

D4.1 - Project Website and Social Media Launch

Version 1.1 Final

November 4, 2019

Public



Grant Agreement No.: 866656

Project Acronym VIRTUOSA

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

Project Start Date (and Duration) 1 September 2019 (24 months)

Work Package D4.1 - Project Website and Social Media Launch

Due Delivery Date 31 October 2019

Actual Delivery Date 4 November 2019

Lead Participant for this Deliverable Nevion AS (NEVION)

Lead Responsible Olivier Suard & Cosimo Gualano

Dissemination level Public

Status Version 1.1 Final

History of changes		
Version	Date	Change
0.1	1 November 2019	Original version
1.0	4 November 2019	Reviewed and updated
1.1	4 November 2019	Further reviewed and update

1. Executive summary	4
2. Introduction	5
2.1. About this document	5
2.1.1. Purpose of this document	5
2.1.2. Document structure	5
2.1.3. Audience	5
2.2. Deliverable guiding principles.....	5
2.2.1. Cost effectiveness	5
2.2.2. Communication style	5
3. Website	6
3.1. Introduction	6
3.1.1. Guiding principles.....	6
3.1.2. Website address.....	6
3.1.3. Design	6
3.1.4. Basic structure	6
3.2. Home page	7
3.3. Project page.....	9
3.4. Participants	11
3.5. Documentation.....	14
3.6. News.....	15
3.7. Contact	16
4. Social media.....	19
4.1. Introduction	19
4.2. LinkedIn.....	19
4.3. Twitter	20
5. Conclusion	22



1. Executive summary

The purpose of this document is to describe the website and the social media presence for the EU funded VIRTUOSA project.

The project has a high visibility in the broadcast and telecom industry because of its aim to combine leading edge IT concepts (SDN and Virtualization) with emerging mobile technology (5G communication) to help bring additional flexibility and cost-effectiveness to broadcast live production.

For that reason, it is essential for the VIRTUOSA project to be able to communicate with potential interested parties, both from the relevant industries mentioned above and from the general public. A website and social media channels are key to achieving that aim.

These channels for the VIRTUOSA project were developed rapidly but professionally, and launched on October 31, 2019, just a few weeks after the start of the project (September 1, 2019). This means they are ready by used to provide information as the project progresses.

In addition to providing the means to disseminate information for the VIRTUOSA project, these channels are also a great vehicle for promoting the EU's involvement in fostering European technological innovation.



2. Introduction

2.1. About this document

2.1.1. Purpose of this document

The purpose of this document is to describe the D4.1 deliverable of the VIRTUOSA project "Website and Social Media Launch".

2.1.2. Document structure

The main part of the document covers:

- **The website (section 3):** designed to provide a vehicle for explaining the project and posting regular news
- **The social media accounts (section 4):** set-up to enable regular interaction with interested parties

2.1.3. Audience

This document is public.

2.2. Deliverable guiding principles

2.2.1. Cost effectiveness

Branding and communication can be very expensive areas of marketing. In keeping with the objectives of the VIRTUOSA project and its funding, the team involved in creating the "Website and Social Launch" deliverables has made optimum use of resources.

The bulk of the work, including the creation of content and templates, was carried out "in-house" by members of the team.

Inevitably, external agencies were required to provide some professional support. Specifically, the following type of outside help was used:

- Logo and brand creation, through a Design Agency
- Website creation, through a Web Agency

Both of these agencies are EU based companies and have worked on this project very cost effectively.

2.2.2. Communication style

The aim of the VIRTUOSA project is to try and communicate in a simple, straight forward way, avoiding where possible the use of jargon. However, as this is a very technical subject in a very special field (broadcast production), the use of some technological terms and concept will be required. Nonetheless, every attempt will be made to make all communication as open to comprehension by the general public as possible.

3. Website

3.1. Introduction

3.1.1. Guiding principles

The aim of the website is to provide easy access to information relating to the VIRTUOSA project.

With this in mind, it was designed to be simple to navigate, be visually attractive and not too text heavy.

3.1.2. Website address

The VIRTUOSA website can be found at: <http://5g-virtuosa.eu/>

3.1.3. Design

The content of the website was entirely created by the VIRTUOSA team. The illustrations are low-cost stock photographs, for which the licenses have been purchased.

The website itself was put together by an EU-based web agency, working with a very small budget – as the VIRTUOSA team wanted to keep costs down.

NB: The website approach used is “responsive design”, i.e. can be viewed both on standard computers and mobile devices, to maximize its potential reach.

3.1.4. Basic structure

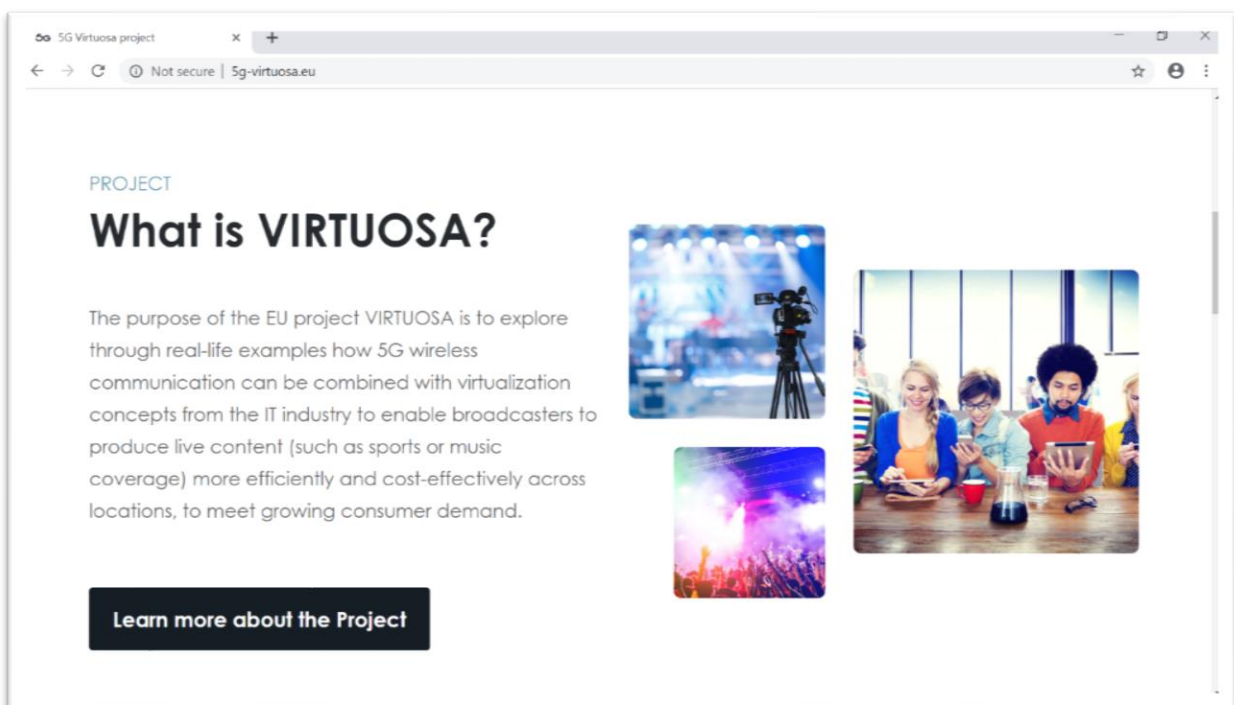
The basic structure of the website is:

