



## **D 8.6 Video News Release**

**EUROPEAN COMMISSION  
DG Research and Innovation**

**Seventh Framework Programme**

**Theme [EeB.ENV.2010.3.2.4-1]**

**[Compatible solutions for improving the energy efficiency  
of historic buildings in urban areas]**

**Collaborative Project – GRANT AGREEMENT No. 260162**



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Technical References

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## 0 Abstract

This document has been prepared to accomplish at the objectives of Task 8.6 of the Description Of Work, Video News Release (VNR). youris.com produced and disseminated two VNRs in order to reinforce the communication and dissemination strategy of 3ENCULT project results and increase the outreach of its concepts targeting wider audiences.

As a part of the communication activity, youris.com also produced a number of Articles and Interviews to support the distribution of the VNRs, thus proposing a full reportage for TV and web media.

The VNRs targeted the public at large here including a number of stakeholders and end-users who could finally be interested in the concepts and results of the project. The distribution of the video on TV media was carried out through the satellite gateways of the Eurovision department of the European Broadcasting Union and through 1-to-1 communication to a network of more than 250 TV broadcasters, editors and journalists. In order to broaden and maximise the distribution of the VNRs and related articles, the youris.com platform, social networks managed by youris.com and additional information multipliers (such as, Alpha Galileo, CordisWire, Phys.org) were used.

Both VNRs were finally taken-up by at least 15 TV broadcasters, thus reaching the target set at the beginning of the project and enabling a wide outreach in terms of TV audience (millions viewers) and web users (thousands readers and watchers).

The current deliverable is organised as follows:

- Chapter 1 is dedicated to the explanation of the methodology employed both in the Production and in the Distribution activity of the VNRs;
- Chapter 2 includes the Dissemination Activity Report of the two VNRs. Each report contains the extensive illustration of the production, distribution and monitoring process of the VNRs.
- Chapter 3 presents the Monitoring activity carried out to assess the diffusion of the VNR, both among TV stations and on the Web;
- Chapter 4 focuses on the conclusions of the actual deliverable.

# 1 Methodology

The distribution and broadcasting strategy adopted for the 3ENCULT VNRs has been used since years and follows a consolidated approach developed by youris.com, which effectively generates TV broadcastings throughout Europe and much attention from other media, including web-based video sharing. The broadcasting network of youris.com was exploited for the distribution of 3ENCULT VNRs via the principal European TV distribution channels, including a) the World and News Feeds of the Eurovision Department of the European Broadcasting Union (EBU), enabling direct outreach to all European national TV stations via their satellite broadcasting, b) the pan-European TV station Euronews; c) 1-to-1 communication, including a network of personal contacts with TV commissioning editors and TV journalists in all European countries with more than 250 entries.

As soon as the VNRs are launched to the TV media, they are also uploaded on project website by embedding the videos through the dedicated 3ENCULT YouTube channel, on the youris.com platform and YouTube channel. Video footage is also made available for TV editors and journalists through the youris.com Media Center.

## 1.1 Audiovisual Production Process

The video material has been edited and packaged in two formats:

- **the VNR teaser**, which is a video of a length of about 3 minutes, with voiceover in English. The preview format, and the associated rushes, is intended as the “official” presentation version of the video and as an example of how footage can be edited by a TV station.
- **the VNR b-rolls** (12 min. footage without voice-over together with the supporting commentary) to feed the project communication mechanisms. Availability of rushes makes the editing process very flexible and easily adaptable to broadcasters’ needs, as through the rushes broadcasters are able to move from the preview version into a customised feature. Supporting written documentation, including the shot lists and the dope sheets are distributed along with the b-rolls.

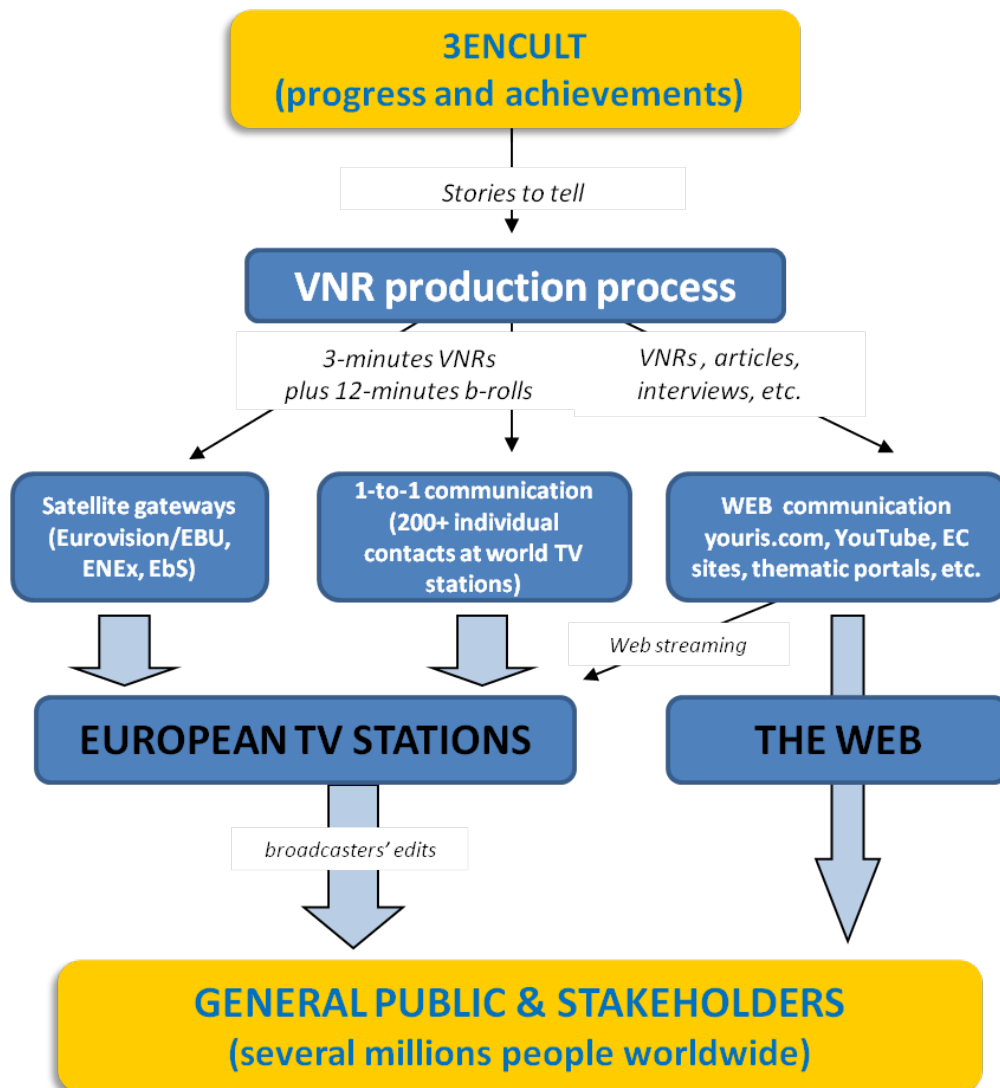
Both videos have been produced step-by-step following the structure of the Production Process:

1. Identification of Thematic Topics: the first VNR has been filmed in view of focusing on social impacts and benefits brought by the renewal of historical buildings in terms of energy efficiency. The second VNR aimed at presenting the outcomes of the 3ENCULT project in terms of technological innovation and benefits for final users.
2. Selection of Case Studies: as it was not possible to cover all the 8 case studies into a 3 minutes VNR, a selection was made by youris.com, Leonardo Film (Third Party of youris.com, film producer) and the coordinator. The first VNR is about the Appenzell case study (Switzerland), while the second VNR is about Palazzina della Viola (Bologna) and the Waaghaus (Bolzano). The b-roll of the second video also shows Palazzo d’Accursio, an additional case study of the project.
3. Audiovisuals Shooting: shootings took place in April 2011 in Bologna and Bolzano, in February 2012 in Appenzell and in September 2013 in Bologna and Bolzano.

## 1.2 Distribution

The broadcasting and distribution activities of the VNR exploited the youris.com media network. youris.com is one of the most acknowledged TV audiovisual platforms and distribution centres focusing on the results of European research and innovation and representing an important gateway between scientists and the general public.

youris.com VNRs comply with the broadcasting requirements of the EBU and of all major European national TV stations. They are regularly taken-up and broadcast by a large number TV stations in Europe and beyond.



All mentioned distribution channels are familiar to the youris.com video distribution platform: they have been used since many years in other similar initiatives and did effectively generate TV broadcastings throughout Europe and much attention from other media, including the press. In one sense, this task represents the true challenge, as media never guarantee *a priori* broadcasting of any audiovisual material, no matter from which source such material comes from. In today's media markets *a priori* broadcasting can be guaranteed only in presence of specific commercial agreements.

### Direct Communication towards Television Media (1-to-1 communication)

TV stations from different angles were approached by using a series of marketing and communication tools belonging to current “best communication practices” of TV and media operators.

youris.com lists of TV broadcasters, producers, commissioning editors, freelancers constitute one of the main sources for the project audiovisual communication.

Direct communication to TV stations has been mostly carried out via telephone and per e-mail. The work is performed and co-ordinated by Leonardo Film, youris.com Third Party. TV stations can directly download both the English version of the VNR and the 12 minutes video footage (b-rolls) and supporting commentaries from the youris.com Media Center (free access upon registration).

### Communication through the Eurovision exchanges

The **Eurovision** department of the **European Broadcasting Union (EBU)** is based in Geneva, Switzerland, and is the most important TV exchange in Europe. It covers all national TV broadcasters in Europe and in the world and must be regarded to as the principal information and communication multiplier in the TV media sector.

The VNRs (teaser plus b-rolls, for a total duration of approx. 15 minutes) are broadcast onto the **Eurovision World Feeds**, a satellite transmission tool used by national TV station to distribute their news at the international level. The schedule of Eurovision broadcastings is negotiated with the Eurovision and normally takes into account actuality hooks and breaking news, which can lower broadcasters’ response on project’s VNRs.

Since July 2005 youris.com has been a member of the Global Eurovision Network and can access the Eurovision World Feeds with a proprietary operational code. It must be highlighted how the access to the Eurovision satellite transmission is rather difficult to obtain, as candidate services must demonstrate a high level of delivered quality and be assimilated to a public services delivering genuine information not hiding private advertising of other commercial message. youris.com is to date the only audiovisual service dealing with European research issues having access to the Eurovision World Feeds.

This instrument reveals very powerful, as it provides a global coverage with relatively little effort, but has the disadvantage of making it rather difficult to track the actual broadcasts. In general TV stations downloading the videos from the Eurovision World Feeds are very likely to broadcast them, because the procedure of access to the images is rather complex and requires effective interest by TV stations (in order words, the downloading system is not automated). This interest is generated by the Eurovision through the issue of a press release some days before the actual distribution through the satellite exchanges.

### Communication through pan-European broadcaster Euronews

Euronews, with a European and world-wide coverage usually selects interesting and innovative video material covering scientific and technological innovation to be broadcast on their Hi-Tech programme. Euronews produces its own TV reportage based on youris.com footage and commentaries. Euronews broadcasting has a huge penetration in terms of audience: EuroNews videos are available in streaming mode in 13 different languages (English, French, Spanish, German, Italian, Portuguese, Ukrainian, Arabic, Turkish, Persian, Russian, Greek, Hungarian). The EuroNews channel is available in 350 million households in 155 countries worldwide and reaches more than 170 million European households by cable, satellite and terrestrial distribution.

### Communication through on-line video media services for journalists

Distribution activities included to target not only TV stations but also press journalists, online journalists and bloggers. Articles supporting the VNR are distributed to information multipliers in syndication with youris.com and are spontaneously taken up by several science news websites and online magazines, blogs and social networks.

