

Deliverable

Project Acronym:	IMAC
Grant Agreement number:	761974
Project Title:	<i>Immersive Accessibility</i>



D6.1-Dissemination Plan

Revision: 0.12

Authors: Sonali Rai (RNIB) and Ronald Mies (IRT)

Delivery date: M21

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement 761974		
Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Abstract: This is the second and final version of the Dissemination Plan. The document reports on the plan for communication, dissemination and standardisation actions until M-18 and building on those, the planning for the work that will be undertaken in the ImAc Project from month M18 until the end of the project in month 30.

REVISION HISTORY

Revision	Date	Author	Organisation	Description
0.1	29-12-2017	Sonali Rai	RNIB	First draft of the plan
0.2	03-01-2018	Pilar Orero	UAB	Comments and suggestions
0.3	04-01-2018	Sonali Rai	RNIB	Second draft
0.4	08-01-2018	Sergi Fernandez	i2CAT	Comments and suggestions
0.5	17-01-2018	Ronald Mies	IRT	Chapter on standardisation
0.6	18-01-2018	Sonali Rai	RNIB	Final draft
0.7	08-02-2018	Jose Miguel Sanjuan	I2CAT	Final revision
0.8	09-04-2019	Sonali Rai	RNIB	Second iteration of D6.1
0.9	11-04-2019	Sergi Fernandez	I2CAT	Comments and suggestions
0.10	12-04-2019	Pilar Orero	UAB	Comments and suggestions
0.11	12-04-2019	All Partners	IRT	Comments and suggestions
0.12	11-06-2019	Sonali Rai	RNIB	Final Draft

Disclaimer

The information, documentation and figures available in this deliverable are written by the IMAC – project consortium under EC grant agreement H2020-ICT-2016-2 761974 and does not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Statement of originality:

This document contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

EXECUTIVE SUMMARY

Communication and dissemination are the most dynamic activities in the Immersive Accessibility Project (ImAc) and for that reason two specific deliverables have been created for reporting on the activities undertaken in these areas: D.6.1 and D6.3.

Deliverable 6.1 (D6.1) defines the communication strategy for the project and sets out the dissemination plan for M18-30 with a list of key performance indicators for assessment. The deliverable also includes an overview of the planned standardisation activities.

Deliverable 6.3 (D6.3) has a wider view on the communication and dissemination activities undertaken within the project. In addition, and more importantly, the report provides an update on the exploitation of the project results and the standardisation actions beyond the lifetime of the project which is scheduled to end in March 2020.

This document contains an elaborate description of the activities planned to inform the various stakeholders including but not limited to the existing and potential end user community, stakeholders on the standardisation committees, industrial stakeholders, and others as relevant to the project.

All partners undertake one or more of the following activities with the purpose of disseminating and communicating the project activities:

- Presenting and promoting the project at conferences, working groups, workshops and other events
- Writing content for the ImAc website [details in the report on D.6.2] and engaging with the social media feed
- Creating and adhering to the visual identity for the project assets such as project poster, powerpoint slides, factsheets etc.
- Writing papers for scientific publications, conference proceedings and journals
- Organising workshops and other ImAc events
- Collaborating with other European research project teams

Furthermore, these actions can be sub-divided into the following distribution methods:

- Online channels

Examples:

- Website
- Social Media
- Commercial Triptych
- Branded powerpoint slides
- Videos (planned for the YouTube Channel)

- Offline channels

Examples:

- Project posters
- Presentations and demos at events including conferences and exhibitions
- Demos and pilots to showcase the final implementation of the proposed works

The ImAc consortium has used these distribution methods efficiently ensuring maximum visibility within the given resources and similarly, a plan has been put into place for the coming months to ensure a high level of continued interest in the work being done to make immersive content accessible for people with sight and/or hearing loss in the project.

CONTRIBUTORS

First Name	Last Name	Company	e-mail
Sonali	Rai	RNIB	Sonali.rai@rnib.org.uk
Ronald	Mies	IRT	mies@irt.de
Sergi	Fernandez	I2CAT	sergi.fernandez@i2cat.net
Pilar	Orero	UAB	pilar.orero@uab.cat
Jose Miguel	Sanjuan	I2CAT	Jose.miguel.sanjuan@i2cat.net

Contents

REVISION HISTORY	1
EXECUTIVE SUMMARY	2
CONTRIBUTORS	3
1. INTRODUCTION	6
1.1 Purpose of the document	6
1.2 Scope of the document.....	6
1.3 Status of the document	6
1.4 Links with other ImAc activities	6
2. COMMUNICATION STRATEGY.....	7
2.1. Introduction.....	7
2.2. Communication and Dissemination Strategy	7
2.3. Target audience.....	8
2.3.1. Industry	8
2.3.2. Academia.....	9
2.3.3. Third Sector Organisations.....	9
2.3.4. Regulatory authorities and standardisation authorities	10
2.3.5. Other Target Groups	10
2.4. Communication Plan	10
2.4.1 Evaluation: KPIs/ milestones.....	12
3. DISSEMINATION ACTIVITIES PLANNED FOR M18 -30.....	14
3.1 Events, conferences and exhibitions for dissemination (from M18- 30).....	15
3.2 Academic articles for publications (from M18- 30)	16
3.3 ImAc workshops from M18- 30.....	17
3.4. Industrial stakeholder plan	17
4. STANDARDISATION.....	19
4.1 Objectives	19
4.2 Targeted bodies.....	19
Annex 1: Dissemination and Standardisation Report (version 1 – submitted in M9)	25

TABLE OF IMAGES & TABLES

Table 1: Communication Plan.....	11
Table 2: KPI evolution of the dissemination actions.....	13
Table 3: GANTT Phase 2 (M18 – 30)	28
Table 4: List of events attended by ImAc in M1-18.....	28
Table 5: List of ImAc articles in scientific publications.....	29
Table 6: Workshops.....	32

1. INTRODUCTION

1.1 Purpose of the document

Deliverable 6.1 (D6.1) is one of the three deliverables in work package 6 (communication, dissemination and standardisation) and sets out the plan for the dissemination, communication and standardisation of the Immersive Accessibility Project (ImAc).

The purpose of this report is to give the reader a thorough understanding of the communication, dissemination and standardisation strategy as agreed by the project team and report on the dissemination plan. Completed actions and assets produced are reported in deliverable 6.3 which gives an insight into the dissemination materials that have been produced within the project so far.

1.2 Scope of the document

This document covers the communication strategy that aims to:

- create maximum visibility through events, publications, workshops and help build strategic relationships to deliver the developed solutions to primary beneficiaries.
- support the requirements of the exploitation strategy as identified by the partners within the consortium.
- determine an overall approach for the successful exploitation of the proposed solutions, such as production, standardisation, additional stakeholder involvement etc. and identifying strategies that meet the requirements of a wide range of stakeholder.

1.3 Status of the document

This is the second and the final version of the Deliverable 6.1 with an initial version submitted in month 9 of the project (annex 1).

This second iteration of the document provides an updated communication, dissemination and standardisation plan that has been introduced for M18- 30 with the purpose of informing and educating the various stakeholders who are relevant and key for the successful delivery of the project.

1.4 Links with other ImAc activities

The aim of work package 6 is also to report on the activities underway and planned across work packages and provide tools for the dissemination and communication of results of the ImAc Project. Therefore, work package leaders as well as the project coordination team are closely involved in defining participation at events, compiling materials and discussing and implementing strategies.

The key components of the project such as pilots and demonstration activities in other work packages have a dotted line into WP6 with the goal of disseminating outcomes and the standardisation activities will be linked to technical project results.

In addition to this document and other deliverables including a report on market analysis, exploitation and a set of technical fact sheets will be produced in work package 6 during the course of the project that will jointly represent the work done within the work package.

2. COMMUNICATION STRATEGY

2.1. Introduction

Task 6.2 within WP6 in ImAc is accountable for the putting together a communication strategy and the subsequent implementation of particular dissemination activities. The task description is as follows:

“This task coordinates all those activities that will make results available outside of the project. Dissemination responsible will propose a project logo to the partners, jointly with a template for presentations (that will update when necessary). The ImAc public website will be thoroughly updated according to ImAc innovations and progress. All dissemination activities (Scientific, Open-Access Publications, Conferences and Trade Fairs, Raising awareness, etc.) will be detailed and updated in D6.1. The target audience of workshops will include stakeholders, such as members of standards working groups, potential customers, industry, students and researchers. They will foster the exchange of views and different perspectives in the field.”

The dissemination and communication activities have focused on the production of content including setting up a website, publishing regular news items and other updates and distributing these on social media. Together, these aim to inform various audiences about the project, its results, activities and planned/past events. However, it must be noted that the successful delivery of the ImAc Communication Plan requires a:

- thorough understanding of the target audience
- a comprehensive industrial stakeholder plan to effectively engage stakeholders throughout the lifecycle of the ImAc Project, based on the analysis of their needs, interests and potential impact on project deliverables. This is a living document that is updated regularly by partners to reflect various actions.
- adapting messages for the various stakeholder groups
- selecting relevant communication channels to reach them.

2.2. Communication and Dissemination Strategy

The ImAc Project Team is keen to ensure that the developments in this project are driven by the needs of real end users and therefore seek to continuously involve them through feedback sessions, interviews and focus groups. In addition, the developed tools and services must meet the requirements of the experienced broadcasters from inception and care must be taken to thoroughly test them through pilot operations.

At the dissemination and communication level, ImAc has focused specifically on the following objective: *“To create awareness of the need of access services for content produced in 360 and propose accessible solutions for the production and delivery of content that have been thoroughly tested by potential end users.”*

As per this objective, communication for ImAc has been further split into the following sub-objectives:

- Increase awareness of the project
- Disseminate project results and its activities
- Share knowledge gained in the project

- Open communication paths with stakeholders
- Showcase pilot results

Following on, some of the key steps in the Communication and Dissemination Strategy (CDS) for ImAc include:

- 1) Defining the purpose (objectives)
- 2) Analysing the external factors and stakeholders
- 3) Establishing key messages for communication
- 4) Identifying relevant channels for communication
- 5) Setting up a calendar of activities and events
- 6) Evaluating the communication: KPIs / milestones

The consortium notes that it is possible that the need for further sub-objectives may emerge through the course of the project and for this reason, a dissemination plan is a useful structure to organise coherent actions and optimise use of resources to target the defined market for maximum impact

2.3. Target audience

It is important to understand the external factors that impact ImAc as they are likely to affect how the aims of the project are met and the relationships that will be instrumental to maximise its impact.

