

Bloomen

Blockchains in the new era of participatory media experience

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D6.8 First Bloomen Community Report: Focus Group, stakeholders and further engagement strategies

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Table of Contents

1	Overview	5
1.1	Introduction	5
1.2	Relation to the WPs and Tasks	5
1.3	Methodology followed	6
1.3.1	Culturally appropriate engagement	6
1.3.2	Results	6
2	Community engagement strategies	7
2.1	Methodology options	7
2.2	Focus Groups: What they are and why use them	7
2.2.1	Introduction	7
2.2.2	Bloomen focus groups setup	8
2.2.3	Differentiating focus groups and surveys	8
2.2.4	Focus group description: Music	9
2.2.5	Focus group description: Photo	10
2.2.6	Focus group description: WebTV	11
2.3	Surveys: What they are and why use them	12
2.3.1	Introduction	12
2.3.2	Online surveys	13
2.3.3	In-person surveys	13
2.3.4	Phone surveys	14
2.4	Interviews: What they are and why use them	14
2.4.1	Introduction	14
2.4.2	Face to face interviews	15
2.5	Working Groups: What they are and why use them	16
2.5.1	Introduction	16
2.5.2	BoF (birds of a feather)	16
2.5.3	Application mockups and walkthroughs	16
2.5.4	Minimum viable product (MVP)	17
2.6	Outreach: What is it and why use it	17
2.6.1	Introduction	17
2.6.2	Newsletters	18

2.6.3	Social posts	18
2.6.4	Outreach resources available	19
3	Performing community engagement	19
3.1	Community engagement methodology options	19
3.2	Focus Groups: Preparation, conducting and reporting	20
3.2.1	Introduction	20
3.2.2	Pick a single, clear purpose	20
3.2.3	Narrow down the target audience	21
3.2.4	Consider organising a control group	21
3.2.5	Refrain from using the focus group for ulterior motives	22
3.2.6	Find a second facilitator	22
3.2.7	Choose a comfortable venue and recording method	23
3.2.8	Prepare questions	23
3.2.9	Plan out how you will record the data	24
3.3	Surveys: Preparation, conducting and reporting	25
3.3.1	Introduction	25
3.3.2	Clear research goal	25
3.3.3	Clear participant criteria	25
3.3.4	Sampling your population	25
3.3.5	Choosing questions	26
3.3.6	Design the survey	26
3.3.7	Testing in a pilot study	27
3.3.8	Distributing and collecting	27
3.3.9	Analysing results	27
3.4	Interviews: Preparation, conducting and reporting	28
3.5	Working Groups: Preparation, conducting and reporting	29
4	Community engagement activities	30
4.1	The plan for year two	30
4.1.1	Introduction	30
4.1.2	Timeline for year two	31
4.2	Recap of year one	32
4.2.1	Introduction	32

4.2.2	Past community engagements	32
4.3	Targets for year two	36
4.3.1	Introduction	36
4.4	Planned events in year two	37
4.4.1	Introduction	37
4.4.2	Decentralized	38
4.4.3	MIPCOM	38
4.4.4	IFRRO World Congress (IWC)	38
4.4.5	Global Media Forum	39
4.4.6	TechForum	39
4.4.7	Mobile World Congress	40
4.4.8	Malta Blockchain Summit	40
4.4.9	Barcelona Music Summit (Summus)	40
4.4.10	SXSW	40
4.4.11	Bloomen Pitstop	41
4.4.12	Blockchain Summit Greece	41
4.5	Reporting, impact and success	41
4.5.1	Introduction	41
4.5.2	Cross pollination of contacts	42
4.5.3	Success	42
5	Conclusion	42

1 Overview

1.1 Introduction

The aims of community engagement is to: get feedback from potential users of the Bloomen system so we can build a system that is relevant and useful for them; drive adoption by having real actors in the industry aware and interacting with the project.

The involvement and engagement of relevant stakeholders is critical for the quality of the results and the impact of Bloomen project. Along the project, we will apply different techniques to build and engage the stakeholders. For Bloomen, the most relevant stakeholders are: (i) relevant technological actors: P2P and open source developers, open hardware manufacturers, experts in security, encryption, anonymity, blockchains and linked data; (ii) civil society organisations: citizens' organisations, digital rights advocates, artists, social scientists; and (iii) interested developers of the overlying social applications and systems: creative industries, SMEs, social entrepreneurs, software developers.¹

1.2 Relation to the WPs and Tasks

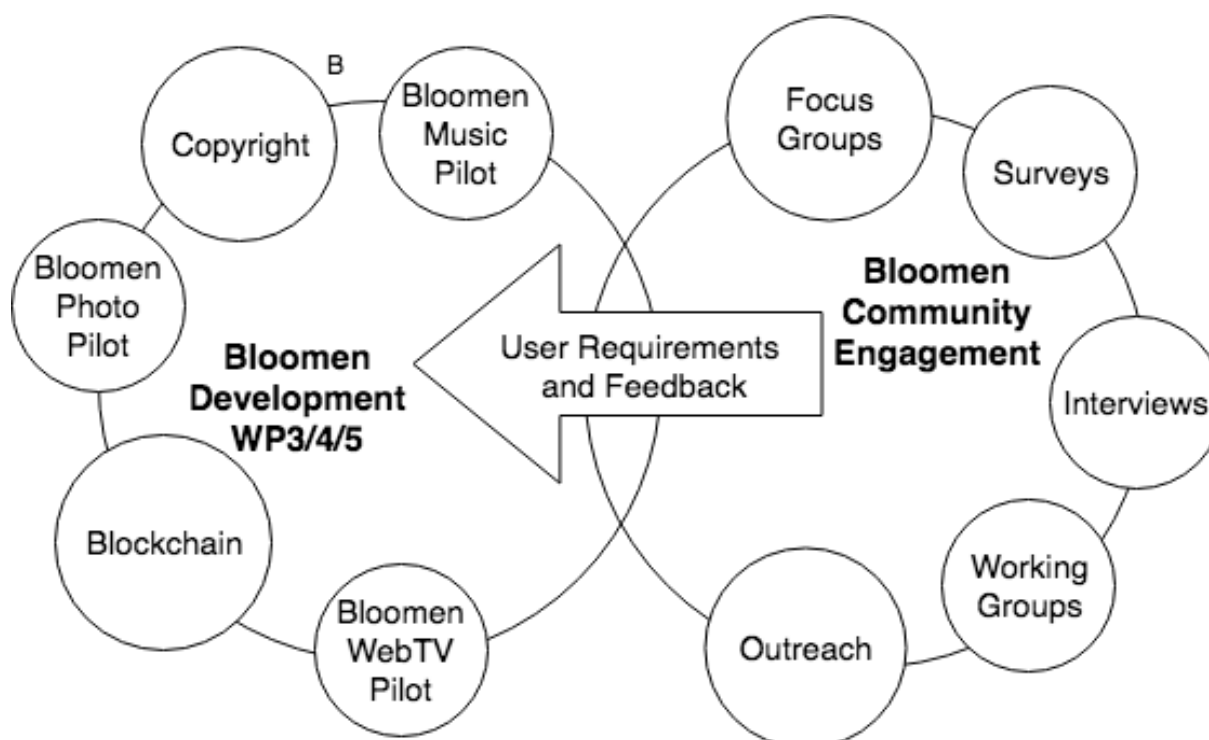


Figure 1: Community engagement related to WPs

¹ From Bloomen's original proposal

External feedback is needed to make sure that the Bloomen project is relevant and applicable for the creatives and service providers in the industries targeted by the pilots. Now that the first year of the project is complete and the direction within the consortium is fully understood, it is the right time to go out to industry and fully engage. The results (feedback and requirements) from engaging with community sectors will be utilised in the development work packages (WP3 and WP4) and in the pilot operation work package (WP5).

1.3 Methodology followed

1.3.1 Culturally appropriate engagement

There are many possible formal (and informal) methodologies and routes for engaging with community and stakeholders, be they end users, service providers, developers or collaborators. Considerations need to be made for the culture of the person/people being interacted with. This culture will vary across sectors and disciplines. Each partner in Bloomen knows their own sector and discipline and, hence, each partner will have their own culture around how to best engage with contacts in their own organisations and contacts within their sphere of expertise.

With this in mind Bloomen partners will engage with stakeholders in a multidisciplinary approach – that will be best fitting for the context of the engagement. In this document we will describe a number of modes for engagement. Ultimately it will be the decision of the partners to define which mode best suits themselves and the stakeholders they wish to interact with dependent on the context of the meeting.

Bloomen has to remain agile and relevant to the industries that it is serving. To this end, community engagement methodologies will be consistently accessed and refined. It is important to note that one size doesn't fit all and that specific sectors require specific methods to best engage with industry professionals. Hence, Bloomen will both use established methodologies, such as focus groups, surveys and interviews, and will also experiment with other forms of community engagement such as working groups and co-working 'labs'. See section [4.2.2 Past community engagements](#).

