



Publications Office
of the European Union

NEW MULTIMEDIA SERVICES AND PRODUCTS INTRODUCTION

Pál JANC SÓK, OP B2 Multimedia Team

15/11/2022

Overview

- Who we are
- What do we mean with multimedia publications
- Why is it important
- How we can serve you
- Program for today

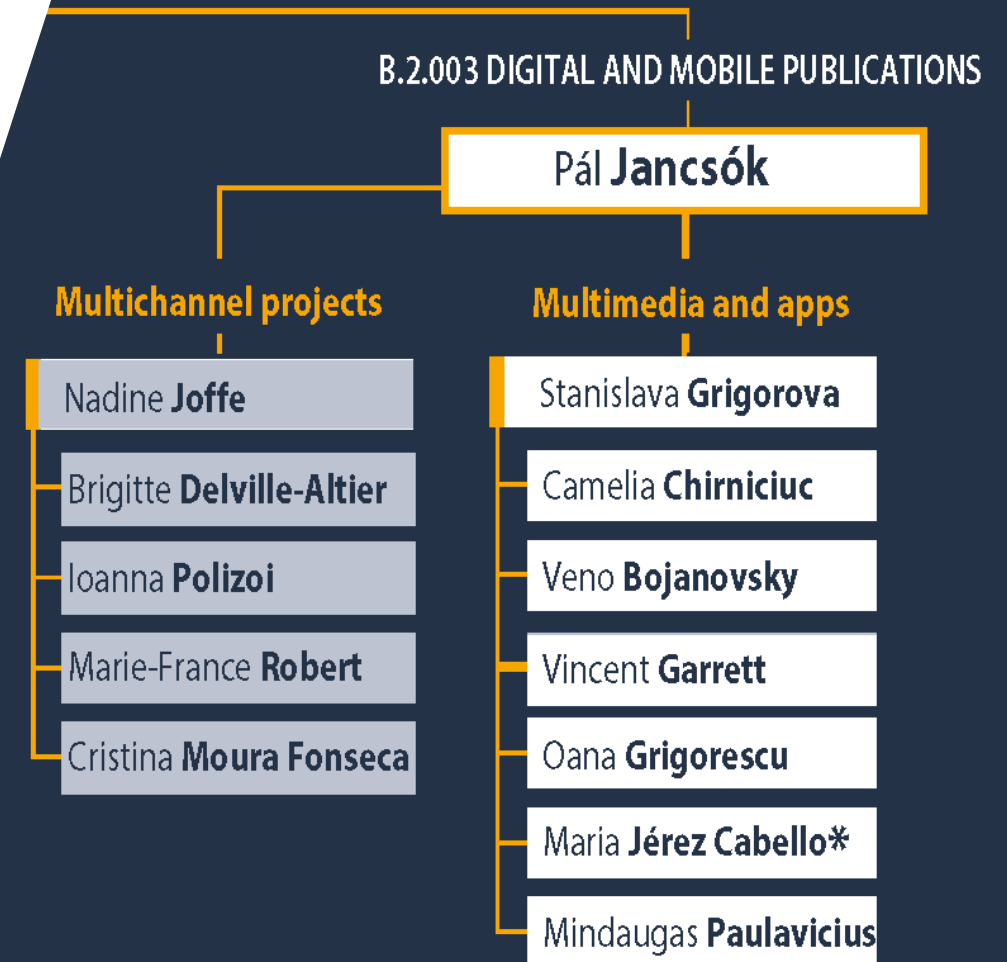
About us: Multimedia publications



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Who we are?

- Unit B.2 of the Publications Office (Multimedia and publications)
- Sector 003 Digital and mobile publications
- Head of Unit: Tuuli-Maria MATTILA
- Head of Sector: Pál JANCSÓK
- Team leader: Stanislava GRIGOROVA
- 7 Project Managers