ImAc aims to explore how accessibility services can be integrated within the immersive media and propose new deployment methods for access features including subtitles, audio description, audio subtitling and sign language in immersive environments. The project seeks to create new tools for the content industry i.e., broadcasters, to create immersive and personalised sign language, enhanced audio description and subtitling services for 360-degree content. In view of this, it is understood that the final deliverable will be of interest to a range of professionals including but not limited to professionals from the creative industry, production houses, post production studios, event organisers, technology providers (hardware and software), broadcasters and other organisations investing in delivering immersive experiences to their customers and consumers.

Therefore, strategies have been developed in order to engage a diverse set of stakeholders (detailed below) that will benefit directly or indirectly from the ImAc approach and solution.

2.3.1. Industry

Stakeholders from the industry not only include broadcasters, production houses and companies that produce content in 360 degree for a range of platforms and services but also those with experience in producing access features for audio visual content delivered across platforms. It is important that the industry is consulted regularly during the development and evaluation stage to ensure that the tools produced are fit for purpose. Due consideration must be given to the need for confidentiality to allow the industry to offer honest feedback and if needed non-disclosure agreements may be introduced to make this easier.

This stakeholder group can be subdivided into further categories such as the creative industry, post production studios, animators, gaming and immersive experience producers, entrepreneurs, broadcasters however as the solutions are being tested, it is still too early to

tell which of these will be the key beneficiaries of the tools created within ImAc.

Potential benefits for the industry: reaching a wider audience base with innovative accessible storytelling techniques for increased retention and pulling audience into a new environment to experience new environments, gamifying experiences for end consumers.

Perceived challenges: traditional skepticism that surrounds the provision of access services on audio visual content where cost outweighs the benefits and tools are not adaptable to the mainstream existing technology that are used by the industry

Strategies to convince: Demonstrations at key public events, involving industry in the development of the tools, participating or driving standardization activities and have the capability for updates in order to keep pace with the mainstream technology. In addition, the project consortium will share factsheets, testimonials and pull together steering groups that involve the industry, invitation to attend focus groups and pilots, standardization in due course.

Channels to convince: Pilots, focus groups, events, presentations, demos, social media, trade fairs, working groups on specific activities, production sector.

2.3.2. Academia

The academic stakeholders are key to the development of tools in ImAc and to that end, it must be noted that two highly regarded academic institutions with a strong portfolio of research work in accessibility are represented within the project consortium. Furthermore, the involvement of the academic community is encouraged through collaboration and communication with other institutions and projects.

Potential benefits for the academia: understanding of human behaviour and responses to immersive experiences, deeper appreciation of the social impact of accessibility, global knowledge and reputable source of information for policy makers, generate interest and increase awareness in future professionals, create further training programmes.

Perceived challenges: Conflicting approach to research and incongruent findings

Strategies to convince: Collaboration and effective dialogue through the course of research with relevant departments and research outfits

Channels to convince: Scientific and academic papers, conferences and university events, research sessions, workshops and presentations at relevant academic events.

2.3.3. Third Sector Organisations

Third Sector organisations, end user membership bodies and campaigning groups that support people with disabilities and already provide hi-tech advice on independent living, inclusive living and technology are targeted as expert route to their members. They will be instrumental in taking ImAc forward into the real world.

Potential benefits for third sector organisation: Benefits to the end users, being able to make informed decisions on future work and drawing up strategies, improve viewer experience of members and contributing to public consultation on the delivery to mass markets.

Events - conferences, workshops, focus group sessions etc.

Perceived challenges: traditional perceptions and misconceptions to the user requirements of people who need or use assistive technology, appreciation of the user needs, gap in awareness

of new technology and benefits it offers.

Strategies to convince: Collaboration through the course of the project, effective dialogue, formation of steering groups for specific areas within wider research, organising roundtables

Channels to convince: Face to face meetings, industry and disability working groups

2.3.4. Regulatory authorities and standardisation authorities

Policy makers such as EU and national government authorities produce important policy documents in order to standardise formats therefore these will be kept informed.

Potential benefits to regulatory authorities and standardisation bodies: Making informed decisions in view of promoting inclusive and independent living, standardising formats and enabling the industry to share assets.

Perceived challenges: balancing industry interests and users', lack of legislation and encouragement to drive growth and take up

Strategies to convince: Roundtables, responding to consultation, sharing research and face to face demos

Channels to convince: demos, press release, articles, research summaries

2.3.5. Other Target Groups

Small to mid-size technology companies and content providers are also crucial stakeholders of ImAc as they produce, disseminate, design processes and workflows that become part of the delivery chain for content in 360.

In addition, overseers of immersive experiences offered at public service departments within Governments or nationalised institutions will also be potentially interested in the findings and hence are targeted by the dissemination activities.

Targeting the general audience who are not direct users of the accessible modes is not considered as relevant, but journalists (in particular within specialised media) are a potential target group to convey messages on the project to the public.

Potential benefits to other target groups: Ability to make informed decisions, participate in wider discussions on this area, promote inclusive living, use ImAc as a base to design further commercial services

Perceived challenges: cost to demand ratio, reach and penetration within the industry, lack of interest and awareness of user need and preferences.

Strategies to convince: development in collaboration and effective dialogue through the course of research

Channels to convince: demos, press release, articles, research summaries, factsheets

2.4. Communication Plan

Before delivering a communication plan it was necessary to define the key activities and then for each activity, list the expected outcomes, primary stakeholder/s for each activity and appropriate channel for dissemination in order to reach these stakeholders across different sectors.

Activity	Expected output and description	Primary Stakeholder Group	Channel for dissemination/ implementation
Pilots	2 pilots during the project demonstrate the solution developed in ImAc in real scenarios.	Potential end users i.e., existing and potential users of access features including subtitles, sign language, audio description and audio subtitles	1-2-1 interviews
Documentation through deliverables and other reports	Specifications, reports and datasets generated during the project lifetime with all the results and information gathered during the development and testing phase. Only public documents can be shared.	<ul style="list-style-type: none"> - Funding agency - Industry 	ImAc website
Demos and awareness of research findings, editor and player	ImAc will be represented at events targeting the industry, research and various stakeholders. Objective is to give demos and presentations to share knowledge and create awareness of the development. Networking for the purposes of feedback and eventual application of the outcomes in industry. Build and sustain interest among key stakeholders in ImAc developments	<ul style="list-style-type: none"> - Industry - Third sector - Regulators - End users - Standardisation Groups 	Conferences, events, exhibitions
Standardisation outputs	Standardisation outputs Publications. Project awareness among research and industry stakeholders	<ul style="list-style-type: none"> - Standardisation bodies - Industry - Regulators 	Working group meetings and conferences
Videos	Partners within the project will produce videos: demos of the player, editor and presentation modes. Project awareness, demo and tutorials for the industry	General awareness of the project among all stakeholders across sectors	Website and events
	The project showcases the results	General awareness of the project among all	Website and events

Demos	gathered in the pilots through live demos. Project awareness for a wider range of audience.	stakeholders across sectors	
Technical factsheet	Technical documentation about the project and the technical elements integrating the overall architecture of pilots 1 and 2. Factsheet (digital and printable).	Awareness of the project among relevant stakeholder	Digital copy: ImAc website Printable copy: events
Dissemination material	Resources to explain the project progress	Poster and presentations to support online and offline dissemination.	Digital copy: ImAc website Printable copy: events
Presentations	Direct contact with stakeholders is the best way to build new links and find new (exploitation) opportunities for the consortium	Contacts, stakeholders attention, general project awareness.	Events including conferences and exhibitions
Workshops	Two workshops, one each on subtitling and audio description are organised at Media4All in Stockholm in Apr-2019. The Consortium is exploring the potential of hosting a fourth workshop after the results from the pilots have been submitted.	Project awareness Training professional access feature providers	Events including conferences and exhibitions
Project information and updates	Main access to the project information and Digital contents, including news, open datasets and deliverables.	Global access to project contents.	ImAc website
Social Media	Social Media is nowadays critical to position the project at global level and maximise impact.	Project awareness	ImAc social media feed

Table 1: Communication Plan

2.4.1 Evaluation: KPIs/ milestones

To evaluate effectiveness of the project dissemination, a few key indicators must be defined to provide a quantitative analysis of how the project is evolving.

Category	Indicator	Reporting period 1 (Month 15)	Reporting period 2 (Month 30)
Events	Events Participation	15	30
	Stakeholder workshops organisation	2	1
Publications	Publications (news incl press releases, blog posts etc.)	50	20
	Academic Articles	10	10
Materials	Demos	1	3
	Factsheets and posters	4	7
	Videos (incl. demos and tutorials)	4	10
	Presentations	75	20
Impact	Professional users introduced to ImAc	500+	500+
	Other potential stakeholders including end users, regulators, standardisation industry etc.	500+	500+

Table 2: KPI evolution of the dissemination actions

3. DISSEMINATION ACTIVITIES PLANNED FOR M18 -30

This section provides a general overview of the different communication activities planned for the second phase of ImAc and the timing for these over the course of the next 10 months. It is important to note that most activities will be continued from phase 1 (until M-18) into phase 2 (M18 – 30).

Phase 2												
Month	Apr 19	May 19	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 2020	Feb 2020	Mar 2020
Project month	19	20	21	22	23	24	25	26	27	28	29	30
Project website (ongoing updates)												
Social Media (ongoing updates)												
Academic articles (ongoing)												
Press release (as and when needed)												
Poster (ongoing updates)												
Presentations (ongoing updates)												
Workshop 2 and 3												
Events, conferences and exhibitions (ongoing)												
Factsheets												
Videos												

Table 3: Gantt Year 2

3.1 Events, conferences and exhibitions for dissemination (from M18- 30)

The ImAc Team has maintained a strong presence at popular ICT, media and accessibility conferences and events either by participating as a speaker or an attendee and used the opportunity to disseminate updates on ImAc. Initial road map has been produced for the participation in international events.

WP6 follows a structured approach. Partners are invited to signal communication opportunities, after which the project assesses these opportunities, formulates specific objectives for ImAc communication at the event and, if deemed positive, outlines plans for concrete communication. All of these steps, as well as the eventual results of the activity and, where available, information on reception by the targeted audience, are monitored via Confluence.

The ImAc Project will be presented at the following events and conferences with the objective of knowledge sharing, dissemination and exploring partnership opportunities with the industry that have an interest in the relevant applications over the coming year.