1.3.2 Results

In each case of stakeholder engagement, the partner (or partners) involved will feedback the results of these engagements in a report consisting of a textual explanation of the engagement and also a list of measurable metrics that will be

harmonised across the whole of the Bloomen project. Hence, though the method of engagement chosen may be different from partner to partner or sector to sector, the results will be harmonised across all engagements so that these results can be collated, visualised and reused across the whole of the project.

2 Community engagement strategies

2.1 Methodology options

The choice of methodology will be dependent on the context of the community engagement and many other factors including the industry sector involved. For example musicians don't tend to start work before noon (slight exaggeration) and this needs to be factored in to when to start a meeting.

2.2 Focus Groups: What they are and why use them

2.2.1 Introduction

"Asking users early and often" is a suggested survival strategy, with high impact on complex development tasks and usability issues.²

The focus groups are a means to engage with users and stakeholders to present early outcomes of Bloomen and get feedback. In the Bloomen research project we are making assumptions about usable application of blockchain for creative purposes. The focus groups help us to refine our approaches, by hearing about actual problems, needs, etc. In this light the focus groups can provide valuable and refined feedback for further development. At a very early stage ideas and concepts will be presented to users or stakeholders, in order to find out whether the users can relate to the approach and would find such solutions helpful and usable. In the focus groups the project will aim to present the status of development in order to get feedback.

² There are numerous findings that extensive involvement of users early in a development project has positive impact and can help avoid severe mistakes or false assumptions regarding user needs. See: <https://www.nngroup.com/articles/ux-research-cheat-sheet/>, and The Standish Group, Chaos Report, 2014, PDF - <https://www.projectsmart.co.uk/white-papers/chaos-report.pdf>

2.2.2 Bloomen focus groups setup

This short contribution covers a suggested way how to plan, run and report from interactions with focus groups. The assumption is that all project partners or development teams per use case can set-up such groups, even with partially adapted methods to cater to the specific needs per use case.

2.2.3 Differentiating focus groups and surveys

Quote: "A survey is typically and quicker and more precise way to conduct qualitative research than a focus group. Focus groups, however, allow you to get more complicated, nuanced, and diverse responses than surveys, which do not permit as much participant interaction. In short, focus groups are the best way to get a full array of perspectives. The success of focus groups, though, is heavily dependent upon the skilled leadership of its moderator."³

But the following three principles should apply to all these activities:

1. As a facilitator (organiser) set-up a focus group in a in order to gather insights. Keep the groups small (3-6 people). It is advisable (if possible) to ask the same three or six people in several iterations of the software development to find the most mistakes. But it can be productive too to ask different (small) groups regarding different problems or assumed solutions.

It is possible to set-up different focus groups, but consider that the results will be more superficial (in a first encounter focus group members will find less issues and voice less concerns because the project as a whole is a bit more abstract to them).

2. Report about the main findings in a short, comprehensive way - even if this means leaving out some details.
3. Bolster the findings by running survey with slightly larger groups of potential users.

It is important to note that generally any given focus group session would typically last around 2 hours or thereabouts in duration.

³ <https://www.wikihow.com/Run-a-Focus-Group>

2.2.4 Focus group description: Music

For evaluation of approaches and features regarding the Bloomen Music use case we plan to have the following set-up:

Set-up:

- Identifying a group of music industry experts, ideally with 3 to 5 relevant actors in the field of publishing and master rights (publishers, labels, CMOs,...)
- The music experts will be engaged among BMAT's client-provider relationships and partners BMAT collaborates with.

Interactions:

There will be three levels of interactions - pre-demonstrator meetings, demonstrator tests, final tests and feedback.

- Pre-demonstrator meetings: The goal here is to interact, ask questions and learn about the current workflows experienced by the experts: how does the music metadata flows in and out their systems, the issues they usually face, mainly focusing on a user domain level, without getting into many technical details. Following, BMAT will explore with them workflows that best fit their requirements backed by the technologies blockchain can provide.
- Demonstrator tests: The interactions will follow general guidelines for focus groups: We will present the experts with the solution/demonstrator and ask them for opinions. There will be an open discussion about positive and negative aspects as well as a process to capture suggested changes and improvements. The outcome of these interactions, of which there can be several and as many as needed, will be written down and then discussed with the technical development team.
- Final tests and feedback: These will be interactions to refine the demonstrator or application developed based on the assumptions of the project team and the feedback from the focus group. The goal in this later stage is to refine, not to start from scratch.

In summary the process is designed to help with development, by consulting with experts in the given field.

2.2.5 Focus group description: Photo

For evaluation of approaches and features regarding the Bloomen Photo use case we plan to have the following set-up:

Set-up:

- Identifying and maintaining a group of photo editors, ideally with 3 to 5 members from different media organizations
- The photo editors will be recruited from European public broadcasters, such as Deutsche Welle, ARD (German public broadcasters) and EBU (European Broadcasting Union, pan-European organisation for 64 public broadcasters)

Interactions:

There will be three levels of interactions - pre-demonstrator meetings, demonstrator tests, final tests and feedback.

- Pre-demonstrator meetings: The goal here is to interact, ask questions and learn about the current workflows experienced by the experts. There will be no mentioning of blockchain technologies at this stage. Instead the goal is to understand the positive and the negative aspects of the workflows today, in order to find areas of application for the benefits of blockchain technologies.
- Demonstrator tests: The interactions will follow general guidelines for focus groups: We will present the experts with the solution/demonstrator and ask them for opinions. There will be an open discussion about positive and negative aspects as well as a process to capture suggested changes and improvements. The outcome of these interactions, of which there can be several and as many as needed, will be written down and then discussed with the technical development team.
- Final tests and feedback: These will be interactions to refine the demonstrator or application developed based on the assumptions of the project team and the feedback from the focus group. The goal in this later stage is to refine, not to start from scratch.

In summary the process is designed to help with development, by consulting with experts in the given field.

2.2.6 Focus group description: WebTV

For evaluation of approaches and features regarding the Bloomen WebTV use case we plan to have the following set-up:

Set-up:

- Identifying and maintaining a group of industry players, ideally 3-5 members coming from the area of content production, distribution, broadcast and access. Experts from these areas will be recruited via the contacts and business relationships ANTENNA maintains for the purposes of its past and current operations.
- Identifying and maintaining a group of blockchain experts, ideally 3-5 members coming from business or academic areas in the environment of Cyprus. Recruiting will happen via both the business relationship ANTENNA maintains but also through a call to communities the Company is already part of.

Interactions:

There will be three levels of interactions - pre-demonstrator meetings, demonstrator tests, final tests and feedback.

- Pre-demonstrator meetings: The goal here is to interact, ask questions and learn about the current workflows experienced by the experts. The blockchain technology will be introduced at this stage so as to hear some initial thoughts about their knowledge in the subject and whether this could spark some further ideas on the implementation.
- Demonstrator tests: The interactions will follow general guidelines for focus groups: We will present the experts with the solution/demonstrator and ask them for opinions. There will be an open discussion about positive and negative aspects as well as a process to capture suggested changes and improvements. The outcome of these interactions, of which there can be several and as many as needed, will be written down and then discussed with the technical development team.
- Final tests and feedback: These will be interactions to refine the demonstrator or application developed based on the assumptions of the project team and the feedback from the focus group. The goal in this later stage is to refine, not to start from scratch.

In summary the process is designed to help with development, by consulting with experts in the given field.

2.3 Surveys: What they are and why use them

2.3.1 Introduction

Surveys are probably the best-known and most frequently used method in community research. There are many types, from the feedback form you get at the end of your hotel stay, to the long market research surveys that are completed for small amounts of money.⁴

Surveys are useful when:

- You have a clear research goal
- You have a large sample size and want to collate the views of many people and compare their answers
- You want to measure something quantitatively (with numbers), such as 'how many apples did you eat today?'
- You want to measure something specific (i.e. you are beyond the exploratory phase of your research and need answers to specific questions), such as 'which colour is easier to see?'
- You have the time to analyse data collected
- You want to ask the same questions multiple times to compare answers over time, for instance sentiment towards a brand

Surveys are not useful when:

- You are still exploring what the important questions are. Many survey systems allow you to set open-ended questions such as 'how does this make you feel?' but these need to be codified to be comparable with other answers, and this is incredibly time-consuming.
- You want to let the participant lead the conversation, such as when asking them to describe their day, or their use of a service
- You have a small sample size, under 30 or so, as an interview would probably be quicker to administer than setting up the whole survey online

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3964639>

2.3.2 Online surveys

Online surveys are a quick and easy method for collecting data from participants. They can be set up on a wide range of survey systems, including [Google Forms](https://www.google.com/forms)⁵, [SurveyMonkey](https://www.surveymonkey.com)⁶, [SurveyGizmo](https://www.surveygizmo.com)⁷ and [SnapSurveys](http://www.snapsurveys.com)⁸.

