



D9.3 Initial Dissemination & Exploitation Plan



Grant Agreement n#	780470
Project Acronym	SAUCE
Project Start (Duration)	01.01.18 (36 months)
Deliverable due date	31.01.19
Actual submission date	22.01.19
Lead contractor	UPF
Document Status	Final

Project funded by H2020 from the European Commission

Project ref. no.	740470
Project acronym	SAUCE
Project full title	Smart Asset re-Use in Creative Environments
Security (distribution level)	CO (COntidential, REstricted or PUBlic)
Contractual date of delivery	Month 12, 31.12.18. Extended to 31.01.19
Actual date of delivery	22 nd January 2019
Deliverable number	D9.3
Deliverable name	Initial Dissemination & Exploitation Plan
Type	Report
Status & version	Final, V2
Number of pages	26
WP / Task responsible	WP9 / Foundry
Other contributors	All partners
Author(s)	Sara Coppola-Nicholson
Internal Reviewer	Saarland University
EC Project Officer	Ms. Cristina Maier, Cristina.MAIER@ec.europa.eu

Version	Date	Reason of change
1.0	20-12-18	Document created
1.1	18-01-19	Version for internal review
2	22-01-19	Revisions in response to review: final versions submitted to Commission

Table of Contents

Table of Contents	3
1. Executive Summary	4
2. Dissemination Activities	5
2.1 Initial Public Relations Material	5
2.1.1 The Logo	5
2.1.2 Web Resources	5
2.1.3 Social Media	7
2.1.3 Demonstration Showcases and Virtual Production Media Samples	8
2.2 Publications	9
2.2.1 Press Releases	9
2.2.2 Papers	10
2.3 Conferences	11
2.3.1 FMX 2020 – Towards the Final Demonstrator	11
2.3.2 Other Conferences & Tradeshows	12
2.4 Contacts with other EU and National Projects	12
2.4 The User Group	13
2.5 Consultation and Dissemination Workshops	14
2.5.1 Consultation Workshops	14
2.5.2 Dissemination Workshops and Events	15
2.5.3 Summary of Dissemination in Year 1	16
3 Exploitation Plan	17
3.1 Exploitation Approach	17
3.2 The Market	17
3.3 Exploitation Plans	19
3.4 Management of Knowledge and IPR	25
3.5 Contribution to Standards	26

1. Executive Summary

This document is the first version of the Dissemination and Exploitation Plan for the SAUCE Project.

Designed to provide tracking of the plan for dissemination of SAUCE outcomes, the Use of Knowledge and IPR Management Strategy, for the duration of the project. The Dissemination and Exploitation Plan provides an outline and log of the work carried out for the three Tasks of Work Package 9: WP9T1 Industry Exploitation, WP9T2 Dissemination and Demonstration, WP9T3 Specification Design and Demonstration. This work package is designed to make the bridge between the RTD work and external Industry professionals, addressing communities of digital post-production companies in the film, advertising and broadcast markets; games developers; film studios; post-production software and media plug-in developers; Open standards users; and the ICT research community.

This deliverable provides further information on the initial PR material, lists of dissemination activities such as trade fairs, conferences, showcase events and workshops and details of publications. It also highlights the IPR Management Strategy.

This first version of the Plan reflects the path for dissemination and IPR Management as foreseen at start of the project. An updated version (D9.4) will be produced at the end of M24 (December 2019) and final deliverables D9.6 and D9.7 will close the project at M36 (December 2020).