



CR-PLAY
Capture Reconstruct Play

CR-PLAY

“Capture-Reconstruct-Play:
an innovative mixed pipeline for
videogames development”

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PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable Nature

R	Report	X
P	Prototype	
D	Demonstrator	
O	Other	

CR-PLAY Project Information

The CR-PLAY project is funded by the European Commission, Directorate General for Communications Networks, Content and Technology, under the FP7-ICT programme. The CR-PLAY Consortium consists of:

Participant Number	Participant Organisation Name	Participant Short Name	Country
Coordinator			
1	Testaluna S.R.L.	TL	Italy
Other Beneficiaries			
2	Institut National de Recherche en Informatique et en Automatique	INRIA	France
3	University College London	UCL	UK
4	Technische Universitaet Darmstadt	TUD	Germany
5	Miniclip UK Limited	MC	UK

6 University of Patras
7 Cursor Oy

UPAT Greece
CUR Finland

Summary

This is the second deliverable from **Work Package 6: “Dissemination activities and Exploitation planning”**. The leader of this work package is **MC**, with involvement from all partners. The objective of this work package is to coordinate the planning and implementation, by all the partners in the project, of comprehensive dissemination activities aimed at:

- Making the objectives, the R&D work and the outcomes of the project widely known, in particular towards the game development industry;
- Informing and engaging international videogame industry players, game developers and tool developers about the project and its potential for improvement and complement of current videogame development pipeline;
- Supporting the exploitation efforts;
- Developing and maintaining a website throughout the whole duration of the project.

The aim of this Deliverable is to present a framework of planned actions to support the **outreach efforts** needed to disseminate and raise awareness, understanding of contents and results arising from CR-PLAY project and adoption of its technological prototypes and outcomes.

Moreover, through this dissemination plan and related activities, WP6 intends to facilitate the achievement of the **Objective 6** (from Description of Work - DoW): *Provide a realistic plan for exploiting the results of CR-PLAY in i) the game developer community (i.e., to enhance and bring project outcomes to a “product” level that could be sold on the market), ii) tools for developers to be integrated with their game creation technologies or complement their current tools.*

The structure of this deliverable is as follows:

Section 1 introduces the deliverable and describes the main pillars, on which the dissemination plan and related activities are founded.

Section 2 presents purposes and objectives that will be pursued during the entire lifetime of the project.

Section 3 provides a description of the identified target audience for dissemination activities.

Section 4 outlines three different strategies that will be implemented to effectively bring dissemination messages to different target groups.

Section 5 describes the communication channels that have been identified, both online and offline, including a wide range of means and media.

Section 6 outlines the time scale for dissemination activities, composed by three main phases, related to each year of the project.

Section 7 provides a description of the indicators that will be used to evaluate the effectiveness of dissemination activities.

Section 8 presents procedures and rules, established among the consortium, to ensure that the dissemination plan will be carried out efficiently and effectively.

Annex I describes Milestone MS18 (WP7), which is related to the circulation of information and effective communication among partners. Although being related to WP7, most of its characteristics will be put at common factor for dissemination purposes as well.

Annex II displays the brochure of the project that, in addition to being one of the Milestones of the project (MS15), is an essential material for dissemination.

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Abbreviations and Acronyms

- **WP:** Work Package
- **DoW:** Description of Work
- **EC:** European Commission
- **7FP:** Seventh Framework Programme
- **R&D:** Research & Development
- **AB:** Advisory Board
- **UCD:** User Centred Design
- **IBR:** Image Based Rendering
- **VBR:** Video Based Rendering

1. Introduction

The dissemination of project results is of paramount importance for a project that has the commercial adoption of its technologies as one of its main objectives. For this reason, our dissemination efforts will go beyond traditional communication. The goal here is not just delivering a message, but pursuing two important objectives: **exchange** and **cooperate**. The aim is to create a dialogue with the target audience, involve and engage them at multiple levels with different means and collect feedback to be used as a valuable resource to improve our work.

Based on this, the entire dissemination plan is founded on the following main pillars:

- Transform the idea of dissemination into one of **real participation**
- **Perform networking and clustering activities** to gain valuable contribution to the project and to its dissemination
- **Messages and language** will vary in a manner to be as **suited** and **understandable** as possible to the target to which they will be addressed
- **A variety of media** will be used
- Outreach activities will **cover the entire duration** of the project

This implies not only the involvement and engagement of stakeholders by means of appropriate information and communication, but it also allows them to participate in a proactive manner (i.e. *hands-on* approach during workshops, seminars and demonstration of the outcomes of the project) and encourages feedback as well.

This document outlines objectives, key messages, target audiences, strategies and plans to perform an effective dissemination of CR-PLAY outcomes. This deliverable will be used as a **blueprint** for the work of the consortium over the duration of the project. We emphasise that since dissemination is **not a one-time activity**, this report is intended to define strategies, which will **evolve as the project advances**.

