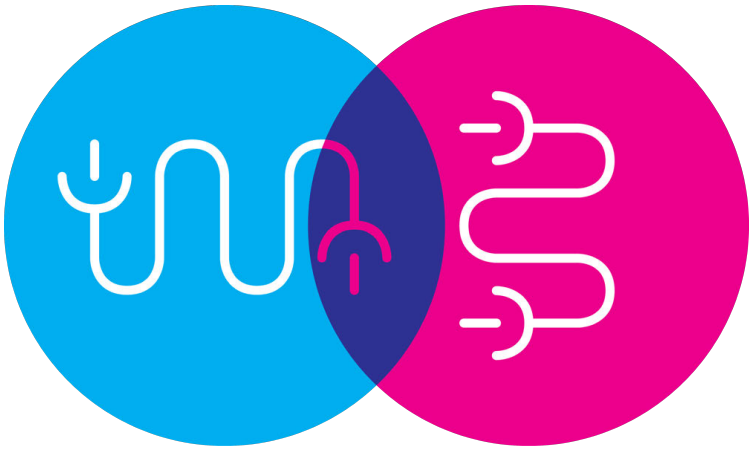

Project Acronym:	**#MusicBricks**
Project Full Title:	**Musical Building Blocks for Digital Makers and Content Creators**
Grant Agreement:	**N°644871**
Project Duration:	**18 months (January 2015 - June 2016)**

D2.3 Final report on communication, dissemination and exploitation activities

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Task Leader:	**Stromatolite**
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°644871

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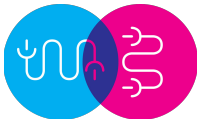

The #MusicBricks project consortium is composed of:

SO	Sigma Orionis (until Month 15)	France
STROMATOLITE	Stromatolite Ltd	UK
IRCAM	Institut de Recherche et de Coordination Acoustique Musique	France
UPF	Universitat Pompeu Fabra - Music technology Group	Spain
Fraunhofer	Fraunhofer-Gesellschaft zur Foerderung der Angewandten Forschung E.V	Germany
TU WIEN	Technische Universitaet Wien	Austria

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Revision Control

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5	MICHELA MAGAS (STROMATOLITE)	27 June 2016	v.0.5
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15	MICHELA MAGAS (STROMATOLITE)	1 July 2016	Submission to the EC

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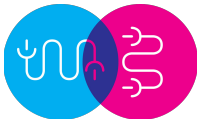

Executive summary

The present document is a deliverable of the #MusicBricks project, funded by the European Commission's Directorate-General for Communications Networks, Content & Technology (DG CONNECT), under its Horizon 2020 research and innovation programme.

A communications strategy was created to reach the widest range of stakeholders. The main aim was to embed the notion of the #MusicBricks toolkit in existing markets and exploitation ecosystems. For that purpose existing channels with well known, documented market reach were partnered with from the start (Music Tech Fest, Music Hack Day at Sonar Festival) and existing followers and mailing lists were built upon.

The versatility of the project identity allowed the inclusion of five additional tools to the project, unplanned by the DoW, and submitted by industry partners as a result of successful project dissemination.

Twitter communication of the #MusicBricks hashtag had reached well over half a million readers by Month 5 of the project and impacted 622,322 users in Month 9 alone. Many of those discussing #MusicBricks on social media are thought leaders and influencers with large followings. The 52 contributors who generated 185 tweets about #MusicBricks had an average following of 1783 people. By M18, those statistics had grown substantially with 1841 contributors generating 5,474,559 potential impacts. The top ten contributors tweeted about the #MusicBricks project 325 times between them in M18 alone.

Communication and dissemination via the website had reached the planned 18-month project target of 5000 unique visitors by the end of Month 5 of the project - and in Month 9 of the project alone, the website had over 7,200 unique visitors. The content of the website is growing with more blog posts and further developments of the project through increased participation, adding to both returning and new visits to the site. At the end of the project, the website is currently averaging over 100 unique visitors per day and during the Market test bed, that figure grew to over 1000 each day.

Dissemination has included regular online publications through blogs and targeted newsletters during Creative, Industry and Market Testbeds, and active promotion at external events and publications. Even though research papers were not the main focus of this project, the project contributed five peer-reviewed papers and two book chapters.

Participants in Creative, Industry and Market Testbeds were inspired to write their own blog posts and post to social media independently and without prompting, and these online activities have also added to the reach and impact of the project's communication and dissemination.

Effective partnerships were forged with external stakeholders, including major artists and industry brands, to ensure routes to exploitation. Requests for deployment of the #MusicBricks toolkit have been received from major US-based global brands. In the second half of the project, the #MusicBricks consortium has partnered with key music and technology brands including SoundCloud and element14, and have benefited from media relationships with major outlets including Axel Springer, Berlin's Radio Eins, the Arte channel, Wired Magazine and influential online maker media such as the Ben Heck Show and the Makery blog.

The exploitation potential of the project has been considerably improved from the volume and quality of regular, concentrated dissemination and communication efforts.

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1. Introduction

The document outlines the complete communication, dissemination and exploitation activities for the project. Communication, dissemination and exploitation activities listed in D2.1 are here included, and activities for the second half of the project have been added, in order to present a complete picture and allow for drawing of comparisons.

This document provides an overview of the measures undertaken to communicate, disseminate and exploit the project and its outcomes. It outlines the design of the graphical identity used to ensure consistency across the project and throughout its duration; the project documentation, online and print material used to outline benefits and provide incentives for stakeholders; the structured awareness-raising campaign to highlight achievements and excellence; the growing online community developed through active social media engagement and the project website; the contributions to external events to maximise project impact; and the communication of #MusicBricks prizes during events to raise awareness among a targeted public.

All partners have contributed to the development of content for communication and dissemination and have participated in the events, online media and other outlets in order to raise stakeholder awareness, facilitate knowledge sharing at industry and EU Commission policy events, and secure routes to exploitation.

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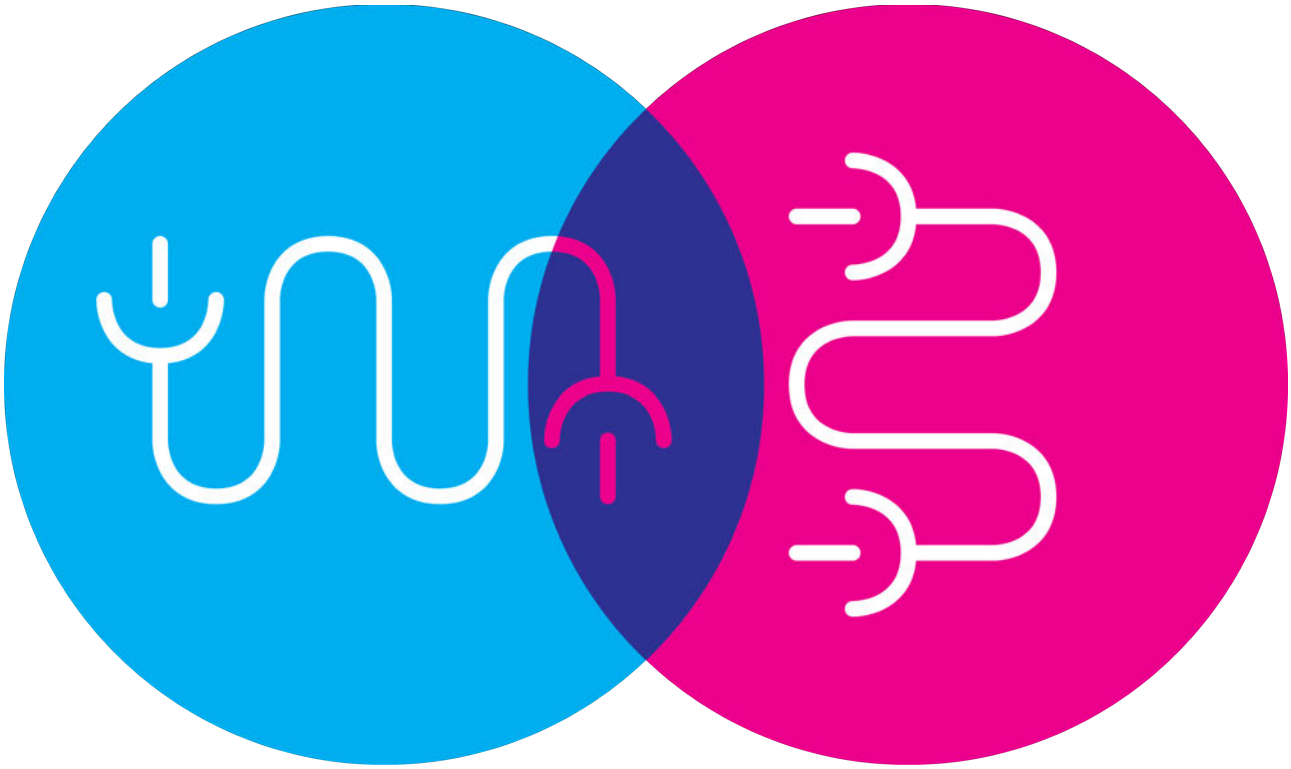
2. Project Communication Campaign



2.1. Project identity

2.1.1. #MusicBricks logo and hashtag

The #MusicBricks logo has been created for the project from Month 1. The logo was conceived to suggest letterforms which are often present on children's building blocks, as well as allude to electrical components. In addition, the letters M and B are layered on connecting bricks, suggesting that the bricks can be combined and more can be achieved from connectivity. The logo has been designed with these colourful, geometrical components so that it could be expanded to include a series of letterforms and geometrical patterns and colours, for each brick that is added to the #MusicBricks toolkit.

#MusicBricks

From the outset the project name has been written with the hashtag attached - #MusicBricks - in all documentation, dissemination, printed and online materials. In this way the name of the project constantly reminded developers and stakeholders to tag the project name in their Tweets, Facebook and Instagram posts. This strategy proved successful in that it contributed to very high dissemination numbers already in Month 6 (half a million reach in Month 6 as shown already in Deliverable 5.1)

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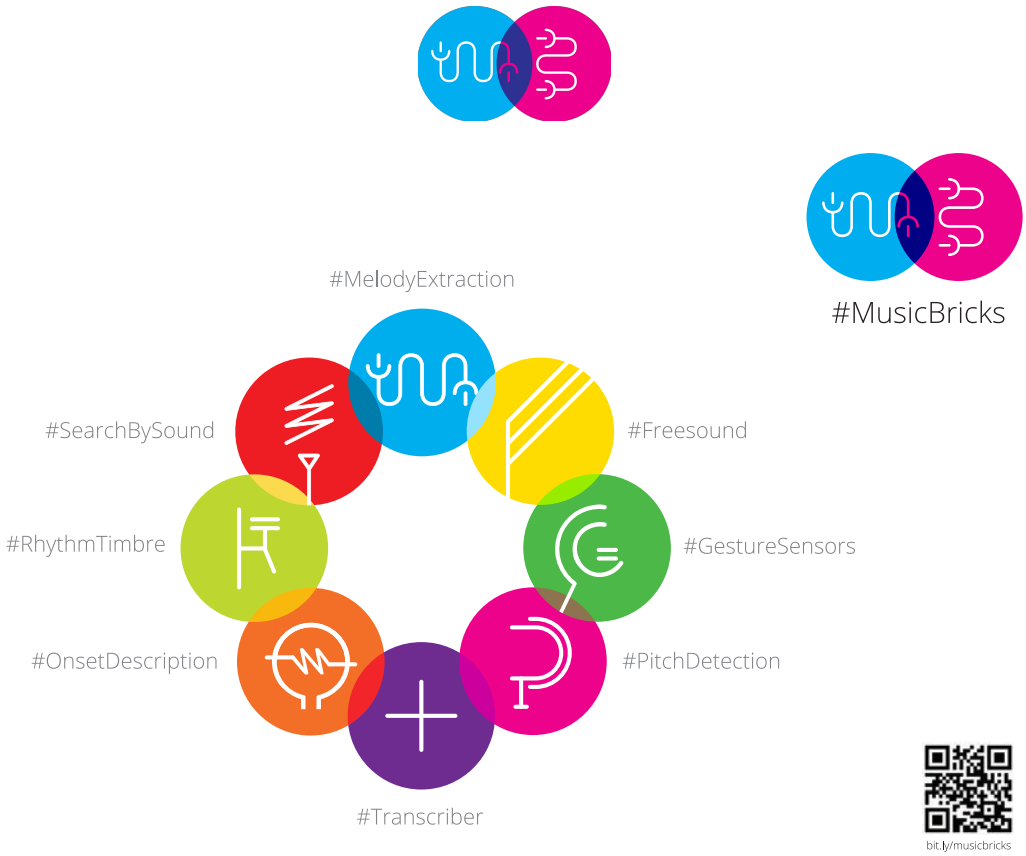

Figure 1: The original #MusicBricks toolkit of 8 APIs, GUIs and TUIs developed from results of academic research.

2.1.2.#MusicBricks individual symbols

The logo formed the basis for all the symbols developed for each individual tool in the #MusicBricks toolkit. Initially there were 8 individual tools (APIs, GUIs and TUIs) developed by the end of Month 9 in time for the first Creative Testbed at Music Tech Fest Scandinavia (29-31 May 2015). These were all given individual colour treatments and a capital letter initial as basis for their symbol, in time for the second Creative Testbed at the Sonar+D Music Hack Day (17-19 June 2015). The symbols were used on printed A4 two-sided leaflets with a technical description for every tool, and each tool symbol was also available as a sticker. The stickers proved extremely popular, and developers showed off the tools they were using by sticking them onto their laptops (see Fig. 2 below).

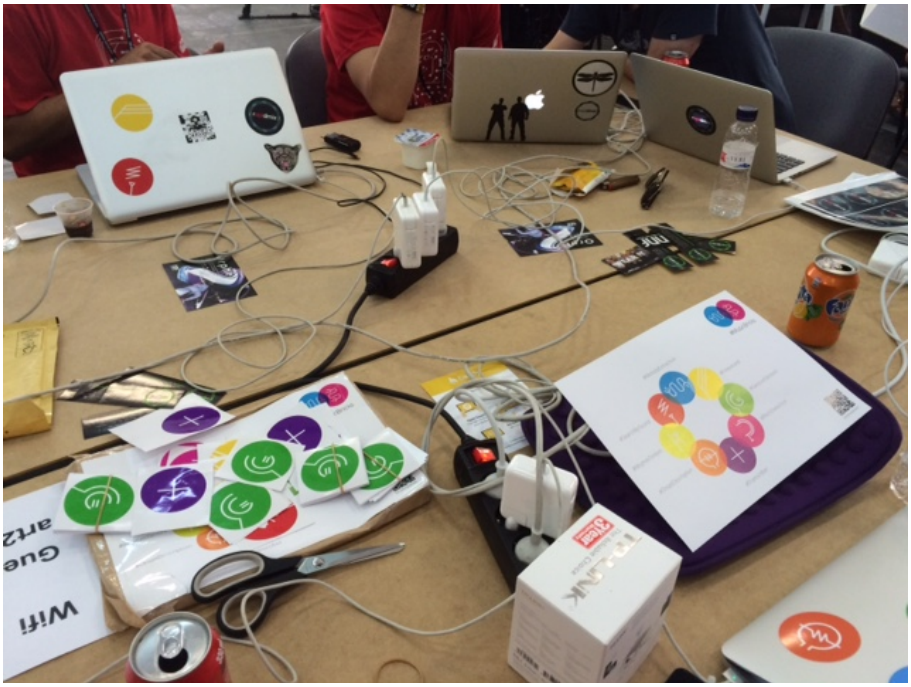

Figure 2: #MusicBricks communication materials proved very popular at the Sonar+D Music Hack Day creative testbed

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2.1.3.#MusicBricks additional symbols

As the project progressed, and the perceived value of the toolkit rose through communications and social media, industry stakeholders offered to add their open source IP to the #MusicBricks toolkit, unplanned in the DoW. The versatility of the identity design allowed the addition of two further tools to the graphic symbol compendium in August 2015. Printed guidelines and sets of stickers were updated with 10 #MusicBricks for the Music Tech Fest Central (18-20 September 2015, see figure below). A further industry-created tool was added at the end of September, bringing the total to **11** #MusicBricks in the toolkit by the time of the Music Hack Day Creative Testbed event at the Waves Festival in Vienna on the 3rd of October 2015.

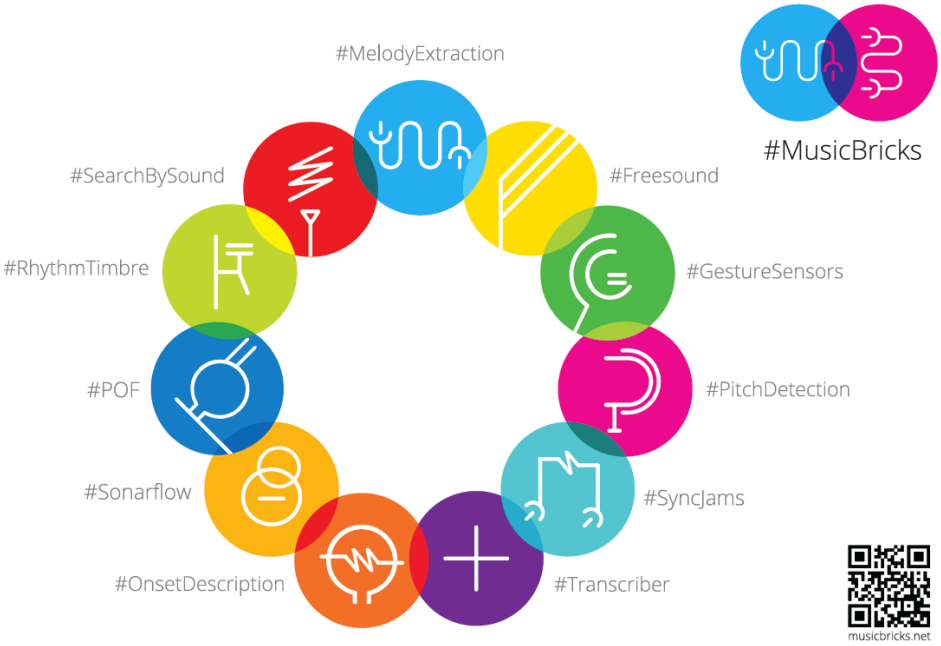

Figure 3: By the end September 2015, the #MusicBricks saw the addition of 3 industry tools, bringing the total to 11.

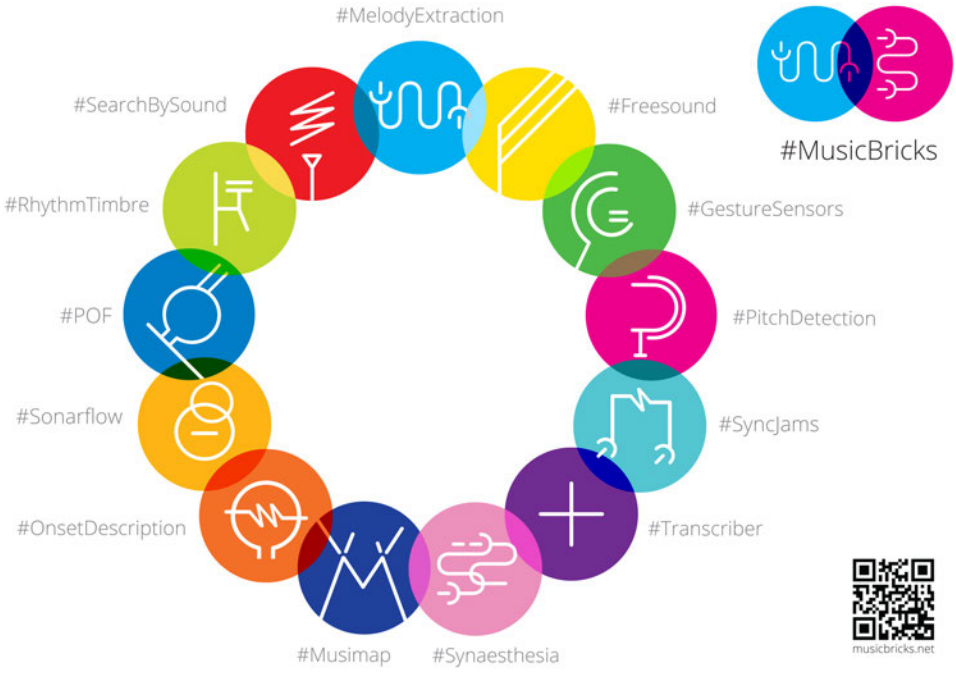

Figure 4: In June 2016 the addition of the Musimap and the Synaesthesia tools brought the number of #MusicBricks graphic symbols to 13.

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2.2. #MusicBricks project documentation

In addition to the above printed technical guidelines and popular stickers, all of the descriptions of the tools and technical specifications were made available on the Music Tech Fest and Music Hack Day websites, supported by repositories of information about licensing, links to Github and developer wikis. Posters with the #MusicBricks hashtag were affixed around the developer spaces to remind developers to post updates about their projects. On-stage presentations and incubation awards for developers all sported the #MusicBricks logo prominently. Demonstration videos showcased the project identity on large screens in the background.