Online surveys are useful when:

- A large number of people, over 30 or so, are being surveyed because the link you can be easily distributed to users
- People who have access to the Internet are being asked
- Visual aids such as photos or videos need to be shown
- A quick response is needed
- Saving time on collating the data is paramount – since most survey packages will collate and compare the data

Disadvantages of online surveys are that:

- You are less likely to get a response since the participant has to put the effort in to do the survey. Many organisations give an incentive such as a cash payment for completing the survey
- You are limited to the questions laid out, so a participant with other valuable ideas might not have the correct space to input them

2.3.3 In-person surveys

In-person surveys are similar to interviews. Their advantages are that:

- You can ask complex questions and record the answers accurately, either by typing or recording the conversation
- You can use visual aids and explain them in detail if there are any questions from the participant
- Response rates are likely to be higher since the participant is being guided through the questions in person

Disadvantages of in-person surveys are that:

⁵ <https://www.google.com/forms>

⁶ <https://www.surveymonkey.com>

⁷ <https://www.surveygizmo.com>

⁸ <http://www.snapsurveys.com>

- It's more time-consuming and expensive to ask people the questions in person, as it requires travelling to them and finding a quiet space
- In a face-to-face discussion, it's much more likely that participants will be kinder about the work you present than if they were asked questions in an online survey
- When presenting ideas or questions to participants, it is difficult to hide your biases about the ideas, especially if it is your work.

2.3.4 Phone surveys

Phone surveys sit somewhere between online and in-person surveys. Their advantages are that:

- They are less expensive as they don't require travel or booking of space
- You can still explain ideas in detail and clarify any questions
- You are still guiding the participant through the process so higher response rates are likely

Disadvantages of phone surveys are that:

- It's difficult to develop a rapport with participants, compared to an in-person survey
- You can't use visual aids such as pictures and video

2.4 Interviews: What they are and why use them

2.4.1 Introduction

An interview, within the context of the project plan, is a one-on-one conversation intended to glean insights into the intended usage of the products and platform, generally from the perspective of a potential user or customer. Proper interview planning is tantamount to production of a product or service that will be useful to a larger market, as it allows the designers to consider functionality and make user interface choices that might not otherwise arise during engineering or design meetings when done from a "bottom up" perspective.

An interview can be formal, with predefined questions, or it may be conducted like a relaxed, more unstructured and informal chat. Interviews can take place:

- face to face, either with or without technology to demonstrate or mock up potential features and designs

- video conference (e.g. Skype, Facetime, etc)
- telephone

Each method has its own pros and cons. For example, it can often be useful to capture subtle details of the interview conversation for later review, including the use of video or audio recordings as well as manual capture of emotional reactions, which will not be possible with all of the methods listed above. The method that is chosen should fit the needs of the interview subject as well as the needs of the interviewer, allowing both to feel as relaxed and comfortable as possible and appropriate for the subject, in order that the most useful results may be obtained without limiting the interviewee's ability to think through his or her responses. Also, these needs may change over time. What may start face to face may turn into may video conference calls, which are often followed up by further video or audio calls in order to clarify earlier responses, or to review new proposals to earlier challenges.

Experts who work in sectors relevant to Bloomen have their own commitments and limited time, and many will not be able to attend focus groups due to time and scheduling constraints, as well as restrictions related to geographic distance or travel requirements. If there comes a need to talk to people who cannot come to us, in order to get their critical feedback, then we may need to go to them.

2.4.2 Face to face interviews

One advantage of face to face conversations – and even video conference sessions to a certain extent – is that they provide greater "bandwidth" where more meaningful and subtle communication can take place. "Real life" meetups allow for a human rapport and bond to grow between the subject and the interviewer, which can greatly improve the quality of the responses, especially when conducted over multiple sessions over a period of time.

Within the arts and cultural sectors, as Bloomen partners find themselves working, creative people tend to be much more subjective and often "touchy-feely" – hence the advantage of building up human rapport over time cannot be understated. In an environment of creative personalities, it is often preferably to return to sketching or mocking ideas on "old fashioned" paper, which can enable discussion of complex workflows that may be unique to the project context or the interview subject.

2.5 Working Groups: What they are and why use them

2.5.1 Introduction

Working groups serve as a means of organising a subset of members to discuss options and opportunities, debate the advantages and disadvantages unique to each choice, and to make decisions to come up with solutions to stated challenges. Common within many within standards bodies and technical organisations, a working group often forms around a proposed standard in order to clarify its structure and examine the component decisions. Working groups are also useful for collaboration, information sharing, group ideation, and problem solving at earlier stages such as the initial discovery phase, when core problems and challenges are still being stated and examined, or later stages such as product prototyping.

Working groups may be long term (running for the duration of the project, or extend beyond the life of the project) or short term (setup for a specific task within the project). A working group may meet repeatedly throughout the project (ongoing) or a single time to discuss a single issue (one-off).

2.5.2 BoF (birds of a feather)

A BoF (birds of a feather) group is an informal discussion group that, unlike a formal working group, forms in an *ad hoc* manner around a particular issue. It is common for technical conferences to provide space for attendees to form such groups around a shared interest, in order to provide a space for impromptu discussions and to brainstorm creative solutions around a central topic.

Potential uses of formal working groups or informal BoFs within Bloomen include:

- Mockup design and feedback
- Definition of data standards and formats for cross-platform data exchange or third party service integration
- UI (user interface) design
- MVP (minimum viable product) design and prototyping
- UX (user experience) testing and feedback gathering

2.5.3 Application mockups and walkthroughs

In order to gather more specific feedback from potential end users, they will be presented with application mockups and walkthroughs. Bloomen partners will use tools

such as [draw.io](https://www.draw.io)⁹ and [Balsamiq](https://balsamiq.com)¹⁰ to create mockups of app interfaces and app workflows. These mockups will be demonstrated to end users, specific questions related to functionality and usability will be asked, and structured feedback will be collected.

For more technically literate end users, it is expected that they will actually participate in the development of wireframe diagrams using simple tools such as [Balsamiq](https://balsamiq.com). In this way it is hoped we can extend the collaborative effect of this project to a wider audience of participation and involvement skilled experts within the fields of UI and UX design as well as creatives who may not otherwise be knowledgeable of the inner workings of the Bloomen project.

2.5.4 Minimum viable product (MVP)

A minimum viable product (MVP) is "a product with just enough features to satisfy early customers, and to provide feedback for future product development."¹¹ MVP prototyping can be extremely valuable to product design, in that it allows for early feedback on user and product requirements as well as potential integration UX issues that might not otherwise be easily visible during the design and development phases. MVP development focuses the efforts of designers, engineers and other project stakeholders on the production of the simplest possible version of a product that meets the most critical requirements of the project. MVP design disregards all important but non-critical features and UI elements and attempts to first and foremost prove that the core business and technical goals of the project are feasible, with the least amount of effort in terms of design and development. Temporarily putting aside long-range goals of advanced functionality, user friendliness, requirements of third party integrations, etc. allows the team to focus on quickly achieving the core promise of the platform, whereby all other features and designs may be later added without sacrificing the attainment of the project's main goal or goals.

2.6 Outreach: What is it and why use it

2.6.1 Introduction

Outreach is a common term but in this case we are using outreach to mean utilising consortium member organisational newsletters and social networking/media sites to

⁹ <https://www.draw.io>

¹⁰ <https://balsamiq.com>

¹¹ https://en.wikipedia.org/wiki/Minimum_viable_product

"spread the word" to prospective community members. Brand recognition is a very important aspect for retaining trust and hence maintaining reach and letting potential Bloomen community members know about updates.

2.6.2 Newsletters

Although technically not a direct bi-directional engagement it is important to include the use of recognised communications from brands that people are familiar with and trust. The Bloomen project is young and hence its brand recognition is less than those of the participating consortium members. Hence, the aim is to leverage the existing followers of consortium members newsletters and social / business / media networks.

Partner newsletters:

Each consortium partner will have a different focus and set of contacts who are known to them. Each partner will administer a set of their own contacts (stakeholders) who they wish to continuously inform about the project. These contacts can be informed either through the current newsletters administered by each individual partner or, if the contact so wishes, they can be added to the Bloomen newsletter.

Pilot newsletters:

It is understood that each pilot use case will target a different sector of creatives and technologists. Hence each pilot will administer a list of their own contacts (stakeholders) who they wish to continuously inform about the project. These contacts can be informed either through the current newsletters administered by each individual partner or, if the contact so wishes, they can be added to the Bloomen newsletter.

In order to spread the word about Bloomen community involvement to relevant and targeted industry sectors, consortium partners will also put information in their own newsletters. Using already established means of engagement with potential community and stakeholders will maximise potential trust and hence, results.

2.6.3 Social posts

Consortium members can also use their corporate social networks to engage with community members.

2.6.4 Outreach resources available

Bloomen consortium members have existing resources available that could be used to engage with potential users and stakeholders. The numbers vary, as would be expected with the diversity within consortium members. Again, not all consortium members are expected to push out communications about Bloomen through their own corporate engagement networks, however, where appropriate, this will be useful.

