



D5.1 – Pilot Plan

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1 Executive Summary

To serve the increasingly complex needs of the music ecosystem, FuturePulse will develop and pilot test a novel close-to-market music platform in three high-impact Use Cases. FuturePulse will help music companies leverage a variety of music data and content, ranging from broadcasters (TV, radio) and music streaming data, to sales statistics and streams of music-focused social media discussions, interactions and content, through sophisticated analytics and predictive modelling services, to make highly informed business decisions, to better understand their audience and the music trends of the future, and ultimately to make music distribution more effective and profitable. FuturePulse will offer these capabilities over a user-friendly, highly intuitive and visual web solution that will enable the immersion of music professionals in the realm of music data, and will support them to make highly informed and effective business decisions (e.g., artist/venue to book, marketing budget).

This is the first pilot plan, which focus on specifying the setup of the initial system for pre-pilot testing, as well as a first round for small-scale testing of the system targeting mostly end users within the consortium.

2 Introduction and Relation to other WPs/Tasks

2.1 Purpose and Scope

This deliverable provides a concrete description of the three pilots to be implemented during the whole lifespan of the FuturePulse project, serving the music ecosystem, for setting up the foundations of this complex, demanding and crucial activity. The three pilots will be focusing on the following three music related domains:

- **Record Labels (Use Case #1)**
- **Music Event Organizers (Use Case #2)**
- **Online Music Platforms (Use Case #3)**

Even though this deliverable emphasises on the three pilot cases, special attention has been given to the pre-pilot phase where initial preparatory actions and activities will take place.

Adding to the above, D5.9 focuses only on the small scale pilots and not on the later stages (medium and large) as these will be discussed in future deliverables.

2.2 Structure of the Deliverable

This deliverable is structured around the following sections:

- **Section 1 Executive Summary:** a descriptive but concise overview of the deliverable.
- **Section 2 Introduction and Relation to other WPs/Tasks:** provides more information regarding the structure and scope of the deliverable.
- **Section 3 FuturePulse Pilot Definition:** an overview of the pilots and concrete information on the methodology to be followed throughout the execution and evaluation of the pilots.
- **Section 4 Pilot Cases Description and Roadmap:** the main content section of this deliverable. Includes information for each pilot regarding concrete implementation steps, time-plans, testing scenarios and next steps.
- **Section 5 Success KPIs:** a concise description of the KPIs to be achieved throughout the implementation of the pilots
- **Section 6 Results and Conclusions:** a short conclusion section summarizing the main point of this deliverable.
- **Section 7 APPENDIX:** any supporting material relevant to the deliverable.

3 FuturePulse Pilot Definition

3.1 Pilot Definition & Phases

The **three Use Cases** where the **FuturePulse platform** will be pilot tested correspond to **three key stakeholders** (Use Case owners) of the music industry: **a) record labels**, **b) live music stakeholders** (venues, tour promoters, festival organizers), and **c) online music platforms/point of sales**. For each of them, a dedicated partner from the FuturePulse consortium will ensure comprehensive analysis of the actual business requirements, and thorough evaluation of the developed solutions. The three Use Cases address the needs of a very large part of digital music industry, ranging from “traditional” stakeholders (record labels, live industry) to rapidly growing companies (music streaming services and platforms). This will ensure that the delivered solution will be designed and perform according to industry standards.

Pilot execution will be implemented in three different but interconnected phases:

- **Pre-pilot phase (M14-17):** setting up the final requirements to be met through all pilot phases but emphasis given to the small scale pilot, finalise reporting templates, fine-tune testing scenarios, engage with the end users
- **1st Phase: Small scale (M19-M24):** implement small scale pilot, support end users, provide feedback to technical partners, test initial set of requirements and visualization, design and setup the medium scale pilot, initiate the engagement of the External Advisory Board.
- **2nd Phase: Medium scale (M25-M30):** implement medium scale pilot, support end users, provide feedback to technical partners, test of advanced set of requirements and visualization, design and setup the large scale pilot
- **3rd Phase: Large scale (M31-M35):** implement large scale pilot, support end users, provide feedback to technical partners, test of close-to-final set of requirements and visualization, design and setup the large scale pilot