2.3.Online presence

2.3.1.Project website

The project website was established at musicbricks.net, closely linked to the community building site of the Music Tech Fest for wider reach, with information about upcoming pilots and blogs about the project. It has since been amplified to include the description of the tools and technical specifications, as well as the addition of new tools from industry which are now part of the #MusicBricks toolkit. Engagement with developers and participants in Creative Testbeds has been managed through form filling through the website, as well as through links to Eventbrite. The communication via the website generated **5000** unique visitors already by **Month 5** of the project. The month of September registered **7210** unique visitors during the course of that month alone (**Month 9**). In the final three months of the project, the

The website reach has been worldwide. The top visiting countries have been reported (in order of most visitors): United Kingdom, Slovenia, USA, Russian Federation, Sweden, Brazil, Germany, France, Ukraine, Netherlands, Croatia, Spain, Italy.

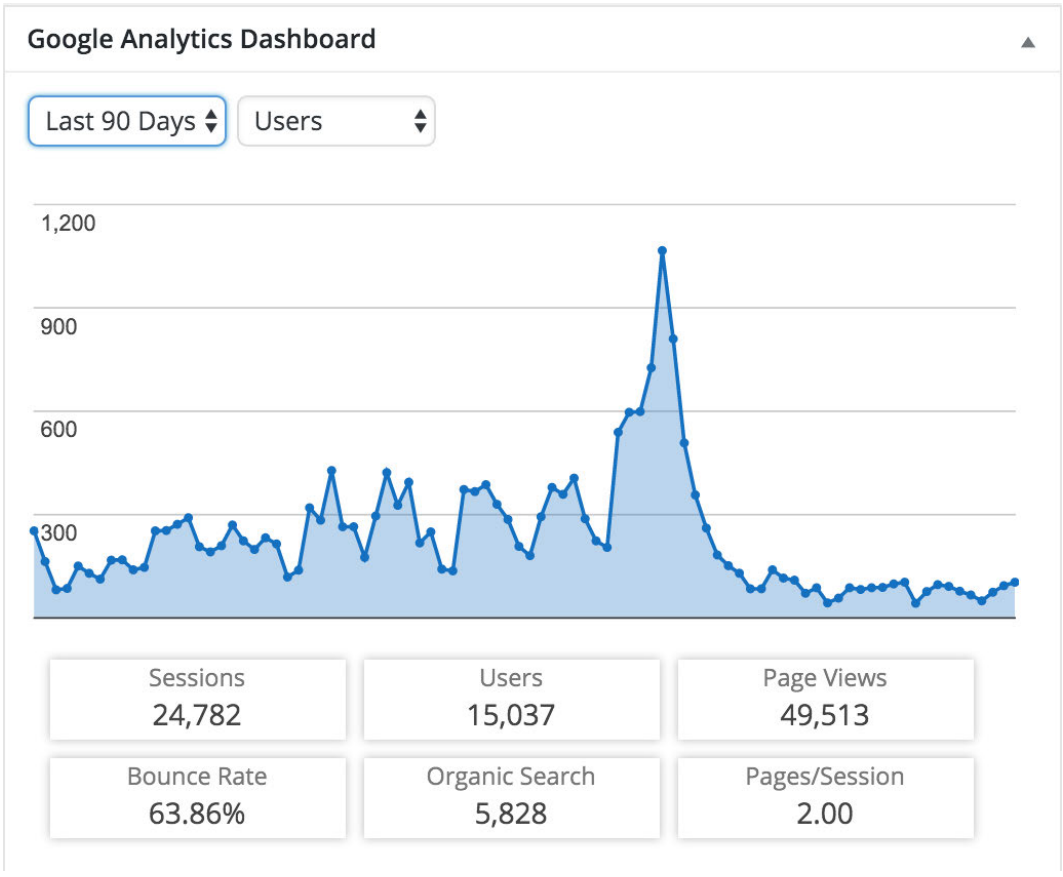

Figure 5: Online views peaked during the #MusicBricks Market Testbed

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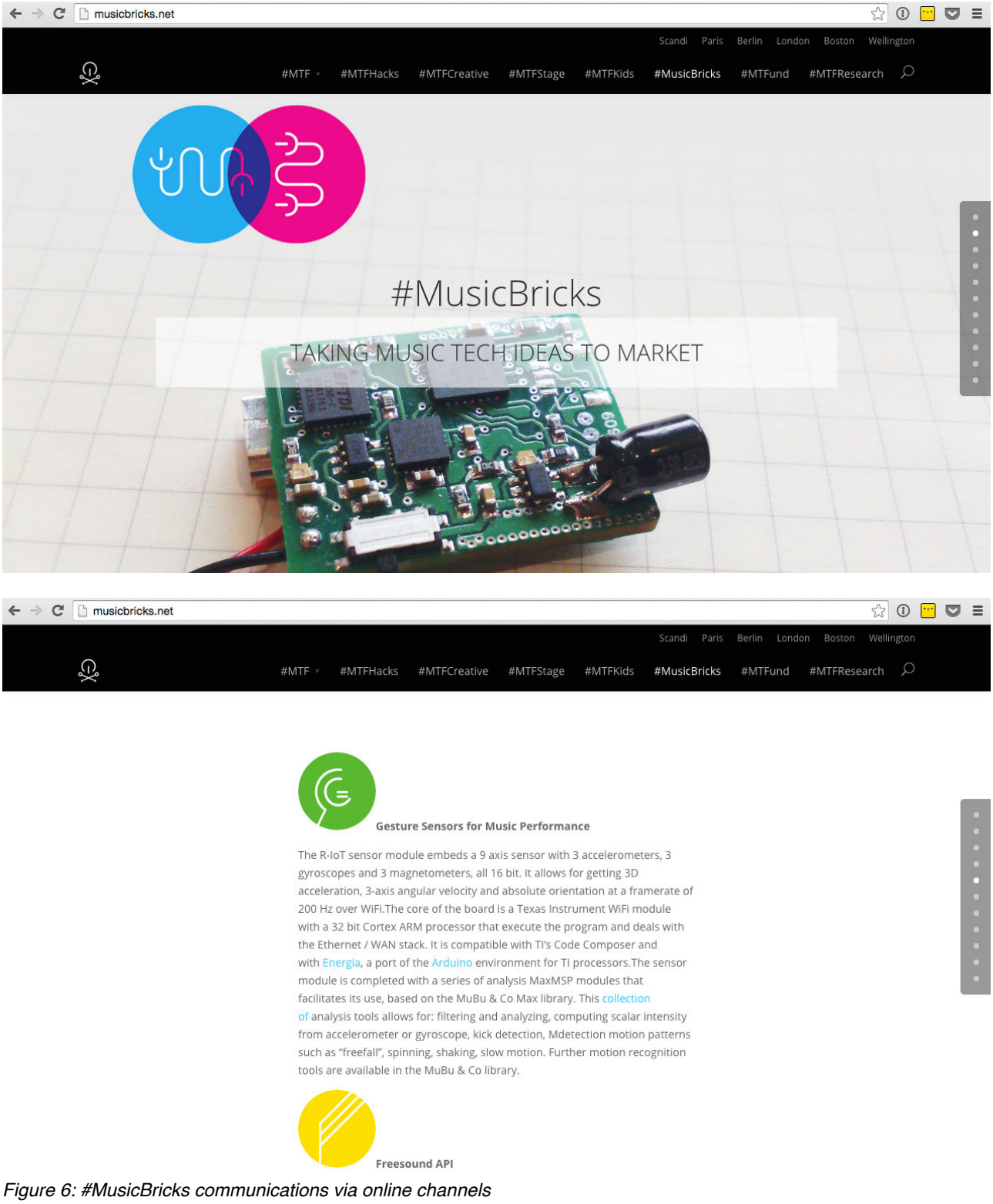

Figure 6: #MusicBricks communications via online channels

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2.3.2.Individual incubated project pages

Following the Market Testbed, individual project pages were created as part of http://musicbricks.net:

- http://musicbricks.net/findingsomethingbondingsound/
- http://musicbricks.net/airstrument/
- http://musicbricks.net/dolphinator/
- http://musicbricks.net/enboard/
- http://musicbricks.net/gird-interactive-remix-dance-floor/
- http://musicbricks.net/hi-note/
- http://musicbricks.net/interactive-cube/
- http://musicbricks.net/lightbeat/
- http://musicbricks.net/manuphonia/
- http://musicbricks.net/snitch/
- http://musicbricks.net/sound-in-translation/

As well as project descriptions, the individual pages feature achievements and press links to significant project coverage, with accompanying screenshots. Below is a selection of links and screenshots of significant online presence by the #MusicBricks projects:

Ars Electronica - https://starts-prize.aec.at/en/findingsomethingbondingsounding/

Makery - http://www.makery.info/2016/06/20/la-recherche-musicale-europeenne-joue-aux-hackathons/

Kitmonsters - http://kitmonsters.com/blog/music-tech-fest-scandi-day-3

Forbes - http://www.forbes.com/pictures/lmh45edjeg/global-invention-meet-t-2/#c01ca8a38d70

Forbes Israel - http://www.forbes.co.il/news/new.aspx?Pn6VQ=&0r9VQ=EHEID

Calcalist Israel - http://www.calcalist.co.il/consumer/articles/0,7340,L-3683525,00.html

Re:publica - https://re-publica.de/16/session/music-instrument-innovation-impact

SleazeMag - https://www.sleazemag.com/internet/republica-2016-so-waren-drei-tage-ohne-internet/

Juedische Allgemeine - http://www.juedische-allgemeine.de/article/view/id/25432

The Media Line - http://www.themedialine.org/biztec/technology-and-business-could-bring-a-little-hope/

ROI Community - https://www.facebook.com/ROICommunity/photos/pb.107002077988.-2207520000.1460417845./10153649914637989/?type=3&theater

InfoTech Umeå - https://infotechumea.se/nyheter/mobilens-sensorer-skapar-dynamiskt-ljud

Umeå University - http://www.umu.se/samverkan/exempel-samarbeten/visning-intervjuer/studenter-testar-och-utvecklar-sina-affarsideer.cid258458

InfoTech Umeå - https://infotechumea.se/nyheter/13507

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Ask Audio - https://ask.audio/articles/is-this-the-future-for-music-makers-from-music-tech-fest-2016

WIRED Germany - https://www.wired.de/collection/latest/hinter-den-kulissen-von-viktoria-modestas-auftritt-auf-dem-music-tech-festival

The Guardian - https://www.theguardian.com/music/2016/may/27/and-on-the-mimu-gloves-the-ingenious-devices-helping-disabled-musicians-to-play-again

RTP TV Portugal News - http://www.rtp.pt/noticias/cultura/instrumentos-musicais-acessiveis-a-todos-no-festival-de-musica-de-setubal_v921920

Radio Eins Germany - http://www.radioeins.de/programm/sendungen/modo1316/strom-und-drang/human-instruments.html

BBC Radio World Service - http://www.bbc.co.uk/programmes/p03v5b49

Figure 7: Swedish news announcement of a new sensor-driven application to be patented by Project Dolphin.

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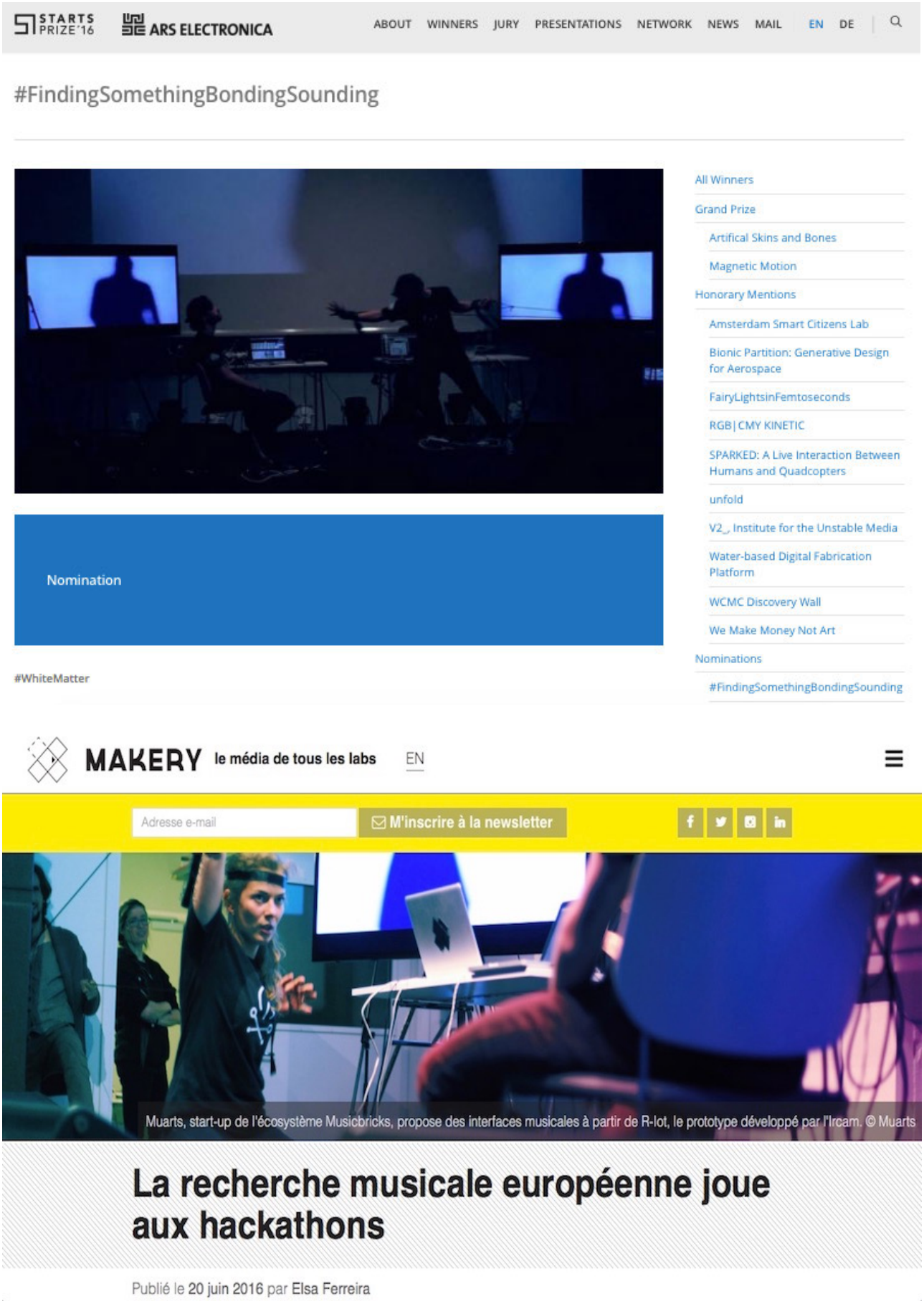

Figure 8: Achievement of 'art meets science': project #FindingSomething BondingSound featured in the Ars Electronica STARTS Prize and in a special article on Makery.

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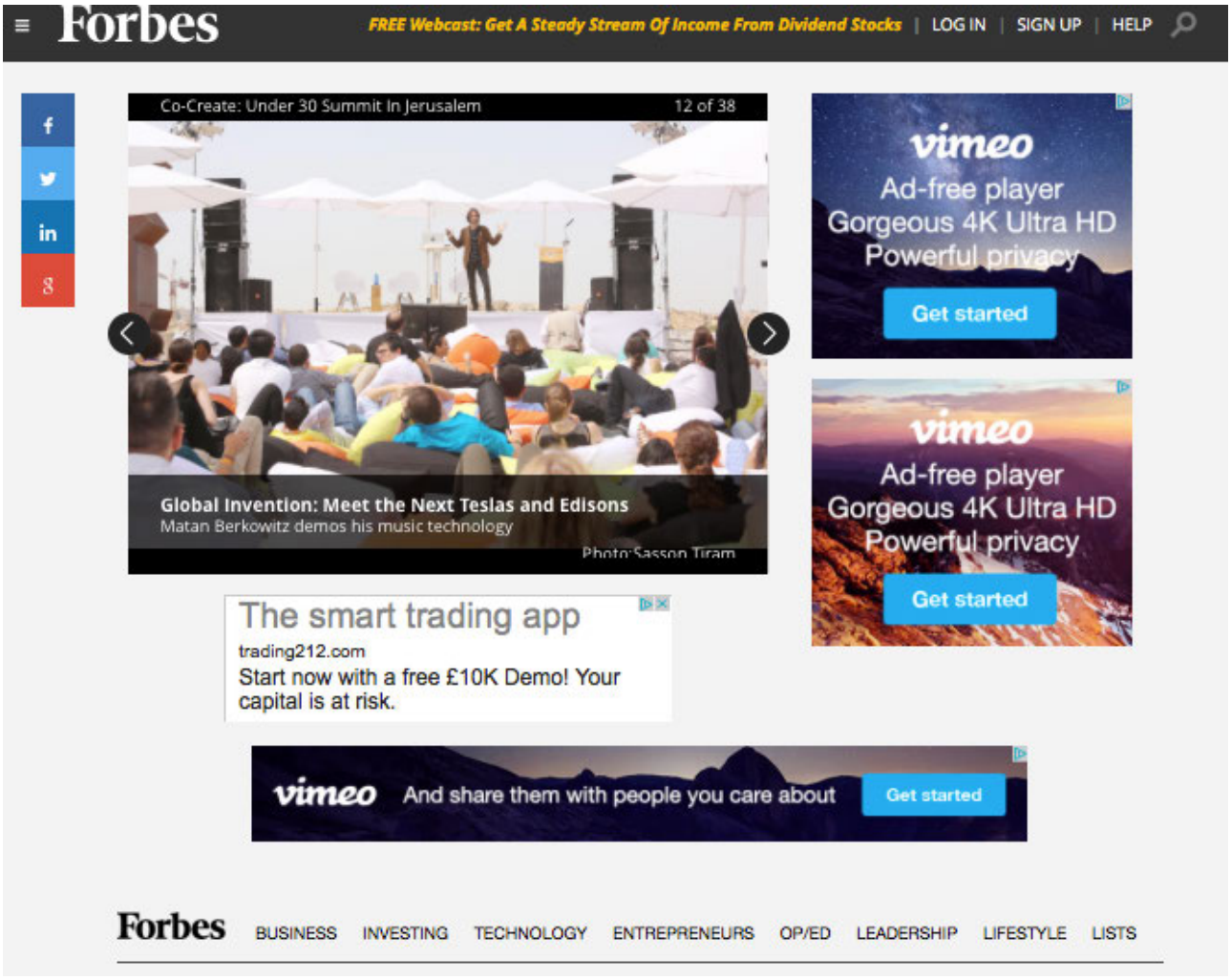

Figure 9: Airstrument featured by Forbes Magazine and on the Re:publica stage.

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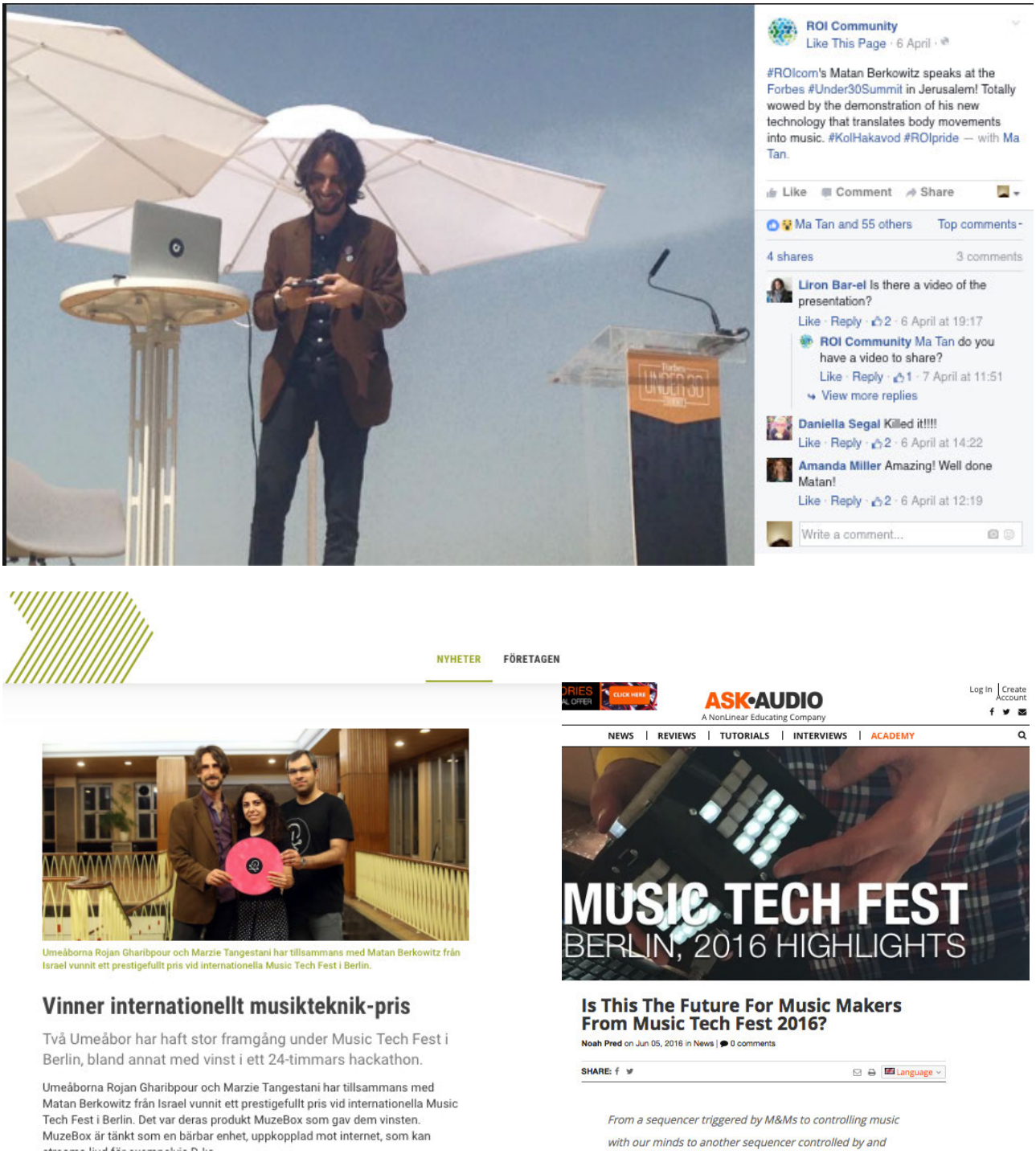

Figure 10: The successes of individual #MusicBricks projects resulted in further successes through collaborations: Airstrument and Dolphin teams collaborated to receive a jury prize at #MTFBerlin and GIRD collaborated with FSBS on a new concept for artist Viktoria Modesta during #MTFLabs.

