# D5.11: Impact and Coverage: On-line, Media, Events (M18)

<table>
<thead>
<tr>
<th>Workpackage</th>
<th>WP5 - Marketing</th>
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<tr>
<td>Editor(s):</td>
<td>Pablo Honrubia</td>
</tr>
<tr>
<td>Responsible Partner:</td>
<td>OG1 – OgilvyOne Worldwide S.A.</td>
</tr>
<tr>
<td>Contributors</td>
<td>All partners</td>
</tr>
<tr>
<td>Internal Reviewer</td>
<td>BDVA(ITI)</td>
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<td>Insight</td>
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<tr>
<td>Status-Version:</td>
<td>Final – v1.0</td>
</tr>
<tr>
<td>Due to</td>
<td>M18</td>
</tr>
<tr>
<td>Submission Date:</td>
<td>23/07/2018</td>
</tr>
<tr>
<td>EC Distribution:</td>
<td>PUBLIC</td>
</tr>
<tr>
<td>Abstract:</td>
<td>Progress against KPIs, learning and recommendations for next period of the Communication and Dissemination Activities performed by BDVe during the Reporting Period P1 (M1-M18).</td>
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# Definitions, Acronyms and Abbreviations

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDV</td>
<td>Big Data Value</td>
</tr>
<tr>
<td>BDVA</td>
<td>Big Data Value Association</td>
</tr>
<tr>
<td>BDVe</td>
<td>Big Data Value eCosystem (This project)</td>
</tr>
<tr>
<td>CMS</td>
<td>Content Management System</td>
</tr>
<tr>
<td>EBDVF</td>
<td>European Big Data Value Forum</td>
</tr>
<tr>
<td>OG1</td>
<td>OgilvyOne Worldwide S.A.</td>
</tr>
<tr>
<td>PPP</td>
<td>Public-Private Partnership</td>
</tr>
<tr>
<td>SEO</td>
<td>Search Engine Optimization</td>
</tr>
<tr>
<td>WPx</td>
<td>Work Package x</td>
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</table>

*Table 1: Definitions, Acronyms and Abbreviations*
Executive Summary

During the P1 reporting period (M1-M18) it was performed the setup of the communication channels and platforms that give support to the BDV PPP. Once this setup work was set, around M06, BDVe started to populate the website, operate the Twitter account, and co-produce the BDV Newsletter (these two last, along with BDVA).

In parallel, dissemination activity took place, both by organising owned events and by attending 3rd party events.

In general, results have achieved expectations and are in line with our global objectives. Being a 4-year project, it is important that a correct foundation should be based on the quality of the content, the platforms, and activities around them – rather than just expecting big numbers to be reached in a given time.

Indicators such as long website sessions, interaction of Twitter followers during events are examples of quality performance. For the future, the challenge is to multiply the impacts while maintaining the quality. This is difficult, but achievable. The other way round (quantity without quality) it simply will not happen.
1 Introduction

1.1 Scope of the Report

This report covers the results of the different Communication and Dissemination activities performed during the reporting period M1-M18 by BDVe on behalf of the entire BDV PPP as a whole. Specifically it reviews the Website performance in Section 2, the Social Media, and the Newsletter Activity in Section 3 and the participation in different events in Section 4. Finally, in the last Section some conclusions are given along with learnings and recommendations for the next reporting period.

1.2 Interrelation with other deliverables

This report belongs to WP5 of the BDVe project and it is limited to the performance measures from the different activities. The global strategy, to which all actions are aligned to, is covered in deliverable 5.2, and the overall description of the different channels and activities is included in D5.4. Finally, the necessary marketing materials designed and produced to support the work are extensively detailed in D5.8.
2 Website Performance

2.1 Website Evolution

As part of the global support for Communication and Dissemination for the BDV PPP, the building of the PPP website was one of the central tasks of the BDVe marketing team.

Due to the existence of the BDVA website (www.bdva.eu) an initial plan to merge both sites was presented, but not executed to maintain the independence of the BDVA as an entity and concentrate the activity around the projects in a specific dedicated space. Therefore, a completely independent website was built under the URL www.big-data-value.eu.

The first release of the website occurred in M05, based on a basic WordPress theme called Kaufman (https://demo.themefuse.com/?theme=kaufman). This approach let us to build the site in reasonable time and cover the basic needs of the PPP at that stage.

