



Water-tightness Airborne Detection Implementation

D10.5 Video News Release

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Technical references

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PU = Public

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)

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Executive Summary

This report summarises the procedure carried out in the production of WADI Video News Release (VNR). It outlines the development of the storytelling and describes the distribution and monitoring process.

Within the framework of the communication and dissemination strategy of the WADI project, the VNR is one of the main tools for reaching the general public and, more in general terms, for extending the project's outreach outside the community of the close stakeholders.

The video was during the flight campaigns that took place in WADI demonstration sites in 2018 and 2019. It highlights the innovation of WADI technology compared with traditional water leak detection methods.

WADI VNR was released and distributed to world TV stations in October 2019 and will be launched on the EBU/Eurovision Worldfeeds on 31st October 2019.

A teaser of the VNR has been published on youris.com and on WADI website, while the whole footage is available for download from the Youris Media Center (YMC), a portal dedicated to TV broadcasters and journalists where they can download all audio-visuals produced by youris.com.

Data about distribution will be collected both by youris.com and its third party Leonardo Film towards the end of the project and will be included in the deliverable D10.7 "Report on Communication and Dissemination Activities".

The video material will be available for months after the project's end, thus constituting a legacy of the project that leaves space for additional broadcasts and take-ups.

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1 Video development

1.1 Approach

WADI Video News Release was produced with the aim of disseminating the project's achievements to the broad public and raising awareness about the potential of WADI technology.

youris.com team, composed by youris.com third party Leonardo Film, youris.com' Editor in chief and the project's communication manager identified the angle of the video in order to extend the project's outreach outside the community of close stakeholders. The result is a short video suitable for TV and web audiences.

WADI partners Air Marine, ONERA, SGI, SCP and EDIA collaborated actively to the production of the VNR. The video was shot during the flight campaigns that took place in both WADI demonstration sites between October 2018 and June 2019. It puts in comparison WADI flight campaign with a ground leak detection campaign and features interviews to the experts involved in the development and the assessment of WADI technology.

The rough materials consist of several hours of footage, from which the VNR was produced. The VNR is intended to be a fully original audio-visual, developed according to a consolidated format that follows this structure:

- Teaser: a 3-minutes edited video with English voiceover, acting as short news on the subject. This short version is used and distributed on the web and aims to provide TV broadcasters with an idea of the subject of the video and highlight its potential for development.
- b-roll: a language-independent short footage (8 to 12 minutes duration), adequately supported by sheets, shot lists, suggested voiceover and other supporting information. The footage enables TV stations to build their own edits according to their editorial requirements and content localisation.

This format (a short teaser plus footage) fully complies with the requirements of all TV broadcasters in Europe and worldwide, including the satellite distribution exchanges of the European Broadcasting Union and the pan-European TV station Euronews. The EBU is part of youris.com TV media distribution process since 2005 to maximise outreach.

The format is also particularly suitable for localisation of content. TV broadcasters downloading the short footage have the possibility to edit and adapt the filmed stories to their editorial policy, identity and language. This allows a sort of "automated" localisation process, as the final users of the delivered footage (the TV stations) directly provide to the content localisation.

2 Script

Researchers may have found a new, faster and easier way to detect water leakages in our water systems using planes and drones.

In Europe a lot of water is being lost due to cracks in water pipes. According to a report of the European Federation of National Water Services (EurEau) "the mean value for losses are 23%". As such, limiting and preventing water leakage has become a global challenge.

But tracking down the source of a leak can be a tricky business. Especially in rural areas.

Today the main detection method works with acoustic signals. Acoustic sensors are placed on underground mains water pipes. The escaping water causes mechanical vibrations that are displayed on a monitoring screen. In a way these sensors detect the sound of water leaking out of a pipeline. But the acoustic survey is accurate only for small diameter pipes. A European initiative called "WADI" is working on new technologies to make remote locations more accessible.



Figure 2.1 Frame of WADI VNR showing the acoustic method for water leak detection

IV Alessandro Bertoni:

"The technology we are developing within the WADI project allows us to look for water losses in places which are difficult to access such as rural areas. We will have the opportunity to study and investigate losses in large diameter transmission pipes where the normal and traditional technologies are not very efficient in terms of cost and accessibility."



