

INJECT

FUTURE
JOURNALISM,
NOW.

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Executive Summary

This Deliverable 3.3: Dissemination Report aims to present and discuss in detail the set of actions and activities that the consortium has undertaken to disseminate the INJECT project's results, and the impact of these dissemination actions and activities.

The Dissemination Report covers the three core stages that were outlined in the Dissemination Plan (D 3.1): (1) Inform, (2) Excite & (3) Diffuse.

Each stage is detailed to reflect its relevance to the plan's set objectives, the Norwegian ecosystem in its own section as well as the relevant set of tactical activities, initiatives and channels necessary to roll out each stage successfully.

We distinguish INJECT as an international consortium from the Norwegian INJECT ecosystem, in order to harvest both specific lessons for continued dissemination actions in the Norwegian context and generic lessons for future roll-out of INJECT to other ecosystems. The Norwegian ecosystem will be the first of many, and as such, it is paramount that all events, findings, tactical approaches and documentation is documented, so that it can be a point of reference for the following ecosystems (will be explored further as part of Work Package 4). Because of this, we have made an effort to separate it from the international initiatives in this deliverable. The dissemination report however, covers all initiatives across all ecosystems.

In addition to the above, the document presents and discusses the brand characteristics, final brand visual language as well as different initiatives for engaging with new partners and clients on various Social Media channels.

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1 INTRODUCTION

1.1 Scope and purpose of the Dissemination Report

As the project proposal reads, D 3.3 will “describe all key INJECT dissemination actions and their effectiveness”. The dissemination report presents the actions the consortium has undertaken in order to communicate the INJECT concept and disseminate the results of the project and the product development so far.

The dissemination report aims to cover these and provide an accurate insight into what has been done to make the results of the INJECT project so far known to various stakeholder groups (Freelancers, News Media, Local Journalists and Editors, Umbrella Organisations, and technical partners) in a targeted way, to enable them to use the results in their own work.

1.2 The Dissemination Objectives

The dissemination strategy for INJECT was designed to ensure that the project’s results are well communicated to all stakeholders throughout the project’s life cycle. It consists of a set of well-designed strategic and tactical activities that take into consideration the core purpose of the project, the intended target user, as well as potential communication channels.

The dissemination Plan for INJECT was designed to fulfil the following **three objectives** throughout its lifecycle:

- **Stage I: Raise Awareness** about the service, its features and intended uses amongst potential target audiences as well as key members of the media community (generally from month 1 to the ‘launch’ in May?)
- **Stage II: Create Interest** amongst key influencers within the journalism community across key target European markets (generally from the ‘launch’ in May to month 12? When Norwegian journalists started testing; stories of which could be used to generate interest outside the consortium?)
- **Stage III: Diffuse** the solution throughout the target markets and generate sales

In order to do this effectively, Work Package 3 has continuously monitored and reshaped INJECT’s Unique Selling Proposition, INJECT Branding and Tone and Wording to match the target audiences. Section 2 first describes the target audiences, after which Section 3 will cover the INJECT Story, including the Unique Selling Proposition, Branding and Logo, and

Tone and Wording. Section 4 presents an overview of all the dissemination activities undertaken and their impact.

Finally, in Section 5 we conclude with the lessons learned from the dissemination activities and their impact so far in order to take advantage of these lessons for further roll-out of the INJECT product and services in the Norwegian and additional ecosystems.

2 Target Audiences

Part of the INJECT dissemination strategy was the identification of target audiences within potential ecosystems. D3.1 identified four different target groups: Publishers, Employed journalists and Editors, Freelancers and Technical Development / CMS developers. Within the first ecosystem, in Norway, the primary customer segment comes in the form of local and regional newspapers - though closer studies of our perceived target audience revealed a need to focus down to the main user segment, the individual journalist, and consider them more than the newspaper as a whole to be the target audience.

As part of our study into the three Norwegian newspapers in the consortium, we examined their usual strategies for acquiring new services. Previous successes, and failures. The emerging pattern was that top-down acquisitions, in which the editorial acquires new services for the journalists to use, are typically less successful than the bottom-up approach of journalists requesting the same services. Having the journalists push for the integration of INJECT into their newsroom, increases the likelihood of a positive and longer-lasting customer relation with that newsroom.

As a result, the target groups in the first ecosystem have been made more specific. Depending on results from other ecosystems, target groups are expected to be made more specific there as well to match the different contexts of local markets.



Figure 1: Brain-storming session of INJECT members about target groups and user scenarios.

2.1 INJECT Ecosystem Target Groups

INJECT’s broader European market identified four major target groups: *Publishers, Newsroom journalists and Editors, Freelancers, and Technical Partners* (Deliverable 3.1). Early testing and analysis in the first INJECT ecosystem in Norway revealed considerable market potential in the form of local, area-specific newspapers. Covering local journalism within the scope of a town, its municipality, or a few smaller and closely tied municipalities. The majority of these local newspapers act in the form of small and medium-sized enterprises (SMEs), and nearly all of them operate as part of a larger news media umbrella organization.

Within this scope, the Norwegian ecosystem targeted publishers, editors, and journalists of these local and regional newsrooms. Technical development partners, offering services by and for the Nordic market, remain a part of this ecosystem scope.

Groups	Notes	Strategy for reaching
Local Journalists and Editors	The newsroom journalists are a primary target user segment for INJECT. The easiest approach for INJECT to integrate into a potential newsroom, is a bottom-up presence through the individual journalist, wanting the productivity benefits of the toolkit. Once the journalists have found an interest in making use of the INJECT toolkit, the upstream decision to acquire a new service usually involves the newsroom editor.	Conferences, demoing, direct personal contacts, newsletters, Facebook and Twitter
News Media Umbrella Organizations	For a majority of small- and medium-sized newspapers, those with seemingly the biggest need for INJECT are operating either as part of a larger association of newspapers - or as direct subsidiaries of news media umbrellas. Reaching newspapers in one of these umbrellas, and delivering a success story to them, could open routes for INJECT to land an integration deal with other newspapers in the same umbrella.	Industry conference, direct business to business contacts
Technical Partners	Through our prototype testing with the Norwegian ecosystem, we identified a key need to integrate directly into a newsroom’s existing systems and workflow. Leveraging their news archives, and integrating directly into their CMS solution. For CMS providers, direct integration with INJECT	Direct business to business contact, Conferences, Demoing, Twitter, LinkedIn, Newsletter

	offers an additional selling point for their suite, as well as a new sales channel for the INJECT toolkit - either individually, or as part of a partnership deal.	
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Table 1: Target audiences and their respective needs.

2.1.1 Local Journalists and Editors

We’ve confirmed, through our testing and prototyping of INJECT within small and medium-sized newsrooms - through our consortium partners at Avisa Hordaland, Sunnhordland, and Hallingdølen - that the easiest route of adoption for a software solution like INJECT, is through the newsroom journalists themselves. Going via the journalist and finding interest among them in utilizing a new service, tends to hold a higher rate of retention than having a top-down integration.

As such, one of the most direct measures of success for INJECT, is the journalist adoption rate within a given newsroom - how many are making use of INJECT? For how long? Are they finding value in the toolkit, and is it enriching their reporting? Are we seeing the measures of increased productivity that we’d like, and are they feeling such an effect themselves?

2.1.2 News Media Umbrella Organizations

Through the first tests of an INJECT ecosystem, in Norway, we found a potential market in smaller, locally focused newspapers. Therein, we quickly noticed a business pattern persistent through this part of the industry: a majority of these local newspapers, this includes our own three consortium partners at Avisa Hordaland, Sunnhordland, and Hallingdølen, who are operating as members of the news media umbrella group *Amedia*. One benefit this brings to an INJECT ecosystem, is a high tendency toward a more homogenous infrastructure in larger parts of the available market. Such as with Amedia, where of newspapers tend toward running the same technical solution - same software, same service partnerships, and similar technical implementations.

What this means for INJECT, is that an integration into one newsroom can quickly and easily open the door for integration into several others. The technical specifications will be comparably similar, and the umbrella organization could potentially become a client in and of itself; licensing INJECT on behalf of its members.

This umbrella-client approach could allow INJECT to deliver bespoke solutions that would suitably fit multiple newsrooms. The technical challenges for each newsroom in the same ‘group’ of newsrooms would be the same, and technical support for the INJECT toolkit could be offered to the umbrella organization acting as a client.

The challenge with this approach, could come in the successful adoption of INJECT into newsrooms that acquire the toolkit top-down from the umbrella that provides their technical solutions. Presenting the journalists with a new tool, delivered as part of their CMS package, would still likely require time spent with the journalists - to familiarize the journalists with the toolkit. This is definitely an option to explore further, but for now, one of the key selling points of INJECT is that is an addition to existing workflows - not a replacement.

2.1.3 Technical Partners

From a first-phase perspective of setting up a new ecosystem, as have been the case with this first ecosystem in Norway, one of the questions presented with the proposed INJECT ecosystem model is - how do you attract technical partners, and how do you make a partnership with INJECT's upcoming social enterprise spin-off be sustainable?

For most customers of INJECT, most of the first-line third-party integrations into INJECT would come in the form of other solutions the newsroom itself is paying for. Or, as the case may be, the parent organization pays for. For these third parties, their desired customer relation would be directly to their client, not through INJECT.

For them to have their services interfacing with INJECT, would just serve to increase the value of their offering. And likewise for INJECT, being able to interface with other services used by the newsroom drastically increases the value of the INJECT toolkit. We've seen this in particular with news archive integration for Avisa Hordaland, Sunnhordland, and Hallingdølen, all three of whom have been spending the early-phase prototyping of the Norwegian ecosystem with their digital newspaper archives - provided by the Danish company VisioLink - indexed and searchable through INJECT.