The incremental activity and content of the different sources of the PPP plus the feedback received from website users, led us to migrate the site to a more powerful and professional WordPress based platform called DIVI (https://www.elegantthemes.com/gallery/divi/). OG1 has a vast experience in using this platform for other clients and expertise in managing and maintaining it. Moreover, this interface provides us with real CMS capabilities that make quite simple the management of the different content and sections. This second release was put into production in M17 and is the current running version.

2.2 Website Performance Figures

The figures on this section come from Google Analytics and cover the web activity of the last 6 months of the reporting period (M13-M18). It is worth pointing out that 2 different sets of data have been used corresponding to the two different releases of the website mentioned in the previous sub section.

Please note that numbers for 2017 are not provided. The website was set in M05 with a very basic set of features and limited content. Normally we consider the first six months of a website as a transition period to gain visibility and position in the search engines, especially in the absence of large launch paid campaigns. This situation, along with the fact of concentrating our efforts in driving traffic to the EBDVF website, prevented us from considering relevant the traffic figures of the site in 2017.
2.2.1 Overall Traffic

During the last 6 months of the reporting period, 15609 pages were visited, with more than 11K pages being from unique users (see Figure 1 for Jan-May 2018 period, and Figure 2 for May-Jun 2018 period).

The average time per page is around 2 minutes with an excellent Bounce Rate just slightly over 50%. This means that half of the users visited more than one page and, in general, website content engaged visitors.

In terms of periodicity, the traffic is growing on a monthly basis, with a clear peak around May 2018, when the BDV PPP Meet-up took place. In the next sub-section of this report the impact of this event in the traffic is discussed.

However, overall traffic volume is still modest, mainly due to the following reasons:

- The PPP as a whole has not yet delivered meaningful outcomes coming from the different projects, as most of them are still in the development phase.
- BDVe major assets are partially implemented, especially in what refers to the Big Data Marketplace and the Big Data Ecosystem.
- The PPP website itself is still quite young (1 year) and co-exists with the BDVA website, to which most players within the ecosystem are used to visit.

Efforts in the next period should be directed to drive more traffic to the website by implementing an enhanced SEO management and incrementing the links provided in other channels (Newsletter, Social Media). We will also to make sure that the PPP website is present and accessible from PPP project websites, as well as other initiatives.

---

1 For B2B sites average Bounce Rate for organic traffic is 65%. (Source: Mean value of Ogilvy customers 2017-2018)
Regarding the most visited pages within this period, obviously the home page is leading with more than 3K visits, which represents a 20% of the total (see Figures 3 and 4). However, this percentage is quite low compared with the normal weight of a homepage, which uses to be between 40% and 50%. This is normally caused by the usage of direct links to content pages via Social Media, Newsletter, other web pages, etc. and/or by the modest organic positioning of the home page, especially in very competitive Internet environments such as Big Data is.

Apart from the homepage, the influence of the Big Data Value PPP Meet-up event is clear, with about 2,8 K visits recorded in about 2 months, showing the importance of embedding events into the website. Currently the European Big Data Value Forum has its own website, covering the 2017 and the upcoming 2018 edition in Vienna. The inclusion of it into the global PPP website is currently under consideration for future editions of the event.

In absence of upcoming events traffic is mainly going to the About Us section (people looking for general info), news and the Education Hub. Interestingly, in the new version released late May 2018, the section on the different projects is leading the visits, a trend to be confirmed in the following months.

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
<th>% Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /</td>
<td>2,356</td>
<td>19.71%</td>
</tr>
<tr>
<td>2. /big-data-value-meet-up-sofia/</td>
<td>1,429</td>
<td>11.44%</td>
</tr>
<tr>
<td>3. /minneapolis/agenda-2018-10th-may/</td>
<td>719</td>
<td>5.89%</td>
</tr>
<tr>
<td>4. /minneapolis/agenda-2018-14th-15th-may/</td>
<td>652</td>
<td>5.40%</td>
</tr>
<tr>
<td>5. /projects/</td>
<td>607</td>
<td>4.95%</td>
</tr>
<tr>
<td>6. /about-us/</td>
<td>550</td>
<td>4.53%</td>
</tr>
<tr>
<td>7. /meinverson/</td>
<td>494</td>
<td>4.02%</td>
</tr>
<tr>
<td>8. /courses/</td>
<td>478</td>
<td>3.96%</td>
</tr>
<tr>
<td>9. /event/</td>
<td>420</td>
<td>3.51%</td>
</tr>
<tr>
<td>10. /courses/ins/</td>
<td>380</td>
<td>3.10%</td>
</tr>
</tbody>
</table>

