesting findings from pilot phase 1 and 2and will address some of the research questions and technical issues that were central to this first pilot such as the cold-start problem, Fear-Of-Missing-Out issues, etc.
The following papers are being prepared:

- "Measuring and profiling for online personalization in media while protecting personal data - The challenge for smaller EU media players", Van Zeeland, D. J., Ranaivoson, H. R., Hendrickx, J., Pierson, J., Van den Broeck, W. & van der Bank, J., to be submitted to Digital Policy, Regulation and Policy.
- "Data driven fast semantic annotation with limited resources", Zaporojets, K., Deleu, J., Sterckx, L., Demeester, T., Develder, C., to be submitted to Language Resources and Evaluation.
- "Uplifting vs depressing news: Automatic classification and monitoring real-world user uptake", Zaporojets, K., Sterckx, L., Demeester, T., Develder, C.

- "This is your news: user evaluation of a personalised news application" (Coppens, P., Van den Broeck, W., other authors tbc)

The following topics have been identified by the consortium as relevant for academic publications:
- Paper on the specific challenges and opportunities in joint information extraction models (imec will take the lead)
- 'Frame-based slot filling' technology brick (Livetech will take the lead)
- User perspective on recommendations (VRT and imec will take the lead)

1.4.2 External publications

1.4.2.1 Partners' publications

In addition to the blog posts, flyers and other content on the project website, the following publications were published about CPN by project partners but on external websites or publications:

- 19 February 2019: imec-SMIT policy brief: Salvaging European media diversity while protecting personal data.: http://smit.vub.ac.be/policy-brief-23-salvaging-european-media-diversity
  - o The research institute imec-SMIT-VUB sends out a monthly Policy Brief to share research results with relevant stakeholders, policymakers and the public in general.
- 13 March 2019: VRT about their sidetrack (in Dutch): https://innovatie.vrt.be/artikel/wat-we-leerden-van-vrtmynws-een-testpiloot-over-nieuwspersonalisatie
- 13 March 2019: Call for pilot participants on the VRT Nws website: https://www.vrt.be/vrtnws/nl/2019/03/11/vrt-nws-zoekt-testers-voor-gepersonaliseerd-nieuws/
- April 2019: SigmaLive – Call for test users, pilot 2 (in Greek): https://www.sigmalive.com/news/local/561900/thelo-ekseligmeni-enimerosi-cpn
- 9 May 2019: SigmaLive – Report from the seminar organised with Google News Initiative (in Greek): https://www.sigmalive.com/news/local/566862/nea-ergaleia-sta-xeria-ton-dimosiografon-tou-sigmalive-network
- 21 May 2019: imec-SMIT policy brief: News personalisation: Problem or solution?: http://smit.vub.ac.be/policy-brief-26-news-personalisation-problem-or-solution
- 18 June 2019: MediaRoad Newsletter – Call for interest for media companies to test CPN: https://www.mediaroad.eu/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzYwLDAsMTQyLCI5OTY1NzYiLDIzNywwXQ
- 25 June 2019: WAN-IFRA blog – WNMC.19: Rebuilding audiences' trust in algorithms (report from the Glasgow event / second hackathon): https://blog.wan-ifra.org/2019/06/25/wnmc19-rebuilding-audiences-trust-in-algorithms
- 17 July 2019: Mailing to Global Alliance for Media Innovation newsletter followers – Call for interest for media companies to test CPN: http://designer.wan-ifra.org/200430/preview
- Autumn 2019 (Date TBC): Trends in Newsrooms report / WAN-IFRA: An article about CPN will be included in the upcoming chapter of the annual report that chronicles and analyses the ongoing and upcoming trends that shape the journalism industry.
- Autumn 2019 (Date TBC): WAN-IFRA Magazine: Technology Guide & Directory: An article about CPN and the project's key takeaways will be included in the annual publication that features the latest technology trends, advice from experts, and a comprehensive directory of the industry's solution providers.

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1.4.2.2   Media mentions

Over the past year, the project has been mentioned in the following external publications:

- Economy Today – "Seminar by Google with specialized tools for journalists" (in Greek)
  - https://economytoday.sigmalive.com/epiheiriseis/tech/9196_seminario-apo-tin-google-me-exeidikeymena-ergaleia-gia-dimosiografoys
- Editor & Publisher Newsletter – link to report about the 2nd Hackathon
  - https://mailchi.mp/editorandpubliser.com/how-does-the-public-think-journalism-happens-255373?e=4fd8ae8d6b

In addition we have been approached by the website "What's New in Publishing" https://whatsnewinpublishing.com for an article about CPN. However we decided to postpone this publication until the concept of the CPN tool as a product is more developed, so that we maximise the benefit from the publicity by promoting CPN at the point when we are starting to seek end users for the tool.