* Horizontal **accessibility team** leader

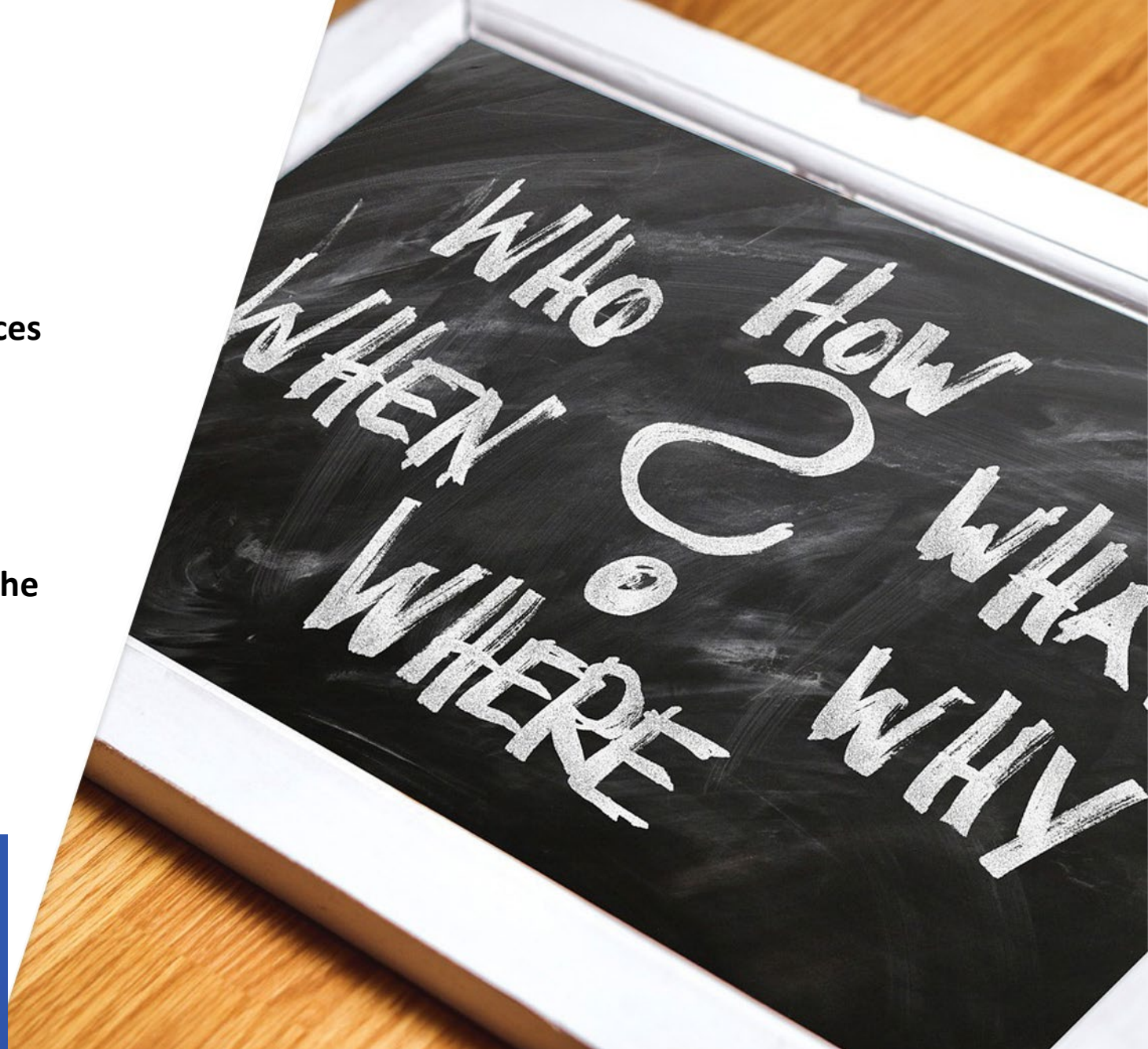


What is a multimedia publication?

- **Multimedia** publication includes various content forms such as *text, audio, images, animations* or *video*.
- Consumed on desktop or mobile devices such as computers, mobile phones, tablets.
- What OP can offer:
 - Audiovisual (video, animation, audiobook, podcast),
 - Interactive HTML,
 - Mobile apps,
 - Virtual- augmented reality apps,
 - Data visualisations and
 - E-learning modules.