**Figure 2: Overall Traffic at BDV PPP Website: May to June 2018**

**Figure 3: Page Rank of the BDV PPP Website January to May 2018**
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monitoring will be done to confirm this trend in the upcoming months.

All indicators have improved significantly on the new release of the site. Close monitoring will be done to confirm this trend in the upcoming months.

2.2.2 Users

During the period January to June 2018 the number of users reached 2885 individuals, still a modest number but leveraged by the quality of the following indicators (see Figures 5 and 6):

- A total of 5378 session were run, with a ratio of 1.86 sessions/user. It means that most of the users have repeated at least one time (mean value).
- The number of pages per session is 2.90, which, taking into account the bounced visits (51%), leads us to a pages/session ratio of almost 6 for the effective (non-bounced) visitors. This is an extremely good result, which shows the affinity of the content for the visitors. This affinity is also confirmed by the fact that the average session time is over 3 minutes. Moreover, when analysing the traffic received by the new release of the website, this indicator has gone up to nearly 6 minutes.

All indicators have improved significantly on the new release of the site. Close monitoring will be done to confirm this trend in the upcoming months.

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2 Average values for B2B sites: 1,5 sessions/user, 2 pages per session, 3 pages/session for non-bounced visits , Average session time: 2 minutes 20 sec. (Source: Mean value for Ogilvy customers 2017-18)
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Figure 5: Users and Session Analysis of the BDV PPP Website January to May 2018

<table>
<thead>
<tr>
<th>Metrics</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Users</td>
<td>500</td>
<td>500</td>
<td>450</td>
<td>600</td>
<td>350</td>
</tr>
<tr>
<td>New Users</td>
<td>2,395</td>
<td>2,395</td>
<td>4,447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Session Duration</td>
<td>00:03:09</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>51.77%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 6: Users and Session Analysis of the BDV PPP Website May to June 2018

<table>
<thead>
<tr>
<th>Metrics</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Users</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>New Users</td>
<td>485</td>
<td>485</td>
</tr>
<tr>
<td>Sessions</td>
<td>931</td>
<td>931</td>
</tr>
<tr>
<td>Average Session Duration</td>
<td>00:05:41</td>
<td>00:05:41</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>51.13%</td>
<td>51.13%</td>
</tr>
</tbody>
</table>

Figure 6: Users and Session Analysis of the BDV PPP Website May to June 2018 (New Release)
2.2.3 Sources of Traffic

The absence of Paid Campaigns makes this type of analysis less meaningful as the vast majority of the visits will come either from Owned Media, Organic Searches or via direct links (bookmarks and desktop mailing applications, mainly). However, it gives a flavour on how these sources are contributing to the overall traffic and give clues for future developments.

As it can be seen in Figure 7, direct traffic accounts for more than 50% of the users, with Organic Searches right after with about a third of the total. Referred traffic (traffic coming from other websites) approaches 20%, while the visits coming from Social Networks are quite testimonial (5%). This will be further discussed in Section 3, and should be analysed more closely to improve editorial calendars in order to drive more traffic to the website.

![Figure 7: Sources of Traffic BDVA PPP Website January to May 2018](image)

It is interesting to analyse the sources of the referred traffic – in other words which websites are contributing to the traffic to BDV PPP pages.

