



Ignite the Immersive Media Sector by Enabling New Narrative Visions



D6.2 Interim Dissemination and Engagement Report

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Executive Summary

The deliverable outlines an overview of the dissemination and engagement activities undertaken by the TRANSMIXR project, emphasizing the strategic implementation and impact of these initiatives across various target sectors including Media & Content Industry, Performing Arts, Cultural Heritage Institutions, the broader Creative and Cultural Sector (CCS), Extended Reality (XR) Networks. It also presents ongoing collaborative efforts with other Horizon Europe (HE) XR projects. This deliverable serves as a component of the project's broader communication and exploitation strategy, detailing the progress, achievements, and lessons learned during the initial phases of TRANSMIXR.



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List of Acronyms

Acronym	Phrase
AI	Artificial intelligence
AR	Augmented Reality
C&D	Communication and Dissemination
CHI	Cultural Heritage Institutions
CCS	Cultural and Creative Sector
DEC	Dissemination, Exploitation and Communication
ECS	European Citizens
HOS	Hospitality sector
KPI	Key Performance Indicators
MCI	Media and Content Industry
OES	Other Economic Sectors
PA	Performing Arts
SDO	Standards Developing Organisation
SCC	Scientific Community
XR	Extended Reality



List of Referenced TRANSMIXR Partners:

Acronym	Title
TUS	Technological University of the Shannon: Midlands Midwest
CWI	Dutch National Research Centre for Computer Science and Mathematics
MOD	Modul Technology
TCD	Trinity College Dublin
CERTH	Centre for Research and Technology Hellas
VUB	Vrije Universiteit Brussel
WLT	webLyzard technology
IMM	Immersion
INTEL	Intel Deutschland
SATORE	Creative Satore Studio
RTV	Radiotelevizija Slovenija Javni Zavod Ljubljana
AFP	Agence France-Presse
NISV	Netherlands Institute for Sound & Vision
BFCT	Baltic Film & Creative Tech Cluster
KHORA	Khora APS
EBU	European Broadcasting Union
SPARK	Sparknews
HSLU	Höhere Fachschule Luzern
TG4	TG4 Broadcasting Company
F6S	F6S Network Ireland Limited
SP	StoryPact



1 Introduction

TRANSMIXR is not just a technological endeavor, but a comprehensive initiative designed to transform the European CCS through the innovative use of XR and AI technologies. It is through strategic dissemination and dynamic stakeholder engagement that TRANSMIXR aims to amplify its impact, fostering widespread adoption of new digital co-creation, interaction, and partnerships across Europe. The comprehensive engagement and effective dissemination strategies, underscored by the concerted actions of all consortium members, are integral to propelling the project's visions into tangible impacts, ensuring its innovative solutions and collaborative models reach a wide audience and instigate valuable partnerships throughout the continent.

This deliverable, D6.2, our Interim Dissemination and Engagement Report, serves to detail the progress, achievements, and challenges encountered during the initial phases of the project, primarily focusing on the activities of WP6. This report provides insights into the strategies deployed for community engagement, dissemination of project outcomes, and the fostering of sustainable partnerships across Europe.

This document is divided into several sections, akin to D6.1, which links to Communication and Dissemination, and will relate to D6.4 (the Final Dissemination Report and Exploitation Plan). It is designed to offer comprehensive insights into different facets of the project, reflect on the activities conducted, and provide suggestions and recommendations for enhancing both communication and engagement in the project's second phase.

Following this general introduction, the Report is structured in the following way:

- **Section 2** summarises stakeholder engagement activities through different target groups.
- **Section 3** describes events that were organised by TRANSMIXR partners in the reporting period.
- **Section 4** summarises TRANSMIXR partner participation in 3rd party events and explains how this benefited the project.
- **Section 5** presents the summary of communication and dissemination activities.
- **Section 6** analyses how the project is reaching a determined KPI and offers suggestions and recommendations to adjust original plans in order to maximise the results.
- The final section concludes the deliverable and presents major steps in the following period of M19 to M36.

2 Stakeholder Engagement Activities

The section on Stakeholder Engagement Activities within this report summarises the strategic efforts and initiatives undertaken to foster robust engagement by the TRANSMIXR team. It outlines the project's extensive stakeholder engagement activities, highlighting its strategic efforts to foster innovation and collaboration across diverse sectors and different target groups during the first phase of the project. It is important to note that according to the project's initial plan, the focus on Partnerships and Stakeholder Engagement was set to intensify from M12 to M36. Despite this timeline, the project has already made significant progress in these areas, demonstrating a proactive approach and commitment to advancing collaborative efforts.

This section begins with a summary that captures the project's engagement with the Media & Content Industry (MCI), Performing Arts (PA), Cultural Heritage Institutions (CHI), the broader Creative and Cultural Sector (CCS), and Extended Reality Networks (XR), including industry partners, academic entities, cultural institutions and festivals. By detailing the specific engagement implemented for each target group, this overview reflects on how these tailored approaches have successfully facilitated dialogue, collaboration, and feedback.

For the MCI, the report elaborates on the project's engagements with key organizations and its active participation in pivotal events to integrate XR technologies in media. It highlights how TRANSMIXR has navigated the landscape of media broadcasters, press agencies, and news sources, establishing a presence in pivotal gatherings like the European Broadcasting Union events, International Broadcasting Convention, and GAIA-X, among others and showcasing the project's commitment to advancing digital media production and distribution.

In the PA, TRANSMIXR's strategic collaborations aim to incorporate XR in live performance productions. Notable efforts include interactions with entities like the International Organisation of Scenographers, Theatre Architects and Technicians (OISTAT) and the International Network for Contemporary Performing Arts (IETM), demonstrating the project's commitment to push the boundaries of traditional performing arts through the innovative use of XR technologies.

When discussing CHI, the report emphasizes TRANSMIXR's interactions with Europeana, the International Council of Museums (ICOM), and other key organisations. It showcases the project's efforts to share innovative ideas, grow engagement, and foster digital transformation within the sector. Through various activities like conferences, webinars, and collaborations with EuropeanaTech and NEMO,



TRANSMIXR is depicted in enhancing the accessibility and interactivity of cultural heritage content through social XR technologies.

The engagement with the broader CCI is portrayed through the project's involvement with the European Creative Business Network (CBNET) and EIT Culture & Creativity, highlighting the focus on fostering entrepreneurship and innovation within the creative industries. The section illustrates how TRANSMIXR has leveraged conferences and festivals like "Ars Electronica" and "Venice Immersive" to engage with the sector, sharing insights and exploring the transformative potential of XR and AI technologies.

Finally, the report delves into the project's collaboration with XR Networks and other Higher Education XR projects, underscoring the importance of knowledge sharing, technical expertise exchange, and the development of a supportive ecosystem for XR solutions. It details the creation of a cross-fertilization group with other EU-funded XR projects (primarily XRECO, EMIL and MAX-R), aiming to enhance the collective impact on the XR domain.

Section 2 provides a compelling narrative of the TRANSMIXR project's proactive and strategic engagement with key stakeholders across multiple sectors. It showcases the project's commitment to fostering innovation, collaboration, and the effective dissemination of outcomes, setting a solid foundation for the continued integration of XR and AI technologies across Europe.

2.1 Media & Content Industry (MCI)

The TRANSMIXR project, aimed at transforming the European CCS through AI & XR technologies, has actively engaged with key MCI networks and events to enhance its visibility, connect with industry professionals, and showcase its advancements.

It is important to highlight that MCI sector includes:

- **Media Broadcasters:** Media Broadcasters are strong actors in the delivery of media content consumed in Europe, as TV is still the most used media to access news¹ and they are increasingly exploring the opportunities of XR technologies for their distribution channels.
- **Press Agencies & other News Sources:** There are about 4,300 newspapers and dozens of news agencies in Europe, many of them national (WAN-IFRA, EANA),

¹ Report on Public Service Media and News by EBU Media Intelligence Service - October 2022 - https://www.ebu.ch/files/live/sites/ebu/files/Publications/MIS/login_only/psm/EBU-MIS_PSM_and_News_2022-public.pdf

which represent an important TRANSMIXR target group as they manage digital content distribution.

With reference to the sector's composition, the list below provides a summary of the main industry organisations that were engaged with and the implementation activities that were held during the project phase M1-18:

2.1.1 European Broadcasting Union (EBU)

European Broadcasting Union (EBU) is the world's largest association of national broadcasters, with members from over 56 countries in Europe and beyond, representing over 2,000 television, radio, and online channels and services. This network provides a vast audience for TRANSMIXR's advancements as the world's leading alliance of public service media.

2.1.1.1 Activities and Implementation:

- TRANSMIXR's presence at the EBU's events "Production Technology Seminar" (PTS) and the "Data Technology Seminar (DTS)" served as key venues for presenting TRANSMIXR to a targeted audience, enabled showcasing advancements and products developed to association members, media corporate partners and technology providers, facilitating connections with those exploring XR technologies and intending to adopt related solutions.
- TRANSMIXR was present at the PTS conference session dedicated to XR/Web3.0/Mediaverse (Jan 2024) and Pilots presentation at DTS 2024 or PTS 2025 is planned.
- TRANSMIXR featured in the EBU Tech-i magazine. Two articles have been planned and are either published or in progress: (1) To increase knowledge and awareness on TRANSMIXR work across the wide EBU network of media professionals first article on TRANSMIXR appeared on "Tech-i issue 54" in December 2022. (2) To increase publicity to a call-to-action (e.g. invitation to participate in training, user testing, etc.) is planned on M19-34.
- Collaboration with the EBU News Exchange: talks are in progress and the first meeting was held on 23rd August 2023 in order to gather requirements and tailoring solutions for news professionals for the use case on the newsroom of the future.
- Planning is in progress to have a demo at the EBU booth IBC2024 in addition to IBC 2024 accelerator efforts outlined below.

2.1.2 International Broadcasting Convention (IBC)

International Broadcasting Convention (IBC) offered another platform, bringing together broadcasters, content creators, and technology innovators. IBC, with its 1,700 exhibitors and 40,000+ professionals from around 170 countries, enabled TRANSMIXR to be represented to a global audience of broadcasters, content creators/providers, equipment manufacturers, professional and technical associations, and other participants in the broadcasting, entertainment, and technology industry.

2.1.2.1 Activities and Implementation:

- Building engagement with TRANSMIXR through participation in IBC Accelerators² projects in 2023 and leading an IBC Accelerators project in 2024.
- Provided demos of TRANSMIXR's PoC for an XR control room solution in the Accelerator Zone in Hall 3, at IBC 2023. Conducted a survey to gather feedback from media professionals on the potential of XR technology to transform media production and contribute to environmental sustainability.
- Exploring the opportunity of having a presence on the EBU stand and showing demos of the TRANSMIXR use cases at IBC2024/2025 to a global and specialised audience working on media and content industry.
- Provided an interview for an "IBC365" article on TRANSMIXR's participation in the 2023 IBC Accelerator programme, and our plans to continue the project and develop it further in 2024.
- Presented a TRANSMIXR-led project "The Evolution of the Control Room - Leveraging XR, Voice and AI for Live Media Production", at the IBC Kickstart event, IET London. Ours was one of eight projects selected to proceed. Champions and participants who committed to joining our accelerator are: ITN, TV2, BBC (Studios and World Service), YLE, Google, TinkerList, NxtEdition, Singular.Live, University of Strathclyde, Signly, MyVoice AI, Freemantle, DB Solutions, Videe, Vidcircle, as well as a number of other interested partners and consortia.
- TRANSMIXR will join a second IBC Accelerator project 'Design Your Weapons in the Fight Against Disinformation', led by CBS News, BBC and Paramount Global. This project has a lot of synergies with TRANSMIXR's workstream on the Newsroom of the Future.

² More information about participation in IBC Accelerators 2023 see section **4. Engagement with third party Events**.

2.1.3 GAIA-X and the European Media Data Space

GAIA-X and the European Media Data Space is a project aimed at creating a high-performance, competitive, secure, and trustworthy data infrastructure for Europe. While it's difficult to quantify in terms of "size" like the other entities due to its nature as a framework for data infrastructure, GAIA-X represents a significant consortium of major and minor tech companies, research institutions, and other stakeholders committed to creating a transparent digital ecosystem.

2.1.3.1 Activities and Implementation:

- Partnership is aiming build a close collaboration with the Trusted European Media Space (TEMS) project (in charge with deployment of a European Media Data Space for Europe) to identify possible joint-activities and the first meeting was held at the end of 2023. Such cooperation will help to increase TRANSMIXR solutions awareness among media and news organizations in TEMS project and GAIA-X media community, leveraging common partners like the EBU and AFP to align efforts.

2.1.4 International Journalism Festival (IJF)

International Journalism Festival (IJF) in Perugia, Italy, is known as the largest annual gathering of journalists in Europe, with hundreds of sessions and speakers, and thousands of attendees from around the globe. The 2023 festival featured 188 sessions and 539 speakers over a 5-day program.