In July 2019, CPN has also been interviewed Sophia Ignatidou from the "The Royal Institute of International Affairs" at the Chatham House in London. They are currently looking into AI and personalisation by legacy and social media and will write a research paper about the topic including CPN after the summer.

1.5 EVENTS

1.5.1   International conferences

During the CPN project, consortium members attend several international conferences, participating actively, through one or several of the following actions:

- Presentation of the project on the main conference programme,
- Exhibition booth or tabletop,
- Discussions, networking, with relevant audiences.

A list of events we attended during the second year of the project are listed in Table 8 below:

Table 8: Events attended during the second year

Event	Date	Organizer	CPN activity	Attending Partners
World Publishing Expo 2018	11 October 2018	WAN-IFRA	Stand	WAN-IFRA, ATC, IMEC
Newsroom Summit 2018	29–30 October 2018	WAN-IFRA	Presentation + table top	DW, ATC
Digital Media Asia 2018	8–9 November 2018	WAN-IFRA	Presentation	DW
ICT 2018	4–6 December 2018	European Commission	Booth	WAN-IFRA, VRT, DIAS
Cloud and Cyber Security expo	13 March 2019	CloserStill	Presentation	DCat
Cyber UK	24–25 March 2019	UK Government	Presentation	DCat
DW Global Media Forum	27–28 May 2019	DW	Booth + presentation	DW
World News Media Congress 2019	1–3 June 2019	WAN-IFRA	Presentation	DW, VRT, WAN-IFRA
4th JPEG workshop on Media Blockchain	16 July 2019	JPEG	Presentation	DCat

1.5.2   Workshops

In the first year of the project, CPN organised 6 dedicated workshops as part of its user-centred design approach, involving a total of 49 users. The aim of these workshops was to iteratively gather feedback on the different developed concepts from both end-users and professional users. 5 co-creation workshops were organized with professional users and end-users in Cyprus and Belgium. One workshop with professionals and experts was organized in Germany.

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In the second year of the project, 6 co-creation workshops were organized with the pilot 1 participants, involving a total of 31 users. The goal of these workshops was to get in-depth feedback on the pilot 1 recommender and to evaluate developed wireframes for pilot 2. 4 sessions were organized in Belgium and 2 in Cyprus. In addition to this, individual interviews were organized with pilot 1 participants who could not participate in the workshops: 15 interviews in Belgium and 11 in Germany.

Table 9: Overview of workshops during the second year

Workshop	Participant profiles	Organiser(s)
4 Co-creation sessions, Oct.-Nov. 2018	22 end-users	Imec, VRT (Belgium)
2 Co-creation sessions, Oct.-Nov. 2018	9 end-users	DIAS (Cyprus)

1.5.3   Hackathons

As mentioned in the project KPIs (see D5.1), two hackathons were to be organised over the course of the CPN project. The objective of the hackathons was to attract at least 50 attendees and to generate in total 7 pilots from external organisations. Both of these two hackathon activities were scheduled and took place during year 2 of the programme, with the responsibility shared between Digital Catapult and WAN-IFRA.

The hackathons ran as two related events:

- The 'Collaborate' Hackathon focused on matching start-ups providing tech solutions with media companies. It took place in London on 13–14 February 2019 at Digital Catapult's offices. 12 external media professionals and 20 innovative technology experts took part in the event.
    - A report about the event: https://www.projectcpn.eu/news-3/2019/2/25/from-idea-to-concept-report-from-the-cpn-hackathon
- The 'Showcase' Hackathon focused on showcasing the four startups and the prototypes they are building to augment the CPN platform. It was organised alongside WAN-IFRA's World News Media Congress in Glasgow on 2 June 2019. About 60 people across the Global Media sphere followed the session (unclassified as they registered to attend the broader conference).
    - A report about the event: https://www.projectcpn.eu/news-3/2019/6/6/rebuilding-audiences-trust-in-algorithms-personalisation-at-the-world-news-media-congress-2019

Between the two hackathon events, the startups refined their solutions and what they could offer to the CPN platform. After the first hackathon, we identified four startups that we continued working with: we connected these startups with the media partners within the CPN consortium, and organised regular follow-up calls with the companies to discuss their contribution to the CPN project. The companies also called in to the Palermo consortium meeting 13–14 May 2019 and introduced their services.