As it can be seen in Figure 8, the BDVA website is the major source of this traffic, along with a collection of sites derived from the Media partnerships with other events/initiatives such as the IoT Week. Only three other projects within the PPP are included in the TOP10 list of sources: Boost 4.0, BodyPass and e-Sides, but their numbers are really testimonial.
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<table>
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<tr>
<th>Source</th>
<th>Acquisition</th>
<th>Behaviour</th>
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<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>% of Total</td>
</tr>
<tr>
<td></td>
<td>(2,205)</td>
<td>(2,205)</td>
</tr>
<tr>
<td></td>
<td>414</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>(46.97%)</td>
<td>(40.57%)</td>
</tr>
<tr>
<td>1. bfoe.eu</td>
<td>194</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>(48.97%)</td>
<td>(40.57%)</td>
</tr>
<tr>
<td>2. analyze-prior-service.uk.stream</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(17.77%)</td>
<td>(17.77%)</td>
</tr>
<tr>
<td>3. boost40.eu</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>(4.74%)</td>
<td>(4.74%)</td>
</tr>
<tr>
<td>4. bfoe.org</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>(6.79%)</td>
<td>(8.00%)</td>
</tr>
<tr>
<td>5. boost40.eu</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(2.37%)</td>
<td>(2.37%)</td>
</tr>
<tr>
<td>6. bodytimes.eu</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>(2.37%)</td>
<td>(1.16%)</td>
</tr>
<tr>
<td>7. web-promo.science</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(2.37%)</td>
<td>(2.37%)</td>
</tr>
<tr>
<td>8. web-promo.tech</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>(2.11%)</td>
<td>(2.11%)</td>
</tr>
<tr>
<td>9. e-sides.eu</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(1.64%)</td>
<td>(1.64%)</td>
</tr>
<tr>
<td>10. web-promo.online</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(1.64%)</td>
<td>(1.64%)</td>
</tr>
</tbody>
</table>

**Figure 8: Referral drill-down for the BDV PPP Website January to May 2018**
3 Push Channels Performance

In this section we will cover the results for the Push Channels used in the reporting period (M1-M18). Push channels are those in which communication is proactive and normally starts by the company or institutions owning the channel, in this case, the PPP.

The activity in this period on Social Media has been mainly centred on Twitter, leveraged by the existence of our LinkedIn group and the YouTube and Flickr channels as containers for audiovisual materials. These actions have been complemented by the periodic use of the BDV Newsletter. All these channels have been used in collaboration with BDVA, which acts as the owner and guarantees their sustainability beyond the project boundaries.

3.1 BDV PPP Strategy on Twitter

Compared with the website evolution explained in Section 2.1 of this document, BDVe has taken a completely different approach in Twitter.

Being Big Data a tremendous competitive environment with a myriad of actors trying to impact their respective targets, it makes very little sense to create new profiles from scratch if you have the opportunity to build upon existing ones that are fully aligned with your vision, policies, strategies, and content.

In the case of the BDV PPP, and prior to the launch of the different projects at the beginning of 2017, the BDVA profile already exists for a while. Even its identifier, @BDVA_PPP, was already referencing the PPP, so it was decided and approved by both sides to share the existing account to perform the communication activity in Twitter.

Results are discussed in the next section, but, as a summary, it can be easily seen that the evolution of the Twitter PPP Community has been quite successful, with special good performance around the major events held during the reporting period.

3.2 Twitter Indicators and evolution

The shared use of the Twitter profile started back in M06 (June 2017), included the promotion and live coverage of the EBDVF 2017 in Versailles, and was incorporated into a proper posting calendar in January 2018. Data provided are covering the period October of 2017 to May 2018 and include the evolution of the following major indicators:

- Quarterly followers’ evolution
- Per month figures
- Tweets
- Impressions (Reach)
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- Profile Visits
- Mentions
- New Followers

In the following sections, we evaluate, based on these parameters, the community growth, the editorial impact and the engagement.

### 3.2.1 Twitter Community Growth

Figure 9 depicts the Community Evolution and the new followers along the period:

![Figure 9: Monthly and Quarterly evolution of followers in Twitter](image)

As it can be seen, the account has achieved a continuous increment in the number of followers, both considered by quarter and month. Vacation periods (December and April) showed the lowest growth rate, with the on-going activity producing between 40 and 50 new individuals to the profile. Special attention needs to be given to November 2017, with all the activity around the EBDVF event generating a remarkable increase in the Community, revealing promotion and live coverage as a valuable tool in terms of target acquisition.