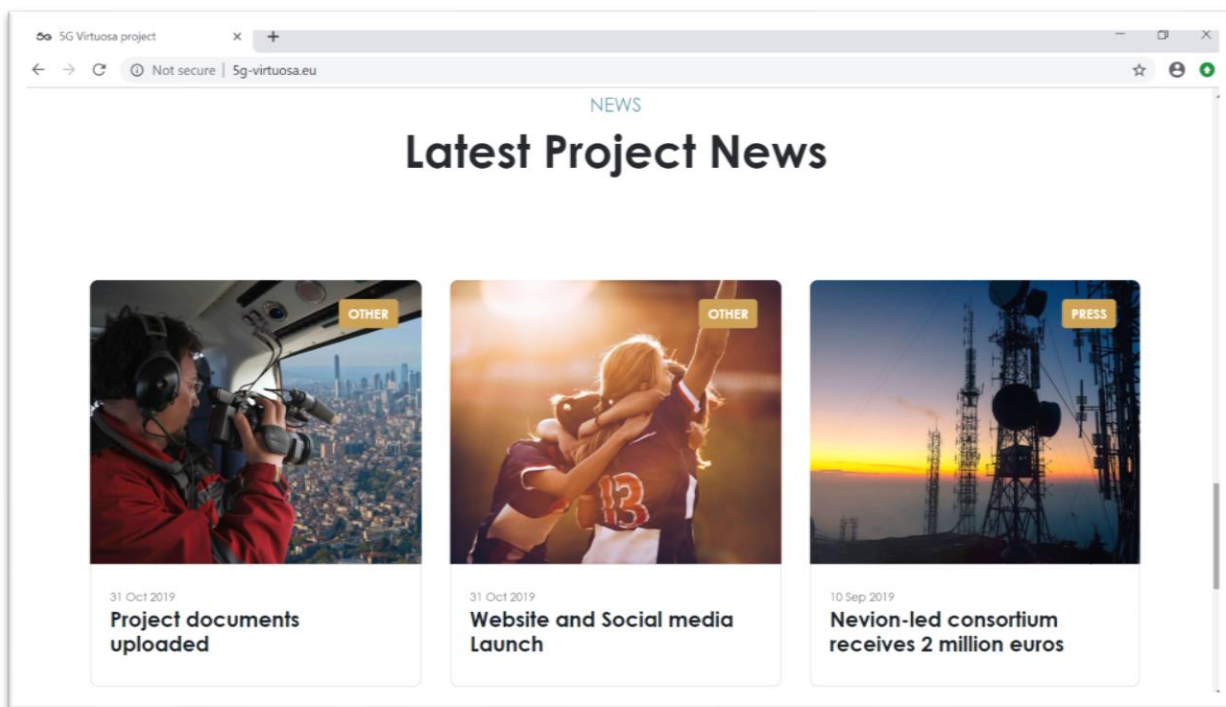
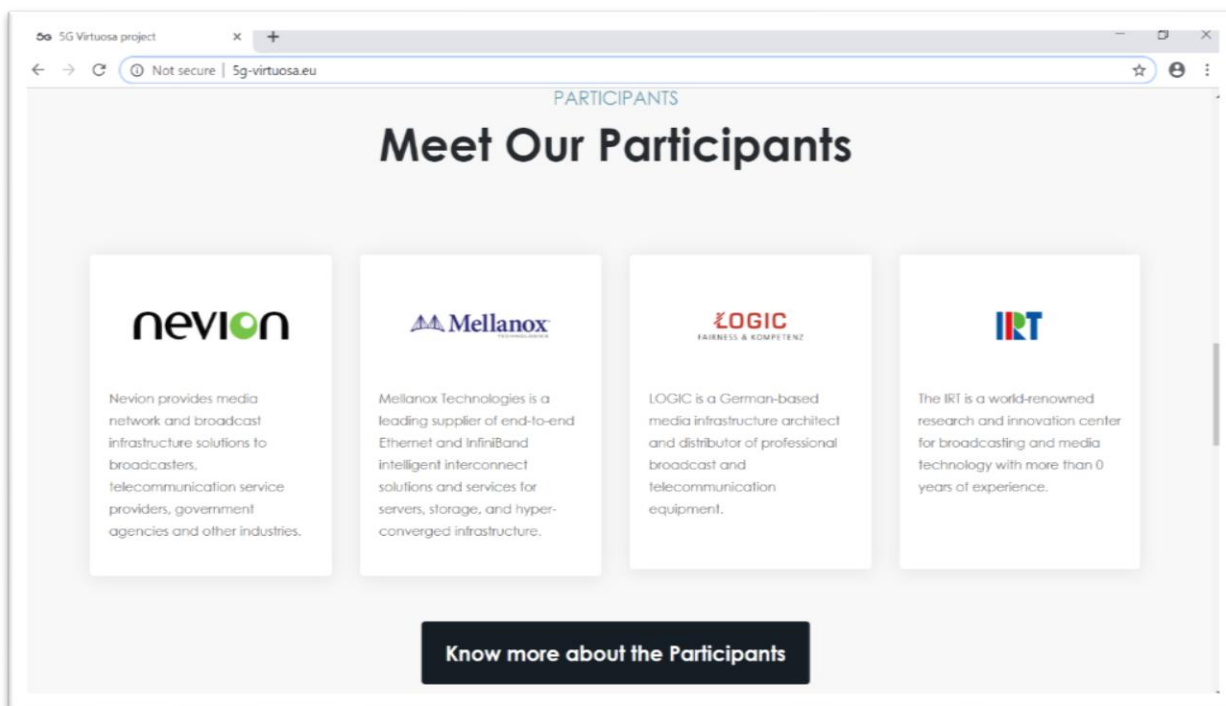
- **Home page**, providing a basic overview of the project, which quick-links to key information
- **Project page**, providing more details on the project
- **Participants page**, providing information about the 4 participants in the VIRTUOSA project, as well as the European Union's Horizon 2020 research and innovation program
- **Documents page**, providing access to useful documents related to the project
- **News page**, providing information about press releases, press coverage, events and other new items (e.g. new documents being uploaded).
- **Contact page**, providing a means to contact the project participants

At the footer of every page there is:

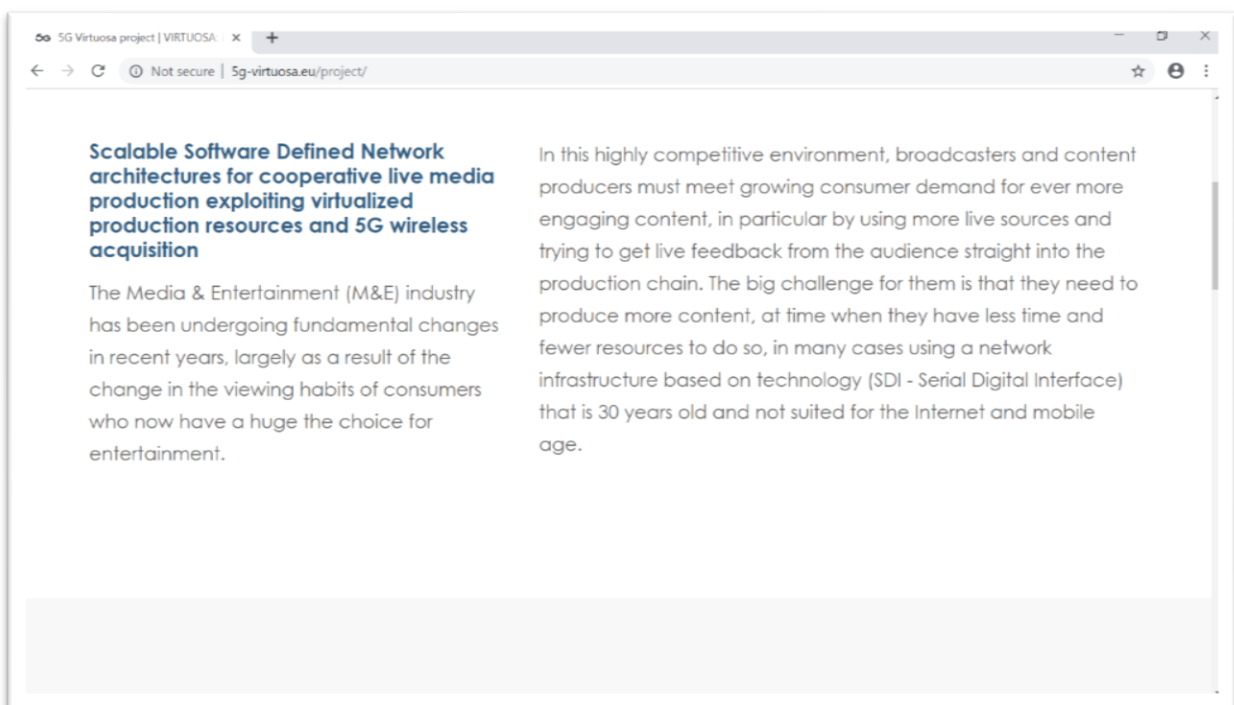
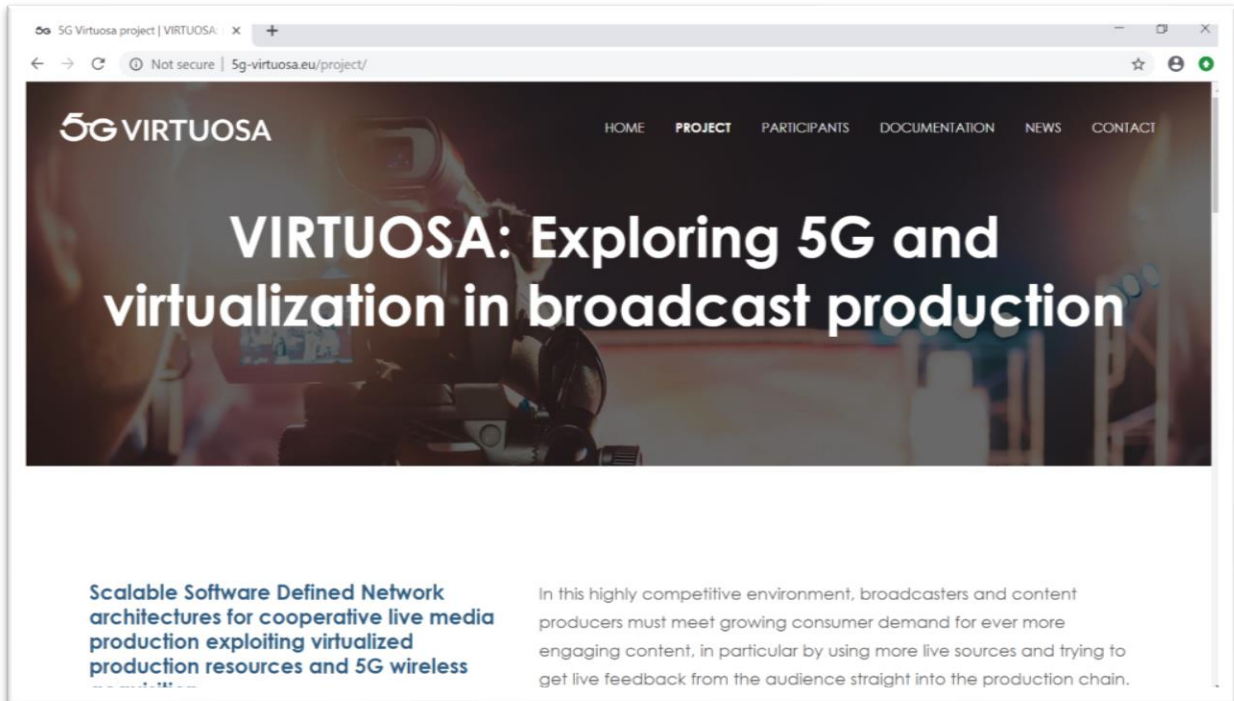
- The EU flag
- The following text: *This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 866656. This document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.*

3.2. Home page





3.3. Project page



5G Virtuosia project | VIRTUOSA: x +
← → ↻ Not secure | 5g-virtuosa.eu/project/

The Project

VIRTUOSA is a project to develop a product of the same name that will make live media production more effective, more cost-efficient and easily scalable, by virtualizing of network and production resources. This new generation of media networks is based on 5G-wireless communication and on technology already widely in use in IT, but was until recently not considered suitable for broadcasting: Internet Protocol (IP) technology, Software-Defined Networking (SDN) technology, Network Function Virtualization (NFV), High Performance Computing (HPC), and Cloud Computing.