For TRANSMIXR, it is an excellent platform to present our research achievements/use cases to journalists and media professionals, contributing to a broad dialogue about innovations in journalism, facilitating pilots and open dialogues for future collaborations, setting a foundation for increased awareness and adoption of XR technologies within the media and content industries.

2.1.4.1 Activities and Implementation:

- Submitted a proposal for the "become a speaker" for 2024, waiting on the response.
- Proposal of representing news media pilots for IJF 2024 or IFJ 2025 is planned.

The established collaboration with these MCI organizations already indicates their interest in the TRANSMIXR project. This ongoing engagement can be further emphasized to showcase the project's pilots and future plans, demonstrating how participation in various events and initiatives is grounded in mutual interest and potential for impactful outcomes. This approach solidifies TRANSMIXR's position at the forefront of digital transformation in the MCI, highlighting the project's

commitment to fostering innovation, collaboration, and the dissemination of information across the global media landscape.

2.2 Performing Arts (PA)

In engaging the PA sector, TRANSMIXR has embarked on strategic collaborations and initiatives with various entities and industry events, targeting the integration and exploration of XR technologies in this creative domain. Although engagement with the organisations below have already started, given the specificities of the PA sector, the main engagement activities will start when the pilot can be presented towards the end of 2024 and during the year 2025.

2.2.1 International Organisation of Scenographers, Theatre Architects and Technicians (OISTAT)

International Organisation of Scenographers, Theatre Architects and Technicians (OISTAT) is a global network with approximately 30,000 members across 50 countries, fostering international collaboration in theatre. By collaborating with this organisation, TRANSMIXR is poised to integrate XR within live performance designs, inform the network about social impact of the TRANSMIXR use case and facilitate connections with professionals interested in using XR within stage design and intending to adopt related solutions.

2.2.1.1 Activities and Implementation:

- A talk on XR for Theatre design at “Tbilisi Biennale” 2024 (TBC) to represent TRANSMIXR pilot or share learnings at WSD 2025 in Sharjah, UAE³ is proposed.

2.2.2 International Network for Contemporary Performing Arts (IETM)

International Network for Contemporary Performing Arts (IETM) is one of the largest cultural networks, representing over 500 performing arts organizations and professionals worldwide. Partnership with the IETM opens opportunities to key players of the PA sector to introduce TRANSMIXR innovation for the industry.

2.2.2.1 Activities and Implementation:

- Planning an event (live or online) in 2025 for all the members of the IETM organisation.

³OISTAT already announced that annual event in 2025 will take place in UAE. More information: https://oistat.org/news_detail.php?id=1078&mode=&Page=1

- After the TRANSMIXR PA pilot will be launched, it will be disseminated to IETM membership information base.

2.2.3 The European Dancehouse Network (EDN)

The European Dancehouse Network (EDN) represents over 36 dance houses across Europe. It presents another venue for TRANSMIXR to explore digital tool applications in dance, with a focus on movement research and well-being. It will also introduce how digital tools can help dancers with their movements.

2.2.3.1 Activities and Implementation:

- A presentation by Tupac Martir (Satore) about how TRANSMIXR can help dance professionals is scheduled for June, 2024 at the [Think-In & General Assembly](#)

Also, first efforts establishing partnerships was made with following organizations within the PA sector. This will help to grow the network of target audience during M19-30 for the TRANSMIXR showcase:

- **The Prague Quadrennial** which is the world's largest event focusing on performance design and space, offering a platform for artists, professionals, and academics involved in theatre and performance design.
- **USITT** (United States Institute for Theatre Technology) advances the skills and knowledge of theatre, entertainment, and performing arts professionals involved in the areas of design, production, and technology.
- **SMPTE (Society of Motion Picture and Television Engineers)** - an international professional association dedicated to advancing the art, science, and craft of the image, sound, and metadata ecosystem, widely recognized for its work in standards development.

The collaboration with **NEW BALTIC DANCE** is an effort from the TRANSMIXR project in the PA sector in the Baltic states. This partnership is already defined to allow TRANSMIXR to showcase its XR innovations to their community during M19-30. This collaboration not only broadens TRANSMIXR's impact but also sets the stage for further creative and technological integration within the PA, promising exciting developments ahead.

TRANSMIXR has successfully established a relationship with **Daniil Simkin**, a renowned dancer and entrepreneur. Through this connection, Simkin has committed to facilitating introductions to multiple artistic directors across Europe, promising to expand our network and enhance our collaborative opportunities in the PA sector.

A forthcoming meeting is scheduled with **Andrew Hurst, CEO of Dance UK**, who is actively coordinating encounters with a selection of Artistic Directors. This initiative



aims to broaden our network and foster strategic partnerships within the performing arts community.

Given the specific nature of the target groups within the PA sector, the most significant engagement efforts are anticipated to coincide with the showcasing of the TRANSMIXR pilots. This timing aligns with the sector's preference for tangible, demonstrable innovations that can directly influence their creative processes and production methodologies. The pilot showcase represents a critical moment for TRANSMIXR, offering a firsthand look at the project's capabilities and potential impacts on the performing arts, thereby facilitating deeper engagement and collaboration with industry professionals and organizations.

This strategic approach underscores TRANSMIXR's commitment to not only developing XR technologies but also ensuring these innovations are effectively communicated and adopted within the PA sector, promising a future where digital transformation enhances the richness and depth of live performances.

2.3 Cultural Heritage Institutions (CHIs)

In the context of CHIs, TRANSMIXR leverages existing networks active in the digital heritage field to share innovative ideas, successfully grow engagement around immersive storytelling concepts and build sectoral capacity for XR. The list below presents several prominent networks and organisations in this field that will act as key collaborators for dissemination and capacity building efforts. NISV is already well-connected to all of them and will use knowledge about the interests and digital maturity levels of each community to craft relevant engagement strategies.

During this reporting period, NISV performed a mapping of existing heritage networks and communities that would be interested in and could benefit from TRANSMIXR innovations. Based on this, we identified a preliminary list of strategic opportunities for initial engagement. During the project, additional networks and engagement opportunities will be identified. NISV will also tap into these networks to engage professionals for use case design activities planned in WP1 and WP5.

The mapping exercise helped to identify that, depending on the digital maturity and needs of different organisations and communities, the readiness level to benefit from TRANSMIXR innovations varies greatly. Therefore, a combination of different dissemination and capacity building goals will be relevant to ensure long-term impact on the sector:

- For organisations that have no or limited experience with XR, it is important to raise awareness about the affordance of immersive storytelling and what

organisational capacities are needed to create impactful and sustainable practices around the use of XR;

- For communities of digitisation experts that work on improving access to heritage data, there is a opportunity to highlight how metadata can be used for creation of immersive experiences;
- For organisations that already have experience with creating and commissioning XR experiences, TRANSMIXR team will focus on highlighting workflows that help to make immersive storytelling a more sustainable practice.

2.3.1 Europeana Network Association

The Europeana Network Association Connects over 2,000 digital cultural heritage professionals, emphasizing collaboration and knowledge sharing across Europe. It plays a pivotal role in informing stakeholders about new business opportunities and the societal impact of the TRANSMIXR use case. The network of organizations offers opportunities to connect with similar projects and organizations interested in digital cultural heritage, to elevate awareness and engage the community through calls to action, such as invitations to participate in training and user testing, furthering the integration of innovative practices in the sector.

2.3.1.1 Activities and Implementation:

- For **Europeana Conference** 2024 and 2025, the TRANSMIXR team will aim to demonstrate the cultural heritage use case pilot, as well as co-host sessions with related projects.
- A blog post in Q3/Q4 2024 about the use case is planned on **EuropeanaPro** to highlight the opportunities associated with immersive data-driven storytelling and collaboration in social XR. It will raise awareness about possibilities to build on already existing digital heritage infrastructures to make a leap towards immersive technologies.

2.3.2 EuropeanaTech Community

EuropeanaTech community is a dynamic collective of developers, researchers, and experts from the R&D sector within the European Network Association. The community is dedicated to coordinating research and development projects that elevate the prominence of digital cultural heritage and foster knowledge exchange across the sector. The community also offers platforms to showcase their work through blogs or delve into comprehensive subjects through its publication, EuropeanaTech Insight.



2.3.2.1 Activities and Implementation:

- TRANSMIXR aims to organise a **EuropeanaTech webinar** on immersive storytelling formats and workflows. To create an amplifier effect, we will aim to co-organise the session with projects working on complementary ideas which will help to strengthen a community of practice around the topic. Questions related to the accessibility and democratisation of these technologies will be discussed. This session will be archived as an online recording in their database, ensuring ongoing dissemination and long-lasting impact
- **The EuropeanaTech Insight Issue** on immersive storytelling with cultural heritage, planned for 2024 / 2025. A digital magazine that will feature use cases from contributing authors, aiming to engage EuropeanaTech's audience. This initiative is particularly strategic for TRANSMIXR, as it seeks to connect with and impact related projects. By participating in this publication, TRANSMIXR aims to extend its reach within the digital cultural heritage community, fostering collaboration and showcasing its contributions to the integration of social XR technologies in the sector.

2.3.3 The International Council of Museums (ICOM)

The International Council of Museums (ICOM) is a prominent global network dedicated to museum professionals, promoting best practices in museum management and conservation. It boasts a membership of 50,000 professionals across 137 countries, making it the largest organization of museums and museum professionals worldwide. This extensive network underscores ICOM's pivotal role in fostering international collaboration and knowledge sharing in the museum sector. An established partnership with ICOM not only enhances TRANSMIXR's visibility and impact within the cultural heritage sector but also aligns with its mission to integrate advanced technologies in museum practices worldwide.

2.3.3.1 Activities and Implementation:

- **AVICOM Conference** (branch of ICOM focusing on audiovisual and new technologies) - NISV team participated in the 2023 edition of the conference to build awareness and curiosity around immersive storytelling and social XR and we will seek opportunities to do this in future AVICOM activities.
- An article for **ICOM Voices** is planned to be created in 2024-2025 in order to share learnings from the use case and raise awareness about social XR possibilities, with a critical reflection.

- Participation in **ICOM general assembly 2024-2025** is planned to share learnings from the TRANSMIXR use case and raise awareness about social XR possibilities, with a critical reflection.

2.3.4 Network of European Museum Organisations (NEMO)

Network of European Museum Organisations (NEMO) focuses on policy and professional development within the museum sector across Europe. With its members speaking for more than 30,000 museums across 40 countries, NEMO offers an extensive network for disseminating project outcomes and fostering collaborations. This partnership is crucial for TRANSMIXR to effectively reach and engage with a wide spectrum of museum professionals, leveraging NEMO's substantial influence and reach within the European cultural heritage sector.

2.3.4.1 Activities and Implementation:

- TRANSMIXR will organise a capacity building workshop with NEMO on immersive tech in museums in 2025. It will raise the capacity of museum professionals to work with and benefit from social XR in responsible and inclusive ways.

2.3.5 International Federation of Television Archives (FIAT-IFTA)

International Federation of Television Archives (FIAT-IFTA) comprises over 250 members, including radio and television archives, multimedia and audiovisual archives, and libraries. This global network is dedicated to promoting cooperation among its members and all those engaged in the preservation and exploitation of moving image and recorded sound materials. For TRANSMIXR, partnering with FIAT/IFTA offers a unique opportunity to engage with a wide range of professionals specializing in audiovisual archives, furthering the project's reach and impact within the global information society.

2.3.5.1 Activities and Implementation:

- Presentation at the **FIAT / IFTA Conference** is planned for 2025 to inform the network members about opportunities to lower entry barriers for immersive storytelling using concepts developed in TRANSMIXR.

2.3.6 International Association of Sound and Audiovisual Archives

International Association of Sound and Audiovisual Archives (IASA) - serves as a network for international cooperation among archives preserving sound and audiovisual documents. With members from 70 countries, IASA embodies a diverse range of audiovisual archives' interests, including musical recordings, historical and

ethnological sound documents, and more. The association's vast network and dedication to the preservation and accessibility of audiovisual heritage make it a valuable partner for the TRANSMIXR project, enhancing its outreach and impact on global sound and moving image preservation efforts.

2.3.6.1 Activities and Implementation:

- Presentations and workshops at the **IASA conference**, scheduled for 2025, aim to highlight new business opportunities and the social impact of the TRANSMIXR use case. These sessions will focus on enhancing the skills of museum professionals, enabling them to responsibly utilize and benefit from social XR technologies.

2.3.7 MuseumNext

MuseumNext - is an innovative platform for over 25,000 professionals from more than 60 countries, offering a range of museum conferences focused on the future of museums. This engagement underscores the organization's significant reach and influence within the museum community, providing an ideal venue for TRANSMIXR to share its innovations and foster collaborations within the sector.