Bloomen Partner	Outreach (estimate of number of people subscribed to organisational newsletter and followers of organisational social/business/media networks)									
	News letter	Linked In	Twitter	Face book Page	Insta gram	You Tube	Google +	Face book Group	Slack	Google Drive Folder
Kendraio	1250	16	421	206	11	19	16	120	11	105
BMAT	380	2440	1341	-	60	-	-	-	-	-
DW ¹²	120000	14000	450000 ¹³	2100000	-	-	-	-	-	-
DW Innovation	-	430	4800	-	-	-	-	-	-	-
Worldline	-	25190	2516	1118	-	416	-	-	-	-
ATC	-	1141	294	-	-	21	-	-	-	-
ICCS	30	-	-	-	-	-	-	-	-	-
ANTENNA	1228	-	9507	112000	6693	13970	-	-	-	-

3 Performing community engagement

3.1 Community engagement methodology options

What methodology to choose and when. Analysis of previous community engagements to ascertain effectiveness and iteration to choose the most appropriate methodology in the future given historical lessons learnt within Bloomen.

¹² Please note that the total outreach of Deutsche Welle is that of a global media company. For the purpose of Bloomen we do not have the right or option to use these channels, they are listed here merely as an indicator for potential total reach.

¹³ Estimate, Deutsche Welle runs multiple Twitter-Accounts e.g. per language

3.2 Focus Groups: Preparation, conducting and reporting

3.2.1 Introduction

The setup used for Bloomen consists of eight steps. This setup can be slightly adopted, depending on the use case and purpose, but by and large this step-by-step process should be followed by all the activities in this WP in a more or less similar manner.

1. Pick a single, clear purpose.
2. Narrow down your target audience.
3. Consider organising a control group
4. Refrain from using the focus group for ulterior motives.
5. Find a second facilitator.
6. Choose a comfortable venue and recording method.
7. Prepare questions.
8. Plan out how you will record data.

3.2.2 Pick a single, clear purpose

Users can describe their experience and their perception regarding a new solution, but they are not developers nor will they be able to foresee intricate problems of development.

Quote: "This is an opportunity to learn the nuanced opinions of clients, potential customers, staff members or a community. Ideally, you'll only be talking to one of these groups per focus group. They'll be expressing opinions on one topic, which should be kept to a single product or issue. There's a reason it's called a focus group."

This is why picking a single, clear purpose is important. For example, in a focus group of the music use case for Bloomen we can ask: What is your experience in claiming revenue from musical works and what is the worst part of the current process?

Note that there is not a single mention of applying blockchain technology, which is the better way to do it. Users will not be able to describe how "blockchain" can help with problems they experience. It will be the task of the project to determine whether we can solve one or several problems of handling music rights and paying creators. If a technology fits well to solve a problem we use it, if not, we shouldn't use it.

3.2.3 Narrow down the target audience

Quote: Narrow down your target audience. Are you researching how your product is received among adolescents? What age range specifically? Do they have specific interests, hobbies, or spending habits? The more specific you can get this, the better you'll be able to guide your recruitment and find useful opinions.

- If your target audience includes members of a specialised profession, such as doctors, don't try to combine them with other demographics. They will be most likely to speak freely around people from the same background.¹⁴
- If you are concerned with workplace satisfaction, consider targeting certain job positions at which employees seem to be particularly discontent.¹⁵

What to avoid: Try to keep away from people not being exposed to the problem, e.g. people on the fringes or even outsiders of a community. Engaging with people with minimum level of involvement results in too much speculation and guessing to make the results usable.

Bloomen approach for selecting the members of a focus group

We are interested in understanding the needs of creators and other stakeholders in the handling of music, photos or videos. We are therefore looking for people who are involved or exposed to current processes. We want to understand big concerns, issues or - to use the most direct word - "pains". Software, if done right, can help to ease such pains. If the software is replacing a formerly broken or problematic workflow it has a good potential to be successful in the market.

Practical approach on site (e.g. at a festival)

- Look for three to six people who qualify
- Record their names, contact data and profession
- Do a presentation, then ask questions or discuss

3.2.4 Consider organising a control group

Quote: If you have the resources to run two focus groups, consider running one focus group with participants from your target demographic, and one audience from the broader pool of potential customers or community members. This second "control

¹⁴ https://www.wikihow.com/Run-a-Focus-Group#_note-2

¹⁵ https://www.wikihow.com/Run-a-Focus-Group#_note-3

group" helps you separate the unique opinions of the target demographic from opinions that are more widely shared.

Bloomen approach for a potential control group

If we would interview creators/creative people a control group could consist of either a broader group or a specific "counter"-group e.g. lawyers or people from music rights management organisations or the record industry to hear their opinions, which might be very different from the consensus on "the other side".

It is important to bear in mind that trying to fulfill the needs of all groups involved might make the project very unwieldy. So, trying to optimise for a clear group of users (e.g. creators) might be the better approach. For clarification: If you want to start Uber you should ask users when and under what conditions they would want to call a car for a ride and what and how they would like to pay. Do not ask the taxi drivers whether they like the idea.

3.2.5 Refrain from using the focus group for ulterior motives

Quote: "Focus groups are less effective when the facilitators or clients try to move beyond the original scope of the project.¹⁶ You may need to correct the participants in your focus group about some of their misapprehensions about the purposes of focus groups."

- A focus group is not a meeting. You are not trying to achieve consensus or come up with a solution.
- A focus group is not a public relations opportunity. Don't go out of your way to present your organisation in a good light.
- A focus group is not a way to collect statistical data; the sample size is too small and the data is qualitative.

Bloomen approach: We are not a company nor do we try to sell a product. So these motives should not be a problem in our case.

3.2.6 Find a second facilitator

Quote: "An assistant can take notes and handle the recorder, so that you can focus on facilitating the discussion. The assistant should not participate in the discussion, else

¹⁶ https://www.wikihow.com/Run-a-Focus-Group#_note-4

the facilitators dominate the discussion and the authority of the lead moderator be undermined."

- The assistant should, however, introduce themselves prior to the beginning of the focus group. This is important for making participants feel comfortable with an additional person in the room.
- No one else should be present unless they have a clear role, such as managing snacks and sign-in sheets. Unnecessary spectators can make participants nervous.

Bloomen approach: It is important to "facilitate" a setup where the participants open up, where they answer to questions as good as they can. This is a reminder, too, that the focus should be about real-life problems, not potential software solutions. Successful solutions enhance or replace current workflows, make them better, easier, faster, more fun to be involved with. Anything that requires too much of an effort to be adapted is likely to fail. Keep this in mind when asking for contributions and understand how important it is that the participants are opening up.

3.2.7 Choose a comfortable venue and recording method

Quote: "Find a private area where participants will feel relaxed and comfortable. Video cameras or one-way observation mirrors are often used for market research, but they are not appropriate for focus groups covering sensitive or stigmatised topics. Use an audio recorder instead if you are concerned about the effect of observation on participant comfort."

- Organising seats into a circle will make all participants feel more equal and comfortable participating than if, for example, they are sitting at a rectangular table with one person at the head.¹⁷

3.2.8 Prepare questions

Quote: "Design the questions to encourage participants to open up and talk about their opinions in depth. Avoid yes-or-no questions, since people are more likely to respond "yes" to please you. Instead, use open-ended questions like "What do you think of this product?" or questions that describe both choices, such as "Do you think the color of this product should be changed, or kept the same?"

¹⁷ https://www.wikihow.com/Run-a-Focus-Group#_note-5

- Avoid technical terms and jargon. Keep sentences short and focus so that they do not confuse participants. Avoid questions that might embarrass participants or intimidate them into silence.
- You should begin with questions that encourage participants to talk generally about the subject to make them comfortable and familiar with the topic of conversation. For example, "How do you like to use your smartphones?" Move on to questions that get to the substance of the discussion: "How likely would you be to use a thesaurus app?" Before concluding, ask if anyone has something else to say that did not come up earlier in the discussion.
- Ask positive questions to establish comfort, before moving on to more negative questions. Ask: "what do you like about this product" before asking "what do you dislike about this product?"¹⁸

Bloomen Approach: We need to develop a set of questions for such focus groups, which are related primarily to the current workflow (and its potential problems and "pains") and can then move on to questions where we discuss potential solutions provided through the Bloomen use cases and hear opinions on those.

3.2.9 Plan out how you will record the data

Quote: "Before you begin acquiring data, you will want to consider how you will store it. That means not only getting a tape recorder, but also thinking about a format in which you can organise and sort through your data. For example, an excel spreadsheet can be used to record responses and label them according to common themes. This database will ultimately be used to account for how many of a particular type of response you received and serve as an ease go to source for particularly impactful quotes on any given subject."¹⁹

- Remember to keep data in a password protected location, especially if you are working in a university system that requires strict privacy measures. If the data needs to be shared with multiple researchers, use a password protected online database like Dropbox.