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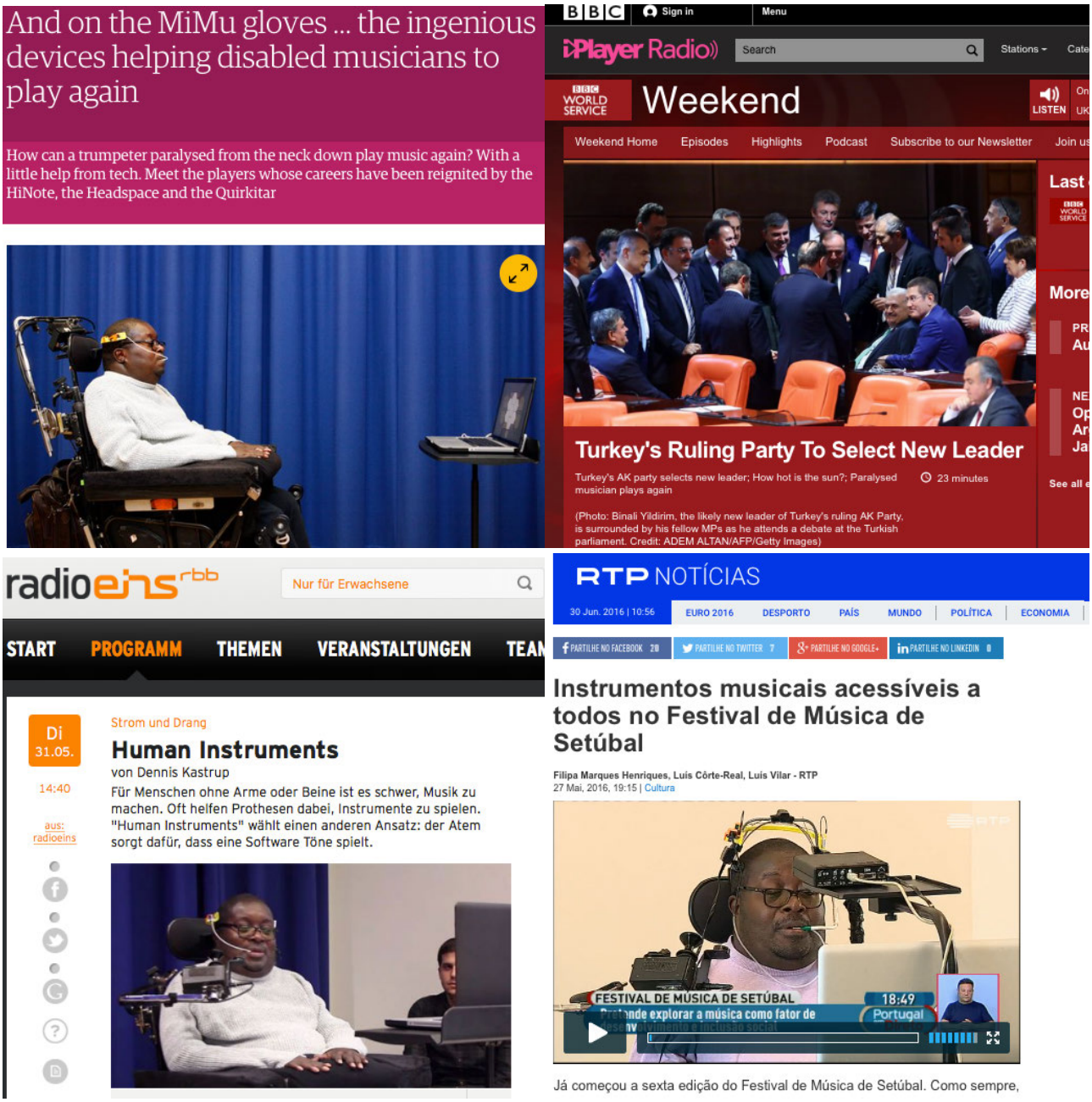

Figure 11: Hi Note featured in the Guardian Newspaper and BBC World Service in the UK, Radio Eins in Germany, and on Portuguese National Television.

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2.3.3.Individual incubated project websites

In addition to the individual project pages, several incubated teams created custom websites for their products. In some cases created the teams created new sections on their existing company websites. Finally, in a few cases, where results were aimed for the Open Source community, the teams created a project page on GitHub.

Sojaner - the newly formed company from the Dolphin project - online presence: http://sojaner.com

GIRD Project website - http://www.gird.dance/home/

Sound In Translation website - http://www.soundintranslation.com

Enboard Project website - http://mudcircles.com/enboard-project/

FindingSomething BondingSound Project website - http://www.muarts.tech/#!-findingsomethingbondingsound/oe56b

Hi Note Project on Human Instruments website - http://www.humaninstruments.co.uk/video-2/

Manuphonia on GitHub - https://github.com/kr1stjans/ManuphoniaPrototype

Interactive Cube on GitHub - https://github.com/interactiveBrick/Interactive-Cube

Snitch on GitHub - https://github.com/carthach/eear

Snitch page - http://carthach.github.io/eear/

Interactive Cube Facebook page - https://www.facebook.com/Interactive-Cube-626854824083736/?fref=ts#

Sound In Translation Facebook page - https://www.facebook.com/soundintranslation/

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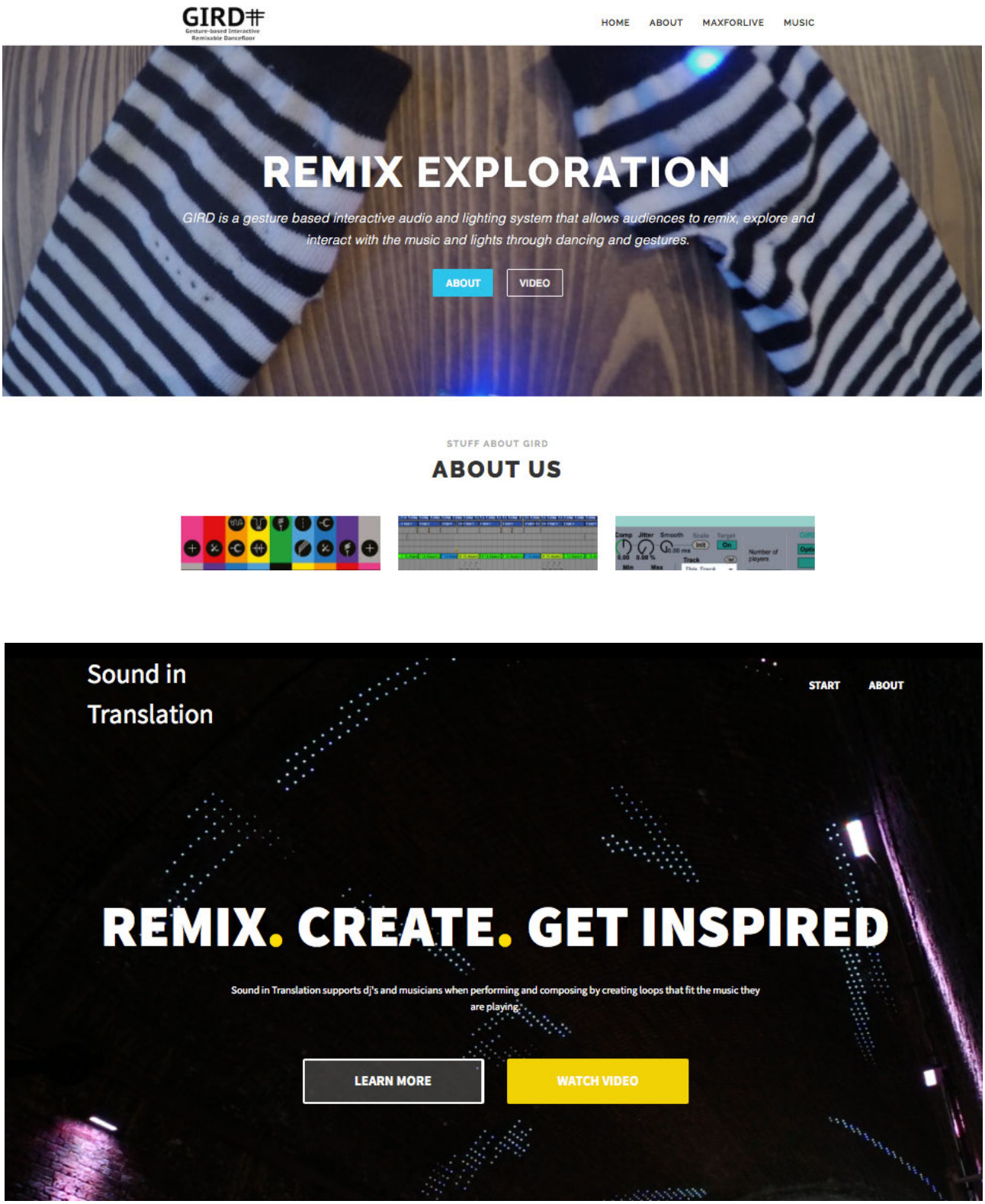

Figure 12: New dedicated project websites for #MusicBricks projects GIRD and Sound in Translation.

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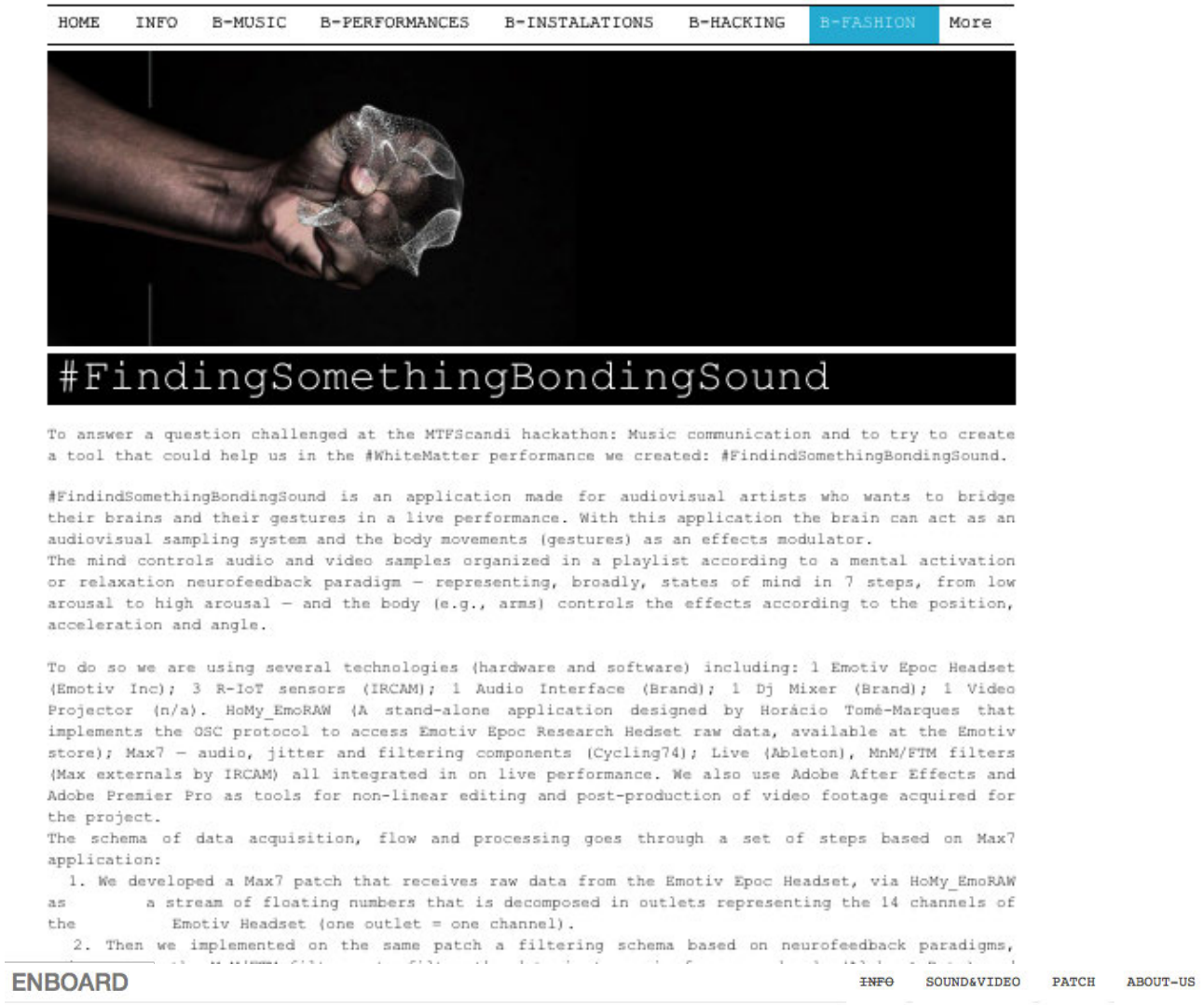

Figure 13: New sections on exiting team websites for projects #FindingSomething BondingSound and Enboard.

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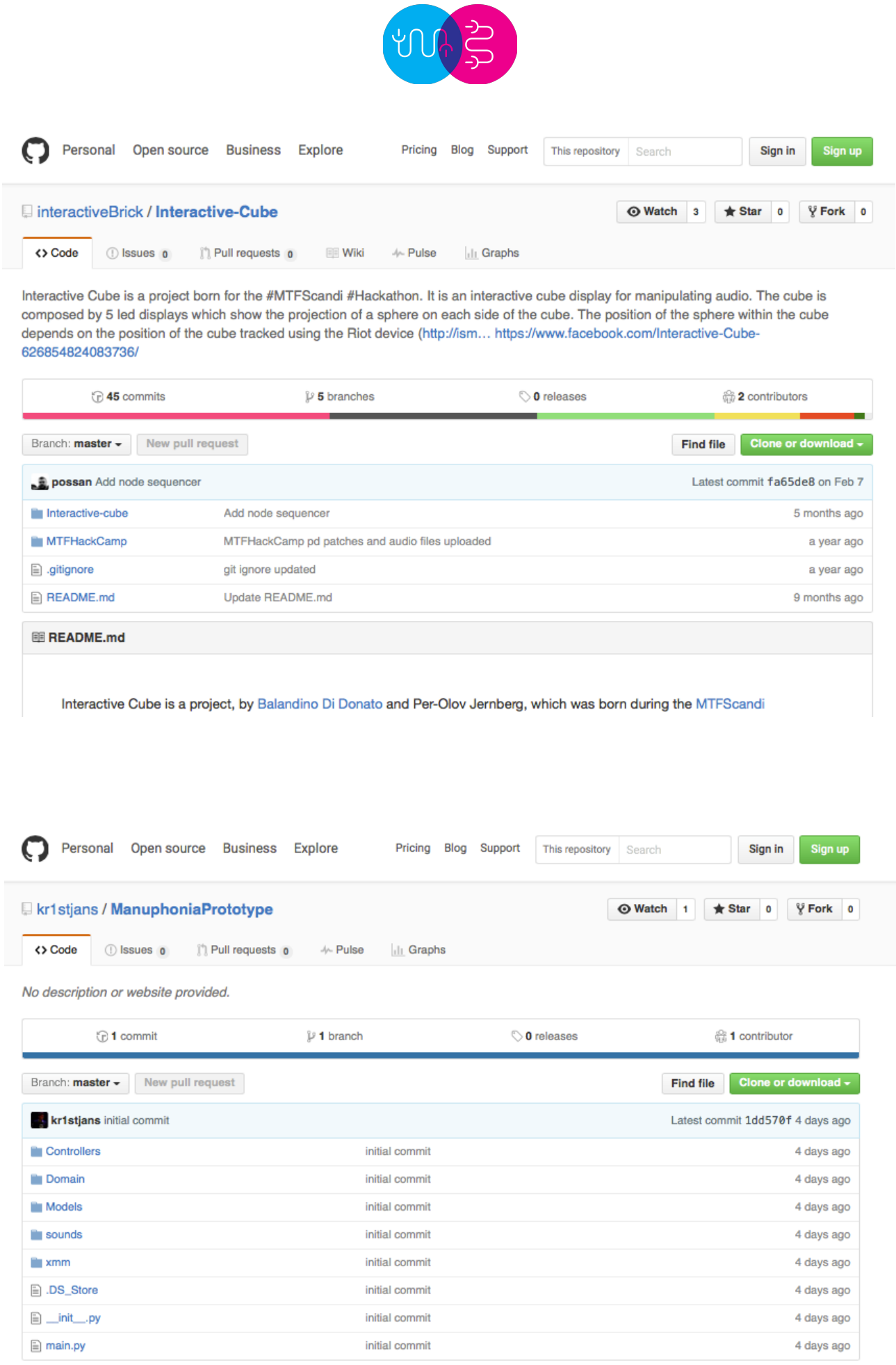

Figure 14: New GitHub Open Source repository pages for projects Interactive Cube and Manuphonia

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Figure 15: New dedicated Facebook pages for projects Sound In Translation and Interactive Cube.

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2.4. #MusicBricks on social media

Social media presence has been ensured through continuous engagement via the Twitter platform, online media dissemination through YouTube and Vimeo channels, and following the Creative Testbeds a dedicated Facebook page was established to track and promote individual incubated projects.

Social media impacts achieved results comparable to successful startup campaigns, thanks to a few identified key factors:

1. the use of the #MusicBricks hashtag as project identity lead to this becoming a memorable name

2. dissemination via established innovation ecosystem communities of the Music Tech Fest and the Music Hack Day considerably helped to increase the numbers of active users of the #MusicBricks hashtag

3. The large number of #MusicBricks stakeholders, including the incubated teams and industry partners, all helped multiply the figures, resulting in millions of impacts.

2.4.1.Twitter presence

The Twitter presence focused on the spread of the hashtag #MusicBricks via all associated and partner channels. This strategy worked extremely well, and it achieved an extraordinary result - a reach of 579,052 and 827,423 impacts already in Month 6 of the project when two Creative Testbeds were run at Music Tech Fest Scandinavia and Sonar+D Music Hack Day (see Deliverable 5.1 for reporting related to these events). By Month 9, these figures increased with the addition of the third Creative Testbed at Music Tech Fest Central, where the hashtag #MusicBricks achieved 622,322 impacts, making the total impacts for all three Creative Testbeds **1,449,745**. Those engaging in #MusicBricks on social media are often thought leaders and influencers with large followings. The 52 contributors who generated 185 tweets about #MusicBricks in Month 9 of the project had an average following of **1783** people.

By the end of the project, these figures had grown exponentially - with almost 5 and a half million impressions resulting from 2,251 tweets using the hashtag #MusicBricks from over 1,800 participants tweeting and retweeting in Month 18 alone.

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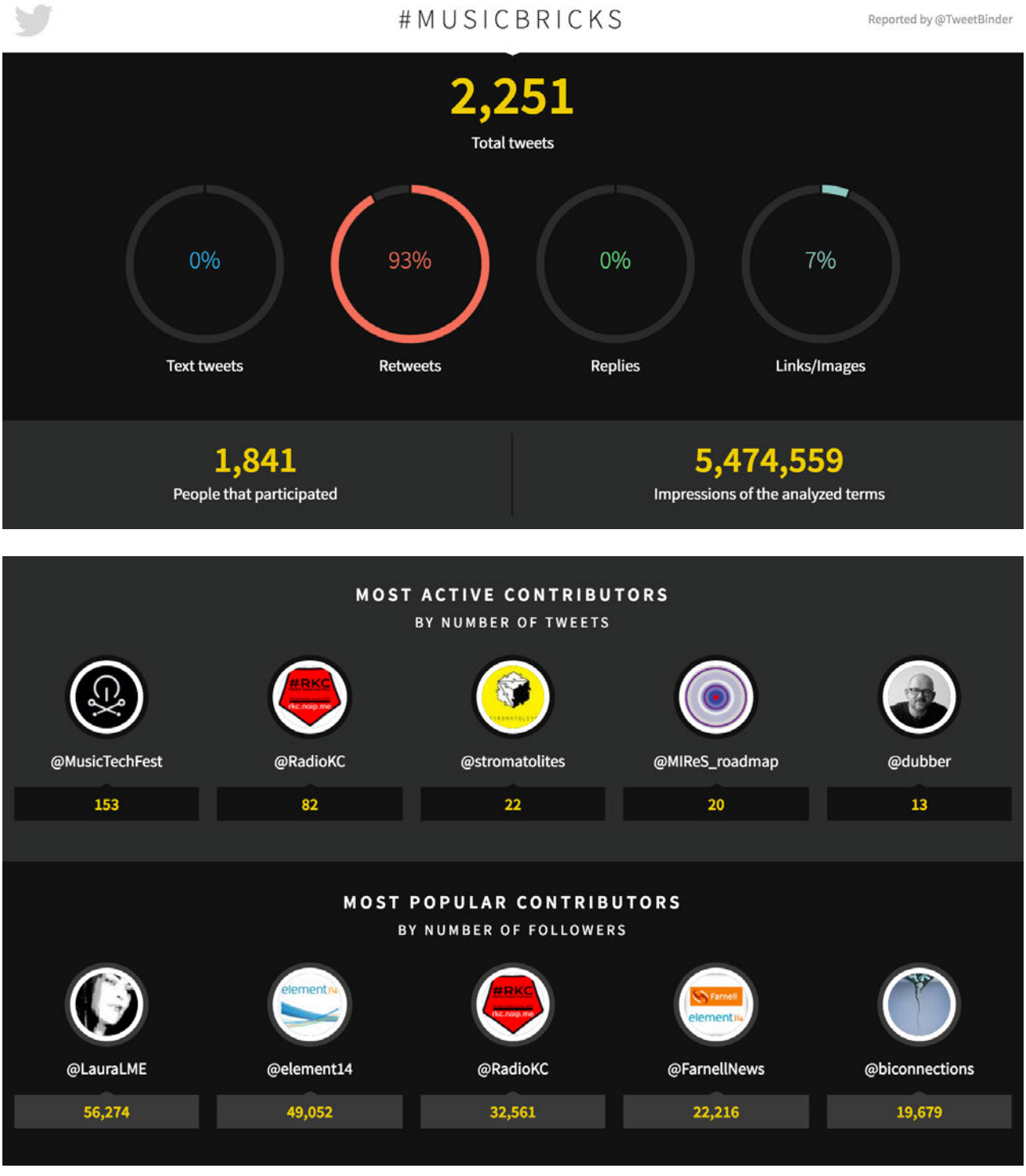

Figure 16: #MusicBricks hashtag analytics for M18 of the project show 5,5 million impacts and retweets by major global brand dissemination channels with tens of thousands of followers.