2.3.7.1 Activities and Implementation:

- The TRANSMIXR team is planning a presentation for the MuseumNext's **Digital Summit** in 2024 to highlight new models for immersive curation and storytelling conceptualised in the project.

2.3.8 The Idaho Museum of International Diaspora

The Idaho Museum of International Diaspora (IMID - pronounced 'eye mid') is an innovative multipurpose approach to a traditional museum model that highlights the lived experience of diaspora groups from within Idaho and around the world through art, food, culture, music, film, literature, the environment, and additional creative platforms to invite and share the human journey stories. The IMID annual global conference is their signature educational and professional networking program held in various parts of the world.

2.3.8.1 Activities and Implementation:

- TRANSMIXR partner TG4 co-organised the inaugural 2023 conference "Museums: The Future of Diaspora Engagement" in Slovakia, where TUS introduced the project.



- The 2nd annual global conference – Climate on Culture – is confirmed for 2024 (September 18-21) in Galway, Ireland, where NISV is planning to present their use case.

2.4 Broader Cultural and Creative Sector (CCS)

TRANSMIXR's engagement with the wider Creative and Cultural Industries sector highlights its strategic role in promoting innovation and collaboration. Through participation in global networks and events, TRANSMIXR not only showcases its advancements in social XR technologies but also fosters a community of creative professionals keen on exploring new business opportunities. This approach facilitates knowledge exchange, builds capacity, and increases awareness of the transformative potential of social XR within the sector.

2.4.1 European Creative Business Network (CBNET)

European Creative Business Network (CBNET) is a global network dedicated to supporting creative professionals, particularly startups, by fostering the incubation of new business ideas and collaborations. It aims to enhance the entrepreneurial capacity within the creative sector, providing a vibrant community for exchange and innovation.

2.4.1.1 Activities and Implementation:

- Participation in the online network to promote relevant TRANSMIXR activities and outputs already established. It helps to build a community of creative professionals interested in the topic.
- Presentation during the **BRIGHT Festival** is scheduled for 2025. To inform about created innovation, business opportunities and social impact of the TRANSMIXR use case.

2.4.2 EIT Culture & Creativity knowledge and Innovation Community

The EIT Culture & Creativity knowledge and Innovation Community (KIC) forms a large-scale European partnership of public and private stakeholders from the Cultural and Creative Sectors and Industries (CCSI). By connecting the TRANSMIXR project to Europe's largest innovation network, it offers valuable resources, expertise, and networking opportunities. This collaboration enhances TRANSMIXR's efforts in growth and innovation within the Cultural and CCSI, leveraging culture and creativity for Europe's transformation.

2.4.2.1 Activities and Implementation:

- Co-organise capacity building activities on the business potential of social XR for the network after pilots are scheduled in the Post-pilot phase for M18-34.

2.4.3 New European Media Initiative (NEM)

New European Media Initiative (NEM) - is a platform aiming to foster the convergence of consumer electronics, broadcasting, and telecoms to develop the networked and electronic media sector. It includes major European organizations from content providers to academia, focusing on the innovative development of the sector. Collaborating with NEM significantly increases knowledge and awareness of the TRANSMIXR solutions, leveraging its extensive network to promote innovative developments within the sector.

2.4.3.1 Activities and Implementation:

- Panel / workshop during the **NEW summit** or other online/onsite events for the NEM community is in planning, with discussions with XRECO and PRESENCE ongoing for 2024-2025.

2.5 Collaboration with Festivals

Participation and collaboration with the following key events of the CCI sector in Europe are also strategic implications for TRANSMIXR. These platforms offer unique opportunities to showcase its innovations to a global audience, engage with industry leaders, and stay abreast of the latest trends in immersive technologies. These events enhance visibility and foster valuable partnerships, driving forward the project's mission in the Creative and Cultural Industries through direct interaction with the sector's cutting-edge.

Strong collaboration with the **Ars Electronica Festival, Venice Immersive, and Immersive Tech Week** has already been established by TRANSMIXR. Negotiations are currently ongoing to determine the most effective forms and dates for participation and launching the pilots of the projects. These collaborations foster creative exchange and enhance the project's visibility within the global creative and cultural sectors. The following activities are planned and are in progress of confirmation from partners side.

2.5.1 Ars Electronica Festival

Ars Electronica Festival is a premier international event blending art, technology, and society, showcasing innovative digital projects, interactive installations, and visionary ideas.



2.5.1.1 Activities:

- A panel/workshop aimed at raising awareness about the potential application areas and business opportunities of social XR is scheduled for the 2024 Festival.
- Demonstrations of TRANSMIXR use cases, along with presentations on new business opportunities and the social impact, are planned for the 2025 Festival.

2.5.2 Venice Immersive

Venice Immersive focuses on the evolving world of cinema, audiovisual, and VR, providing a platform for professionals to explore and discuss the latest in immersive storytelling.

2.5.2.1 Activities:

- In 2023 at Venice Immersive, efforts on market exploration and establishing networking opportunities was undertaken by SATORE.
- Negotiations are underway with the organizer to schedule demonstrations of TRANSMIXR use cases and networking events for 2024/2025.

2.5.3 Immersive Tech Week

Immersive Tech Week focuses on the convergence of creativity, innovation, and technology across various industries, emphasizing the potential of immersive technologies to impact culture, society, and the planet.

2.5.3.1 Activities:

- For Immersive Tech Week in 2023, market exploration and networking efforts were established⁴.
- Currently, negotiations are in progress with the Immersive Tech Week to arrange for demonstrations of TRANSMIXR use cases and networking events for the 2024/2025 periods.

2.6 Extended Reality Networks (XR)

Collaborating with various XR Networks and events strategically benefits TRANSMIXR. It fosters knowledge sharing and technical expertise exchange, potentially hastening XR solutions' development and adoption across diverse sectors. This approach

⁴ More information about participation in Immersive Tech Week 2023 see section **4. Engagement with third party Events**

underscores TRANSMIXR's commitment to leveraging XR for transformative experiences, ensuring its contributions are both innovative and broadly applicable. Partnerships and stakeholder activities implementation with these XR networks are already progressing despite the initial plan to start specifically from M12. It is planned to continue for the second phase (M19-36) of the project together with pilots showcasing activities.

- **XR4 Europe** - is a prominent network within the Extended Reality (XR) community, focuses on advancing XR technologies across various sectors. Several online discussions have been conducted with the management team of XR4 Europe. Discussion focused on whether TRANSMIXR could be presented at their June 2023 Summer event at Berlin. However, due to different focus that did not materialise and was directed on participation in Stereopsia event in the Fall 2023⁵. Further discussions with the network will be continued in M21-31 already including showcasing of the project's pilot information.
- **Spatial8 / XR Nation** – is an XR ecosystem-based community in Nordic countries which aims to connect emerging technologies like XR, AI, IoT, and Blockchain to solve business problems. A presentation about TRANSMIXR was given to Joh Orengo, CEO & CO-FOUNDER of the organisation. Further actions will be taken to foster cooperation after launching first steps of the use cases in M27-31.
- **Women in Tech** - A conference about gender representation in the tech world was presented by Anissa Saudemont (Sparknews) and Emmanuelle Larrocque (Women in Tech) at the TRANSMIXR General Assembly in Lisbon in February 2023. Cooperation with **Women in Immersive Technologies** is significant for the TRANSMIXR project by enhancing diversity and inclusivity within the XR field. WIIT's network offers access to a wide range of perspectives and talents, fostering innovation and creativity. Negotiations about partnership and engagement activities are in progress and planned to launch M19-34. As an example, TUS are hosting a Women and Girls in technology event May 2024 whereby a range of TRANSMIXR technologies will be showcased to secondary school students within the Irish midland's region.

2.7 Collaboration with other HE XR projects

TRANSMIXR initiated a cross-fertilisation group with other HE funded XR projects (predominantly with XRECO, E-MIL and MAX-R but also PRESENCE, REVOLUTION,

⁵ More information about participation in STEREOPSIA see section **4. Engagement with third party Events.**

6GXR). The aim of this group is to help each project to identify potential synergies and to support each other in terms of goals. To date, this has been achieved by sharing best practices, helping each with internal and external communications (supporting each other via social media channels, e.g., X or newsletters), organising joint events (e.g., two workshops at the IMX 2024 conference, a joint panel at FMX 2024), etc. The cross-fertilisation group between the various projects hold regular meetings.

The collaboration between XRECO and TRANSMIXR is also formalised through Prof. Pablo Cesar from CWI as a member of the EAB of XRECO and with Patrick de Lange from Sound as a member of the TRANSMIXR EAB. This partnership enriches both projects, leveraging their strengths to foster innovation and development within the XR solutions space, showcasing a model for effective collaboration in advancing immersive technologies. Some further concrete examples of how we are co-organising events is presented below:

- The **Video4IMX 2024** workshop, co-organised by TRANSMIXR and XReco projects, aims to delve into the role of various video assets, including traditional, interactive, 360°, and volumetric videos, in creating immersive experiences. It emphasizes the necessity for rich descriptive metadata to facilitate video asset discovery, adaptation, and reuse in immersive content. Scheduled for 12-14 June 2024 at the **ACM Interactive Media Experiences Conference**, this event will foster a community focused on metadata extraction, video discovery, and the innovative use of video in immersive experiences.
- Another co-organised workshop is "**The Interaction and Storytelling with(in) Immersive Media (ISIM)**". It is scheduled for June 12th, 2024, focuses on the integration of emerging immersive media technologies for enhanced content creation and engagement. Organized by TRANSMIXR partners TUS and CWI, this event encourages academia, industry players, and stakeholders to explore new interaction and storytelling possibilities within immersive environments. The organising partners also includes projects: TRANSMIXR, XRECO, EMIL, MAX-R, Presence.
- **The MmIXR Special Session** at CBMI 2024 focuses on multimedia indexing for XR, covering methods for XR authoring and immersive experiences. It aims to tackle challenges in multimedia analysis for XR, including egocentric data analysis and adapting to diverse domains. Organized together with representatives from different HE XR projects: Fabio Carrara, Werner Bailer, Lyndon J.B. Nixon, and Vasileios Mezaris, this session invites discussions on multimedia analysis, egocentric datasets, multimodal integration, and privacy aspects in XR content.

These outcomes of collaborations signify a collective effort to advance the field of XR, highlighting the importance of interdisciplinary and inter-project cooperation in driving innovation and enhancing immersive experiences.

2.8 Collaboration with other stakeholders

The TRANSMIXR project is deeply engaged in strategic collaborations across various sectors, aiming to harness XR's potential in media and beyond. Key meetings with stakeholders like Media Innovation Switzerland and VR Business Club in Europe have laid the groundwork for innovative partnerships and R&D initiatives. These interactions, ranging from exploring new prototypes to mapping technological innovations and identifying potential partners or clients, reflect TRANSMIXR's active role in pushing the boundaries of XR application, particularly in the wider creative industries. Partnerships and stakeholder activities were implemented during M1-18 or planned for second phase of the project in the pilot launching period and represented shortly in the following way:

- **Media Innovation Switzerland** - A meeting with the director of “IMI - Initiative for Media Innovation” Mounir Krichane was conducted on the 27th of June, 2023 to discuss possible cooperation between academic institutions and large media companies to boost R&D and Innovation in the industry, providing a Sandbox approach to the development of new prototypes. He was invited to participate in our upcoming webinar on the utility of applying XR in journalism. Decision to collaborate on possible events together was agreed and to discuss further details in Q4 2024 was postponed.
- **VR Business Club, Europe** – An in-person meeting with Oliver Autumn, founder and managing director of VR Business Club was conducted in February 2024. There were positive discussions on opportunities for cooperation and further communication will continue on M18-34.
- **Olsberg SPI** - A meeting with representatives of the company was held in February 2024. The company just started a new research project which aims to create Mapping of Technological Innovations in Europe and it was assured that TRANSMIXR project will be listed on the Mapping.
- **Medienstadt Babelsberg** – During a productive visit to the Medienstadt Babelsberg Hub, TRANSMIXR was introduced to the Medienstadt Babelsberg community. It was agreed to define further concrete actions after the pilots are deployed.
- **Eimersive** - To engage cooperation is planned on M18-34 because joint initiatives could include collaborative research, sharing of best practices, and



participation in Eirmersive-led events and projects. Such a partnership is poised to enhance the development and dissemination of XR solutions, contributing to the growth of the immersive technology sector and fostering a vibrant community of XR professionals and enthusiasts.

- **ARVR Innovate** - TRANSMIXR will have a stand and showcase its technologies at the annual ARVR Innovate conference in Dublin Ireland in May 2024. ARVR Innovate has a key focus on exploitation, commercial and business cases for augmented & virtual reality.