2. Purposes and objectives

The main purpose of the dissemination activities is to disclose the genetic code of the project to each target, in order to promote **awareness, understanding** and **engagement** throughout a variety of means and media.

Therefore, a series of specific objectives can be derived:

- Make the **objectives**, the **R&D** work and the **outcomes** of the project **widely known**
- **Inform** and **engage actors** from the **videogame development** sector (videogame **developers** and **publishers, tools developers** and other **influential** individuals and organizations) **about the project** and its potential for **revolutionising** traditional game development techniques
- **Exchange experience** with projects and groups working in the same domain in order to join efforts, minimize duplication and maximize potential
- **Generate** positive **media coverage** for the project at a local, national, European and global level both in general and specialised media

- **Encourage and gather feedback** from all the involved actors in order to measure and to update strategies, methods and channels set for dissemination. Such feedback will be delivered to WP leaders as well to inform and enhance development activities
- **Pave the way for** a successful commercial and non-commercial **exploitation** based on project outcomes, by gathering information on the project's interest by third parties and, through this and other actions, supporting the exploitation-planning efforts

3. Target audience

Identifying the most appropriate targets to communicate outcomes from the project represents one of the keys to success of a good dissemination plan. Hence, since the early stages of the project, the working team undertook the identification of the stakeholders. To better guide our analysis, a first categorization is presented here:

- **Connected Audience:** people directly benefiting-from or affected-by CR-PLAY project (i.e. game developers, tool developers, etc.)
- **External Audience:** those who are not directly connected to the project, but who might have an interest in the project or might be impacted by it (e.g. European citizens interested in videogames, Policy makers etc.)
- **Internal Audience:** consortium members, Advisory Board members

3.1 Connected and External Audience

After identifying the framework within which we find our audience, next step is the **identification of subset of users (segmentation)**, potentially affected by CR-PLAY project. The innovative and appealing nature of the project suggest us to keep into account both the **Video Game Industry** and **Academic and Research Community** (in the field of **Computer Graphics**), but also other groups that could benefit from receiving information about the project to different extent.

The following table presents a **taxonomy** of the target groups and sub-groups identified:

Target Group	Sub-group	Motivations
Connected Audience		
Game industry	<ul style="list-style-type: none"> - Game developers: through Playa Game Industry Hub coordinated by CUR and MC's worldwide developer community – that counts more than 300 SME studios - Game developer industry associations: International Game Development Association IGDA, Neogames Finland, Finnish Game Developers Association, Nordic Games, Associazione Editori Sviluppatori Videogiochi Italiani AESVI, The independent Game Developer Association TIGA, European Games Developer Federation EGDF - International industry players: thanks to MC 's long-standing relationships with 	A major objective of CR-PLAY is to involve actively industrial and user communities. CR-PLAY is of utmost relevance for Game Industries. This implies the necessity to approach them individually in the dissemination activities. It is expected that they will provide valuable feedback on the project, introduce challenging requirements to be considered and have a major impact on the project's sustainable development. Moreover, thanks to the user-centred design (UCD) approach, evaluation activities will be performed in close collaboration with end-users, with an immediate benefit and

	<p>Google, Adobe, Microsoft, Apple, SEGA, EA Games, Atari, Activision, Disney, Sony, Jagex and many other multinational videogames developers</p> <p>- Industry networks: through trade-fairs and congresses such as E3, Gamescom, Game Connection, Nordic Game, Mindtrek, Casual Connect, Global Game Jam</p> <p>- Creative industries networks and hub</p>	prompt reaction of partners involved.
Academic and Research community	<p>Fields of Computer Graphics, Computer Vision and Human Computer Interaction: by attending Research Conferences such as SIGGRAPH, SIGGRAPH Asia, Eurographics, Eurographics Symposium on Rendering, Symposium on Applied Perception, International Conference on Computer Vision [ICCV], European Conference on Computer Vision [ECCV], Computer Vision and Pattern Recognition [CVPR]</p>	<p>This group consist of all research communities interested in CR-PLAY outcomes, results and innovation, which can be beneficiary for their own research activities. Scientific contributions of CR-PLAY are particularly interesting for researchers working in the field of Computer Graphics, Computer Vision and Human Computer Interaction.</p>
External Audience		
Government bodies and policy makers	<p>European Commission, national/EU decision makers, cities and regional development, Chambers of Commerce, networks for creative industries, smart cities network</p>	<p>This is a large group encompassing regional authorities, representatives and associations, Ministries, Parliaments and Public Administrations at national and international level.</p>
European Technology Platforms	ETPs	<p>Among the others: NEM (of which TL is part) and NESSI (to be evaluate)</p>
EU projects working in similar domain		<p>The participation of project partners in other relevant projects offers the opportunity for establishment of quick links among parties through common participants. In addition, the consortium will be committed to provide links with other European projects, in the same field (or related) of CR-PLAY.</p>
Media and public community	<p>General public and citizens interested in videogames, new technologies and Computer Graphics (e.g. modding communities and other hobbyists, non-professional game developers, students and teachers from various areas of game development education)</p>	<p>Media and public community shall be informed of the CR-PLAY project goals, progress and results, so to inform citizens and spread the word about the benefit for the EU community. We will prefer channels with a broader audience. At time writing, we have identified a number of web tools and channels that will be used during the project, but further</p>

		reflections are required about other potential magazines, webzines and broadcaster to be contacted.
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Table 1 – target groups and sub-groups

