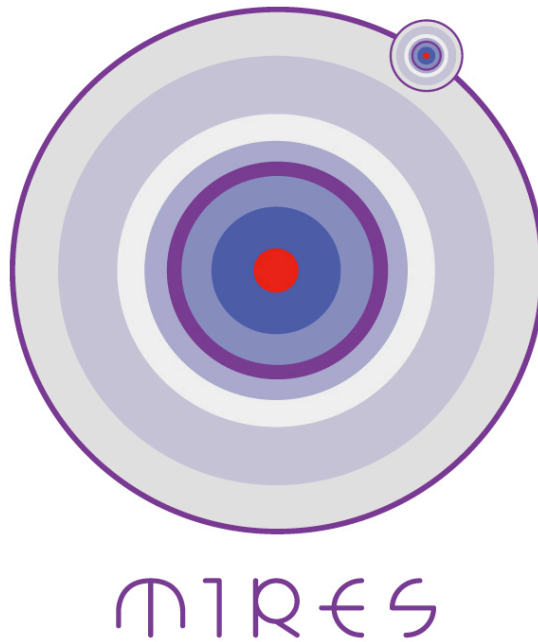


D6.2

DIGITAL FRAMEWORK FOR A RESEARCH-TO-INDUSTRY NETWORK



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1 INTRODUCTION

This document describes the digital framework built as part of Work Package 6 to support a newly-established research-to-industry network focusing on knowledge sharing, cooperation and co-creation between music information researchers, innovators, creatives, hackers, startups, SMEs and large industry stakeholders, as well as theorists, strategists and policy makers. This framework aims to ensure efficient communication and transfer of innovation to industry in the long-term.

2 CONTEXT

The digital framework was originally built to support the MIReS network assembled around the launch of the Music Tech Fest in London 17-19 May 2012. The event exceeded expectations by successfully engaging industry and media representatives, outside experts, future users, innovative SMEs, music tech startups, apps creators, developers, researchers, artists, performers, creatives and hackers. The network has since grown with the continuing Music Tech Talks and funding has been secured for the continuation of the Music Tech Fest beyond the duration of the MIReS project.

The next large-scale Music Tech Fest will be held in London on the 17-19 of May 2013, with new contributions populating the Music Tech Fest channel and further contributing to the MIReS knowledge base. The Music Tech Fest network is steadily growing, and the most recent additions of Google, MTV, and Atlantic Records are being added to the digital network portal at the time of writing. A wider distribution is planned for the dissemination of this year's media generated at the festival.

Detailed information about stakeholder numbers, dissemination channels, global reach and ongoing evolution of the Music Tech Fest are available from **D6.1 Proposal document for the establishment of a virtual research-to-industry network**.

3 THE DIGITAL FRAMEWORK

The digital framework for the research-to-industry network comprises:

- The Music Tech Fest network portal (musictechfest.net)
- The Music Tech Fest online video channel (youtube.com/musictechfest/)
- The Twitter channel @MusicTechFest
- The Facebook Music Tech Fest page

3.1 The Music Tech Fest network portal

The Music Tech Fest network portal has been built according to detailed brand guidelines which have been developed as part of design development. The Music Tech Fest brand has been trademarked with the UK patenting office. A detailed design guideline document has been produced.

