

## New Frontiers in Music Information Processing (MIP-Frontiers)

Grant Agreement Number: 765068

### D6.3 Dissemination and public engagement plan

- Title Dissemination and public engagement plan
- Lead Beneficiary UPF
- Nature Report
- Dissemination level Public



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## 1. Table of changes

Version	Date	Responsible	Changes made and comments
<b>V 0.9</b>	April 4 <sup>th</sup>	Xavier Serra	D&PE plan first version
	2019	UPF ESR	Sent to consortium for comments
<b>V 0.9.1</b>	April 5 <sup>th</sup>	Simon Dixon	Review of the plan: proof-reading and minor edits
	2019		
<b>V 1.0</b>	April 12 <sup>th</sup>	Xavier Serra	Review, minor corrections
	2019	Simon Dixon	

## 2. Acronyms

ESR	Early Stage Researcher
MIP	Music Information Processing
MIR	Music Information Retrieval
MSCA	Marie Skłodowska-Curie Action
ITN	Innovative Training Network
EU	European Union
QMUL	Queen Mary University of London
UPF	Universitat Pompeu Fabra
JKU	Johannes Kepler University
TPT	Telecom ParisTech



### 3. Summary

MIP-Frontiers is an MSCA ITN project focused on Music Information Retrieval. The project comprises a network of 7 beneficiaries and 15 students, each student with a unique MIR project, with different objectives, methods and results. Although the projects have some common communication objectives and activities, each ESR project has its individual communication activities.

The dissemination and public engagement plan focus on 3 main aspects, which are key to the project:

- Improve the visibility of the ESR and their research
- Engage the MIR community in the project by creating a collaboration and communication channel
- Make the general public and the citizens aware of the EU finance and the relevance of this project to them and to the EU objectives.

For the above-mentioned objectives, a series of individual and project activities have been foreseen including research publication and research event participation, public outreach activities, and social and web media communication. This includes the web ([mip-frontiers.eu](http://mip-frontiers.eu)), twitter account (@MIP-frontiers) and GitHub account (<https://github.com/mip-frontiers>); and the project image and logo.



#### 4. Introduction and state of the project

It is month 12 of the project, with all the 15 ESRs enrolled for at least 3 months with their Stage 0 thesis proposal presented. Each researcher has already a view of their research objective and each student has discussed and outlined their Career Development Plan with their first planned conference and objectives.

As the ESRs are not expected to have any research output yet, or before stage 1 Thesis (May 2019, month 15 of the project), some activities of the plan are not described very precisely and will be updated regularly. The Dissemination and Public Engagement Plan will be reviewed and updated after all the ESRs have completed the Stage 1, Stage 2 and Stage 3 of their thesis presentation.

#### 5. Proposed work and changes

MIP-Frontiers' proposal describes the following dissemination and communication activities:

- Scientific dissemination including the publication of research results in relevant conferences and journals and the organisation of research workshops.
- Outreach activities to create awareness among the general public and the design and maintenance of the website and communication through social media channels including YouTube.
- Providing evidence of the benefits of collaborating at European level within the ITN through the compilation of a manual of best practices, which will be widely spread among main stakeholders
- Maximising impact via Open Science<sup>1</sup> by promoting the reliability of the MIP-Frontiers software tools and datasets, the reproducibility of research, and scientific publication following open access policies; organisation of Music Hack Days to present the open source software tools, APIs and datasets produced by MIP-Frontiers to the industry (4 annual events organised by MIP-Frontiers partners) and promoted through the established communication channels.

No major change has occurred at month 12 of the project, March 2019, as most of the communication and dissemination will be done once the ESRs have research results.

At this stage, MIP-Frontiers has developed a web site ([mip-frontiers.eu](http://mip-frontiers.eu)) (will migrate to this new web domain in March 2019), a twitter account (@MIP-frontiers) and a GitHub account, (<https://github.com/mip-frontiers>). The project image has been created and the ESRs have participated in several events. The project is in line with the proposed work.