Activity	Type	Date	Partner	Potential Reach/Impact
Media4All	Conference	Apr-19	UAB, USAL, ANGLA, RNIB	250 attendees (approx.)
Fachkongress University Mainz / ZDF Digital - Zukunft der multimedialen Translation	Conference	24 May 19	IRT	100 attendees (approx.)
M-enabling Summit	Conference	Jun-19	RNIB	500 attendees (approx.)
Digital Assembly, Bulgaria	Exhibition	June-19	UAB, i2CAT	200 delegates (approx.)
ACM TVX	Conference	June - 19	i2Cat, USAL, IRT	100 delegates (approx.)
IRT & ARD.ZDF medienakademie Symposium "Next Reality?"	Symposium	June 19	RBB, IRT	100 attendees (approx.)
XRAccess	Symposium	July-19	UAB, i2CAT, RNIB	100 attendees (approx.)
IFA 2019	Exhibition	Sept 19	RBB, IRT	500 attendees (approx.)
IBC 2019	Exhibition	Sept-19	i2cat, CCMA, USAL,IRT,	Over 1000 attendees
EBU Access Services Experts Meeting	Conference	OCT-19	RBB, RNIB, IRT	200 attendees (approx.)
Bitam Show, Madrid	Exhibition	Nov-19	ANGLA	50 attendees (approx.)
CSUN 2020	Conference	March-20	RNIB	Over 1000 attendees

Table 4: List of events from M18-30

When attending events, ImAc Partners understand the importance of understanding the audience, the competitors present and the key message to be delivered. Once this is understood, the right

content is prepared in a style that speaks to the attendees.

3.2 Academic articles for publications (from M18- 30)

The ImAc Project has two academic partners with a strong grounding in research and testing on accessibility and inclusion, and D6.3 lists the academic articles that have been published in the project so far. Furthermore, the following articles are planned in the phase 2 of the project.

Type (peer-review publication, book chapter, non-peer review)	Title	Authors
Peer Reviewed Book Chapter	Towards a user specification for immersive audio description. <i>Innovation in Audio Description Research</i> , Routledge	Hughes, C.J., P. Orero and S. Rai
Peer-reviewed Book chapter	Easy to Read as Multimode Accessibility Service. <i>Hermeneus</i> 21.	Rocio Bernabé and Pilar Orero
Peer-reviewed Book Chapter	Easier Audio Description: A more readily understood accessibility service In Sabine Braun (ed.), <i>Innovation in Audio Description Research</i> . London: Routledge	Bernabé, Rocio and Pilar Orero
Peer review Journal article	The challenge of subtitling for deaf and hard-of-hearing in immersive environments: results from a focus group <i>Jostrans</i> .	Agulló, Belén and Matamala, Anna
Peer review Journal article	(Subt)itles in cinematic virtual reality: a descriptive study <i>Onomazéin</i>	Agulló, Belén and Matamala, Anna
Peer review Journal article	Retelling narrative in 360° videos: implications for audio description <i>Translation Studies</i>	Anita Fydika
Peer-review article	“Audio Subtitles or Spoken Subtitles/Captions: An ecological media accessibility service” <i>MonTi</i>	P. Orero, M. Montagud, J. Mata, E. Torres, A. Matamala,
Peer-review article	“ImAc Player: Enabling a Personalized Consumption of Accessible Immersive Content”. Conference: ACM TVX 2019, June, Manchester (UK)	M. Montagud, I. Fraile, E. Meyerson, M. Genís, S. Fernández
Peer-review article	Sign Language Interpreting on TV: A reception study of visual screen exploration in deaf signing users. <i>MonTi</i>	Bosch, Soler an Orero

Table 5: List of academic articles planned from M18 onwards

3.3 ImAc workshops from M18- 30

The first workshop of the ImAc Project was organised as part of the 2018 Languages and Media Conference in Berlin and as proposed in the dissemination plan, the next two workshops are organised for the phase 2.



Workshop	Promoter	Date and Location	Link and related documentation	Potential objectives	Eventual plans for activity and results
Workshop 2	Media 4ALL, 2019 Stockholm	M20	<p>Workshops organised at Media4All – one on immersive subtitling</p> 	<p>Project overview, update on findings and achievements so far.</p> <p>Target audience: industry and academics</p>	(will be inserted post workshop)
Workshop 3	Media 4ALL, 2019 Stockholm	M20	<p>Workshops organised at Media4All – one on immersive audio description</p> 	<p>Project overview, update on findings and achievements so far.</p> <p>Target audience: industry and academics</p>	(will be inserted post workshop)

Table 6: List of workshops planned from M18 onwards

3.4. Industrial stakeholder plan

At the time this was written, the ImAc Consortium was in the process of designing an industrial stakeholder plan to inform relevant sectors of the achievements of the project including the development of the ImAc editor that can be used to edit media in 360 and add access features such as subtitles and audio description in various presentation modes and the ImAc player that can be used to play this content. Final version of this plan will be ready for implementation by month 23 of the project, August 2019.

For this purpose, the following sectors have been identified by the consortium so far and further discussions are underway to ensure all relevant stakeholders have been included in the plan.

Sectors	Specialisation	Examples
Content	Content producers with focus on production in 360	Oroi, ARTE, ZDF
	Broadcast and other media service providers	BBC, RTVE, Channel 4
	Access service providers	ZfK, Red Bee, Deluxe
Technology	Developers of media players	Clear Media, Facebook
	Editors	Starfish, Grassvalley
	Media encoder	Bitmovin, Flumotion

Table 7: Sectors identified for industrial stakeholder plan

It is worth noting that the ImAc Consortium comprises practitioners from the fields listed in the industrial stakeholder plan and therefore understand the importance of connecting with the relevant bodies with messages tailored to specific requirements of that sector. Further updates on this plan will be available in month 20 of the project.

4. STANDARDISATION

4.1 Objectives

The ImAc partners recognise standardisation and inter-project networking activities being crucial to maximize the impact of the dissemination activities. The objective of the standardisation activity is to make sure the ImAc consortium is fully aware of developments that are significant for providing access services and technologies for immersive content (specifically 360° video). By doing so, the partners will have the opportunity to analyse these developments and to consider how activities in the consortium may be adapted. But also this activity foresees contributions to standardisation activities, aligned with the ImAc objectives and based on ImAc developments.

ImAc continuously monitors standardisation activities, with special emphasis on international standards, but also industry driven solutions (industry fora) to which it will have access, in particular those that are foreseen to be deployed as open and specially freely usable technologies and specifications.

Last but not least, this activity also foresees active contributions to relevant standardisation bodies, supporting open standards and solutions, aligned with the ImAc objectives and based on ImAc developments.

In the scope of immersive platforms, ImAc plans to address following aspects:

- Strategies and formats for enhanced accessibility services
- Signalization and transportation of accessibility services
- User interfaces for enabling accessibility services
- Interpretation, rendering and presentation of accessibility services

4.2 Targeted bodies

Several ImAc partners have been active in relevant standardisation bodies and working groups for a longer time and they continue to be an active contributor also representing ImAc. An overview of these standardisation bodies/groups, their aims, potential relevance to ImAc and their current status is given below.

Organisation: MPEG

Working Group: MPEG-I

- Task Description/Mission: Coded Representation of Immersive Media
- Contact member (if available): romain.bouqueau@motionspell.com
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i>

Standard: Technical Report on Immersive Media (MPEG-I part 1)

- Version: done (July 2017), amendment being edited
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know about the most effective initiatives from the industry on VR
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/technical-report-immersive-media>

Standard: Immersive Video (MPEG-I part 3)

- Version: call for material (April 2017)
- Planned Publication Date (if available): ~2019
- Relevance for IMAC: projections need to be standardized so that industrial devices (including TVs can decode them natively

- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-video>

Standard: Immersive Audio (MPEG-I part 4)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: this task goes beyond audio ; media coding beyond audio and video is important for presenting text, button, or controls in an accessible way
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-audio>

Standard: Point Cloud Compression (MPEG-I part 5)

- Version: call for proposal (April 2019)
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: 3-dimensional reconstructed elements are a new media that allows new use-cases such as remote presence or controlling the representation of a realistic 3D environment
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/point-cloud-compression>

Standard: Immersive Media Metrics (MPEG-I part 6)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know how people interact with the content and how this information can be used to improve the experience: this is especially useful for people with disabilities
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metrics>

Standard: Immersive Media Metadata (MPEG-I part 7)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: metadata allow to offer different experience to different audience ; it is possible that regulators mandate some metadata for accessibility purposes
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metadata>

Working Group: MPEG-A

- Task Description/Mission: Application Formats
- Contact member (if available): romain.bouqueau@motionspell.com
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-a>

Standard: Omnidirectional Media Format

- Version: published
- Planned Publication Date (if available): 2019-01
- Relevance for IMAC: the industry standard definition for VR content (including 360 video): will likely be adopted by industry consortium worldwide. If required, extensions to OMAF could be proposed to support the ImAc use cases. (Note: it is under discussion to move OMAF from MPEG-A to MPEG-I).

Working Group: MPEG-DASH

- Task Description/Mission: Dynamic Adaptive Streaming over HTTP
- Contact member (if available): romain.bouqueau@motionspell.com
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-dash>

Standard: Media presentation description and segment formats (MPEG-DASH part 1)

- Version: published, now under review

- Publication Date: 2014-05
- Relevance for ImAc: specifically the signalling of available contents as part of a DASH stream is of interest, to make sure the content formats required for ImAc implementations are supported.