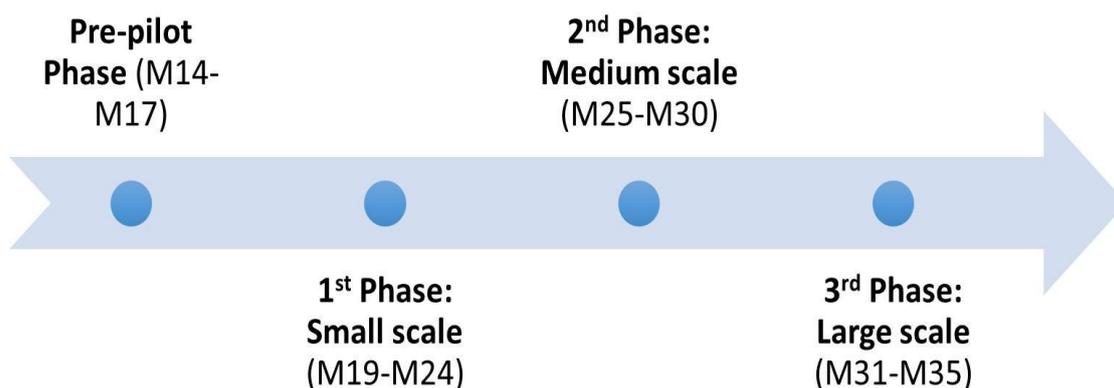


Figure 1: Pilot Phases

3.2 Overall Pilot Methodology

3.2.1 Pilot design and planning

FuturePulse pilots will be designed according to the market knowledge of each **Use Case owner**. Use Case owners will identify the most relevant features of the FuturePulse platform and have them tested either directly by themselves or through

external pilot users¹ (depending on the pilot) during the different evaluation (pilot) phases as indicated in the previous section.

Each pilot will be designed according to the pilot phase (small/medium/large) and the Pilot Users will be identified according to the outcome they can expect from the platform at a given moment and according to their needs. Adding to the above, each pilot will provide significant feedback to technical partners, which will be collected and evaluated by the pilot operators throughout the implementation of each pilot phase.

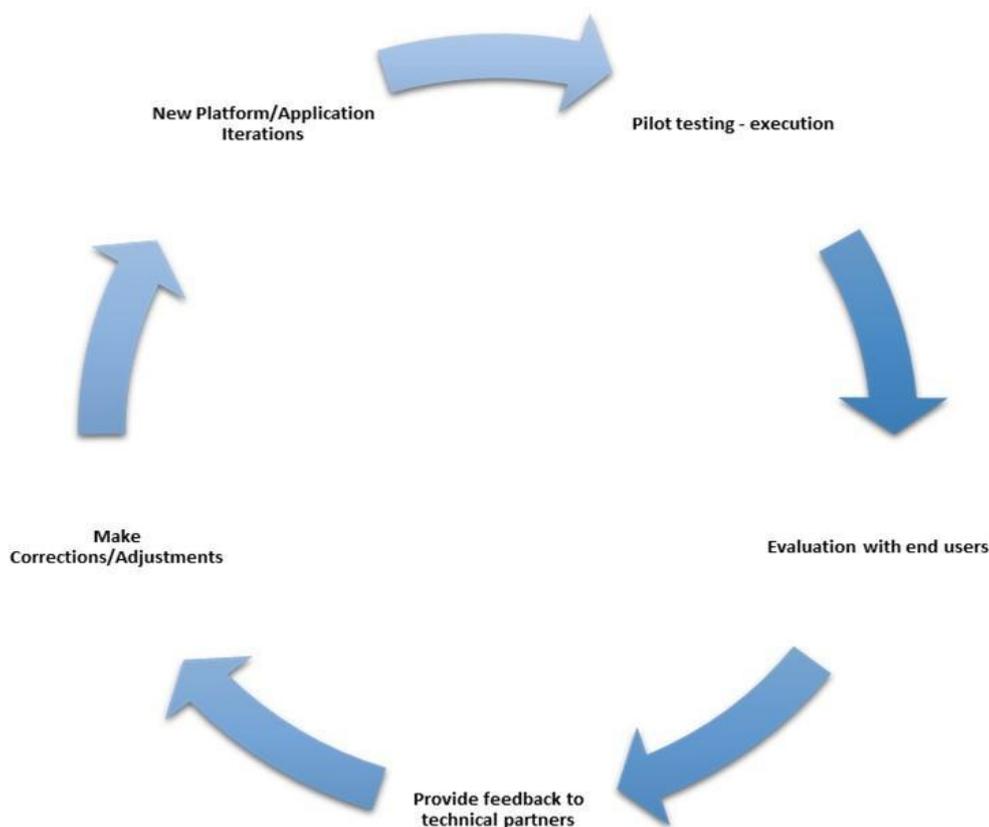


Figure 2: Pilots' Feedback Loop

For example, during the first pilot phase, initial features of the platform will be tested while feedback will be given on the overall design. Adding to the above Pilot Users will be identified among the close circle of the Use Case owners or will be Use Case owners themselves. The close relationship with the first Pilot Users will also help enhance the platform and get straightforward feedback about the features tested. The margin of error and disappointment can be higher than for the large scale testing. For the large scale pilots, the Use Case owners will identify very relevant actors of their ecosystem: large live music events, big artists or major brands and have them test the full features of the platform and the impact on their activity. At this stage the close-to-final platform should be up and running and offer close-to-full features and visualisation to the Pilot Users.