## 6. Impact Committee

The Impact Committee, chaired by UPF with assistance from SONY, will review opportunities for promoting the research in the network, potential for exploitation of IP generated within the network, and balancing academic “Open Science” against commercial confidentiality and IP protection. They will set up, monitor and update the Dissemination and public engagement plan. The impact committee is composed of:

Name	Institution	Role	Comments
<b>Xavier Serra</b>	UPF	Chair	
<b>Stefan Lattner</b>	Sony	Assistance	
<b>Alvaro Bort</b>	QMUL	Administrative support	

ESRs and academic supervisors should contact the Impact Committee Chair and/or Administrative Support, about:

- Press releases
- Events that will receive media attention
- Innovative outreach activities
- Awards of the fellows
- Important publications

The committee will evaluate the need for further action including communication with/to the EU.

### ESR support and activities

ESRs will support and participate in the Impact Committee and in the activities as part of their training. Specially the 3 ESRs in UPF, as leaders of the communication and dissemination activities, will help in these activities.

The UPF ESRs will coordinate and run the project social media and website. This coordination role does not exclude that all ESRs and project participants must contribute to the events and activities.

## 7. Communication and dissemination objectives

MIP-Frontiers' communication and dissemination activities aim to ensure the proper diffusion of the project research outcomes and events to all relevant stakeholders (including the MIR community and general society, scientific and research community, other PhD programs, industry, and society). This diffusion should reach all stakeholders through the different and specific communication channels.

The main objectives of the project are:

- Maximising the research impact associated to this project; improving the visibility of the ESR and their research.
- Maximising the impact on the ESR's Career, by acknowledging their research and making them known to the MIR community both at industry and academic level
- Creating links and bridges between academia and research, engaging the MIR community in the project creating a collaboration and communication channel
- Providing the foreseen outcomes with future sustainability
- Demonstrating how funded research adds value to the European society; making the public and the citizens aware of the EU finance and the relevance of this project to them and to the EU objectives.

To fulfil these objectives, the following tasks are due:

- Scientific dissemination including the publication of research results in relevant conferences and journals, which will be uploaded to the project website
- Participation of each ESR in 2 outreach activities to create awareness among the general public of the research performed and its implications for citizens and society
- Design of project logo and image
- Design and maintenance of the website and communication through social media channels
- Compilation and publication of a manual of best practices, which will be uploaded to the project web site
- Maximising impact via Open Science; as described in the data management plan
- Organisation of events:
  - 2 research workshops in M28 and M40
  - Organisation of Music Hack Days to present the open source software tools, APIs and datasets produced by MIP-Frontiers to the industry
  - Summer school for MIR researchers that will be open to the public

## 8. Corporate Identity

The project logo is composed of the project name and the image of a digital audio equalizer on the left. The equalizer represents both Music and Data/Information as an essential part of Music Information Processing.



The colour blue of the equalizer has been chosen as the colour to be used primarily for the project and will be used also in the web and other communication materials.

All ESRs and supervisors have been informed to use this logo in any of the project's communication and dissemination materials, and of the contractual obligations of the Grant Agreement.

- GA Article 38 - Promoting the action – visibility of EU funding
- GA Article 29.4 Information on EU funding — Obligation and right to use the EU emblem

Annex I contains a summary and a reminder of this article and corresponding promotion obligations.

## 9. Communication messages

MIP-Frontiers addresses MIP needs: standard methods for most music information processing tasks tend to be neither robust to different musical styles or use contexts nor scalable to industrial scale datasets. Communication messages will emphasize these 2 needs: **robustness and scalability to industrial scale datasets**. The core messages will be in line with these: *more data or information processing available, more robust application*, as an example:

- Robust information processing methodologies
- Robust products and services
- Use of industrial scale datasets
- Validation of industrial scale datasets
- Scalability of datasets to industry scale

For general public communication, we aim to describe the impact of MIP-Frontiers research on European music products and music industry and to make the public aware of how the music industry will benefit and profit from their research, and how citizens are impacted by it. This will be included on each communication material with phrases such as:

- The impact on European industry will be ...
- European citizens will be able to ...



## 10. Communication and dissemination strategies

There are 3 identified outreach groups for MIP-Frontiers: academic, industrial and general public. To each group different strategies have been suggested.

### a. Academic dissemination strategies

The academic world is composed of researchers, working mainly in universities, working in MIP and keen on state-of-the-art research. Academic dissemination of MIP-Frontiers will mainly consist of paper publications, poster presentations and project outcome demonstrations, and is expected to take place at academic venues or in academic publication channels. In this section, we give an overview of relevant conferences and journals that will be targeted throughout the project.