Organisation: EBU

Working Group: EBU-TT (Timed Text)

- Task Description/Mission: Definition of thoroughly specified subtitling format for broadcasters that can be used for production, exchange, archiving, and distribution in "prepared" and "live" scenarios.
- Contact member (if available): Andreas Tai, tai@irt.de
- URL (if available): <https://tech.ebu.ch/subtitling>

Standard: EBU-TT Part 1 (Tech 3350)

- Version: 1.2
- Planned Publication Date (if available): -
- Relevance for IMAC: Potentially, EBU-TT Part 1 as a exchange and production format needs to be updated based on requirements worked out by the ImAc project.
- URL (if available): <https://tech.ebu.ch/publications/tech3350>

Standard: EBU-TT-D (Tech 3380)

- Version: Update of 1.0.1?
- Planned Publication Date (if available): -
- Relevance for IMAC: Potentially, EBU-TT-D as a distribution format for online subtitles needs to be updated based on requirements worked out by the ImAc project.
- URL (if available): <https://tech.ebu.ch/publications/tech3380>

Organisation: World Wide Web Consortium (W3C)

Working Group: Timed Text Working Group

- Task Description/Mission: Develops formats used for the representation of text synchronized with timed media, like audio and video. Formats are be usable for online media captioning and should address the Media Accessibility User Requirements.
- Contact member (if available): Andreas Tai (tai@irt.de)
- URL (if available): <https://www.w3.org/2016/05/timed-text-charter.html>

Standard: IMSC

- Version: 1.0.1
- Planned Publication Date: April 2018
- Relevance for IMAC: Finalisation of IMSC 1.0.1 is a requirement to start with IMSC 1.1 and integrates new features relevant for 360 Degree and VR content.
- URL (if available): <https://www.w3.org/TR/ttml-imsc1.1/>

- Version: 1.1
- Planned Publication Date: Nov 2018
- Relevance for IMAC: Include features for position subtitles in three-dimensional space.
- URL (if available): <https://www.w3.org/TR/ttml-imsc1.1/>

Standard:TTML

- Version: 2

- Publication Date: Nov 2018
- Relevance for IMAC: Is the baseline standard for TTML profiles like IMSC. New features for 360° can potentially be integrated in the version after "2" and this topic should be present in the next charter.
- URL (if available): <https://www.w3.org/TR/ttml2/>

Organisation: UNE (Asociación Española de Normalización) previously AENOR

Working Group: CTN 153 "Assistive products for persons with disability"

- Task Description/Mission: Spanish agency for standardisation
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): <http://www.en.aenor.es/aenor/inicio/home/home.asp>

Standard: PNE 153101 Lectura Fácil para todos ("Easy to read for all")

- Version: 20
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Easy read subtitles (not part of version 20) may be considered for a standard revision or a New Working Item.
- URL (if available): <http://www.aenor.es/aenor/normas/normas/fichanorma.asp?tipo=P&codigo=P0047073#.Wl4dqjcxnws>

Organisation: ITU

Working Group: Intersector Rapporteur Group Audiovisual Media Accessibility (IRG AVA)

- Task Description/Mission: The IRG-AVA studies topics related to audiovisual media accessibility and aims at developing draft Recommendations for "Access Systems" that can be used for all media delivery systems, including broadcast, cable, Internet, and IPTV.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat)
- URL (if available): <http://www.itu.int/net/itu-t/lists/rgmdetails.aspx?id=8958&Group=16>

Standard: IRG-AVA-1710-002

- Version: -
- Publication Date (if available): 02/10/2017
- Relevance for IMAC: Show EU leadership in the field of media accessibility in general to support new recommendations and share knowledge. This worked very well with previous projects (DTV4ALL and HBB4ALL).
- URL (if available): <https://www.itu.int/ifa/c/irg/ava/mtg/1710-GVA/> (ITU-T members only)

Working Group: SG6 (Broadcasting Service)

- Task Description/Mission: Radiocommunication broadcasting, including vision, sound, multimedia and data services principally intended for delivery to the general public.
- Contact member (if available): Michael Weitnauer (weitnauer@irt.de)
- URL (if available): <https://www.itu.int/en/ITU-R/study-groups/rsg6/Pages/default.aspx>

Standard: ADM Renderer (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production renderer for object-based audio (and other Next Generation Audio technologies)
- URL (if available): -

Standard: ITU-R BS.2076

- Version: revision 2 (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production file format for object-based audio (and other Next Generation Audio technologies)
- URL (if available): <https://www.itu.int/rec/R-REC-BS.2076/en>

Standard: Serialised ADM (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Streaming version of ADM (ITU-R BS.2076) format
- URL (if available): -

Organisation: ISO

Working Group: ISO/IEC JTC1/SC35 WG6 – User Interface Accessibility

- This subcommittee deals with standardisation “in the field of user-system interfaces in information and communication technology (ICT) environments and support for these interfaces to serve all users, including people having accessibility or other specific needs, with a priority of meeting the JTC1 requirements for cultural and linguistic adaptability”. WG6 specifically works on “User interfaces accessibility”.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): <https://www.iso.org/committee/45382.html>

Standard: ISO/IEC DIS 20071-23 Information technology – User interface component accessibility – Part 23: Guidance on the visual presentation of audio information (including captions and subtitles)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: The current draft has not taken into consideration immersive environments. ImAc plans to request a revision in which the project’s results can be added to the standard.
- URL (if available): <https://www.iso.org/standard/70722.html>

Standard: ISO/IEC CD 30071-1 Information Technology – Development of user interface accessibility Part 1: A code of practice for creating accessible ICT systems (including products and services)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Addresses some issues related to subtitling and workflow.
- URL (if available): <https://www.iso.org/standard/70913.html>

Standard: ISO/IEC NP 22607 Information Technology – User interface – Icons for setting interaction modes

- Version: -
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Icons developed will have to take into consideration VR. ImAc use cases can potentially be included.
- URL (if available): -

Standard: ISO/IEC CD 29138-1 Information Technology – Accessibility considerations for people with disabilities – Part 1: User needs summary

- Version: Edition 1

- Planned Publication Date (if available): 2018
- Relevance for IMAC: End user orientation, end user profiling and definition.
- URL (if available): <https://www.iso.org/standard/71953.html>

Working Group: ISO/IEC JTC1/SC35/WG5 – Cultural and linguistic adaptability

- This WG is the international standardization working group for the Cultural and linguistic adaptability. It a.o. produces guidelines, methodology and reference criteria for cultural and linguistic adaptability in information technology products.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): <https://www.iso.org/committee/45382.html>

Organisation: VRIF

- Task Description/Mission: The VR Industry Forum (VRIF) is not a standards development organization (SDO), but will rely on, and liaise with, standards development organizations for the development of standards in support of VR services and devices. VRIF will work closely with the SDOs to help prioritize their efforts and to provide the industry with guidelines on the best practices for adopting the standards coming from the SDOs. By doing so, VRIF aims for standards based interoperable elements at each section of the creation, delivery and consumption chain.
- Contact member (if available): Peter tho Pesch (thopesch@irt.de)
- URL: <http://www.vr-if.org/>

Guideline:

- Version: DRAFT GUIDELINES Version 2.0draft0042019-01-07 (published draft for public review)
- Planned Publication Date (if available): Jan 2019
- Relevance for IMAC: VRIF is developing a set of VR Industry Guidelines, which includes topics relevant for VR content production, distribution, security and consumption. ImAc is monitoring this activity and proposes input to update the Guidelines based on the ImAc results.
- URL: <https://www.vr-if.org/wp-content/uploads/vrif2018.110.04-Guidelines-2.0-for-Community-Review-1.pdf>

Annex 1: Dissemination and Standardisation Report (version 1 – submitted in M9)

Deliverable

Project Acronym:	IMAC
Grant Agreement number:	761974
Project Title:	<i>Immersive Accessibility</i>



D6.1-Dissemination and Standardisation Strategy

Revision: 0.7

Authors: Sonali Rai (RNIB) /Ronald Mies (IRT)

Delivery date: M03

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement 761974		
Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Abstract: This is the first iteration of the Dissemination and Standardisation strategy. The document reports on the objectives that will guide specific steps to be taken as part of the communication plan and target audiences. It captures the plan for activities focussing on dissemination and standardisation of outputs for Project IMAC.

REVISION HISTORY

Revision	Date	Author	Organisation	Description
0.1	29-12-2017	Sonali Rai	RNIB	First draft of the plan
0.2	03-01-2018	Pilar Orero	UAB	Comments and suggestions
0.3	04-01-2018	Sonali Rai	RNIB	Second draft
0.4	08-01-2018	Sergi Fernandez	i2CAT	Comments and suggestions
0.5	17-01-2018	Ronald Mies	IRT	Chapter on standardisation
0.6	18-01-2018	Sonali Rai	RNIB	Final draft
0.7	08-02-2018	Jose Miguel Sanjuan	I2CAT	Final revision

Disclaimer

The information, documentation and figures available in this deliverable, is written by the IMAC – project consortium under EC grant agreement H2020-ICT-2016-2 761974 and does not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Statement of originality:

This document contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

EXECUTIVE SUMMARY

Dissemination is one of the most dynamic activities in the Immersive Accessibility Project (ImAc) and for that reason; two specific deliverables have been created: D.6.1 and D6.3. Deliverable D6.1 reports on the dissemination activities planned for the duration of ImAc. These activities aim to promote the project and make results available to the relevant stakeholders from academia and the industry through the course of the project. D6.3 sets out an updated plan for exploitation and dissemination of results.

All partners in the consortium are involved in the dissemination by participating in or undertaking at least one of the following activities:

- Presenting and promoting the project at conferences, working groups, workshops and other events
- Writing content for the ImAc website [details in the report on D.6.2] and engaging with the social media feed
- Creating and adhering to the visual identity for the project assets such as project poster, powerpoint slides, factsheets etc.
- Writing papers for scientific publications, conference proceedings and journals
- Organising workshops and other ImAc events
- Collaborating with other European research project teams

In ImAc these activities were underway in month 1 with an aim to using the initial feedback to build on the plans for project implementation. Some of the key project components that were regularly circulated internally and externally included:

- Current developments
- Plans for research
- Achieved results
- Achieved milestones
- Published deliverables and other publications, like scientific articles
- Attended external and own events, like the annual meetings
- Other important incidents

CONTRIBUTORS

First Name	Last Name	Company	e-Mail
Sonali	Rai	RNIB	Sonali.rai@rnib.org.uk
Ronald	Mies	IRT	mies@irt.de
Sergi Fernandez	Langa	I2CAT	sergi.fernandez@i2cat.net
Pilar	Orero	UAB	pilar.orero@uab.cat
Jose Miguel	Sanjuan	I2CAT	Jose.miguel.sanjuan@i2cat.net

CONTENTS

Revision History	1
Executive Summary	2
Contributors.....	3
Table of Figures & tables	5
1. Introduction	6
1.1. Purpose of the document.....	6
1.2. Scope of the document	6
1.3. Status of the document	6
1.4. Links with other ImAc activities.....	6
2. Communication strategy	8
2.1. Introduction	8
2.2. Overall Strategy	8
2.2.1. Online activities	9
2.2.2. Offline activities	9
2.3. Target audience	9
2.3.1. Industry.....	9
2.3.2. Academia	10
2.3.3. Third Sector Organisations	10
2.3.4. Regulatory authorities and standardisation authorities	11
2.3.5. Other Target Groups.....	11
2.4. Means of communication.....	11
2.5. Evaluation: KPIs/ milestones	14
2.6. Communicating with stakeholders.....	15
2.6.1. Offline activities (Communication Material)	15
2.6.2. Digital content	18
2.6.3. Online Activities	19
3. Standardisation.....	25
3.1 Objectives	25
3.2 Targeted bodies	25
3.3 Actions and achievements.....	30
4. Next steps	31
Annex 1 Events and publications.....	33