## **Monitoring and assessment**

Monitoring is an essential part of the video distribution activity as it measures its success and impact in terms of target audience.

It usually follows two mainstreams of monitoring of the VNR results in terms of media impact:

1. Through the retrieval of all broadcastings which effectively took place, presumably took place, will take place.
2. Through the retrieval of access to the project website ([www.3encult.eu](http://www.3encult.eu)), the [www.youris.com](http://www.youris.com) website and similar sites, to complement TV broadcasting data.



## 2 VNR Dissemination Activity Reports

### 2.1 First VNR “Rescuing Swiss Heritage”

#### Description

The first Video News Release “[Rescuing Swiss Heritage](#)” project was officially launched on November 29, 2012. The video covers the story of the Appenzell case study and how scientists, monument preservationists and craftsmen aim at ensuring conservation of the region’s architectural heritage represented by Strickbau buildings also by optimising energy efficiency. The video mainly focuses on social impacts and benefits of energy retrofitting applied to historical buildings. As a matter of fact there is a law in Switzerland, which requires that for every new farm house being built, the existing farm building has to be demolished, thus destroying part of the historic heritage of the Appenzell landscape. The video story showed how people living in old Strickbau buildings can improve their energy efficiency and renovate them easily to achieve the same level of comfort as new homes. The concepts developed and demonstrated in 3ENCULT could therefore contribute to the possible rehabilitation of the Strickbau buildings and preservation of cultural heritage.

The distribution of the video was supported by an article “Whipping Swiss cottages into green shipshape”

([http://www.youris.com/Energy/ECobuildings/Whipping\\_Swiss\\_Cottages\\_Into\\_Green\\_Shipshape.kl](http://www.youris.com/Energy/ECobuildings/Whipping_Swiss_Cottages_Into_Green_Shipshape.kl))

and the interview “Reviving Strickbau wood log houses”

([http://www.youris.com/Energy/ECobuildings/Niklaus\\_Ledergerber\\_Reviving\\_Stickbau\\_Wood\\_Log\\_Houses.kl](http://www.youris.com/Energy/ECobuildings/Niklaus_Ledergerber_Reviving_Stickbau_Wood_Log_Houses.kl)) to Niklaus Ledergerber, president of the cultural heritage preservation commission of the Swiss canton of Appenzell.

#### Broadcasting and distribution

The following channels were used to distribute the project Video News Release:

- Direct communication between the contractor and the TV stations
- The Eurovision department of the European Broadcasting Union (EBU)
- On-line video services for TV media journalists (featuring article: “Whipping Swiss cottages into green shipshape” and interview to Niklaus Ledergerber, president of the cultural heritage preservation commission of the Swiss canton of Appenzell)

#### Direct Communication towards Television Media (1-to-1 communication)

Direct communication to TV stations generated 12 take-ups from the youris.com Media Center.

#### Communication through the Eurovision exchanges

The schedule of Eurovision broadcasting was negotiated with the Eurovision on November 29, 2012, at 10:15-10:30 GMT.

The use of the Eurovision gateway generated three take-ups (Actua Films, Switzerland, Antenna-3 TV, Spain, European News Exchange, Luxembourg).

### Communication through pan-European broadcaster Euronews

Euronews, with a European and world-wide coverage, broadcast their edit of the 3ENCULT VNR “[New Technologies for old houses](#)” on January 24, 2013. The Euronews edit of the video is available in streaming mode in 13 different languages (English, French, Spanish, German, Italian, Portuguese, Ukrainian, Arabic, Turkish, Persian, Russian, Greek, Hungarian). The EuroNews channel is available in 350 million households in 155 countries worldwide and reaches more than 170 million European households by cable, satellite and terrestrial distribution. According to EuroNews audience data, we can estimate that about 11 to 13 million people came across the reportage during the TV broadcasting time.

### Communication through on-line video media services for journalists

Distribution activities included to target not only TV stations but also press journalists, online journalists and bloggers. The article and interview supporting the VNR appeared in several science news websites such as Science News Daily, e! Science News, Science Week.

## **Monitoring and assessment**

The project followed two mainstreams of monitoring of the VNR results in terms of media impact:

1. Through the retrieval of all broadcastings which effectively took place, presumably took place, will take place.
2. Through the retrieval of access to the 3ENCULT website ([www.3encult.eu](http://www.3encult.eu)), the [www.youris.com](http://www.youris.com) website and similar sites, to complement TV broadcasting data.

## **TV Media Distribution**

The following broadcasting table refers to three main distribution pillars:

- 1-to-1 distribution, i.e. broadcastings generated by direct contacts between the project team and the newscords and commissioning editors of a number of target TV stations.
- Euronews broadcastings, i.e. broadcastings made by the Euronews program “Hi-Tech”
- Eurovision broadcastings, i.e. broadcastings generated by the use of the EBU world feed service.

The exhibit below provides an overview of all TV broadcastings (tracked, presumable and planned) on a “per-release” basis and includes the video take-ups for the first 3ENCULT VNR as of the end of February 2014.

Deliverable D8.6 Video News Release

Country	TV Channel	Program Name	Origin	Date of Broadcasting (certain or presumed)	Tracked broadcast (*)
AUSTRIA	ORF	N.A.	1-to-1	January 2013	No
BULGARIA	Bulgarian National Television	BNT produced a 12:19 min version in Bulgarian and distributed it on both channels (BNT1, BNT2). A DVD with the reportage is available	1-to-1	March 2013	Yes
FRANCE	EURONEWS	Hi-Tech	1-to-1	January 24, 2013	Yes
GHANA	Ghana Broadcasting Cooperation	On-line	1-to-1	January 2013	Yes
GREECE	ERT Hellenic Broadcasting Corporation	N.A.	1-to-1	January 2013 onwards	No
HUNGARY	HIR TV	N.A.	1-to-1	January 2013 onwards	No
ISRAEL	IBA Israel Broadcasting Authority	N.A.	1-to-1	January 2013 onwards	No
LUXEMBURG	ENEX	N.A.	EBU	November 2012 onwards	No
SERBIA	PG MREZA	EVRONET	1-to-1	February 1, 2013	Yes
SPAIN	Antenna-3 TV	N.A.	EBU	November 2012 onwards	No
SWITZERLAND	Actua Films	N.A.	EBU	November 2012 onwards	No
SWITZERLAND	Schweizer Fernsehen SRF	N.A.	1-to-1	January 2013 onwards	No
SWITZERLAND	TVO	N.A.	1-to-1	January 2013 onwards	No
THE NETHERLANDS	NTR	N.A.	1-to-1	January 2013 onwards	No
USA	Chamber of Eco Commerce	N.A.	1-to-1	Plans to show the film during an educational program in Atlanta, March 2013	No