3.2 Internal audience

In order to disseminate project outcomes in a coherent way, with up-to-date information and to the proper target audience, it is important that activities and results generated among some of the partners (e.g. advances in IBR, first integrated modules etc.) are shared with the entire consortium. Moreover, the presence of an Advisory Board (AB) in the project gives us an incredible chance of reaching external audiences thanks to the network of people related to the AB members. Hence, it becomes clear that fostering and promoting dissemination towards an internal audience (i.e. consortium members and AB members) assumes a great importance in CR-PLAY.

For this reason, since the first stages of the project, we have utilized tools and practices to ease the circulation of information between all members of the consortium (Annex I - Basic measures to ensure effective internal communication), moreover, we intend to set up and to distribute to partners a communication toolkit - as described in section 5.4 below – to ensure standardized communication. Such material will be put at the disposal of AB members as well to facilitate the dissemination activities they may want to perform among their institutions and professional connections.

4. Dissemination strategies

An effective and efficient dissemination plan requires the identification of strategies appropriate to pursue the goals. The following is a list of strategies that we intend to undertake in the development of dissemination activities.

Strategy 1: A threefold strategy for dissemination: Encourage Action, Foster Understanding, Raise Awareness

Our vision is to drive a change of practice in game development resulting from the adoption of the CR-PLAY outcomes.

Each identified target requires a different level of involvement and, as a consequence, different messages, meanings, channels and degrees of detail. For this reason, we will use three degrees of engagement to involve targets.

Dissemination to encourage action

Goal: the key factor that guides this approach is “action”. By *action* we mean to turn the idea of dissemination into one of **real participation**. This implies moving one-step further than just understanding the project. Therefore, our goal in this area is to give audiences hands-on on tools and technology to experiment and understand the real benefit of using it.

On one hand, this requires us to provide the audience with right skills, knowledge and understanding of our work. On the other hand, we should engage our target groups by means of directed activities in order to let them try and test the results of our work and give feedback.

In this regard, as we describe more fully below, the CR-PLAY consortium will organize an **international workshop** with game developers in the third year of the project with aim of presenting the project and its results and raising interest among the Community.

Furthermore, the **evaluation activities** (performed in WP5) will involve technical specialists (i.e. artists, programmers, game designers, producers and publishers¹) in focus groups. This will be another valuable opportunity to involve selected groups of game developers to make them experience our project and its results first hand.

Target involved: **key persons** or **groups** that are in the position to “**influence**” and “**bring about change**” within their organisations.

Impact and expected results: to gather feedback from users and use it to improve our work. This approach will contribute to create a continuous dialogue and exchange with our primary target audience.

Dissemination to foster understanding

Goal: To create a deeper understanding of project objectives and results

Target involved: academic and research community, members of EU projects working in similar domains. In most cases, they will be addressed directly in order to promote a complete and detailed understanding.

Impact and expected results: collaboration with research groups and exchange of information to improve the quality of work in the project.

Dissemination to raise awareness

Goal: to increase awareness of the contents and the innovations provided by the project.

Target involved: government bodies and policy makers, media and public community and all other audiences that do not require a detailed knowledge of the project.

Impact and expected results: creating such an awareness of our project’s work will pave the way to “word of mouth” type of dissemination.

Strategy 2: Networking to Increase Impact

Several chances for taking advantage of networks of contacts are taken into account:

- Most CR-PLAY partners have already participated, and currently participate, in EU projects related to CR-PLAY. This will form relevant basis for exchanging significant

¹ For more details see users categories listed in D5.1 – Evaluation plan

knowledge from and to these projects, so to strengthen the exploitation of results and create potential spin-off.

- Some CR-PLAY partners are members of international committees/boards, which can ensure and facilitate the dissemination of outcomes.
- Many partners have consolidated pre-existing collaborations with most of the identified stakeholders; this will ease relationships and simplify the phase of making contact.

Strategy 3: Maximize use of existing dissemination channels

Partners' dissemination channels are extensive and have substantial reach. For this reason, in addition to tools and social media accounts specifically created for CR-PLAY, we will take advantage of partners' ones where applicable.

An analysis on web and media statistics of partners' websites and/or on social networks confirms this huge potential.

MC:

- 60,570 followers on Twitter
- 2,000 on LinkedIn
- 14,000,000 Likes on Facebook

INRIA:

- 12.700 followers on Twitter
- almost 7.000 followers on LinkedIn
- almost 3.000 Likes on Facebook

TL:

- 1,400,000 visitors in 2012 on www.mamagama.it (TL's gaming website).