In conclusion, the TRANSMIXR project's strategic collaborations and partnerships have successfully connected it to a network exceeding 100,000 organizations, spanning across media, cultural heritage institutions, creative and cultural industries, and cutting-edge technological sectors. This extensive reach underscores the project's significant progress in fostering innovation and adoption of XR technologies. The concerted effort in establishing these alliances not only showcases TRANSMIXR's commitment to pushing the boundaries of immersive experiences but also positions in driving forward the digital transformation within a vast ecosystem. The accomplishment of engaging such a wide and diverse network highlights the project's impactful work, setting a solid groundwork for future advancements and collaborations.

As the TRANSMIXR project moves into its second phase and prepares for the launch of its pilots, there is a deliberate plan to not only continue but to expand the network and engagement with stakeholders significantly. This strategic expansion is aimed at harnessing a broader spectrum of expertise, insights, and collaborations, further enriching the project's ecosystem. By intensifying efforts to connect with additional partners and stakeholders, TRANSMIXR aims to enhance the scope and impact of its XR innovations, ensuring that the developments are informed by a diverse range of perspectives and are aligned with industry needs. This approach underscores a commitment to deepening relationships within the existing network while also forging new alliances, setting a dynamic course for the project's continued success and influence in the immersive technology landscape.

3 TRANSMIXR Events

The section on TRANSMIXR Events presents a detailed account of the project's concerted efforts to engage with key sectors through a variety of interactive platforms and initiatives. These range from showcase events, which aim to bring to the forefront the project's innovations in XR to stakeholders within MCI, PA, CHI, and the broader CCS, to hands-on workshops and pilot evaluations that embody the project's human-centered co-design ethos. Scheduled to take place predominantly within the next year and a half, these events underscore the transition from conceptualization to tangible demonstration and evaluation of TRANSMIXR's cutting-edge solutions.

3.1 Showcase Events

As the project progresses into its second phase, TRANSMIXR partners will showcase its innovative outcomes and pilots to stakeholders across the MCI, PA, CHI, among other sectors. The team is focused on organizing a series of showcase events, co-located and aligned with existing stakeholder events throughout 2025 to ensure maximum impact. These events are planned to not only present the innovative outcomes but also to align with major industry events, maximizing visibility and engagement among key stakeholders.

NISV is planning a showcase in the Netherlands, designed to present and discuss the product concepts developed for project's stakeholder groups. This event is anticipated not just as a platform for validating TRANSMIXR innovations but also as a medium to disseminate the accumulated knowledge, aiming to deepen industry comprehension of TRANSMIXR's capabilities. Facilitating participation from across the CCS and specific feedback sessions are envisaged to amplify the project's outreach and resonance within the sector.

Status: In progress; planned for April 2025.

SATORE is preparing to unveil its first showcase event, spotlighting the practical applications of immersive technologies, and highlighting the transformative potential of the TRANSMIXR project. This event is envisaged as a critical platform for validating concepts and engaging directly with industry professionals, thereby enhancing awareness and understanding of the project's offerings.

Status: In progress; planned for October to November 2024

In Paris, **AFP** is organising a dedicated showcase to unveil the innovative concepts derived from the News use case workshops. This event will assemble media



representatives to explore the developments from both the professional and end-user perspectives, facilitating a rich exchange of insights and feedback.

Status: In progress; planned for May to August 2025

TG4's participation will feature a TRANSMIXR showcase at one of the principal MCI events, marking a significant milestone in the dissemination journey. This presentation is aimed at highlighting the project's accomplishments and potential, inviting industry-wide scrutiny and dialogue in XR.

Status: In progress; planned for June 2025

These planned events signify a pivotal transition for the TRANSMIXR project, moving from preparatory phases to active demonstration, reflecting project's team dedication to advancing transformative XR solutions across the European cultural and creative sectors.

3.2 Innovation Challenges

These Invite-only workshops will be targeted towards Other Economic Sectors OES (cf. Section 3.1) as a means to showcase TRANSMIXR solutions. They are motivated to communicate the possibility to design new creative concepts and ignite creative thinking that goes beyond the use cases of TRANSMIXR. Target audience is planned to be invited to a multi-day workshop to learn about the opportunities created by TRANSMIXR solutions. These concepts will be published on the project's website as well as used in WP6 to further dissemination and exploitation efforts and forge synergies with other sectors; a lightweight version of the TRANSMIXR technology is under development to perform small-scale piloting to explore how and under what conditions TRANSMIXR solutions could be transferred to these other contexts.

Status: In progress; planned for April 2025

3.3 Demonstration Box

To investigate the transferability of the TRANSMIXR solutions, a TRANSMIXR demonstration box will be developed and used by CCS to qualitatively assess the opportunities and barriers for the potential implementation in OES. The "*TRANSMIXR Demonstration Box*" will be used in qualitative workshops with representatives of the potential transfer domains: health, tourism, logistics, telecommunications, and fashion. It will showcase applicability from other cases and sectors with use-case scenarios and concepts.

Status: In progress; planned for M28-34.



3.4 Workshops

Incorporating the strategic approach outlined in T6.2 of the TRANSMIXR project plan, the capacity-building workshops are designed to foster partnerships, engage stakeholders, and enhance skills across various sectors utilizing immersive technologies. The following presents how this task informs the final structure, timeline and objectives of these workshops:

3.4.1 Strategic Partnerships and Stakeholder Engagement:

- **Collaboration with Key Networks:** Through already established partnerships with significant European networks and communities, the workshops will draw on a wealth of knowledge and resources, ensuring participants receive cutting-edge information and training.
- **Sector-Specific Focus:** Tailoring capacity-building activities to meet the distinct needs of each sector—media organizations led by AFP, cultural heritage and education spearheaded by NISV, and the creative sector by SATORE—ensures that the workshops address relevant challenges and opportunities, fostering effective use of immersive technologies.

3.4.2 Workshop Planning and Execution:

- **Hybrid Format:** The decision to organize both online (4) and onsite (3/4) workshops facilitates broad access to the project's capacity-building efforts, accommodating participants from diverse geographical locations and sectors with differing levels of experience in immersive technologies.
- **Interactive and Feedback-Oriented Approach:** Each session will incorporate interactive elements, methodological approach (Living Lab) and hands-on experiences with immersive technologies, complemented by feedback mechanisms to tailor future training programs and ensure they meet the evolving needs of the industry.

3.4.3 Training Program Development:

- **Leveraging Workshop Insights:** Insights and feedback gathered from both online and onsite workshops will inform the development of comprehensive training programs, designed to equip professional users with the skills and knowledge to effectively implement immersive technologies in their work.
- **Network and Audience Development:** A concerted effort will be made by all task members to build and engage with a network of target audiences, maximizing the uptake and application of XR technologies.



Capacity-building workshops are currently in the active planning stages, with a focus on finalizing a comprehensive schedule and timeline for their execution. The timeline is as follows:

- M20, final schedule and outline of the workshops, ensuring a methodological approach to the upcoming sessions.
- Between M26 to M29, online workshops will take place. These sessions are designed to facilitate engagement and learning in a virtual environment, making it accessible for participants from various locations.
- M27 to M34, in person workshops are planned to take place and are related to the final showcase's technological architecture and timeline.

This timeline reflects the project's commitment to capacity building, providing ample opportunities for stakeholders to engage with and benefit from the innovative solutions developed within the TRANSMIXR project.

3.5 Action Plan

To effectively leverage both online and offline platforms for the TRANSMIXR project's capacity-building workshops, the plan will incorporate a blend of four online workshops and three to four offline workshops, strategically focusing to locate them at major third-party events. This hybrid approach ensures broad accessibility and impactful engagement with the target audience sectors more effectively.

- **Online Workshops:** (4 online workshops dedicated for each user case of TRANSMIXR)
- **Offline Workshops at Major Third-Party Events** (3-4 workshops currently under consideration in main events in Europe which match the target audience and the goals of the TRANSMIXR project: **Venice Immersive, Ars Electronica Festival, Immersive Tech Week and IBC 2024/2025**, TBC after evaluation of final showcase timeline and price offers in M19-24)
- **Combining Workshops with Pilot Showcasing:** Showcasing alongside workshops maximizes exposure and impact, offering attendees firsthand experience of TRANSMIXR's innovations and facilitating direct feedback, discussions, and potential collaborations. Also helps to use budget effectively to reach the best possible outcome for communication and dissemination)

This strategic distribution of workshops, on the strengths of both online accessibility and the dynamic engagement of offline events at major industry gatherings ensures the TRANSMIXR project effectively disseminates its findings, fosters industry-wide innovation, and encourages the adoption of XR technologies across the CCS sectors.

Also, it helps to gain direct feedback from industry professionals and build effective training material.

3.6 Webinars

TRANSMIXR partners have co-organised the following webinars:

- A webinar '**Can New Immersive Technologies Prompt New Narratives For Positive Social Change?**' organised by Sparknews on the 5th of July, 2023. [Direct Link]

Status: In progress; "Europeana" webinar is planned for M26-32, the rest will be implemented during M20-M36 as initially planned.

3.7 Open Days

Open days are planned in each country represented in the consortium to present XR demos to citizens, collecting feedback on TRANSMIXR-enabled experiences. This will act as an opportunity to demystify AI and immersive technologies and raise awareness about their potential. For these events, consortium partners will aim to collaborate with local organisations (e.g., schools and universities) and existing initiatives including Girls in Tech (girlsintech.org/chapters) - the non-profit that addresses gender inequality in high-tech industries through EU chapters in Greece & Germany, and the annual European Media Literacy Week to underscore the results' societal & cultural importance.

Status: In progress; planned for May to September 2025

3.7.1 Co-Organised Events

The TRANSMIXR project has been actively engaging with the CCI and the wider academic community through a series of co-organized events, each focusing on the exploration and application of social XR technologies. These events, ranging from workshops and schools to forums, have played a pivotal role in disseminating project outcomes, gathering valuable feedback, and also establishing new partnerships.

- **Spring School on Social XR, 13-17 March 2023, Amsterdam, Netherlands:** Organized by Pablo Cesar (CWI), Irene Viola (CWI) and Silvia Rossi (CWI), this event delved into the core of Social XR, covering subtopics such as 3D capturing and modeling, volumetric video content, rendering, interaction, and human factors evaluation. Included a talk "Discovering Horizon Europe Projects: TRANSMIXR - Ignite the Immersive Media Sector by Enabling New Narrative Visions" by Wendy van den Broeck (VUB), Johan Oomen (NISV), and Niall Murray (TUS), where TRANSMIXR was showcased as a key use case, providing

students with insight into practical applications and gathering invaluable feedback.

- **TRANSMIXR Workshop: Revolutionizing the Creative and Cultural Sector, 4 June 2023, Vilnius, Lithuania:** The BFCT team led this workshop, targeting Lithuania's CCI sector to discuss the TRANSMIXR project and the transformative potential of XR and AI within the CCS. This event not only highlighted the project's advancements but also facilitated a direct exchange with sector professionals about harnessing XR technologies.
- **TRANSMIXR News Media & Broadcasting End-Users' Workshops (2), Autumn 2023:** Collaboratively conducted by Sparknews, AFP, Immersion, and RTVSLO, these two workshops in Slovenia and France focused on the news media and broadcasting use cases. Aimed at gathering end-user requirements and insights, these sessions were critical in tailoring the project's offerings to meet specific industry needs.
- **TRANSMIXR Media & Broadcasting Professionals' Workshops (2), Autumn 2023:** Conducted by TUS, these two online workshops focused on the potential of XR technology and AI solutions in Live Media Production. The participants provided insights into the requirements of on-prem media production facilities, outside broadcast requirements for location-based live broadcasts, remote production challenges, IP and cloud production, multi-platform delivery, and the business challenges of the rapidly changing broadcast landscape. These sessions informed the requirements of the control room of the future, leveraging XR, voice commands, AI and HTML-based graphics solutions for live multi-platform media production.
- **CIPD Event, 4 October 2023, Athlone, Ireland:** The TRANSMIXR TUS team presented on "How is AI Transforming Today's Businesses," providing perspectives on AI's evolving role within various sectors, including the creative industries, and its implications for future innovation and employment.
- **CWI Lectures on Digital Cultural Heritage, October 2023:** The CWI team of TRANSMIXR contributed to the discourse on Digital Cultural Heritage, emphasizing the importance of digital preservation and the role of emerging technologies in enhancing access to and interaction with cultural assets.
- **ArtTech Forum Lithuania, December 2023:** Organized by BFCT and Satore, this forum addressed the impact and opportunities of social XR and immersive technologies within culture and creative industries. It underscored the significant potential of these technologies to revolutionize the sector, offering new avenues for creation, consumption, and interaction.



Through these diverse and strategically designed events, the TRANSMIXR project has not only advanced its research and development goals but also strengthened its engagement with a broad spectrum of stakeholders, laying a solid foundation for future collaborations and innovations in the XR field.