Survey

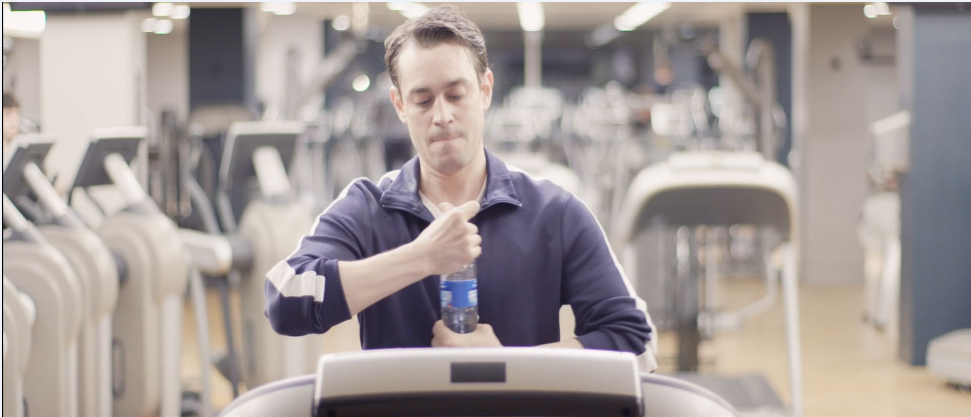
- **Do you know the multimedia publication services of the Publication Office?**
 - Yes, I am familiar with them.
 - I know a little about your products.
 - No, they are new to me.
- **Have you ordered a multimedia product from the Publications Office?**
 - Yes.
 - No, but I am planning to order.
 - No, I do not plan to order.



Join at
slido.com
#NewMedia



Example: Campaign video



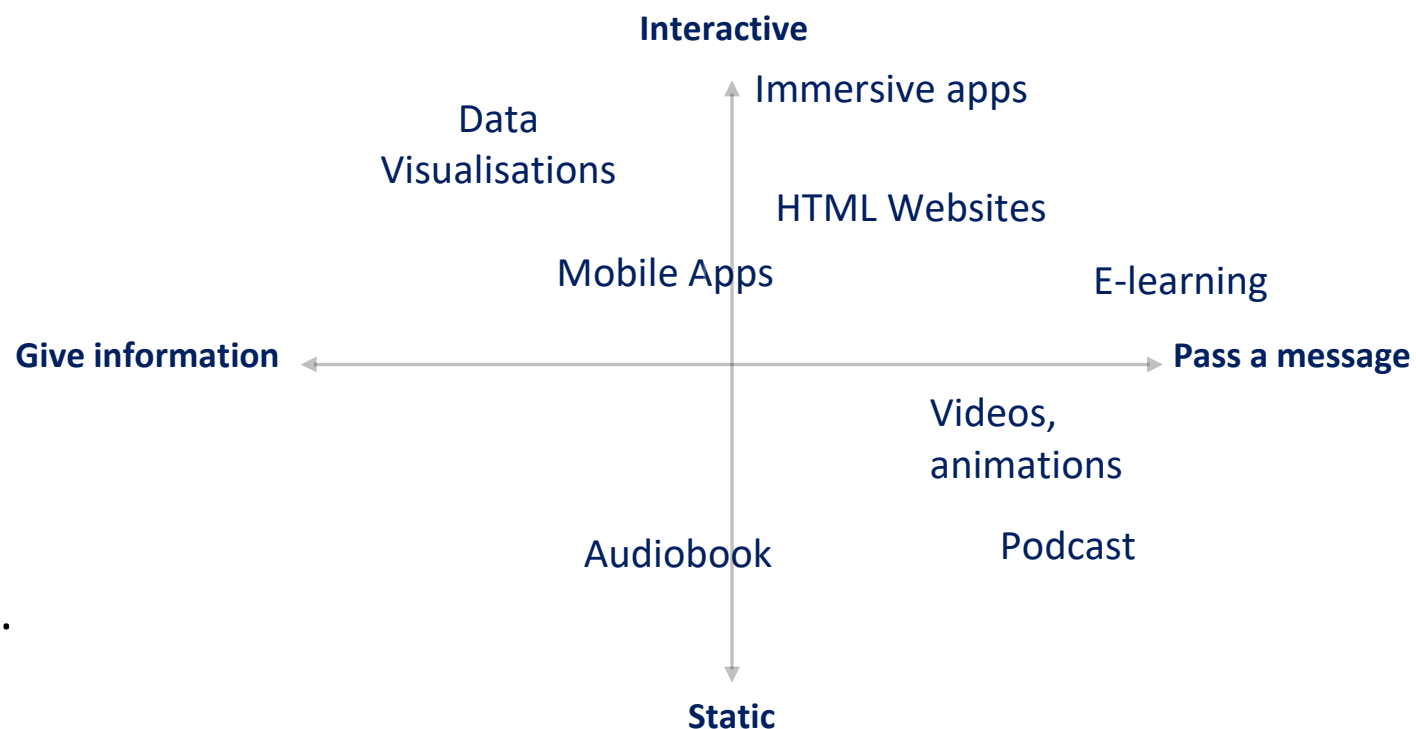
Single-use plastics: are you [#ReadyToChange?](#)
DG ENV, 2018