Such numbers cannot be overlooked, as they represent a well-established audience, already interested in the topics addressed in the project.

5. Dissemination channels

To optimize the diffusion of project results, a multi-channel dissemination, utilizing both traditional and innovative media, has been planned. It is important to state that, during the project lifetime, we will evaluate (as described in section 7 below) the effectiveness of the various outreach activities and we will introduce adjustments as required. Thus, the following list of channels should be intended as a first proposition subject to modifications as deemed appropriate.

5.1 Dissemination channels and media selection criteria

The dissemination media and channels outlined in the following pages have been selected by taking into account **five criteria** to be met:

Criterion	Implication
Appropriate	Suitable for one or more target group

Effective	Capable of raising a strong response or participation from target groups addressed.
Targetable	Capable of being aimed at
Cost-effective	Spread information, outcomes and deliverable should not require heavy costs and burdensome efforts.
Measurable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy

Table 2 – dissemination activity selection criteria

In addition to these criteria, as we will see more in details in section 5.3, in selecting appropriate social media for the CR-PLAY dissemination, we analyzed some recent facts and statistics on social media use and effectiveness.

5.2 CR-PLAY website (www.cr-play.eu)

CR-PLAY website contains general and in-depth information about the project. It is constantly updated and is available to the broadest audience. Its main characteristics make it the core channel for dissemination:

- **Mobile friendly:** this enables the public and CR-PLAY stakeholders to visit the site on a smartphone device. This is particularly significant given the increasing proliferation of mobile internet, in particular among the young games audience (as typically game developers are).
- **Public-facing and private component:** the former directed at the general public and stakeholders in the CR-PLAY project who might benefit from the outputs of the project as a whole; the latter allows for the sharing of documents (concerning either the work packages or the CR-PLAY project as a whole), the sharing of knowledge and discussion between consortium members.
- **Interactions with social media:** share facilities via Facebook, Twitter, Reddit and other social networks have been implemented in order to better promote the project.
- **Modern, aesthetically-appealing appearance:** the design of the website combines flat design, minimalism, saturated palette and larger graphics which contribute to an aesthetically pleasing and effective website under the communication profile
- **Monitoring and Analytics tools** are available and provide us with significant information and statistics about visitors' behaviours

5.3 Social media

In the last decade, social media has become an essential part of stakeholder outreach. As a cost-effective way of engaging online, social media provides a broader reach beyond traditional communications methods. Moreover, social networks are a good channel *tout-court*:

- they have a **broad influence**,
- they are **easy and paperless**, it takes a very short time to set up an account
- they are **immediate**, they support dialogues and feedback, allowing to be more proactive to potential opportunities that may arise
- they are **free**

Recent analysis revealed that 22% of the time spent online is on social media sites². According to a recent survey³, 60% of Europeans surveyed visit Facebook at least once a month. YouTube is the second most visited site, with 50% of Europeans surveyed using the site. Twitter was used by 13%, LinkedIn 6%.

Here below we list some latest figures concerning the main social networks to consider:

Facebook

- Facebook continues to grow: it counts over 1.15 billion users⁴
- It has a strong loyalty: 23% of Facebook users login at least 5 times per day⁵
- 47% of Americans say Facebook is their number one influencer of purchases and choices
- 70% of marketers use Facebook to gain new customers⁶

Twitter

- Twitter is the fastest growing network with a 44% growth from 2012-2013
- It counts 550 million registered users
- 34% of marketers use Twitter to successfully generate of consumer interest
- 255 million monthly active users⁷

LinkedIn

- A recent survey⁸ reveals that 32.8% of the respondents said that LinkedIn is extremely important for growing networks and developing business, 29% say that LinkedIn is important.
- The largest professional business network on the planet continues to grow (2 new users join LinkedIn every second)⁹
- It counts 300 million registered users¹⁰
- LinkedIn reaches 200 countries and territories¹¹

SlideShare

- SlideShare is “the world’s largest community for sharing presentations”. It counts 60 million monthly visitors and 130 million page views.

² <http://www.nielsen.com/us/en/newswire/2010/social-media-accounts-for-22-percent-of-time-online.html>

³ *European Technographics Online Benchmark* conducted by Forrester Research

<http://www.corpcommsmagazine.co.uk/news/3645-facebook-is-top-social-networking-site-in-europe> - Forrester Research surveyed more than 15,000 adults from five European countries to reveal what social networking sites are most frequently visited

⁴ <http://www.resourcetechniques.co.uk/news/social-media/the-growth-of-social-media-101286>

⁵ *ibidem*

⁶ <http://socialmediatoday.com/tompick/1647801/101-vital-social-media-and-digital-marketing-statistics-rest-2013>

⁷ <https://about.twitter.com/company>

⁸ <http://www.powerformula.net/wp-content/uploads/2014/03/Infographic-2013.pdf>

⁹ <http://growing-social-media.com/social-media-statistics-and-facts-of-2013-infographic/>