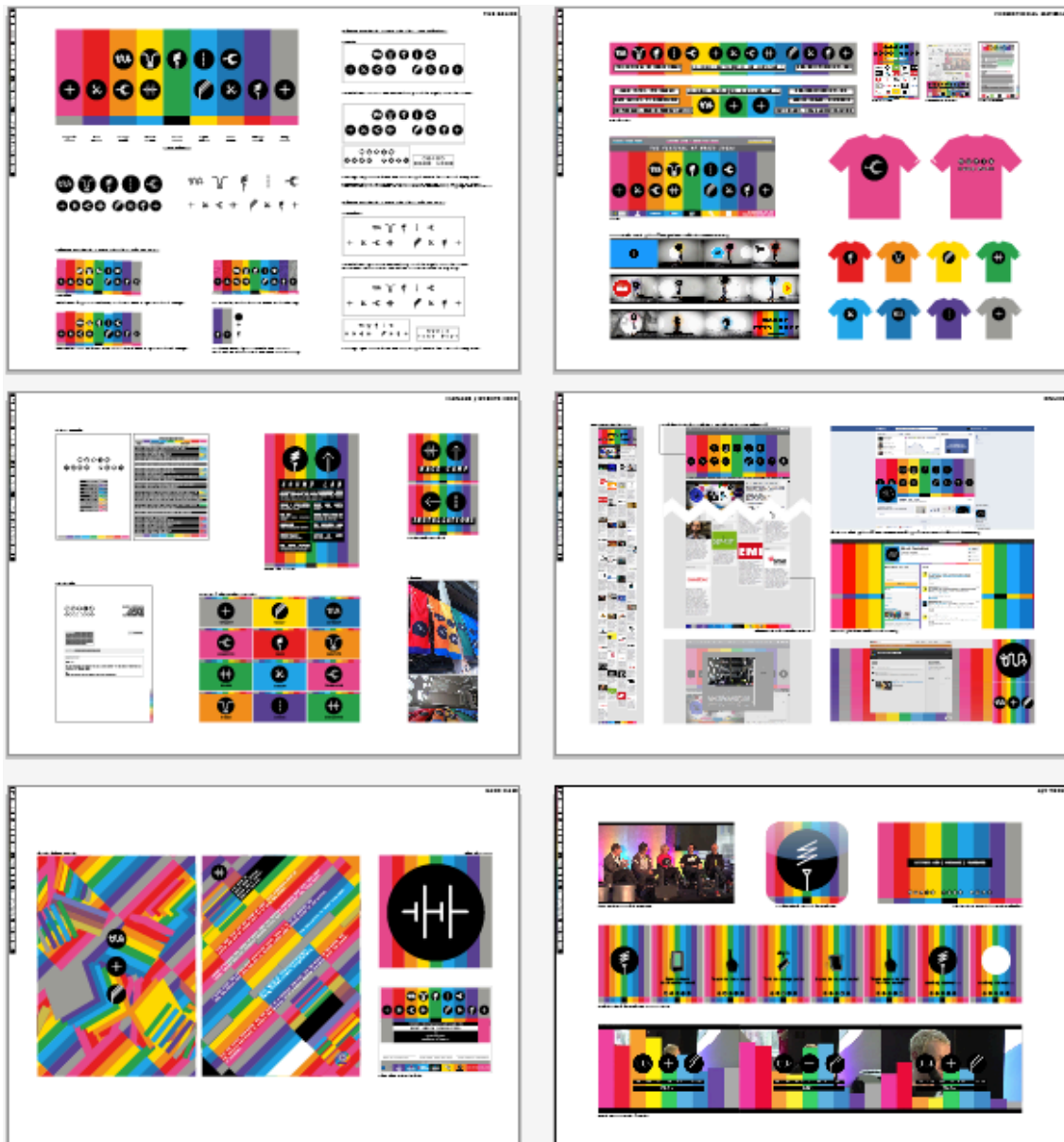


Figure 1: Music Tech Fest brand and digital portal design guidelines

The main network portal consists of the main brand which acts as a keyboard along the top of the portal, and can be played as a musical instrument by triggering the portal's specially developed sonic branding. Information about each contributor to the

network is gathered and added as the network grows. The portal provides updates about network's events and associated media (musictechfest.net).



Figure 2: Music Tech Fest network portal

3.2 The Music Tech Fest online video channel

Video footage from the Music Tech Fest has been published on the Music Tech Fest Online Video Channel, supported by the ongoing Music Tech Fest and Music Tech Talks events (youtube.com/musictechfest/). This channel is secured to continue beyond the lifetime of the MIREs project, gathering all contributing music technology stakeholders in a virtual online environment. The aim is to make the Music Tech Fest content accessible to the widest audiences. At the time of writing this report, 56 videos have been edited and uploaded to the Music Tech Fest Online Video Channel, and have registered 6,441 views.