<https://op.europa.eu/webpub/com/eu-pioneers/en/>

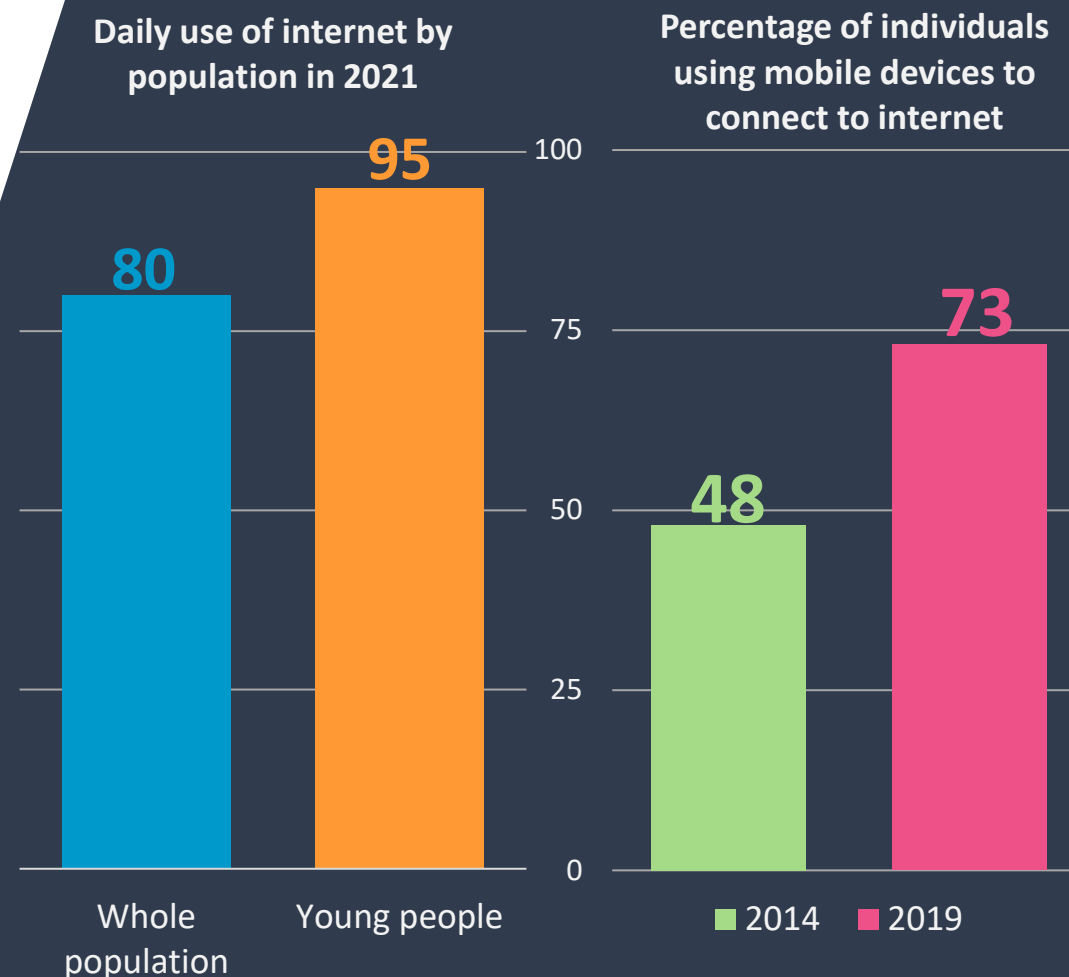
Various multimedia formats

- Each format has its strengths and weaknesses
 - Target audience
 - Dissemination channels
 - Time and cost
 - Consumption device
 - Interactivity
 - IT development or not
 - Etc.
- OP will help you to find the best format.