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2.4.2.Facebook presence

Facebook presence was established in response to the high social engagement through the Twitter channel. Materials were uploaded for the third Creative Testbed at #MTFCentral (18-20 September 2015) and the Facebook likes are now building daily with the addition of 155 in the first week.

Engagement with the #MusicBricks Facebook page has grown to 1,249 likes and since the final project presentations at #MTFBerlin, posts reach approximately 320 people on average. This is in part due to the many #MusicBricks collaborations with successful artists and the growing hacker and maker community with Music Tech Fest and other hack events. The community engagement strategy of the project has been to prioritise conversation and interaction and this has resulted in significant growth, leading to increased participation and sharing of #MusicBricks content, which not only raises the profile of the project but also raises the ranking of the project within the Facebook algorithm, leading to increased visibility and exposure for posts on the platform.

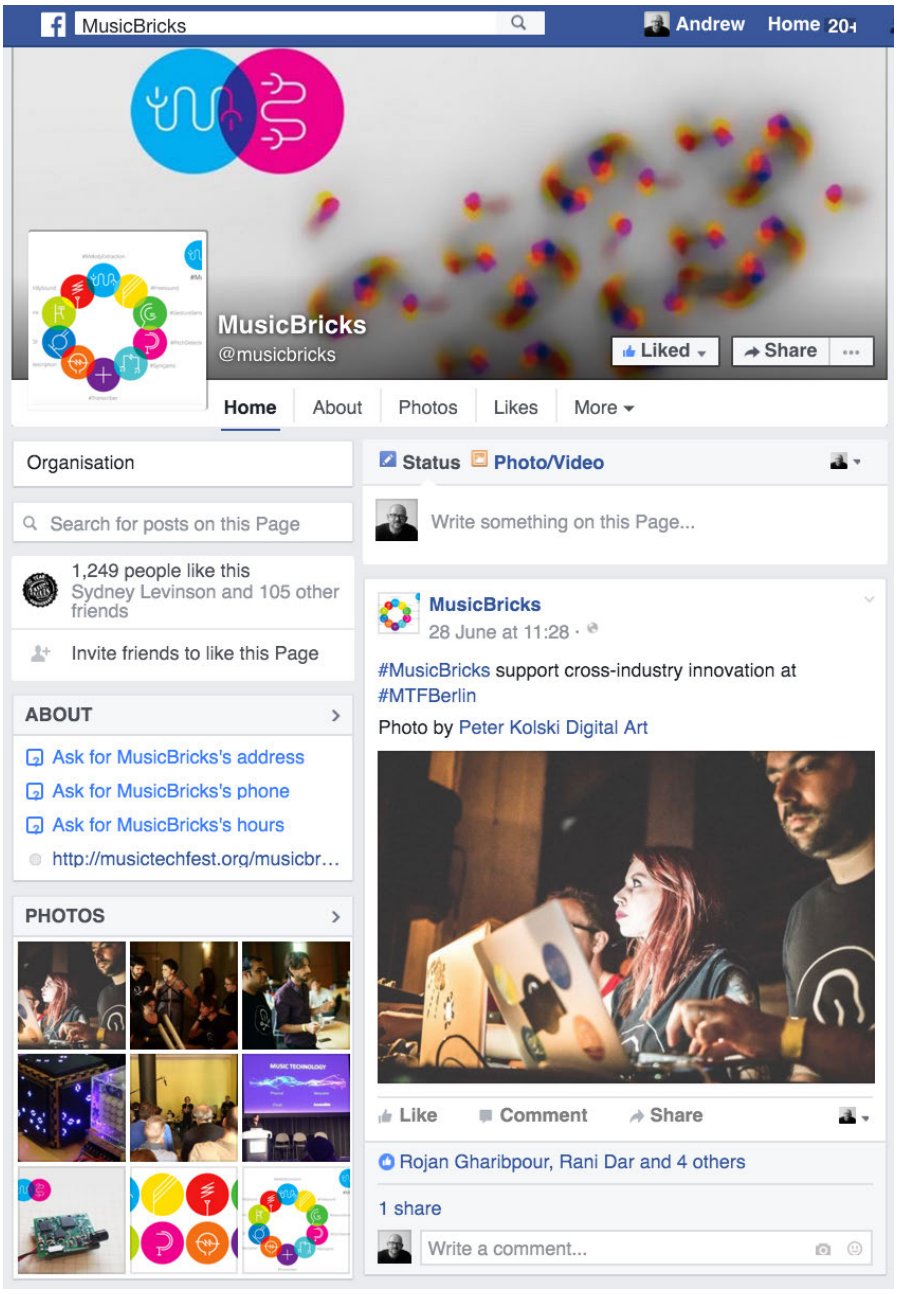

Figure 17: #MusicBricks dedicated Facebook channel now has 1,249 likes.

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2.4.3. YouTube and Vimeo presence

YouTube presence has been handled for maximum impact through project partner YouTube channels which have hundreds of thousands of viewers. The project activities included production of video materials about each idea generated from the Creative Testbed as well as a highlights video. At Music Tech Fest Scandinavia and Music Tech Fest Central each developer team using #MusicBricks presented their project on stage with a demonstration, and was recorded on video, for upload to the MTF YouTube channel and dissemination by the #MusicBricks teams and partners.

A hacker presentation highlights video was edited for #MTFScandi: https://youtu.be/4Q0re4vJrTo

14 individual hacker videos were released, including the four #MusicBricks winning presentations at #MTFScandi:

- Interactive Cube: https://youtu.be/TieoJkK3Mvw

- Dolphin: *Video unlisted because of embargo on patent pending*

- Airstrument: https://youtu.be/_zYtSA8Iv04

- FindingSomethingSoundingBonding: https://youtu.be/VHTdN9iF5Ag

A promotional video was generated as the result of Creative Testbed activities during the Sonar+D Music Hack Day: https://youtu.be/1sqFnHAmAh0. All hacks including Snitch and Hi-Note were recorded during Sonar+D Music Hack Day: https://youtu.be/sWerNCeb7JE

A 10-minute documentary has been released about the experience of the first Creative Testbed, directed by one of the project's incubatees Fanni Fazakas, and produced by the team at Stromatolite: https://youtu.be/288erkENOIM

Videos from each of the Music Tech Fest events that hosted the Creative Testbeds can be viewed on the Music Tech Fest YouTube Channel: http://youtube.com/musictechfest

Individual #MusicBricks teams created their own promotional videos as part of their incubation for the purpose of dissemination and market reach:

#FindingSomethingBondingSound - https://vimeo.com/158842292

Airstrument presentation at Re:publica - https://youtu.be/uF-CvUfDqXo

Dolphin presentation at #MTFCentral - https://youtu.be/fpedWypB4f0

ENBOARD - https://vimeo.com/153921070

GIRD: Gesture-based Interactive Remix Dance-floor https://youtu.be/g7YYoXM2kBU

Hi Note - https://vimeo.com/153036940

Interactive Cube - https://vimeo.com/157064325

LightBeat - https://youtu.be/Ud8uZDAcFLI

Manuphonia - https://youtu.be/9NK9GF11S80

Snitch - https://youtu.be/9cPuopxrG3o

Sound In Translation - https://vimeo.com/165809675

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2.4.4.MailChimp newsletters

The #MusicBricks project has been communicated strategically to the Music Tech Fest community via regular newsletters sent through MailChimp. The project has been regularly mentioned among other news and there have been dedicated newsletters announcing particularly #MusicBricks achievements, industry partnerships and community news. The community has increased to over **4,500** subscribers at the time of writing and signups are occurring daily. Engagement with the content is very high. Mailouts via the Music Tech Fest mailing list have an average open rate of over 30% (industry average is 18.77%) and those emails containing the #MusicBricks hashtag in the subject line regularly score above that average.

For a list of related newsletters, see the external engagement communications section 2.5.

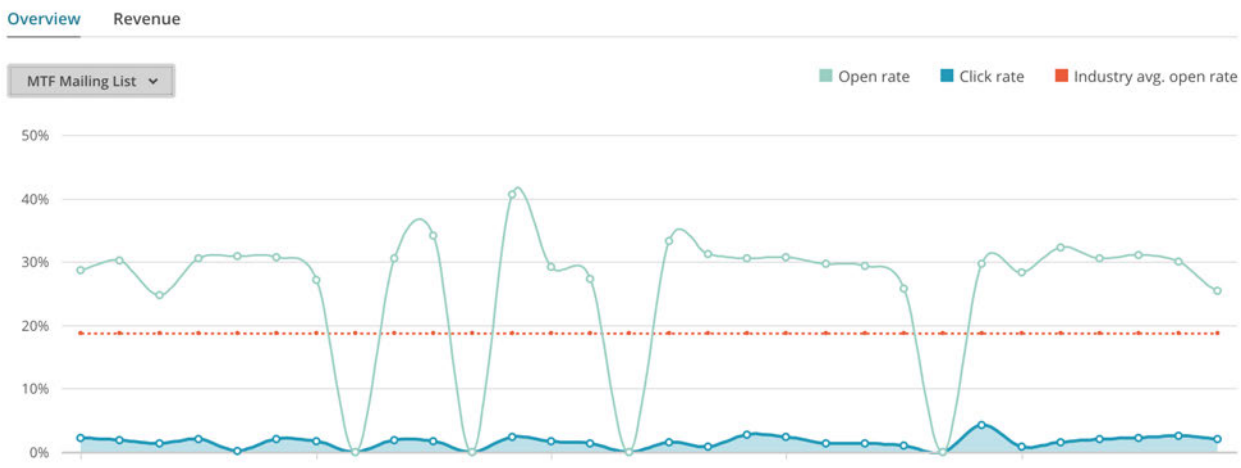

Figure 18: Mailing list Open rates against industry average (note: campaigns with 0% open rate are unsent drafts).

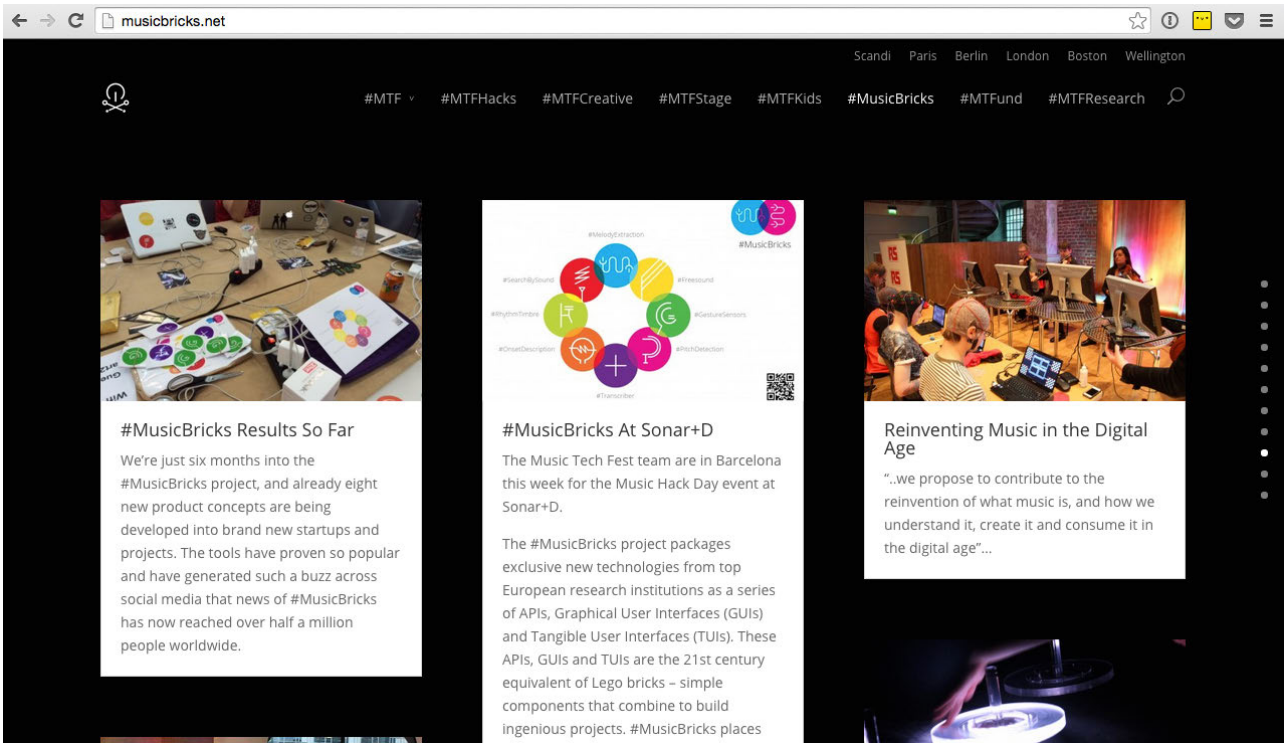

Figure 19: #MusicBricks online communications have been supported by regular blogs and newsletters.

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2.5.External engagement communications

2.5.1.Engagement communications for the #MTFScandi Creative Testbed

Ensuring the engagement by a variety of creative developers in the Creative Testbeds required a large number of communications to press and via blogs, in order to raise awareness of the project and generate enthusiasm for participation. The communications successfully engaged all national Swedish media (National TV, Radio and related community portals) as well as all local press. Engagement communications also involved hundreds of posts on MTF Facebook Page (1900+ likes) & Twitter account (3350+ followers).

a) #MTFScandi national and regional press and media:

- Five Unmissable Events in Sweden This Week - TheLocal.se 28 May 2015: http://www.thelocal.se/20150528/five-unmissable-events-in-sweden-this-week
- Music Tech Fest Comes to Umeå - Västerbottens-Kuriren (with video) 31 May 2015: http://www.vk.se/1416592/music-tech-fest-kommer-till-umea
- Internationell musikfestival i Umeå i maj - Västerbottens-Kuriren 31 March 2015: http://www.vk.se/plus/1416596/internationell-musikfestival-i-umea-i-maj
- Elektronisk dirigent förenar olika musikaliska kunskaper (with video) - Västerbottens-Kuriren 27 May 2015: http://www.vk.se/1457672/elektronisk-dirigent-forenar-olika-musikaliska-kunskaper
- Framtidens musik på festival - Västerbottens-Kuriren 30 May 2015: http://www.vk.se/plus/1460065/framtidens-musik-pa-festival
- Kärleken till Umeå ger stan ny festival - Västerbottens-Kuriren 1 April 2015 (print copy available)
- Duo tog teknikfest norrut - Dagens-Industri 29 May 2015 (print copy photo in Dropbox): http://www.di.se/di/artiklar/2015/5/29/duo-tog-teknikfest-norrut/
- På G - listings in Totalt Umeå 28 May 2015 (print copy photo available)
- Skapar Musik för Framtiden - Totalt Umeå 27 May 2015 (print copy photo available)
- Framtiden musik skapas i Umeå - Sveriges Radio, Kulturnytt 29 May 2015: http://sverigesradio.se/sida/artikel.aspx?programid=478&artikel=6177587
- Umeå får festival för musikaliska innovationer - Sveriges Radio, Kulturnytt 13 May 2015: http://sverigesradio.se/sida/artikel.aspx?programid=478&artikel=6163889
- Swedish National Television (SVT) interview with Michela Magas and Andrew Dubber: http://www.vk.se/play?video=3beca3e9-dc2b-4a17-95c5-ad30a52cb47b
- Digital Music Trends interview with Andrew Dubber, Director of the Music Tech Fest: http://digitalmusictrends.com/dmt-218-jay-z-aspiro-super-bowl-guvera-show-co-leaks-soundcloud-3/

b) #MTFScandi blog posts:

- MTF Scandinavia in Umeå: http://musictechfest.org/mtf-scandinavia-in-umea/
- World's northernmost hackerspace: http://musictechfest.org/worlds-northernmost-hackerspace/

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- New formats for music in the land of the midnight sun: http://musictechfest.org/new-formats-for-music-in-the-land-of-the-midnight-sun/
- Win a trip to #MTFScandi: http://musictechfest.org/hackers-artists-makers-win-a-trip-to-mtfscandi/
- #MTFScandi champion bartender: http://musictechfest.org/mtf-scandi-champion-bartender/
- The Sound of a Good Cup of Coffee: http://musictechfest.org/the-sound-of-a-good-cup-of-coffee/
- The MTF Afterparty Symposium: http://musictechfest.org/the-mtf-afterparty-symposium/
- A new format for music: http://musictechfest.org/a-new-format-for-music/
- Hacking back in time: http://musictechfest.org/hacking-back-in-time/
- Toontrack Trackathon winners: http://musictechfest.org/toontrack-trackathon-winners/

c) Features on the European Commission website:

- Science at the state of the art / Art at the state of the science: https://ec.europa.eu/digital-agenda/en/blog/science-state-art-art-state-science-music-tech-fest-global-festival-music-ideas
- http://ec.europa.eu/digital-agenda/en/news/mires-eu-project-music-industry-roadmap-global-music-tech-festival

d) Emails to MTF mailing list (the list has risen to over 4500 subscribers):

- Dates for your 2015 Diary: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=80e4d94e77
- New formats for music in the land of the midnight sun: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=69e50a9cd9
- The MTF Cymatics Challenge: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=7f436c8f9b
- Have you booked yet? http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=38b82419a3
- Cymatics: Time is running out: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=0e3890655b
- Announcing the #MTFScandi Cymatics winners: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=a5fd04a9bb
- Inventing the future of music: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=04dc5d4eb0
- Thanks for #MTFScandi: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=2f9ae8f8be&e

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e) Emails to MTF academic research network mailing list (709 subscribers):

- MTF Symposium & Inaugural Research Network Meeting: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=b958303747
- The Music Tech Fest 'Afterparty' Symposium: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=0ccb9750fd
- Join the MTF Research Network: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=c4041f0772

2.5.2.Engagement communications for the MHD Barcelona/Sonar+D Creative Testbed

Engagement communications for the Sonar+D Music Hack Day were done through partner channels with very high numbers of followers, such as the Sonar Festival, the Music Hack Day community, and partner UPF, as well as high social media engagement via Twitter.

- http://musichackday.upf.edu/mhd/2015/
- http://sonarplusd.com/activity/music-hack-day-2015/
- https://sonar.es/es/2015/prg/sm/music-hack-day-2015_427
- https://www.hackerleague.org/hackathons/music-hack-day-barcelona-2015
- http://sonarplusd.com/reactable-in-the-music-hack-day-2015/
- http://www.creativeapplications.net/events/sonard-2015-barcelona/

2.5.3.Engagement communications for the #MTFCentral Creative Testbed

Hundreds of posts were posted on the event Facebook Page (1958 likes), Twitter account (3359 followers), and Instagram (381 followers).

Posters for the event were printed and distributed around the town centre and leaflets were distributed throughout the city of Ljubljana. An electronic poster was on display on all digital displays surrounding the national concert venue where the Creative Testbed was held.

