



Deliverable D7.4 Project Video Presentation

Document Summary Information

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1 Executive summary

This report provides a detailed description of the project's first video presentation which is planned to be used as a dissemination tool.

The project video presentation contents will be discussed in detail in the following chapters, as it outlines a complete overview of the project.

This deliverable **“D7.4 Project Video Presentation”** is one of the main outputs of **“Task 7.1: Dissemination and Communication Activities”**, performed within **Work Package 7 “Dissemination, Communication, Standardization and Exploitation”**.

The project video presentation was created by the Project Coordinator; the **Centre Tecnologic De Telecomunicacions De Catalunya (CTTC)** and was first published in the project's Youtube channel on 14th May 2021 upon its release, then shared on the project website and social media afterwards.

2 Introduction

This chapter will present the Mapping of the project's outputs to the original grant agreement (GA) components, as well as outline the whole deliverable structure and contents.

2.1 Mapping MonB5G Outputs

The purpose of this section, is to map MonB5G's grant agreement commitments, both within the formal Deliverable and Task description, against the project's respective outputs and work performed.

Table 1: Adherence to MonB5G's GA Deliverable & Tasks Descriptions

MonB5G GA Component Title	MonB5G GA Component Outline	Respective Document Chapter(s)	Justification
TASKS			
2.2.4 Communication Activities	3x video clips (1/year) will be produced, which will cover the MonB5G general ideas and demonstrations as well as presentations and talks that will also include non-technical information about the project, targeting non-expert public.	Chapter 3	Video Objective, Contents description and screenshots from the MonB5G video presentation.

2.2 Deliverable Overview and Report Structure

Based on the objectives and work carried out under task T7.1, the document starts with the Executive Summary in Chapter 1, followed by the introduction of the document in Chapter 2. Chapter 3, presents the video presentation content and design concept, and objectives. Chapter 4 is the conclusion of this deliverable report.

3 Video Presentation

This chapter will detail the goal of the project videos as a dissemination tool (this version and those that follow), describe its contents, production, as well as its communication and fit within the dissemination and communication strategy.

3.1 Objective

The project video was created as a visual representation of the project's overview, where key points (outlined in the next subsection) are emphasized concisely. The purpose of this first video is to provide a summary of the project to any potential external stakeholder that is possibly interested in the project's topics and/or results, that is presented in a simple and clear visual format.

3.2 Video Contents

This chapter will describe the outline and main elements of the MonB5G video presentation.

- 5G over 4G advantages,
- Industry verticals needs,
- Main 5G enablers: softwarization, slicing
- 5G use cases: Enhanced Mobile Broadband (eMBB), Ultra-reliable Low-latency Communications (URLLC), Massive Machine-type communication (mMTC),
- MonB5G Innovation
 - Decentralized management of network slices
 - Artificial Intelligence algorithms for adaptive self-management of services
 - Resource and power optimization
 - MonB5G System
 - Monitoring System
 - Analytics Engine
 - Decision Engine

Finally the video ends with website link, production credits, and European Union emblem, funding reference and the project's grant agreement number.

3.3 Production

The video was coordinated and supervised by CTTC. Production was undertaken by Colibri Branding and Design <https://www.colibri.gr>, a leading agency in Greece. They followed the project's color scheme and design elements to match the overall theme.

The presentation was made to be different than the current main stream of slideshows or vector animation, by animating models in three dimensions (3D), and using voice over narration as opposed to only captioning. Thus grabbing the viewers' attention.

Additional credits:

- Music by: **AShamaluev Music**
- Voice over: **Patrick Sawers**

Bellow, are some screenshots showing the design theme of the video.