4 Engagement with Third-party Events

4.1 Engagement Overview

Participation in third-party organized events is a strategic move for the TRANSMIXR project, offering a plethora of benefits distinct from those gained through events the project co-organizes. Engaging in these external events allows TRANSMIXR to:

- **Gain Broader Exposure:** By presenting at diverse forums, the project reaches wider and varied audiences, extending its visibility beyond its immediate network.
- **Absorb Fresh Insights:** Exposure to the latest trends, research findings, and innovative practices in the broader XR and digital media landscape enriches the project's knowledge base.
- **Strengthen Community Ties:** Active participation fosters a sense of community and opens doors to new collaborations with professionals and organizations passionate about XR technologies.
- **Validate Concepts and Receive Feedback:** Showcasing TRANSMIXR's work and receiving direct feedback from diverse stakeholders helps refine and validate the project's direction and outcomes.
- **Enhance Credibility:** participation in third parties organised professional events bolsters TRANSMIXR's reputation, underscores its contributions to the field.

Through its presence at third-party events like ACM Multimedia, Stereopsia Europe, Immersive Tech Week, and others, TRANSMIXR not only represents its innovative solutions but also actively contributes to and shapes discussions within the global XR community. These engagements are instrumental in keeping the project aligned with industry advancements, fostering a collaborative spirit, and ensuring the project remains at the forefront of the XR innovation curve.

That is why the participation in third-party events by the TRANSMIXR project was meticulously organized to maximize impact and engagement. Each event saw tailored approaches to presentation and interaction, based on the specific audience and objectives of the forum together with these methodological origins used:

- **Preparation and Coordination:** Prior to each event, the TRANSMIXR team engaged in detailed planning sessions to align their presentations, demonstrations, and workshops with the event themes and expected audiences. This preparation ensured that the project's contributions were both relevant and compelling.



- **Expert Presentations and Panels:** Team members, including researchers and project partners, took to the stage to share insights, project ambitions, and expected results with diverse audiences. These presentations were structured to not only inform but also to stimulate discussion and foster connections.
- **Networking and Collaboration Opportunities:** Dedicated networking sessions and informal meet-ups were integral parts of the TRANSMIXR team's event strategy. These interactions opened dialogues with potential collaborators, industry leaders, and end-users, crucial for the project's growth and evolution.
- **Feedback and Engagement:** Engaging with event attendees allowed the TRANSMIXR team to gather valuable feedback on their approaches and solutions. This direct engagement with the broader community provided critical insights for refining the project's direction.
- **Follow-up and Continuation of Dialogues:** After each event, the TRANSMIXR team followed up with new contacts and potential partners, ensuring that the initial engagements developed into sustained dialogues and collaborations.

4.2 Events Attended

The list of events attended by the TRANSMIXR team and a brief overview of their format, results, and relevance is provided below:

1. At **ACM Multimedia 2022** in Lisbon, Portugal, on 10-14 th of October, the TRANSMIXR, represented by the NISV and CWI teams, introduced the "Mediascape XR: A cultural heritage experience in Social VR" demo, highlighting their collaborative efforts in cultural heritage through XR technologies. This presentation not only showcased their innovative approach but also earned them the best demo award at the conference, underscoring the project's pioneering work in integrating XR within cultural heritage contexts.
2. Following this on 17-18 th of October, at **Stereopsia Europe 2022** in Brussels, Belgium, within the "Meet the H2020 & Horizon Europe XR Consortiums" session, Niall Murray (TUS) took the stage to share insights about TRANSMIXR, its objectives, and the anticipated impact on the XR domain. This engagement aimed at informing and connecting with the wider XR community to foster collaborative opportunities and broaden the project's network.
3. During **Immersive Tech Week 2022** in Rotterdam, Netherlands, Pablo Cesar (CWI) continued this outreach in the "Horizon Projects Present" session. His presentation delved into the project's goals and its significance for the future of XR, encouraging collaboration among industry stakeholders. Additionally, a dedicated booth, organized by BFCT, served as a nexus for showcasing XR



technologies and facilitating networking, further amplifying TRANSMIXR's presence and engagement with the immersive tech community.

4. **Onward #2**, held on 9 February 2023 in Galway, Ireland, featured Gareth W. Young (TCD) as a speaker. He explored creative storytelling with immersive technology, using TRANSMIXR use cases as prime examples. This presentation showcased the project's innovative applications in storytelling, inviting engagement and discussion.
5. **Rendr**, taking place on 23-24 February 2023 in Belfast, Ireland, saw Gareth W. Young (TCD) in attendance. This event was a significant opportunity to meet with representatives from major creative studios, such as Netflix, Pixar, Walt Disney Studios, and Epic Games, to understand their technology needs and explore potential synergies with TRANSMIXR's offerings.
6. **Harvard University, 22 March 2023**: Tupac Martir represented Satore at Harvard, speaking on immersive technologies and art. This engagement showcased the project's dedication to exploring the artistic potentials of XR technologies and their impact on contemporary art forms.
7. **Sonar Istanbul, 27-29 March 2023**: During the Sonar Festival in Istanbul, Tupac Martir presented "Haita," an immersive dance performance that demonstrated TRANSMIXR's potential innovative use of mixed media, blending music, dance, and XR to create captivating experiences.
8. **Onward #3** on 20 April 2023 in Dublin, Ireland, Gareth W. Young (TCD) participated to delve into the use of immersive technologies for civic engagement. This engagement underscored the project's commitment to exploring broader applications of XR technologies, further demonstrating TRANSMIXR's versatility and potential for impact across various sectors.
9. At **CHI 2023** in April, held in Hamburg, Germany, Gareth W. Young (TCD) presented a paper on "Student Experiences of Social VR," co-authored with Aljosa Smolic (HSLU). This research provides valuable insights into user-focused social VR applications, directly influencing the TRANSMIXR project's development of collaborative co-creation environments.
10. The **Engineering EXPO 2023** in Athlone, Ireland on 28th of April, saw the TUS Team exhibiting, presenting TRANSMIXR's technology to end users and industry representatives, showcasing the project's practical applications and potential.
11. The **Swiss Metaverse Association** kick-off event in St. Gallen, Switzerland on 9th of May 2023, featured Aljosa Smolic (HSLU) engaging with the XR



community, exploring developments in the Metaverse, and highlighting TRANSMIXR's relevance in this burgeoning space.

12. **Dublin Tech Summit**, 31st of May - 1th of June, 2023, a premier event in Dublin, Ireland, included a panel discussion with Gareth W. Young (TCD), Aljosa Smolic (HSLU), and Grace Dinan (TUS) on "Homegrown Innovation." This panel shed light on Ireland's leadership in R&D within volumetric video and real-time 3D assets, underlining TRANSMIXR's contributions to these advanced areas.
13. At the **Annecy Festival (The Mifa) 2023** in France, Romanas Matulis and Agnesta Filatove (BFCT) represented TRANSMIXR, introducing the project to the animation industry and showcasing its technological advancements.
14. **IMX Conference, 12-15 June 2023, Nantes, France**: The TUS Team led a workshop focused on immersive technologies at this pivotal conference. This participation underlined the project's commitment to leading the conversation on innovative XR applications, offering the team an invaluable platform to interact with industry professionals and academics.
15. **Sónar+D, 15-17 June 2023, Barcelona, Spain**: Tupac Martir (Satore), presented at Sónar+D, a festival known for its blend of music, creativity, and technology. Here, a creation combining elements of augmented reality, live music, generative audio, and visuals showcased the project's innovative approach to mixed-media experiences. Sónar+D provided an excellent opportunity for the TRANSMIXR team to display the project's cutting-edge applications in XR, fostering discussions on creative storytelling and immersive technology's potential impact, and exploring collaboration avenues with artists, technologists, and innovators from around the world.
16. **QoMEX 2023** in Ghent, Belgium in June 2023, featured Irene Viola (CWI) discussing metrics and evaluation protocols for immersive media experiences, emphasizing TRANSMIXR's commitment to quality and user engagement. TUS also had 3 papers at this event, winning the best paper award.
17. The **International Summer School on eXtended Reality Technology and Experience, 18-21 July 2023, Madrid, Spain**: Pablo Cesar from CWI took on the role of speaker at this prestigious summer school, where Social XR was a recurring topic of discussion. Presenting the TRANSMIXR project and current challenges within social XR, the event was a crucial platform for disseminating the project's objectives and garnering feedback. The summer school allowed TRANSMIXR to engage directly with the next generation of XR professionals and researchers, receiving vital input that could steer the project's future directions and innovations in developing immersive experiences.



18. **Frame:work:LosAngeles, 4-5 July 2023, Los Angeles, USA:** Tupac Martir of Satore participated in this conference, focusing on the intersection of technology and art. Attending Frame:work provided an opportunity to meet potential partners and clients, showcasing the TRANSMIXR project and its applications beyond the borders of Europe. This event was especially significant for exploring the American market and tech industry's interest in immersive technologies, allowing for a valuable exchange of ideas and potential collaborative opportunities that could enhance the project's visibility and impact on a global scale.
19. At **Siggraph 2023** in Los Angeles, US, Tupac Martir (Satore) delved into universal volumetric & glTF, XR Theatre, and more, meeting with potential partners and presenting the TRANSMIXR project in detail.
20. **Venice Immersive, 30 August - 8 September 2023, Venice, Italy:** The BFCT team, alongside Tupac Martir from Satore, exhibited at Venice Immersive, representing the TRANSMIXR project and its immersive technology solutions to industry professionals and end-users. This event provided a valuable platform for meeting potential partners.
21. **CWI-INRIA International Research Collaboration Kick-off Meeting, 13 September 2023, Amsterdam, the Netherlands:** Prof. Pablo Cesar from CWI delivered a keynote on "Towards Volumetric Video Conferencing," highlighting the potential of Social Extended Reality (XR) as a transformative medium for remote, immersive experiences. This collaboration between CWI and INRIA marks a significant step in exploring new dimensions of XR technology, emphasizing the project's commitment to advancing XR's impact on digital communication.
22. **IBC Accelerator, 15-18 September 2023, Amsterdam:** The TUS and TCD teams represented the TRANSMIXR project within the IBC Accelerator program, engaging with global media, entertainment, and technology professionals. The project showcased its innovative "XR control room," contributing to discussions on emerging solutions and fostering opportunities for industry insights, expertise sharing, and business development.
23. **Digital Festival Zurich, 15 September 2023, Zurich:** The HSLU team represented TRANSMIXR to a diverse audience of experts from business, science, society, and politics. This exhibition emphasized the project's relevance and potential across various sectors, highlighting its innovative approach to XR and digital transformation.
24. **Museums: The Future of Diaspora Engagement, 20-23 September 2023, Bratislava, Slovakia:** Niall Murray (TUS) and Trevor Ó Clochartaigh from TG4



participated in a panel discussion, exploring the role of museums in diaspora engagement and the potential of XR technologies in enriching cultural heritage experiences.

25. **AVICOM Conference “The Virtual Museum”, 21-23 September, Scotland:** Rasa Bočytė and Max Tiel (NISV) presented on the opportunities social XR offers within the Cultural Heritage Sector, further establishing TRANSMIXR's influence in leveraging immersive technologies for cultural preservation and education.
26. **The IEEE International Workshop on MultiMedia Signal Processing (MMSP 2023), 27-29 September 2023, Poitiers, France:** The HSLU team participated, contributing to the discourse on multimedia signal processing with a focus on immersive technologies, underscoring the project's engagement in cutting-edge research.
27. **Dutch Media Week, 7-8 October, the Netherlands:** The NISV team's involvement in this event highlighted TRANSMIXR's commitment to the media sector, showcasing the project's latest developments and fostering discussions on the future of media and technology.
28. **ACM Workshop on Mobile Immersive Computing, Networking, and Systems (ImmerCom 2023)** held in conjunction with the ACM International Conference on Mobile Computing and Networking (MobiCom 2023), 6 October 2023: Prof. Pablo Cesar from CWI delivered another keynote on "Towards Volumetric Video Conferencing" at this workshop, reinforcing the project's dedication to advancing immersive communication technologies.
29. **Stereopsia Europe, 17-18 October 2023, Brussels, Belgium:** A collaborative effort between CWI, VUB, TG4, Satore, and BFCT led to the workshop "Users Are The Driving Force," focusing on the TRANSMIXR project's human-centric methodology. This event highlighted the importance of user involvement in the development process, showcasing the initial results and discussing the potential future impact. Additionally, Prof. Pablo Cesar (CWI) delivered a keynote on "Towards Volumetric Video Conferencing," sharing insights across various venues in Europe and Latin America, emphasizing the project's commitment to advancing immersive communication technologies.
30. **WebMedia 2023, 24 October 2023, Ribeirão Preto, Brazil:** Prof. Pablo Cesar from CWI presented another keynote on "Towards Volumetric Video Conferencing" at the Brazilian Symposium on Multimedia and Web Systems. This engagement highlighted the project's advancements in volumetric video conferencing, fostering international dialogue on the evolution of immersive technologies.