Online engagement communications included:

- #MTFCentral - A Creative Community: https://themusicalcrayon.wordpress.com/2015/09/29/mtf-central-a-creative-community/
- Dutch Girl in Umeå: http://dutchgirlinlondon.com/2015/10/11/dutch-girl-in-umea/
- Hypebot Facebook: https://www.facebook.com/hypebot?fref=ts
- #MTFCentral 3Tune - Modular Instrument:App: https://www.livecoding.tv/video/mtfcentral-3tune-modular-instrumentapp-21/
- #MTFCentral Integra Lab: https://www.facebook.com/integra.io/photos_stream
- Cankar Hall • Instagram photos and videos: https://instagram.com/explore/locations/241528922

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- Cirkulacija 2 » Archive » Predstavitev C2 tehnologij …#MTFCentral: http://www.cirkulacija2.org/?p=2487&lang_pref=en
- Organic Assembly Facebook: https://www.facebook.com/organicassembly?fref=ts
- Radiona.org na EarZoom Sonic Arts Fest: http://radiona.org/radiona-org-earzoom-sonic-arts-festival-music-tech-fest/
- IRZU Festival: http://www.irzu.org/festival/festival.html
- Algorave on the 14th in Ljubljana! Facebook: https://www.facebook.com/tiemposdelruido.page?fref=nf
- Student SI #MTFCentral: http://www.student.si/student/novice/earzoom-predstavlja-music-tech-fest--festival-glasbenih-idej.html
- Elektramusic #MTFCentral: http://www.elektramusic.fr/music-blog/earzoom-featuring-music-tech-fest-mtfcentral/
- Event Seeker #MTFCentral: http://eventseeker.com/event/sep-20-2015/158645708-mtfcentral-ljubljana
- Electronic Sound #MTFCentral: http://electronicsound.co.uk/events/
- Visit Ljubljana #MTFCentral: http://www.visitljubljana.com/si/prireditve/30633/detail.html#
- Frieze Mag Twitter: https://twitter.com/FriezeLondon/status/644856099540193280
- b3media Hack the Artist: http://www.b3media.net/blog/shazad/hacktheartist-24-hour-challenge#.VhQI1Xj9Lds
- HeyEvent #MTFCentral: http://heyevent.com/event/nzps53u2y37bwa/mtfcentral#
- Hotel Park #MTFCentral: http://www.hotelpark.si/de_earzoom-sonic-arts-festival-2015-featuring-music-tech-fest-central-europe,284.html
- Human Instruments: http://coachingthroughchaos.com/human-instruments/
- HMI Music Think Tank: http://www.musicthinktank.com/blog/human-music-interaction.html
- HMI Hypebot: http://www.hypebot.com/hypebot/2015/08/human-music-interaction-draft.html
- Interactive Cultures #MTFResearch Network: http://www.interactivecultures.org/2015/07/mtfresearch-network/
- Interactive Cultures HMI: http://www.interactivecultures.org/2015/07/human-music-interaction/
- Hypebot Twitter: https://twitter.com/hypebot/status/640815679298514944
- Inclusive Cultures: http://www.inclusivemusic.com/heres-what-we-do
- Insta Gallery – Dean McCarthy: http://athingcalledmusic.com/media/instagram-gallery/
- Kitmonsters – Tom Fox: http://kitmonsters.com/blog/tom-fox-at-music-tech-fest-slovenia
- Kulbikon - #MTFCentral: http://www.klubikon.hr/festivals/hackiranje-stvarnosti-u-ljubljani-music-tech-fest

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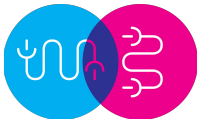

- MusicLab #MTFCentral: http://musiclab.si/musictechfest-compositional-hierarchical-model
- Ljubljana Party #MTFCentral: http://ljubljana.party/events
- Robertina Events: http://robertina.net/?s=music+tech+fest
- Rijeka-Klik #MTFCentral: http://www.rijeka-klik.hr/music-tech-fest-central-u-ljubljani
- MTF Instagram: https://instagram.com/musictechfest/
- Nuzzel - #MTFCentral: http://nuzzel.com/story/09212010/eventbrite.co/mtfcentral
- Nuzzel – Hack the Artist: http://nuzzel.com/story/09042015/b3media/hack_the_artist_challenge_at_music_tech_fest
- Kigo - #MTFCentral: http://www.kigo.hr/tag/priblizava-nam-se-music-tech-fest
- Resident Advisor #MTFCentral: http://www.residentadvisor.net/event.aspx?749609
- Rooms Mag – Music Tech Fest: http://www.roomsmagazine.com/artpeople/?author=552d6d8ce4b0d43bb9fa98c2
- SoundCloudDev – #MusicBricks Twitter: https://twitter.com/SoundCloudDev/status/645296669106532352
- Ángel Faraldo - eear at MTFCentral: http://www.angelfaraldo.info/index.php?lengua=EN
- += CJ Carr + Sean Manton: http://plus-equals.me
- Knee Cuff Instrument #MTFCentral: http://storabarriarorkestern.se/blog/
- OSCILLA #MTFCentral: http://www.ubikteatro.com/UBIKteatro/Home.html
- Vulpestruments - The Aftermath of the Music Tech Fest: http://www.vulpestruments.com/2015/09/the-aftermath-of-music-tech-fest.html

2.5.4.Engagement communications for the MHD Vienna/Waves Creative Testbed

The additional Creative Testbed at the Waves Festival in Vienna was an initiative of partner TU Wien. Delivered on a shoestring budget, the event comprised an 8-hour hackathon. Despite a shorter time to deliver ideas, effective communication ensured that the event was a success:

- Website http://www.wavescentraleurope.com/waves-music-hackday/
- Facebook event page: https://www.facebook.com/events/441414626059869/
- Facebook posts: http://facebook.com/MusicHackDay
- Flyer in A6 Format (printed and distributed 2,500 times)
- Listing as official Music Hackday: http://new.musichackday.org
- Communication via universities in Austria
- Communication via Austrian Computer Society
- Direct communication to research partners in the music domain (JKU Linz, UPF Barcelona…)

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Figure 20: #MusicBricks has been included in the communications for the Waves Festival Music Hack Day

2.5.5.Engagement communications for the #MTFBerlin Market Testbed

The communications engaged a wide range of international, national and local media and organisations, including Make (US), Wired Germany, Radio New Zealand, Create Digital Music, and Midem. Leading Berlin Radio station Radio Eins featured the event regularly in the weeks leading up to it, interviewing participants and playing music on its shows.

Prior to #MTFBerlin, key #MusicBricks and hacker figures spoke at Re-publica in Berlin, Music Pool Berlin, and an event at Soho House Berlin.

Posters for the event were printed and put up at major Berlin sites, with leaflets distributed around the city.

Engagement communications involved hundreds of posts on the event Facebook page (3128 likes) Twitter account (10,303 followers) and Instagram (537 followers).

The Ben Heck Show video from the element14 Hack camp, that features #MusicBricks had 15,000 hits in the first four days of publication.

The following is a selection of engagement dissemination from 150 published entries. Please refer to Appendix I for the complete list.

- Ben Heck Visits Berlin #MTF Hack Camp - https://youtu.be/FnPf6xO0uuQ
- Wired Germany - https://www.wired.de/collection/life/hinter-den-kulissen-von-viktoria-modestas-auftritt-auf-dem-music-tech-festival
- Make Magazine - http://makezine.com/2016/05/09/evolution-first-bionic-pop-artist/
- The Guardian - https://www.theguardian.com/music/2016/may/27/and-on-the-mimu-gloves-the-ingenious-devices-helping-disabled-musicians-to-play-again
- Makery France - http://www.makery.info/en/2016/06/06/au-music-tech-fest-de-berlin-lhumain-saugmente-en-musique
- Radio New Zealand - http://www.radionz.co.nz/national/programmes/saturday/audio/201791052/michela-magas-and-andrew-dubber-music-tech-fest

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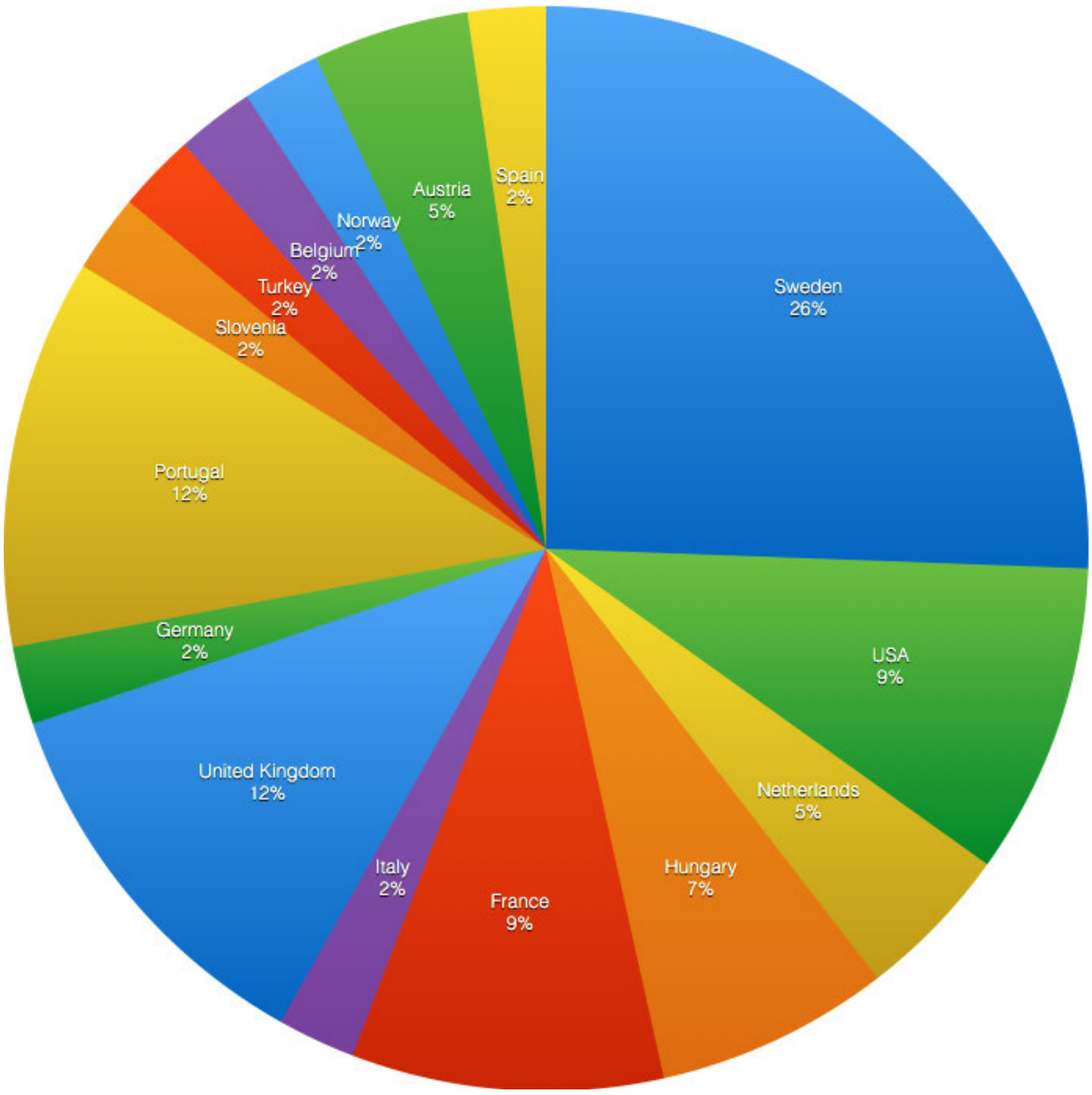
2.6.Impact Statistics

The first part of the data shown below has already been included in D5.1, to illustrate the impact of the first two Creative Testbeds. We include this data here again, complemented by data accumulated from the third Creative Testbed, to give an overview of Impact Data over the first half of the project.

2.6.1.#MTFScandi

43 out of the 50 hackers at #MTFScandi participated in the data survey identifying their country of origin, their specialism and gender.

Due to #MTFScandi being held in Umeå, Sweden, the largest portion of participants came from Sweden, even though some of those were born in other countries (e.g. the #MusicBricks incubatee Rojan Gharipour is originally from Iran). Out of the participants who arrived from Germany, one was Australian, and one Israeli. All three authors of the winning prototype *Airstrument* are originally from Israel - a fact which is not reflected on this data chart. In summary, the participants in the #MTFScandi Creative Testbed were culturally very diverse.



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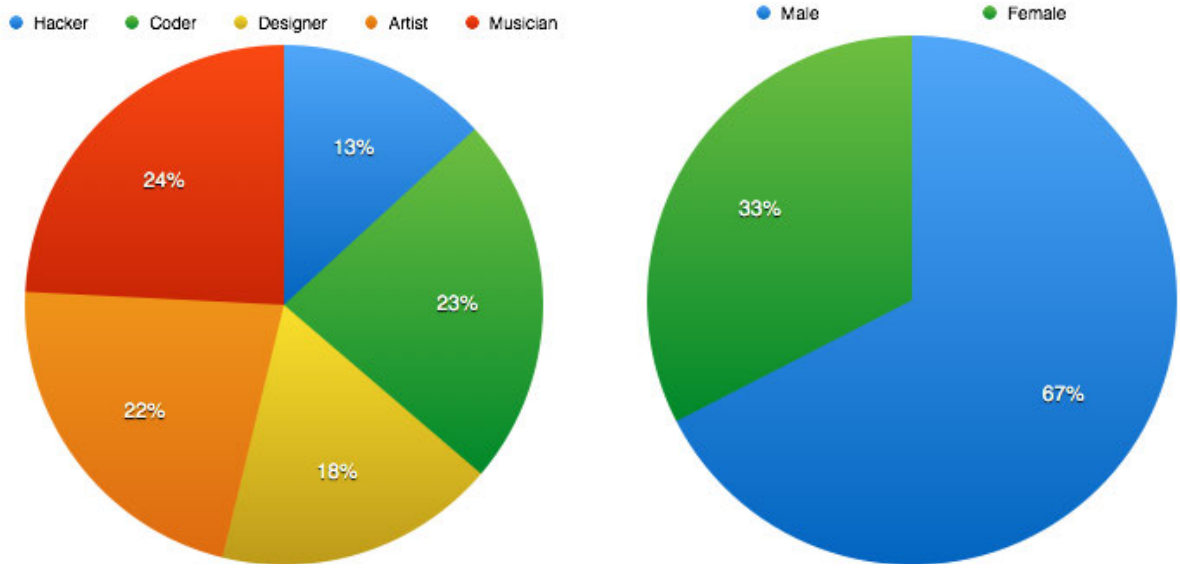
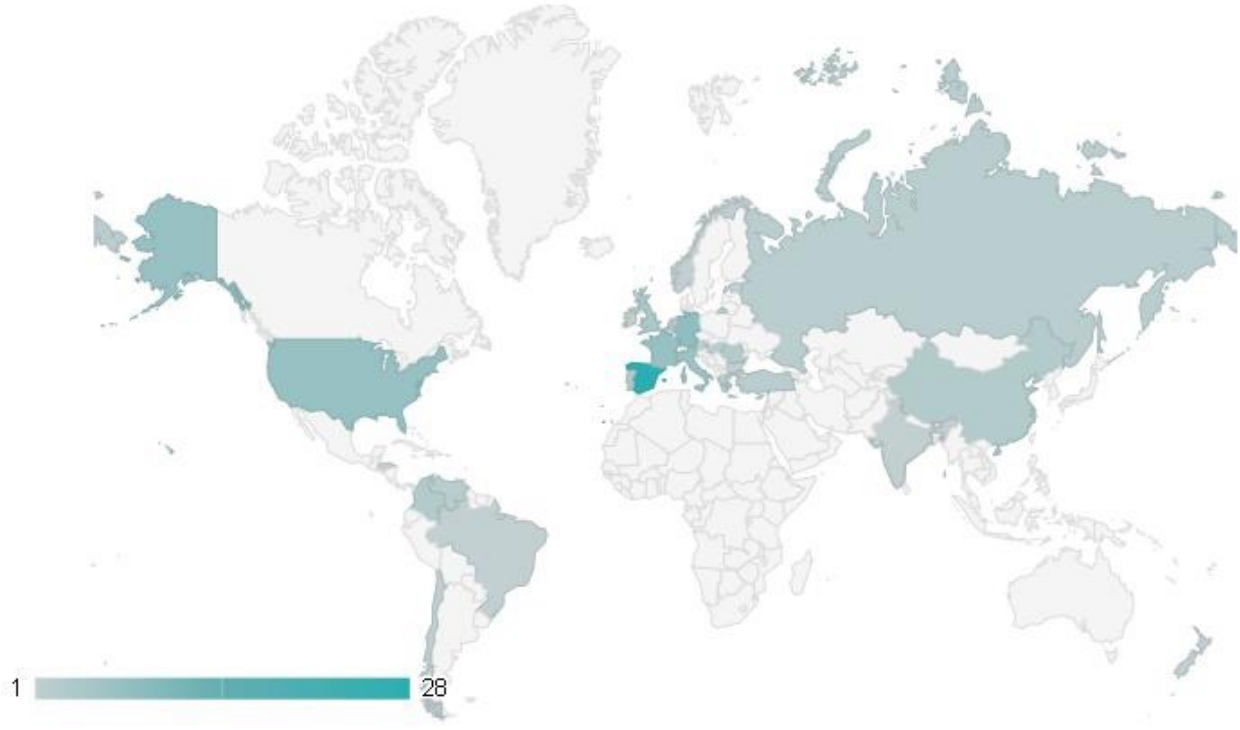
Participants were also widely distributed across a range of specialisms. Due to the interest in #MusicBricks, we were joined by many designers who attempted programming for the very first time. Equally, there was a range of musicians and artists who wanted to experiment with the new tools. In three out of four winning teams, one member is a musician or an artist.

The ratio of male to female participants was an improvement on most events which combine art and technology: one third of the participants were female, and three out of 8 overall winning teams had female members, including one of the #MusicBricks winners.



2.6.2.Sonar Barcelona Music Hack Day

Following the tradition, this year the Barcelona MHD has been a quite **international** event with 100 hackers coming from **28 different countries** in **4 continents.**



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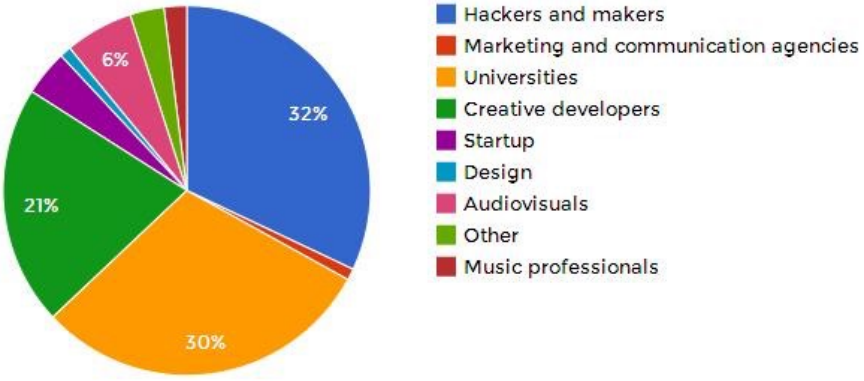
17% of the participants were women. This is **better than previous years** and shows a **positive tendency**, and the objective is to improve on this result in future.

In order to keep improving in this aspect in the following years, MHD Barcelona plans to collaborate with existing initiatives aiming at empowering female programming learners, like PyLadies or Berlin Geekettes. A greater diversity and better gender representation is not only an important incusive measure, it materially improves the result and outcomes of hack entries and improves the overall social impact.

The event had a good mixture of **skill profiles**. This is an important factor for creating a good atmosphere for collaboration between participants, and MHD Barcelona encourages hackers to form multidisciplinary teams. This is how the hackers defined themselves:

The **professional profile** of the hackers was also quite varied, with researchers, hackers/makers and software developers being the most common occupations.