¹⁰ <http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/#.U6L6KrHwDwt>

¹¹ *ibidem*

- It is in the top 200 most visited websites in the world.
- Since the site was created in 2007, SlideShare has had more than 10 million presentations uploaded, drawing 50 million visitors and 3 billion views a month.¹²
- SlideShare receives 500 percent more traffic from business owners than Facebook, Twitter, YouTube and LinkedIn.¹³

YouTube¹⁴

- More than a billion unique users visit YouTube every month
- Every month on YouTube, over 6 billion hours of video are watched (nearly one hour for every person on Earth).
- Every minute 100 hours of video are uploaded to YouTube
- 80% of YouTube traffic comes from geographic areas outside the United States.
- Reaches more adults-ages (18-34) than any cable network
- Hour of video watched doubled in the latest year (from 3 billion to 6 billion)

Following the figures that we have shown up to this point and the selection criteria described above, we assess an action plan related to social media use. We summarize it in the following table.

Social network	Action already performed/ to be performed
 Twitter	An account for CR-PLAY has been created (https://twitter.com/CR_PLAY). The plan is to use this channel by creating <i>hash tags</i> and planning 8-10 topics to be treated in our posts.
 Facebook	Partners' accounts (MC, CUR's Playa Hub, etc.) – which already have a huge number of Likes - will be used to spread news and information about CR-PLAY project. This is a cost-effective way for us to reach a broad and well-established audience.
 LinkedIn	We will take advantage of the well-established partner profiles (MC, CUR's Playa Hub, etc.).
 Slide share	This is a cost-effective channel to disseminate presentations provided by partners during the development of the project. It allows us to reach out those targets who are more interested in contents and in a depth understanding of the project.

¹² http://www.cmo.com/articles/2014/3/10/mind_blowing_stats_slideshare.html

¹³ ibidem

¹⁴ <https://www.youtube.com/yt/press/en/statistics.html>

 YouTube	A CR-PLAY channel has recently been created. Videos of capture sessions, reconstructions and integrations into videogame projects will be posted as soon as they will be available.
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Table 3 - plan related to use of social media

5.4 Communication toolkit

In order to reduce partners' efforts in communication and – mainly – to standardize the information transmitted outside the consortium, we aim to set up a communication toolkit to be shared among partners in the private area of the website. This will contain all the materials related to the project useful for communication purposes: presentations, videos, images, press releases, brochure, templates and other materials consistent with coordinated image. The communication toolkit will be updated with new materials as they become available.

5.5 Scientific Publications and Papers

Scientific publications and papers represent an excellent dissemination channel to reach a wide scientific audience and to make them aware of the project objectives, activities and outcomes in a detailed and focused manner.

The project will generate two types of papers: papers describing general aspects of the project and papers describing particular technologies and results generated in the framework of the project development.

Scientific publications, produced by academic partners involved in the consortium, will be submitted for publication to international journals and conferences in the areas connected with that of potential application.

5.6 Partners' websites and newsletters

As a follow up of the Strategy 3 - *Maximize use of existing dissemination channels*, we intend to take advantage of partners' websites and newsletters to increase the awareness of our project. Consequently, we have planned to advertise on websites such as:

- TL's gaming websites:
 - www.mamagama.com (with more than 25 free games)
 - www.mamamoto.com (a multiplayer racing game website)
 - www.silentbaystudios.com (the entertainment brand of TL)
- Cursor website
- MC newsletter
- Direct communication with MC community of developers (which includes more than three hundred studios),
- Direct communication with CUR community of developers (which includes 35 companies, of which 25 are game studios),
- MC Twitter, Facebook and LinkedIn accounts

5.7 Media communications and press releases

Media attention can enhance the public profile of our project and increase discussion about research activities. This makes it easier for us to spread the word and to prepare for exploitation.

Moreover, communicating project outcomes to people outside the research community and the game development industry is essential. In a time when a growing sense of active citizenship requires full transparency in terms of use of public resources, we cannot overlook the general public. To achieve this, the consortium will develop press releases specifically targeted to the media and other stakeholders.

5.8 Workshops, conference and events, fairs, presentations, demonstrations

National and international conferences present an outstanding opportunity to share achievements with experts in the field and, therefore, to reach an effective dissemination of the project. Workshops, meetings and other large events (exhibitions, trade fairs, etc.) represent excellent opportunities for dissemination.

During the lifetime of the project, we will participate in events organized by third parties in order to promote our project, to distribute the brochure, to present papers published and to meet key figures of the Game Development and Computer Graphic research world.