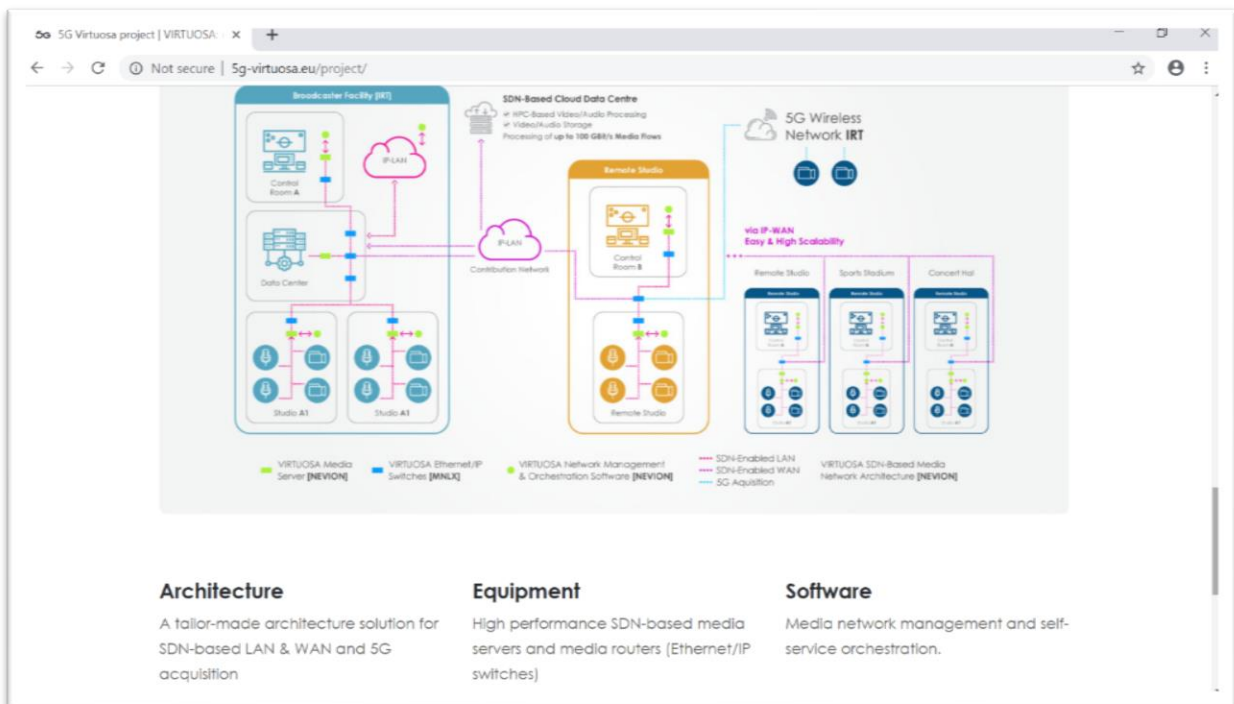
VIRTUOSA will enable virtual connections of any studio, control room and on-site production across multiple locations, and live feedback from the audience straight into the production chain via 5G acquisition. It will allow media production facilities, equipment, resources, and talent to be shared across locations, supporting Cooperative Live Media Production with real-time transport and processing of live media over IP with up to 100Gbit/s.

As a result, live media production costs will be reduced by 30-40%, and more Live content can be easily be produced in parallel and at the same cost level.

5G Virtuosia project | VIRTUOSA: x +
← → ↻ Not secure | 5g-virtuosa.eu/project/

Objective

The overall objective of the 24-month VIRTUOSA project is to create a market ready product - the VIRTUOSA product - fully tested technically, validated in a real operational environment. The product itself will be based on three core technical elements:



3.4. Participants

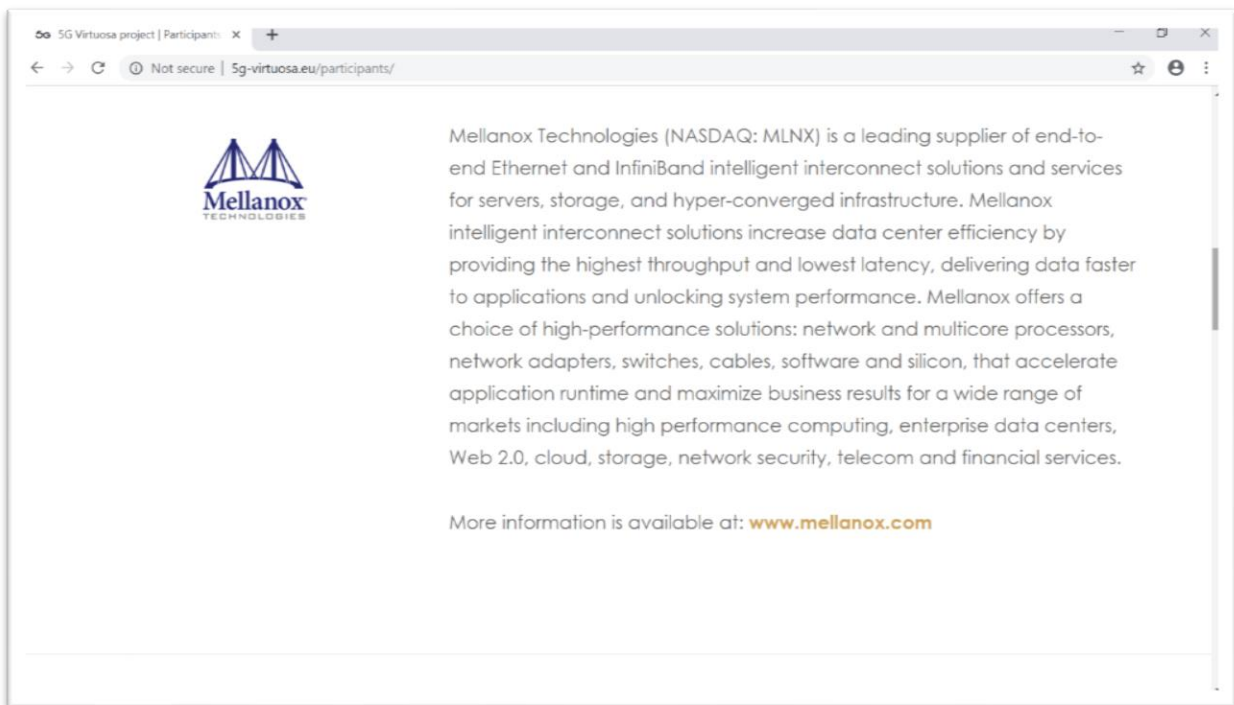
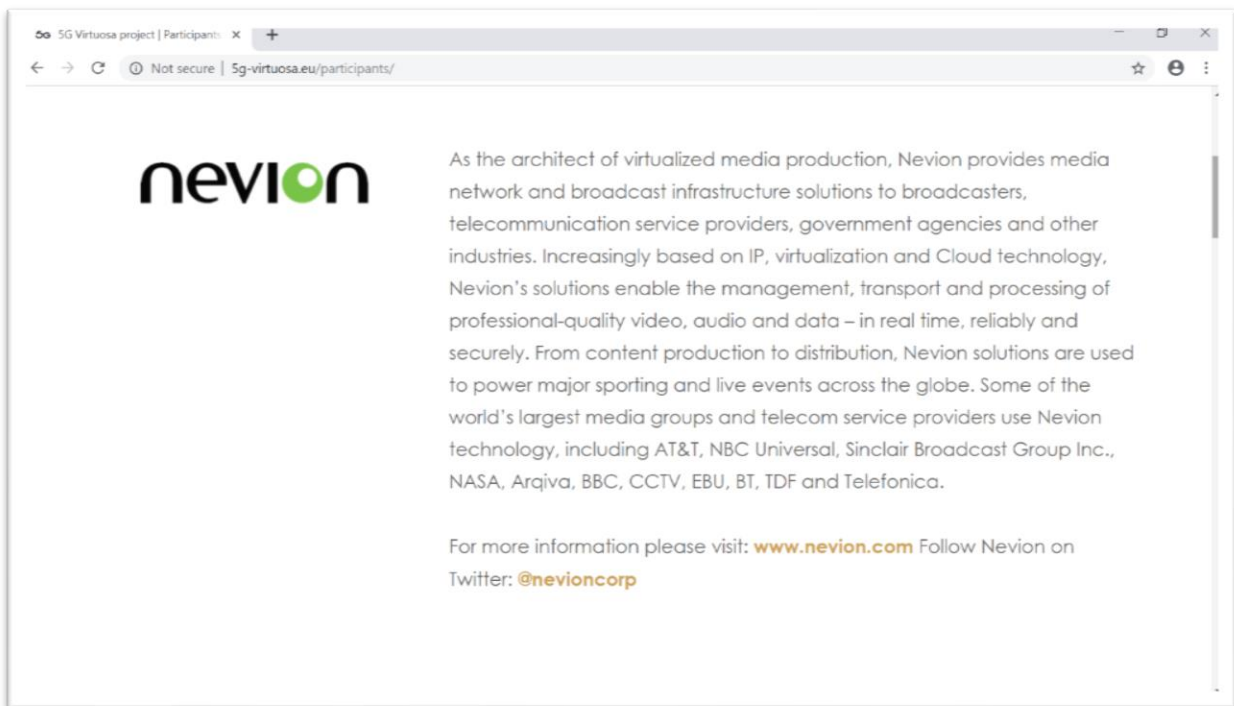
5G VIRTUOSA