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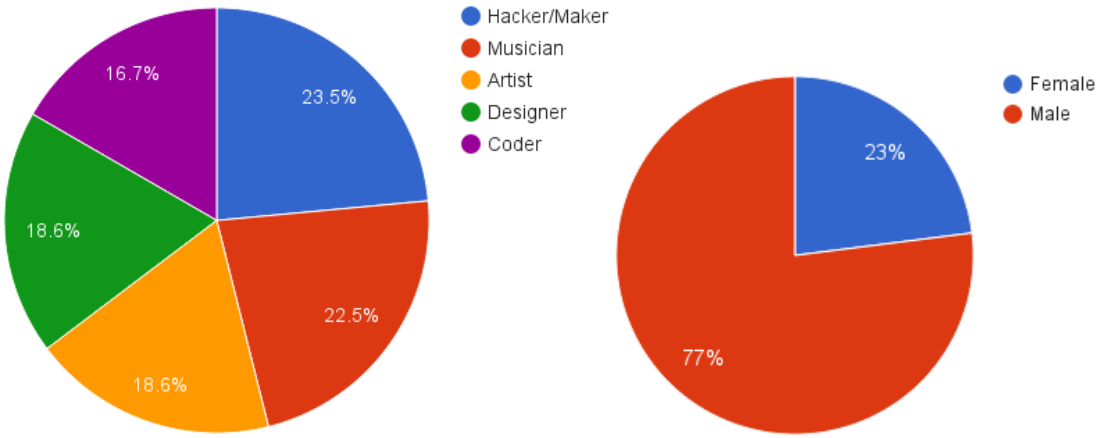
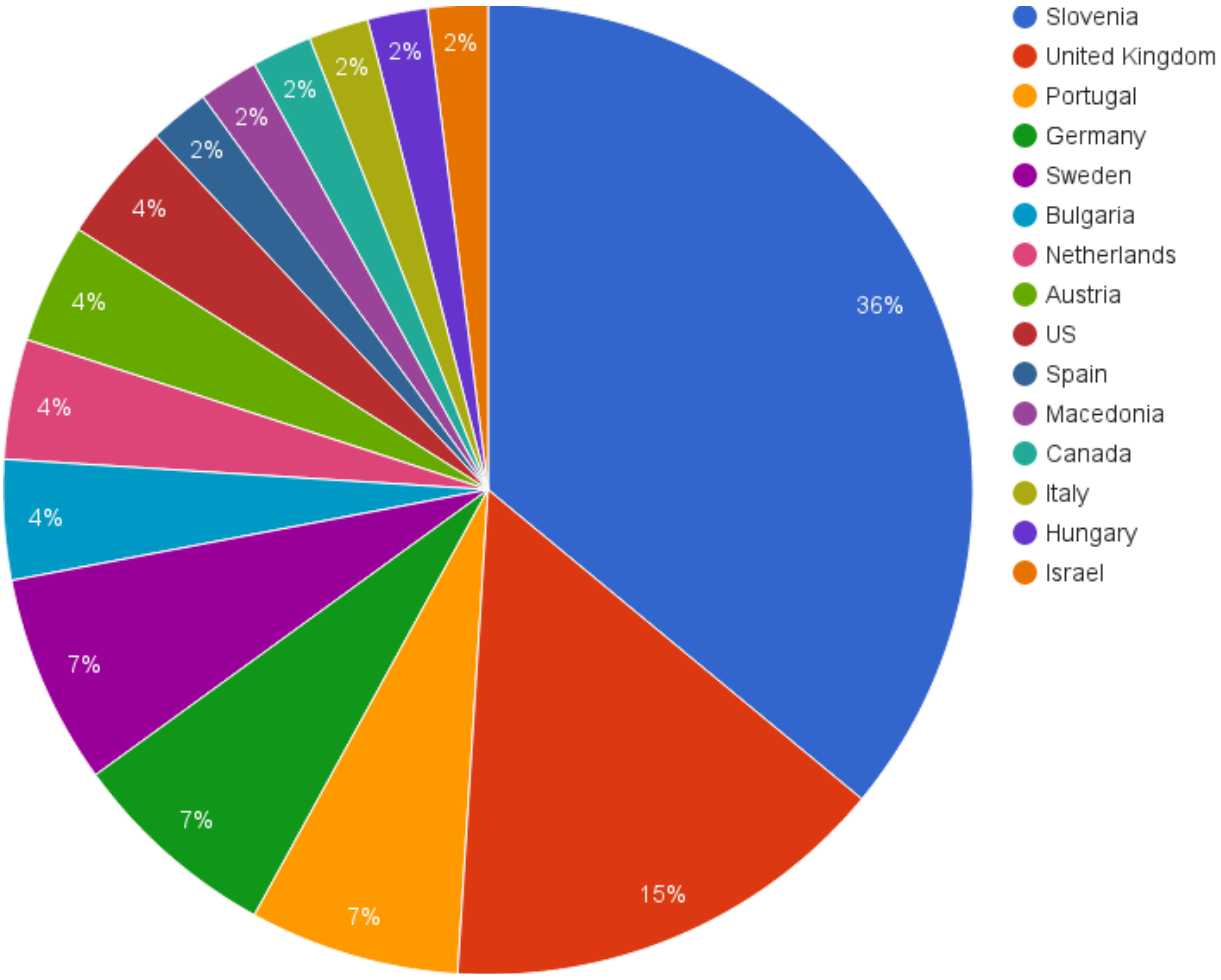
2.6.3.#MTFCentral

49 hackers at #MTFCentral participated in the data survey identifying their country of origin, their specialism and gender. Hackers joined from 15 different countries, with a prevalence of Central and Eastern European countries.

Skills were evenly spread resulting in multi-skilled project teams. The presence of female participants was 23%, though #MusicBricks winners were evenly spread, with 4 female and 4 male participants winning #MusicBricks incubation awards.





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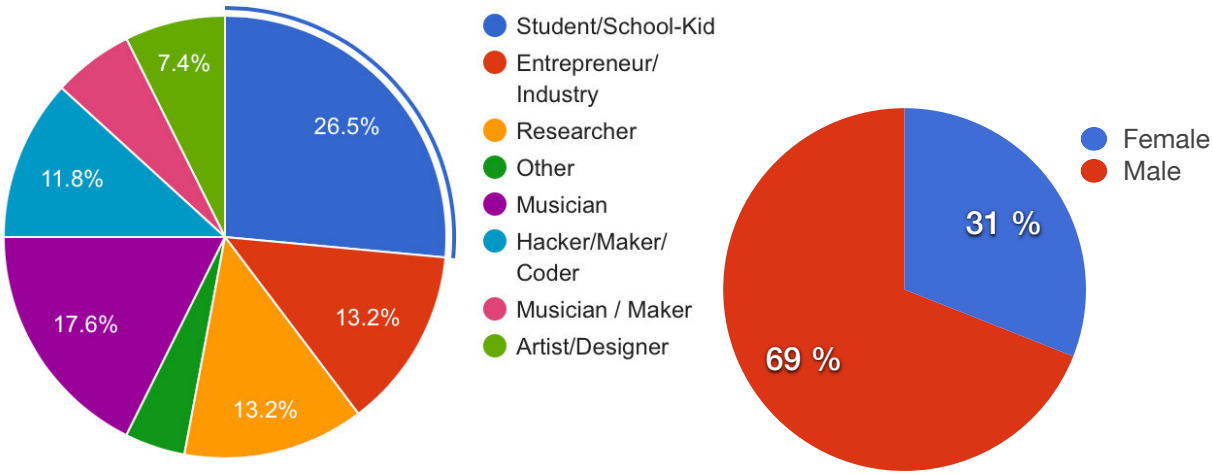
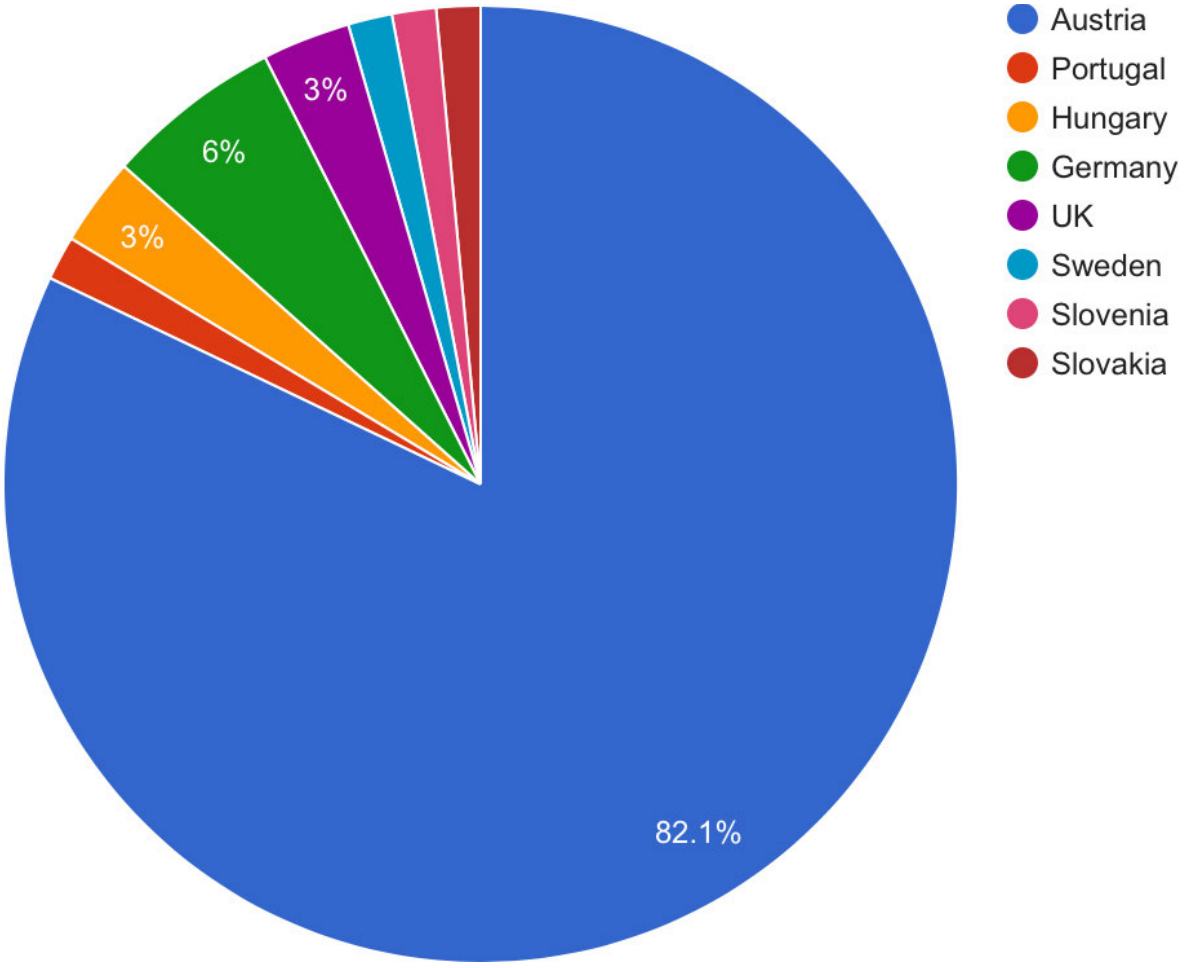
2.6.4.Waves Vienna Music Hack Day

An additional Creative Testbed to what was originally planned and funded entirely through sponsorship, the Music Hack Day at the Waves festival in Vienna was very successful at attracting a variety of skills. The event differed in that almost a third of participants were school children. However, younger participants contributed to a much better gender split than is average at Music Hack Day events. Most participants were from Austria and the neighbouring countries.





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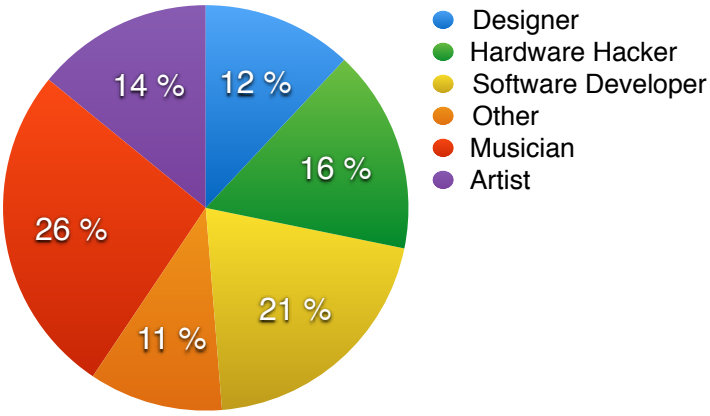
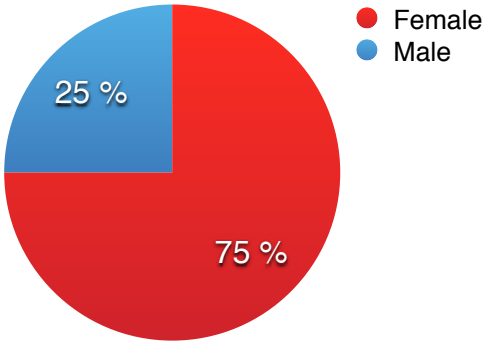
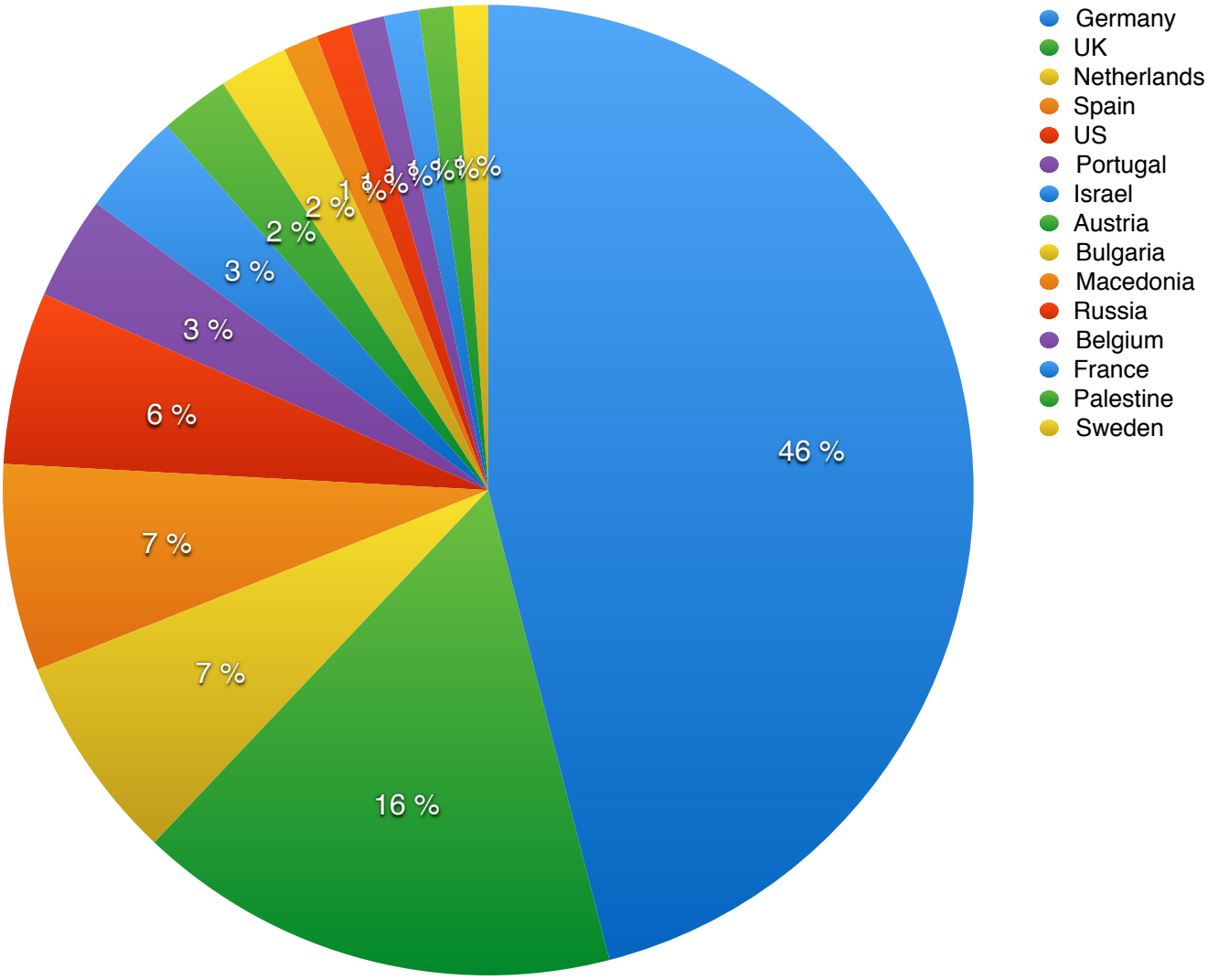
2.6.5.#MTFBerlin

91 Hackers took part in the element14 Hack Camp at #MTFBerlin from 15 different countries, with a large percentage from Germany. The #MTFBerlin Hack Camp was 75% Male and 25% Female. Hackers came from a range of specialisms and backgrounds and the majority were musicians. All hacks were performative which also may explain why so many hack teams used the RiOT sensor in their projects.







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3. #MusicBricks Dissemination

3.1.#MusicBricks Dissemination during Creative Testbeds

3.1.1.#MTFScandi Creative Testbed

- Announcing the #MusicBricks judges: http://musictechfest.org/announcing-judges-musicbricks/
- Congratulations Axoloti / Introducing #MusicBricks, the Music Tech Fund and the Creative Ring: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=4c13cd7981
- Announcing the judges for Music Tech Fest Scandinavia #MusicBricks Hack Camp 29-31 May: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=b1ad5a46fb
- There are some people we'd like to thank: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=01fd8069e1

3.1.2.Sonar+D Music Hack Day Creative Testbed

- #MusicBricks partners were interviewed about the #MusicBricks tools on the official Sonar +D Music Hack Day 2015 film http://musichackday.upf.edu/mhd/2015/ by partner UPF
- Presentations of #MusicBricks technologies: https://www.youtube.com/watch?v=VwQH2KTCM88
- Participació de la UPF en el Festival Sónar del 2015: http://www.upf.edu/enoticies-recerca/es/1415/0637.html
- #MusicBricks Technologies at Hacker Events: http://musichackday.upf.edu/mhd/2015/?p=248
- MusicBricks: Musical Building Blocks for Digital Makers and Content Creators: http://mtg.upf.edu/projects/musicbricks
- Partner UPF tool Essentia as part of #MusicBricks: http://essentia.upf.edu/
- #MusicBricks at MHD Barcelona / Sonar+D: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=4ac2e9ae41
- #MusicBricks: 8 new startup ideas with half a million social reach: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=c7a61f8c7e

3.1.3.#MTFCentral Creative Testbed

a) #MTFCentral blog posts about #MusicBricks:

- More #MusicBricks go open source at #MTFCentral: http://musictechfest.net/more-musicbricks-go-open-source-at-mtfcentral
- Highlights Video & Lineup for #MTFCentral: http://musictechfest.net/highlights-video-lineup-for-mtfcentral
- #MusicBricks meets the Philips Hue kit for the first time! http://musictechfest.net/musicbricks-meets-the-philips-hue-kit-for-the-first-time

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- Come To #MTFCentral: http://musictechfest.net/come-to-mtfcentral
- Hack the artist at #MTFCentral: http://musictechfest.net/hack-the-artist-at-mtfcentral
- Music Tech Fest Central Europe: #MTFCentral: http://musictechfest.net/music-tech-fest-central-europe-mtfcentral

b) #MTFCentral newsletters about #MusicBricks:

- As well as a communication campaign designed to engage the best creative developers, parter Stroamatolite sent #MusicBricks dissemination to over 4000 targeted subscribers of the Music Tech Fest mailing list:
- #MusicBricks: 8 new startup ideas with half a million social reach: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=c7a61f8c7e&e=%5BUNIQID%5D
- Ninja Tune's SyncJams joins the #MusicBricks project: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=3312bc3dc4&e=%5BUNIQID%5D
- Join some great minds at #MTFCentral: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=197ac1a06e&e=%5BUNIQID%5D
- Hack everything: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=4814837ffe&e=%5BUNIQID%5D
- #MusicBricks meets the Philips Hue kit for the first time! http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=2c66e7109a&e=%5BUNIQID%5D
- Hack - or be hacked: #hacktheartist & #hacktheDJ at #MTFCentral: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=e4df378d36&e=%5BUNIQID%5D
- Music Tech Fest Central Europe: #MTFCentral: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=f5fa3bdc51&e=%5BUNIQID%5D
- More #MusicBricks go open source at #MTFCentral: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=8c2fb96c53&e=%5BUNIQID%5D
- The festival of music ideas: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=bdebaf74b2&e=%5BUNIQID%5D

c) #MTFCentral videos about #MusicBricks:

#MTFCentral also saw the onstage presentation, live streaming and filming of the results of the eight initial #MusicBricks incubated projects that emerged from the #MTFScandi and the Sonar+D Music Hack Day. All eight presentations were recorded on video for public dissemination via the online channels.

1. Hi Note https://www.youtube.com/watch?v=Ze2CtC1mlac
2. FindingSomethingBondingSound https://www.youtube.com/watch?v=yT27T9k2ZcM
3. Manuphonia https://www.youtube.com/watch?v=H-wyfofFOB4
4. TheSnitch (ear we go) https://www.youtube.com/watch?v=9cPuopxrG3o
5. Enboard Interactive Skateboard https://www.youtube.com/watch?v=2lAj6aKUAIc
6. InteractiveCube https://www.youtube.com/watch?v=Kx1sFe0oGT0

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7. Airstrument (Ariel Angel, Rani Dar) https://www.youtube.com/watch?v=_zYtSA8Iv04 NB from MTFScandi

8. Dolphin (Rojan Gharibpour) https://www.youtube.com/watch?v=fpedWypB4f0

9. Sound in Translation (Juan José, Bosch Vicente) https://www.youtube.com/watch?

10. GIRD (Tracy Redhead, Jonathan Rutherford) https://youtu.be/FFSrgmT6n-k

3.1.4.Waves Vienna Music Hack Day: additional Creative Testbed

The Waves Vienna Music Hack Day has been added to the DoW as an additional #MusicBricks Creative Testbed Pilot. The event was organised by the partner TU Wien IFS + HCI departments, Austrian Computer Society (OCG), Waves Festival and supported by MusicBricks through personnel at TU Wien IFS, as part of the 5-day Waves Central Europe Festival (Vienna + Bratislava).

The #MusicBricks logo appeared on the event website and flyer and #MusicBricks is listed as an official partner of the festival: http://www.wavescentraleurope.com/partners-vie/

As with the previous Creative Testbeds the #MusicBricks toolset was presented to participants at the event for application during the Hackathon Challenges. Several projects used the #MusicBricks toolkit: http://www.hackathon.io/waves-vienna/projects.