**\*) Tracked broadcasts all cover own edits of the video**

Overall:

- The video was taken-up by 15 different broadcasters thus reaching the expected target of the TV distribution of the project (according to Annex I of the DoW about 15 take-ups by different TV stations).
- The pan-European station Euronews shall be seen as a special broadcaster in the list, as it has European coverage (and beyond), broadcasts in 13 languages and has an overall audience of several tens of millions people per day.
- Online tracking was carried out in English only, thus monitoring data do not cover possible take-ups in different languages
- The monitoring process shall therefore be seen as a continuous one.

## Web Media Distribution

It has been possible to monitor web results on the basis of the available sources, statistics and data access of the distribution channels managed by youris.

- youris website and Social Media Accounts (Facebook, Twitter, Youtube)
- Specialized websites that cover scientific news with which youris.com has syndication relations

Material	Unique Visitors (youris)	Facebook viewers (youris)	Twitter followers (youris)	Youtube viewers (youris)	Twitter external outreach	Alphagalileo visits	Phys.org visits	Cordis visits
Video	232	-	60	69	-	928	-	116
Interview	111	-	60	-	-	444	-	56
Article	176	-	60	-	29856	704	5280	88
<b>TOTALS</b>	519			69	29856	2076	5280	260

- Online tracking was carried out in English only, thus monitoring data do not cover possible take-ups in different languages
- The web outreach of the video has increased thanks to the Euronews presence on the web, both through its 14 websites and Social Media (Network of 20 Youtube Channels, Euronews Knowledge Channel on Youtube, Facebook, Twitter, Google+, Vine, Dailymotion and vkontakte). Also, Euronews content is available on mobile devices through its 5 mobile applications.

Links to VNR from 3ENCULT website and youris.com portal:

<http://www.3encult.eu/en/casestudies/Videos.html>

[http://www.youris.com/Energy/Ecobuildings/Rescuing\\_Swiss\\_Heritage.kl](http://www.youris.com/Energy/Ecobuildings/Rescuing_Swiss_Heritage.kl)

Tracked video edits

<http://www.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://de.euronews.com/2013/01/24/schwierige-restaurierung-von-holzhaeusern/>

<http://es.euronews.com/2013/01/24/nuevas-tecnologias-para-restaurar-casas-antiguas/>

<http://fr.euronews.com/2013/01/24/vieilles-maisons-nouvelles-technologies/>

<http://gr.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://pt.euronews.com/2013/01/24/casas-antigas-com-tecnologia-moderna/>

<http://ru.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://ua.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://tr.euronews.com/2013/01/24/eski-evlere-yeni-teknolojiler/>

<http://arabic.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://persian.euronews.com/2013/01/24/new-technology-for-old-houses/>

<http://www.gbcghana.com/index.php?id=1.1247292>

<http://www.mreza.rs/evronet/previous-episodes/EU/26275/evropski-projekat-3->

Links to related articles:

<http://www.3encult.eu/en/newsevents/all/Pages/NewsDetails.aspx?entryid=127462>

<http://www.3encult.eu/en/newsevents/all/Pages/NewsDetails.aspx?entryid=127461>

[http://www.youris.com/Energy/Ecobuildings/Whipping\\_Swiss\\_Cottages\\_Into\\_Green\\_Shipshape.kl](http://www.youris.com/Energy/Ecobuildings/Whipping_Swiss_Cottages_Into_Green_Shipshape.kl)

[http://www.youris.com/Energy/Interviews/Niklaus\\_Ledergerber\\_Reviving\\_Stickbau\\_Wood\\_Log\\_Houses.kl](http://www.youris.com/Energy/Interviews/Niklaus_Ledergerber_Reviving_Stickbau_Wood_Log_Houses.kl)

## 2.2 Second VNR “Restore History and save Energy”

### Description

The second video news release “Restore History and Save Energy” of the 3ENCULT project was launched on January 29, 2014. This video aims at addressing the issue of retrofitting of historical buildings in terms of energy efficiency with a focus on some demonstration achievements implemented in two case studies of the 3ENCULT project. This is particularly interesting considering two standpoints: from the point of view of the conservation bodies, historical buildings should be safeguarded as much as possible from technological intervention, to preserve their historical and cultural nature. On the other hand, energy experts stress the relevance of historical buildings energy performance, thus putting more focus on the efficiency-side. The two instances found a good match in the case studies highlighted in the video.

The two case studies featured in the Video News Release are: Palazzina della Viola in Bologna, an historical building dated 1497 owned by the University of Bologna, and the Waaghaus in Bolzano. Palazzina della Viola went through a set of technical analysis to assess its thermal energy loss. Preserving delicate original material had limited the energy savings, but even though the heating and cooling loads were reduced by 12% and 30% respectively. Also the indoor climate conditions were improved for achieving comfort and artworks preserving conditions. Today the building is the headquarter of the University’s Department of International Exchange serving 7.000 students every year. The Waaghaus in Bolzano, a building from the 13th century, has been subject to air temperature and humidity analysis. The prototype of a smart energy-efficient windows for heritage buildings (the SmartWin Historic Window) developed within the project was also installed there. The outcome of the two case studies has been the conservation of the historical and cultural heritage coupled with the improvement in terms of energy efficiency.