Among the events to which we intend to participate, we mention here:

Conference	Location	Dates	Website
GDC Europe	Cologne (Germany)	August 11th-13th, 2014	http://www.gdceurope.com/
Siggraph	Vancouver (Canada)	August 10th-14th, 2014	http://s2014.siggraph.org/
Siggraph Asia	Shenzen (China)	December 3rd-6th, 2014	http://sa2014.siggraph.org/en/
Casual Connect	Amsterdam (Netherlands)	February 4th-6th, 2015	http://europe.casualconnect.org/
Eurogamer Expo	London (United Kingdom)	September 25th-28th, 2014	http://www.egxlondon.net/
E3	Los Angeles (USA)	June 2nd-4th, 2015	http://www.e3expo.com/
Gamescom	Cologne (Germany)	August 14th-17th, 2014	http://www.gamescom-cologne.com
Nordic Game	Malmö (Sweden)	May 20th-22nd, 2015	http://nordicgame.com/?id=20
Game Connection	Paris (France)	October 29th-31st, 2014	http://www.game-connection.com
Mindtrek	Tampere (Finland)	November 4th-6th, 2014	http://www.mindtrek.org
Global Game Jam		January 23rd-25th, 2015	http://globalgamejam.org
Eurographics	Zurich (Switzerland)	May 4th-8th, 2015	https://www.eg.org/
Eurographics Symposium on Rendering	Lyon (France)	June 2015 (exact date to be communicated)	http://egsr2014.liris.cnrs.fr/

Symposium on Applied Perception, International Conference on Computer Vision (ICCV)	Santiago (Chile)	December 7th-13 th , 2015	http://www.iccv2015.org/ (not officially online yet)
European Conference on Computer Vision (ECCV)	Zurich (Switzerland)	September 6th-12th, 2014	http://eccv2014.org/
Computer Vision and Pattern Recognition (CVPR)	Exact date and location to be communicated		http://www.pamitc.org/cvpr15/

Table 4 – list of events interesting for CR-PLAY dissemination

During the second half of project, we have planned to organise an international **Workshop for developers** to introduce them to the results of the project. MC and CUR will lead this activity with the support of other member of the consortium.

5.9 Other dissemination channels

Additional channels that will be used for promoting the project are:

- Online discussion-lists and forums
- Personal and direct communication – via telephone and e-mail to the key figures
- Training opportunities – such as scientific collaborations, seminars, PhD - are an effective way to disseminate CR-PLAY through the Academic Community

6. Timing

This paragraph take up the planning and scheduling described in the DoW¹⁵, implementing it into three phases, consistently with the objectives and strategies described up to this point.

The dissemination activities will be performed according to the following schedule:

Phase one (Month 1-12):

This phase seeks to promote an initial awareness of the project and includes:

- Definition of dissemination objectives
- Creation of basic dissemination tools including graphical identity of the project (i.e. project logo, templates for project documents and for project presentations)
- Implementation of CR-PLAY project website

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- Creation (and start of distribution) of project brochure
- Analysis of relevant information resources in terms of identification of dissemination opportunities
- Development of brand and key messages
- Creation of Twitter Account
- Identification of target audience, channels and strategies
- First contacts with other relevant projects to explore collaboration opportunities
- Creation and distribution of press-releases
- Measurement and evaluation of the results of the first year of dissemination

Phase two (Month 13-24)

This phase will start as soon as research activities begin to see first tangible results (M12 onwards, or earlier if possible).

In this phase, the consortium will:

- Strengthen collaboration with game developers to improve dissemination
- Participate to evaluation activities of Low-fidelity prototype (WP5)
- Continue to enrich the website with new contents and information
- Keep in contact with the media identified
- Enrich communication toolkit with new materials available
- Continue and enhance communication activities on the Social Media
- Continue to attend to conferences and other events
- Continue to publish scientific papers
- Continue to advertise via partners' websites and newsletters
- Continue to reach out to other relevant projects to explore collaboration opportunities
- Create and distribute other press-releases (hand in hand with the arising of new outcomes)
- Measure and evaluate the results of the second year of dissemination
- Contribute to the definition of MS16 – Preliminary exploitation strategy

Phase three (Month 25-36)

During the third year, the consortium will take advantage of maturation of research results so to perform more effective dissemination activities. This will be done by continuing and improving work done in previous years, as well as introducing new tasks such as:

- Organize an international workshop with game developers
- Participate to evaluation activities of High-fidelity prototype (WP5)
- Support the creation of an exploitation plan based on the results of the dissemination activities
- Participate to evaluation activities of Final prototype (WP5)

7. Monitoring and reporting

The goal of this plan and of WP6 in general, is to promote dissemination of project results so to encourage action, foster understanding and raise awareness among the identified target audience. This goal is seen as a living process, which requires monitoring of effectiveness of actions and strategies (against identified criteria) and corrective interventions when needed.

For each of the activities and channels outlined in previous sections of this deliverable, a set of indicators have been adopted to allow a measurement of project performance (and the related comparison with those of previous periods, from year 2 onwards).

The choice between adopting more quantitative or qualitative indicators involves trade-offs among practicality and cost, objectivity and comparability. Given the type of channels, activities and strategies for dissemination, we adopted a quantitative approach, but remain open to include qualitative elements when this is appropriate (e.g. when interviewing game developers).