Waves Vienna Music Hackday dissemination consisted of:

- Dissemination through Newsletter and Twitter of musichackday.org

- Facebook posting + paid Facebook advertising through musichackday.org

- Dissemination through the MusicTechFest Newsletter, Facebook and Twitter: #MusicBricks grows to 11 tools at Waves Festival, Vienna: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=200c8ff5d5&e=%5BUNIQID%5D

- Presentation of #MusicBricks tools at the event

- Provision of #MusicBricks Gesture Sensors by IRCAM for the event

3.2.MusicBricks Dissemination during the Final Market Testbed

3.2.1.#MTFBerlin blog posts about #MusicBricks:

- The festival of (exceptional) music ideas: http://musicbricks.net/the-festival-of-exceptional-music-ideas/

- The #MusicBricks toolkit so far has completely exceeded our expectations… http://musicbricks.net/the-musicbricks-toolkit-so-far-has-completely-exceeded-our-expectations/

- Yes, but what exactly ARE #MusicBricks? http://musicbricks.net/yes-but-what-exactly-are-musicbricks/

- #MTFBerlin: Announcing: http://musictechfest.net/grace-savage/

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3.2.2.#MTFBerlin newsletters about #MusicBricks:

- Amazing results from building with #MusicBricks: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=f1e65d6fa7&e=f8f211ccc1

- Open Source Music Tech Challenge: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=362f387633&e=f8f211ccc1

- Music Idea: Removing barriers for musicians: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=a52bc3d917&e=f8f211ccc1

- Something extra for industry insiders: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=8170aa844f&e=f8f211ccc1

- Announcing…: http://us7.campaign-archive1.com/?u=2fff492682fa89054a14e8980&id=735eaa8e3d&e=f8f211ccc1

- And the winner is…: http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=1c47910bf4&e=f8f211ccc1

- Announcing new #MusicBricks tools http://us7.campaign-archive2.com/?u=2fff492682fa89054a14e8980&id=5d84044bb3&e=f7b80dc059

3.2.3. Final videos about #MusicBricks:

At #MTFBerlin ten #MusicBricks incubated projects presented on stage to leading members of industry at #MTFAmplifer, with three of the projects also doing extended performance demos to the public, and another project the basis of a new collaborative performance.

Project Dolphin did not create a video for dissemination due to embargo resulting from the patent filing process.

1. Hi Note https://youtu.be/uA71d3iNoKA

2. Hi Note (2nd video) https://youtu.be/4-gTmSwJHsI

3. GIRD https://youtu.be/g7YYoXM2kBU

4. Manuphonia https://youtu.be/9NK9GF11S80

5. Airstrument https://youtu.be/uF-CvUfDqXo (from Re-publica)

6. Interactive Cube https://vimeo.com/157064325

7. LightBeat https://youtu.be/Ud8uZDAcFLI

8. Sound In Translation https://vimeo.com/165809675

9. FindingSomethingBondingSound https://youtu.be/cByT8OxiL4Q

10. Enboard https://vimeo.com/153921070

11. Snitch https://youtu.be/PZ4thrFiCss

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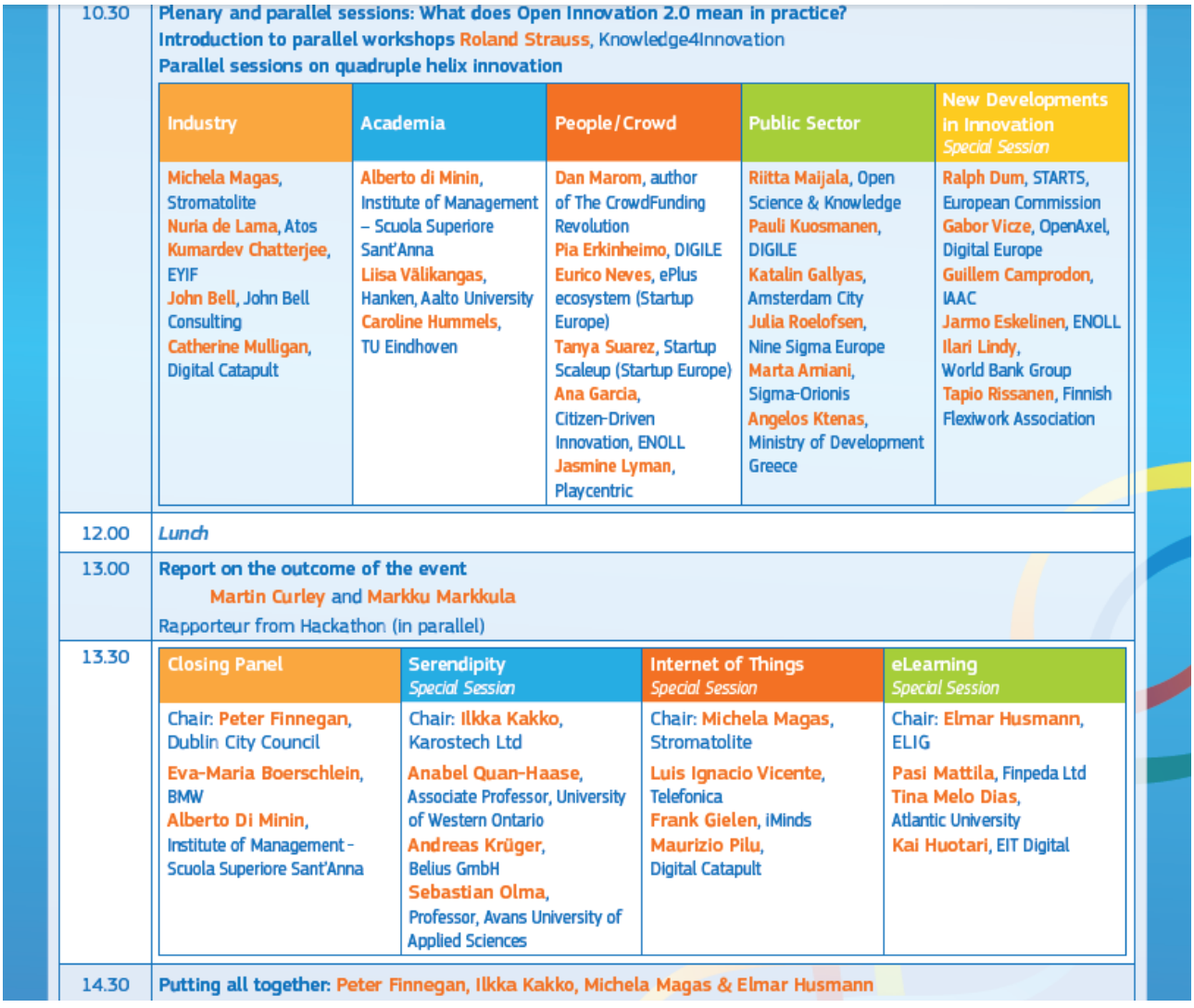
3.3.#MusicBricks dissemination in external events involving policy, research and industry

3.3.1.Open Innovation 2.0 2015 Espoo, Finland

The project was part of several panel discussions at the Open Innovation 2.0 conference, on the 9th June 2015 in Espoo, Finland (http://ec.europa.eu/digital-agenda/en/news/save-date-open-innovation-20-conference-2015):

- 'Crowdmaking", part of the 'What does Open Innovation 2.0 mean in practice?' industry track, presented by partner STRO
- 'What does Open Innovation 2.0 mean in practice?' - public sector track, represented by partner SIGMA
- 'The Internet of Things" special session, represented by partner STRO



10.30	**Plenary and parallel sessions: What does Open Innovation 2.0 mean in practice?** **Introduction to parallel workshops** Roland Strauss, Knowledge4Innovation **Parallel sessions on quadruple helix innovation**

Industry	Academia	People/Crowd	Public Sector	New Developments in Innovation *Special Session*
Michela Magas, Stromatolite Nuria de Lama, Atos Kumardev Chatterjee, EYIF John Bell, John Bell Consulting Catherine Mulligan, Digital Catapult	Alberto di Minin, Institute of Management – Scuola Superiore Sant'Anna Liisa Välikangas, Hanken, Aalto University Caroline Hummels, TU Eindhoven	Dan Marom, author of The CrowdFunding Revolution Pia Erkinheimo, DIGILE Eurico Neves, ePlus ecosystem (Startup Europe) Tanya Suarez, Startup Scaleup (Startup Europe) Ana Garcia, Citizen-Driven Innovation, ENOLL Jasmine Lyman, Playcentric	Riitta Maijala, Open Science & Knowledge Pauli Kuosmanen, DIGILE Katalin Gallyas, Amsterdam City Julia Roelofsen, Nine Sigma Europe Marta Arniani, Sigma-Orionis Angelos Ktenas, Ministry of Development Greece	Ralph Dum, STARTS, European Commission Gabor Vicze, OpenAxel, Digital Europe Guillem Camprodon, IAAC Jarmo Eskelinen, ENOLL Ilari Lindy, World Bank Group Tapio Rissanen, Finnish Flexiwork Association

12.00	*Lunch*
13.00	**Report on the outcome of the event** Martin Curley and Markku Markkula Rapporteur from Hackathon (in parallel)

Closing Panel	Serendipity *Special Session*	Internet of Things *Special Session*	eLearning *Special Session*
Chair: Peter Finnegan, Dublin City Council Eva-Maria Boerschlein, BMW Alberto Di Minin, Institute of Management - Scuola Superiore Sant'Anna	Chair: Ilkka Kakko, Karostech Ltd Anabel Quan-Haase, Associate Professor, University of Western Ontario Andreas Krüger, Belius GmbH Sebastian Olma, Professor, Avans University of Applied Sciences	Chair: Michela Magas, Stromatolite Luis Ignacio Vicente, Telefonica Frank Gielen, iMinds Maurizio Pilu, Digital Catapult	Chair: Elmar Husmann, ELIG Pasi Mattila, Finpeda Ltd Tina Melo Dias, Atlantic University Kai Huotari, EIT Digital

14.30	**Putting all together:** Peter Finnegan, Ilkka Kakko, Michela Magas & Elmar Husmann

Figure 21: #MusicBricks was used as an example of best practice in several sessions of Open Innovation 2.0

3.3.2.NEM General Assembly (15th October 2015, in the framework of the Frankfurt Book Fair)

The project was presented at the NEM General Assembly (15th October 2015, in the framework of the Frankfurt Book Fair) (programme: http://nem-initiative.org/nem-20th-general-assembly/)

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3.3.3.ICT2015 Conference (Lisbon, 20-22 Oct. 2015)

At the ICT2015 Conference (Lisbon, 20-22 Oct. 2015) the project was part of several activities:

1. #MusicBricks was presented and two exemplary incubated projects showcased on the main stage on the 20th of October 2015 15:30-16:30.

2. The project was presented at the 'Music Creativity' workshop (21st Oct, 11:50am, Pestana Palace Lisboa Hotel)

3. The project was part of the STARTS (Science, technology and the Arts) booth in the ICT15 exhibition space.

4. The project was used as an example of best practice in the ICT2015 Conference Session "The innovation revolution: Creativity & Arts in ICT" which took place in the Lisbon Congress Centre CCL (Praça das Indústrias, 1300-307 Lisbon, Portugal) on the 21st of October 2015 from 16:00 to 17:30.

https://ec.europa.eu/digital-single-market/events/cf/ict2015/item-display.cfm?id=15133

3.3.4.European Culture Forum 2016 (Flagey, Brussels, 20th April 2016)

The #MusicBricks project formed the core of the keynote speech by the project's Innovation Coordinator about the impact of creativity on economy at the Plenary session 2: Can culture help re-launching economic growth? of the European Culture Forum at Flagey in Brussels on the 20th of April 2016.

http://ec.europa.eu/culture/forum/

https://vimeo.com/168489893

3.3.5.Net Futures 2016 (The Egg, Brussels, 22nd April 2016)

The #MusicBricks project was used as the main example of Innovation Ecosystems at the closing speech by the project's Innovation Coordinator with Commissioner Günther Oettinger at the closing plenary of the Net Futures Conference at the Egg in Brussels on the 22nd of April 2016.

http://netfutures2016.eu/programme/closing-plenary/

http://netfutures2016.eu/wp-content/uploads/2016/05/MICHELA-MAGAS-InnovationEcosystems.pdf

https://ec.europa.eu/commission/2014-2019/oettinger/announcements/keynote-speech-closing-plenary-session-net-futures-2016-brussels_en

3.3.6.Innovation Luminary Awards, Open Innovation 2.0 2016, (Posthoornkerk, Amsterdam, 23 May 2016)

The #MusicBricks project was the focal point of the speech given upon receipt of the Innovation Luminary Award for Creative Innovation, awarded to the project's Innovation Coordinator at the Open innovation 2.0 Awards Ceremony at the Posthoornkerk in Amsterdam on the 23rd of May 2016.

https://ec.europa.eu/digital-single-market/en/news/innovation-luminary-awards-2016

https://www.youtube.com/watch?v=wciIWJCnnMY

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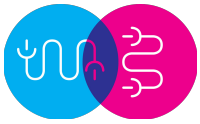

3.3.7.SONAR Innovation Challenge

The Ircam RIoT has been used for the SONAR Innovation challenge (expressive gaming through gesture interaction)

http://sic.upf.edu/

3.3.8.SKAT-VG

The RIoT has been used for the FP7 project SKAT-VG, and in particular for the event "48h of sound design at Château La Coste"

https://vimeo.com/169521601

3.4.Dissemination to industry stakeholders

3.4.1.Creative Testbed events

The core external events where the project has been communicated to actively engage developers in the Creative Testbed were Music Tech Fest Scandinavia (#MTFScandi, 29-31 May 2015, run by partner Stromatolite); Sonar Festival, Sonar+D conference part of the festival and the Music Hack Day (17-19 June 2015, run by partner UPF); and Music Tech Fest Central (#MTFCentral, 18-20 September 2015, run by partner Stromatolite). The Music Hack Day at the Waves Festival in Vienna was added on the 3rd of October 2015 by partner TU WIEN. All core events reinforced the #MusicBricks communication by including dedicated workshops about individual tools, presentations and debates on the festival stages, and pairing them up with industry tools to engage external industry stakeholders.

3.4.2.External industry events

In addition to the above policy research and industry events, the #MusicBricks project has also been disseminated by partners to industry stakeholders at:

- SXSW in Austin, Texas (17 March 2015);
- TEDx Umeå (23 April 2015);
- Re:publica Berlin (5-7 May 2015);
- Sleep Talk in Umeå, Sweden (12 May 2015);
- Open Innovation 2.0 in Espoo, Finland (8-10 June 2015)
- SXSW in Austin, Texas (17 March 2015);
- Net Futures 2016 Closing Plenary, Brussels (21-22 April 2016)
- Re:publica Berlin (2-4 May 2016);
- Open Innovation 2.0 Luminary Awards, Amsterdam (23-24 May 2016)
- Music Technology and Innovation Meetup, Vienna (13 June 2016)

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3.5.#MusicBricks online dissemination by partners and incubatees

3.5.1.Online dissemination by project partners

Partner STRO has been in charge of a wider communications campaign as described and listed in D2.2. Partners UPF and TU WIEN have also engaged more actively in communication campaigns surrounding their organisation of Creative Testbeds as previously listed. Aside from these campaign activities, individual partners have contributed with the following:

- 2 posts about the launch of the project, published on partner SIGMA's website and on medium (http://sigma-orionis.com/musicbricks-innovating-music-technology-value-chain/ and https://medium.com/@CosaccoKarl/f7e09a5c757a)
- Storify about #MusicBricks at the #MTFCentral creative testbed by partner SIGMA: https://storify.com/CosaccoKarl/musicbricks-at-mtfcentral
- Tweets and posts on partner SIGMA's official social media accounts (Twitter + Linkedin)
- ERCIM News - *MusicBricks: Connecting Digital Creators to the Internet of Music Things* - published by partner TU WIEN (see also 2.4.4): http://ercim-news.ercim.eu/en101/special/musicbricks-connecting-digital-creators-to-the-internet-of-music-things
- Dissemination about the project by partner TU Wien: *Innovative Tools for Creative People*: http://ifs.tuwien.ac.at/mir/musicbricks/
- Online version of *Technology, Citizens and Social Change in the Framework of European Research and Innovation Programmes: Towards a Paradigm Shift*, Marta Arniani (to be presented at the GOODTECHS Conference, 26th October 2015, Rome, and published by Springer): http://goodtechs.eu/2015/show/program-preliminary

3.5.2.Online dissemination by participants and project incubatees

Creative developers who have participated and been incubated with the project range across different disciplines, cultures and communities, with backgrounds in post-graduate research, startups, industry and the arts. Their enthusiasm for the opportunity created by #MusicBricks has been shown in their reports, blogs, and in some cases proudly announced by their institutions. The following is a growing list of unprompted and self-initiated dissemination efforts by creative developers using #MusicBricks:

- Blinded by the Light - blog post by Xico Teixeira: http://myxicoteixeira.tumblr.com/post/121583245269/mtfscandi
- Wireless Industry Partnership blog: http://wip.org/blog/barcelona-music-hack-day-at-sonard/
- World Cultures Connect: http://www.worldculturesconnect.com/?id=17330
- G.Hack: http://ghack.eecs.qmul.ac.uk/?cat=14
- Human Instruments: http://www.humaninstruments.co.uk/news/
- *µ*ARTs @ MTFScandi: http://muarts.blogspot.se/2015/06/arts-mtfscandi-musictechfest-umea.html
- *µ*ARTs @ Brave New World | Has the Future Arrived to Soon? http://muarts.blogspot.se/2015/07/enchancing-minds-i-great-new-world-casa_2.html
- Hand Coded: #MusicBricks: http://www.hand-coded.net/music-bricks/
- Hand Coded: #MusicBricks at Sonar 2015: http://www.hand-coded.net/blog/2015/6/17/musicbricks-at-sonar-2015-musichackday

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- Balandino di Donato - MTFScandi: http://www.balandinodidonato.com/blog/mtfscandi/
- B3 Media: Hack the Artist Challenge at Music Tech Fest: http://www.b3media.net/hacktheartist
- HejEvent - Hack Camp at #MTFScandi: http://hejevent.se/event/jmlebfmgs4niwa/hack-camp-mtf-scandinavia
- Mudcircles: Enboard: http://www.mudcircles.com/enboard/
- eear: Real-Time Assistant for Instantaneous Musical Interaction: http://giantsteps.github.io/eear/
- Digital Media student wins a MusicBricks Incubation Award at Music Tech Fest, Sweden: http://utaustinportugal.org/news/student_musicbricks_incubation_award_at_mtf_sweden
- Kitmonsters #MusicBricks Winners: kitmonsters.com/blog/music-tech-fest-scandi-day-3
- Ars Electronica FutureLab blog: http://www.aec.at/aeblog/en/2016/05/13/music-tech-fest/
- GIRD blog: http://www.gird.dance/home/about
- μARTs blog: http://www.muarts.tech
- Enboard blog: http://www.mudcircles.com/blognews/

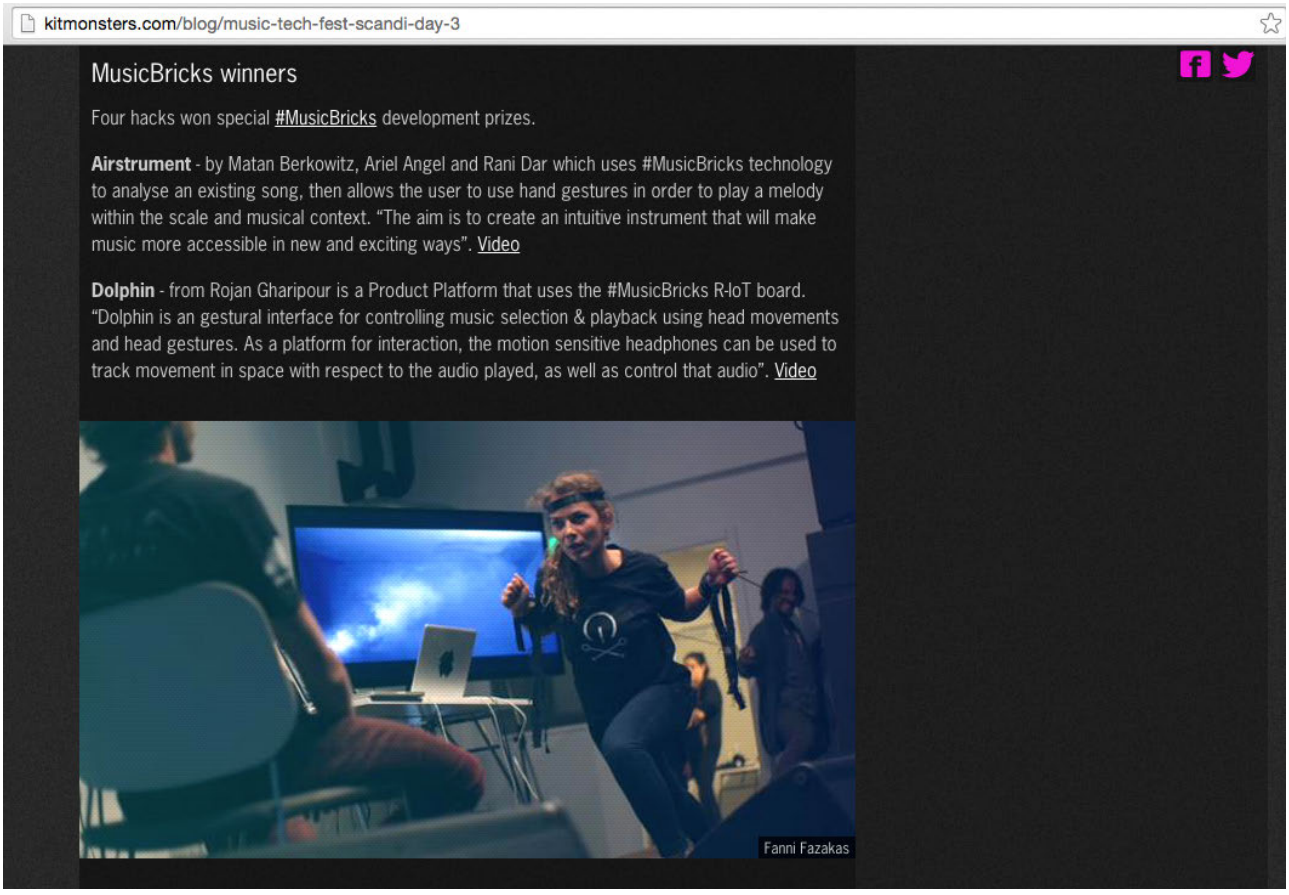

Figure 22: #MusicBricks winners published in the Kitmonsters blog

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3.6. Peer-reviewed Publications

The #MusicBricks Innovation Action has been of great interest to researchers and the project partners have made special effort to feed new knowledge generated through the project through to research in view of contributing to new research directions. As a result of this ambition, for an Innovation Action which does not focus primarily on research a surprising number of peer-reviewed papers have been published:

1) A two-page publication (in English) about #MusicBricks was published in *ERCIM News 101* by partner TU WIEN in collaboration with partner STRO, entitled: "***MusicBricks: Connecting Digital Creators to the Internet of Music Things***"

Available printed: http://ercim-news.ercim.eu/en101/special/musicbricks-connecting-digital-creators-to-the-internet-of-music-things; and online: http://ercim-news.ercim.eu/images/stories/EN101/EN101-web.pdf

2) A two-page publication (in German) about MusicBricks in the OCG Journal (Journal of the Austrian Computer Society) was published by partner TU WIEN, entitled ***"Kligende Bausteine für die Industrie"***

Available printed: https://www.ocg.at/de/2015; and online: http://www.ocg.at/sites/ocg.at/files/medien/pdfs/OCG-Journal1502.pdf - pages 17-18

3) Andrew Dubber of partner Stromatolite has written a book chapter which specifically discusses #MusicBricks: Dubber, A . 2016. "***You have 24 hours to invent the future of music: music hacks, playful research and creative innovation"***. In: Wikström, P. & DeFillippi, R. eds., Business Innovation and Disruption in the Music Industry. Cheltenham: Edward Elgar Publishing. pp 211-228.