Another channel for technical partners that has been explored within the Norwegian ecosystem, which could provide an interesting angle for the toolkit as a whole, is to work through companies providing CMS solutions to newsrooms. This has been an angle discussed within the INJECT ecosystem as a whole, as a potential route through which the toolkit could be offered.

Particularly within the Norwegian ecosystem, one case of interaction with a CMS provider, came in the late stages of the ecosystem prototype, with the Norwegian company *Wolftech News*. Wolftech's CMS solutions aim toward the news broadcast industry, more so than the newspaper journalist industry. While the same business, the two differ greatly - especially when also considering the Norwegian INJECT ecosystem's target client as small- and medium-sized newsrooms.

With Wolftech, there was interest in providing a service offering similar to INJECT. And, rather than developing such a service on their own, a partnership with INJECT would be potentially synergistic. It would further increase the value of their product, and offer a new sales channel for INJECT if the toolkit could be offered through the CMS partner. We have more meetings with Wolftech coming up in early 2018 where this will be explored further, but as of late December, it is too soon to say if the pricing can be made to match.

3 The INJECT Story

3.1 Unique Selling Proposition

Based on feedback received at events, workshops and in discussions between consortium partners, WP3 continuously reviewed INJECT's Unique Selling Proposition and settled on three points for the story about the INJECT tool:

- Creative Discovery
- Better Background
- Easy to Use

In addition, the story about the project is being told as well, focusing on collaboration between different types of partners in multiple European countries, and emphasising that INJECT employs a co-design process for encouraging new actors to participate.

3.1.1 Creative Discovery Engine

INJECT's main promise is that it allows users to explore articles, visuals and data in novel ways. By presenting information in many different ways within a short period of time, INJECT triggers creative ideas more easily.

This is achieved primarily through INJECT's core features, including different search strategies, entity extraction, and word clouds. Each of which present news content from several different perspectives within a short period of time. INJECT's ability to perform lateral searches, with the engine having an understanding of the search terms' ontology, can surface related information that the user would otherwise not go looking for. For each one word used as part of a search to INJECT, the engine may actually be searching for five, ten, even twenty related terms.

A unique core feature of INJECT, demonstrating the engine's ability to work with the context of provided search terms and the results of said search, are the "Creative Sparks"; codified journalist expertise, built upon the practices of experienced journalists, that suggests users

ways in which they could approach a given topic, article or concept to discover new angles. The main driving point behind the design of the Creative Sparks is not to present the user with creative solutions, or for INJECT to try and be creative on behalf of the user. Rather, for a given article retrieved by INJECT's discovery engine, the Creative Sparks present themselves as a collection of related topics. Depending on the semantics of each particular spark (a person, event, location, concept, etc.), the spark will decide on a way in which that related topic could be used to spin a story with the article that spark belongs to.

3.1.2 Better Background and ease of use

The INJECT toolkit has several key functionalities which are embedded into existing CMSs and authoring tools, that way there is no need to open more tools or windows, which makes for smooth and easy usage. Currently INJECT can serve as an overlay for Google Docs, WordPress, TinyMCE editor, Adobe InCopy as well as its own web browser as standalone.

Overall there is much freedom in how each user utilises the INJECT tool in his/her everyday work. This in itself is a Unique Selling Point as INJECT does not aim to interfere with procedures, but rather provide additional options for added creativity and productivity. What's more, many newsrooms saw an opportunity in INJECT to search through their own archives in a better way. We have implemented this for the Norwegian newspapers and it turned out that this is not only useful, but paramount for them as it improves how they access previous publications.

Overall there is much freedom in how each user utilizes the INJECT tool in his/her everyday work. This in itself is a Unique Selling Point as INJECT does not aim to interfere with procedures, but rather provide additional options for added creativity and productivity. Once we reach a higher numbers of active users in 2018 it is a natural step for us to use heatmap overlays to monitor frequent use of each specific feature. From a UX point of view, this can allow us to highlight the most used features and create a more optimized and streamlined user experience. Once INJECT Norway reaches a higher number of active users in 2018, M'Labs plans to use heatmap overlays to monitor frequent use of each specific feature.

3.2 The INJECT Brand

To ensure INJECT's ability to stand out, be recognisable, and reflect the values and characteristics intended by the consortium, a great deal of effort was put into finding a design and a visual language able to adequately reflect it (Deliverable 3.1).

From a selection of design proposals matching the core values of INJECT (credibility, reliability, creativity, exploration), the consortium worked together to drill down to a handful

of options that each reflect part of the desired message for INJECT. In the end, our hired designer landed on a stylistic choice of sharp, clean logotyping with bold and rounded lettering, as well as a light and vibrant yellow-green-cyan colour palette.

The consortium feels the current branding of INJECT reflects the toolkit as forward-thinking and boundary-breaking. Deviating from the harder, Serif-styled logotyping often prominent within the news industry, giving an almost playful air of creativity while maintaining a professional and reliable tone.

On 15th November 2017 the INJECT Trademark received its certificate of registration from the European Union Intellectual Property Office.

3.2.1 Brand Characteristics

INJECT is:

- **Credible:** It is designed to provide the most relevant information from trusted sources.
- **Reliable:** It is designed to work reliably, supporting journalists instead of hindering their productivity.
- **Professional:** It is presented and designed in par with global best practices related to information sourcing and presentation
- **Original:** It is novel as well as useful in none-precedent format
- **Accessible:** It is available to all whenever and wherever.
- **Multifaceted:** It is simple but not simplistic as it is nothing less than a news powerhouse in disguise.
- **Up-to-date:** Always bringing you the newest and most relevant news to you.

3.2.2 Final INJECT Logo

After a few rounds of discussions and design propositions for the INJECT logo and visual branding, we landed on a very clean and rounded logo, and a lighter, more vibrant colour palette. The consortium has been in agreement that the visual direction has been good for the project.





Figure 2: The INJECT logo and brand colours.

3.2.3 INJECT Tone and Wording

Our consortium put a lot of effort in finding the appropriate tone and wording to address our target audience. After in-depth discussions with our target audience inside and outside of the consortium we settled on the slogan: Future journalism, now.

The story about INJECT has been adjusted during the course of the project to better resonate with the main target audience: journalists.

At the time of handing in Deliverable 3.1, the why behind INJECT was described as: *Information now flows through our lives 24/7 but how much of it is unreliable? More than ever, Reporters must select, verify and account for their facts. INJECT aims to make creative search techniques and explanatory background fast and easy to use for enriched reporting.*

The project website now reads: *Looking for inspiration? We're developing an inspiration tool for journalists called INJECT. INJECT helps you quickly find unexpected angles for your story and allows you to start building your article instantly, without the need to switch between screens.*

Generally speaking, the story developed from more abstract, fact-checking oriented to more concrete, creativity and inspiration oriented.

The story was adjusted based on feedback received at the various events in which consortium members participated, discussions between the consortium members during the quarterly meetings, interviews with people outside the consortium, and by looking at the ways trade publications presented INJECT when writing about the project. Moreover, as the tool was used by journalists, it became possible to identify the elements that journalists liked about INJECT and adjust the story accordingly.

4 Dissemination Activities and Results

In the Dissemination plan we listed the following as viable channels for promoting the INJECT tool.

- Websites

- Stories on consortium partner's websites
- Newsletter
- Social Media channels
- Events (conferences, workshops and demos)
- Personal contacts / Road-show
- Collaboration with other projects and partners

In regards to social media, we notice peaks whenever INJECT is presented at an event or conference. With the arguments for pricing, as well as the integrations in mind, we are dependent on a close relationship with the first paying customers. Therefore, we have found events, combined with close one-to-one follow up, coverage on partner websites and other media outlets, and personal contacts to be strong drivers for creating a community of people interested in INJECT. Social Media channels Facebook and Twitter are mainly useful for reminding interested parties that development is happening. Therefore, the posts on these channels have been short, to the point and easily digestible.

The combination of the above creates a strong foundation for existing users to become advocates for the INJECT tool and allow for dynamic growth, as opposed to spending large amounts on an aggressive marketing strategy.

4.1 INJECT Website

Before the start of the dissemination period, an early single-page teaser website was set up for the INJECT consortium, to begin early awareness creation while the full website was under development. This first-draft website featured a placeholder branding for the website, and allowed visitors to sign up for an INJECT newsletter.