Figure 2.2 Frame of WADI VNR showing Alessandro Bertoni from SGI, Innovation Manager of the WADI project

At a military airbase in Salon de Provence in France the new technology is being tested. Jean-Claude Krapez is a senior research scientist working for the Aerospace Lab ONERA. He and the research team have developed a concept that couples and optimises off-the-shelf multispectral and infrared cameras. These are put on manned aircraft to monitor long distance infrastructure, and on drones to survey inaccessible or dangerous places.

Jean-Claude Krapez:

"Where water flows from channels, it will, of course, lead to increased soil moisture. And by evaporating, this moisture will cause the ground temperature to change."



Figure 2.3 Frame of WADI VNR showing the project's Scientific Coordinator Jean-Claude Krapez from ONERA in front of Air Marine aircraft used in WADI flight campaign

Also thermal radiation from the soil can be monitored. However, some challenges remain. The images are difficult to interpret due to the high heterogeneity of the surface like bare soils, low grass, rocks or high trees. Through the high-resolution images gained during the flights, the researchers are now able to piece together a map of large areas. This method allows researchers to better detect variations in soil moisture and to pinpoint any water leaks.

IV Jean-Claude Krapez:

"The idea in this project is to combine all these images and to find which images to combine, to show as clearly as possible the contrasts that are only due to water."

Next to the planes in France, the team conducted preliminary tests with equipped drones in Portugal. They expect that if only 20% of the European water network would apply their solution, the total amount of water saved could reach nearly 1.3 billion m³ each year.

3 Distribution

The distribution and broadcasting strategy adopted for WADI VNR has been in use for several years and follows a consolidated approach developed by youris.com.

The strategy exploits youris.com broadcasting network, which has been designed to generate TV broadcastings throughout Europe and to draw attention from other media, including web-based video sharing.

3.1 Description of the distribution process

As soon as the VNR is launched and distributed to the TV media, it is also uploaded on Youris Media Center (YMC), a portal dedicated to TV broadcasters and journalists where they can download footage and teasers of all audio-visuals produced by youris.com. A teaser of the VNR is published on the [youris.com web portal](#) and [YouTube channel](#) as well as on [WADI website](#).

Soon after, the VNR (teaser plus b-rolls, for a total duration of approx. 15 minutes) is 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.

The distribution of the video material is supported by an accompanying press release that is sent to:

- the World and News Feeds of the Eurovision Department of the European Broadcasting Union (EBU);
- the pan-European TV station Euronews
- the network of personal contacts with TV commissioning editors and TV journalists in all European countries with more than 250 entries

After publication on youris.com and on WADI website, the press release related to the launch of WADI VNR is distributed to the following information multipliers:

- EU Agenda
- Alpha Galileo
- Cordis Wire
- World News
- Phys.org
- The European Technology Platform for Water
- The Water Network
- The Water Channel TV

In addition, the video is promoted on Twitter and on the following dedicated LinkedIn groups:

Water Technologies
Water and Wastewater Professionals
Water Network
Water Resource Management
"H2020 ENVIRONMENT" Hydroinformatics, Climate Change, Water Resources Research
UN-Water. The Pipe Professionals
Water Distribution System Professionals
Our Future Water
Circular Water Economy

Table 3.1 LinkedIn discussion groups

3.2 Monitoring

Monitoring is an essential part of the video distribution activity as it gives a measure of its success and impact in terms of target audience reached by the videos produced. A first overview of the TV take-ups, real broadcasting and outreach is usually available after six months from the first distribution of the video, considering that some TV stations take up the material but may decide to plan its broadcasting later in time.

The youris.com team constantly monitors take-ups of the video footage from the Youris Media Center and contact the TV channels which have downloaded the material to get feedback on their broadcasts (date, time, reference).

WADI Video News Release was distributed to world TV stations on 29th October 2019 and will be launched on the EBU/Eurovision Worldfeeds in HD quality on 31st October 2019.

An overview of all TV uptakes and tracked broadcasting of WADI VNR will be available after six months from its launch.

The monitoring process is set to gather information on TV broadcastings (date, time, channel, duration, treatment, audience, etc.) and web take-ups.

The video material will be available for months after the project's end, thus constituting a legacy of the project that leaves space for additional broadcasts and take-ups.