



Deliverable 8.2: Exploitation and dissemination plan, and market analysis

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Abstract:

The present deliverable is divided in three parts. First we detail the initial market analysis carried out in InVID work package 8, then we describe the exploitation plan undertaken by the consortium and finally the dissemination plans.

This deliverable will be updated in month 18 and in month 36 of the project. In this first phase we have focused on analysing the current key players in the emerging verification market. We have split this into four parts in line with InVID goals: curated content providers, verification tools, discovery platforms and mobile applications. We then highlight key findings of our market analysis regarding the current trends. In terms of exploitation, we have updated, both as a consortium and as individual partners, our plans that were initially presented in the Description of Action. Regarding dissemination, the document keeps track of what has been achieved during the first six months of the project and outlines what we will undertake in the next year, until the next update on that topic.