



***“TOWARDS TRANSPARENCY AND PRIVACY IN THE ONLINE
ADVERTISING BUSINESS”***

D8.1 TYPES PROJECT PRESENTATION AND WEBSITE

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PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

(Tick the corresponding dissemination level of the deliverable according to Annex I).

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1.- INTRODUCTION

This document describes the different aspects related to the design, development and launch of the TYPES web site as part of the overall dissemination tasks included in WP8, task 1. This report is intended to accompany the actual D8.1, which is the TYPES project website to be put online in July, 2015.

The website is composed basically of a set of static pages containing the information about the project objectives, members of the consortium, contact, etc. and three sections which will require continuous updates: Documents, News & Events, and Blog. The entire website is based on a blog engine, WordPress, to facilitate the posting, search and update of contents. The website will be publicly available from M4, August, 2015, at the URL: <http://www.TYPES-project.eu>.

The project website has the objective of creating a tool for disseminating both TYPES activities and results to the wider community. For this reason, a user friendly website has been designed.

In order to attract a wider spectrum of visitors, the website is not focusing on complex technical details but on the real applications. This approach is expected to enhance project visibility and impact among specific audiences: online advertising stakeholders, consumer associations and end-users, public bodies, regulators and the scientific community.

Therefore, the TYPES webpage has been specifically designed to fulfil the following requirements:

- Disclose general information to boost the audience's interest
- Disseminate project results
- Provide calendar for scheduled events & news
- Allow internal communication and information dispatching among the consortium

In the following chapter the full structure of the website will be described as well as its main features and capabilities.

2.- WEBPAGE TECHNICAL OVERVIEW AND STRUCTURE

The whole design of the website, intended to act as a source of information, revolves around usability issues such as: the design of the page layout, the navigational elements and the information architecture. To enable a better dissemination of the project, the existing content of the website will be further developed.

The website was conceived to work on any browser using HTML and JavaScript only. No plug-ins, such as FLASH, are needed to render the content related areas of the pages. The idea was also to implement a low and simple maintenance communication tool.

The design was made taking into account the logical distribution of the contents, their relative relevance, and frequency of use and common knowledge of average users.

The general sections of the website, home page, contacts, consortium, etc. are formatted as static pages to depict definite chunks of information. The sections Documents, News & Events and Blog don't share the static schemes with the aim to allow different contributors to help with the maintenance of the news section. We chose to use a blog based database architecture. This will help to reduce the efforts in maintenance and to increase the overall quality of the site.

The entire website is powered by WordPress blog engine. This is one of the best blog systems in terms of stability and performance. As it is user-friendly, we expect contributors to be actively involved with the feed of information for this section.

Regarding the layout of the page, a one column design plus an upper section was selected. In the upper section, like most websites, a menu guiding users through the all contents of the web is available.

The webpage has 4 main elements:

- Banner with TYPES logo and leitmotif
- Menu Bar for navigation
- Main body containing the information of each section
- Footer with contact and grant agreement details

The content has been structured in 6 main sections, accessible from the top menu bar or through the footer, which are always displayed for easy navigation purposes.

The sections are the following, as it can be seen in **Figure 1**:

- About Types
 - Project Purpose
 - Solution
 - Impact
- Partners
- Documents
- News & Events
- Blog
- Contact

As the project evolves there will be the need to specify the categories in the Documents, News & Events and in the Blog sections to maintain clear and easy to use categories.

To verify the usage and visibility of the page, an account on PIWIK has been setup. The reports from the analysis tool(s) will be checked periodically and used to confirm the validity of the dissemination actions through the usage of the website.



Figure 1. Webpage general structure overview.

During the project development, the webpage could be slightly modified, including pictures or other sections, so as to broadcast the tasks accomplished by the consortium, the advantages of TYPES solutions and to boost the audience's interest in the results.

The following subchapters will describe each section of the webpage, including a screen shot of it and its text. As previously stated, we consider the webpage as a live and dynamic element, so it will be updated regularly. For that reason, figures and text might change from time to time.

2.1.- ABOUT TYPES

This section presents the core of the project, from the background to the impact and the solution, describing the steps to be taken to accomplish the goals. Being the core of the website, it has been divided in different pages, in order to address objectives and outcomes of the project. The cover page has a brief description of the project introducing the users to the TYRES targets.



Figure 2. Screen shot of the About Types webpage.

2.1.1.- Project Purpose

This section defines the scope of the project, sets de project goals and establishes the project objectives and the technical solution we propose to address them.



Figure 3. Screen shot of the project purpose webpage.

“Online advertising generated in 2013 \$42B worth of revenue and more than 3.4 million direct and indirect jobs in Europe in 2012 alone. It supports some of the most important Internet services such as search, social media and user generated content sites. However, the lack of transparency regarding tracking techniques and the type of information companies collect about users is creating increasing concerns in society. Software tools for implementing total mitigation (e.g., ad blocker or cookies blocker) have been released to block any transfer of information from end users towards the online advertising ecosystem. A massive adoption of these tools by end

users may cause disruptions in the digital economy by affecting the online advertising sector and leading to consequences such as losing of a large number of employments.”.