#### Conference and journal publications

Scientific results of MIP-Frontiers will be primarily disseminated at conferences and in journals in the form of technical papers. Such papers are free to be submitted by the beneficiaries and the partners, provided that they do not violate any confidential information regarding the project, and they contain the reference to the project as the funding source.

For the MIP-Frontiers consortium, knowledge production and transfer through academic communities is of the utmost importance. In order to maximise the impact of the scientific results of the project, we will disseminate our work in top conferences and journals related to the Music Information Retrieval field. A non-exhaustive list of relevant conferences and journals is given in Annex IV.

MIP-Frontiers will comply with Open Access policies where publications and any other scientific output are concerned. Each beneficiary will, as soon as possible and at the latest on publication, deposit an electronic copy of the published or final peer-reviewed version of the technical paper in a repository for scientific publications. Moreover, Open Access to the deposited publication and the related bibliographic metadata will be ensured at the latest within six months of publication. To achieve this goal, the following points will be considered:

- Self-archiving rights will be taken up for journals that have them, or if necessary, paying article processing charges where self-archiving is not possible. The consortium will review this policy with respect to publication costs as the network proceeds.
- Copyright policies of conferences will be checked before submission of any technical papers, and authors will attempt to negotiate open access author addenda for conferences which do not normally permit open access.

Other than the publications, each beneficiary will deposit the digital research data generated in the project in a research data repository (e.g. Zenodo) in order to make it possible for third parties to validate the results presented in scientific publications according to a Reproducible Research philosophy. The use of personal or restricted datasets will be discouraged, unless no reasonable alternative exists.

### Academic Events

Besides the academic publications in conferences and journals, we also plan to organise specific events such as summer schools and workshops in the duration of MIP-Frontiers project. Being an Innovative Training Network (ITN), MIP-Frontiers will primarily focus on training activities in such academic events. Those events are:

Event	Dated	Status	Objectives
<b>ISMIR 2018</b>	September 2018 Paris	Done (13 of 15 ESRs)	Personal knowledge of leading MIR researchers. Personal talk to those researchers
<b>DMRN +13</b>	December 2018 London	Done (12/14 of 15)	Poster presentation and display; outreach to MIR community in UK and EU
<b>Summer School 2019</b>	May 2019 Barcelona	In planning	Training and hands-on activities on Music Theory in MIR Systems and Methodologies for Big Data in MIR
<b>ISMIR 2019</b>	November 2019 Delft	Proposed	First paper presentations for some, Personal talk and approach to those researchers that could be interested in ongoing research
<b>MIP-Frontiers 1st research workshop</b>	July 2020 Project M28	To be defined	Scientific training from key speakers from other groups working on MIR. Improve skills communicating with specialists and non-specialists.
<b>MIP-Frontiers final research workshop</b>	July 2021 Project M40	To be defined	Scientific training from key speakers from other groups working on MIR. Improve skills communicating with specialists and non-specialists.

ESRs will participate in other academic events not organised as a consortium. A complete list of other events in which the ESRs have participated, especially individually, is included in Annex III.

## b. Industry outreach strategy

Industry outreach focuses on researchers working for companies who are interested in knowledge transfer to the industry and new developments with an industrial application. The dissemination activities present in the MIP-Frontiers project include the transfer of research to the industry both through the inclusion of industrial participants with potential to use the developed research and through general activities for presenting the research results.

### Targeted Industrial Outreach

Most members of the consortium undertake and apply research as a critical part of their business. Our approach in MIP-Frontiers was to focus on the inclusion of industrial participants who have the potential to use this research in their commercial products. Concrete examples on how the research derived from specific projects will be incorporated in commercial products are listed below:

- DoReMIR Music Research (DRM) has identified the need to develop vocal transcription algorithms (project QMUL1) and instrument-specific polyphonic transcription (QMUL2), for use in its ScoreCloud product range, which has over 750000 copies in use.
- Technicolor R & D (TC) as worldwide technology leader in the media and entertainment sector needs to stay at the forefront of research to continually improve the quality of movie production and postproduction chains. Thus, the research in MIP-Frontiers (particularly project TPT3) will be directly relevant to TC.
- Deezer (DZ) owns a catalogue of tens of millions of unique audio objects and plans to use the outcomes of MIP-Frontiers to propose more semantically meaningful services to their users, which will be applicable to the full catalogue.
- BMAT develops the Vericast monitoring services and they will integrate the output of project UPF3 to enhance their audio-based technologies and define new functionalities based on research outcomes and ideas.