We've released more information about the four companies and the solutions they are building to enhance the CPN platform on the CPN website: https://www.projectcpn.eu/news-3/2019/6/17/highlighting-the-startups-working-with-cpn

Table 10: Overview of SMEs

Company	Company's product/service
Kensai	AI that creates narrative content from omni-channel data streams, and sentiment and keyword extraction around brands, products and people.
Loomi	Personal AI assistants that know users' preferences, priorities and goals and organise information in one seamless interface.
U-Hopper	IoT and BigData analytics solutions; specialised in big data analytics and data visualisation, business and customer intelligence solutions, chatbots and blockchain applications.
Yoop	Data management and intelligence company that uses machine learning, blockchain and big data analytics to empower organisations and customers make better decisions.

During the second hackathon event at the WAN-IFRA Congress, the four companies pitched their solutions to the audience of 60 + news media professionals and to our jury. The Jury consisted of Rolf Dyrnes Svendsen, Chairman of the Advisory Board of the Global Alliance for Media Innovation (GAMI) at WAN-IFRA, Valtteri Varpela, Managing Editor or Ilta-Sanomat, and Jamie Harrison, Head of Innovation Programmes, Digital Catapult.

The jury selected **Yoop** as the most promising startup.

The deliverable D4.3 Cycle 2 piloting report will include more details about the specific problems the startups tackle, and solutions that each is developing for CPN.

1.6   OUTREACH TO EXTERNAL MEDIA COMPANIES

The description of work fixed an ambitious KPI concerning the engagement of external media organisations during the piloting phases: « *Quantitative KPI 4.1: External organisations will be extensively involved in the piloting activities. It is expected that at least **8 external media organisations** will test the platform during the project lifetime. CPN has already collected 5 letters of support (see Annex II).* »

The project, led by WAN-IFRA on this task, implemented several concrete actions to raise awareness and create curiosity among media companies to become beta testers of the CPN solution.

1.6.1   Concrete outreach actions

1.6.1.1   Letters of support

During the writing phase of the CPN proposal in April 2017, we had collected 5 letters of support from RCS, Media Research Foundation of Finland, Les Echos, Blade Entreprises, Mega One. Unfortunately, 2 years on, many people have moved on from their jobs, and it is not always easy to find a person within the company to follow up on their engagement. However, we do still have firm interest from RCS and Media Research Foundation of Finland.
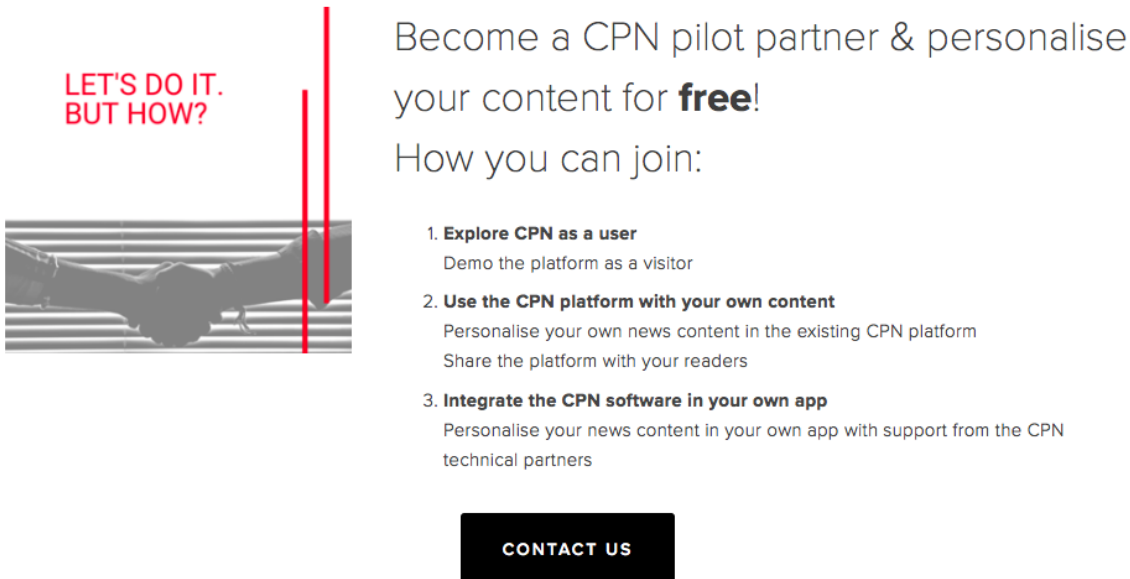
In the case of RCS in Italy for example we finally managed to secure a call and a demo with Umberto Tonelli, Chief Technology Officer at RCS, which was successful enough to become a strong lead.

1.6.1.2   Call for Interest (CFI)

In May we created a specific page on the website inviting external media companies to get in touch if they wanted to pilot the CPN recommender system.