3.2.2 Pilot operation and management

Each pilot will be operated and managed by the concerned Use Case owner. The Use Case owner will have regular contact with the pilot user in order to assist him in each phase and make sure the testing takes place in the best way possible. The use case

¹ In some cases or phases, Use Case owners are also Pilot Users

owners will have regular contact with the FuturePulse technical team in order to manage in real time any issue the Pilot User would have with the platform. Feedback documents will be created for each pilot. These documents will be managed by the Use Case owner following the feedback from each Pilot User. An initial version of templates to be used for providing feedback to the technical partners can be found in **Section 7: APPENDIX A**. These templates may change during the evaluation cycles based on the feedback that we receive from the pilot users and technical partners.

3.2.3 End Users Recruitment and Engagement (Methodology)

The **recruitment and engagement of Pilot Users** will be organized by each Use Case owner among its partners and clients. Each Use Case owner will create a list of potential users among its clients or partners in order to identify the most suitable pilot users for each pilot phase: Small / Medium / Large.

A formal engagement letter will be sent by each Use Case owner to each potential Pilot User inviting him to test the FuturePulse solution at a defined phase: Small / Medium / Large.

Once the Pilot User accepts to take part in the FuturePulse pilot, the Pilot User will be invited to sign a **Pilot User NDA**².

The Pilot Users will then get access to the testing methodology and given a face to face or online first demonstration of the platform/applications and the specific features that concern its area of activity: Labels / Live Music / Point of Sales.

The success of the recruitment and engagement will depend on the level of relationship of each Use Case owner with its ecosystem as well as the relevance of the features proposed by the FuturePulse platform with each testing market.

3.2.4 Result analysis and validation

The results of each pilot will be analysed by each Use Case owner in order to understand if the use of the FuturePulse platform produced the expected results for the Pilot User. The effectiveness of the platform and the results produced will be based on the impact of the technical features on the day-to-day business activity of each Pilot User.

After analysis by each Use Case owner consortium the results will be validated if:

- the Pilot User saw an impact on his day-to-day business activity using Future Pulse, and/or
- the technical features expected for each pilot phase worked as expected and announced to the Pilot User

In particular, each Use Case owner will perform either statistical processing or qualitative analysis (or both) on the pilot user responses and will generate informative evaluation reports to be used for: a) refining/guiding the technology development activities, and b) promoting FuturePulse as a highly effective platform.

Importance will be given to comparing the evaluation of performance with existing solutions (if available) or current industry practices.

² Non-disclosure Agreement

3.2.5 Evaluation methodology

3.2.5.1 The dimensions of the evaluation methodology

For each of the project objectives, the evaluation methodology defines the following evaluation dimensions:

- **Capture the user perception on effectiveness**
- **Monitor the user acceptance**
- **Investigate on the impact assessment**
- **User Perception**
 - Completeness of the evaluation assets against the functional requirements
 - Effectiveness of the evaluation assets to address the accountability attributes
 - Capability of the evaluation assets to implement the accountability support services
 - Accuracy of the evaluation assets to deliver the expected artefacts
- **User Acceptance**
 - Usefulness of the evaluation assets
 - Alignment of the evaluation assets to current business practices
 - Overhead of the evaluation assets for knowledge transfer
 - Increased trust in accomplishing the objectives
- **Impact Assessment**
 - Benefits brought by the evaluation assets to current business practices
 - Barriers raised by the evaluation assets further wider adoption of the solution framework
 - Coverage of the data protection requirements in current cloud markets
 - Willingness to leverage the use of the FuturePulse platform and applications
 - Overall satisfaction

3.2.5.2 Evaluation Tools & Methodologies

The implementation of the evaluation methodology includes the setup of tools for formalising the stakeholders' feedback in a constructive way. These tools involve the organisation of small-scale interviews and focus groups and the availability of questionnaires focused on the needs of the different stakeholder groups from the evaluation audience. The decision of which methodology or combination of methodologies will be used, is up to the Use Case owner and may be adjusted by each pilot phase.

The organisation of small scale interviews and focus groups (example)

Through constructive discussions, these tools are exploited to derive the strong and the weak points of the FuturePulse application and platform, elaborate on the opportunities and the threats from the adoption of such practices in the current domain.

Focused questionnaires (example)

In order to constructively organise the feedback from the evaluation audience, the use of focused questionnaires is recommended. Such questionnaires will offer the baseline for the collection of the stakeholders' view on the FuturePulse platform, the suggested practices and (mainly the technical) mechanisms. For each evaluation dimension, a set of questions will be used, customised per pilot and aimed to reflect the associated

quality metrics and collect appropriate qualitative values for them. The questionnaires will be instantiated for each group from the evaluation audience.