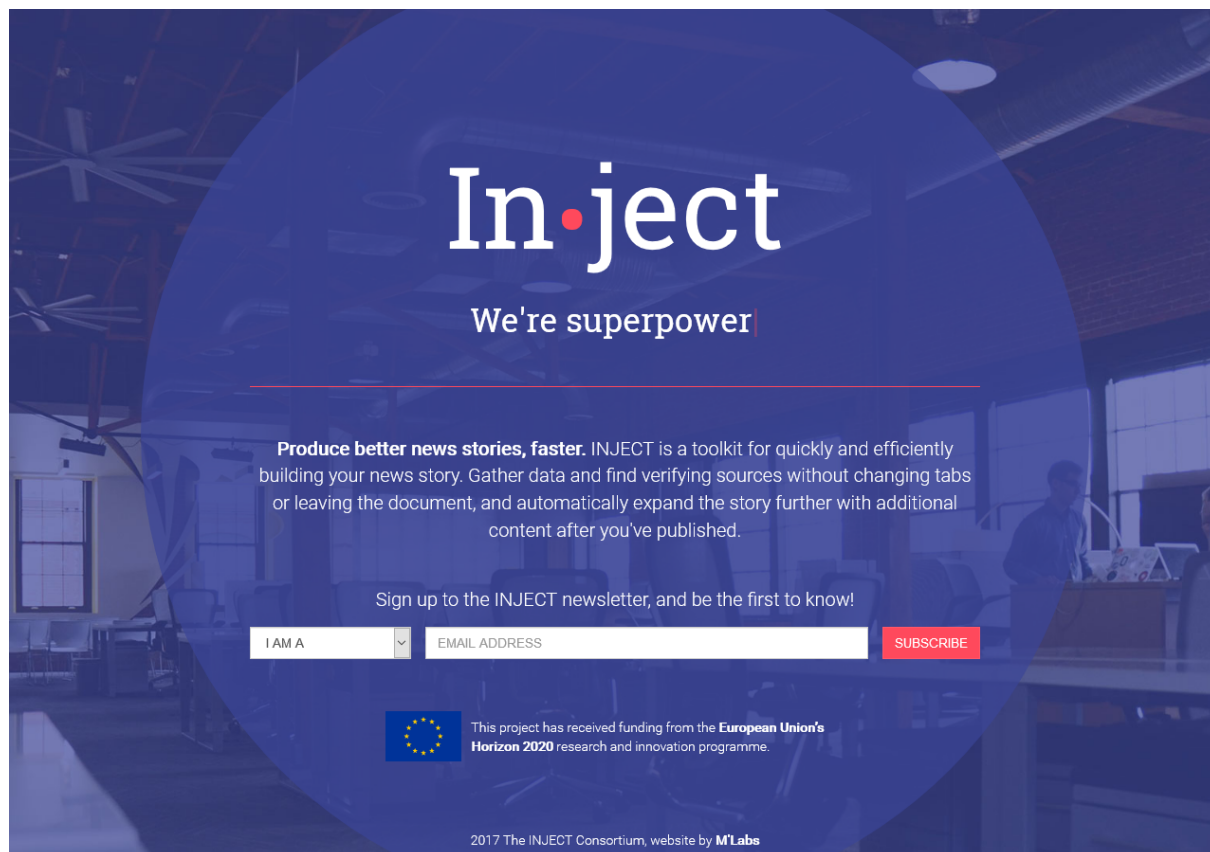


Figure 3: The first INJECT taster website.

By March 2017, the full INJECT website was brought live. The website, along with content delivery support and post-launch maintenance, was provided in-house at M'Labs. The aim for the new website, was to provide a persistent platform for sharing information concerning the project - information about the toolkit, articles and news updates, upcoming events at which INJECT would be shared, official project documents, and ways to contact the consortium.

4.1.1 Website Evolution during Dissemination Period

Initially, the website included:

- Home: With a basic description of INJECT. The contents of the website's Home page have been regularly updated as the project has developed.
- Demo: The website featured a Demo video of INJECT, subtitled in all 6 partner countries' languages, alongside an overview of INJECT's Unique Selling Points.
- Events: The website features the events where members of the consortium would be speaking about INJECT.
- Team: A listing of all the consortium members, alongside a brief excerpt explaining who they are.
- Contact information
- Deliverables: All of the Deliverables are also published on the website.

As the INJECT tool was developed further and journalists started testing the tool, the

website evolved to include:

- **Stories:** Short blog posts about the tool and the project, including coverage about INJECT, interviews, project updates, events, user cases and testimonials.
- **FAQ:** The website features an FAQ page with the most common questions about INJECT, as heard at events and in e-mail communication with people interested in INJECT. This page has been regularly updated to include any additional frequently asked questions about the tool and the project.
- **Press:** A Press page was added, featuring publications about INJECT. Together with the Past Events listed on the Events page, the objective was to establish more credibility around INJECT by showing that the project had attended reputable events and had been covered by reputable publications.

Moreover, the Home and Demo pages especially have evolved to offer more information about the actual features of INJECT.

The first Demo video was replaced by a new Demo video to reflect the changes made to the tool as a result of feedback from user testing. Newsletters subscribers that had signed up through the website have gotten early access to prototype versions of the tool, and 'Contact us to learn more' was changed to 'Request a Demo' on the homepage to encourage potential new users to reach out to the consortium about the tool.

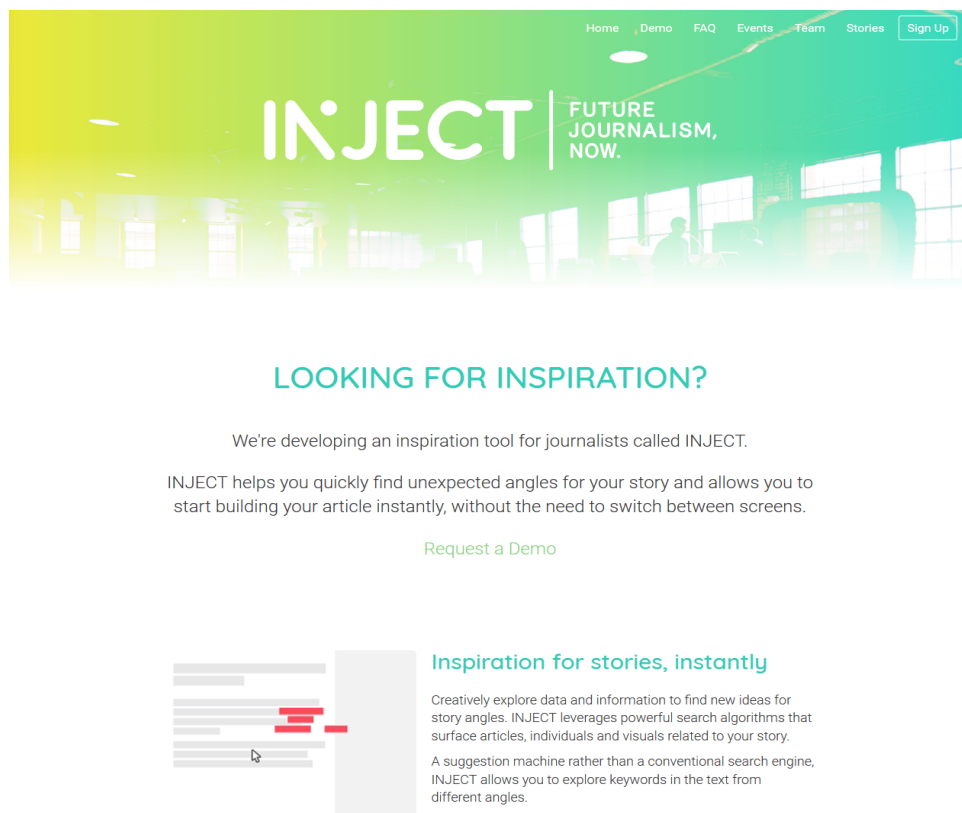


Figure 4: Screenshot of the official INJECT website, injectproject.eu, end of November 2017.

Ultimately, the website will become the main destination for the INJECT product. It is where

users will be able to purchase and use the service. The actual URL of the service might differ from the current URL as the brand name and solution continues to evolve over the project’s life cycle. But at this stage, users will have access to one comprehensive online portal where they can learn more about the solution, read through user testimonials and eventually purchase the service.

Local portals, featuring translated information about INJECT alongside contact information for local commercial partners, will follow as well and injectproject.eu will mention these local portals on its Contact page. The first local portal for the INJECT solution has been set-up for INJECT Norway: <http://inject.no/>

4.1.2 INJECT Website Statistics

Over the course of the dissemination period, the project’s website has been central to INJECT’s public visibility - alongside the project’s engagement on social media, primarily via Facebook and Twitter. The project website can be found at the following address: <http://injectproject.eu>.

Since INJECT established its web presence early in February, the website has been consulted 6,020 times, by 2,448 unique visitors from all over the world.



Figure 5: Visitor statistics for injectproject.eu, over the course of 2017.

Stats for 2017

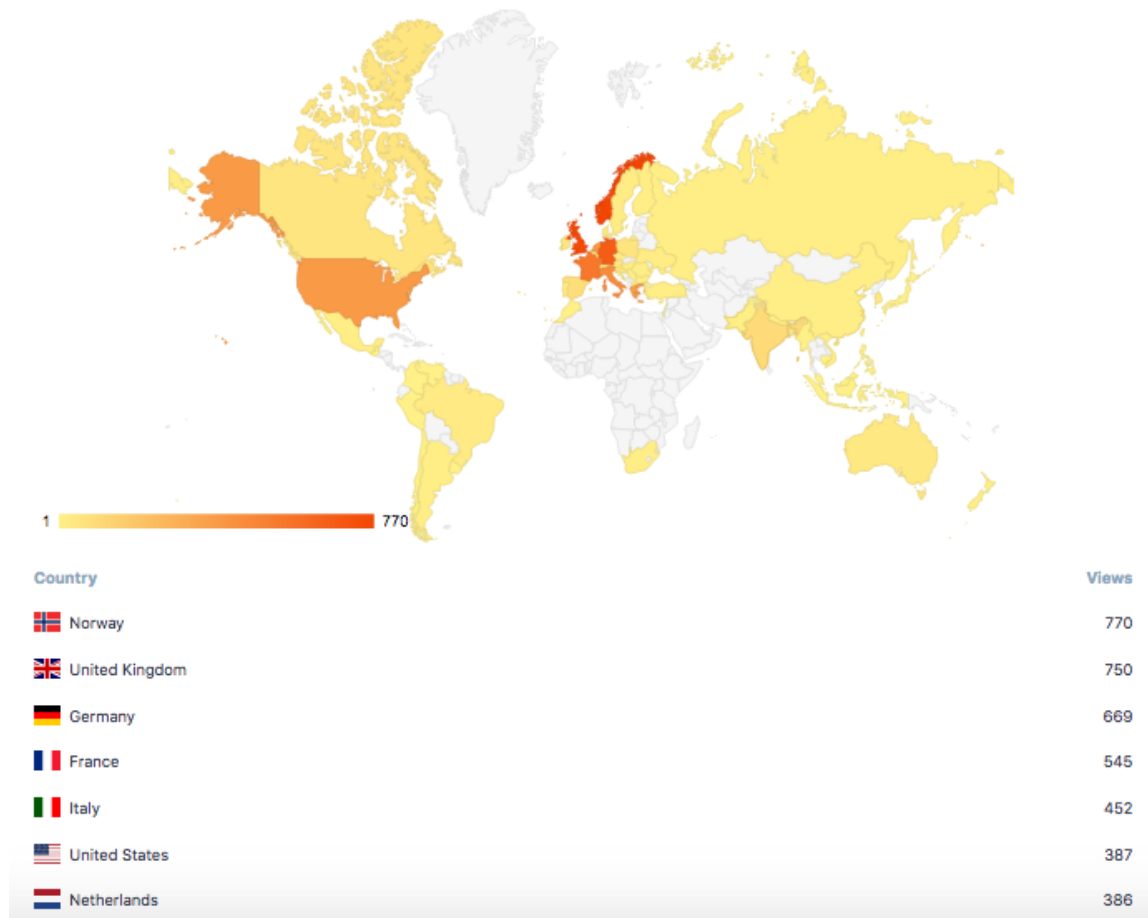


Figure 6: Top 7 countries from which injectproject.eu was visited (screenshot 30 November 2017).

