



Deliverable 8.4: Final exploitation and dissemination activities report, and post-project market analysis and exploitation plan

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Abstract:

The present deliverable is a final report on dissemination, post-project market analysis and exploitation plans. It also updates in large parts deliverable D8.3 that was published at month 18 of the project. The document is divided in three parts. First we detail the consolidated market analysis carried out in InVID work package 8 during the past year, then we describe the exploitation plans undertaken by the consortium and its members and finally the dissemination achieved during the project lifetime. In this final deliverable, we have focused on analysing and revising our assessment on the current key players in the emerging verification market as well as detailing the exploitation path created for the applications built.

For the market analysis, we have kept a plan in four parts in line with InVID goals on verifying social media content for the news industry: verification tools, curated content providers, discovery platforms and mobile applications. But, we have put more emphasis on the services which are either directly competing with InVID innovations or which could benefit from InVID technologies. We then highlight key findings of our market analysis regarding the trends in this rapidly evolving verification market where new platforms and new formats are evolving. In terms of exploitation, we have set up the path for the commercial exploitation of the main verification application developed by the consortium, as well as for the current and further exploitation of the verification plugin, a successful tool which is becoming at the end of the project a kind of multi-sided platform between tools providers, social networks and thousands of users (more than 8,000 at the time of writing this deliverable). This is completed by the individual exploitation plans of all remaining partners. Regarding dissemination, the document keeps track of what has been achieved during the last 18 months of the project, showcasing InVID tools (and brand name) in many events around Europe and beyond.