TABLE OF FIGURES & TABLES

Figure 1- Content creation triggers and communication channels – Generic	12
Figure 2- Project Logo	15
Figure 3- Project poster	16
Figure 4- ImAc members with the roll-up in the background at BITAM show 2017	17
Figure 5-Powerpoint Template	17
Figure 6-Powerpoint Template alternative.....	18
Figure 7-Website homepage	19
Figure 8-ImAc Twitter Page.....	20
Figure 9-ImAc homepage on Confluence	21
Table 1- Expected outputs	14
Table 2-KPI evolution of the dissemination actions	14
Table 3-Workshops	22
Table 4-Scientific publications	23
Table 5- Gantt Year 1	31

1. INTRODUCTION

1.1. Purpose of the document

This deliverable outlines the strategy planned to meet the dissemination, standardisation and exploitation objectives of ImAc. It looks at how the project's key messages and outcomes will be reported through channels that have a reach into and are relevant for its diverse stakeholder group. The document also gives an insight into a list of activities planned both for online (website, various social media platforms etc.) and offline platforms (event participation and organisation) that are envisaged by the project team, and reports on the dissemination materials that are now available or are being prepared. Additionally, the document also contains a list of recent and upcoming events that ImAc has plans to join or are under consideration and provide opportunities for creating awareness of activities coordinated within WP6 and monitored via the Confluence Platform.

The deliverable then goes into ImAc's objectives, target audience and actions to implement for standardisation.

1.2. Scope of the document

The document covers project activities planned within WP6 of ImAc. The aim of these activities is to ensure the project results, specifically the creation of a player and tools for the production of immersive experiences in 360-degree videos, enable the immersive content production and delivery market to successfully support the delivery of subtitles, audio description, audio subtitles and sign language. In order to achieve the desired results, WP6 intends to:

- Determine an overall approach for the successful exploitation of the proposed solutions, such as production, standardisation, additional stakeholder involvement etc. and identify strategies that meet the profile, expertise and reach of each stakeholder.
- Allow maximum visibility to the proposed solutions through presence at major relevant events and set up direct contacts with potential clients of the developed solutions.
- Implement a communication strategy aligned with the exploitation strategies of the consortium partners.

1.3. Status of the document

This is the second and the final version of the Deliverable 6.1 of the ImAc Project with a previous version submitted in month 9 of the project.

As the project has been underway for 18 months, this version of D6.1 is intended to primarily address the communication and standardisation activities that have been pursued within the project. An exploitation strategy has been drawn on the completion of a market study that has taken into account the technical components that have been integrated into the player and preparations for the national and the cross-national pilots are well underway.

1.4. Links with other ImAc activities

The aim of WP6 is to report on the activities underway across work packages and provide tools for the dissemination and exploitation of results coming out of the ImAc Project. Therefore work package leaders as well as the project coordination team are closely involved in defining participation at events, compiling materials and discussing and implementation strategies.

The key components of the project such as pilots and demonstration activities in other work packages have a dotted line into WP6 with the goal of disseminating outcomes and the standardisation activities

will be linked to technical project results.

Within WP6, in addition to this document and other deliverables including a report on market analysis, exploitation and a set of technical fact sheets will be produced during the course of the project that will jointly represent the work done within the work package. This deliverable describes the activities of D6.1 focussing on dissemination, branding, information and communication assets and Task 6.3 focussing on standardisation activities.

2. COMMUNICATION STRATEGY

2.1. Introduction

Task 6.2 within WP6 in ImAc is accountable for the putting together a communication strategy and the subsequent implementation of particular dissemination activities. The task description is as follows:

“This task coordinates all those activities that will make results available outside of the project. Dissemination responsible will propose a project logo to the partners, jointly with a template for presentations (that will update when necessary). The ImAc public website will be thoroughly updated according to ImAc innovations and progress. All dissemination activities (Scientific, Open-Access Publications, Conferences and Trade Fairs, Raising awareness, etc.) will be detailed and updated in D6.1. The target audience of workshops will include stakeholders, such as members of standards working groups, potential customers, industry, students and researchers. They will foster the exchange of views and different perspectives in the field.”

The dissemination and communication activities have focussed on the creation of content including setting up a website, publishing regular news items and other updates and distributing these on social media. Together, these will aim to inform various audiences about the project, its results, activities and planned/past events. In order for ImAc communication to be successful, it is important to:

- Understand the target audience
- tailor messages for these audiences,
- select relevant communication channels to reach them.
- For the industrial stakeholders, develop an industrial stakeholder plan to coordinate activities in this area (Annex 4)

2.2. Overall Strategy

It is worth noting that the ImAc project team is keen to ensure that the developments in this project are driven by the needs of real end users and seek to continuously involve users through feedback sessions, interviews and focus groups. In addition, the developed tools and services must meet the requirements of the experienced broadcasters from inception and care must be taken to thoroughly test them through pilot operations.

At the dissemination and communication level, ImAc has focussed specifically on the following objective: *“To develop new services which take advantage of the convergence between broadcast, broadband and social media.”*

As per this objective– communication for ImAc has been further split into the following sub-objectives:

- Increase awareness of the project and its objectives
- Disseminate project results and its activities
- Share knowledge gained in the project
- Open communication paths with stakeholders
- Showcase pilot results

Following on, some of the key steps in the Communication and Dissemination Strategy (CDS) for ImAc include:

- 7) Defining the purpose (objectives)
- 8) Analysing the external factors and stakeholders
- 9) Establishing key messages for communication
- 10) Identifying relevant channels for communication
- 11) Setting up a calendar of activities and events
- 12) Evaluating the communication: KPIs / milestones

The team notes that it is possible that the need for further sub-objectives may emerge through the course of the project and for this reason, a dissemination plan is a useful structure to organise coherent actions, optimise use of resources and obtain maximum impact.

It is anticipated that most dissemination activities will fall into one of the two key categories – offline and online activities.

2.2.1. Online activities

This comprises regular updates on the [ImAc website](#) and social media, primarily Twitter.

2.2.2. Offline activities

This comprises face to face activities such as events, workshops, trade fairs, presentations etc. and seeks to reach both: end users, industry and other relevant bodies.

2.4. Target audience

It is important to understand the external factors that impact ImAc as they are likely to affect how the aims of the project are met and the relationships that will be instrumental to maximise its impact.

ImAc aims to explore how accessibility services can be integrated within immersive media and propose new deployment methods for access features including subtitles, audio description, audio subtitling and sign language in immersive environments. The project seeks to create new open source tools for the content industry i.e., broadcasters, to create immersive and personalised sign language, enhanced audio description and subtitling services for 360 degree content. In view of this, it is understood that the final deliverable will be of interest to a range of professionals including but not limited to professionals from the creative industry, production houses, post production studios, event organisers, technology providers (hardware and software), broadcasters and other organisations investing in delivering immersive experiences to their customers and consumers.

Therefore strategies must be developed in order to engage a diverse set of stakeholders (detailed below) that will benefit directly or indirectly from the ImAc approach and solution.

2.4.1. Industry

Stakeholders from the industry not only include broadcasters, production houses and companies that produce content in 360 degree for a range of platforms and services but also those with experience in producing access features for audio visual content delivered across platforms. It is important that the industry is consulted regularly during the development and evaluation stage to ensure that the tools

produced are fit for purpose. Due consideration must be given to the need for confidentiality to allow the industry to offer honest feedback and if needed non-disclosure agreements may be introduced to make this easier.

This stakeholder group can be subdivided into further categories such as the creative industry, post production studios, animators, gaming and immersive experience producers, entrepreneurs, broadcasters however as the solutions are being tested, it is still too early to tell which of these will be the key beneficiaries of the tools created within ImAc.

Potential benefits for the industry: reaching a wider audience base with innovative accessible storytelling techniques for increased retention and pulling audience into a new environment to experience new environments, gamifying experiences for end consumers.

Perceived challenges: traditional scepticism that surrounds the provision of access services on audio visual content where cost outweighs the benefits and tools are not adaptable to the mainstream existing technology that are used by the industry

Strategies to convince: Demonstrations at key public events, involving industry in the development of the tools, participating or driving standardization activities and have the capability for updates in order to keep pace with the mainstream technology. In addition, the project consortium will share factsheets, testimonials and pull together steering groups that involve the industry, invitation to attend focus groups and pilots, standardization in due course.

Channels to convince: Pilots, focus groups, events, presentations, demos, social media, trade fairs, working groups on specific activities, production sector.

2.4.2. Academia

The academic stakeholders are key to the development of tools in ImAc and to that end, it must be noted that two highly regarded academic institutions with a strong portfolio of research work in accessibility are represented within the project consortium. Furthermore, the involvement of the academic community is encouraged through collaboration and communication with other institutions and projects.

Potential benefits for the academia: understanding of human behaviour and responses to immersive experiences, deeper appreciation of the social impact of accessibility, global knowledge and reputable source of information for policy makers, generate interest and increase awareness in future professionals, create further training programmes.

Perceived challenges: Conflicting approach to research and incongruent findings

Strategies to convince: Collaboration and effective dialogue through the course of research with relevant departments and research outfits

Channels to convince: Scientific and academic papers, conferences and university events, research sessions, workshops and presentations at relevant academic events.

2.4.3. Third Sector Organisations

Third Sector organisations, end user membership bodies and campaigning groups that support people with disabilities and already provide hi-tech advice on independent living, inclusive living and technology will be targeted as expert route to their members. They will be instrumental in taking ImAc forward into the real world.

Potential benefits for third sector organisation: Benefits to the end users, being able to make informed decisions on future work and drawing up strategies, improve viewer experience of members

and contributing to public consultation on the delivery to mass markets.

Events - conferences, workshops, focus group sessions etc.

Perceived challenges: traditional perceptions and misconceptions to the user requirements of people who need or use assistive technology, appreciation of the user needs, gap in awareness of new technology and benefits it offers.

Strategies to convince: Collaboration through the course of the project, effective dialogue, formation of steering groups for specific areas within wider research, organising roundtables

Channels to convince: Face to face meetings, industry and disability working groups

2.4.4. Regulatory authorities and standardisation authorities

Policy makers such as EU and national government authorities produce important policy documents in order to standardise formats therefore these will be kept informed.