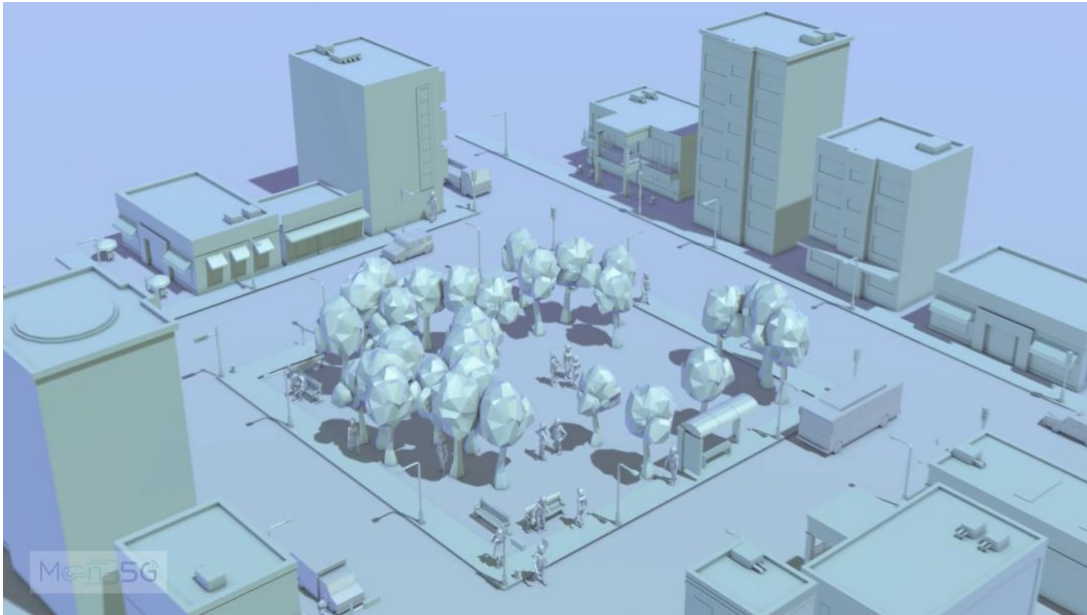


Figure 1 Video Screenshot: 3D Intro

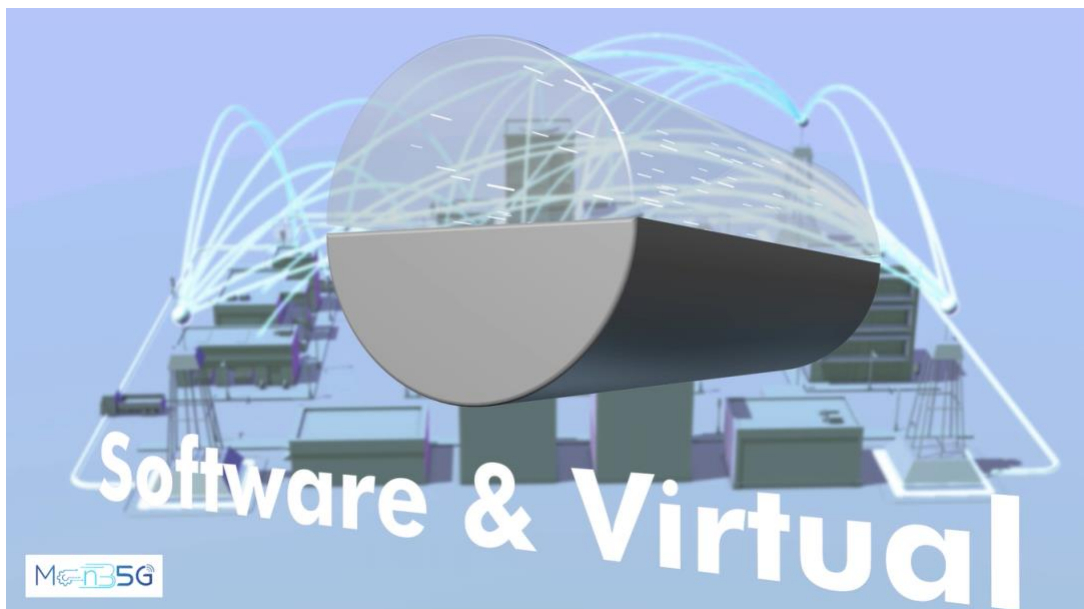


Figure 2 Video Screenshot: 5G Concepts

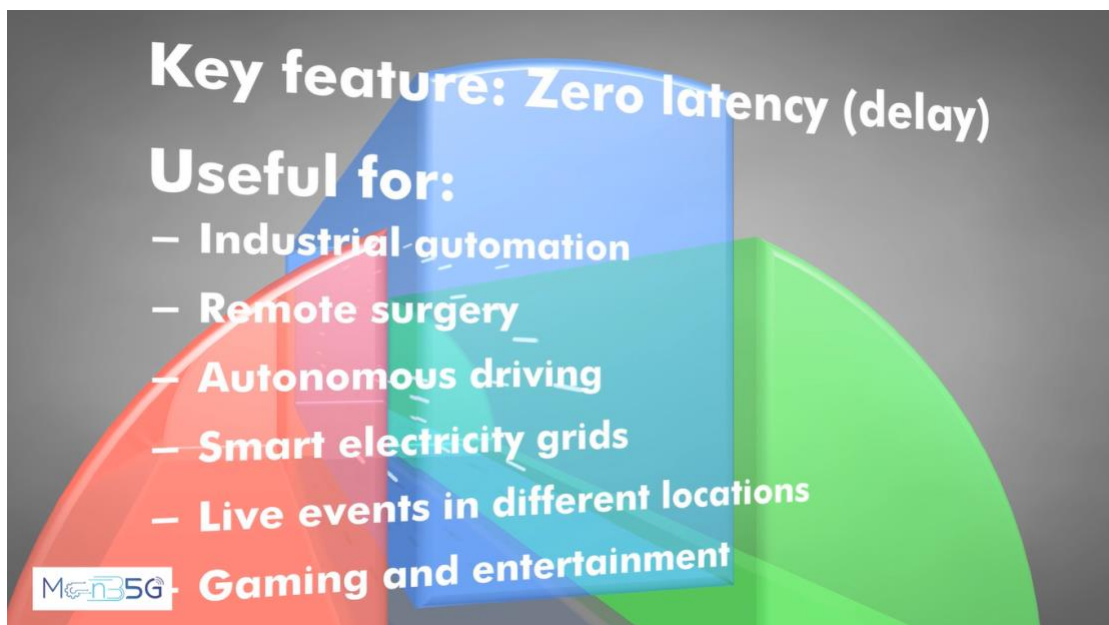


Figure 3 Video Screenshot: 5G use cases