31. **ACM Multimedia, 29 October 2023:** Representatives from CWI took part as speakers, further extending the TRANSMIXR project's academic outreach.
32. **Beta Festival, 5 October 2023, Dublin:** The TCD team's involvement as speakers at this festival showcased the project's role in pushing the boundaries of digital media and XR, engaging with the local tech community and fostering discussions on future technological trends.
33. **Culture Crush, 16 November 2023, Dublin, Ireland:** Attendance by the TCD team at this conference allowed for deep dives into emerging trends, facilitating the acquisition of critical knowledge and networking opportunities. Presenting the TRANSMIXR project facilitated discussions on the convergence of technology and culture, exploring potential partnerships, clients, and collaborators.
34. **Médias en Seine, 22 November 2023:** SPARK and AFP represented the TRANSMIXR project, speaking on "Immersive journalism: could touching different senses give new meaning to news?" This presentation explored the transformative potential of immersive technologies in journalism, proposing new ways to engage audiences and convey stories more impactfully.
35. **Immersive Tech Week, November 2023, Rotterdam:** Teams from TUS, BFCT, and F6S represented the project, showcasing immersive technology solutions to a gathering of industry professionals. This event was an excellent opportunity for the project to display its innovations, attracting potential partners and further establishing its presence in the immersive tech community.
36. **Mediamorfosis, 23-24 November 2023, Quito, Ecuador:** At this event, Tupac Martir from Satore discussed the interplay between performance, art, and technology, highlighting how TRANSMIXR leverages these intersections to push the boundaries of immersive experiences.
37. **Conference on Visual Media Production (CVMP), 30 November - 1 December 2023, London, UK:** Tupac Martir and Rubin Shah from Satore spoke on the future of technology and its application to performance, sharing insights that resonate with TRANSMIXR's focus on integrating XR in creative expressions and storytelling.
38. **ICAT-EGVE 2023 Conference, 6 December 2023:** The collaboration between TCD and HSLU brought a unique perspective to this conference with a keynote titled "Take A Walk On The Wild Side: Experimenting With Human & Animal Avatars In Virtual Worlds." This presentation delved into the innovative use of avatars in XR, contributing to the broader discourse on virtual reality's potential to enhance human experiences.



39. At **IEEE ICIP 2023 and IEEE ISMAR 2023**, TRANSMIXR's latest work was presented by CWI researchers Irene Viola and Jack Jansen. Their contributions in immersive XR applications and point cloud technology highlight TRANSMIXR's commitment to enhancing user experiences in immersive environments.
40. **European Film Market (EFM), 15-21 February 2024, Berlin, Germany:** The BFCT team participated as exhibitors, introducing the TRANSMIXR project's immersive technologies to the film and entertainment industry. This platform allowed the project to connect with a wide array of professionals, exploring new innovations, partnerships and collaborative opportunities in the creative sector.
41. **TV2 Production Day, 8 March 2024, Odense, Denmark:** Grace Dinan from TUS gave a presentation on the 'Evolution of the Control Room - Leveraging XR, Voice and AI for Live Media Production', followed by a Q&A session with media professionals from TV2 studios in Odense and Copenhagen. This platform allowed TRANSMIXR to connect with professional end-users and form partnerships to evaluate our XR control room solution in 2024/25.

Through organized participation and a strategic approach to each event, the TRANSMIXR project effectively leveraged third-party platforms for exposure and networking, without yet representing the actual showcases. The focus was on engaging discussions, expert presentations, and the initiation of collaborative dialogues. This approach enabled the project to build a foundation for future collaborations, gather industry insights, and align its development with the needs and expectations of the broader XR community. The careful organization behind each participation ensured that TRANSMIXR remained a relevant and engaged stakeholder within the digital and creative sectors, setting the stage for future showcases of its technological advancements. In the second phase of the project participation in the third-party events will be more focused on showcases.

5 Communication and Dissemination

A communication and dissemination strategy was designed for the TRANSMIXR project and explained in D6.1 where it was defined key messages, target groups and a strategy for all dissemination and communication activities. The general TRANSMIXR communication strategy objective is to contribute to TRANSMIXR project has an ambition to make a range of technological, economic, scientific and societal impacts in order to support the CSS across Europe.

The mission of TRANSMIXR is summarised in the two goals below:

- to introduce leading-edge technologies and experiences built around public values: to inform & entertain, to connect & inspire, to educate and empower.
- to strengthen the democratic mission and competitiveness of the European Cultural and Creative Sector with intelligent AI and XR technology.

To effectively disseminate the TRANSMIXR project's message and ensure broad outreach, the project team employs a diverse array of communication channels. Recognizing the importance of a robust online presence for conveying the project's objectives and achievements, TRANSMIXR consistently leverages its website and different social media platforms to promote its activities and outputs. These digital platforms serve as primary points of contact for stakeholders and interested parties seeking information about the project. Therefore, it is imperative to maintain these channels with relevant, engaging, and consistent content to foster meaningful engagement and effectively communicate the project's value and progress.

In addition to the comprehensive event activities detailed in the preceding chapters, during this period, the partners invested significant efforts into communicating the project's milestones and developments. This engagement was facilitated through the use of both their corporate and personal social networks. This was achieved through activities such as sharing TRANSMIXR content on social media platforms or engaging in organic communication within the networks.

For the purpose of dissemination activities, the project aims to transfer knowledge and results to facilitate their adoption by others, including the scientific community, industry, or policymakers. This initiative is designed to maximize the impact of the project's research, ensuring that the findings and developments can be effectively utilized and integrated into relevant sectors and disciplines.

TRANSMIXR leverages the expertise of its partners, which include universities and industry experts, and proactively participates in conferences and events relevant to the XR industry. This strategic approach is designed to facilitate interaction with target



audiences such as the scientific community, industry professionals, and policymakers. The objective is to achieve a long-term impact and ensure the market uptake of the project's outcomes, thereby advancing the application of XR technologies across various sectors.

To effectively communicate TRANSMIXR information, results, and objectives, the project developed a range of materials, including leaflets, videos, and event-specific materials. These resources facilitate the dissemination of the results, strengthen content, and enhance the visibility of the project's brand. Future strategy in the second phase of the project entails creating comprehensive content and adopting a 360-degree approach to ensure maximum engagement across diverse platforms and channels. Committed to nurturing connections and increasing visibility among stakeholders, with a strong emphasis on robust stakeholder engagement explained in the previous sections. Central to TRANSMIXR objectives is the proactive showcasing of project results, ensuring that the impact and achievements are effectively communicated and acknowledged by target audiences. This plan for the next period will be explained in section 6.2.

During this phase of the project, TRANSMIXR commitment to strengthening communication and dissemination efforts led to the strategic inclusion of a new partner F6S, exclusively dedicated to these tasks. This addition signifies a proactive approach in maximizing the impact and reach of the TRANSMIXR project. By focusing solely on communication and dissemination, this partner brings specialized expertise to elevate our messaging strategies, ensuring that the project's achievements are effectively shared with our diverse audience and stakeholders and to tackle the key performance indicators presented below.

5.1 Communication

To ensure wide communication within the target audiences and enable active engagement and to achieve efficient communication of the project outcomes, TRANSMIXR established a website and social media networks, as dissemination and communication tools to promote activities and outputs of the project regularly.

5.1.1 Website

The project website (transmixr.eu) has been set up in M1 with basic information about the project and a news section (See Figure 1). The site objective is to be the most complete source of information for interested parties, functioning as the main information channel, and a useful contact point for stakeholders. Thus, the website is in constant update according to the phases of the project.

In terms of content, the website will be continuously updated with information about XR Demos including use-case descriptions, a repository for open documents, including public deliverables. It will be regularly updated with blog posts, press releases and scientific publications, stories about stakeholder experiences in video & XR formats produced with (immersive) storytelling techniques.

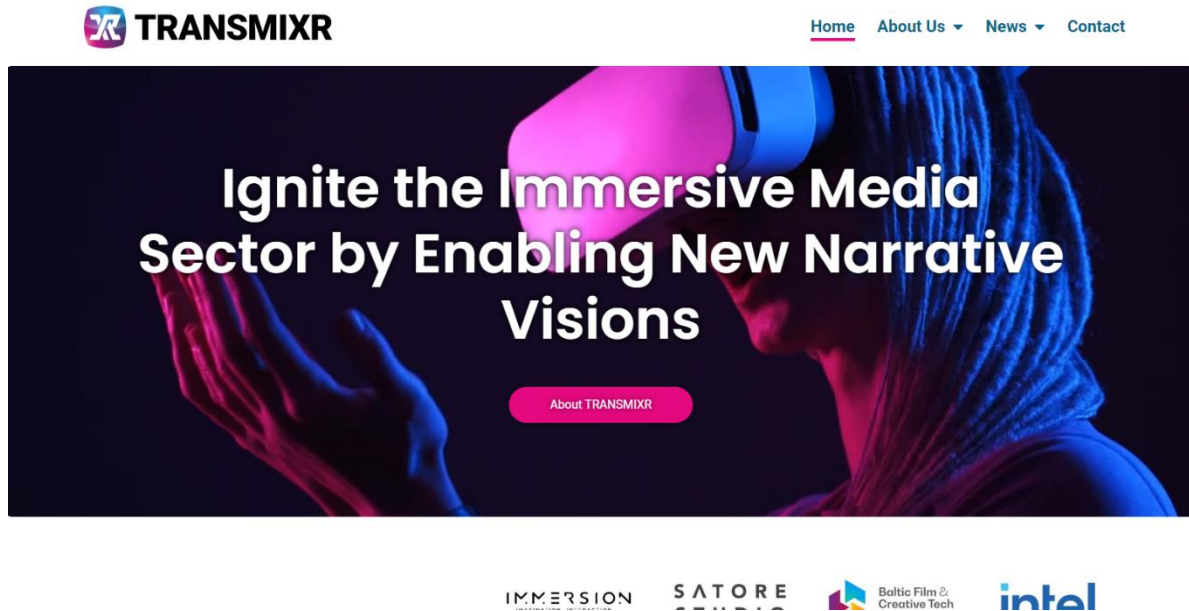


Figure 1: TRANSMIXR Web site landing page.

5.1.1.1 Website Structure

The current structure (M18, March 2024) is as presented below:

- **Homepage** - the main page of the website. It explains the main objectives, and important activities, in a simple and direct way, directing the user to other parts of the website.
- **About Us**
 - Visions and objectives
 - Consortium
 - Domains
 - Methodology and Pilots
 - Mission and ambitions
 - Milestones and deliverables
- **News**
 - Press Releases
 - Events
- **Contact**

At present, the structure is being updated to incorporate individual pages for each pilot, aiming to highlight project developments more prominently. Additionally, an "Insights" page is being designed to supplement the existing Press Releases section, facilitating a more comprehensive overview of the project's progress and achievements.

5.1.1.2 Website Analytics

By M17 (February 2024) the website had the current results:

- **Total page views:** 1453
- **Total users:** 958 (see Fig. 3)

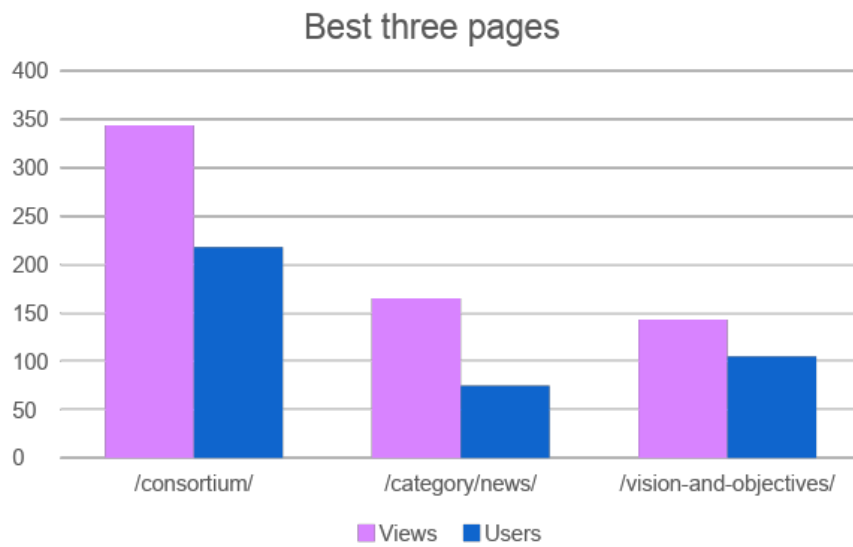


Figure 2: TRANSMIXR Web site most visited pages

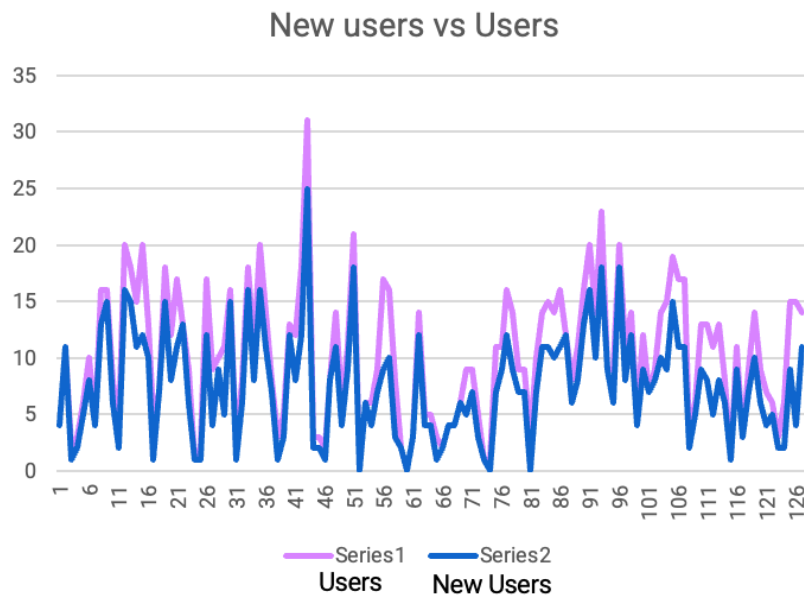


Figure 3: TRANSMIXR Web site users vs. new users.