The article “[Making Europe’s cultural heritage more energy efficient](#)” and the interview “[Retrofitting of historical buildings requires multiple expertise](#)” to Alexandra Troi, vice head of Institute for Renewable Energy of the European Academy of Bolzano, came with the dissemination of the video, to sustain it and further increase 3ENCULT project’s visibility.

The video has been distributed both on youris.com website (<http://www.youris.com/Energy/ECobuildings/Restore-History-And-Save-Energy.kl>) and on project website (<http://www.3encult.eu/en/casestudies/Videos.html>).

### Audiovisual production process description

The audiovisual production process is made of the several steps, ranging from the identification of the main topics to the selection of the case studies to be filmed.

The topic identified for this VNR is the project’s research outcomes in terms of technological innovation and benefits from retrofitting bringing historical buildings into a living environment for citizens and users. The VNR covers the case studies of Palazzina della Viola and Waaghaus, while the b-roll, in addition to these two, also includes filming material on Palazzo D’Accursio. The first shooting was carried out in April 2011 and the last one on September 2013. This activity was finalised in January 2014 and distributed on the 29<sup>th</sup> of January on the youris.com platform and on the 30<sup>th</sup> of January 2014 on the Eurovision World Feeds.

## 2.3 Broadcasting and distribution

### Work undertaken

#### Direct Communication towards Television Media (1-to-1 communication)

Direct communication to TV stations was mostly carried out via telephone and per e-mail. The work was co-ordinated by Leonardo Film, youris.com Third Party. So far 7 take-ups from the youris Media Center have taken place. RAI and PG Mreza confirmed their interest in broadcasting the video.

#### Communication through the Eurovision exchanges

The project VNR (teaser plus b-rolls, for a total duration of approx. 15 minutes) was broadcast onto the **Eurovision World Feeds**. The schedule of Eurovision broadcastings was negotiated with the Eurovision on January 30, 2014, at 10:00-10:15 GMT. The Eurovision press release was issued and distributed some days before the actual distribution through the satellite exchanges.

The press release represents the evidence of the negotiation of the Eurovision video broadcasting.



#### **Restore History 10:00-10:15 GMT 30-JAN-2014 WF**

**Date Shot:**  
**Location:** BOLZANO  
**Country:** ITALY  
**Sound:** Language:

**Source:** BEYOUR  
**Restrictions:** This material is free of rights and free of charge worldwide.  
Technical availability in Europe, Middle East and North Africa (EU7A)

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#### **Dopesheet:** Restore History and Save Energy

Restoring historic buildings and saving energy at the same time is now a reality. A brand new window with thin-layer glazing combines energy efficiency with the aesthetics of a baroque window. Passive house window expert Franz Freundorfer developed the heat-saver for the Waaghaus in Bolzano, a building from the 13th century. Combining new technology and old traditions the scientists want to bridge the gap between the conservation of historic buildings and improving energy efficiency.

Also the Palazzina della Viola built in Bologna in 1497 was given a make-over. Preserving delicate original material had limited the energy savings, but even though the heating and cooling loads were reduced by 12% and 30% respectively. Also the indoor climate conditions were improved for achieving comfort and artworks preserving conditions. Today the building is the headquarter of the University's Department of International Exchange serving 7.000 students every year.

The use of the Eurovision gateway generated 12 take-ups (Télédiffusion d'Algérie, Algeria, VRT, Belgium, Hrvatska Radiotelevizija, Croatia, MKRTV, Former Yug. Rep. of Macedonia, Euronews, France, Televiziunea Romana, Romania, Channel 1, Russia, RTVS, Slovenia, Atresmedia, Spain, CNN International, UK, ALAANTV, United Arab Emirates, Sky News Arabia, United Arab Emirates).

### Communication through pan-European broadcaster Euronews

Euronews broadcast their edit of the 3ENCULT video ([Making History and Save Energy](#)) on 10<sup>th</sup> of February 2014. The Euronews edit of the video is available in streaming mode in 13 different languages (English, French, Spanish, German, Italian, Portuguese, Ukrainian, Arabic, Turkish, Persian, Russian, Greek, Hungarian). The EuroNews channel is available in 350 million households in 155 countries worldwide and reaches more than 170 million European households by cable, satellite and terrestrial distribution. According to EuroNews audience data, we can estimate that about 11 to 13 million people came across the reportage during the TV broadcasting time.

### Communication through on-line video media services for journalists

Distribution activities included not only TV stations but also press journalists, online journalists and bloggers. The video, article and interview were distributed through the main information multiplier (such as, AlphaGalileo, Cordis Wire, BuildUp, Phys.org) and taken up by other websites (such as Heritagedaily.com and Newwaytosave.net).

**Figure 2.1: examples of take-ups on web media**





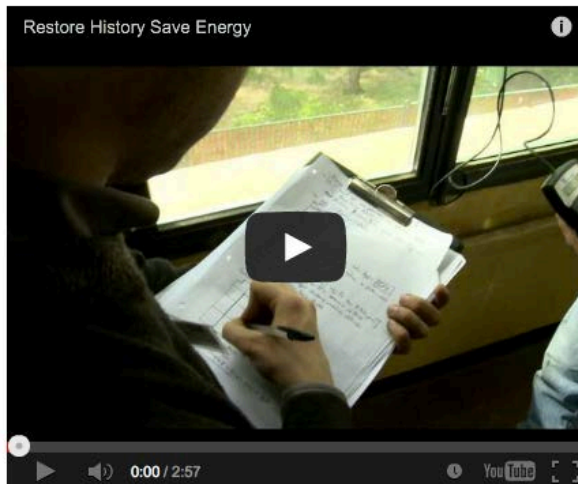
➕ **Explore further:** [Reconciling energy efficiency and comfort](#)

**More information:** Video: Restoring historic buildings and saving energy:  
[phys.org/news310293612.html](http://phys.org/news310293612.html)



### Restore History Save Energy

Posted by: admin / Category: Save Energy



Restore History and Save Energy Restoring historic buildings and saving energy at the same time is now a reality. A brand new window with thin-layer glazing ...