4 Pilot Cases Description and Roadmap

Section 4 focuses on a detailed description of all three pilots and a short description of the pre-pilot phase. All three Use Cases owners are presenting their testing scenarios for their pilots, based on the time plan and functionalities to be available throughout FuturePulse platform in the future. What is critical to mention is that as FuturePulse is a living and on-going project, several issues might occur which may result in slight deviations from the initial time plan, especially regarding when functionalities will be embedded in the platform. As some technical issues can be considered as slightly unpredictable, short deviations may happen and pilot plans may need to be adjusted according to the available functionalities. For this reason, all pilot plans will be revised and adjusted as the project moves closer to the 1st release of FuturePulse platform (October 2018).

4.1 Pre-pilot Phase (M14-M17)

The **pre-pilot phase** is the **first step towards the final design and specification of the pilot phases**. During the pre-pilot phase, a number of **preparation activities** will take place such as **setting up the final requirements to be tested** through all pilot phases (emphasis given to the small scale pilot), finalise reporting templates, **fine-tune testing scenarios** and **engagement with the end users**.

This involves the **specification of the finalisation of stakeholders** (pilot users) that will participate in the tests, the **finalisation of services and user scenarios** that will be tested, the **evaluation methodologies** to be used, and the **timings of the tests**. **Preliminary test plans** will be also created which will be continuously updated based on the technological developments and availability of test users. Distinct test plans will be independently created and maintained for each pilot. Furthermore, each pilot plan will contain a test roadmap, including detailed short-term test plans and longer-term test goals, which will progressively become more detailed.

Overall, the pilot testing plan will be organized around the following priorities (order from the earliest to the latest):

- test validity and usefulness of proposed services;
- assess effectiveness and value of FuturePulse services in controlled settings;
- assess effectiveness and value of FuturePulse services in realistic settings;
- test scalability of FuturePulse platform and services.

4.2 Pilot Description: Record Label (Use Case #1): Playground Music

Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.

4.3 Pilot Description: Record Label (Use Case #1): Playground Music

Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.

4.4 Pilot Description: Music Event Organizers (Use Case #2): BassNation

Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.

4.5 Pilot Description: Online Music Platforms (Use Case #3): Soundtrack Your Brand

Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.

5 Success KPIs

As already discussed in previous sections, KPIs are considered a critical element for assessing the impact of FuturePulse. In this section we present a short overview of the KPIs related to the implementation of the pilots only, and not to the evaluation KPIs as these will be discussed in the evaluation deliverables.

Table 1: KPIs Summary

KPI Description	Target KPI ³	Small Scale Pilot
Number of artists where <i>FuturePulse</i> is tested (Use Case #1)	>1,000	<i>Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.</i>
Number of events where <i>FuturePulse</i> is tested (Use Case #2)	>100	
Number of brands where <i>FuturePulse</i> is tested (Use Case #3)	>100	
Number of music industry stakeholders directly involved in pilots	20	

Number of artists where FuturePulse is tested (Use Case #1): This KPI refers to the number of artists that will be identified or have their data tested through the FuturePulse system.

Number of events where FuturePulse is tested (Use Case #2): This KPI refers to the number of events that FuturePulse will be tested on. These events can be hosted at the same or different club, as one club may organise several events in a specific time period. Moreover, one event can also correspond to one single artist performing to a large festival as one set by an artist is one "artistic representation".

Number of brands where FuturePulse is tested (Use Case #3): This KPI refers to the number of brands in which FuturePulse platform will be tested. In this specific case, one Point of Sale is considered to be a separate brand meaning that (for example) 10 stores of the same trademark are considered to be 10 different brands. The motive behind this decision is that each store has unique characteristics and needs to be differently treated.

Number of music industry stakeholders directly involved in pilots: This KPI refers to the number of music industry stakeholders that will be directly engaged/involved in the pilots. These stakeholders can be clubs, festival organisers, recording labels, etc.

³ As described in the DoW

6 Results and Conclusions

This deliverable provides a first overview of the pilot methodology including information regarding small scale pilot of all three Use Case to be pilot tested **a) record labels, b) live music stakeholders** (venues, tour promoters, festival organizers), and **c) online music platforms/point of sales**.

Each Use Case has defined its own pilot evaluation roadmap according to the needs and requirements that each specific case has and possible stakeholders to be engaged throughout the implementation of each pilot.

Although concrete steps have been defined, deviations and adjustments may occur according to the technical implementation of the actual solution and available functionalities. As some technical issues can be considered as slightly unpredictable, short deviations may happen and pilot plans may need to be adjusted according to the available functionalities. For this reason, all pilot plans will be revised and adjusted as the project moves closer to the 1st release of FuturePulse platform (October 2018), in order to better serve the requirements of the end users.

7 APPENDIX A

Contents of this subsection are considered as confidential. For more information please contact us through www.futurepulse.eu in order to request access to D5.9.