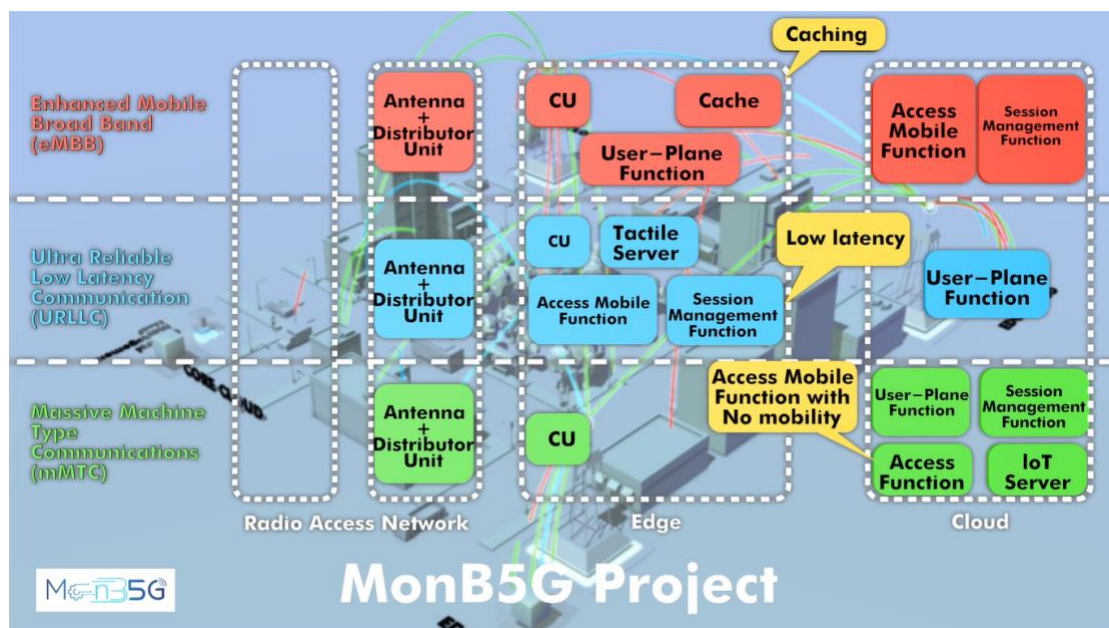


Figure 4 Video Screenshot: MonB5G High-level Architecture

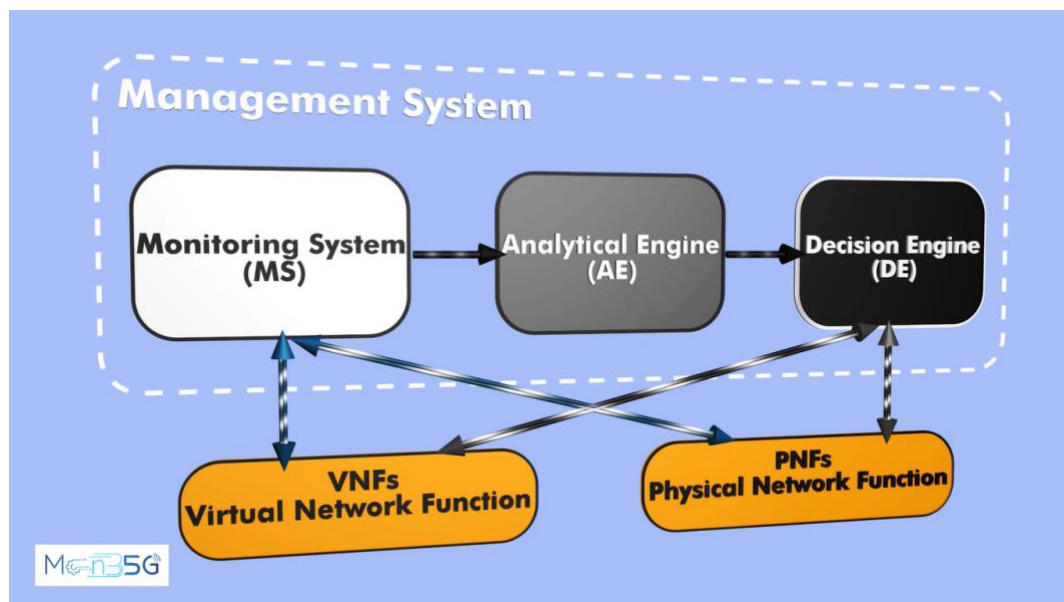


Figure 5 Video Screenshot: MonB5G Engines

3.4 Communication Channels

As soon as the Video was uploaded and published on **MonB5G's YouTube channel** <https://youtu.be/TzWEuUEyjUY>, it was shared on the project's social media: LinkedIn <https://www.linkedin.com/company/monb5g>, and Twitter: <https://twitter.com/monb5g>, screenshots below.