The remaining projects are also strongly aligned with the research conducted by the industrial participants of the projects. Furthermore, each ESR will either conduct research with an industrial participant for most of the training or transfer their research results to an industry partner in their secondments.

### General Industrial Outreach

Besides the specific cases of research transfer to the industry partners described in the previous section, outreach activities aimed at general industry will be organised. The associated partners Deezer and SONY will organise specific satellite events such as a music hackathon or more business-oriented conferences. Deezer already organised a hackathon in the framework of ISMIR 2018.

In addition, UPF organises activities aimed at presenting results to industry and society like the annual Innovation Challenge (<http://sic.upf.edu>) within the framework of the Sonar

Festival in Barcelona, and the concerts and outreach activities included in the Phonos project (<http://phonos.upf.edu>).

Event	Date	Status	Objectives
<b>Hack Days</b>	September 2018	Done	Personal interaction with MIR researchers and industry.
<b>ISMIR 2018</b>	Paris	(13 of 15 ESR)	

ESRs are encouraged to participate individually or together in other industry events that could lead them to engage with other industry partners. Example of those events is the Abbey Road's Hackathon, in which several MIP-Frontiers ESRs participated. A list of the events and ESRs is presented in Annex II.

### c. Public outreach strategy

Citizens and politicians have a right to know and understand how their taxes are used and the value it creates for society. Our goal in outreach is to raise awareness among members of the public about the research that is undertaken using public money.

#### Website and communication channels

The website for MIP-Frontiers, [mip-frontiers.eu](http://mip-frontiers.eu), and the source code is open and available on [GitHub](#). It is used to inform people about the project, bring the results of research being done within MIP-Frontiers to a general audience, as well as provide useful resources for people to learn more about MIR and how to communicate their research. There is the blog/news section that covers important news about the project. The information section describes the project as a whole, provides information on beneficiary and partner organizations, ESRs and their research together with individual communication channels, also staff and other people who are involved in the project.

Along the timeline of the project, various materials will be published in the resources section of the website. It will contain all the deliverables that are public, as well as resources, tutorials, best practices and good patterns in software development and performing research that have been created and gathered in the context of MIP-Frontiers. It will also provide a collection of external links to open datasets and tools that are useful for MIR researchers as well as to people who want to get started with it. There will also be links to resources that explain open science and reproducibility in general and in the context of MIR research.

Among social media, the primary channel for communication with the general public as well for news from the project is Twitter channel [@mip\\_frontiers](#). It provides an accessible channel of communication for the general public as well as opportunities for collaboration among researchers.

Individually all ESRs are encouraged to publish and use their personal social media. Using a diverse range of social media will help the project to reach the non-MIR public, and general public.

#### Public outreach activities

There will be multiple events organized by MIP-Frontiers aimed at promoting public awareness and understanding of MIR, and at transferring research results to industry and society. The goal of MIP-Frontiers training is also to teach ESRs how to engage the general public with their individual research, promote and communicate the process as well as results via modern communication channels (social media, personal blogs, events). Thus, as part of training and serving the goal of communicating their research to the general public, each ESR is expected to plan and organize two public outreach activities during the project.

The Summer School in May 2019, organized by DRM and UPF, will be open to other students. It will teach ESRs as well as interested people from outside the network about music and machine learning in the context of classical MIR problems with hands-on labs that use open datasets. The materials of this school will be made public on the website for everyone to use.

Other possible activities that are planned:

- New edition of the Audio! magazine for school-age children, centred around MIP-Frontiers PhD projects
- Creation of research demonstrations for lab open days and science festivals
- Running a hackathon for undergraduate computing students to write programs related to an MIP-Frontiers topic
- Working with an artist to create sound art based on an ESR's research project and showing it at an exhibition.

A complete list of public outreach activities is listed in Annex III.



### Outreach channels, objectives and target audiences

The following table summarises the channels, objectives and target audiences that have been described above.