4) #MusicBricks is mentioned in the context of **"*Technology, Citizens and Social Change in the Framework of European Research and Innovation Programmes: Towards a Paradigm Shift"*** by Marta Arniani of partner Sigma (to be published by Springer).

5) #Music Bricks is mentioned in "***The Eear: Building a Real-Time MIR-based Instrument From a Hack"*** by Cárthach Ó Nuanáin, Martin Hermant, ´Angel Faraldo and Daniel Gomez http://ismir2015.uma.es/LBD/LBD29.pdf.

6) Book Chapter for The Routledge *'Companion to Embodied Music Interaction'* SECTION VII. *'Music interaction technologies and applications'*

F. Bevilacqua, N.Schnell, J.Françoise, E. Boyer, D. Schwarz, B. Caramiaux, ***"Designing Action–Sound Metaphors using Motion Sensing and Descriptor- based Synthesis of Recorded Sound Materials"*** (Accepted with minor revisions)

7) Article in preparation, to be submitted by the review meeting:

G.Dubus, E. Flety, R. Borghesi, F. Bevilacqua, ***"A tutorial on motion data processing for real-time expressive interaction with media using Inertial Measurement Units"***

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4. Building Exploitation Channels

4.1. Building exploitation channels via the Creative Testbeds

In order to ensure the widest dissemination and routes to exploitation for the #MusicBricks projects, the Creative Testbed activities were embedded in partner events which are leaders in the music technology community and have a wide reach to creative developers, artists, startups and industry. Detailed information about the ecosystem of the Music Tech Fest and activities at the Music Hack Day have been reported in greater detail in Deliverable 5.1. In this report we focus on the concrete actions taken to ensure exploitation routes.

4.1.1. Securing external project partners

In order to establish successful Creative Testbeds and exploitation channels for the project, partner Stromatolite secured support from industry partners and close links with the following organisations for both #MTFScandi and #MTFCentral.

a) #MTFScandi:

4Sound

Bare Conductive

Beer Studio

Costas Of Sweden

Drake Music

Electronic Sound

Farnell Element14

Guitars The Museum

HUMLab Umeå University

Infotech Umeå

Jays

Kultur Verket

Kitmonsters

Laser Unicorns

Musikanten

Ninja Tune

Red Bull

Region Västerbotten

Sandbox Education

Serato

Sliperiet Umeå Universitet

Sonos

Soundation

Soundcloud

Spendrups

Stromatolite

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Swedbank

Teenage Engineering

Tiljan

Toontrack

Topi

U&Me

Umeå University

Umeå kommun

Ume.net

Uminova Innovation

Uminova Expression

Visit Umeå

Volvo

Warner Music

YNK Production

Figure 53: 40 external partners were secured to ensure a successful first Creative Testbed

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b) #MTFCentral:

Ableton

B3 Media

Cankar Hall / Cankarjev Dom

Earzoom

Farnell Element14

Hotel Park

IRZU

Kitmonsters

Ministry of Culture, Republic of Slovenia

MSUM

Musimap

Ninja Tune

Philips

SAE Institute

SKUC

Sonos

Soundcloud

Topi

Ultrasonic

4.1.2.Securing contribution to Creative Testbeds by established artists and music industry personalities

Securing of external project partners, match tools and match funding, enabled partner Stromatolite to fund the presence of established artists, who could engage with #MusicBricks creative developers, and in many cases contribute to the ideas.

These included:

- Graham Massey is founding member of the innovative 1990s electronic music group 808 State, and part of the legendary Factory Records, who has co-written and co-produced music with Björk. Following participation in #MTFScandi, he became a #MusicBricks judge and supporter of #MusicBricks incubatees (see below).

- Håkan Lidbo is an extremely prolific electronic music producer, with more than 250 records to his name, curator of Volt - the festival of electronic music, as well as an innovative developer of digital audio installations and applications, including Yellofier, the iOS and Android app with the band Yello. Following participation in #MTFScandi, he became a #MusicBricks judge and supporter of #MusicBricks incubatees (see below).

- Established artists, such as Reeps One, Scanner, Laura Kriefman and Mørk contributed to activities in the Creative Testbed with experiments and hacks.

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- Partner B3 Media brought 5 UK artists to actively engage in #MTFCentral, and collaborate with the developers in the Creative Testbed. Several hacks resulted from these collaborations.

In order to identify the most talented Creative Developers, it was essential to invite judges who could advise and assist with further exploitation. Judges at #MTFScandi included some of the most notable industry stakeholders working on the junction of music and technology:

1. Matt Black, one half of the famous DJ duo Coldcut, which founded the successful independent music label Ninja Tune, known for the global releases by the Cinematic Orchestra, Amon Tobin and Bonobo.

2. Joshua Saunders is Head of Technical and Creative (Digital) at Warner Music UK, known for the successful digital campaigns for major artists, such as the Gorillaz, Colplay and Muse.

3. Jason Singh is a vocal sculptor and composer, formerly resident sound artist at the V&A Museum, who has worked with the BBC, the Tate, Sonos, Glastonbury Festival and the National Portrait Gallery.

4. Paul Sonkamble went from being Senior Director of Creative Business and Development at the Warner Music Group to founding Deerlily Music - an innovative, technology-oriented artist management company.

5. LJ Rich is a BBC Click presenter, host for the BBC Concert Orchestra and presenter for BBC Radio 3, who has evolved her career to become one of the greatest advocates of music and technology innovation.

At #MTFCentral some of the most eminent and highly respected artists accepted the invitation to judge the #MusicBricks awards, including:

1. Rolf Gehlhaar is a composer and professor of experimental music, known for his work with Karlheinz Stockhausen and his innovative work on music accessibility, especially the British Paraorchestra.

2. Nitin Sawhney is a musician, producer and composer, winner of 17 major national awards, author of 9 solo studio albums, and over 50 film scores, who has collaborated with Antony Gormley, Paul McCartney, John Hurt, Anoushka Shankar, Imogen Heap, Akram Khan, Anish Kapoor, Simon McBurney and the London Symphony Orchestra.

3. Having witnessed the results of #MusicBricks challenges at #MTFScandi and encouraged the most promising presenters with Blue Vinyl Awards, Graham Massey joined the judging team at #MTFCentral.

4. Håkan Lidbo joined #MTFCentral as a #MusicBricks judge after he participated and got involved with the creative developers at #MTFScandi.

5. Following his contributions as advisor and judge at the #MTFScandi Creative Testbed, Matt Black joined the #MTFCentral judging panel as an active #MusicBricks contributor, having added both SyncJams and POF tools to the #MusicBricks toolkit.

4.1.3.Securing ongoing exploitation partnerships

The involvement by artists and industry stakeholders in the Creative Testbeds contributed to the establishment of several valuable connections and long-term partnerships, which are currently facilitating routes to exploitation:

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- Joshua Saunders, Head of Technical and Creative (Digital) at Warner Music UK, has become advisor after showing particular interest in the *Interactive Cube* project.

- Vahakn Matossian, a presenter at #MTFScandi, received special encouragement for his work on music accessibility from Graham Massey with a “Blue Vinyl Award”. This participant went on to win a #MusicBricks challenge for his accessibility project *High Note* at the Sonar+D Music Hack Day and re-established his contact with Graham Massey at #MTFCentral.

- Rolf Gehlhaar is now advising and actively involved in the development of *High Note*.

- #MTFCentral saw a transversal collaboration with Philips. Developers were given three challenges to combine #MusicBricks technology with the Philips Hue lighting system, exploring music and light for therapy, communication, and generative performance.

- Having witnessed the early success of #MusicBricks at #MTFScandi and MHD Sonar+D, Matt Black has notably offered two Open Source tools developed with eminent creative developers, to be included in the #MusicBricks toolkit.

4.2. Building exploitation channels via the Industry Testbed

During the Industry Testbed all projects were encouraged to start building relationships with external project partners. Teams were connected to major brands by the Innovation Director and the Innovation Exploitation Manager. Some of the teams established partnerships and media presence already during the Industry Testbed:

- Meetings were arranged for Interactive Cube with Warner Music and Abbey Road and both brands have been following the project progress throughout incubation.

- FindingSomething BondingSound was recommended for the new Ars Electronica STARTS (Science Technology and the Arts) Prize, and got included among the winners in the STARTS Prize State of the Art: https://starts-prize.aec.at/en/winners/

- The Dolphin project was embedded in the regional Incubator Umenova eXpression and benefitted from building channels to business investors. A route to a major industry brand was provided by the Innovation Coordinator, as well as to a national research organisation and major local investors. All of these routes resulted in follow ups and business models being developed.

- Airstrument was included in the Re-publica showcase and built strong media presence at SXSW in the US and with Forbes Top Entrepreneurs Under 30 Conference.

- Hi Note built strongly on the media presence and got featured prominently by the Guardian Newspaper, BBC World Service, RTP Portugal News, and Rbb Radio Eins Berlin.

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4.3. Building exploitation channels via the Market Testbed

4.3.1. Securing external project partners

Stromatolite secured support from industry partners and close links with the following organisations for #MTFBerlin:

element14

Soundcloud

Axel Springer

MIT Media Lab

Bitwig Studio

GiantSteps

MOD Devices

Eve Audio

Gibson

Rolling Stone

Musik Express

Ars Electronica Futurelab

LANDR

JAAK

NagualSounds

Resonate

Nora

LOFELT

FRETX

Polyend

Chirp

Warner Music

WIRED

NinjaTune

Fraunhofer

TU Wien

IRCAM

MTG

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FEZ Berlin

SONOS

Bare Conductive

Native Instruments

Philips

Jagermeister

Relentless

Fountain of Youth

Creative City Berlin

Radio Eins

KitMonsters

Funkhaus Berlin

Zealous

Sandbox Education

Fab Lab Berlin

Figure 54: 39 external partners were secured to ensure a successful Final Market Testbed

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4.3.2.Securing engagement and ongoing collaboration with established artists and music industry personalities

The following artists and music industry professionals were invited to engage with the #MusicBricks teams:

1. VIKTORIA MODESTA: MIT Director's Fellow, bionic pop artist and accessibility champion Viktoria Modesta, whose 'Prototype' video had 7 million views, worked in #MTFBerlin with #MusicBricks team members on challenging #MTFLabs projects at the cutting edge of music technology and wearables. This culminated in three performances that dazzled audiences and were featured in WIRED Germany and MAKERY. http://www.viktoriamodesta.com/

2. ESKA: Mercury-nominated producer, musician and singer Eska, took a leading role in the Creative Testbed in several areas, interacting with multiple teams on experimental work. She was part of the Hack Camp and a winning hack team that used the R-IoT tool as did other winning hacks. Eska created large-scale new vocal work for the Main Stage, and also led an improvised performance with renowned Norwegian producer Jan Bang. http://www.eskaonline.com/

3. GRACE SAVAGE: Champion Beatboxer and acclaimed singer Grace Savage created new work in Labs and also created a beatboxing and visuals performance with #MusicBricks' Balandino Di Donato that headlined on the Main Stage. http://www.gracesavageofficial.com/

4. IAN WALLMAN: Ivor Novello nominated producer and remixer Ian Wallman was part of the Creative Testbed. Ian has worked with artists such as Beyoncé, Lady Ga Ga, Michael Bublé, and Calvin Harris, and as well as running the Trackathon producer contest, contributed expertise to #MTFBerlin. http://www.ianwallman.com/

5. MARTIN MOLIN: Martin Molin from Wintergatan and creator of the Marble Machine with 21 million YouTube views, performed with new instruments and interacted with #MusicBricks creators and hackers. https://www.youtube.com/watch?v=IvUU8joBb1Q http://www.wintergatan.net/#/news

6. REEPS ONE: Beatboxing and Cymatics star Reeps One ran the Vocal Labs and created an inspiring 50 minute performance with the Labs team, with voice, music and video mapping. Eska, Grace Savage, Wired Creative Fellow Laura Kriefman, Ensemble Polynushka and Ginger Leigh all took part. http://reepsone.co.uk/

The following, described in Section 4.1.2, were active contributors to #MusicBricks who returned as mentors for the Market Testbed:

7. GRAHAM MASSEY of 808 State

8. MATT BLACK of Ninja Tune

9. JOSHUA SAUNDERS of Warner Music UK

10. HÅKAN LIDBO of Håkan Lidbo Audio Industries

4.3.3.Securing ongoing partnerships

Ongoing partnerships between #MusicBricks teams FindingSomething BondingSound and GIRD, and bionic artist Viktoria Modesta, were established following results of #MTFLabs.

Ongoing relationship between element14 and #MusicBricks teams was established following engagement of all the teams in the #MTFHacks. Sound in Translation, Dolphin, Airstrument and Manuphonia teams featured in the element14's Ben Heck Show.

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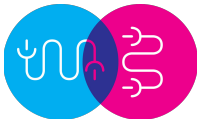

Ongoing relationship between the Mercury-nominated Eska developed with the 'To Be Remembered' team, which used the #MusicBricks R-IoT board to create the overall winning entry sponsored by global components manufacturer element14. This team will return to the next Music Tech Fest event for further collaboration as part of their prize.

4.4. Targeted engagement of potential exploitation partners

From the beginning of the project, #MusicBricks has been promoted regularly in direct talks with external stakeholders. Potential cultural sector, public organisations and industry partners were approached in the first half of the project by the Innovation Exploitation Manager and Innovation Coordinator, including:

- Media Deals, Thierry Baujard

- Musimap, Vincent Favrat (CEO)

- AxelSpringer SE, Dr. Ulrich Schmitz (CTO), and their music publications (Musikexpress, Rolling Stone, Metal Hammer etc.)

- Native Instruments, Egbert Jürgens (Head of Development)

- further talks with Re-publica, Sandra Mamitzsch (Program Manager)

- discussion with Nadine Riede, Senat for Commerce Berlin

- announced in local networks in Berlin: Berlin Music Commission, Club Commission, Deutsche Startup Academy (Christoph Rähtke)

- in talks with IBB Mischa Wetzel (Investment Manager)

- Peter Kirn, Create Digital Music

- Joshua Saunders, Warner Music UK

- Matt Black, Coldcut and Ninja Tune

- Graham Massey, 808 State

- Håkan Lidbo Audio Industries

- Rolf Gehlhaar, British Paraorchestra

- LJ Rich, BBC Click

- Paul Sonkamble, Deerlily Music

The above interactions resulted in the following during the second half of the project:

1. Musimap has become industry partner and submitted its API to be included in the #MusicBricks toolkit
2. Both Musimap and its investor Media Deals participated in the #MTFAmplifier event at the Final Market Testbed, advised and mentored #MuiscBricks teams
3. Axel Springer Mediaventures supported the Final Market Testbed and interacted with the #MusicBricks teams
4. Native Instruments have included involvement with the #MusicBricks toolkit in their research roadmap and created a synergy between their EU project Giant Steps and #MusicBricks. The Giant Steps Challenge at the Final Market Testbed was won by a project using the #MusicBricks R-IoT.

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5. #MusicBricks partner Fraunhofer and team Airstrument were both invited to speak about the project at Re-publica 2016.

6. The local startup networks in Berlin were all present at the #MusicBricks presentations at the Final Market Showcase

7. Peter Kirn led a Performance Lab for a week leading up to the Market Showcase with selected #MusicBricks teams, to interact directly with top artists and establish routes to market

8. Joshua Saunders, Matt Black, Graham Massey and Håkan Lidbo were all present as experts and advisors at the #MusicBricks showcase.

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5. Conclusions

The #MusicBricks project has been the subject of a great deal of communication in a wide range of media and contexts. Judging by the level of engagement by the music tech community, developers, artists and external industry stakeholders, the communication has been very successful in terms of reach and impact. Numbers of visitors, subscribers to communications and viewers of media have increased considerably, both on the dedicated #MusicBricks channels as well as on partner channels targeting industry. Participants travelled to the Creative Testbeds from over 30 countries worldwide. Communications have elicited response from a variety of skill sets. Partner events showed an increase of female participants compared to previous years.

It has become evident that a strong identity has contributed to a high visibility of the project from the early stages. Frequent engagement communications and partnerships with key organisations from the music technology community have aided to a wide dissemination of the project. Successful dissemination about the project has resulted in many external stakeholders expressing interest and requesting the tools. Requests have been made from the USA, particularly NYU, Spotify and Sonos, for access to the entire #MusicBricks toolkit.

Relentless work on the establishment of external partnerships by the #MusicBricks partners has contributed to multiple possible routes to market, for both the #MusicBricks toolkit and the incubated products using #MusicBricks. The project campaign compared favourably with successful startup and known crowdfunding campaigns for the registered impact and wide early adopter reach.

In addition, a concerted social media marketing campaign throughout the life of the project which has included Twitter hashtag usage, Facebook community building and promotion and an active mailing list community of over 4,500 people has had remarkable results - with a social media impact of 5.5M impressions of the hashtag in M18 alone, between 100 and 1000 daily visitors to the website and 1,249 Likes on the #MusicBricks Facebook page.

Dissemination has taken place through seven published academic works, as well as international conference presentations and across all media platforms - and this widespread and highly visible communication has resulted in very high engagement by commercial third parties, collaborators, artists, large industry and creative SMEs.

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APPENDIX 1

Engagement communications for the #MTFBerlin Market Testbed

GENERAL MENTIONS BETWEEN 01 OCT 2015 – 25 JUN 2016

http://1080.plus/_MTFScandi_Petter_Ericson_&_Tomas_H%C3%A4rdin-Ume%C3%A5_Hackerspace_by_MusicTechFest/KNwBpxD9RgA.video

https://youtu.be/sWerNCeb7JE

http://alchetron.com/Martyn-Ware-894065-W

http://athingcalledmusic.com/blog/2016/02/08/bespoke-beats/

http://audionewsroom.net/2016/05/music-tech-fest-berlin-2016-more-artists-announced.html

http://audionewsroom.net/2016/05/this-week-music-tech-fest-berlin-2016-got-your-tickets-yet.html

http://britishmusiccollection.org.uk/article/data-closed-call-music-tech-fest-berlin

http://cointelegraph.com/news/blockchain-going-for-a-song-new-tech-tunes-up-music-industry

http://community.axoloti.com/t/berlin-may-27-29-2016-music-tech-fest/1144

http://createdigitalmusic.com/2016/05/this-month-a-far-reaching-convergence-of-ideas-in-music/

http://creativeindustryhub.co.uk/2016/05/music-tech-fest-berlin-full-program-revealed/

http://directorsfellows.media.mit.edu/projects/viktoria-modesta-berlin-music-tech-fest-mtf/

http://ec.europa.eu/culture/forum/sessions/plenary-two-talent-creativity_en.htm

http://matanb.com/news/

http://netfutures2016.eu/programme/closing-plenary/

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http://newmusicstrategies.com/2016/03/29/the-festival-of-music-ideas/

http://reepsone.co.uk/music-tech-fest-lecture-x-sweden/

http://skoogmusic.com/blog/music-tech-fest-technology-accessibility-creativity-skoog-get-hands-latest-developments/

http://wespin.co/wsr67/

http://www.aec.at/aeblog/en/2016/05/13/music-tech-fest/

http://www.anastasiaisoperational.com/#!reeps-one/skkgq

http://www.b3media.net/hacktheartist/

http://www.bodleian.ox.ac.uk/whatson/whats-on/upcoming-events/2015/dec/mini-hack

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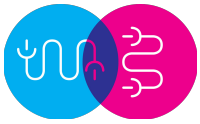

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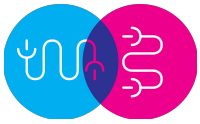

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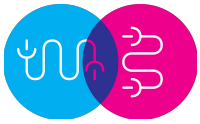

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