Bloomen approach: We should gather short, concise key insights from these focus group encounters, in order to have a way to provide key insights back for research and development. This might include feedback forcing the project to change or reverse features already planned. Ideally we gather the insights early on in order to influence the project.

¹⁸ https://www.wikihow.com/Run-a-Focus-Group#_note-6

¹⁹ https://www.wikihow.com/Run-a-Focus-Group#_note-7

Suggestion: Try to collect relevant information between 1-3 pages of feedback, ideas from each target group, but not more.

3.3 Surveys: Preparation, conducting and reporting

3.3.1 Introduction

There are several steps to creating a coherent and attractive survey that garners clear responses.²⁰

3.3.2 Clear research goal

The most important thing when using surveys is to have a clear idea of what you are trying to find out. Asking too many incoherent or ambiguous questions will reduce the quality and accuracy of your answers. This is especially important when surveying people in senior positions, who are less likely to have time to fill in a survey themselves, or to think about complex ideas if they are poorly presented. For this reason, it's important to think about what you 'need to know' as opposed to what you'd 'like to know' and carefully prioritise those questions.

3.3.3 Clear participant criteria

It is also vital to establish exactly who you would like to answer your questions. What is the role, opinion or activity that you are looking for in a participant? Think about their age, wealth, cultural background, career, social views, etc. You may decide to create different surveys for different groups of participants, but it is still important to think carefully about how they will interpret each question. You can also use survey branching to pre-screen or split out different groups of people into different questions.

3.3.4 Sampling your population

If you would like to know the views of a large group of people, it may be more feasible to employ sampling. Sampling is a process of selecting a smaller number of people than the total population to represent the views of the whole group. For example, surveying the entire population of the UK would be expensive and impractical, but you could sample a few thousand to get a 'representative' view.

²⁰ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3964639>

Sampling relies on taking a group of participants that closely represent the whole population. For example, you should choose participants with roughly the same gender balance as the whole population, as well as other characteristics that you deem important. The more similar your sample is to the whole population, the more likely you can rely on your findings to represent the views of the population.

3.3.5 Choosing questions

The next step is choosing the type of questions you are going to ask. The survey should be designed to answer the research question you want answered. Each question should be clear and as short as possible. Avoid leading questions such as 'how much do you love this?'.

Questions should be targeted at a language understanding level that is at the lowest end of the participant group in terms of educational level. Avoid questions that ask two things at once, or that require participants to calculate double-negatives such as 'how much do you dislike this?'. Consider the amount of time you have available for data processing when choosing how many open-ended questions you use, as processing this data takes far longer.

3.3.6 Design the survey

The two important things about survey design are the order of questions and the aesthetic of the survey system. This is most relevant in online or paper surveys, but thinking about the order of questions and the ease of completion will aid you when conducting surveys over the phone, too. The survey should look clean and attractive, using soft colours and smooth lines, with questions presented in a clear and logical way.

Once you have created your questions, putting them in the correct order is important to keep the attention of the participant. Start with the easier of the important questions and then group topics together so that the survey leads the participant through your questions as though it was a conversation. Introduce new sections with a line of text to explain.

3.3.7 Testing in a pilot study

Once the survey is drafted, test it with a small number of participants to see if they give you the kinds of answers you expect. You may find that an ambiguously-worded question is being interpreted in a way that isn't useful to your research, or that participants find the survey too long and complex. Where possible, being present with the participant while they complete the survey can help you to understand how they are interacting with it.

3.3.8 Distributing and collecting

It is now time to share your survey and collect results. You may consider offering a financial incentive to complete the survey. Here are a selection of methods for improving participation rates:²¹

Postal	Electronic
Monetary or non-monetary incentives	Non-monetary incentives
Teaser on the envelope	Personalised questionnaires
Pre-notification	Include pictures
Follow-up with another copy included	Not including 'survey' in subject line
Handwritten addresses	Male signature
University sponsorship	White background
Use recorded delivery	Short questionnaire
Include return envelope	Offer of results
Avoid sensitive questions	Statement that others have responded

3.3.9 Analysing results

Quote:²² "The collected data will come in a number of forms depending on the method of collection. Data from telephone or personal interviews can be directly entered into a

²¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3964639/#CIT0002>

computer database whereas postal data can be entered at a later stage. Electronic questionnaires can allow responses to go directly into a computer database. Problems arise from errors in data entry and when questionnaires are returned with missing data fields. As mentioned earlier, it is essential to have a statistician involved from the beginning for help with data analysis. He or she will have helped to determine the sample size required to ensure your study has enough power. The statistician can also suggest tests of significance appropriate to your survey, such as Student's t-test or the chi-square test."

3.4 Interviews: Preparation, conducting and reporting

In order to provide for high quality feedback from the interview subject, careful consideration must be given to the format and location of the interview. If it is decided that the interview will be conducted face-to-face, choice of a suitable location that is reasonably quiet and free from distractions is key to collection of useful results from the session. If, on the other hand, the interview will be conducted via video conference software or voice chat, it will be especially important the interviewer be prepared with a list of questions in order to give structure and form to the session and allow the subject to relax and focus on the topics, challenges or user interface decisions being examined.

Preparation for the eventual interview is a crucial step in helping the subject feel at ease and thus receptive to the questions that will be asked of them. Preparation will depend most on the project context, the phase of the project, the stage of design and development, how comprehensive the feedback being collected will need to be, as well as the background of the subject and their familiarity with the content of the interview. A simple procedure may consist of composing a list of 5-15 questions that begin with general questions about the project domain, following with some simple summary questions and requests for additional comments.

An interview that begins as a casual chat or discussion can, with proper direction from the interviewer, evolve into a more structured set of goals and tests of the effectiveness of how the product meets those goals, or it may sometimes be more useful as a free-form discovery and feedback session. Depending on the background and expertise of the subject, it will often be possible to gather useful information from a simple conversation that includes leading questions in a series of steps to determine where potential "pain points" lie within the user journey.

To create a relaxed environment, the interviewer should open the discussion by explaining the goals of the session, setting the context of the discussion, explaining that all feedback will be subjective (unless otherwise appropriate to the information being gathered), and that there are no "right" or "wrong" answers. The interviewer should also

²² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3964639>

mute all other communication channels (social media, telephone, Slack, other Skype discussions, meetings, etc) during the duration of the interview, and should ask the subject to do the same.

It is often useful to make a video or audio recording of the interview session for later review in order to clarify responses or to examine potential issues with the platform or the interview questions themselves. Regardless of where the interview takes place, such recordings should be technically possible through various means (e.g. Skype session recordings, screen capture software, or a simple hand-held camera or audio recorder should do), but these will always require the permission of the subject being interviewed. The interviewer must clarify that the session will be recorded and acquire the subject's consent to such recording prior to start of the recording session.

3.5 Working Groups: Preparation, conducting and reporting

Working groups provide a 'catch all' methodology for further methods of interacting with community members in groups. The methodology that you choose will depend on the type (for example: technical, creative or business) of people you are interacting with and the opportunity that arises to contain the interaction (for example: within a third party event/conference).

As Bloomen progresses we would expect to see preparation play a bigger and bigger part of working group interactions. Initially, there might be some flexibility with the set-up. However, be warned that the less you are prepared the more you will have to improvise at the live session. So, just gauge your own comfort zone with improvising. The more you know your subject and know the people you are interacting with, the easier it will be to steer the group in real time, much like a chairperson or facilitator. The most important thing is to set-up the group in such a way to match your comfort and capability.

Within a working group environment remember that one to one interviews are possible if you find someone who you want to 'take aside' for a more in depth analysis of their working practices and/or feedback on a particular aspect of Bloomen.

If you are bringing developers together (for example: in a BoF (birds of a feather) session) you can set the tasks or goals or context to be as narrow or wide as you wish. If you set the scope too narrow then you may have a rebellion on your hands; and if you set the scope too wide then people may lose interest. Be prepared to alter course in real time if you find either of these cases.

It is prudent to have templates for documents which you may want to complete during any session. These could be simple forms or simple questionnaires or procedures for

onboarding creatives or service providers. Templates or forms for use cases and user stories are also essential to ensure smooth delivery of ideas.

For reporting write up the results in one page and link to assets created in the event.

Hosting options:

- Bloomen hosted - in person meetings or online via teleconference facilities or Google Hangouts.
- Collocated - hosted at conferences where Bloomen members and other interested parties are known to be attending.

Plan how you will migrate/upgrade a contact from just getting casual feedback to an ongoing relationship. For example, for when meeting with media service providers that have APIs, Kendraio is creating a process for registering, listing and documenting their existing APIs and then augmenting with other potential ways of engagement²³. You'll be surprised how many service providers value "join publicity" as part of the process of partnership. So, try to think a bit out of the box about how a contact can benefit from being involved in Bloomen.