The main entry points to the website have been the INJECT social media channels (especially Twitter) and articles published about INJECT by external media outlets, such as journalism.co.uk, EJC’s Data Driven Journalism blog and German trade publication Der Journalist.

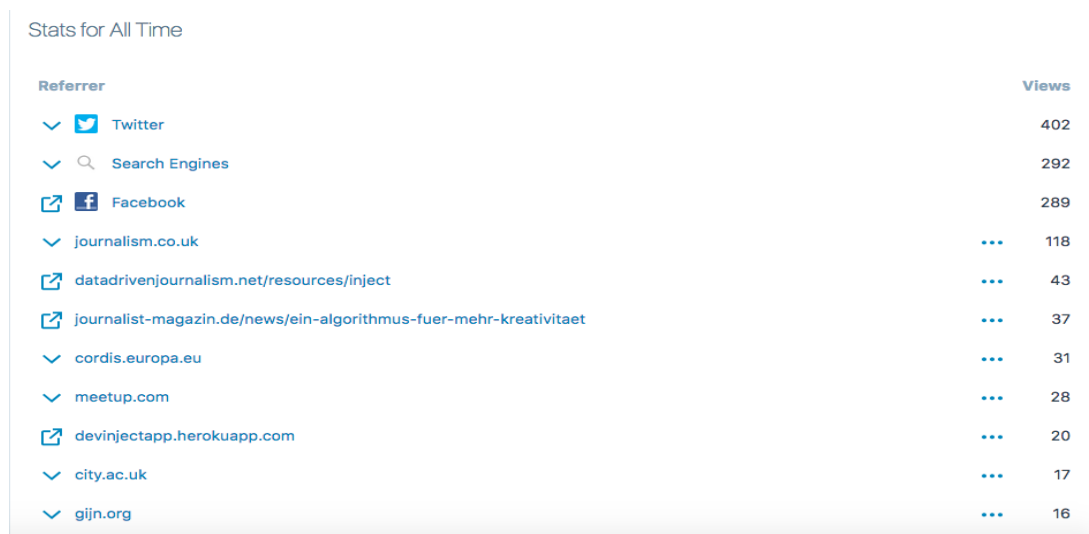


Figure 7: Main referrers to the INJECT website (screenshot 30 November 2017).

Our main draws from the website statistics is the fact that many visitors return (unique visitors & total visitors). This supports our idea that this iteration of the website is not a stand-alone sales platform, but a supporting media to the direct contacts with consortium partners. The concept of INJECT typically makes its way into the newsrooms through journalists (bottom-up) or through the editors (top-down), in which case the current iteration of the INJECT website serves as an excellent point of reference in both scenarios.

The website will need an update if the sales / on-boarding of new users will be automated, in order to reflect this, but the current iteration serves its purpose well.

4.3 Stories about INJECT

In addition to the stories on consortium partners' websites, WP3 has reached out to different trade publications, sent out press releases and leveraged its professional network, resulting in a number of publications and productions about INJECT on outlets outside the consortium:

- Journalism.co.uk – [“New tool INJECT aims to help journalists find information for stories and be more productive”](#)
- EU CORDIS – ["Are we just a click away from the age of enriched reporting?"](#)
- EJC Data Driven Journalism – [“Helping data journalists find new angles and related data”](#)
- Der Journalist – [“Ein algorithmus für mehr kreativität”](#)
- De Nieuwe Reporter – [“INJECT: een digitale creativiteitstool die journalisten helpt met zoeken”](#)
- iMMOvator – [“Een suggestiemachine speciaal voor journalisten”](#)
- Podcast Radio Ca' Foscari - [Interview with Neil Maiden \(7'45\)](#)
- Media City Bergen on Pre-launch - [INJECT: A Digital Inspiration Tool for Journalists](#)

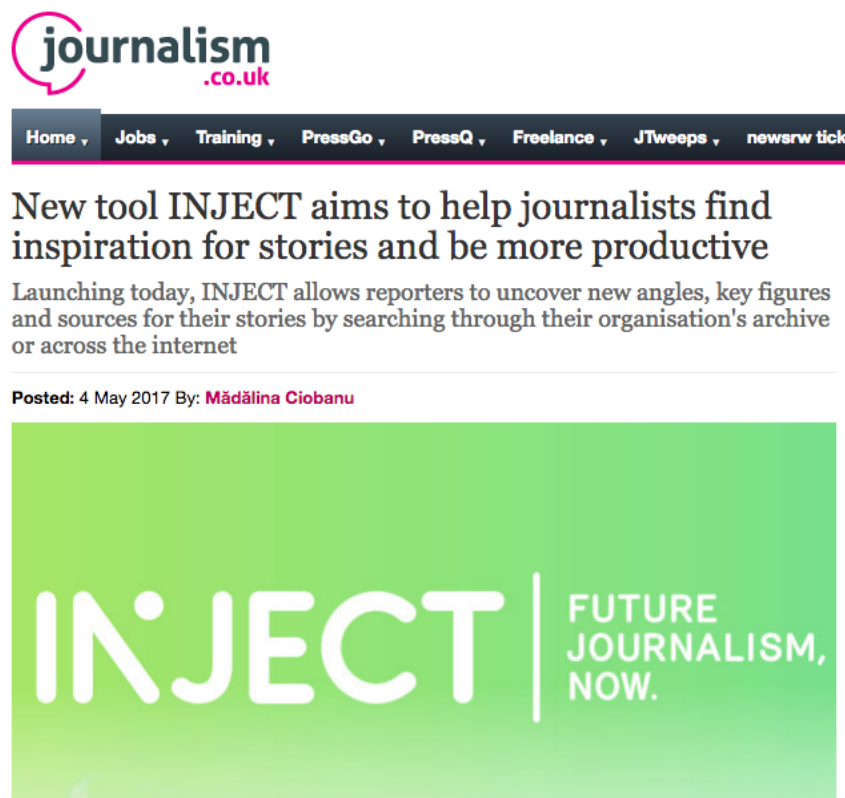


Figure 8: INJECT stories that can be found on the press page of the project website: <http://injectproject.eu/press/>

4.3.1 Press Releases

- CITY, University of London - [Journalism tool INJECT will launch at Cass Innovate conference](#)
- WAN-IFRA - [WAN-IFRA joins a consortium of 14 international partners to develop](#)

[journalist creativity and efficiency tools](#)

The screenshot shows a news article from City University of London. The main headline is "Journalism tool INJECT will launch at Cass Innovate conference". The article is categorized under "SCIENCE & TECHNOLOGY" and "Series: ANNOUNCEMENTS". The text states that INJECT is a digital toolkit designed to enhance journalistic creativity and improve workflows in busy newsrooms. It was first published on Monday, 24th April, 2017, by Kyla Jardine (Senior Communications Officer). The article includes social media sharing icons for Facebook, Twitter, and Google+. A related subject area is listed as "Business and Management" and "Journalism and Media".

The screenshot shows a press release from WAN-IFRA. The headline is "WAN-IFRA joins a consortium of 14 international partners to develop journalist creativity and efficiency tools". The date is 2017-05-03. The text states that WAN-IFRA has been selected by the EU's Framework for Research and Innovation, Horizon 2020, to help facilitate the transfer to market of a new toolkit for modern journalism. This INJECT project unites 14 partners in 6 countries that are developing new digital technologies for news organisations. The goal is to improve the creativity and productivity of journalists in a digital world, so they can continue to perform their crucial role in open societies. A quote from Stephen Fozard, Project Director, Global Alliance for Media Innovation WAN-IFRA | Paris, France, is included: "As journalists are under increased pressure to produce stories for a 24/7 news cycle and discussions about churnalism, filter bubbles and fake news raise questions about the possibility to do so, finding ways to continue producing original and quality stories is more urgent than ever." The article also features a contact information section for Stephen Fozard and social media links for Twitter, Facebook, LinkedIn, Yahoo, Google, and Xing.

Figure 9: Internal Press Releases.

These press releases were picked up by outlets outside the consortium:

Link	Summary
Horizon 2020 Projects -	CEO Vincent Peyrègne said: "The EU-funded Horizon 2020 programmes create an opportunity for traditional publishers to

Link	Summary
New toolkit for modern journalism set to launch	take ownership of their own development, and disrupt the earliest digital start-ups that were born out of the portal and search eras, and we are proud to be an engaged player in that process.” Short overview of INJECT’s functionality preceding the launch in London, May 2017
Bizcommunity - New software toolkit for modern journalism launches this week	WAN-IFRA’s involvement in the INJECT project, highlighting Horizon2020. Article mainly focuses on the needs that INJECT seeks to address within the newsrooms, as well as the international group in the consortium.
The Media Online - Media Moves: New ed for Huisgenoot, Jones is In Touch, Mediamark wins Vodacom account	Highlights from the INJECT project, as well as WAN-IFRA’s involvement. Special highlight on the technical details regarding the search engine details and algorithm.