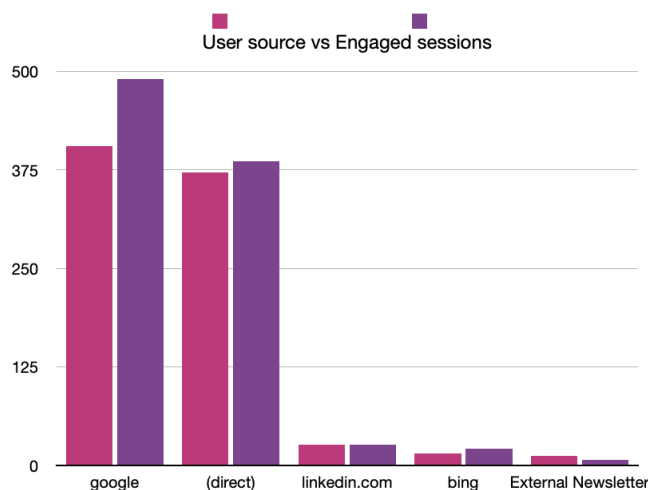


Figure 4: TRANSMIXR Web site traffic source

5.1.2 Social Networks

The TRANSMIXR project has been present on social media networks since M1. In consideration of the B2B nature of the project's relevant stakeholders, professional social media channels such as Twitter and LinkedIn have been prioritised. Both networks are connected to the project's website.

5.1.2.1 LinkedIn and Twitter

For consistency and ease of finding all social networks, all social media channels have the same handle:

- LinkedIn: www.linkedin.com/company/TRANSMIXR
- X (formerly Twitter): [@TRANSMIXR](https://twitter.com/TRANSMIXR)

Content is distributed through these channels via partner company profiles and reshared from personal accounts. LinkedIn and Twitter are sustained by content created by the project, but also by external parties resharing relevant content.

- **Frequency of posts:** two to three times per week throughout the project, increasing in frequency during phases such as events
- **Type of content published:**
 - Information on project activities: objectives, pilots, events.
 - **Consortium partners:** information on our partners, quotes, interviews, relevant opportunities and work.
 - **Articles and Scientific publications:** created by the project partners and from external parties related to the scope of the project.
 - **Synergies:** sharing other project partners' information and opportunities
 - **Industry news:** sharing relevant insights about the field of XR.

A Mastodon account is also being considered. The goal is to make it easy for each target group to identify and explore relevant material, as well as to communicate important updates and news about TRANSMIXR. The social media posts will focus on the dissemination of the project’s progress both to the general audience and to the identified relevant communities. A YouTube and/or Vimeo channel has been set up in Year 1 to store and share the project’s videos.

5.1.2.2 Social Network Analytics

Figures 5, 6 and 7 illustrate the progression of our project’s **LinkedIn** account, which is our most prominent social media platform. As of March 2024, our page had a total of 530 followers. While our growth has generally been positive, it's worth noting that follower acquisition was relatively slow in January, April and May 2023. A reason for this can be the lower engagement and number of impressions in those months.

June 2023 stood out as the month with the most significant growth. This spike can be attributed to a General Assembly. It's important to note that our follower growth has remained consistently robust throughout the entire project's duration. This peak is also shown in the high number of impressions and engagements.

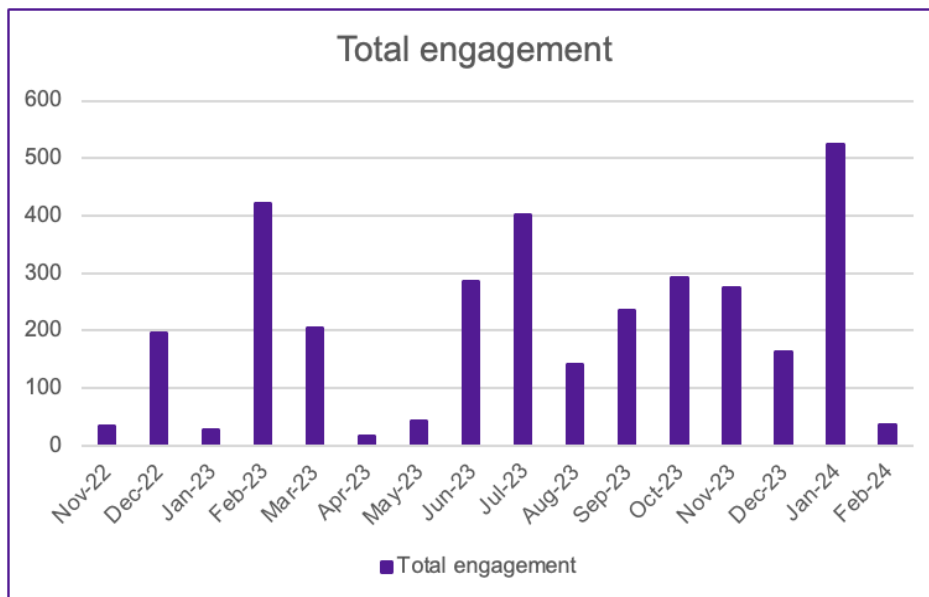


Figure 5: TRANSMIXR LinkedIn account engagement

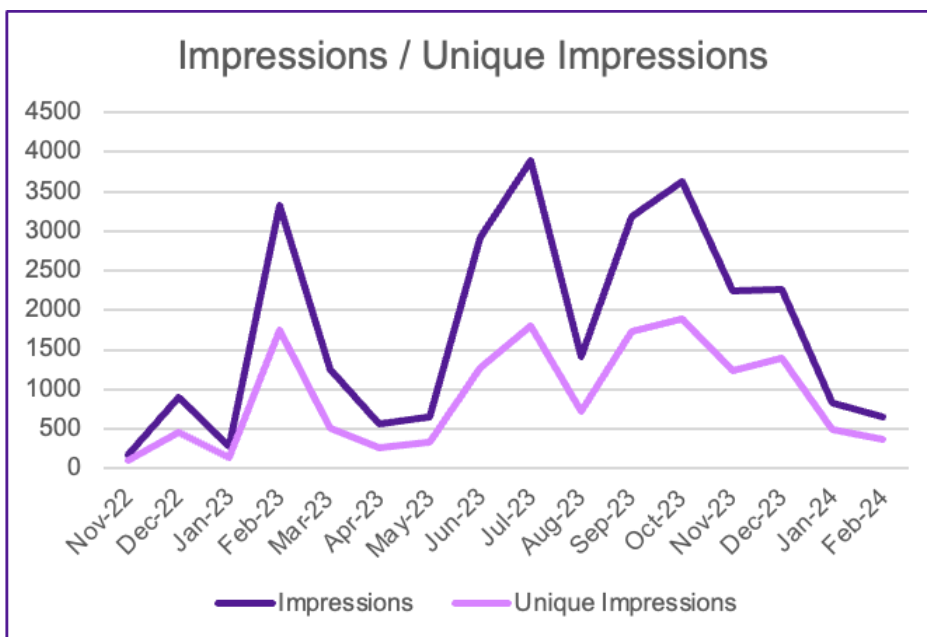


Figure 6: TRANSMIXR LinkedIn account Impressions

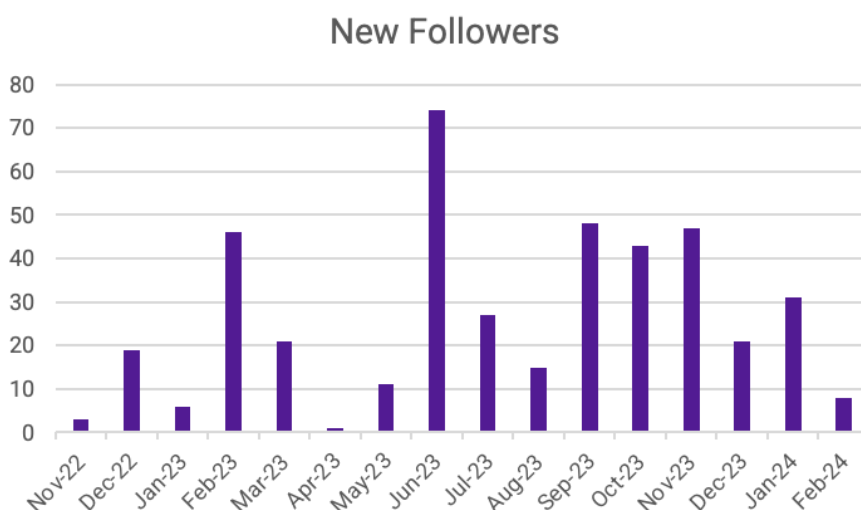


Figure 7: TRANSMIXR LinkedIn account Followers

Our **Twitter/X** account has also been up since the beginning of the project but it’s not as strong as the LinkedIn account. The recent changes in Twitter/X drove away a significant number of users in late 2022, especially in the R&D community. The visibility for “standard” projects is very low at the moment, due to the recent changes in the platform’s algorithm.

Nevertheless, we have 210 followers and more than 27,000 impressions.

5.1.3 Content Development

To ensure that all the communication and dissemination activities are consistent with the project's visual identity and that we continue to spread TRANSMIXR brand, various communication materials are created.

5.1.4 Press Releases and Newsletters

Press Releases and direct media contacts will provide journalists with information about objectives/outcomes, to be published in local and national mainstream (targeting the broader society) and specialised media outlets.

At M6 the project started to be sent a newsletter and at M18 has 151 subscribers.

The newsletter targets are the general audience and the identified relevant communities interested in receiving updates on the project. In addition, the newsletter is shared on social media channels, and within the consortium partners' official communication channels. Past newsletter issues will be available for download on the project website.

5.1.5 Printed Material

The project has a set of printed materials including a banner, posters, flyers, and brochures mainly for distribution at relevant events with information about the project. More materials will be produced and updated according to the phases of the project.

5.1.6 Audio-Visual Materials

To better disseminate the project message the project produced a series of video materials to showcase our work. Besides the series of video interviews with project partners recorded during the kick-off meeting, future ones may be conducted with different testimonials from the main communities of stakeholders at planned events during the timespan of the project.

A series of three to six project videos introducing the TRANSMIXR team, the focus of the project, and showcasing the results of the project are planned to be disseminated on website, social media channels, and YouTube/Vimeo platforms. The first video⁶, summarising the activities in the first year of TRANSMIXR, was first shown at STEREOPSIA Europe on 18-20 October 2023 in Brussels, and then disseminated via the project's social media channels.

⁶Video "TRANSMIXR | One Year In.." -: <https://www.youtube.com/watch?v=Jk9794Ktra8>

The project has also been creating videos at GAs/workshop or from partners' activities related to TRANSMIXR, and also disseminated via the project's social media channels..

Additionally, testimonials and behind-the-scenes promotional footage will be created during the production phase, which will be available on the website, and at various industry conferences where **SATORE** will be presenting TRANSMIXR.

Testimonials and promotional videos will be created during the use case showcase event to be organised by the aforementioned partners. These videos will capture the reactions of future TRANSMIXR solution users on the potential of immersive technologies in their sectors. Additional videos will be created during “TRANSMIXR Innovation Challenge” events where designers, storytellers, and technologists will be invited to create concepts for the application of TRANSMIXR solutions in sectors outside of CCS.