4 Community engagement activities

4.1 The plan for year two

4.1.1 Introduction

The main community and stakeholder engagement effort begins at the start of year 2, due to a number of factors that will assist in the project maximising the impact and effectiveness of engagement with professionals in Bloomen's chosen sectors.

There is so much hype surrounding blockchain. It seems as if almost 'everyone' has been scrambling to release *something* with 'blockchain' in the title. Bearing this in mind there has quickly built up a degree of healthy scepticism towards new blockchain projects. Not wanting to be perceived as "jumping on a bandwagon" or heaven forbid labelled as "vapourware", Bloomen has not been in a rush to engage with industry. We have completed a year of research and now have something substantial and credible to take out to industry. Meanwhile the blockchain world has itself grown from pure hype and 'dark web' towards a level of maturity.

²³ See [Kendraio Adapter Onboarding Template](https://drive.google.com/open?id=1pRD8DxTZSkmq0ngKG1F8ZNYfjwgnqFEjUSKBpmc6Hyk)
<https://drive.google.com/open?id=1pRD8DxTZSkmq0ngKG1F8ZNYfjwgnqFEjUSKBpmc6Hyk>

There are a limited number of contacts (already known to Bloomen consortium members) who can be approached within the duration of the Bloomen project and if these contacts were to be approached too early there may be a danger of turning them off the project entirely. As we know "first impressions count". Recovering from a bad first impression can take years if at all possible.

On the flip side, Bloomen team members need to clear on the 'story' behind Bloomen and what we are actually doing. Building confidence: to speak about details of the Bloomen project; to answer questions from stakeholders about the Bloomen project; and that there is a common understanding of direction within the Bloomen project, all needed to be taken into account.

Outreaching too soon without clear understanding requirements and direction could damage Bloomen's reputation. The first year has been a great learning / discovery process for the whole of the Bloomen team – both in terms of the available technologies (mainly blockchain, of course) and the direction of the various pilots. Hence, we are now well equipped to start our outreach cycle and gather user feedback and requirements.

4.1.2 Timeline for year two

Main preparation and planning will take place in the first months of year two (up to end December 2018). Leaving main activities to start in January 2019. Obviously, community engagement has, is and will continue before January 2019 – as can be seen in the sections below. However, the main offensive will start in the new year.

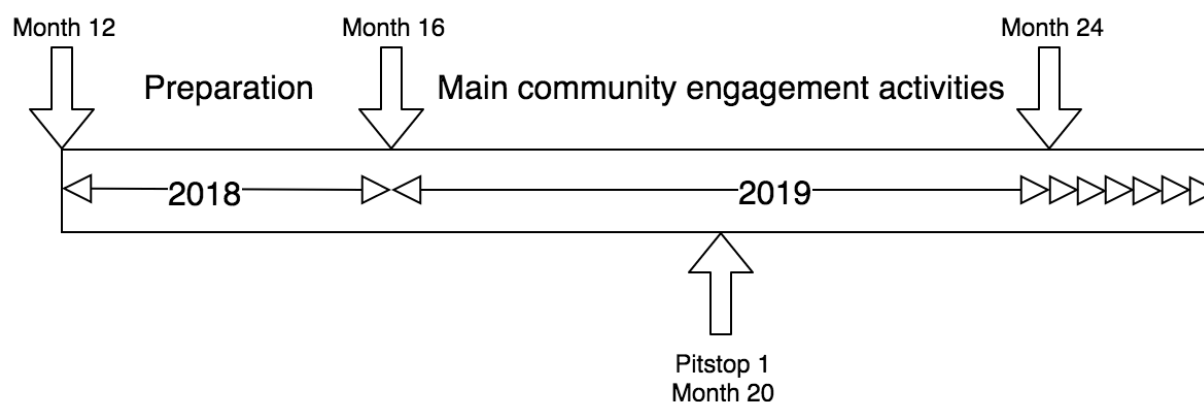


Figure 2: Preparation and planning – Year 2

4.2 Recap of year one

4.2.1 Introduction

Informal community engagements have been happening throughout the first year of Bloomen as part of the normal practices of the consortium members. In some cases some lessons have been learned. Some of these lessons are industry specific and some of them can be more generalised. Some examples of these include:

4.2.2 Past community engagements

4.2.2.1 Bloomen Photo survey

DW has further prepared a survey, which aims to extend the feedback from photographers or photo editors, beyond the numbers reachable through focus groups. This survey is designed to be collecting feedback over time, from hopefully a larger group of people who could be affected by blockchain photo solutions. The survey can be used and adapted for other initiatives in Bloomen, such as music or Web-TV. The link to the survey questions can be found in the footnote.²⁴ Also see screenshot below.

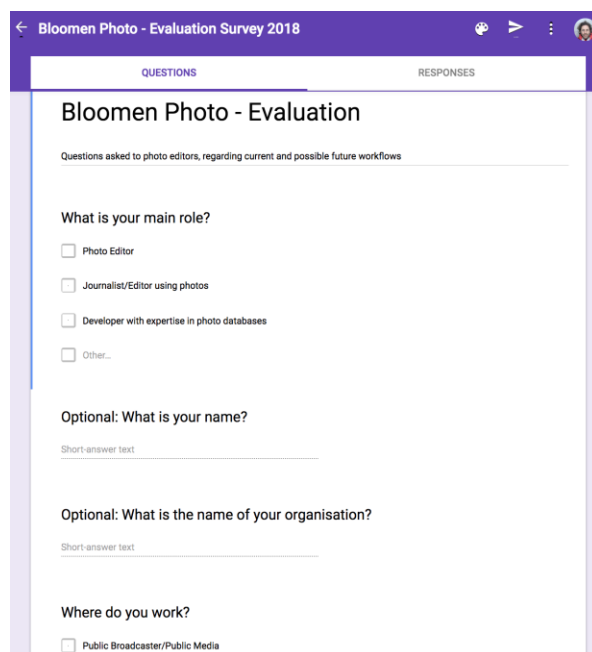
The image shows a mobile application interface for a survey titled "Bloomen Photo - Evaluation Survey 2018". The interface has a purple header with a back arrow, a title, and navigation icons. Below the header, there are two tabs: "QUESTIONS" (active) and "RESPONSES". The main content area is white and contains the following text: "Bloomen Photo - Evaluation", "Questions asked to photo editors, regarding current and possible future workflows", "What is your main role?", four radio button options: "Photo Editor", "Journalist/Editor using photos", "Developer with expertise in photo databases", and "Other...", "Optional: What is your name?", "Short-answer text" with a text input field, "Optional: What is the name of your organisation?", "Short-answer text" with a text input field, and "Where do you work?", "Public Broadcaster/Public Media" with a radio button option.

Figure 3: Bloomen Photo survey

²⁴ Link to survey with questions to photo journalists:
<https://docs.google.com/forms/d/1e7kOGffqRtFFGFKpis-jVHLtpTwC7WvCMNfjnphu-l4>

4.2.2.2 Open Music Alliance (OMI) Lab

Members of BMAT and Kendraio attended OMI²⁵ Lab (hosted by Red Bull Media) in London 25-26 April 2018.

- BMAT were working on a prototype music asset licensing registry through a smart contract in the blockchain to test the OMI API.
- For BMAT attending at this event was very useful to know people working in the field of blockchain and music rights. As a result of attending this event BMAT have confirmed that there are many potential use cases for blockchain in the music industry. It was also the first contact, for those attending from BMAT, with Solidity and smart contracts. We noticed that the main issues in the technology evaluation were blockchain governance, public versus private blockchains, on/off-chain data and validation incentives.

4.2.2.3 Mycelia Creative Passport Workshops

Members of Kendraio have been attending various working groups organised by Imogen Heap's Mycelia team. These meetings have been useful for meeting artists (both composers and performers) and also service providers in industry.

4.2.2.4 Music/media co-working days in London

Kendraio made an experiment by organising weekly co-working days in London over summer 2018 and made an open invite to other music/media service providers and artists/creators. Lessons learnt:

- Although the numbers were small, the benefits of co-working and networking with people from other companies and creatives was huge. In a relaxed environment, casually exchanging information, looking over each other's shoulder, asking for advice were all bonding experiences that benefitted all concerned. Consistency also proved to be of big value. Kendraio will set up more weekly co-working days in 2019 and beyond.²⁶

4.2.2.5 Bloomen Photo focus group

DW has conducted a focus group with internal photo journalists in 2018. The goal was to discuss current workflows and on this basis understand how a blockchain solution could help. We witnessed a process which is extremely driven by time pressure: When

²⁵ <http://open-music.org>

²⁶ <https://www.facebook.com/events/428218634292572>

an event happens anywhere in the world the expectation is to find a wire photo from that location in between roughly six minutes after its occurrence. The pinch is that no article should go out without a photo. The full write-up from this focus group will be written up and shared with the technical partner for Bloomen photo.

4.2.2.6 HITS Summit

Other engagement activities by DW in year 1 include introductory presentations about "Bloomen, Blockchain and Media" at media related stakeholder events (e.g. European Broadcasting Union, the Global Media Forum or the Annual HITS Summit - organised by the Entertainment Alliance Europe).