The table below reports the initial set of indicators that will be taken into account in the evaluation of the effectiveness of dissemination activities:

DISSEMINATION ACTIVITY/CHANNEL	INDICATORS
CR-PLAY website (www.cr-play.eu)	Page views
	Visits or sessions
	Unique visitors
	Average time spent
	Bounce rate
Printed materials	# of brochures distributed in attended events
	# of posters printed
Social media	# of comments
	# of retweets
	# of sharings
Scientific Publications and papers	# of papers and scientific publications
Partners' websites and newsletters	# of newsletters mentioning CR-PLAY
	# of visitors on CR-PLAY pages or on pages containing information about CR-PLAY
Media communications and press releases	# of press-release per year
	# of articles/blog-posts
Workshops, conference and events, fairs, presentations, demonstrations	# of attended events
	# of conference presentations
Training opportunities	# of Ph.D. students involved in CR-PLAY
Personal and direct communication	# of persons contacted per year
Demos	# of persons involved in demos

Table 5 - initial set of indicators for quantitative analysis of effectiveness of dissemination activities

We underline that for monitoring purposes, the dissemination activities will be re-assessed regularly during the project progress **every year**.

8. Dissemination management: rules and procedures

Three general assumptions have guided us in the definition of rules and procedures for dissemination:

- **The consortium as a whole.** All partners share the same vision and work for the accomplishment of the same mission.
- **Sharing instead of gathering.** The consortium has/will set up procedures and rules that will allow sharing of information and materials useful for dissemination. This implies two main advantages: on one hand Dissemination leader (MC) and Coordinator will save time in gathering information, on the other hand all partners will share the same information.
- **Act jointly does not mean overcharge partners.** Simple procedures will enable partners to focus their efforts on the achievement of the objectives and results expected from the project.

Based on the above, MC will lead the dissemination activities of the entire consortium, by relying on following rules and procedures:

- Each partner nominates an **internal key person** responsible for dissemination issues and reporting.
- **Each partner reports dissemination activities** in two different ways:
 1. by filling a specific section provided in each **Quarterly Report**
 2. by updating the steering committee during each **monthly meeting** (the agenda of the meeting will always include this specific item).

The reports include **feedback gathered** from the target audience, **gained contacts** (if any) to be listed in the contact repository that has been prepared and used for further dissemination purposes.

- Articles and papers are sent to Dissemination Leader and Coordinator for **reporting** and **archiving** purposes.
- All research **results/reports** are **shared** - before these are published or disseminated - **with** all the **partners** involved in the project through the restricted area of the website.
- All partners are duly **informed** about the **outcomes** and the **implications** stemming from project results.
- All public **results** are accessible from the project **website** and **usable** from all parties who might benefit from them.
- All partners of the consortium **contribute** to the **dissemination** according to their foreseen role, using all available tools and **make every effort** to **maximize** the **existing** dissemination **channels**, for the purpose of adoption of project results and successful future commercialization of CR-PLAY outputs.
- A **document shared with all partners** will report all activities conducted within the framework of dissemination. All partners contribute to the continuous and constant updating of this document.

9. Conclusions and next steps

Given the potential of the project to change the traditional approach to game development, the dissemination of outcomes and possibilities given by CR-PLAY technology is of paramount importance for their future adoption by game companies. Moreover, the research performed in fields such as Capture and Reconstruction, IBR and VBR will represent advancement on the current state-of-the-art. This will in turn naturally seek widespread diffusion among the research community and general games audience.

Such requirements have been taken into account when developing the dissemination and use plan described in this deliverable. This plan will serve as reference document during the entire duration of the project and support dissemination activities of each partner and of the consortium as a whole.

Based on results planned for the next months of the project (with M12 as the first important milestone for technological advancements), dissemination will enter a period of activity. Dissemination will leverage the preparatory activities performed to date and make use of the outcomes from all WPs.

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ANNEX I – Basic measures to ensure effective internal communication

In principle, in practice



Basic Measures to ensure effective communication

in principles



In general

Share the same information (what is done, why and when, deadlines, by when) (SHARING INFORMATION)

Share a clear vision about strategy, goals and steps (SHARING VISION)

Ensure that decisions taken by reach transparently by each member of the group (DECISION)

Encourage feedbacks and 2-way communication (FEEDBACK)

Support partner's engagement (ENGAGEMENT)

In principle, in practice



Basic Measures to ensure effective communication

in principles



In general

Ensure an ongoing dialogue and a high frequency of communications (FREQUENCY)

Let partners consume the information in a way that suits them, when possible (BEHAVIOUR)

Use a wide range of tools strictly related to the message (TOOLS)

Be aware that Face to Face communication, despite the wealth of technology at the disposal, still remains a very effective way to communicate (FACE TO FACE)

To ensure the general principles we used different channels of communication and tools

in practice

How

File sharing

Upload and download files, templates, and other documents through different media

A restricted area of the website

Dropbox

Cloudrive

Online Calendar (to share all the dates, the fundamental steps and the deadlines)

Meetings

Two days, face-to-face meetings twice a year



Online meeting on a monthly basis

Full day virtual meetings

Technical meetings

Coordinated scheduling

To be sure that partners don't miss any communication by being available when events are scheduled, we set a Doodle poll for each event

in practice

How

Minutes and report

They are shared among partners and sent by email, and always available in the shared folders. They ensure that important issues and decisions are not overlooked and help members focus on the future actions and the ongoing activities.