Table 2: External Press Releases.

4.3.2 Stories by consortium partners

As part of the Dissemination strategy, WP3 encouraged consortium members to publish about their participation in the INJECT project on their websites and in related publications:

Link	Summary
ICCS - INJECT : Innovative Journalism: Enhanced Creativity Tools	Overview of INJECT functionality and how it can support Journalism/Media, as a creative industry.
<i>Making the News: Digital Creativity Support for Journalists</i> - Published by Neil Maiden, Konstantinos Zachos, Amanda Brown, George Brock, Lars Nyre, Aleksander Tonheim, Dimitris Apostolou and Jeremy Evans.	Published to CHI’18: https://chi2018.acm.org . Reports the design and first evaluations of new digital support for journalists to discover and examine creative angles on news stories under development.

Link	Summary
ICCS - IMU in new EU-project on innovative journalism	IMU In New EU-Project On Innovative Journalism, describing ICCS role, the structure of the consortium and how INJECT aims to impact the market.
Interlink Academy - 2017 – INJECT: Transfer of Technology into Journalism	Short brief of the INJECT Project with multiple pictures from the kick-off meeting in London, early January 2017.
University of Bergen - University of Bergen participates in EU-project on innovative journalism	Extensive article on UiB's involvement in INJECT, as well as how it ties together with the innovational culture that is connected to the, at the time, recently opened Media City Bergen, which houses several companies tied to national innovation.
City, University of London - INJECT Launch: A new digital product for superpowering journalism	Introduction to INJECT as a tool, as well as the involvement of Cass Business School. This publishing is supported by pictures and GIFS, showcasing the search functionality of INJECT. What is the story behind INJECT, and what is the actual tool?
WAN-IFRA - INJECT: a journalism and technology project building creativity tools for journalists	Extensive publishing on INJECT, from history to development and core functionality. Covering how INJECT functions and which segment the consortium is trying to reach.
University of Groningen - Innovating Journalism: Co-creating digital creativity support for journalists	Published to highlight how INJECT can innovate existing media fields through its collaboration between Journalists, developers and scholars. Keywords are; Innovation, co-creation and digitalisation of newsrooms.
Hordaland - Vossing utviklar ny medieteknologi	Interview with Lars Nyre (UiB) and a very local angle on how a local came to work with international professors on an ambitious project that aims to change an entire industry. Brief introduction to the tool and and how it works.
Hallingdolen - Hallingdølen deltek i	Article on Hallingdølen's involvement in INJECT and how they can influence the project as a whole. Introduction to the tools

Link	Summary
digital innovasjon	functionality.
WAN-IFRA Technology and Innovation Outlook - “Give me three minutes – I’ll give you a better news story”	Extensive article describing INJECT as a project and consortium. The launch plan with separate ecosystems is explained and the involvement of journalists takes on the co-creation angle on how INJECT can engage audiences in new ways.

Table 3: Consortium members published participation in the INJECT project on their websites and related publications.

4.4 Newsletter

(diffusion)

WP3 has been actively encouraging people to sign up for the newsletter; on social media, at events and on the website - with a visible button saying ‘Sign Up’ that allowed website visitors to easily sign up for the newsletter to stay updated on the project and tool. At the end of December 2017, 388 people had signed up for the INJECT newsletter.

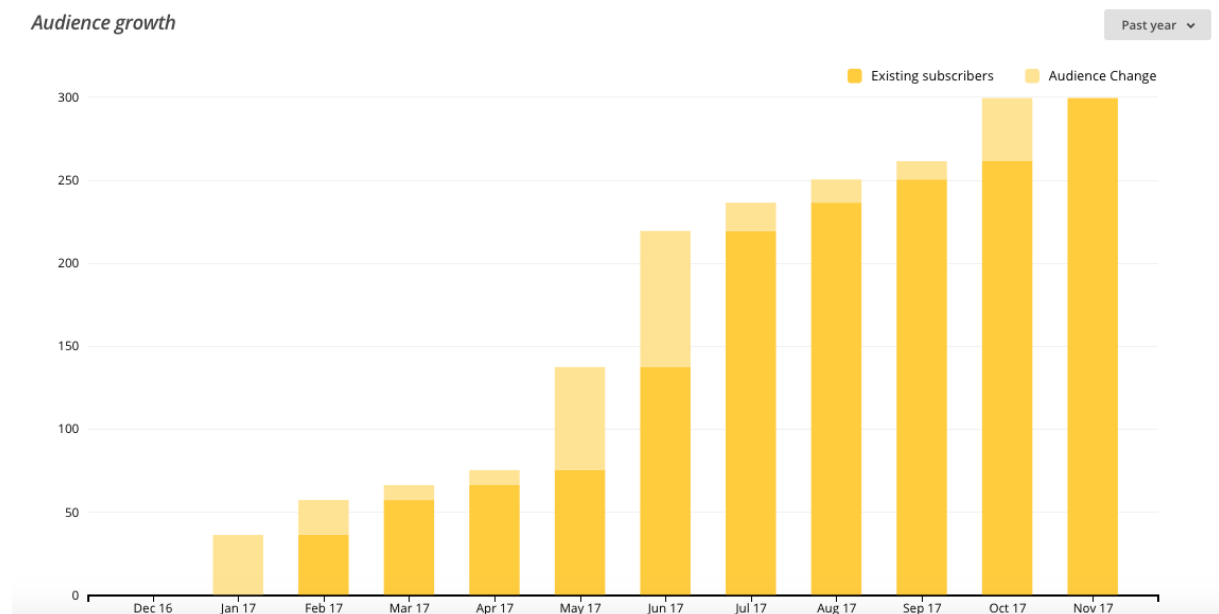


Figure 10: Evolution of newsletter subscribers since the start of the project (screenshot 5 December 2017).

Six newsletters have been sent out so far. The open rate of the newsletters is stable around 40%. In order to refine the newsletter strategy, WP3 has experimented quite a bit with the newsletters since the start of the project.

As part of the more personal approach that was part of Stage II, the named sender has been “Andrea from the INJECT Team”, since the third newsletter. The newsletter template was adapted to match the visual brand identity of INJECT. Recurring sections have been introduced to structure the communication of updates on the project (The Tool, News from

the various Ecosystems, and Upcoming Events) and it was decided that a monthly newsletter is justified given the speed at which the project is moving ahead.

Interlink Academy will coordinate monthly newsletters starting in January 2018 to continue the newsletter strategy decided on in WP3 into WP4.

The purpose of the 2017 newsletters has been to inform the early community of INJECT followers about the development of the product and the project and to share the initial results with them for feedback:

- 11th April: Future Journalism, now | Save the Date
- 9th June: Unleash the power of your archives | INJECT product start | Demo video
- 1st August: Try our tool / Start of first INJECT ecosystem
- 1st September: You can test-drive our INJECT tool - now!
- 1st November: First stories written with INJECT // New version
- 5th December: Support for Adobe InCopy // Launch in Norway // Dutch journalists test the tool

4.5 Social Media

(Inform, Excite)

Our social Media strategy has been coordinated by WAN-IFRA with contributions from consortium members. Social Media Channels have played a significant role in stages I and II: Inform & Excite. The main point of entry to the INJECT website was Twitter, followed by search engines and then Facebook.

All posts have been kept short, informative and supportive to the INJECT website and consortium members. They included tags and links where possible to connect potential influencers to the INJECT social media channels and encourage them to share updates about INJECT with their networks.

At the Project Team meeting in Amsterdam (July 2017), WP3 proposed to focus on Twitter and Facebook, while using YouTube primarily as a platform to host Demo videos and other videos related to INJECT. LinkedIn has not been developed so far, as we decided it was more effective to focus on few channels than spread out. The other consortium members that attended this meeting agreed with this decision.

4.5.2 Twitter

Available at: http://twitter.com/inject_en

Twitter is one of the most effective channels in the journalistic community. A high percentage of journalists, publishers and developers use Twitter.

We chose inject_en (not inject_eu) as Twitter handle to allow for set up of other language-specific Twitter accounts to support the development of the INJECT ecosystems. Inject_no has not been set up as Facebook seemed the more popular social network in Norway (see section 4.5.3: Facebook), but Inject_de (https://twitter.com/inject_de) has been set up to support roll-out of INJECT in Germany.

Twitter might not only be the best social media tool for dissemination but in the later stage of the project also as an easy way for users to contact the consortium and share their experiences. Users can give us instant feedback or inform about possible bugs in the software, in addition to the bug-reporting feature integrated in the INJECT tool. With the recent integration of Twitter feeds into INJECT, it is also a natural platform to be present on.