4.2.2.7 Internal DW engagement

Further, DW conducted a number of DW-internal engagement activities facing different types of staff and departments (e.g. technology, editorial, innovation or strategy). At the beginning of the project the DW Innovation Team organised a workshop with digital innovation experts, which introduced Bloomen as well as Blockchain Technology for Media and included interactive sessions related to possible media use cases. For an organisation with over 3000 staff in two locations, DW internal-facing engagement activities are also highly important in the context of an emerging topic that is largely not well understood.

4.2.2.8 Startup Grind Athens: Blockchain & AI

ICCS/NTUA attended Startup Grind Athens: Blockchain & AI²⁷ at September 14th in Athens. This event completed four years of talks with important representatives of the Greek and foreign Startup community. Speaker during the event Eva Kaili, the Chair of the European Parliament's Science and Technology Options Assessment body, has been working intensively on promoting innovation as a driving force of the establishment of the European Digital Single Market. Partners: Google for Entrepreneurs (global partner), Be Finnovative (partner) and others.

4.2.2.9 IBC

ANTENNA had a presence at IBC 2018²⁸ – which is perhaps the most important media and technology conference in Europe, especially for TV broadcasters.

²⁷ <https://www.startupgrind.com/events/details/startup-grind-athens-presents-blockchain-ai-with-eva-kaili>

²⁸ <https://www.ibc.org>

At the event, which took place between 13-18 of September in Amsterdam, ANTENNA participated at the "Tech Talks: Blockchain" on the 17th of September and engaged with fellow participants interested and generally affiliated with Blockchain technology.

The company representatives at the event pitched how Bloomen works to other media professionals so as to increase external interest in the project as much possible.

4.2.2.10 Mycelia Creative Passport Lab at Music Tech Fest

In early September 2018, Daniel Harris (Kendraio) attended a 4 day workshop²⁹ in Stockholm created by Imogen Heap³⁰ and her Mycelia³¹ team in conjunction with Music Tech Fest³². This was followed by a 3 day Music Tech Fest conference/festival showcasing and exploring the cross-over between creativity and technology. This was the perfect sweet spot for Bloomen and Bloomen partner, Kendraio.

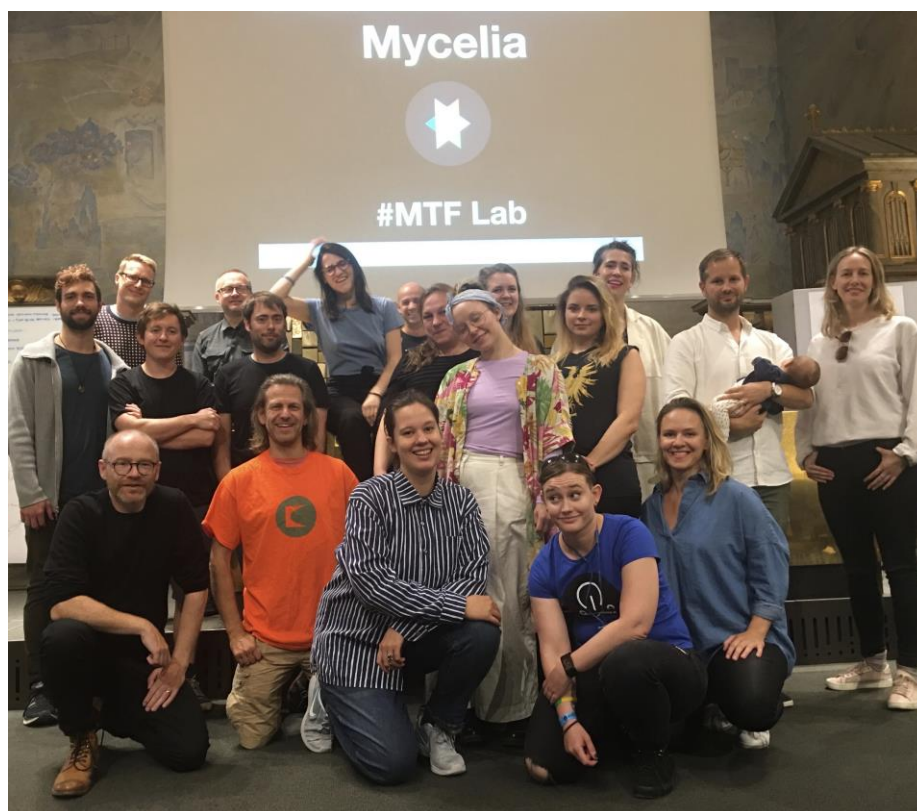


Figure 4: Mycelia at Music Tech Fest

²⁹ <http://myceliaformusic.org/changemaker-forums>

³⁰ <http://imogenheap.com>

³¹ <http://myceliaformusic.org/tour>

³² <https://musictechfest.net>

The 4 day workshop brought together artists, service providers and developers to discuss Mycelia's Creative Passport – a service/app where creatives can store their digital IDs. There are obviously a number of healthy intersections between Mycelia and Kendraio (and also Bloomen). Imogen Heap has been very supportive of the Kendraio project for over 4 years and Daniel Harris has attended many (if not all) Mycelia working group workshops.

There were artists and music service providers looking at interfaces, functionality and APIs. One of Daniel's tasks was to work with service providers to see where Kendraio App can be of benefit. Also encouraging service providers to document their APIs and, if they don't have APIs, then encouraging APIs to be built. Daniel also looked at mocking up apps using collaborative tools for workflow modelling and feedback. All of this work fed back directly into Kendraio App and hence into Bloomen. We see engaging with artists and music/media service providers on their own turf as essential."

The aim was to make a short interview with each participant during the 4 day workshop. In these interviews Daniel gathered information about how the participant is engaging with Creative Passport and how they could engage with Kendraio App (and hence Bloomen). In a number of cases these interviews were not completed due to time constraints. However, all interviews started with the creation a document and will be picked up as an ongoing discussion with service providers and artists. Six (6) new documents were created during these sessions – one for each service provider. Each document starts to detail how API clients (Adapters) will be created. Each document is collaborative document jointly managed with the service provider themselves. Questions are asked about their current APIs and for test accounts and for details of ontologies used.

Because this is an open source collaboration the results are shared freely across all people/projects involved in the 4 day working group. Deeply collaborating with external projects gives Kendraio and Bloomen kudos, understanding and recognition in the selected industry sector and is encouraged within the Bloomen project.

4.3 Targets for year two

4.3.1 Introduction

In year two of Bloomen the consortium partners will make a number of engagements with stakeholders and community in the industry sectors targeted by the Bloomen pilots. These engagements will use different methodologies dependent on the culture of the sectors being targeted (as explained previously). These activities will be carried out by a single partner or, in some cases, by multiple partners. The following table represents the targets for set by each partner to give a holistic view of year two. Of

course we expect these targets to be exceeded as partners realise the value of receiving feedback to the development process.

Targets for year two

Bloomen Partner	Focus Groups	Surveys	Interviews	Working Groups	Outreach Posts
Kendraio	2	2	4	4	8
BMAT	1	1	1	-	2
DW	1	1	3	-	1
Worldline	-	-	-	2	1
ATC	1	1	-	-	4
ICCS	-	1	-	1	3
ANTENNA	1	2	1	1	4

4.4 Planned events in year two

4.4.1 Introduction

Here are some events planned by consortium members in year two. At this stage most will be industry events hosted by a third party but providing a hub for industry sector professionals to gather, network and exchange ideas.

Partners will attend conferences and workshops and promote Bloomen through presentations, networking, workshops and working groups. Partners will engage with interested parties at these events. In most cases these events will not be directly organised a member of the Bloomen consortium – in which case the partner(s) involved will need to be transparent about how they are engaging with people at the event with the aim of eliciting feedback.

It is clear that large industry focused conferences can attract busy, influential and knowledgeable people who would just not be able to justify attending a small meeting organised by a Bloomen partner. This is why it is also important for Bloomen partners to engage with larger industry conferences that Bloomen partners do not have the resources to create.

4.4.2 Decentralized

ANTENNA will have a presence at Decentralized³³, one of the most popular EU-based blockchain and cryptocurrency conferences.

At the event, which will take place between 14-16 of November in Athens, ANTENNA will collaborate with business partners such as the organiser of the event, University of Nicosia, but also with community e.g actual blockchain professionals and cryptocurrency users through a working group to discuss new ideas and tackle some challenges of the technology used by ANTENNA for the Bloomen WebTV Use Case.

ICCS/NTUA is planning to participate at Decentralized as the team is currently doing research on blockchains. During the conference, ICCS/NTUA could discuss and exchange research ideas on blockchain technology and present real innovative blockchain demonstrators.

4.4.3 MIPCOM

ANTENNA will have a presence at MIPCOM 2018³⁴, a global entertainment content market which takes place October 2018 at the Palais des Festivals, Cannes.