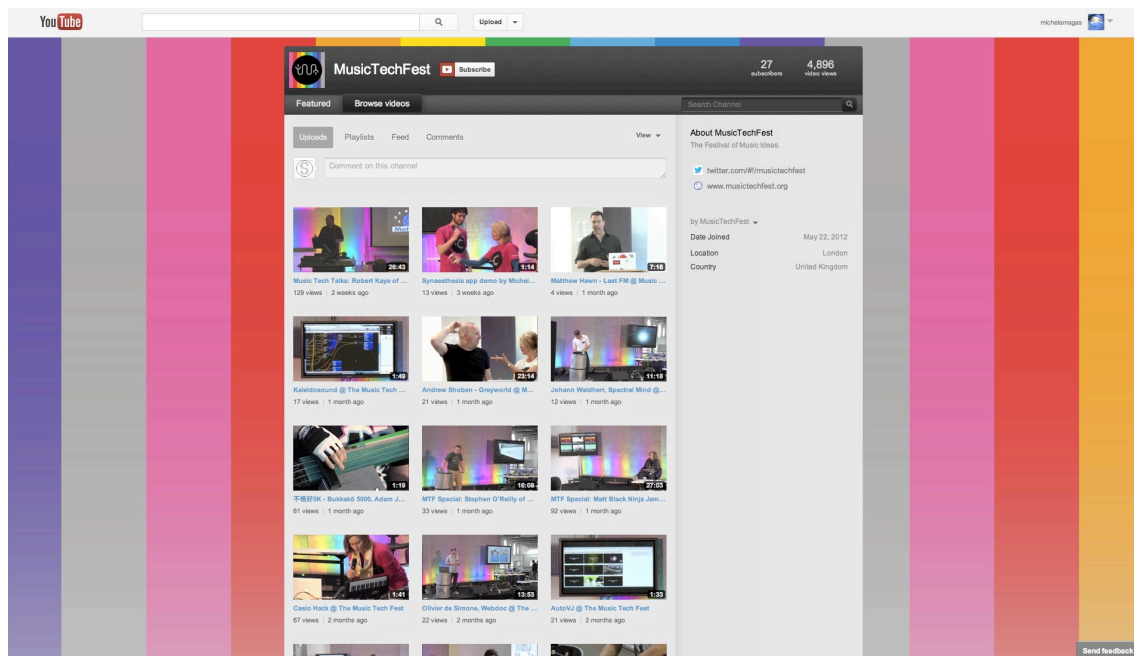


Figure 3: Music Tech Fest YouTube online video channel

Live streaming of the Music Tech Fest 2012 video footage reached 656 different people over a period of two days, many of whom came back to view it again on several occasions, totaling 1435 views. Through live video streaming the Music Tech Fest reached 41 different countries, including Hong Kong, Greece, Russia, the US and Estonia.