## Monitoring and assessment

The project followed two mainstreams of monitoring of the VNR results in terms of media impact:

1. Through the retrieval of all broadcastings, which effectively took place, presumably took place, will take place.
2. Through the retrieval of access to the 3ENCULT distribution channels, the [www.youris.com](http://www.youris.com) website and similar sites, to complement TV broadcasting data.

## TV Media Distribution

The following broadcasting table refers to three main distribution pillars:

- 1-to-1 distribution, i.e. broadcastings generated by direct contacts between the project team and the newscords and commissioning editors of a number of target TV stations.
- Euronews broadcastings, i.e. broadcastings made by the Euronews program “Hi-Tech”
- Eurovision broadcastings, i.e. broadcastings generated by the use of the EBU world feed service.

The exhibit below provides an overview of all TV broadcastings (tracked, presumable and planned) on a “per-release” basis and includes the video take-ups for the second 3ENCULT VNR as as of the end of February 2014.

Deliverable D8.6 Video News Release

Country	TV Channel	Program Name	Origin	Date of Broadcasting (certain or presumed)	Tracked broadcast (*)
<b>ALGERIA</b>	Télédiffusion d'Algérie	N.A.	EBU	End of January 2014 onwards	No
<b>BELGIUM</b>	VRT	N.A.	EBU	End of January 2014 onwards	No
<b>CROATIA</b>	Hrvatska Radiotelevizija	N.A.	EBU	End of January 2014 onwards	No
<b>FORMER YUG. REP. OF MACEDONIA</b>	MKRTV	N.A.	EBU	End of January 2014 onwards	No
<b>FRANCE</b>	Euronews	Hi-Tech	EBU	End of January 2014 onwards	Yes
<b>ITALY</b>	Rai	N.A.	1-to-1	End of January 2014 onwards	Yes
<b>ROMANIA</b>	Televiziunea Romana	N.A.	EBU	End of January 2014 onwards	No
<b>RUSSIA</b>	Channel 1	N.A.	EBU	End of January 2014 onwards	No
<b>SERBIA</b>	PG Mreza	N.A.	1-to-1	End of January 2014 onwards	Yes
<b>SLOVENIA</b>	RTVS	N.A.	EBU	End of January 2014 onwards	No
<b>SPAIN</b>	Atresmedia	N.A.	EBU	End of January 2014 onwards	No
<b>UK</b>	CNN International	N.A.	EBU	End of January 2014 onwards	No
<b>UNITED ARAB EMIRATES</b>	ALAANTV	N.A.	EBU	End of January 2014 onwards	No
<b>UNITED ARAB EMIRATES</b>	Sky News Arabia	N.A.	EBU	End of January 2014 onwards	No

On the youris mediacenter the teaser and b-rolls were taken up on the whole by 5 TV stations, 2 of which (RAI, Italy, and PG Mreza, Serbia) declared they will use the footage to produce their own reportages.

Overall:

- On the EBU/Eurovision World Feeds the video was taken-up by 12 TV stations
- On the youris mediacenter the video was taken-up by 5 TV stations
- On the whole 17 different broadcasters took up the video material of the project until now. Monitoring and tracking activities are still in progress. At present the expected target of the project video TV distribution (according to Annex I of the DoW about 15 take-ups by different TV stations) has been overcome recording successful performances
- The pan-European station Euronews shall be seen as a special broadcaster in the list, as it has European and world coverage, in 14 languages and has an overall audience of several tens of millions people per day. Euronews addresses a worldwide audience, comprising of 14 websites in 14 different languages (Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Polish, Portuguese, Russian, Spanish, Turkish, and Ukrainian). Moreover, the Euronews edit of the video is available in streaming mode in 13 different languages (English, French, Spanish, German, Italian, Portuguese, Ukrainian, Arabic, Turkish, Persian, Russian, Greek, Hungarian). The Euronews channel is available in 350 million households in 155 countries worldwide and reaches more than 170 million European households by cable, satellite and terrestrial distribution. According to Euronews audience data, we can estimate that about 11 to 13 million people came across the reportage during the TV broadcasting time.
- Another interesting take-up in terms of outreach and audience is represented by CNN International, which can be seen by viewers in over 212 countries.

## Web Media Distribution

It has been possible to monitor web results on the basis of the available sources, statistics and data access of the distribution channels managed by youris.

- youris website and Social Media Accounts (Facebook, Twitter, Youtube)
- Specialized websites that cover scientific news with which youris.com has syndication relations

Material	Unique Visitors (youris)	Facebook viewers (youris)	Twitter followers (youris)	Youtube viewers (youris)	Twitter external outreach	Alphagalileo visits	Phys.org visits	Cordis visits
Video	43	71	142	94	378	172	1290	22
Interview	68	56	142	-	12516	272	-	34
Article	42	-	142	-	142	-	-	-
<b>TOTALS</b>	153	127		94	13036	444	1290	56

- Online tracking was carried out in English only, thus monitoring data do not cover possible take-ups in different languages

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- The web outreach of the video has increased thanks to the Euronews presence on the web, both through its 14 websites and Social Media (Network of 20 Youtube Channels, Euronews Knowledge Channel on Youtube, Facebook, Twitter, Google+, Vine, Dailymotion and vkontakte). Also, Euronews content is available on mobile devices through its 5 mobile applications.

Links to VNR from 3ENCULT website and youris.com portal:

<http://www.3encult.eu/en/casestudies/Videos.html>

<http://www.youris.com/Energy/Ecobuildings/Restore-History-And-Save-Energy.kl>

Links to related articles:

<http://www.3encult.eu/en/newsevents/all/default.html>

<http://www.youris.com/Energy/Ecobuildings/Alexandra-Troi--Retrofitting-Of-Historical-Buildings-Requires-Multiple-Expertise.kl>

<http://www.youris.com/Energy/Ecobuildings/Making-EuropeS-Cultural-Heritage-More-Energy-Efficient.kl>

Tracked video edits

The following URLs represent the video link in the languages of the Consortium and of Case Studies:

English (<http://www.Euronews.com/2014/02/10/making-history-and-saving-energy/>)

German (<http://de.Euronews.com/2014/02/10/energieeffiziente-denkmalpflege-nach-mass/>)

Spanish (<http://es.Euronews.com/2014/02/10/3encult-protendiendo-el-patrimonio-cultural-de-la-ue/>)

Italian (<http://it.Euronews.com/2014/02/10/efficienza-energetica-per-edifici-storici/>)

Additional languages can be selected directly on the Euronews website

### 3 Overall results

The number of actual broadcastings at European TV stations and the number of visits generated by the web is a continuous process and difficult to track totally. However difficult, the following paragraph will cast a light on the actual and successful results of the VNRs distribution.