At the event of which every year ANTENNA is an attendee, the company's representatives will meet with TV production houses and broadcasters for discussing about yearly copyright acquisition terms and deals.

During these meetings, ANTENNA will provide details about the Bloomen project and discuss about potential business collaboration, specifically through the Bloomen WebTV platform.

4.4.4 IFRRO World Congress (IWC)

ATC will have a presence at IFRRO World Congress (IWC) 2018³⁵.

IFRRO's mission is to develop and support an efficient and effective network of collective management organisations around the world, including RROs, to ensure the

³³ <https://www.decentralized.com>

³⁴ <https://www.mipcom.com>

³⁵ <http://www.ifrro2018athens.com>

copyrights of authors, visual artists and publishers are respected when their works are reproduced and used.

At the IFRRRO World Congress (IWC) 2018, which will take place on 22 - 25 October in Athens, Stratos Tzoannos will present Bloomen work to an audience of approximately 200 people, comprised of leaders of collective management organisations from more than 50 countries, government representatives and policy leaders, author and visual artist groups and other publishing and information industry leaders.

4.4.5 Global Media Forum

DW is the host of the Global Media Forum 2019 in Bonn from 27-28 May. The DW Innovation Team plans to have a presence at this annual event as in the previous years, presenting ongoing projects and activities. A particular benefit about this event is the large international audience from diverse media companies and organisations.

Deutsche Welle's Global Media Forum is the only international media conference with over 2000 attendees that brings together decision-makers and influencers from the worlds of journalism, digital media, politics, business, civil society and academia. Each year the conferences focuses on one particular subject or challenge relevant to media, using a unique interdisciplinary approach. This year's event (2018) had 270 speakers.

4.4.6 TechForum

Worldline will present Bloomen at an internal Worldline and Atos tech community to engage with them around the Bloomen project and the Blockchain technology around it. The format will be very interactive with two main objectives:

- Dissemination of the Bloomen project regarding its technology, methodology, challenges and key learnings.
- Interaction with the community to gain feedback on the functional, business, social and technical approach taken in the project solution.

Furthermore, we will use this event as a concept testing so that we could use it later on in other external events, with the same structure or adapted to the event conditions or target audience.

The TechForum event is a potential candidate for the Pitstop #1: "Blockchain in the media and content industry".

4.4.7 Mobile World Congress

Worldline will participate in the 2019 edition of the Mobile World Congress³⁶, where the Bloomen interactive presentation concept developed at techforum will be adapted to share Bloomen project information and get feedback from the international community attending the event.

4.4.8 Malta Blockchain Summit

ICCS/NTUA is planning to attend Malta Blockchain Summit³⁷ at 1-2 November at Malta. Jon Matonis, Founding Director, Bitcoin Foundation, and several other important speakers will attend the event. ICCS/NTUA could open discussion and exchange information on blockchain networks and platforms and research.

4.4.9 Barcelona Music Summit (Summus)

BMAT will host the Barcelona Music Summit (Summus³⁸), 29-30 October, a music and technology conference that aims to serve as a meeting where music industry experts from all over the world come together to share experiences, build consensus on current challenges and shape the future landscape. There will be discussed topics ranging from AI to music rights, with Blockchain technologies as one of the main topics.

4.4.10 SXSW

The Kendraio team are in discussions with a group of people running working groups at the huge music event, SXSW³⁹, in the US in March 2019. Nothing has as yet been finalised – as is generally the way in the music industry. So, discussions are ongoing. But it is worth mentioning here.

³⁶ <https://www.mobileworldcongress.com>

³⁷ <https://maltablockchainsummit.com>

³⁸ <http://summusbarcelona.org>

³⁹ <https://www.sxsw.com>

4.4.11 Bloomen Pitstop

- Bloomen Pitstops (M20, M30): thematic oriented seminars, workshops and demonstration sessions (distributed in time and location along the project) aiming to gather and engage the international community (above described stakeholders) to discuss relevant subjects for the project:
- Pitstop #1: "Blockchain in the media and content industry"
- Options for the Pitstops
 - Collocated or self hosted.
 - Pitstop #1 could be collocated at Worldline's TechForum in 2019.

4.4.12 Blockchain Summit Greece

Blockchain Summit Greece⁴⁰ is an exclusive C-List event, taking place at the Lighthouse of the Stavros Niarchos Foundation Cultural Center (SNFCC), Athens, Greece, on 21 May 2019. This summit is a great opportunity for both business and technical partners to connect and network with international experts, top executives and investors. The summit will gather some of the world's most established experts in the blockchain technology and digital currencies fields to discuss, debate and explore current and future market and world-altering trends in a prestigious setting, the Lighthouse of the Stavros Niarchos Foundation Cultural Center (SNFCC), recently awarded with the coveted RIBA Award for International Excellence 2018.

4.5 Reporting, impact and success

4.5.1 Introduction

For efficiency's sake, stakeholders are most likely to come from sectors and disciplines that intimately known by the Bloomen partner(s) involved. To this end, Bloomen partners will maintain and engage with their own connections as this will be most effective.

The Bloomen community will not happen in one place. In a sense, the community will be decentralised. In some cases consortium partners will gather and maintain their own contacts in order to elicit feedback for their associated pilot. Though this may make it harder to report numbers and success criteria, the inherent value from direct relationships from trusted relationships cannot be understated in terms of maintaining

⁴⁰ <https://blockchainsummit.gr>

enthusiasm for involvement, participation, recommendations and support from our users and stakeholders.

4.5.2 Cross pollination of contacts

Each partner will have different needs in terms of feedback and/or partnerships dependent on the scope of their associated use case. For example, DW will be engaging more with photographers and picture editors, whereas BMAT will be connecting with collective management organisations (CMO) and record labels. So, each consortium partner can advertise their needs (within the consortium) so that if, for example, Kendraio, meets representatives from a CMO or record label, then these can be passed back to BMAT. Likewise, if other consortium partners connect with media service providers which have APIs then these can be fed back to Kendraio for inclusion in the Kendraio App via creation of a Kendraio Adapter for that service provider.

4.5.3 Success

Each consortium partner has set targets for community engagement for year two.⁴¹ In addition to these targets, consortium partners are attending conferences and events where opportunities for further (planned and ad hoc) community engagements will take place. Ultimately, one of the aims of community engagement is to support and encourage participation in the Bloomen pilots and, further on, adoption of the platform. We will be able to measure success, in part, by participation in focus groups. Another factor to measure will be participation in pilots and the KPIs (as previously detailed).

5 Conclusion

As we can see from this report there is much work to do in Bloomen engaging with potential users (for feedback) and with stakeholders – experts in the field for advice and partnerships. What we have found is that this engagement has already been proceeding in an informal way to date; that all consortium members⁴² are engaging with public and professionals and already have plans to do so for the start of year two. This very encouraging and the potential for formalising these engagements is clear. Whilst there is an obvious opportunity to disseminate information about Bloomen's plans at third party industry events. With a bit of planning it will also be possible to gather more

⁴¹ [4.3 Targets for year two](#)

⁴² [4.4 Planned events in year two](#)

formalised feedback that will be helpful in keeping Bloomen relevant to the communities and industry sectors that it is focusing on.

As has been stated there is no 'one size fits all' in dealing with people in different media sectors. Hence, having a number of different ways available to engage with people, either in groups or as individuals, is crucial to a successful meeting and gathering of feedback. These meetings should not be seen as one offs. We are gathering a community of supporters – the more people feel that Bloomen is listening to their needs, the more that they will want to be involved in shaping the project, and this can only be a good thing.

Collectively Bloomen has a very strong and diverse team. Together we have very good connections with different sectors in industry and a willingness to take opportunities to engage further to spread the word and gather feedback. Obviously by including the word 'blockchain' in our title, Bloomen is riding on a wave of blockchain hype and this is even the more reason that we must not be seen as a 'flash in the pan'⁴³ – we must be seen as credible and not vapourware. Hence, whilst we are disseminating our findings and plans from the first year we can show real thoughtwork has taken place and that we have resources to follow through – and this gives weight behind people's' willingness to engage with us in this journey. Having another two years of funding is also relevant as people understand that we are here for a substantial amount of time. We are a 'good bet' and people will not waste their time by engaging with us and partnering with us – in whatever form that takes.

In summary, over the next months (up to end December 2018), the Bloomen consortium will be preparing a strategy to implement from January 2019 onwards. This strategy will include:

- Identifying individuals and organisations to work with as partners and/or supplying feedback/requirements;
- Identifying appropriate methodologies for community engagement (as options detailed above) and preparing those for implementation;
- Identifying future events to attend, collocate and partner with, in order to create environments to engage with community;
- Creation of bespoke standalone events.

In conclusion, this is the right time, the right set of tools, the right set of people to carry forward a successful programme of community engagement in order to maximise the success for the Bloomen project as a whole.

⁴³ <https://www.phrases.org.uk/meanings/flash-in-the-pan.html>