5.2 Dissemination

In addition to the events and conferences discussed in the initial sections of this deliverable, the TRANSMIXR team has authored 19 scientific publications including 16 conferences and 3 journals outlined in the table provided below. These publications will be showcased on website, serving both as a repository and blog posts. This initiative aims to amplify the visibility of the collaborative efforts done by the consortium partners.

Format	Title
Publication in conference	QAVA-DPC: Eye-Tracking Based Quality Assessment and Visual Attention Dataset for Dynamic Point Cloud in 6 DoF
Publication in conference	PointPCA+: Extending PointPCA objective quality assessment metric
Publication in conference	Subjective Quality Evaluation of Point Clouds using Remote Testing
Publication in conference	Correlation between Entropy and Prediction Error in VR Head Motion Trajectories
Publication in conference	On the Impact of Interactive eXtended Reality: Challenges and Opportunities for Multimedia Research
Publication in conference	Towards Volumetric Video Conferencing
Publication in conference	CSCW '23 Companion: Companion Publication of the 2023 Conference on Computer Supported Cooperative Work and Social Computing
Article in journal	Utilizing virtual reality to assist social competence education

	and social support for children from under-represented backgrounds
Publication in conference	Evaluation of point cloud features for no-reference visual quality assessment
Article in journal	Feel the Music!—Audience Experiences of Audio–Tactile Feedback in a Novel Virtual Reality Volumetric Music Video
Publication in conference	Multimodality: Exploring Sensibility and Sense-Making Beyond the Metaverse
Publication in conference	Realtime-3D Interactive Content Creation for Multi-platform Distribution: A 3D Interactive Content Creation User Study
Publication in conference	Towards a symmetrical definition of QoE: An Evaluation of Emotion Semantics in Augmented Reality Training
Publication in conference	A Comparison of Gender Differences and Performance Metrics in a VR-Based Auditory Selective Task
Publication in conference	Physiological Synchrony in a Collaborative Virtual Reality Task
Publication in conference	A Case Study on Student Experiences of Social VR in a Remote STEM Classroom
Publication in conference	VR2Gather: A Collaborative, Social Virtual Reality System for Adaptive, Multiparty Real-Time Communication
Publication in conference	Mediascape XR: A Cultural Heritage Experience in Social VR
Article in journal	A QoE and Visual Attention Evaluation for 360° videos with non-spatial and spatial audio

Figure 8: TRANSMIXR scientific publications

During this period the partners made various efforts to communicate the project, taking advantage of their companies' and personal social networks, either by reposting TRANSMIXR content from social media or organically communicating it with their network.

Besides the importance of the social media channels from partners, for this reporting, we are not taking into account the number of social media posts. Instead, we are only focusing on communication activity: events, newsletters, webinars, meetings with third parties, articles on websites (e.g., press-releases) and presence in events.

So far the consortium made 12 communication activities including panel sessions and events.

6 Analysis of Key Performance Indicators

6.1 Key Performance Indicators status by M18

The following figure presents an overview of various impact metrics regarding the communication and dissemination activities. It outlines the KPIs and the measurable value that demonstrates how effectively the project is achieving the objectives. (see Figure 9)

# professionals active at project end: ≥ 800	# unique website visitors: ≥ 1000 p.m. (M18), ≥ 3,000 (M36)
# participants in req. & design workshops: ≥ 800	# website page views: ≥ 5,000 p.m. (M18), 20,000 (M36)
# innovation challenges: 3 (nl, fr, gr)	# webinars. 8-10 (key modules and platform features)
# transmixon pilots: 4; users evaluating pilots: ≥ 250	# webinar participants. ≥ 500
# capacity building workshops: ≥ 8	# project video views: ≥ 5,000 (M18); ≥ 25,000 (M36)
# training program participants: ≥ 100	# downloads deliverables XR demos: 3,000 (M18), 10,000 (M36)
# professional demonstration box users: ≥ 50	# twitter followers: ≥ 750 (M18), ≥ 2000 (M36)
# refereed scientific publications: ≥ 25	# linkedin followers: ≥ 500 (M18), ≥ 1000 (M36)
# average journal impact factor: ≥ 1.5 SCI R	# mainstream media mentions: ≥ 10 p.a.
# scientific presentations: ≥ 10 p.a.	# newsletter subscribers: ≥ 250 (M18); 1,000 (M36).
# co-hosted events: ≥ 2 p.a.	# open day attendees: ≥ 75 participants per event
# industry presentations: ≥ 10 p.a.	# joint events with 'girls in tech': ≥ 2
DISSEMINATION KPIs	COMMUNICATION KPIs

Figure 9: KPIs for the TRANSMIXR dissemination and communication activities.

At M18 (March 2024) the project KPIs were achieved as follows:

Communication KPIs	Goal M18	Goal M36	March M18
# Website page views	5000	20000	2444
# Webinars: 8-10 (M20-M36)	n/a	10	1
# Webinar participants	n/a	500	100
# Project video views	5000	25000	289
# Downloads deliverables XR demos	3000	10000	0
# Twitter followers	750	2000	209
# LinkedIn followers	500	1000	500
# mainstream media mentions	n/a	10	3
# Newsletter subscribers	250	1000	148
# Open day attendees	n/a	75	75
# Joint events with 'girls in tech'	n/a	2	1

Figure 10: KPIs for the TRANSMIXR communication activities by M18

DISSEMINATION KPIs	Goal M18	Goal M36	M18 March 24
# Professionals active at project end	n/a	800	
# Participants in req. & design workshops	n/a	100	126 (req only)
# Innovation challenges	n/a	3	0
# TRANSMIXR pilots	n/a	4	4
# TRANSMIXR pilots: users evaluating pilots	n/a	250	0
# Capacity building workshops	n/a	8	0
# Training program participants	n/a	100	0
# Professional demonstration box users	n/a	50	0
# Refereed scientific publications	n/a	25	19
# Average journal impact factor	n/a	1.5 SCI R	5.8
# Scientific Presentations	n/a	10	18
# Co-hosted events	n/a	2	1
# Industry presentations	n/a	10	7

Figure 11: KPIs for the TRANSMIXR dissemination activities by M18

Regarding the communication KPIs, two of the communication KPIs have been achieved (LinkedIn followers for M18 and open days attendees). The social media numbers continue on a good path, but team may have to revisit the Twitter KPI, given the changes to the platform mentioned in Chapter 5.1.2.

Of the KPIs further from the target for M18, website and project video view, a plan is in placed for the next phase (see Chapter 6.2) to achieve them. The KPIs downloads deliverables | XR demos will be a KPI that we will revisit and discuss in the upcoming review meeting because, given the specifications of TRANSMIXR pilots, it doesn't make sense for the project. Of the remaining indicators, some will only be implemented in the next phase of the project, such as webinars and webinars participants. As for the dissemination KPIs, most will only be put into practice in the next phases of the project, but the consortium doesn't foresee any major issues. Furthermore, we proactively secured additional partner F6S with specialist expertise to assist the project to achieve its goals.

6.2 Plans for the Next Period

Following the first year and strategy outlined in the preceding chapters, our focus now shifts towards formulating a comprehensive strategy for the subsequent stages of project communication and dissemination. Although the project achieved good results in its first year, there are several KPIs and some room for improvement.

The communication strategy is set for adjustment to align with the new phase of the project, with a focus on highlighting the results and advancements of the pilots, while also enhancing the visibility of the consortium and its efforts in disseminating the project. As part of this approach, 360-degree content will be integrated across all channels to ensure consistency and engagement with audiences, adapting the message to reinforce the project's objectives and achievements, while maintaining clarity and impact in the messaging.

TRANSMIXR primary objectives for this phase are to present and explain the pilots developed, while also engaging XR players, innovators, and other pertinent stakeholders to test, use and evaluate the work done by the project. The focus will remain on utilizing the communication channels previously mentioned, with an increased emphasis on leveraging the website, especially through the blog and social media channels, to boost engagement and achieve KPIs. Different content will be developed and information updated according to the project stages, as outlined in the specific actions and objectives for the upcoming phase:

Topics to explore:

6.2.1 Showcasing pilots developments

- **Goal:** share the work done by the partners responsible for the uses cases, showing what we are currently developing
- **Channels:** social media channels, news, website, blog.
- **Target audience** - XR Innovators (Researchers/entrepreneurs, startups & SMEs), industry, general public, media industry, creative and cultural sector, scientific community.

6.2.2 Project behind the scenes

- **Goal:** share the consortium know-how with articles, share our scientific publications, present individual partners and their work in the project reminding the audience of our objectives
- **Channels:** social media channels, news, website, blog.
- **Target audiences:** general public, scientific community XR innovators.

6.2.3 Educational content:

- **Goal:** break down complex concepts into digestible content to educate the audience about AI, XR technologies and their impact on media.
 - **Channels:** social media channels, news, website, blog.

- **Target audiences:** general public; scientific community, XR innovators.

6.2.4 User Stories:

- **Goal:** highlight the experience and co-creation stories to showcase the user-centric approach of the TRANSMIXR project.
- **Channels:** social media channels, news, website, blog.
- **Target audiences:** media industry, creative and cultural sector, scientific community, general public; XR innovators.

6.2.5 Project updates:

- **Goal:** share regular updates on project phases, achievements and milestones.
- **Channels:** social media channels, news, website, blog.
- **Target audiences:** media industry, creative and cultural sector, scientific community, general public; XR innovators.

7 Conclusions and Next Steps

The interim dissemination and engagement report for the TRANSMIXR project demonstrates significant progress and strategic implementation across various sectors. The project has effectively leveraged its innovative approach to XR and AI technologies, engaging a wide range of stakeholders, including the MCI, PA, CHI, the broader CCS, XR Networks, and collaborating with other HE XR projects. Through targeted stakeholder engagement activities, organized events, participation in third-party events, and comprehensive communication and dissemination strategies, TRANSMIXR has laid a robust foundation for furthering the impact and adoption of new digital co-creation and interaction models across Europe.

Throughout the initial 18 months, the project has made substantial strides in achieving its objectives. Engaging with over 100,000 organizations across multiple sectors, including the MCI, PA, and CHI, has significantly broadened the project's influence and reach. Participation in more than 77 events, ranging from specialized workshops to major international conferences, has not only enhanced the project's visibility but also fostered industry-wide dialogue and collaboration. Key events co-organized by the project, such as the Spring School on Social XR and the TRANSMIXR Workshop: Revolutionizing the CCS, have directly contributed to the project's dissemination goals, demonstrating TRANSMIXR's commitment to sharing knowledge and innovations. The project's successful reach is further evidenced by its participation in third-party events, which has engaged an estimated audience of tens of thousands. These platforms have served as valuable avenues for knowledge exchange and networking, amplifying the project's impact beyond its immediate circles.

Moreover, the development and maintenance of an active online presence have been important to the project's communication efforts. With the project website achieving over 2,444 page views and social media channels, particularly LinkedIn, amassing 530 followers, there's a clear indication of growing interest and engagement from the broader community and further new activities are already planned on how to improve the results in the second phase of the project.

In essence, the TRANSMIXR project has not only met but exceeded expectations in many areas during its initial phase. The strategic and effective use of various dissemination and engagement mechanisms has positioned TRANSMIXR as a leading initiative in the integration of XR and AI technologies across Europe's creative and cultural sectors. As the project moves forward, it will continue to build on this strong foundation, aiming to achieve greater impact and foster wider adoption of its innovative solutions.



7.1 Next Steps

- **Expand Stakeholder Engagement:** Continue to build and deepen relationships with existing stakeholders while identifying and engaging new stakeholders in relevant sectors. This includes leveraging pilots and showcases to demonstrate the tangible benefits of TRANSMIXR solutions.
- **Enhance Visibility Through Events:** Increase participation in both co-organized and third-party events, focusing on showcasing TRANSMIXR pilots to demonstrate real-world applications and benefits of the project's innovations. Consider strategic partnerships with major industry events for maximum impact.
- **Intensify Communication and Dissemination Efforts:** Utilize all available communication channels more aggressively to amplify the project's achievements and milestones. This includes updating the project website and presentation with the latest developments, more active engagement on social media platforms, and producing high-quality audio-visual materials to better convey the project's value proposition.
- **Showcase Impact on Practical and Theoretical Levels:** For the project's second phase, it is imperative to demonstrate TRANSMIXR's impact beyond theoretical discussions, showcasing tangible benefits and applications to target audiences and potential clients. This involves not only detailing the outcomes of methodological and technological research but also presenting the constructed use case pilots in action, illustrating their real-world applications and benefits.
- **Focus on Capacity Building Workshops:** Prioritize the planning and execution of both online and offline capacity-building workshops, targeting the specific needs of each sector represented by the use cases. These workshops should aim to equip professionals with the knowledge and skills to adopt and implement TRANSMIXR solutions.

By implementing these steps, the TRANSMIXR project will not only continue to make strides in transforming the European CCS through cutting-edge technologies but will also ensure its lasting impact and contribution to the digital transformation across Europe and beyond.

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