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Figure 2: Call for interest CPN website

This was particularly effective after promoting the page though the CPN newsletter on 7 May 2019 Following this mailing, the large regional French news publisher, Sud Ouest got in touch to request a demo.

We also disseminated the CFI regularly through the project's Twitter account (sample tweet below).

Figure 3: Call for interest CPN Twitter

1.6.1.3   CPN Webinar

As a result of the large number of expressions of interest, we decided to organise a CPN webinar at the beginning of September to give all the potential testers more information on the CPN project and tool and answer any questions they may raise.

1.6.1.4   Dedicated mailing to WAN-IFRA contacts

Mid July, WAN-IFRA sent out an emailing (available here: http://designer.wan-ifra.org/200430/preview) to a targeted mailing list of over 3300 media professionals (Product managers, Chief Digital Officers, Innovation Managers, Head of Digital, Chief Technology Officer, Research managers etc.).

This was a success that resulted in 10 emails from media and CMS tech companies from countries such as Croatia, Norway, South Africa, Puerto Rico, Belgium, Kenya, and Switzerland, all asking to know more and test the CPN demo.

1.6.2   Status of External media companies interest

Multiple media companies have expressed interest. This is discussed in detail in the exploitation plan (Part II of this deliverable), as this is confidential information.

1.6.3   Collaboration process

1.6.3.1   Legal framework

At the same time, a legal agreement has been prepared to sign between all testers and the project. This document will indicate roles and responsibilities between CPN and external media outlets, what we do with the company's content and data but also, when necessary, safeguarding the privacy of users (Collection of user actions and profiling of the users on external websites).

1.6.3.2   Two ways for media companies to test CPN

In order to test the CPN platform features, first of all the media companies have to provide access to their contents.
The technology brick "Producer's App" takes care of integrating the contents within the platform, normalizing them and making them available to all the other components through the Apache Message broker. A media company can provide its own contents in two different ways:

- RSS feed
- REST service

Once the contents have been processed within the CPN platform, in order to exploit the recommendation engine two possibilities are available for the media companies:

1. Testing the personalisation and recommendation through the CPN Reader's App (both in web and/or mobile version)
2. Integrate the CPN APIs within their own client applications

In the first case, nothing else is required. The media company can test all the CPN features through the Reader's app, collecting feedback from testers and analyze data through the Producer's Dashboard.

In the second case, it is necessary to integrate the APIs offered by the CPN platform for:

- User identification
- Integration of recommendation services
- Integration of user profiling services

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1.6.3.3   Feedback collection

Data will be collected on user consumption through the API gateway and the producer's dashboard. Qualitative feedback from media companies will be collected as well (detailed method to be determined.

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2. NEXT STEPS IN COMMUNICATION AND DISSEMINATION

During the next six months of the project, our communication and dissemination activities will continue as outlined in D5.1. However, in this phase of the project, a particular focus will be given to targeting media companies who might be interested in using the CPN platform to offer personalised news content to their audiences.

Therefore we will be building on the activities described in section 1.6 Outreach to external media companies. An example of this would be a webinar that we are organising to inform the media companies that have expressed interest in CPN about the platform's functionalities, and take forward the discussion with them regarding putting the CPN recommender to their companies' use.

3. CONCLUSIONS

This document comprises the second edition of the dissemination reporting for the CPN project. It presents the dissemination activities that were undertaken, what dissemination materials have been produced and what effects were achieved in the course of the reporting period from September 2018 up to August 2019.

The communication and dissemination strategy is made up from a set of cross-interacting activities, comprising scientific publications, participation at events and conferences, organisation of workshops and hackathons, presentation of promotional material (flyer, video, posters), as well as reaching the wider public through social media.

Up to now, engagement of CPN's audiences via Twitter, offline discussions, representation at events, and a noteworthy list of publications, combined with other activities as outlined in this deliverable, show that the project has reached a rather high level in terms of information diffusion and reputation building.

In addition, we have created many links with external media organisations and have the opportunity to generate a substantial impact with the research and development results of the CPN project.

The current evaluation showed that the project has achieved its goals regarding representation at and organisation of events and dissemination of the CPN project and results in various publications, but has to focus a bit more in the final year on academic publications and website visibility. The last project year is the most crucial for the achievement of the project's dissemination goals, as the concrete results of the project will be presented.

Rounding up, it can be stated that the CPN dissemination activities follow the project's dissemination plan and – from the measurable results obtained – it shows that, for the current stage of the project, we are successful, and can meet the set dissemination goals for the CPN website, the dissemination through social media channels and our publications. We will continue on this path for the project's remaining duration, each partner further intensifying their efforts, as well as coordinating with each other to achieve the consortium's objectives.