Potential benefits to regulatory authorities and standardisation bodies: Making informed decisions in view of promoting inclusive and independent living, standardising formats and enabling the industry to share assets.

Perceived challenges: balancing industry interests and users', lack of legislation and encouragement to drive growth and take up

Strategies to convince: Roundtables, responding to consultation, sharing research and face to face demos

Channels to convince: demos, press release, articles, research summaries

2.4.5. Other Target Groups

Small to mid-size technology companies and content providers are also crucial stakeholders of ImAc as they produce, disseminate, design processes and workflows that become part of the delivery chain for content in 360.

In addition, overseers of immersive experiences offered at public service departments within Governments or nationalised institutions will also be potentially interested in the findings and hence are targeted by the dissemination activities.

Targeting the general audience who are not direct users of the accessible modes is not considered as relevant, but the journalists (in particular within specialised media) are a potential target group to convey messages on the project to the public.

Potential benefits to other target groups: Ability to make informed decisions, participate in wider discussions on this area, promote inclusive living, use ImAc as a base to design further commercial services

Perceived challenges: cost to demand ratio, reach and penetration within the industry, lack of interest and awareness of user need and preferences.

Strategies to convince: development in collaboration and effective dialogue through the course of research

Channels to convince: demos, press release, articles, research summaries, factsheets

2.5. Means of communication

Before delivering communicating on the project, it is necessary to define the project outputs, and identify ones that are most relevant for communications purposes. When a project output generates a need for communication, one or more channels must be selected and a message must be created. Table 1 below illustrates how different stakeholders may perceive different opportunities and challenges related to ImAc, and how these need to be addressed in order to maximise impact. In general terms, this process can be represented as follows:



Figure 1- Content creation triggers and communication channels – Generic

In this context, following outputs are expected to require a need to disseminate and communicate:

Need / Activity	Description	Expected output
Pilots	3 pilots during the project will demonstrate the solution developed in ImAc in real scenarios.	Pictures, real-life demonstration, evaluation results and datasets (test material, data, etc.).
Documentation/Deliverables	Specifications and documents generated during the project lifetime reporting on all results and information gathered. Only public documents can be shared.	Deliverables and datasets.

Events	ImAc will be present at several events targeting the industry, research and general audience stakeholders. Objective is to make demos and	Networking for the purposes of feedback and eventual application of the outcomes in industry. Build contacts, stay in
	give presentations, produce factsheets, etc.	touch with stakeholders and gauge media impact.
Standardisation outputs	Standardisation outputs	Publications. Project awareness among research and industry stakeholders
Videos	Creative partners of the project will create videos about different topics: demos of the project and pilots.	Videos. Datasets. Project awareness.
Demos	The project will showcase the results gathered in the pilots through live demos.	Demos. Project awareness on a wider range of audience.
Technical factsheet	Technical documentation about the project and the technical elements integrating the overall architecture of pilots 1 and 2.	Factsheet (digital and printable).
Dissemination material	Resources to explain the project progress	Poster, flyers, presentations to support online and offline dissemination.
Presentations and stands at exhibitions	Direct contact with stakeholders is the best way to build new links and find new (exploitation) opportunities for the consortium	Contacts, stakeholders attention, general project awareness.

Workshops	Internal and open workshops will be organised in order to interact with stakeholders in different topics (exploitation, technical, evaluation)	Deliverables. Graphic material. If open: project awareness.
Website	Main access to the project information and digital contents, including news, open datasets and deliverables.	Global access to project contents.
Social Media	Social Media is nowadays critical in order to position the project at global level and have maximise impact.	Project awareness

Table 1- Expected outputs

2.6. Evaluation: KPIs/ milestones

To evaluate effectiveness of the project dissemination, a few key indicators must be defined to provide a quantitative analysis of how the project is evolving.

Category	Indicator	Reporting period 1 (Month 15)	Reporting period 2 (Month 30)
Events	Events Participation	15	30
	Stakeholder workshops organisation	2	1
Publications	Publications (incl press releases, blog posts, articles etc.)	10	20
	Presentations	8	20
Materials	Demos	1	3
	Factsheets	2	5

	Videos	5	10
Impact	Professional users introduced to ImAc	50	200
	Other target audience groups introduced to ImAc	100	250

Table 2-KPI evolution of the dissemination actions

2.7. Communicating with stakeholders

In order to reach the different target audiences, the following communication material has been produced as part of the project.

2.7.1. Offline activities (Communication Material)

Offline actions are probably one of the most effective communication activities to reach the appropriate audience, capture direct feedback and pave the way for collaboration. However it is important to note that such activities result in increased costs associated to creation of material, travel, registration fee and booth renting among others. Thus it is important to identify the most interesting and notable events at international level and careful planning is required in order to ensure balance between impact and costs.

- **Visual identity: Logo**

ImAc Project designed and tested an accessible logo [Image 1] to maintain consistency in our interaction with stakeholders, brand recognition and increase engagement with the project outcomes. Communicating with a universal set of style and formatting conventions promises greater confidence and feeling of reliability in the project. See D6.2 for more info regarding the logo and its accessibility.



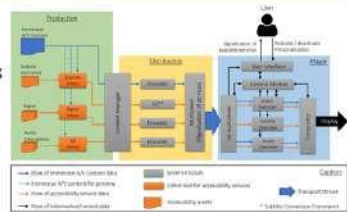
Figure 2- Project Logo

- **Poster & roll-up display, slideshows and factsheets**

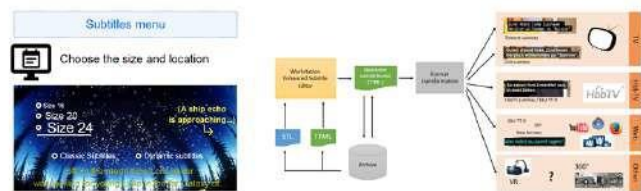
The consortium has designed a poster [Image 2] and a roll-up display [Image 3] for ImAc dissemination at events. The roll-up display helps attract people by summarising key objectives of the project in plain language and the poster provides deeper understanding of the involved technologies and research approaches.

ImAc: An Immersive platform for all citizens

- Create accessible and fully personalised services for all citizens
- Deliver novel resources for the broadcasting industry to provide adapted content ensuring accessibility in immersive environments
- Demonstrate the tools and platform in open pilots
- Work towards standardisation of accessibility data in an immersive content environment
- Maximize impact on society delivering real and useful solutions



SUBTITLES



Moving to a unified and well annotated subtitle format for all productions

SIGN LANGUAGE AUDIO DESCRIPTION



Adapting universal standards for audio description across VR content

PARTNERS



This Project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No. 761974

Figure 3- Project poster

A range of factsheets on technical matters will also be published after the pilot studies.

Project poster, roll-up and factsheets will be revised and updated through the course of the project for publicising in general but also at events. In addition, a set of slides will be produced and made available for partners to provide a quick overview on the project when attending international conferences or meetings.

The consortium has already created PowerPoint templates [Image 3 and 4] for both project partner presentations as well as slide shows at events.



Figure 4- ImAc members with the roll-up in the background at BITAM show 2017



Figure 5-Powerpoint Template



Figure 6-Powerpoint Template alternative

2.7.2. Digital content

- **Audio visual content for demonstration**

ImAc comprises three pilots showcasing the possibilities of including access features on 360 degree content. For these pilots immersive content will be generated and broadcasted to end-users. The content itself can later be used for dissemination purposes as part of the demos. In case additional content is produced such as director's cut, it could contribute to the digital library and be used to communicate progress of the project. Besides the pilots, it is possible to create other informational materials that explain project activities, present objectives and results, etc.

Videos can be engaging and speak to variety of audiences regardless of their specialisation, they can be used effectively to showcase results or document long processes. However producing professional videos can be time-consuming and expensive. Thus careful planning will be required and suggested before investing in this resource. As an alternative, a sub-format of videos can be used: user generated "15 second videos" popular on social networks to present topics and generate interest in the area. There are several tools to make effective teasers both with real footage or animations.

- **ImAc film**

A fully accessible audio visual asset will be produced to create awareness of the project objectives and concepts in month 16. This was agreed in the description of works however ImAc members fully appreciate the significance of movies to demonstrate its progress. Therefore in addition to the one agreed, other accessible videos will also be produced to demonstrate other aspects of the project. For example, the short film on Ethic Requirements is already available <https://youtu.be/0BxrhAOmV4c>

- **Demos**

Demos is (probably) the most interesting output of the project to be showcased. They are the tangible results of the work achieved.

2.7.3. Online Activities

In this section, the online resources and actions that the project will implement and execute during its lifetime will be defined. Specific objectives for these online actions are:

- Create an online community around the project
- Inform stakeholders and the general project audience about the progress and achievements
- Gather relevant information for the project and the sector in order to spread it among the global community
- Set up interaction paths with the overall project community

In order to meet these objectives, it is necessary to create online resources which are easily usable by project partners. Resources are briefly described below:

- **ImAc Blog**

The ImAc website www.imac-project.eu is the central repository for information on the project and is therefore a reference point for the stakeholders. It is intended for external communication only, providing public access to the project's information. The project's achievements are displayed on this website.

The website is updated at least fortnightly and in particular the news page that features news posts on recent developments, focus groups, pilots and other information that may be relevant to the project.

The portal presents the project's objectives, results as they become available at related thematic national and international events, workshops and conferences.