### 3.2.2 Twitter Editorial Impact

The tweeting pace and the obtained reach (people that has been impacted by BDV PPP posts) are shown in Figure 10:
Editorial pace is quite modest. Apart from the peaks in November and May, corresponding to the live coverage of, respectively, the EBDVF and the PPP Meet-up Events, the number of tweets is roughly one per working day. Being Twitter quite a dynamic network, a more intense tweeting pace should be studied along with the BDVA as co-owner of the profile. Otherwise, with just a tweet per day, the chance of a given follower to be impacted by it in his/her timeline is really low.

However reach is quite interesting, with always over 20K impacts per month. The evolution in the last months is even better, probably due to the PPP Meet-up event but also due to the introduction of the “Project of the Month” campaign, which features all the different projects on a weekly basis. This campaign is still running at the time of writing this report.

### 3.2.3 Engagement in Twitter

Engagement is a key parameter in Social Networks as it shows the proactive actions from the followers on our branded content. At that respect, Profile visits and Mentions have been taken as indicators (see Figure 11):

Before commenting these results, we need to remark that they are strongly linked with the editorial pace. Being this low, as discussed in the previous sub-section, we can also expect engagement to be biased by that fact.
“Profile Visits” per month represents the interest of the people for the brand itself. With the known peaks corresponding to the events, the profile received well over 1000 visits consistently per month, showing the target interest in our PPP as a brand. “Mentions” are more modest, and are more related to the interaction of our followers with a given specific piece of content. With the obvious exception of the events, mentions followed a similar pattern of the editorial pace – thus confirming the need for more activity, to generate more engagement.

### 3.3 Other Social Platforms

Even not being a core activity for the reporting period some efforts have been made to publish content in other Social Platforms to complement the activity performed in Twitter. Namely, Linkedin, YouTube and Flickr have echoed some of the actions and assets produced by the BDVe project on behalf of the PPP. The usage of these channels will be part of the enhancements proposed for the next period.

Linkedin Group ([https://www.linkedin.com/company/big-data-value-association/](https://www.linkedin.com/company/big-data-value-association/)) accounts for 692 members, and is led by the BDVA. BDVA is a legal entity, and therefore is more suitable to maintain it as the visible brand in a professional network such as Linkedin. The role of BDVe is to generate PPP content that can be posted in the BDVA profile, exploiting the collaboration between BDVA and BDVe, and the fact of BDVA being a partner of the BDVe project.

![Figure 12: Example of Linkedin post featuring Special (a BDV PPP project)](image)
YouTube and Flickr, also owned by the BDVA, are our audiovisual containers intended for storing videos and photographs that can be easily referenced and found by other initiatives.

The YouTube channel, which can be accessed at https://www.youtube.com/channel/UC5XVRZ5BY4pcsWJYoJGyw, contains 9 videos mainly covering activities around the different events organized by BDVe on behalf of the PPP. It accounts 22 subscribers and around 1000 complete video views.

The Flickr channel, (https://www.flickr.com/photos/133720881@N08/) contains more than 900 pictures, including those of the events organized by BDVe. These albums received more than 700 visits at the time of submitting this report.

### 3.4 The BDV PPP Newsletter

Finally, the BDV PPP Newsletter have been used to disseminate curated content and news to the PPP community and stakeholders on a regular basis. Redesigned on collaboration with BDVA, it has leveraged the former critical mass coming from BDVA subscribers with additional content and news coming directly from PPP projects.

The reach of the newsletter was well over 2,000 subscribers. Obviously, it has been impacted by the entering into force of GDPR in May 2018. A plan for recovery is being implemented along with BDVA and we expect to be back on track in the following months, by promoting the Newsletter in all channels and taking advantage of high visibility activities such as the upcoming edition of the EBDVF in Vienna.
4 Dissemination at Events

BDVe, as part of the supporting activities for the PPP, has been involved in the dissemination of outcomes, news and content of the activities of the programme in different events (as an example, Figure 13 reflects BDV PPP participation at IoTWeek 2018).

Our core events, co-organized by the project, are fully covered in D5.4 as they involve a more holistic approach, from concept to agenda, from campaign to set-up, going beyond the pure dissemination activities.

In Appendix A, details on the different actions executed by partners of BDVe is given. Please note that this information is regularly updated in JAM, the collaborative platform used by the project, and it is continuously available upon request.