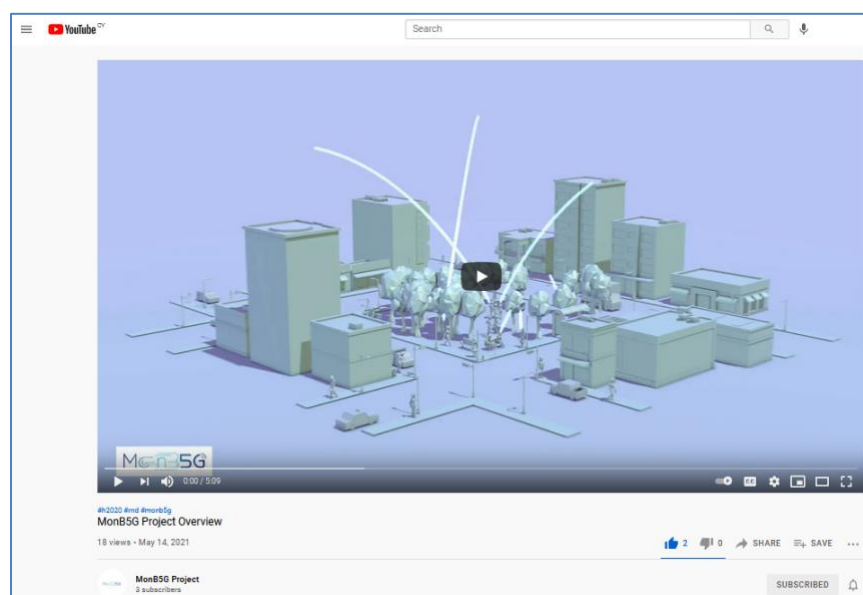


Figure 6 Screenshot of MonB5G YouTube Channel

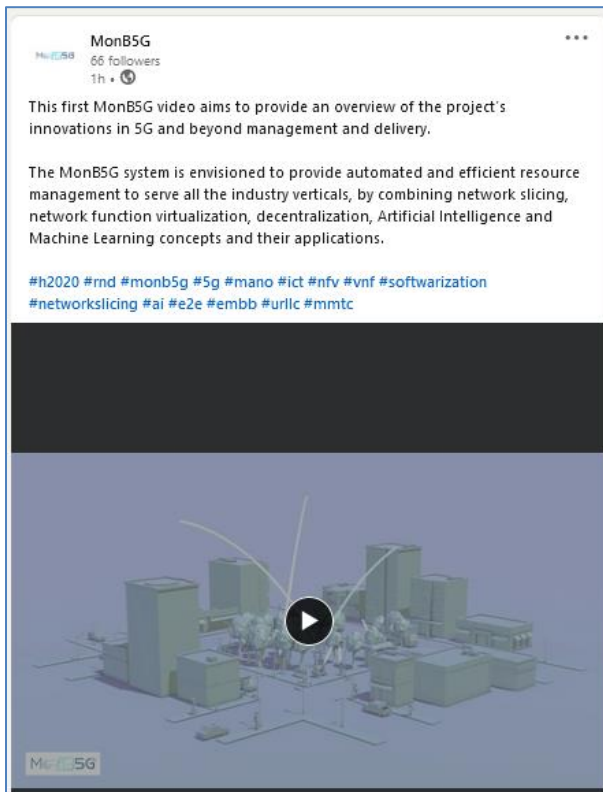


Figure 7 Screenshot of MonB5G LinkedIn post of the video



Figure 8 Screenshot of MonB5G Twitter post of the video

3.5 Relationship with D&C Strategy

As initially planned in the D&C strategy, a main objective is to design a comprehensive set of communication material to raise awareness of the project and create a major long-lasting exposure for both internal and external audiences.

This current video presentation is designed to serve this objective, and thus aimed towards all target audiences of the project, as it will be easily communicated through all online channels and continuously shared, as well as use it in upcoming events where needed.

4 Conclusion

This report detailed the deliverable “**D7.4 Project Video Presentation**” which is an important dissemination tool within “**Task 7.1: Dissemination and Communication Activities**”, performed within **Work Package 7 “Dissemination, Communication, Standardization and Exploitation”**. Throughout the report, a detailed description of the video design, contents, production and purpose were presented.

This is a first of three planned videos during the project’s lifetime, one per year. While this one served as an overview to enhance public engagement, the following two versions will focus more on project results.