



Deliverable 8.3: Exploitation and dissemination plan, and updated market analysis

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Abstract:

The present deliverable is an update of D8.2 which was published at month 6 of the project. It is divided in three parts. First we detail the consolidated market analysis carried out in WP8 during the past year, then we describe the exploitation plan undertaken by the consortium and finally the dissemination plans. This deliverable will be updated in month 36 of the project.

In this second phase we have focused on analysing and revising our assessment on the current key players in the emerging verification market. We have kept a plan in four parts in line with the InVID goals: curated content providers, verification tools, discovery platforms and mobile applications. But, we have put more emphasis on the services which are either directly competing with the InVID innovations or which could benefit from the developed InVID technologies. We then highlight key findings of our market analysis regarding the rapidly evolving trends in the verification market.

In terms of exploitation, we have updated, both as a consortium and as individual partners, the plans that were initially presented in the Description of Action. At midterm of the project, apart from the main prototypes which are being refined and improved, we are launching a verification toolbox as a browser plugin to help journalists in saving time and speeding up their verification processes, including fact checking and fake news debunking.

Regarding dissemination, the document keeps track of what has been achieved during the first eighteen months of the project and outlines what we will undertake, until the end of the project.