2.1.2.- Solutions

To accomplish its goals, the TYES project has defined a set of demonstrators that are detailed in this section:



Figure 4. Screen shot of the Solutions webpage.

2.1.2 Implementation

The work plan is divided into three pillars that capture the indispensable elements needed to achieve the goals defined in an innovation action:

- 1) Technology innovation
- 2) Impact and Exploitation
- 3) Dissemination and Communication.

The figure in the Implementation Section illustrates the Types work plan structure illustrating the three pillars.



Figure 5. Screen shot of the Implementation webpage.

2.1.3.- Impact

This section is divided in two columns:

- In the left column all the expected impacts of the project are listed.
- The right column outlines the expected benefits for the different end-users. Clicking on each of the various beneficiaries more detail of the expected benefit is given.

The different groups that will benefit from TYPES listed in the drop-down are:

- Users
- Over the Top Service Providers (OTT SPs)
- Telecom Operators
- Equipment and software Vendors



Figure 6. Screen shot of the Impact webpage.

2.2.- PARTNERS

The TYPES project has a complete and powerful consortium. This section is devoted to presenting the partners and direct links to their WebPages .

The TYPES Consortium comprises 10 partners from 5 European countries. The project has the peculiarity of offering a complete ecosystem for the Internet data monetization business (representing the whole innovation and commercialization chain: from network equipment and software vendors, through telecom operators and over-the-top service providers, up to the final end users and advertising companies) and is therefore best positioned to provide a complete set of solutions for increasing transparency and privacy in this domain.

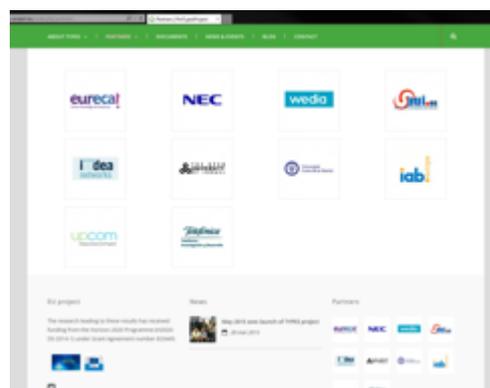


Figure 7. Screen shot of the Partners webpage.

TYPES partners are also encouraged to disseminate TYPES project with their corresponding official webpages ensuring a better diffusion of the project .



Figure 8. Partner public information within Types website.

2.3.- DOCUMENTS

This section intends to host all the relevant documents that the project will generate, with technical papers, demonstrations, summary of talks at relevant international conferences, workshops information, etc.

It will make easily available to retrieve public material generated within the project activities.



Figure 9. Screen shot of the Documents webpage.

2.4.- NEWS & EVENTS

This section aims to disseminate project activities as well as to provide information on events that are considered interesting for the community and the stakeholders (**Figure 10**).



Figure 10. TYPES consortium at the KoM.

2.5.- BLOG

This section is devoted to disseminating project results, as well as the messages which support the research and explain the impact of the innovative technology developed within the project.

Scientific publications, participation at conferences, workshops, etc. will be announced here, and abstracts presented.

This part is now inactive and will grow as the project develops (**Figure 11**).



Figure 11. Screen shot of the blog webpage.

2.6.- CONTACT

It contains a form so that users can contact the project coordinator to send their comments, suggestions or share information.

The volume of request for information received by this section can be a good way to measure the interest aroused in the public.

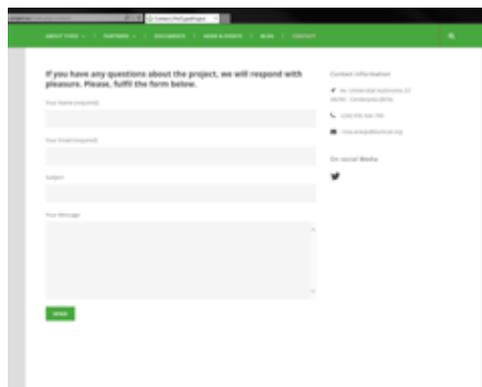


Figure 12. Screen shot of the Contact webpage.

3.- MAINTENANCE

Keeping the website updated is a must nowadays, because the information flows are faster than ever. For this reason, any new releases, events, participations in fairs etc, are going to be reported and updated on the website.

The main outcomes and public deliverables and relevant results for the stakeholders will also be an important feature of the website.



IAB will take care of this responsibility, taking advantage of its expertise in developing web applications for other European projects.

4.- CONCLUSION

The Webpage is the public presentation of the TYPES project and one of the best ways to guarantee its dissemination worldwide.