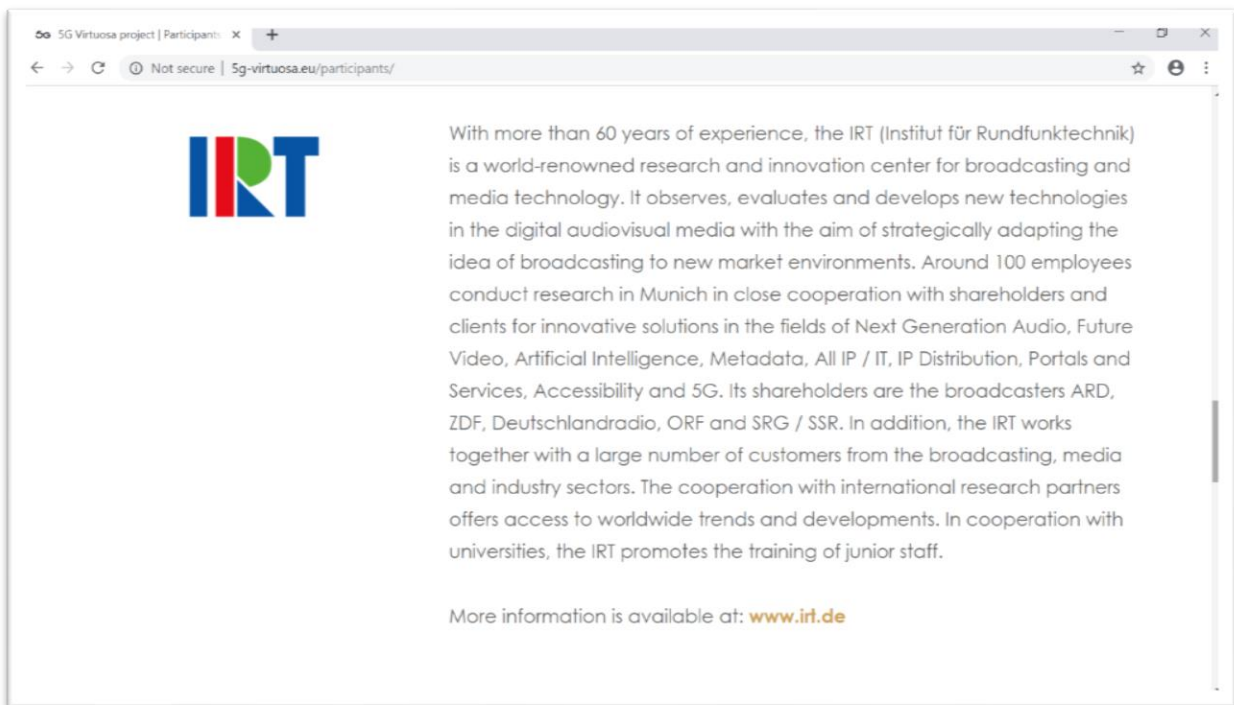
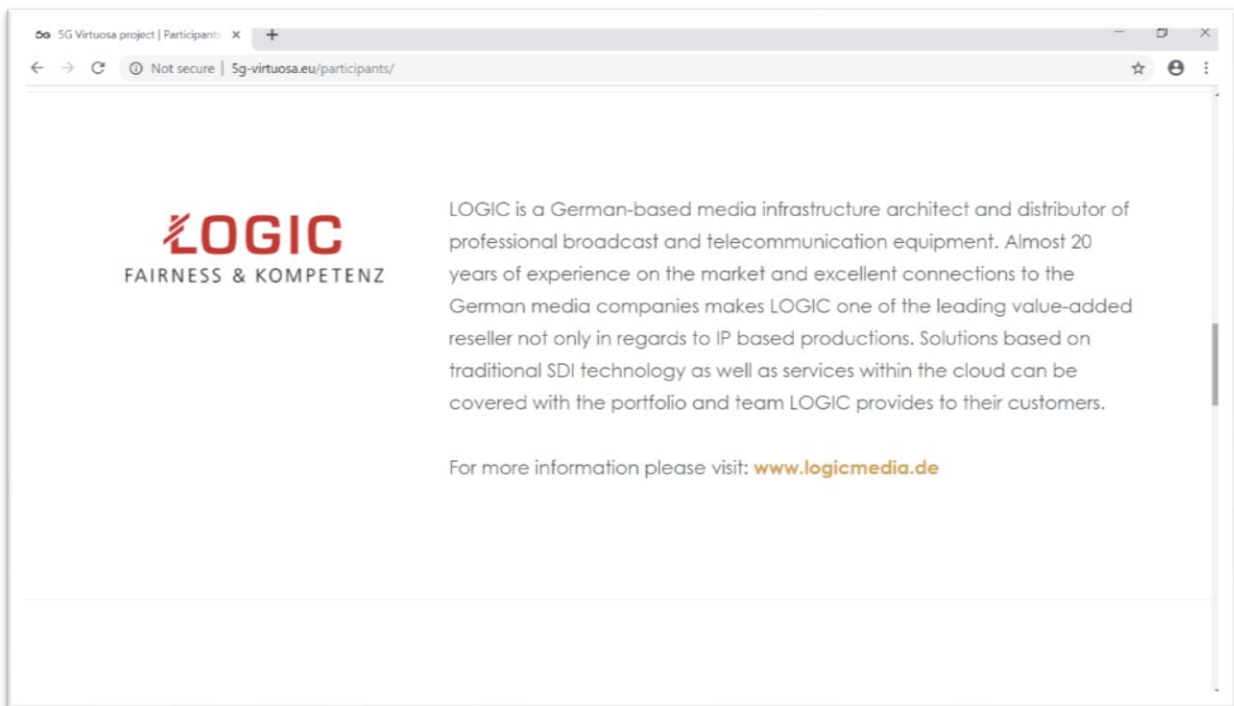
HOME PROJECT **PARTICIPANTS** DOCUMENTATION NEWS CONTACT