Twitter Audience Growth

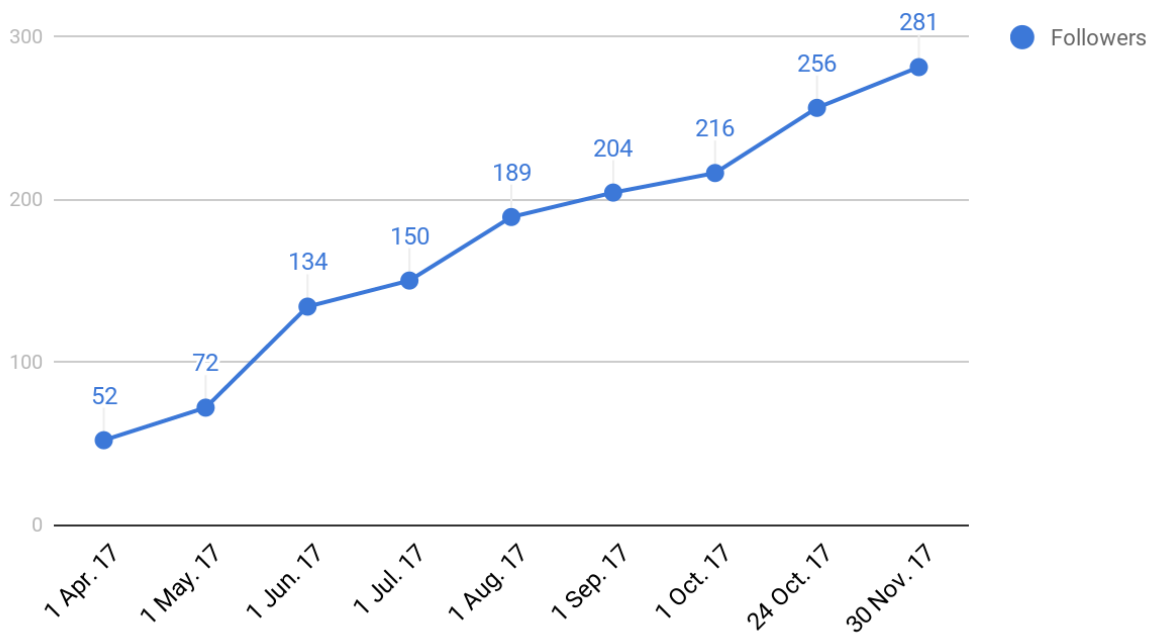




Figure 11: INJECT’s presence on Twitter, as of early December 2017.

4.5.3 Facebook

Available at: <https://www.facebook.com/injectproject/>

Facebook is by far the biggest social network. It is also widely used by journalists. In the Norwegian ecosystem, in particular, it overshadows Twitter in general usage, aside from the specific sectors covered in the Social Media section;

Facebook Audience Growth

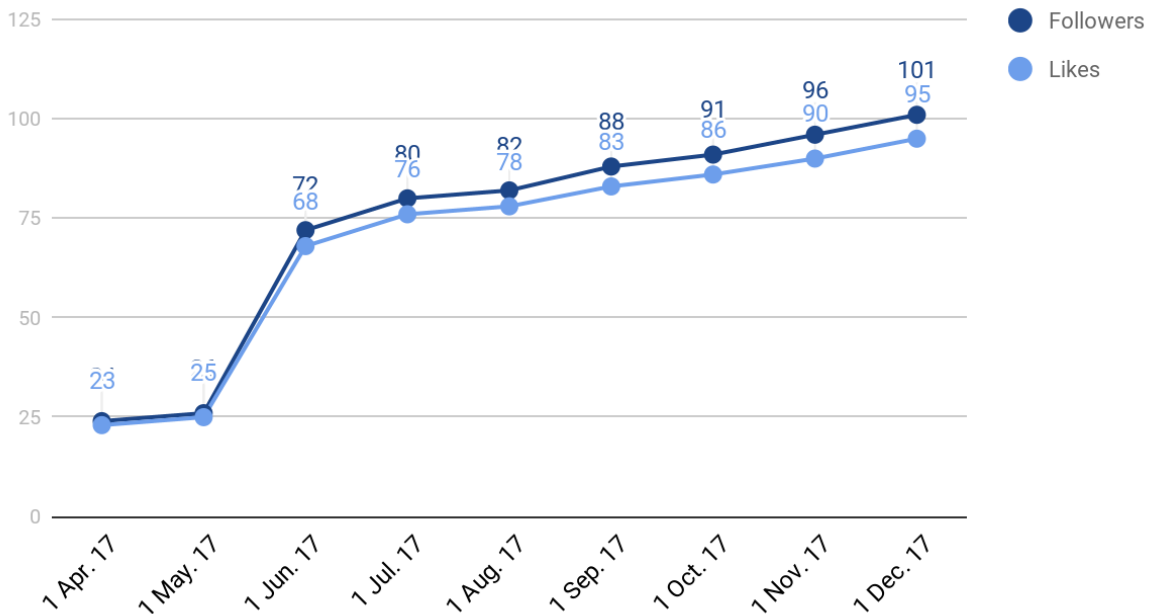


Figure 12: Facebook audience growth.

Similar to the website, Facebook has been a supporting platform to remind potential stakeholders of INJECT’s presence. The real value of Facebook will be put to use in Phase 3:

Dissolving of sales, where a more aggressive approach to boosted posts and custom audiences can multiply these numbers very quickly. However, in the current state of INJECT, and the lack of automated sales, this is not a high priority in itself.

4.5.4 Events (conferences, presentations, demos)

(Inform, Excite & Diffuse)

It seems that we're especially picking up followers, likes and newsletter subscribers at events. This indicates that INJECT is a tool that needs to be experienced, explained and tested to fully grasp how it can influence the workflow of a media professional. With this in mind, the best course of action, in regards to customer relations, is to build a close relationship and let existing clients be our advocates.

4.5.4.1 Events

Consortium have presented INJECT at the following events as part of Stage 1 and 2, Inform and Excite:

Event	When	Where	Speakers	Notes
iMMovator Cross Media Café: Behind the Filter Bubble	January 2017	Netherlands	Geesje van Haren (VersPers)	Recurring event for media professionals, where they're updated on relevant trends and developments. 160 journalists and media people attended.
International Journalism Festival	April 2017	Italy	George Brock (City, University of London)	
Digital Media Europe	April 2017	Denmark	Stephen Fozard (WAN-IFRA)	Annual European conference focused on <i>digital</i> developments in the media industry
INJECT launch at Cass Innovate Conference	May 2017	UK	Neil Maiden (City, University of London) Stephen Fozard (WAN-IFRA) Kos Zachos (City, University of London) Claus Hesselning (Interlink Academy)	65 people attended the 45 minute launch of the INJECT product, which included a first interactive tool demonstration, and testimony from 1 journalist working at the London-based 'The Memo'

Event	When	Where	Speakers	Notes
The Nordic Media Festival	May 2017	Norway	Ola Johnsen (University of Bergen) Magne Kydland (Sunnhordland)	2-day booth with table top presentation and flyers
Pakhuis de Zwijger mediacafé	May 2017	Netherlands	Geesje van Haren (VersPers)	
IPI Conference / Netzwerk Recherche	May 2017	Germany	Claus Hesselting (Interlink Academy)	
Lviv Media Forum	May 2017	Ukraine	George Brock (City, University of London)	
The World News Media Congress	June 2017	South Africa	Andrea Wagemans and Stephen Fozard (WAN-IFRA)	Presentation on the main stage and 2-day booth with table top demonstration and flyers
Newsgeist (Google)	June 2017	Denmark	George Brock (City, University of London)	
11th ACM Creativity and Cognition Conference	June 2017	Singapore	Neil Maiden (City, University of London)	Informal discussions about INJECT's digital creativity support as part of wider toolset presented at conference
Hacks/Hackers event in Venezia, Italy	September 2017	Italy	Neil Maiden (City, University of London)	40-minute presentation and demonstration of INJECT to 8 Italian journalists
DCX Expo	October 2017	Germany	Arend Jan van den Beld (VJMovement)	3-day booth with table top demonstration and flyers.
Dutch and Flemish Investigative Journalism Conference	November 2017	Netherlands	Andrea Wagemans (WAN-IFRA) Geesje van Haren	10 minute presentation in a session on new tools for journalism. 5 journalists shared their contact details to test the tool.

Event	When	Where	Speakers	Notes
			(VersPers)	
NxtMedia Conference	November 2017	Norway	Andrea Wagemans (WAN-IFRA)	20 minute presentation in a session on local news in the Nordic countries. 2 journalists shared their contact details to test the tool.
#NPDJ 2017	December 2017	France	Jean-François Fogel (SciencesPo)	10 minute demonstration of INJECT on the main stage. 2 journalists shared their contact details to test the tool.
ARDZDF-MedienAkademie	December 2017	Germany	Andrea Wagemans (WAN-IFRA)	1 hour presentation/demonstration of the tool and discussion with the audience (50 journalists from German public broadcasters). 7 journalists shared their contact details to test the tool.

Table 4: Consortium INJECT presentations at events as part of Stage 1 and 2, Inform and Excite.

Moreover, INJECT consortium members have attended the following events and talked about INJECT to other attendees in informal conversations as part of Stage 1 and 2, Inform and Excite:

Event	When	Speakers	Notes
Context Convention (ConCon)		Claus hesseling (Interlink Academy)	
The Global Investigative Journalism Conference		Geesje van Haren (VersPers)	

Table 5: Events that consortium members have attended and talked about INJECT in informal conversations as part of Stage 1 and 2, Inform and Excite.

4.5.4.2 Launch at CassInnovate

The consortium held the formal launch of the INJECT product at the #CassInnovate 2017 conference at the Cass Business School on the 4th May 2017, in London. Cass is based in Central London, between the financial district and digital start-up areas, and close to the homes of many national newspapers. It consistently ranked amongst the best business schools and programmes in the world.

Furthermore, Cass holds the rare gold standard of 'triple-crown' accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). Together with an established 50-year reputation for excellence in business research and education, Cass attracts outstanding academics, students and businesses worldwide into our energising Cass community. It proved to be an ideal business location to host the INJECT product launch. One of the attendees, Alwin de Rooij (Tilburg University), thought INJECT was inspiring [0'25]: "One of the presentations was the launch of INJECT, I would say creativity support for journalists. So that's very inspiring, to see how you can support creativity to a domain that's really applied, that can actually help people do their jobs better."

https://www.youtube.com/watch?list=PLhLprC18ux8vP_5E0SkOpiacpxaRwcldo&v=E5i-ltfZo8

The #CassInnovate 2017 conference is now an annual event, evolving from the earlier Innovation, Creativity and Leadership conferences ran at City, University of London. This year, the conference theme was on innovation, creativity and entrepreneurship with a digital orientation. It attracted around 250 people from different sectors including digital, journalism and marketing. It also invited press to cover the key events at the conference, including the INJECT product launch, which took up a 50-minute slot. The INJECT product launch, in which, the new product, the brand and opportunities to participate in new INJECT eco-systems was presented to the audience.