Email

Informations are constantly exchanged among partners through emails

To make things easier we set distribution lists for each group of work (steering, evaluation, administration, technical)

ANNEX II – CR-PLAY Brochure (outer)

The primary objective of the project brochure is to provide our audiences with an attractive and written project overview and a summary of the main project goals and features.

The brochure has been completed at Month 6 and both a printed form and an electronic version are available (downloadable from www.cr-play.eu).



The brochure is a vertical page with a white background and a black border. At the top left, there is a small icon of a smartphone and a building. At the top right, there is a row of seven small, colorful icons representing different game genres. The main content is organized into several sections:

- PARTNERS:** A list of partner organizations with their roles:
 - Testaluna - Coordinator - (IT)**: Design and Development
 - Institut National de Recherche en Informatique et en Automatique (INRIA) (FR)**: Image-Based Rendering
 - University College London (UK)**: Video-Based Rendering
 - Technische Universitaet Darmstadt (DE)**: Capture of Real World Data
 - Miniclip UK Limited (UK)**: Dissemination activities and Exploitation planning
 - University of Patras (GR)**: Formative and Summative Evaluation
 - CURSOR OY (FI)**: Dissemination/Evaluation
- CR-PLAY Logo:** A central logo featuring a smartphone and a building, with the text "CR-PLAY" and "Capture Reconstruct Play" below it.
- Large CR-PLAY Logo:** A larger version of the logo on the right side, with the text "CR-PLAY" in large blue letters and "Capture Reconstruct Play" below it.
- Tagline:** "An innovative mixed pipeline for videogames development" in blue text.
- Map:** A map of Europe with dots indicating the locations of the partner organizations: Helsinki, London, Darmstadt, Milano, Nice, and Patras.
- CONTACT:**
 - Testaluna s.r.l.**: CR-PLAY Project Coordinator
 - dr. Ivan Orvieto**: orvieto@testaluna.it
 - Tel. +39 010 8595965
 - Twitter: [@CR_PLAY](https://twitter.com/CR_PLAY)
 - Visit our website: www.cr-play.eu
- Logos:** At the bottom left, there are logos for the European Union, the 7th Framework Programme, and the CR-PLAY icons.
- Footer:** At the bottom right, there is a row of the CR-PLAY icons, a paragraph of text: "The CR-PLAY project is funded by the European Commission, under the 7th Framework Programme (FP7/ICT-10-8.1 - Technologies and scientific foundations in the field of creativity).", and the contract details: "Contract Number: 611007 | Project start: 01 November 2013 | Duration: 36 months".
- Website:** The website www.cr-play.eu is listed at the bottom right.

ANNEX II – CR-PLAY Brochure (inner)




OVERVIEW

CR-PLAY proposes an innovative mixed pipeline for videogames development which will drastically reduce both time and expenses involved in the creation of assets, and make high quality realistic contents accessible even to small game developers.

Game developers will be able to capture and reconstruct houses, buildings, trees and other real life elements by simply taking a few sequences of photos and videos to be processed by the semi-automatic software created in the project and integrated with traditional assets made of polygons and textures.

CR-PLAY's approach will represent a major shift in the content creation pipeline for games, with an important positive impact on development costs and time-to-market. The simplicity, speed and quality of the new pipeline will have far-reaching consequences, freeing resources to achieve more creative games faster and cheaper and consequently giving a significant competitive edge to the European SMEs in the game sector.

WHY?

Currently, when building 3D objects, artists are faced with a complex pipeline, involving several stages: modelling, texture mapping, creating diffuse maps, normal maps, specular maps, creating materials and shaders, optimizing meshes and shaders to reduce computational costs on the GPU.

As an example, for complex buildings such as churches and ancient palaces, this could take tens of person days, just for the exterior elements.

CR-PLAY will reduce this effort introducing a new semi-automatic reconstruction and rendering pipeline which simply require sets of photographs and videos acquired with tools created in the project.

OBJECTIVES

- 🔥 Develop an innovative workflow and methodology for digital content creation in videogame productions, reducing time and cost for the creation of realistic videogames.
- 🔥 Provide novel, far-reaching solutions for easy capture of Image- and Video-Based content
- 🔥 Significantly advance the state of the art in Image- and Video-Based rendering
- 🔥 Provide a comprehensive mixed pipeline which integrates Image- and Video-Based content with the traditional digital content creation pipeline



CAPTURE



➔

RECONSTRUCT



➔

PLAY!