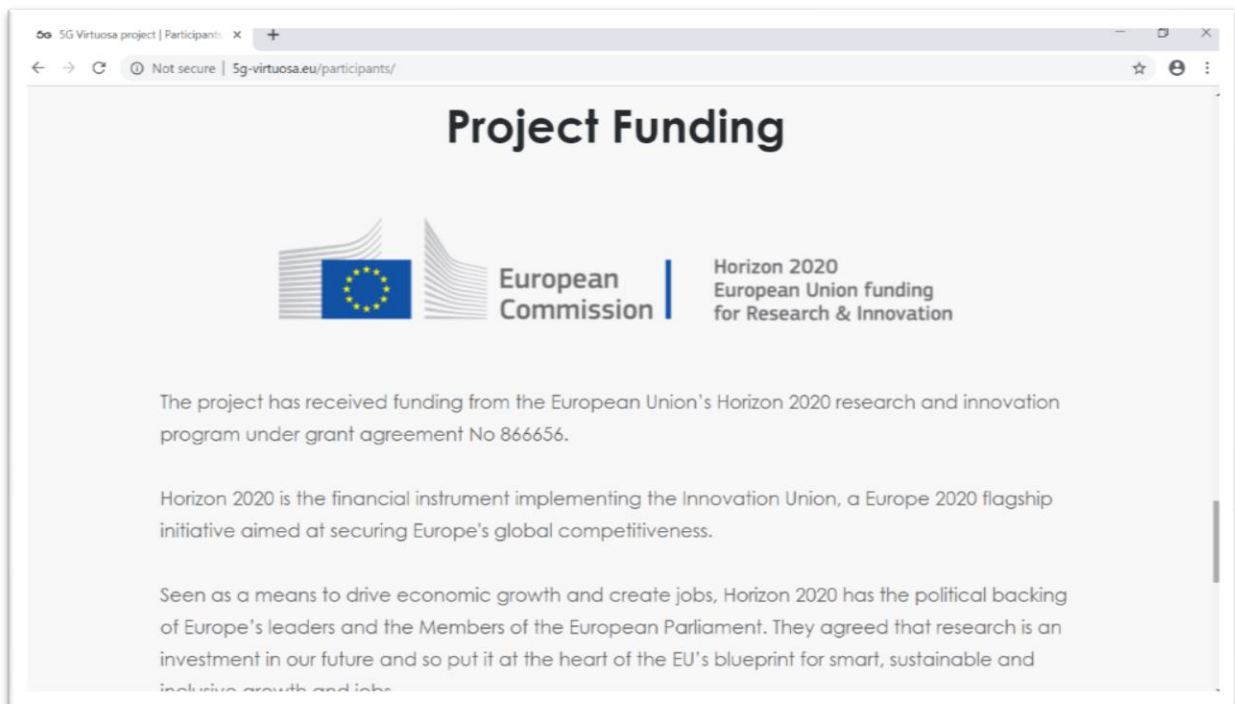
Participants in the VIRTUOSA project

nevision

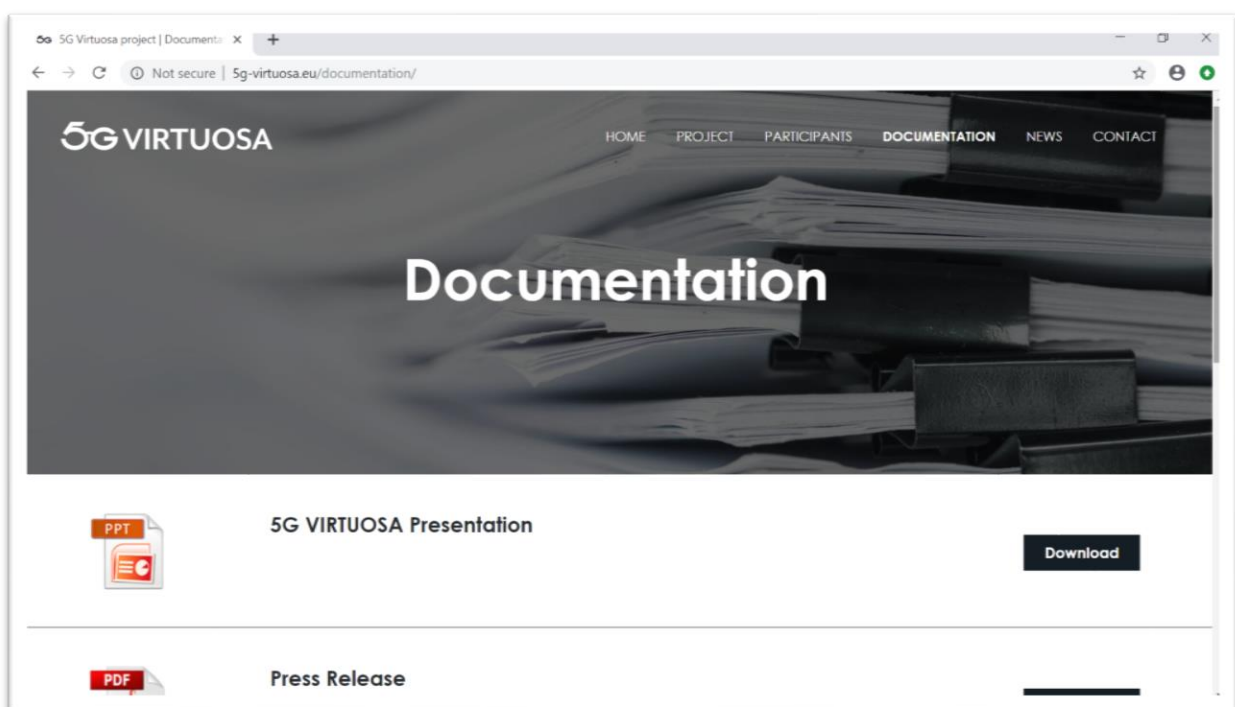
As the architect of virtualized media production, Nevion provides media network and broadcast infrastructure solutions to broadcasters, telecommunication service providers, government agencies and other industries. Increasingly based on IP, virtualization and Cloud technology,