4.6 Personal Contacts / Road Shows

The INJECT consortium already reached out to media outlets and newsrooms to present INJECT's capabilities. We will do this in an early stage not only to build up a vital ecosystem of media companies and CMS developers who might be interested in the product but to get additional input for possible features – to fine tune the direction the product development. Interlink Academy reached out to newsrooms in Germany and will show INJECT's capabilities in Germany's biggest online newsroom at Der SPIEGEL on March 20th. These types of activities are organised in coordination with Work Package 1 "Technological Innovation".

- Claus Hesselting - RTL Newsroom Demonstration

- September 2017: Presentation and demonstration of INJECT (via skype) by Neil Maiden (City, University of London) to Chief information Architech at GEDI, Roma who publish, among others, titles such as La Repubblica and La Stampa
- November 2017: Presentation and demonstration of INJECT by Neil Maiden and George Brock (City, University of London) to Steve Anglesey, Chief Technology Officer at Archant Publications in Norwich UK. Archant is the UK's leading privately owned regional media group.

4.7 Demonstrations and Trainings

Trainings are being organised by Norwegian and Dutch partners to give journalists a first hands-on experience with the tool and increase the likelihood of them using it in their work. WP3 has also started actively encouraging people to request a Demo, both on social media, the project website and in the newsletters, as well as at events. So far, 20 Demos have been requested, and the requesters are being followed up on to build relationships with them and encourage them to share their experiences and feedback. Moreover, these Demos offer opportunities to extend WP3's dissemination efforts organically, as some of the journalists act as Agents of Change (Deliverables 2.1 and 2.2), inviting colleagues to participate in the Demos as well.

Feedback from Trainings and Demonstrations is used by the WP1 to further improve the tool, and experiences with these types of educational activities

4.8 Collaboration with other projects and partners

INJECT is a project funded by the European Framework Programme Horizon 2020, consequently the Dissemination Plan (Deliverable 3.1) mentioned the intention to explore ways of cooperation and enhancing synergies with other initiatives taking place in other European projects.

4.8.1 Common Dissemination Booster Programme

To expand our markets and dissemination efforts, WP3 set out to apply for the EU's Common Dissemination Booster services. The EU CDB service suggested the INJECT consortium to explore a collaboration with InVID, OpenMinTed and RENOIR to form a Text and data mining for journalism cluster with these other projects:

1. OpenMinTed (Open mining infrastructure for text and data):
http://cordis.europa.eu/project/rcn/194923_en.html
2. InVID (In Video Veritas – Verification of social media video content for the news industry): http://cordis.europa.eu/project/rcn/199134_en.htm
3. RENOIR (Reverse engineering of social information processing):

http://cordis.europa.eu/project/rcn/199943_en.html

We reached out to these and four other projects. Unfortunately, when contact had been established with European and other projects that are working on media innovation, the Common Dissemination Booster programme proved itself wanted and the budget had been consumed before we were able to set up a first meeting with potential partner projects. However, we intend to maintain contact with the projects that we have established initial contact with.

4.8.2 Wolftech News

Possibility for a potential spin-off from the Norwegian ecosystem has been initiated in November, through dialogue with Wolftech. This Norway-based company has developed a potentially synergetic system that can take on the role of replacing the newsrooms' current CMS system and provide a fully integrated platform to make workflow, delegation and communication easier. During the meeting between Wolftech and senior members from each consortium partner in INJECT, it became evident that a full CMS with the added functionality of INJECT could be a strong product for the same target group that both Wolftech and INJECT are already both aiming at - Newsrooms and Broadcasters.

At this stage, we have no data to back our claims that there would be a market for such a product, other than the fact that each organisation has several interested party, despite its relatively early stage of diffusion.

INJECT will continue to focus on its planned dissemination objectives for now, but the option to co-develop a complete CMS with the INJECT plugin, is an option that will be investigated continuously going forward.

4.8.3 Education partners

Academic consortium partners have established contacts between the consortium and those responsible for the journalism programmes in their respective institutions. The head of the journalism program City, University of London is currently exploring how INJECT can be made available to 3rd-year students, which could mean 50 students using the tool for different practical assignments. Volda University College in Norway has also showed interest in letting its students work with INJECT to write stories.

4.9 Dissemination support

WP3 created Start Guides and Communication materials to support consortium members in their dissemination efforts. Digital flyers were created and updated for consortium members to use at events. A standard presentation was created and updated throughout the project to support consortium members to tell the INJECT story, while assuring continuity of

INJECT's brand and visual identity. Lastly, a regular e-mail updates were sent to all consortium members via the INJECT mailing list to update the consortium on the latest developments within the project.

5 Norwegian Ecosystem

5.1 Unique Selling Proposition INJECT Norway

It is crucial to understand that, while the Norwegian ecosystem is the first, there may be different Unique Selling Points, based on contextual differences as mentioned in section 1.1. One of the recent additions to the INJECT tool was the integration with Twitter, where trending tweets from/regarding your topic would be included in the indexing of information. For various reasons, Twitter is not used in Norway to the same degree as in i.e. the UK. Facebook is still considered the top performing Social Media platform in Norway for marketing and communication purposes and, as such, we've yet to see if this integration is considered a key element in the on-boarding of new users in the Norwegian ecosystem. So far, the feedback has been very positive and it may very well prove to be a key feature, as the primary sectors who are active on Twitter are Politicians and Broadcasters.

During the autumn/winter of 2017, University of Bergen has performed several demonstrations of the system for interested parties, both privately and during events, which is covered later in this report. Once we start compiling their feedback with that of the next ecosystem's launch, we can gather a more concise impression of this feature's specific relevance, compared to each other.

As a result of the feedback we have gotten from dialogue with newspapers, following our pitches at events and the pre-launch on the 29th November 2017, the value of integrating own archives into INJECT has proven to be a key selling point that many wish to utilize - this has since become a key part of the INJECT sales pitch presented during conferences in Norway.

As a result of this, a larger workload is placed on the technical team in Athens to create a standardised procedure. The Norwegian ecosystem aim to having an additional three paying organisations on-board, aside from Hallingdølen, Sunnhordland and Hordaland, by the official launch in early 2018.

5.2 Norwegian Ecosystem Website

Prior to the INJECT pre-launch event, November 29th 2017, M'Labs set up a new website as a direct promotional channel for the Norwegian ecosystem. The text for the website was drafted in collaboration with WAN-IFRA and the University of Bergen, and thereafter translated to Nynorsk by the university. The website is available at: <http://inject.no/>



Få inspirasjonen du treng, når du treng den

Det er ei ny veke, og du har fleire nyheitssaker som treng ei vinkling, eller eit referansepunkt. Du skriv på ei sak som kjem årleg, og korleis skal denne saka skilje seg frå dei andre?

Du har det naudsynte med i saka, og du veit akkurat kva du skal skrive, men treng noko meir utfyllande?

Utforsking og undersøking av nyheitsskjelder tar tid. INJECT blei bygd som eit utforskande søkeverktøy, for å støtte journalisten til å kreativt utforske data og informasjon for å finne nye vinklingar.

I følge våre tidlege brukarar, er den gjennomsnittlege tida det tar dei å lage ei sak med INJECT, med berre eit generelt tema til ei god vinkling, berre *tre minutt*.

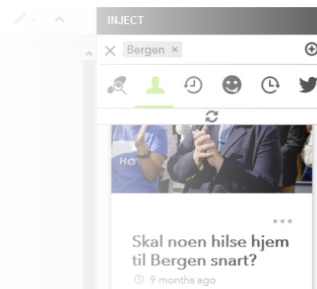


Figure 13: Screenshot of the Norwegian INJECT website, *inject.no*, end of November 2017.

5.2.1 Norwegian Website Statistics

The Norwegian INJECT website was put up toward the end of the prototyping of the Norwegian ecosystem, prior to the November 29th pre-launch event, at which potentially interested parties were invited to partake in a two-hour INJECT talk and demonstration. As such, outside of public announcements through INJECT’s official channels, the website was targeted at the same user segment as the pre-launch event - any potential future clients, as well as potential technical partners, within the Norwegian ecosystem.



Figure 14: Average bounce-rate and session duration for *inject.no*.

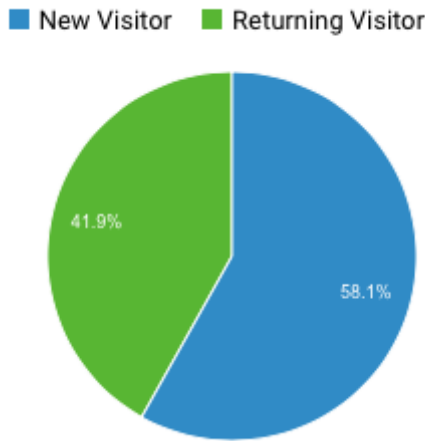


Figure 15: New visitors and returning visitors, for inject.no.