Channel	Aim	Target audience	Measure / Objective
<b>Twitter</b>	News, primary communication channel, keeping people up-to-date, promoting the project	Music tech enthusiasts, general public	Visit to the web
<b>Blog</b>	Brief overview of ongoing work, MIR highlights	Music tech enthusiasts and Industry	Visit to the web
<b>Website</b>	Project branding, description and teams. Provide MIR entry-level tutorials and resources	All audiences	Visit to the web
<b>GitHub</b>	Make code open	Researchers working on code	Code published
<b>Papers and journal publication</b>	Raise awareness of the research done	Researchers in universities and in industry	Number of published papers and impact
<b>Academic events</b>	Raise awareness of the research done	Researchers in universities and in industry	Attendance at the events
<b>Industry cooperation</b>	Cooperate with industry and transfer results to the industry	Researchers in industry	Uptake of research outputs in industry
<b>Public outreach activities</b>	Impact in society and industry of EU funding.	Music tech enthusiasts, general public	Two activities from each ESR (impact of the outreach)



## Annex II

### Contractual obligations

The articles related to Dissemination, promotion, public engagement and communication in the Grant agreement are:

- GA Article 38 - Promoting the action – visibility of EU funding
- GA Article 29.4 Information on EU funding — Obligation and right to use the EU emblem

#### As a summary

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Agency.

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

#### Use the EU emblem



#### Use text as:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 765068.





## Annex III

### List of outreach events and activities

#### Research outreach events and activities

Event	Dated	Status	Objectives
<b>ISMIR 2018</b>	September 2018 Paris	Done (13 of 15 ESRs)	Personal knowledge of leading MIR researchers. Personal talk to those researchers
<b>DMRN +13</b>	December 2018 London	Done (12/14 of 15)	Poster presentation and display; outreach to MIR community in UK and EU
<b>Summer School 2019</b>	May 2019 Barcelona	In planning	Training and hands-on activities on Music Theory in MIR Systems and Methodologies for Big Data in MIR
<b>ISMIR 2019</b>	November 2019 Delft	Proposed	First paper presentations for some, Personal talk and approach to those researchers that could be interested in ongoing research
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<b>MIP-Frontiers final research workshop</b>	July 2021 Project M40	To be defined	Scientific training from key speakers from other groups working on MIR. Improve skills communicating with specialists and non-specialists.

### Industry outreach events and activities

Event	Dated	Status	Objectives
<b>Hack Days ISMIR 2018</b>	September 2018 Paris	Done (13 of 15 ESRs)	Personal interaction with MIR researchers and industry.
<b>Abbey Road's Hackathon</b>	November 2018 Paris	Done (4 of 15 ESRs)	Personal interaction with MIR researchers and industry.

### Public engagement outreach events and activities

Event	Dated	Status	Objectives
<b>None at the moment</b>			

## Annex IV

### List of conferences and journals of interest

#### List of conferences of interest

Name	Relevant focus areas
<b>International Society of Music Information Retrieval Conference (ISMIR)</b>	Music information retrieval, machine learning
<b>International Conference on Acoustic, Speech, and Signal Processing (ICASSP)</b>	Audio signal processing
<b>International Conference on Machine Learning (ICML)</b>	Machine learning
<b>IEEE Workshop on Applications of Signal Processing to Audio and Acoustics (WASPAA)</b>	Signal processing for audio and acoustics
<b>ACM International Conference on Multimedia Retrieval (ICMR)</b>	Multimedia retrieval, indexing, semantic technologies
<b>Annual Conference on Neural Information Processing Systems (NeurIPS)</b>	Machine learning, information processing
<b>Sound and Music Computing Conference (SMC)</b>	Music information retrieval, interfaces, music performance
<b>ACM SIGKDD Conference on Knowledge Discovery and Data Mining (ACM SIGKDD)</b>	Knowledge discovery and data mining
<b>European Signal Processing Conference (EUSIPCO)</b>	Signal processing
<b>AAAI Conference on Artificial Intelligence (AAAI)</b>	Artificial intelligence

## List of journals of interest

Name
Transactions of the International Society for Music Information Retrieval
Journal of New Music Research
IEEE/ACM Transactions on Audio, Speech, and Language Processing
EURASIP Journal on Advances in Signal Processing
EURASIP Journal on Audio, Speech, and Music Processing
Computer Music Journal.
IEEE Signal Processing Magazine
International Journal of Multimedia Information Retrieval
Journal of the Acoustical Society of America