Figure 13: The BDV PPP stand at IoT Week 2018, Bilbao.
5 Conclusions

The activity throughout the period M1-M18 has been performed around the following four basic pillars:

- The website as the centre for communication and documentation repository, as well as container for basic project assets (Educational Hub, Ecosystem Map and the upcoming Marketplace).
- The Social channels for interaction with the community and loudspeaker around events.
- The events, as the major dissemination channels, both co-organized by ourselves and 3rd party events.
- The newsletter.

In general terms, we have prioritized quality over quantity, as the former should be the basic foundation to attract the latter. In this attraction we should put more effort in the next period, also based and supported by the fact of the expected delivery of results and assets in the upcoming months.

Some actions have been envisaged to progress, mainly in two areas: increment the traffic figures to the website while maintaining the quality of the visits; and increment the engagement in Twitter and other Social Channels while maintaining the growing number of followers. This actions are, among others, the following:

- Optimize the SEO architecture on-page. The web can be considered as an always-on booth where people come for information and content. The same way best places in an exhibition are looked for, our page should be correctly positioned in searches.
- Create, along with BDVA, a consistent 4-weeks depth rolling conversation calendar to dramatically increment the publication pace, thus gaining reach, engagement and interaction. 3 tweets per day is set as the next target.
- Include, whenever possible, the PPP website as the destination link in Social Media posts.
- Define campaigns similar to the Project of the Week currently running to build upon the brand content.
- Investigate ways to build upon the paradigm created by the co-existence of the BDVA and BDV PPP brands and websites. The common approach adopted in Twitter and the newsletter has proven to be achievable and adequate.
APPENDIX A: Detailed Dissemination Actions

It follows a comprehensive list of those events attended by BDVe, represented by one or more of its members, where a significant action has taken place in promoting and disseminating the BDV PPP.

Please note that flagship events (EBDVF and the BDV PPP Meet-up) are not covered in this Appendix (cf. D5.4 for further details on these).

**IoT Week 2018 Session**

*Creating value by AI and Big Data: Industrial Applications, Challenges and Outlooks*


- BDVA/BDVe: Ana García, Milan Petkovic
- BOOST4.0: Oscar Lázaro
- TT: Rodrigo Castiñería
- DataBio: Athanasios Poulakidas

**IoT Week 2018 Session**

*Extracting Value from Next General Digital Infrastructure (Big Data, IoT, Edge, 5G, HPC, Cloud, AI)*


- BDVA / BDVe: Ana García, Nuria de Lama,
- BOOST 4.0: Óscar Lázaro,
- CLASS project: Eduardo Quiñones

**IoTWeek2018:** BDV PPP media partner and exhibitor, and BDVA event official partner

**ICT Proposer’s day November 2017**

The Big Data Value Association and the BDV PPP had a very active participation in ICT Proposers’ Day 2017. The BDVA was present on the HPC, Big Data and E-Infrastructure stand. Besides, the BDV PPP was represented by BDVA Secretary General Ana Garcia in the workshop “Contractual Public Private Partnerships – Vision for the Future”.

**Workshop – European Data Economy: October 20th 2017 (Brussels)**

Co-organized by BDVe and IDC

[https://jam4.sapjam.com/groups/W6guLW0rLLwqPm7RQG0hoe/content?folder_id=8k9hQktDaKbhSkTJxyTyB3](https://jam4.sapjam.com/groups/W6guLW0rLLwqPm7RQG0hoe/content?folder_id=8k9hQktDaKbhSkTJxyTyB3)
**Big Data Value Skills Workshop: October 18th 2017 (Brussels)**
Co-organized by BDVA and BDVe (co-located with BDVA Activity Group 22 meeting)
https://jam4.sapjam.com/groups/W6guLW0rLLwqPm7RQG0hoe/documents/goqFpWS61aMS6z0Mbp5t5s/slide_viewer

**International Annual Conference of the European Association of Institutes for Vocational Training: Keynote**
La Valletta, Malta, 4-7 October 2017
- BDVe: Alejandro Rodríguez González (UPM)
  https://jam4.sapjam.com/groups/W6guLW0rLLwqPm7RQG0hoe/documents/tGDDgDbTDLgikDNgWMmG6/video_viewer (video)