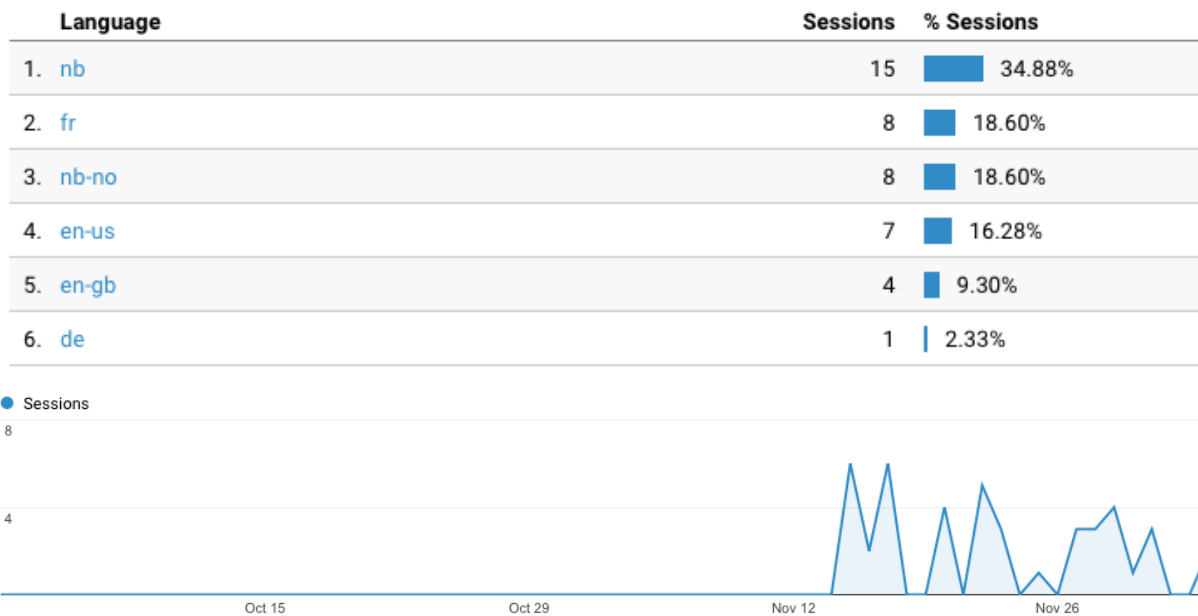


Figure 16: Average daily sessions on inject.no, grouped by browser language.

For the brief duration the Norwegian INJECT website has been live, the visitor statistics have been promising. On average, expected bounce-rate (percentage of users who leave within the first few seconds of visiting the site, with little to no engagement) on a website of this nature is around 60%. At 44.19%, inject.no keeps a good rate of retention.

Since the website was used to present localized information about INJECT as a product, in connection to the pre-launch event, the majority of the visitor pool was expected to be new visitors - even after accounting for visitors outside of our target audience.

This data tells us two things:

- 1) The people that search for INJECT, using specific search terms find what they are looking for. i.e., little competition in both name and idea. If the bounce rate was much higher it could be an indication that it was not what they were looking for.

2) Once they enter the INJECT website, they spend an average of almost 3 minutes browsing. This is extremely good! The average session length of an average-long blogpost is 10 seconds. As a rule of thumb in website statistics, 40-50 seconds spent on site is very good. To come close to 3 minutes tell us that people are actively browsing and reading continuously.

If we compare this to the number of total visitors, it reflects our goal of quality over quantity. These statistics indicate that we have succeeded with quality content that is relevant to the reader.

5.3 Pre-launch Strategy INJECT Norway

The Objective for the Norwegian eco-system has been to create Interest amongst key influencers within the journalism community and adjacent fields. With the pre-launch in particular, our intention was to stir interest amongst these key influencers before the opening up to the rest of the market.

This approach to “exclusivity” is currently being processed as we take feedback from the attendees. Ideally, we will bring in more partners and acquire new paying customers in the process.

- 25th August 2017

Seminar about INJECT on UiB. Present at this was Høgskulen i Volda, as a new partner in INJECT. Link to event: <https://jlabb.w.uib.no/seminar/inject-noreg-dagsseminar/> Link to NCE Media published recap: <https://www.ncemedia.no/events/inject-noreg-dagsseminar/>

- 3rd November 2017:

Lars Nyre presented INJECT Norway at a student event in Media City Bergen. The audience was mainly master and bachelor students in journalism and media studies. This increased the visibility of INJECT among young people who may become recruits in the R&D effort.

- 9th November 2017:

Lars Nyre presented INJECT Norway at a staff meeting among journalism teachers and media design teachers at Volda University College. This increased the visibility of INJECT in the North-Western part of Southern Norway, potentially reaching future Norwegian partners that have not heard of INJECT yet.

- 15th November 2017:

NxtMedia Trondheim Furthermore, presenting INJECT Norway at the NxtMedia conference in Trondheim on 15 November 2017, will increase the visibility of INJECT in another geographical area of Norway, potentially reaching future Norwegian partners that have not heard of INJECT yet.

- 17th November 2017:

Western Norway editor association event. One agent of change from one newspaper, one chief editor/CEO together with M'Labs will present INJECT to editors in local newspapers on this event 17th November 2017. The goal is to present INJECT to future clients of INJECT, and to get journalists to join the workshop November 29th.

- 29th November 2017:

Pre-launch, Media City Bergen

Showcase of the INJECT tool for invitees from organisations such as; UiB, BTO, Forskar, Vizrt, Infomedia, Bergen tidende as well as students from various media educations. We are very pleased with the turn-up to this event, as it represents key personnel in both broadcasting, media and student environments - all relevant for INJECT to grow dynamically within the Norwegian ecosystem. Media City's own news department published the following piece, summing up the day for both those present and those unable to attend:

<https://mediacitybergen.no/students/inject-a-digital-inspiration-tool-for-journalists/>

The next step, is to diffuse the solution throughout the target markets and generate sales. In the original dissemination plan, we divided the third stage into two sub-stages:

- Launch
- Post-Launch

Following up the above, we decided that an exclusive approach was the best way to go forward with the Norwegian ecosystem. This however, means that the official launch is postponed until the new year. We are on the lookout for a fitting media event in late January/early February to pair it with, so that we can take advantage of synergies with the involved key influencers who tested and benefited from the solution.

We stated in the dissemination plan that all marketing activities would rely heavily on testimonials from previously recruited influencers, and this remains true still. With the Pre-launch now behind us, we are focusing our attention to automating the on-boarding and sales process, so this will no longer have to be done manually through M'Labs and the tech partners in Athens.

5.3.1 Results from Norwegian events

Norwegian ecosystem

- Nationen newspaper - Journalist + her boss (result from NxtMedia conference).
Currently being followed up by Andrea Wagemans (WAN-IFRA).
- Fanaposten - Stale Mekus (result from Norwegian editors dinner).
Currently being followed up by Lars Nyre (University of Bergen).

Attendees at the Pre-launch of the Norwegian ecosystem in Media City were exposed to the future plans of INJECT as presented in Deliverable 2.2. The main change was the adaption of 2 plan options, instead of 3, as originally intended.

The plans are now as follows:

INJECT

- Access to all INJECT channels and news information sources, training, helpdesk and development communities for one-off fee (€2000/20,000 NOK) and annual user cost (€150/1,500 NOK per user per annum)
- Subsidized access to creativity training and INJECT+
- Free 60-day trial period to discover INJECT benefits

INJECT Bespoke +

Integration of own news archives into INJECT

- Bespoke features linked to own news archives
- Specialist integration with own CMS(s)
- Straightforward integrations (€2000/20,000 NOK)
- Limited free integrations in early 2018

Part of the objective with this event was also to get an initial validation of the pricing, as well as the future plans of INJECT. As following up from this event continues, the aim is to validate our claim that new contacts agree to the pricing as is.

- Pa Hoyden - Dag Hellesund (result from pre-launch event)
Currently being followed up by Lars Nyre.
- Wolftech co-demo to explore possible collaborations.
Covered in depth in 3. *Collaboration with other European projects or associations.*
- Bergens Tidende.
Large regional newspaper. Appeared interested and talked with several consortium members after the Pre-launch event.

E-mails have been sent out to all who attended the Pre-launch in Media City, explaining the next steps for those interested, as well as taking feedback. In the coming weeks, personal phone calls to each will be conducted.

6 Evaluation Dissemination

This Dissemination report has compiled data on the consortium's key dissemination activities. As such, this deliverable includes main publications that has been written about, and by INJECT.

We have successfully compiled metrics such as interaction rates, social media subscribers, newsletter growth, themes and dates as well as any articles that have impacted INJECT. We have also compiled lists of all events / conferences that have been significant to INJECT, both internationally and specifically for the Norwegian ecosystem.

These have been separated where relevant, as it is important to look at this ecosystem as the first of many. While cultural, linguistic -and legal differences means the context is not identical, key findings in our strategic approach may still be successfully applied to the development of new markets. At this stage, the next ecosystem in line is the Netherlands. The Dutch eco-system is, to a higher degree than e.g. the Norwegian eco-system, focusing on Freelance journalists as first movers for INJECT. As such, Social Media usage may opt to be more aggressive, focusing on conversions/direct lead-generating, than how it has been a supporting tool to the exclusivity approach in the Norwegian ecosystem.

6.1 Lessons learned

In this document, we presented the dissemination report for the INJECT project. We described the objectives that have been initiated or achieved, the different organisations we have been in contact with and the set actions we have gone through, specifically for the Norwegian eco-system but also INJECT as a whole.

The process itself, or writing this report, has been very helpful as each consortium member has gotten a better understanding of what the other parties have done with INJECT. Compiling and disseminating all initiatives for and by INJECT realigns the entire organisation and has provided us with a united overview of actions.

Events, social media and publications about INJECT on consortium channels and external outlets have proven to be effective means of raising awareness and attracting initial interest from our target audiences. Through testing, Demos and workshops, the consortium has started building closer relationships with interested stakeholders to support the dissemination of INJECT, and will continue to do so into WP4. The newsletter strategy supports this personal approach as well.