The target of the distribution was public at large involved as TV watchers, TV and media professionals, online communities and stakeholders of the domain at large.

The project followed two mainstreams of monitoring of the VNR results in terms of media impact:

- Through the retrieval of all broadcastings, which effectively took place, presumably took place, will take place.
- Through the retrieval of access to the [www.youris.com](http://www.youris.com) website and similar sites, to complement TV broadcasting data.

#### 3.1 TV Media Distribution and Broadcasting

As of the date of the present report, the two VNRs generated 32 take-ups, 15 from the EBU/Eurovision satellite gateways and 17 from the youris.com Media Center.

The following table provides an overview of all the take-ups, by country, source and TV channel (3 TV stations, which took up the second VNRs, have asked not to disclose the name of their channels).

**Table 3.1: 3ENCULT VNRs TV Take-ups**

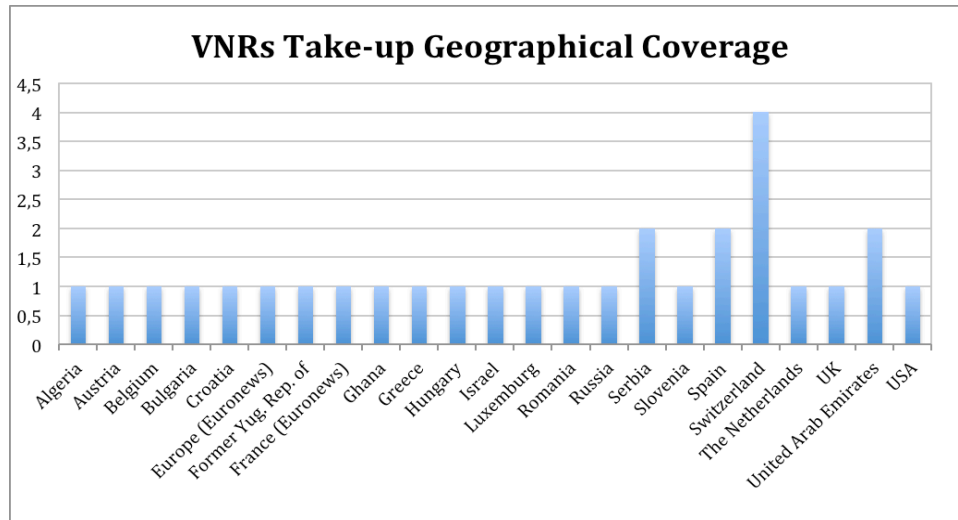
Country	TV Channel	Origin	Take-up of VNR1	Take-up of VNR2
ALGERIA	Télédiffusion d'Algérie	EBU		<input type="checkbox"/>
AUSTRIA	ORF	1-to-1	<input type="checkbox"/>	
BELGIUM	VRT	EBU		<input type="checkbox"/>
BULGARIA	Bulgarian National Television	1-to-1	<input type="checkbox"/>	
CROATIA	Hrvatska Radiotelevizija	EBU		<input type="checkbox"/>
FRANCE	Euronews	EBU	<input type="checkbox"/>	<input type="checkbox"/>
GHANA	Ghana Broadcasting Cooperation	1-to-1	<input type="checkbox"/>	
GREECE	ERT Hellenic Broadcasting Corporation	1-to-1	<input type="checkbox"/>	

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<b>ITALY</b>	Rai	1-to-1		<input type="checkbox"/>
<b>HUNGARY</b>	HIR TV	1-to-1	<input type="checkbox"/>	
<b>ISRAEL</b>	IBA Israel Broadcasting Authority	1-to-1	<input type="checkbox"/>	
<b>LUXEMBURG</b>	ENEX	EBU	<input type="checkbox"/>	
<b>REP. OF MACEDONIA</b>	MKRTV	EBU		<input type="checkbox"/>
<b>ROMANIA</b>	Televiziunea Romana	EBU		<input type="checkbox"/>
<b>RUSSIA</b>	Channel 1	EBU		<input type="checkbox"/>
<b>SERBIA</b>	PG Mreza	1-to-1	<input type="checkbox"/>	<input type="checkbox"/>
<b>SLOVENIA</b>	RTVS	EBU		<input type="checkbox"/>
<b>SPAIN</b>	Atresmedia	EBU		<input type="checkbox"/>
<b>SPAIN</b>	Antenna-3 TV	EBU	<input type="checkbox"/>	
<b>SWITZERLAND</b>	Actua Films	EBU	<input type="checkbox"/>	
<b>SWITZERLAND</b>	Schweizer Fernsehen SRF	1-to-1	<input type="checkbox"/>	
<b>SWITZERLAND</b>	TVO	1-to-1	<input type="checkbox"/>	
<b>THE NETHERLANDS</b>	NRT	1-to-1	<input type="checkbox"/>	
<b>UK</b>	CNN International	EBU		<input type="checkbox"/>
<b>UNITED ARAB EMIRATES</b>	ALAANTV	EBU		<input type="checkbox"/>
<b>UNITED ARAB EMIRATES</b>	Sky News Arabia	EBU		<input type="checkbox"/>
<b>USA</b>	Chamber of Eco Commerce	1-to-1	<input type="checkbox"/>	

**Figure 3.1: VNRs Take-up Geographical Coverage**



The geographical coverage is sometimes influenced by the localization of contents (as in the case of Switzerland with the first VNR focusing on a Swiss story in the domain of a EU project).