**Digital Innovation Forum, Booth at the exhibition space**
Amsterdam, 10-11 May 2017
https://dif2017.org/
- BDVe: Daniel Saez, Daniel Alonso (ITI)
  https://jam4.sapjam.com/groups/W6guLW0rLLwqPm7RQG0hoe/content?folder_id=a45riM7Bm40C14ZPeKdAa3

**RDA EU Data Innovation Forum 2018: PPP Coordination**
Brussels, 30 Jan 2018
https://www.rd-alliance.org/rdaeu-data-innov-forum-2018
- BDVe: Ana Garcia (BDVA), Nuria de Lama (ATOS)
- Other PPP projects present: BDVA, BigDataOcean, DataBio, Special, MyHealthMyData, AEGiS

**Jornada Big Data H2020 2018: Co-organizers with Planetic.**
Madrid, 17 Jan 2018
http://planetic.es/jornada-iniciativa-big-data
- BDVe: Nuria de Lama (ATOS)
  http://planetic.es/sites/default/planeticfiles/content-files/page/Agenda_Jornada_BigData_H2020_2018_public_0.pdf

**Meeting with the Institute of the Lithuanian Language**
Vilnius, Lithuania, March 2017
Presentation of Tilde’s data-related activities on unstructured multilingual data processing and Tilde’s participation in BDVA and BDVe activities
- Tilde: Andrejs Vasiljevs
Workshop "Big Data - Latvian Opportunities in Europe"
Riga, Latvia, 27 Apr 2017
https://www.likta.lv/LV/Aktivitates/Lists/Aktivitates/Attachments/155/LIKTA_VARA_M%20seminars_Lielie_dati_27042017.pdf
  • Tilde:Andrejs Vasiljevs, Aivars Berzins, Tatjana Gornostaja

Meeting with the State Land Service of Latvia
Riga, Latvia, 27 Apr 2017
The meeting organised by the Ministry of Environment Protection and Regional Development of Latvia and the State Land Service of Latvia dedicated to data-related activities in Latvia
  • Tilde:Andrejs Vasiljevs

Digital single market conference on the free movement of data
Tallin, Estonia, 17 Jul 2017
  • Tilde:Andrejs Vasiljevs, Tatjana Gornostaja

Big Mobility Data Analytics Workshop @ EDBT/ICDT 2018 Joint Conference
Vienna, 26 Mar 2018
http://www.datastories.org/bmda18/
  • Paluno/UDE: Andreas Metzger
  Keynote presentation “Big Data Value in Mobility and Logistics”

Trans-Atlantic Symposium on Public Private Partnerships for Big Data Research and Innovation and Workforce Development
Versailles, France, November 2017
  Keynote presentation “Big Data Value Ecosystems and Strategies in the EU”
  • Paluno / UDE: Andreas Metzger

Trans-Atlantic Symposium on ICT Technology and Policy
Minneapolis, USA, June 2017
http://www.picasso-project.eu/projectevents/project-events/june-2017-symposium/
  • Paluno/UDE: Andreas Metzger
  Keynote presentation “EU Priorities and Future Opportunities in Big Data”
Internal Meeting of the members of the Feldafinger Kreis
Feldafing, Germany, 8-9 Dec 2017
http://www.feldafinger-kreis.de/
  • SIEMENS: Dr. Gaus, Executive VP.
Presentation of the European Big Data Value Association and its importance for Siemens and Europe

Seminar on Data-Driven Business Opportunities
Technical University of Berlin, Germany, October 2017-February 2018
http://www.inno.tu-berlin.de/menue/teaching/winter_term_20172018/data_driven_business_opportunities/
  • SIEMENS: Sonja Zillner
Conducting of this unique seminar aiming to explore and assess the new BDVe methodological framework

European Forum Alpbach 2017 / Technology Symposium
Alpbach, Austria, 25 Aug 2017
  • SIEMENS: Sonja Zillner
Keynote presentation on Artificial Intelligence in Industry

Session on Business Opportunities Identification and Assessment
Technical University of Berlin, Germany, 19 Jun 2017
http://www.inno.tu-berlin.de/menue/teaching/summer_term_2017/digital_innovation/
  • TNO: Frank Berkers
  • SIEMENS: Sonja Zillner
Along a concrete use case scenario, the students explored how to identify, explore and assess business opportunities in the area of data-driven innovations.