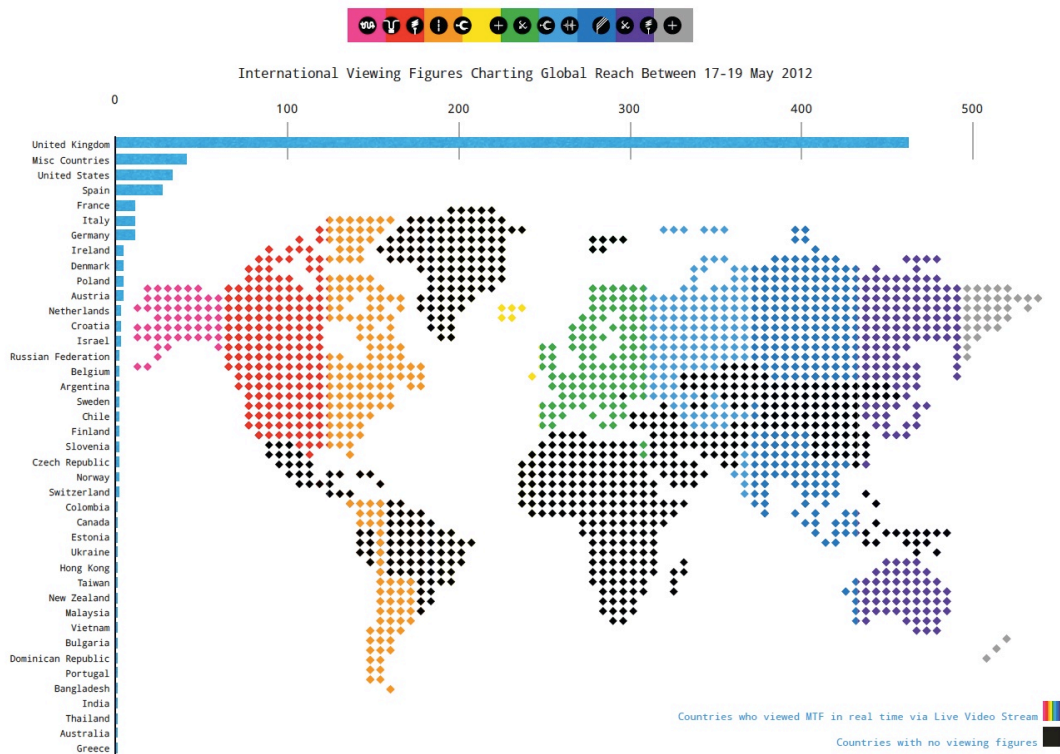


Figure 4: Music Tech Fest media streaming global reach

3.3 The Twitter channel @MusicTechFest

Since launching in London in May 2012, the Twitter channel @MusicTechFest has gained over 1,000 spontaneous followers, over 500 of whom are active followers. The YouTube video release programme, advertised via Twitter, has enabled the Music Tech Fest to continue building a global following and to reach new territories like Brazil, that had not originally tuned in to the live broadcast during the festival (<https://twitter.com/MusicTechFest>).



Figure 5: Music Tech Fest Twitter channel

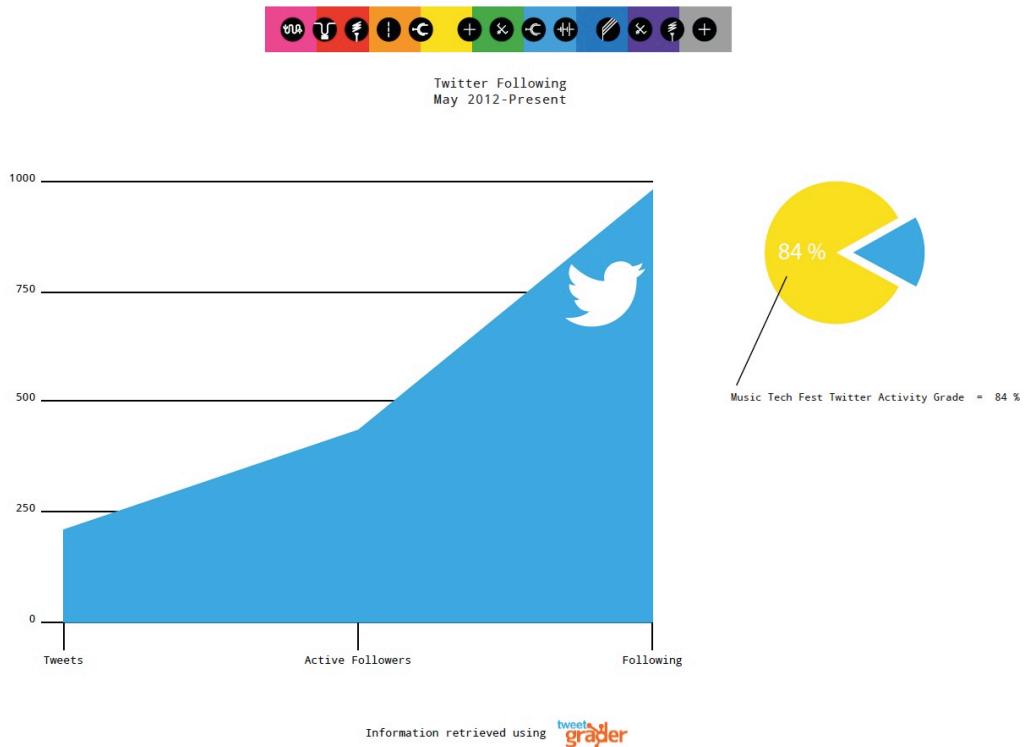


Figure 6: Music Tech Fest Twitter followers

3.4 The Facebook Music Tech Fest page

The Music Tech Fest Facebook has been developed more recently upon request by stakeholders and audiences are rapidly growing (<http://www.facebook.com/MusicTechFest>).



Figure 7: Music Tech Fest Facebook page