### 3.2 Web Media Distribution

Through the retrieval of access to the [www.youris.com](http://www.youris.com) website, the project website and other websites sites to which youris.com distributes contents in syndication, it has been possible to collect additional data on the outreach of the VNRs and supporting articles and interviews.

In order to broaden and maximise the distribution of the VNRs and related articles, the youris.com platform, social networks managed by youris.com and additional information multipliers (such as, Alpha Galileo, CordisWire, Phys.org) were used. This activity was performed by iCons, third party of youris.com.

On the whole we can estimate that approximately 53500 web users came across the two VNRs, articles and interviews from November 2012 till February 2014. This number can only grow in time.

As shown in the following tables, Social Media played a big role in the dissemination of the editorial contents produced (Twitter external outreach is the potential reach of the 3ENCULT project content posted on youris.com Twitter account, summing up the followers of all the accounts that shared our content).

The web outreach of the video is to be considered even larger thanks to the Euronews presence on the web, both through its 14 websites and Social Media (Network of 20 Youtube Channels, Euronews Knowledge Channel on Youtube, Facebook, Twitter, Google+, Vine, Dailymotion and vkontakte).

**Table 3.2: VNR1 Web Distribution Data (November 2012-February 2013)**

VNR	Material	Unique Visitors (youris)	Facebook viewers (youris)	Twitter followers (youris)	Youtube viewers (youris)	Youtube viewers (3encult)	Twitter external outreach	Alphagalileo visits	Phys.org visits	Cordis visits
VNR 1	Video	232	-	60	69	186	-	928	-	116
	Interview	111	-	60	-	-	-	444	-	56
	Article	176	-	60	-	-	29856	704	5280	88
	<b>TOTALS</b>	<b>519</b>	<b>-</b>		<b>69</b>	<b>186</b>	<b>29856</b>	<b>2076</b>	<b>5280</b>	<b>260</b>

On the whole we can estimate that a number of 38246 web users came across the first reportage (VNR, article and interview) from November 2012 till the end of February 2014.

**Table 3.3: VNR2 Web Distribution Data (28 January-February 2014)**

VNR	Material	Unique Visitors (youris)	Facebook viewers (youris)	Twitter followers (youris)	Youtube viewers (youris)	Youtube viewers (3ENCULT)	Twitter external outreach	Alphagalileo visits	Phys.org visits	Cordis visits
VNR 2 Restore History and Energy Saving	Video	43	71	142	94	15	378	172	1290	22
	Interview	68	56	142	-	-	12516	272	-	34
	Article	42	-	142	-	-	142	-	-	-
	<b>TOTALS</b>	<b>153</b>	<b>127</b>		<b>94</b>	<b>15</b>	<b>13036</b>	<b>444</b>	<b>1290</b>	<b>56</b>

On the whole we can estimate that a number of 15215 web users came across the second reportage (VNR+article+interview) from 28 January 2014 till the end of February 2014. These numbers can only grow over the next few months.



## 4 Additional video material

In the course of the project, youris.com used the existing video footage and produced additional videos in order to provide the project with other video formats to be used during events or on the project website.

- In order to enable also other case studies that have not been selected for shooting to have their own visual presentation, a short video was produced for each of them, with pay-offs describing the single steps and interventions. The pictures and texts were directly supplied by the partners responsible for the single case studies. The videos are available both on the project website and on a dedicated Youtube channel
- By using both the shot video footage and the animations of each case study, youris.com produced an edit of a video comprising all case studies. This material was engraved on an endless DVD that was used at different events, fairs and final conference.

Link to the case studies' videos on the 3ENCULT website:

<http://www.3encult.eu/en/casestudies/Videos.html>

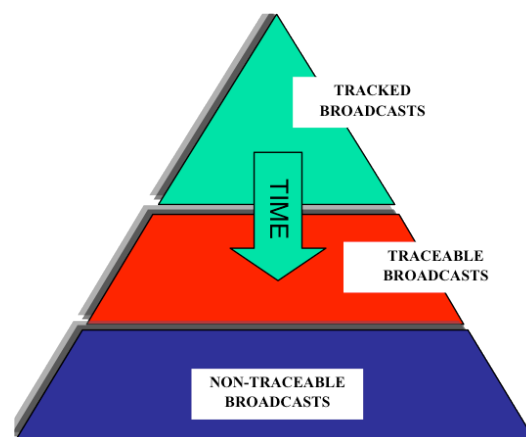
Link to the 3ENCULT Youtube channel:

<http://www.youtube.com/user/3encult?feature=watch>

## 5 Conclusions

Both VNRs were taken-up by at least 15 TV broadcasters each, thus reaching the target set at the beginning of the project and enabling a wide outreach in terms of TV audience (millions viewers)

- The videos have been/are potentially going to be broadcast on national TV stations in more than 20 different countries plus the countries reached by the pan-European 14-languages TV broadcaster Euronews.
- As a general rule, it is not possible to track every single broadcasting at the European level. A current practice experienced during other similar projects is that many TV stations do keep the footage in their video repositories/archives for future, unpredictable usage. In addition, people at TV stations are very often unaware of the use made by the footage they receive. The monitoring process shall therefore be seen as a continuous one. The monitoring model of youris.com is summarized in the graphical representation below, showing that monitoring shall be considered as a continuous process:



- On the web, we could calculate that more than 53000 users were reached or came across the 3ENCULT video and featuring articles. This number can only grow in future.

Moreover the web outreach of the video has increased thanks to the Euronews presence on the web, both through its 14 websites and Social Media (Network of 20 Youtube Channels, Euronews Knowledge Channel on Youtube, Facebook, Twitter, Google+, Vine, Dailymotion and vkontakte). Also, Euronews content is available on mobile devices through its 5 mobile applications

- These first data show how the project managed to reach out to millions of people worldwide through public communication contents; a further step towards the enhancement of public awareness on sensitive issues such as environment, society, innovation supported by public funded research projects.