

## EGNSS Transport Applications

H2020-GALILEO-GSA-2017-1

Project Number 776355



### Deliverable D9.12

#### TransSec Website 2

**Work package:** WP9 – Dissemination and Exploitation

<b>Prepared By/Enquiries To:</b>	Ryan McCloskey ( <a href="mailto:rmccloskey@tssg.org">rmccloskey@tssg.org</a> ) – TSSG/WIT Martin Tolan ( <a href="mailto:mtolan@tssg.org">mtolan@tssg.org</a> ) – TSSG/WIT
<b>Reviewer:</b>	Martin Tolan ( <a href="mailto:mtolan@tssg.org">mtolan@tssg.org</a> ) - TSSG/WIT
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**Authorised by:**

*Roland Trauter*

Roland Trauter  
Daimler AG

**Reviewed by:**

Martin Tolan  
TSSG, WIT

**Authorised date:** 31/01/20120

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## 1 Introduction

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The purpose of this deliverable is to act as a companion document to the TransSec website, <http://www.transsec.eu/>, and provide a brief update regarding the accumulated metrics achieved to date by dissemination via the projects' channels which are being leveraged for the communication of the project's message with the intension of increasing the reach of the project to a larger audience.

As a following on from the previous deliverable (D9.2 submitted in month 8) the website have been completed implemented with all of the features and design strategy and components as laid out in that deliverable. As regular updates are required for the website the entire website has been built on WordPress. This enables the simple and effective means of pushing updates to the website without having to redesign the pages or resort to host controlled updates.

As expected a lot of the web site components will remain static except for the following items:

- **News, Blogs & Events:**  
Relates to any events or situations where the TransSec project participates, presents or is the subject of the event. Provides a mix of content that captures the entire situation and provides the reader with consumable relevant information that furthers the TransSec message.
- **Public Deliverables:**  
As deliverables are submitted by the project only those that are for public consumption are made freely available via the website. This provide a one stop, easy to find location where all of the projects public information can be consumed.
- **Papers and Articles:**  
TransSec has authored several papers and articles since the beginning of the project, these resources can all be found at this location.
- **Presentations, Press Releases & Events:**  
Since the project kick off in February 2018 TransSec has participated and presented at several high value events across to globe. This portion of the website is designed to capture all of these events and make the relevant information for these interactions available.

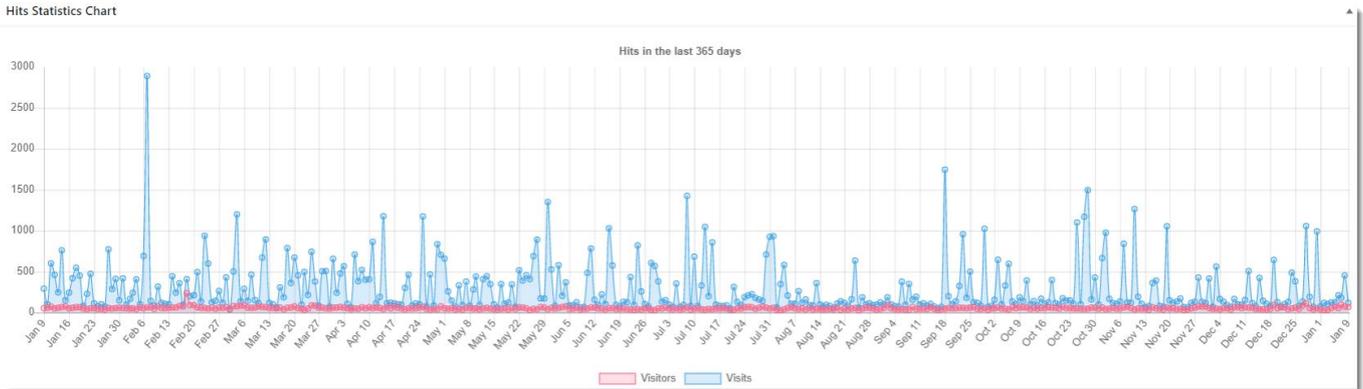
## 2 Project Dissemination Metrics

The success of the project’s dissemination efforts can be measured using several methods; the number of publications originating from the project (papers and articles), number of conferences where TransSec is presented and the reach of the various project portals including the website and the social media channels. In Table 1 we provide an overview of some of the metrics used to determine the dissemination success of the project and these metrics will be updated as the timeline for the project progresses.

Channel	Reach
Website Posts	18
Website Visitors	34,297
Website Visits	194,897
Twitter Posts	140
Twitter Followers	75
Facebook Posts	14
LinkedIn Posts	14
Press Releases	1
Press Release - Print Media	3
Press Release - Online Publications	18
Press Release - Radio Interviews	3
Publications	5
Papers	7

**Table 1: TransSec Dissemination Metrics**

When considering the impact of the project website, it is clear that there is interest around the project and this will also be tracked throughout the timeline for the project.



**Figure 1: Website Activity from January 2019 – January 2020**

Top 10 Pages			
ID	Title	Link	Visits
1	Home Page	/	32,853
2	TSSG	/partners/tssg/	4,486
3	University of Stuttgart	/partners/university-of-stuttgart/	1,078
4	Vehicle-to-Vehicle (V2V) Communications Demo	/2019/01/31/vehicle-to-vehicle-v2v-communications-demo/	993
5	About Us	/about-us/	909
6	Vicomtech	/partners/vicomtech/	871
7	Daimler AG	/partners/daimler-ag/	834
8	Contact Us	/contact-us/	798
9	Home	/index.php	751
10	Public Deliverables	/public-deliverables/	667

**Figure 2: Popular Pages from the TransSec Website up to January 2020**

Summary		
Online Users:	<b>1</b>	
	Visitors	Visits
Today:	70	123
Yesterday:	74	454
Last 7 Days:	500	1,445
Last 30 Days:	1,821	7,718
Last 365 Days:	20,006	111,064
Total:	34,297	194,883

**Figure 3: Website Statistics since going live up to January 2020**

### 3 Conclusions

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Traffic is being driven to the TransSec website by users who are keen to find out the latest events and occurrences happening within the project. Fuelling this traffic to the website is the consistency of updates being applied to the contents and being pushed via all of the social media channels in order to bring attentions back towards the website.

It can be seen that, as a whole, the website is an apt communications portal capable of delivering the project's message to the widest audience possible. As the project continues there will be many additional updates applied to all of the communications channels and in particular in the final year of the project this becomes even more important as more and more results are released by the project.