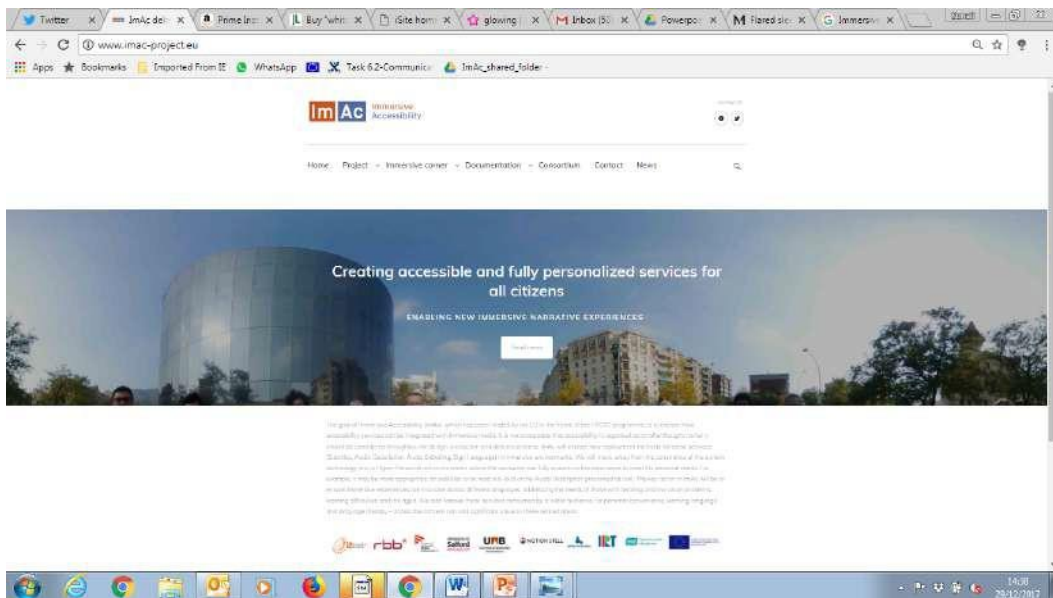


Figure 7-Website homepage

- **Social Media**

The ImAc consortium uses Twitter to create awareness, maintain visibility among the scientific and business communities and drive traffic to the ImAc website.

ImAc's presence of Twitter also serves the purpose of dissemination relevant information from other sources. All partners are required to engage with this activity. It is not yet planned to create a YouTube channel for the ImAc project. This may become especially useful in the second year of the project when first pilot have been finalised. This will also be very useful during the user tests and after user evaluations. Then videos of demonstrations can be recorded and presented on the website as well as the YouTube video portal.



Figure 8-ImAc Twitter Page

2.6.4 Internal Platforms: Confluence and Google Drive

In order to simplify internal project communication, two internal web-based collaborative platforms are being used in ImAc.

Confluence was validated by partners as a tool for recording dissemination activities, project monitoring, schedule and repository of FINAL versions of documents. All representatives have access to Confluence.

ImAc shared folder on Google Drive has been selected as the platform for daily collaborative work on documents. Specific WP folders and subfolders have been created, among which those for dissemination matters.

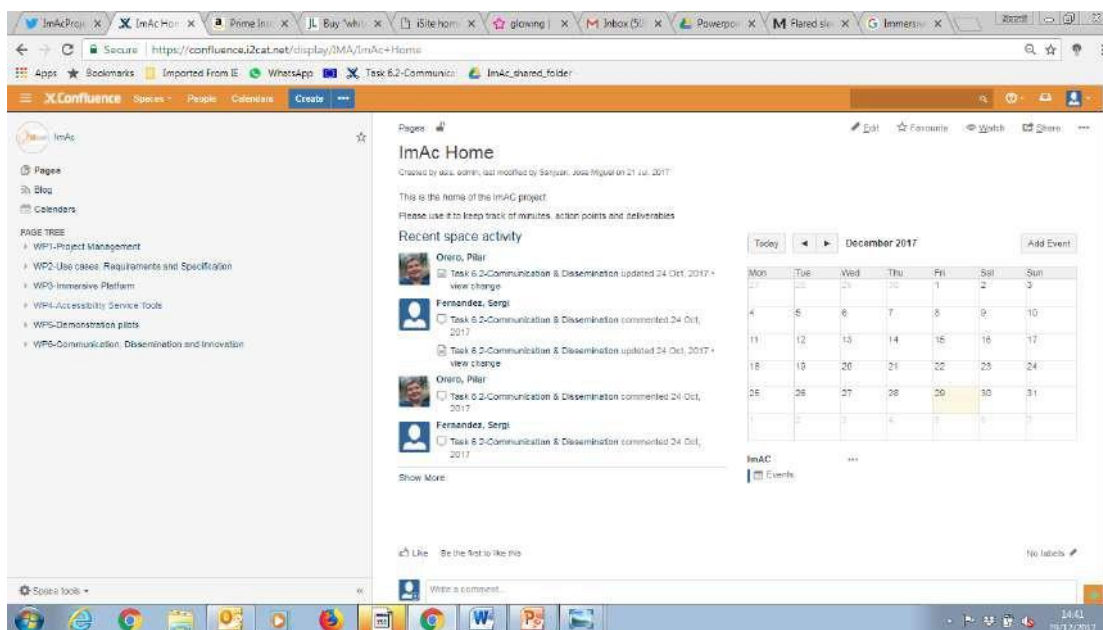


Figure 9-ImAc homepage on Confluence

2.6.5 Workshops

At least 3 workshops are planned during the different phases of the project’s lifecycle in order to disseminate results, engage relevant stakeholders in a meaningful discussion, brainstorming and gathering feedback.

Workshop	Promoter	Date and Location	Link and related documentation	Potential objectives	Eventual plans for activity and results
Workshop 1	UAB	M06 – M08	(will be inserted when content is ready)	Project overview, audience immersion and engagement, research methodology and experimental set-up, standardisation	(will be inserted post workshop)
Workshop 2	L&M Berlin	M12 – M13	(will be inserted when content is ready)	Project overview, update on findings and achievements so far. Target audience: industry and academics	(will be inserted post workshop)
Workshop 3	EBU Expert Access Meeting	M20 – M24	(will be inserted when content is ready)	Project overview, update on findings and achievements so far. Demonstrations.	(will be inserted post workshop)

				Target audience@ Broadcasters and wider industry	
--	--	--	--	--	--

Table 3-Workshops

The wider aim of these workshops will be to inform members of the target groups defined in the section above and ensure a certain level of impact of the project results. Main objectives of the workshops and events:

- Exchanging ideas, lessons learnt/ results from tests (for content and application developers, for service providers, for end-users);
- Prepare common actions, involve stakeholders and interested parties in user tests, give target groups the possibility to be included in the requirements analysis, and plan further collaboration or new actions in the domain,
- Create common standards, investigate relevant standardization bodies and participate in or create if necessary, relevant workshops in or with standardization bodies,
- Some of the workshops will maintain focus on ImAc and/or existing EC projects related to common actions and strategies; others will open the scope to learn from best practices of similar international projects. That approach will be jointly decided by the core members of the project representing the steering board.
- Present trial results within dedicated workshops and also at bigger conferences.

2.6.6 Publications

Project Team will publish and disseminate the project results through various local and international media channels (by way of press releases, press articles, CORDIS website, and other important international events), communicate via professional federations and regional clusters targeting the concerned communities and potential customers. Some of the key assets planned are:

- **Press releases and media articles**

Besides the website and the web presence, ImAc publishes national and international press releases in local languages. In addition partners are also encouraged to take advantage of their institutional URL that receives wider interest among general population. For example: partners like UAB and RNIB have created a dedicated URL for ImAc in their website

<http://grupsderecerca.uab.cat/transmedia/>

<https://www.rnib.org.uk/next-frontier-accessibility-360-degree-videos>

- **Scientific publications and others**

This task will start once the project can communicate results.

ImAc will publish open source articles in scientific and academic journals with an aim to disseminating to the higher educational sector. These will include international indexed peer-review journals which are an important instrument to disseminate the ImAc concepts and achievements in the research community and perhaps foster new research activities as well as define new academic training sessions. This will mainly be of concern for academic representatives in the project. UAB for example is very active in this field and publishes already a publication.

The intention is as follows and specific links and screenshots will be inserted upon publication and reproduced in further iterations of this document.

Publication name	Link	Screenshot
Perspectives	TBC	TBC
Journal of Accessibility and Design for all	TBC	TBC
Journal of deaf studies and deaf education	TBC	TBC
The Journal of Blindness Innovation and Research	TBC	TBC
Journal of visual impairment and blindness	TBC	TBC
META	TBC	TBC
IEEE Transactions on Broadcasting	TBC	TBC
Journal of Broadcasting and Electronic Media	TBC	TBC
Journal of Disability Policy Studies	TBC	TBC
SMPTE Motion Imaging Journal	TBC	TBC

Table 4-Scientific publications

Publications will be presented in talks at important conferences in the field of connected TV and media, accessibility and e-inclusion, corporate social responsibility and sustainable development. Project results and innovations will be submitted for publication in scientific journals, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by project partners will be encouraged.

- **Guidelines**

ImAc is currently using broadcast accessibility guidelines created for the HBB4ALL project (<http://www.imac-project.eu/accessibility-services/>) and will also seek to explore the potential of putting together a set of accessibility guidelines for producing and delivering access features on immersive content. This will of course build upon existing standards and recommendations. Guidelines can be considered as very strong dissemination materials, as users and professionals have interest to access/exploit them.

It must be noted here that most of the above will be publicly available on the ImAc website. These documents are of high relevance for networking and status exchange with other related projects and user associations willing to push open accessible services.

2.6.7 Communication obligations towards European Commission

As described in article 29.4 and 29.5 of the Grant Agreement, all partners need to implement the following rules: Article 29.4 Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 761974”. When

displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission. This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means. 29.5 Disclaimer excluding Commission responsibility Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

2.6.8 Common Dissemination Booster

ImAc has signed up to European Commission's brand new service that encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities.

To this end, as agreed at the meeting hosted by the EC in October 2017, ImAc will undertake joint dissemination activities with the other two H2020 ICT19 accessibility projects: Easy TV and Content 4All in following ways:

- The three projects will make a reference to each other on their URL
For example, ImAc refers to these projects in "Contact" section of the website <http://www.imac-project.eu/contact/>
- The three projects will end all presentations with a slide that refer to the other 2 projects. For example: ImAc Partners referred to these projects during presentations at ASBU and Google recently [Dec 2017].
- ImAc's press releases will also make a reference to the other 2 projects. This has been already done in the UAB press release

3. STANDARDISATION

3.2 Objectives

The ImAc partners recognise standardisation and inter-project networking activities being crucial to maximize the impact of the dissemination activities. The objective of the standardisation activity is to make sure the ImAc consortium is fully aware of developments that are significant for providing access services and technologies for immersive content (specifically 360° video). By doing so, the partners will have the opportunity to analyse these developments and to consider how activities in the consortium may be adapted. But also this activity foresees contributions to standardization activities, aligned with the ImAc objectives and based on ImAc developments.

ImAc continuously monitors standardization activities, with special emphasis on international standards, but also industry driven solutions (industry fora) to which it will have access, in particular those that are foreseen to be deployed as open and specially freely usable technologies and specifications.

Last but not least, this activity also foresees active contributions to relevant standardization bodies, supporting open standards and solutions, aligned with the ImAc objectives and based on ImAc developments.