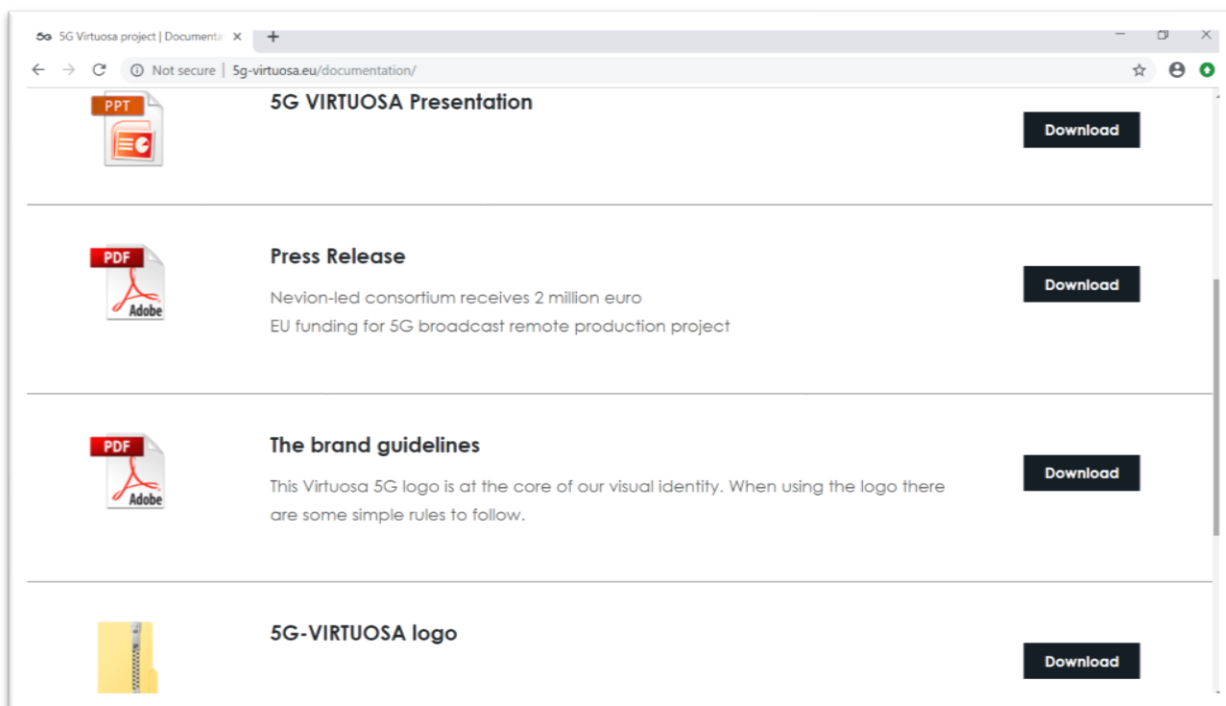




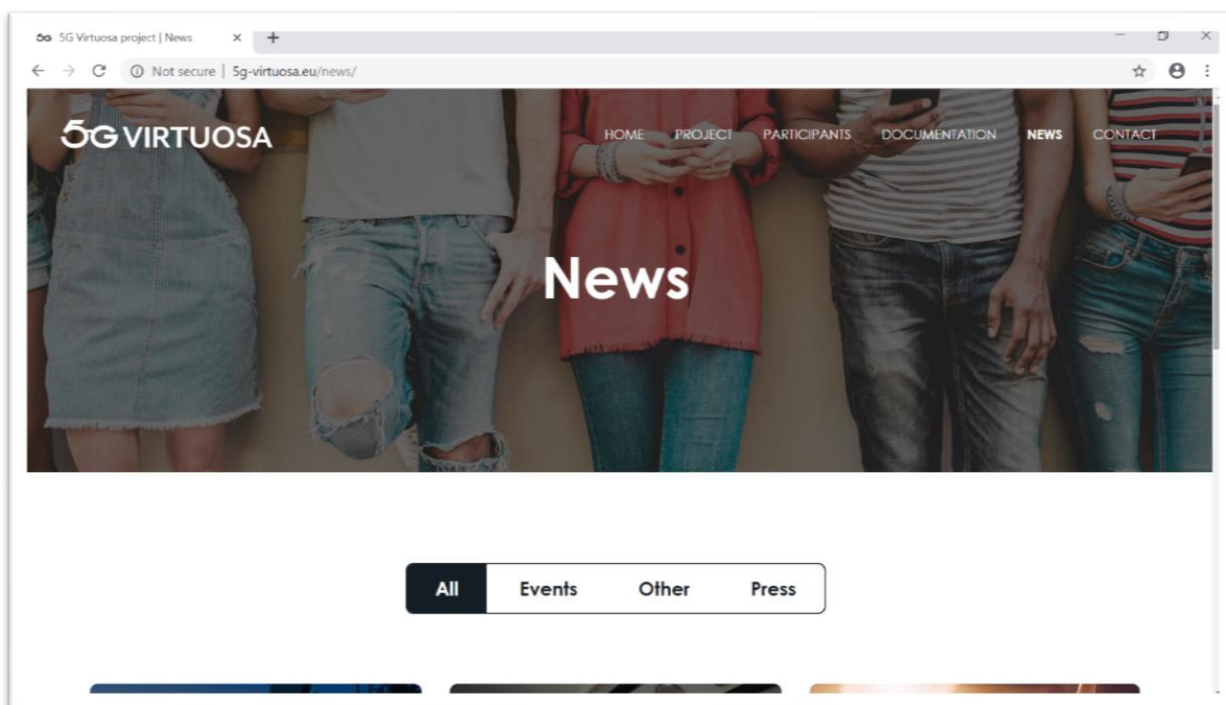


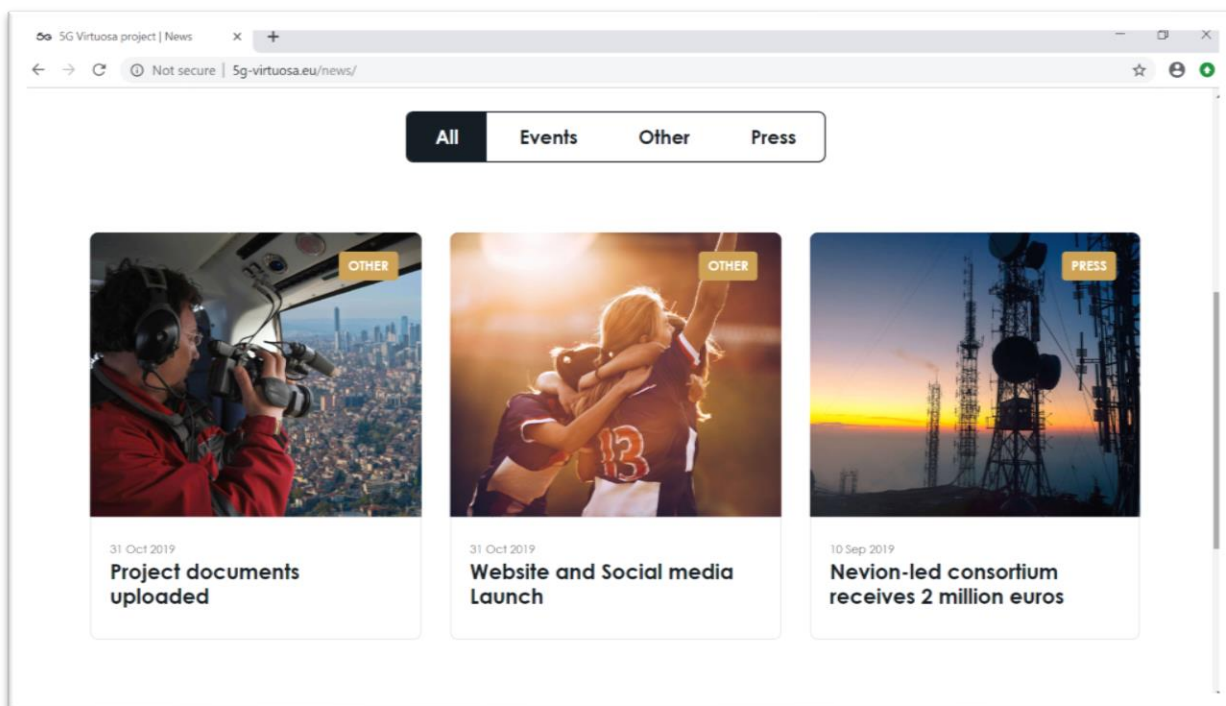
3.5. Documentation



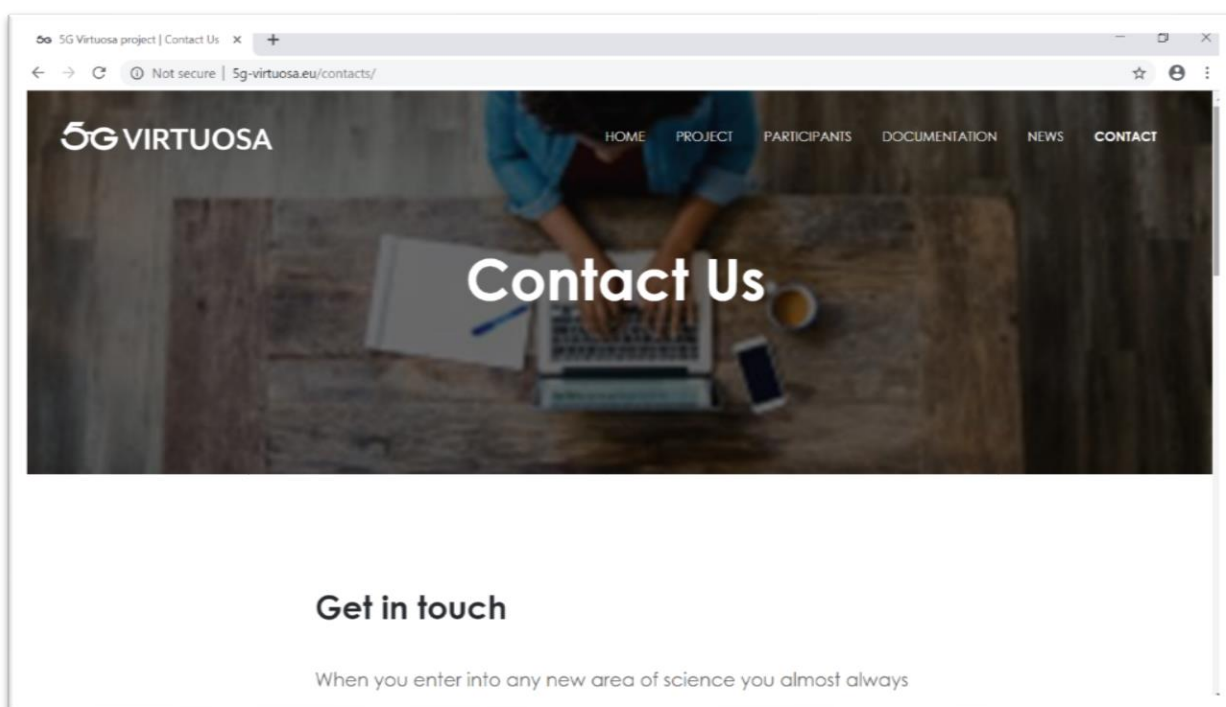


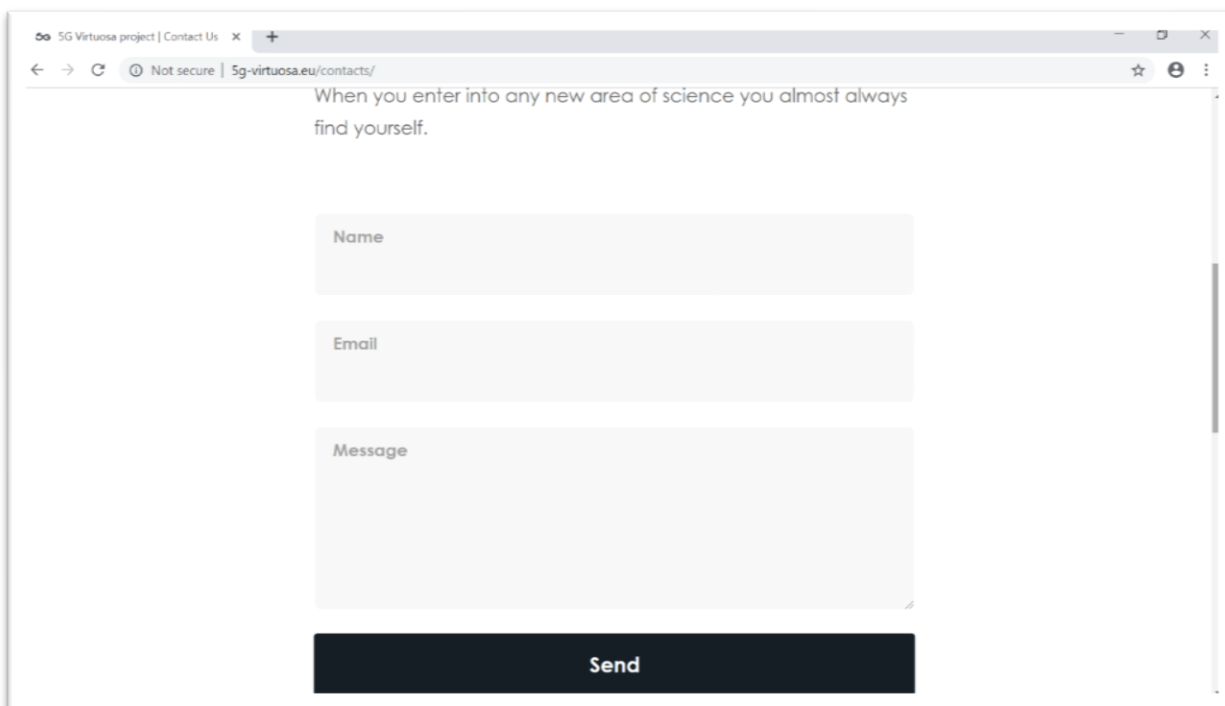
3.6. News





3.7. Contact





5G Virtuosa project | Contact Us x

← → ↻ Not secure | 5g-virtuosa.eu/contacts/ ☆ ⓘ

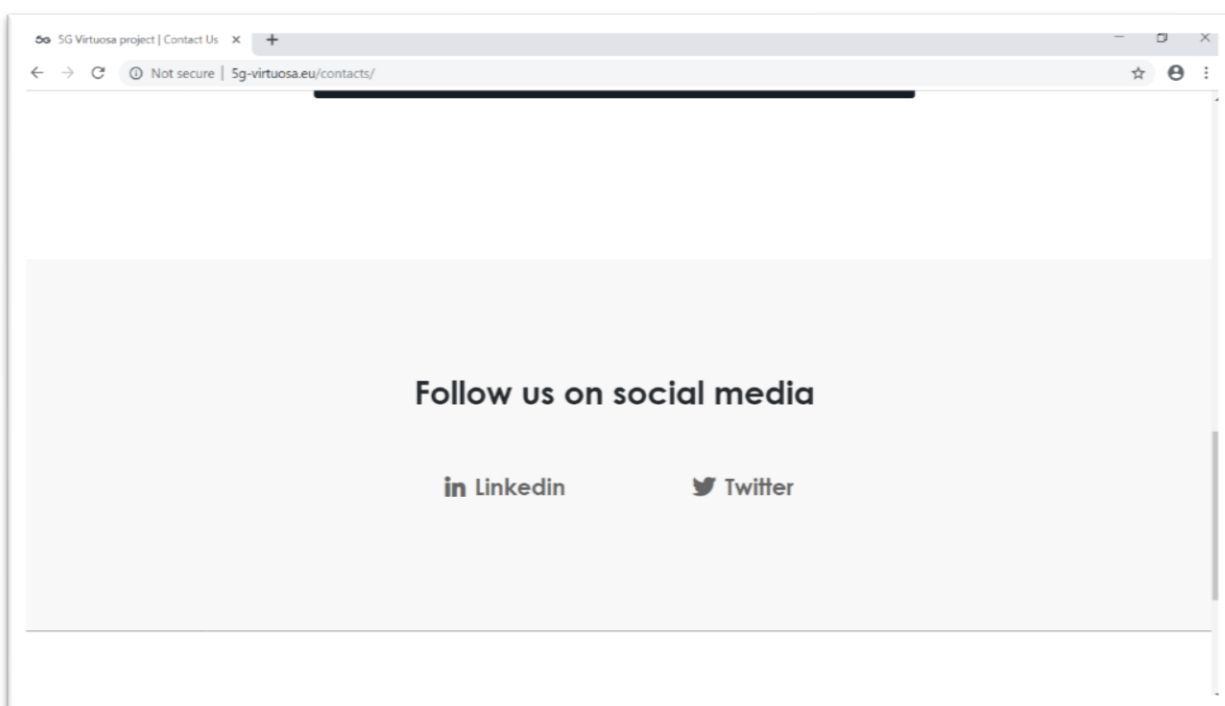
When you enter into any new area of science you almost always find yourself.

Name

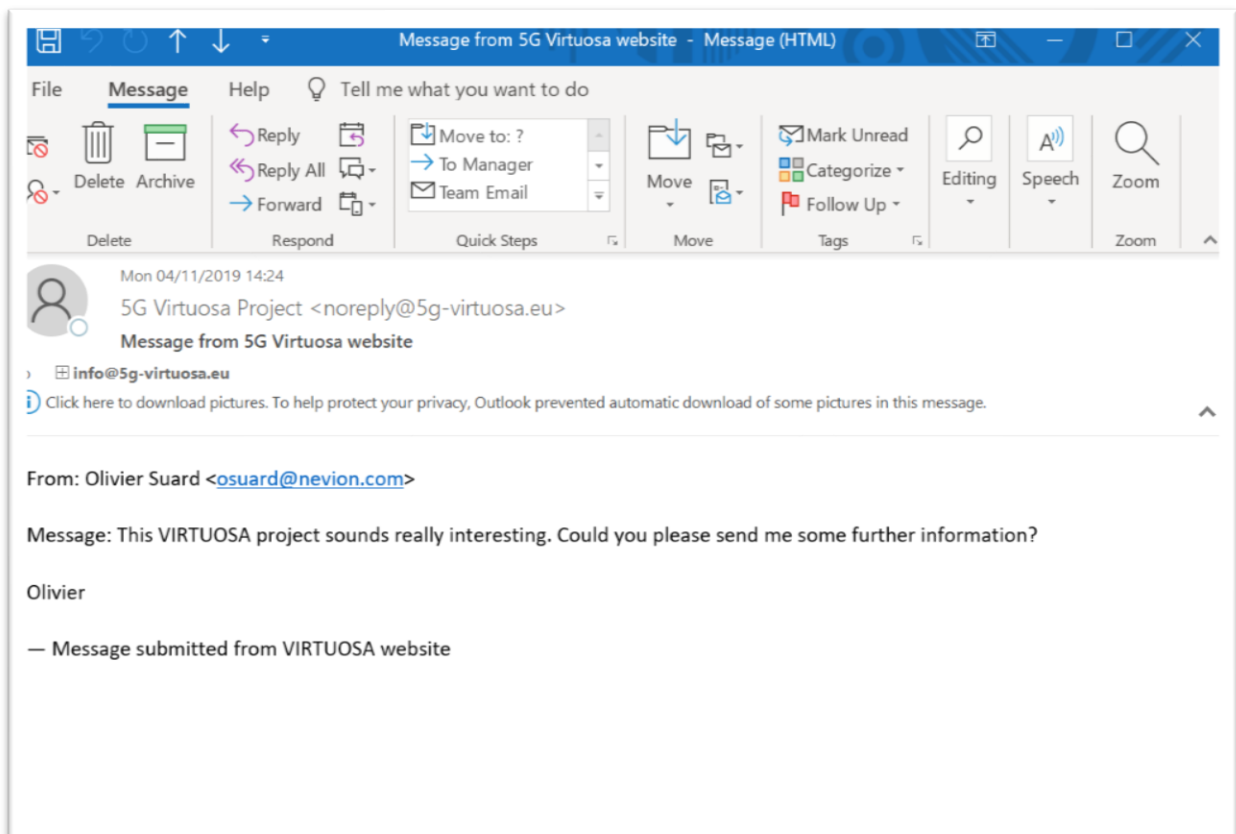
Email

Message

Send



When the form on that page is completed by the visitor, an email is sent to info@5g-virtuosa.com (which has multiple recipients involved in the project). The email looks like the example below:



Any of the recipients can reply to the email, putting info@5g-virtuosa.eu in copy so the other recipients are aware of the response.

4. Social media

4.1. Introduction

Social media is an important part of modern communication with the market and with the public.

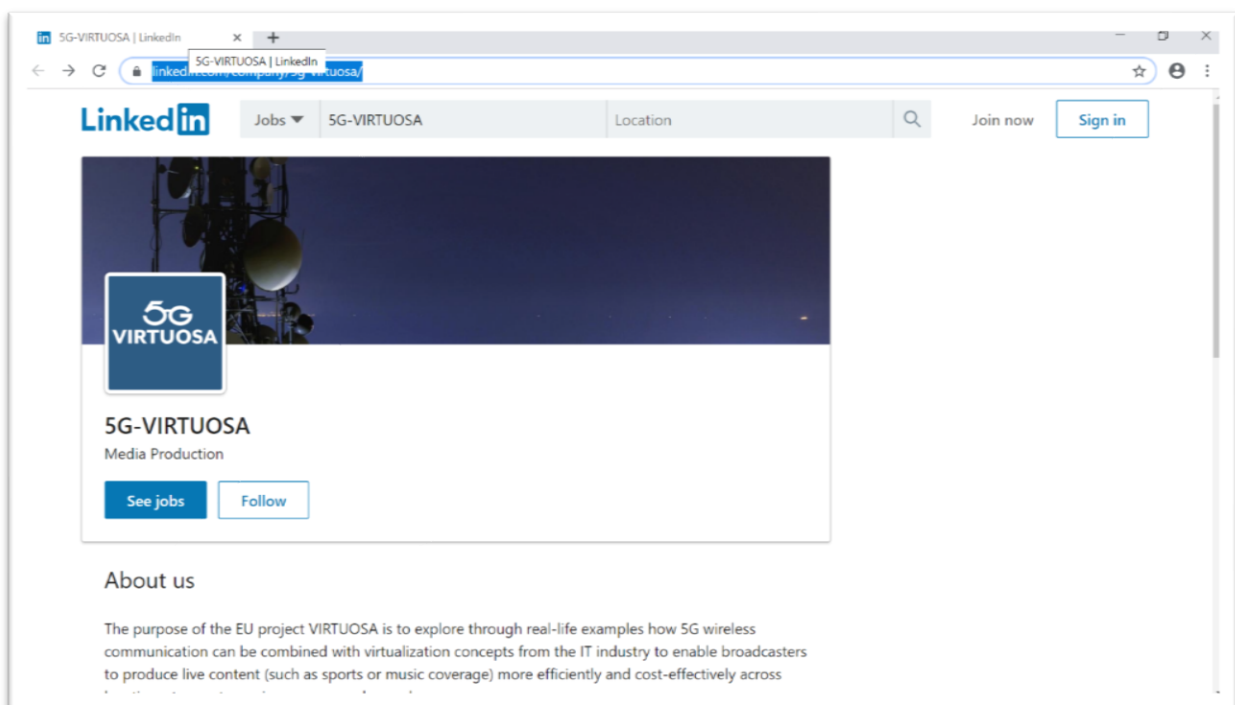
The VIRTUOSA project being a business-to-business (B2B) focused project, the team will initially be using LinkedIn (a common platform for professional use) and Twitter (used by many media and press to stay up to date). Facebook, Instagram, Snapchat and other social media are more consumer platforms,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