In the scope of immersive platforms, ImAc plans to address following aspects:

- Strategies and formats for enhanced accessibility services
- Signalization and transportation of accessibility services
- User interfaces for enabling accessibility services
- Interpretation, rendering and presentation of accessibility services

3.3 Targeted bodies

Several ImAc partners have been active in relevant standardization bodies and working groups for a longer time and they will continue to be an active contributor also representing ImAc. An overview of these standardization bodies/groups, their aims, potential relevance to ImAc and their current status is given below.

Organisation: MPEG

Working Group: MPEG-I

- Task Description/Mission: Coded Representation of Immersive Media
- Contact member (if available): romain.bouqueau@motionspell.com
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i>

Standard: Technical Report on Immersive Media (MPEG-I part 1)

- Version: done (July 2017), amendment being edited
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know about the most effective initiatives from the industry on VR
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/technical-report-immersive-media>

Standard: Omnidirectional Media Format

- Version: Draft International Standard (DIS)

- Planned Publication Date (if available): 2018
- Relevance for IMAC: the industry standard definition for VR content (including 360 video): will likely be adopted by industry consortium worldwide
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/omnidirectional-media-format>

Standard: Immersive Video (MPEG-I part 3)

- Version: call for material (April 2017)
- Planned Publication Date (if available): ~2019
- Relevance for IMAC: projections need to be standardized so that industrial devices (including TVs can decode them natively
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-video>

Standard: Immersive Audio (MPEG-I part 4)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: this task goes beyond audio ; media coding beyond audio and video is important for presenting text, button, or controls in an accessible way
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-audio>

Standard: Point Cloud Compression (MPEG-I part 5)

- Version: call for proposal (April 2019)
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: 3-dimensional reconstructed elements are a new media that allows new use-cases such as remote presence or controlling the representation of a realistic 3D environment
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/point-cloud-compression>

Standard: Immersive Media Metrics (MPEG-I part 6)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know how people interact with the content and how this information can be used to improve the experience: this is especially useful for people with disabilities
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metrics>

Standard: Immersive Media Metadata (MPEG-I part 7)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: metadata allow to offer different experience to different audience ; it is possible that regulators mandate some metadata for accessibility purposes
- URL (if available): <https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metadata>

Organisation: EBU

Working Group: XMLSubs

- Task Description/Mission: Definition of thoroughly specified subtitling format for broadcasters that can be used for production, exchange, archiving, and distribution in "prepared" and "live" scenarios.
- Contact member (if available): Andreas Tai, tai@irt.de

- URL (if available): <https://tech.ebu.ch/subtitling>

Standard: EBU-TT Part 1 (Tech 3350)

- Version: Update of version 1.2?
- Planned Publication Date (if available): -
- Relevance for IMAC: It is investigated if EBU-TT Part 1 as a exchange and production format needs to be updated based on requirements worked out by the ImAC project.
- URL (if available): <https://tech.ebu.ch/publications/tech3350>

Standard: EBU-TT-D (Tech 3380)

- Version: Update of 1.0.1?
- Planned Publication Date (if available): -
- Relevance for IMAC: It is investigated if EBU-TT-D as a distribution format for online subtitles needs to be updated based on requirements worked out by the ImAC project.
- URL (if available): <https://tech.ebu.ch/publications/tech3380>

Organisation: World Wide Web Consortium (W3C)

Working Group: Timed Text Working Group

- Task Description/Mission: Develops formats used for the representation of text synchronized with timed media, like audio and video. Formats are be usable for online media captioning and should address the Media Accessibility User Requirements.
- Contact member (if available): Andreas Tai (tai@irt.de)
- URL (if available): <https://www.w3.org/2016/05/timed-text-charter.html>

Standard: IMSC

- Version: 1.0.1
- Planned Publication Date: Mid of 2018
- Relevance for IMAC: Finalisation of IMSC 1.0.1 is a requirement to start with IMSC 1.1 and integrates new features relevant for 360 Degree and VR content.
- URL (if available): <https://www.w3.org/TR/ttml-imsc1.1/>
- Version: 1.1
- Planned Publication Date: End of 2018
- Relevance for IMAC: Includes features for position subtitles in three dimensional space.
- URL (if available): <https://www.w3.org/TR/ttml-imsc1.1/>

Standard:TTML

- Version: 2
- Publication Date: End of 2018
- Relevance for IMAC: Is the baseline standard for TTML profiles like IMSC. New features for 360° should be integrated in the version after "2" and this topic should be present in the next charter.
- URL (if available): <https://www.w3.org/TR/ttml2/>

Organisation: UNE (Asociación Española de Normalización) previously AENOR

Working Group: CTN 153

- Task Description/Mission: Spanish agency for standardisation
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): <http://www.en.aenor.es/aenor/inicio/home/home.asp>

Standard: PNE 153101 Lectura Fácil para todos ("Easy to read for all")

- Version: 20
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Easy read subtitles (not part of version 20) may be considered for a standard revision or a New Working Item.
- URL (if available): <http://www.aenor.es/aenor/normas/normas/fichanorma.asp?tipo=P&codigo=P0047073#.WI4dqjcxnws>

Organisation: ITU

Working Group: IRG AVA

- Task Description/Mission: The IRG-AVA studies topics related to audiovisual media accessibility and aims at developing draft Recommendations for "Access Systems" that can be used for all media delivery systems, including broadcast, cable, Internet, and IPTV.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat)
- URL (if available): <http://www.itu.int/net/itu-t/lists/rgmdetails.aspx?id=8958&Group=16>

Standard: IRG-AVA-1710-002

- Version: -
- Publication Date (if available): 02/10/2017
- Relevance for IMAC: Show EU leadership in the field of media accessibility in general to support new recommendations and share knowledge. This worked very well with previous projects (DTV4ALL and HBB4ALL).
- URL (if available): <https://www.itu.int/ifa/c/irg/ava/mtg/1710-GVA/> (ITU-T members only)

Working Group: SG6 (Broadcasting Service)

- Task Description/Mission: Radiocommunication broadcasting, including vision, sound, multimedia and data services principally intended for delivery to the general public.
- Contact member (if available): Michael Weitnauer (weitnauer@irt.de)
- URL (if available): <https://www.itu.int/en/ITU-R/study-groups/rsg6/Pages/default.aspx>

Standard: ADM Renderer (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production renderer for object-based audio (and other Next Generation Audio technologies)
- URL (if available): -

Standard: ITU-R BS.2076

- Version: revision 2 (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production file format for object-based audio (and other Next Generation Audio technologies)

- URL (if available): <https://www.itu.int/rec/R-REC-BS.2076/en>

Standard: Serialised ADM (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Streaming version of ADM (ITU-R BS.2076) format
- URL (if available): -

Organisation: ISO

Working Group: ISO/IEC JTC1/SC35 WG6

- This subcommittee deals with standardisation “in the field of user-system interfaces in information and communication technology (ICT) environments and support for these interfaces to serve all users, including people having accessibility or other specific needs, with a priority of meeting the JTC1 requirements for cultural and linguistic adaptability”. WG6 specifically works on “User interfaces accessibility”.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): <https://www.iso.org/committee/45382.html>

Standard: ISO/IEC DIS 20071-23 Information technology – User interface component accessibility – Part 23: Guidance on the visual presentation of audio information (including captions and subtitles)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: The current draft has not taken into consideration immersive environments. ImAc plans to request a revision in which the project’s results can be added to the standard.
- URL (if available): <https://www.iso.org/standard/70722.html>

Standard: ISO/IEC CD 30071-1 Information Technology – Development of user interface accessibility Part 1: A code of practice for creating accessible ICT systems (including products and services)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Addresses some issues related to subtitling and workflow.
- URL (if available): <https://www.iso.org/standard/70913.html>

Standard: ISO/IEC NP 22607 Information Technology – User interface – Icons for setting interaction modes

- Version: -
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Icons developed will have to take into consideration VR. ImAc use cases can potentially be included.
- URL (if available): -

Standard: ISO/IEC CD 29138-1 Information Technology – Accessibility considerations for people with disabilities – Part 1: User needs summary

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: End user orientation, end user profiling and definition.
- URL (if available): <https://www.iso.org/standard/71953.html>

In addition to this list, during the first 3 months of the project, following group has been identified with relevance to ImAc:

Organisation: VRIF

- Task Description/Mission: The VR Industry Forum (VRIF) is not a standards development organization (SDO), but will rely on, and liaise with, standards development organizations for the development of standards in support of VR services and devices. VRIF will work closely with the SDOs to help prioritize their efforts and to provide the industry with guidelines on the best practices for adopting the standards coming from the SDOs. By doing so, VRIF aims for standards based interoperable elements at each section of the creation, delivery and consumption chain.
- Contact member (if available): -
- URL: <http://www.vr-if.org/>

Guideline:

- Version: DRAFT GUIDELINES Version 0.0 draft 018 (version published at time of writing)
- Planned Publication Date (if available): -
- Relevance for IMAC: VRIF is developing a set of VR Industry Guidelines, which includes topics relevant for VR content production, distribution, security and consumption. ImAc is monitoring this activity; if resources allow, the ImAc results can be proposed to VRIF to enhance the guidelines for accessibility aspects, as comments to be considered for future updates of the guidelines.
- URL: http://www.vr-if.org/wp-content/uploads/VRIF-Integrated-Guidelines-vrif2017.106.18-CES.rk_.pdf

3.4 Actions and achievements

During the first 3 months of the ImAc project, the overview of standardization bodies and working groups with active project partners, their status and relevance to the project, was updated and reported to the consortium to have all partners up to date. Additionally, partners initiated the monitoring of additional potentially relevant bodies/groups (as described above). This overview builds the initial skeleton for a “standardisation monitor”, which will be continuously updated throughout the project to keep track of the status in standardisation groups. ImAc plans to make this overview publicly available (online), to also support the general insight in the status of available standards in the field of VR and accessibility.

Also, as part of T6.3, all relevant activities by the partners regarding standardisation are being recorded. Amongst all participations in standardisation groups, a general contribution on ImAc was made to ITU IRG AVA (02/10/2017).

During the course of the project, ImAc partners will use the “standardisation monitor” internally to follow the various standardization processes and to potentially elaborate what they are currently lacking (specifically in terms of accessibility). The partners then will evaluate how, where and when ImAc use cases and / or developments can be positioned. This procedure will follow the project phases (user requirements - WP2, developments - WP3/WP4, pilots - WP5).

-----END OF THE DOCUMENT-----