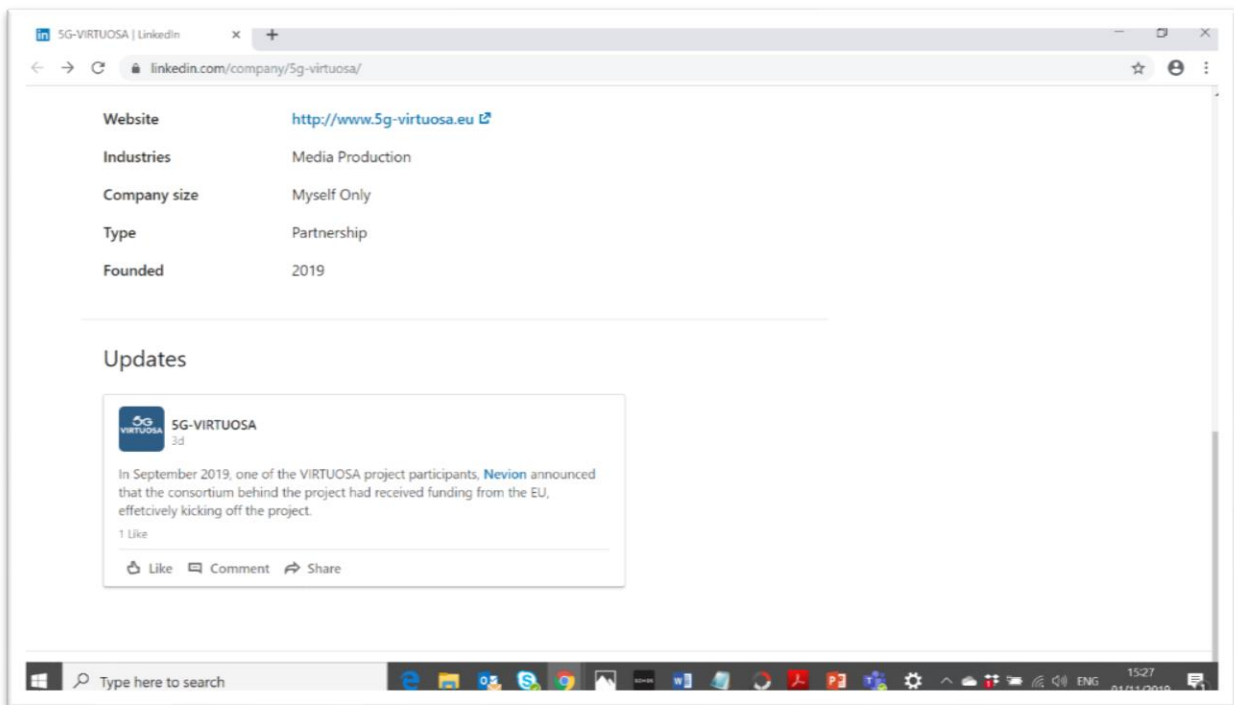
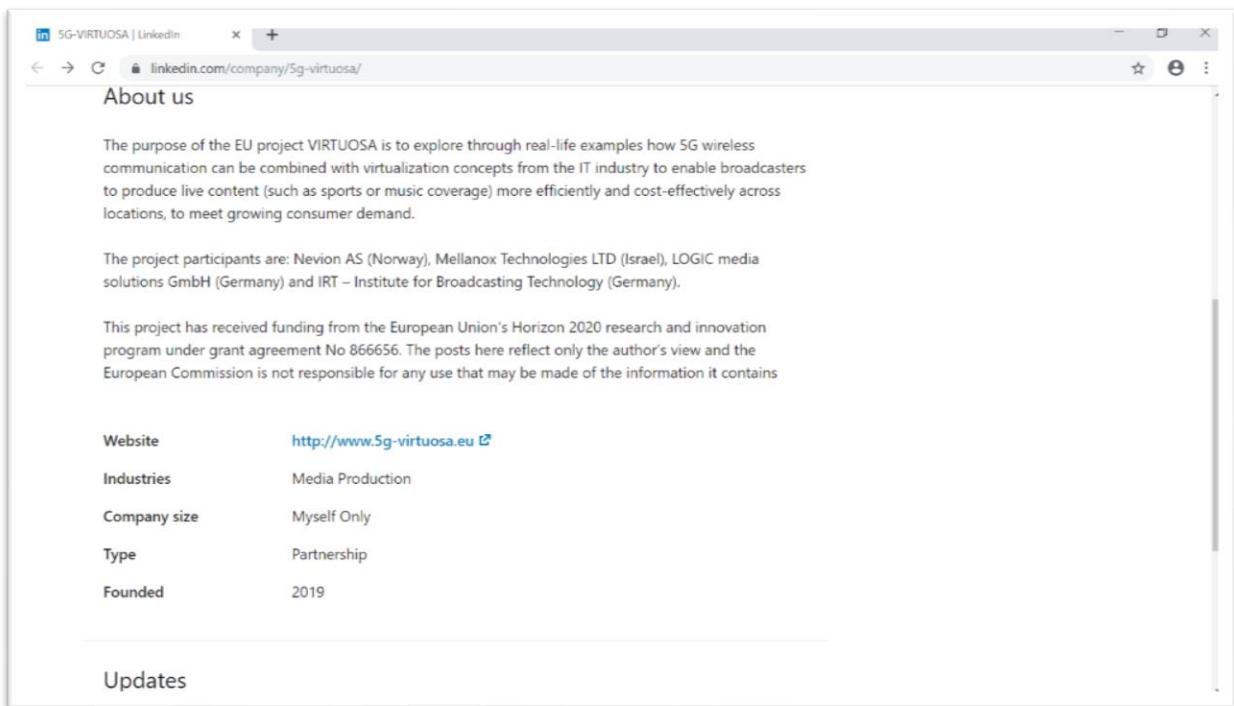
The LinkedIn and Twitter platforms will be used to provide regular updates on the project. If there is no specific news, the platforms will be used to remind followers of existing information, keeping the channels active.

The participants in the VIRTUOSA project will also amplify the presence by reposting on their own social media channels information put on the VIRTUOSA social channels.

4.2. LinkedIn

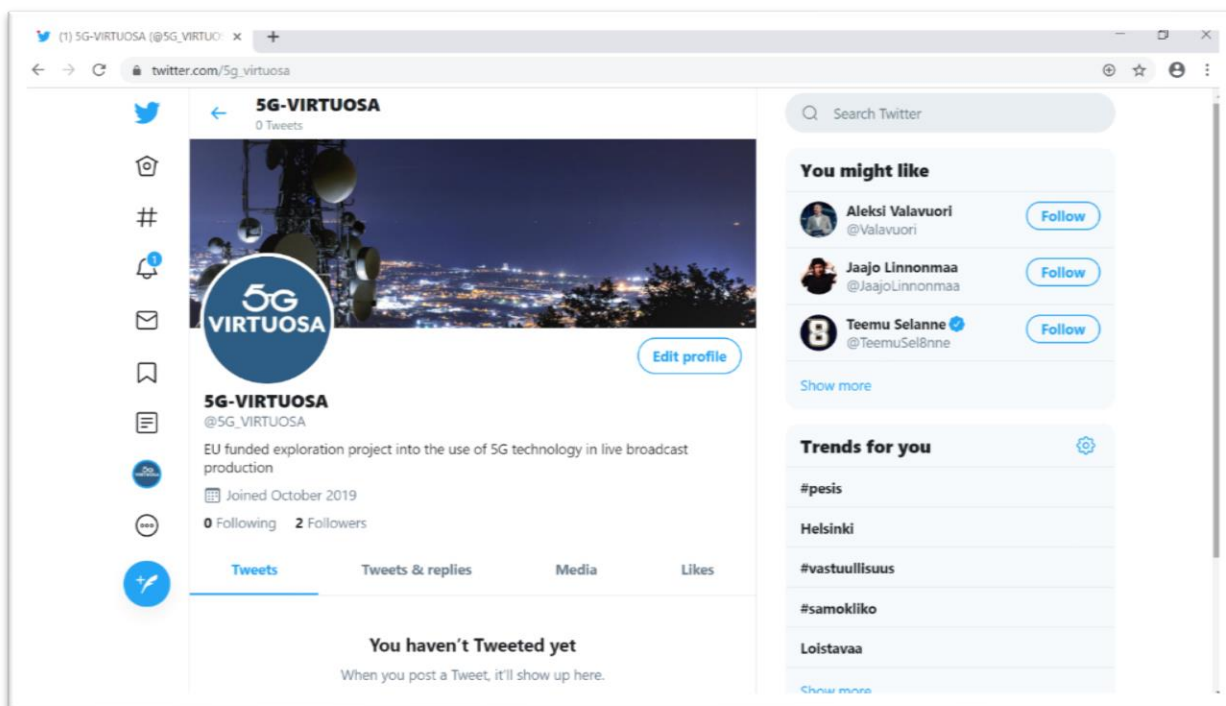
The VIRTUOSA LinkedIn profile can be found at: <https://www.linkedin.com/company/5g-virtuosa/>





4.3. Twitter

The VIRTUOSA LinkedIn profile can be found at: <https://www.linkedin.com/company/5g-virtuosa/>



5. Conclusion

With its website and social media channels now in place, the VIRTUOSA project is in a position to communicate to the market and the public about the progress of the work it is undertaking.