Why multimedia is important

- Digital publications can easily be consumed on various mobile devices.
- According to a [Eurostat](#) 2021 survey:
 - 95% of young people in the EU made daily use of the internet, compared with 80% for the whole population.
 - 71% of young Europeans have at least basic digital skills.
- In 2014, 48% of individuals used a mobile device to connect to the internet, versus 73% in 2019.



Why multimedia is important

- Multimedia publications can easily be disseminated in social media.
- OP experience shows that the importance of e-learning has increased during Covid-19.
- Gamification: Interactive games can attract various segments of the audience and help to convey the message.



How we can serve you

- We have experts for all formats
- We help you to
 - define the content,
 - define the technical requirements,
 - run the project,
 - ensure the quality of the delivered products,
 - measure the performance of the publication.



Example:

E-learning modules

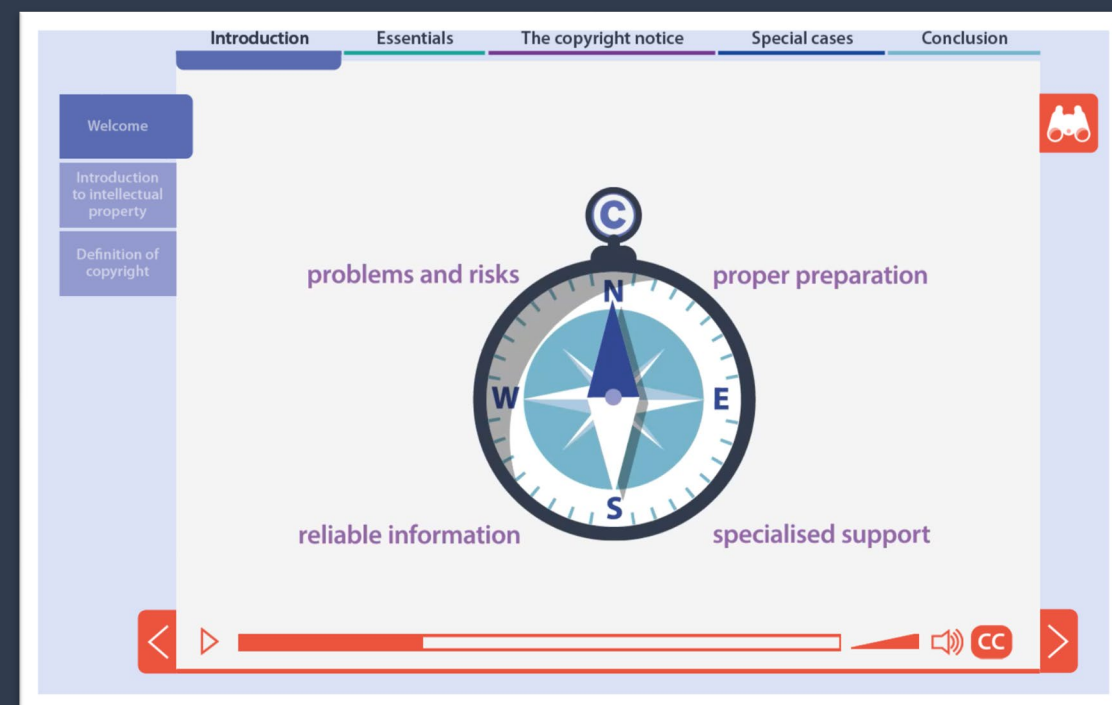
- OP Domain leadership trainings available in EU Learn:

- The process of publishing: a journey towards successful and modern publishing

 <https://eulearn.europa.eu/ilp/pages/course.jsf?courseId=44293598&pollingMode=on&runningLanguage=en-GB#!/courseroom/course>

- Discovering copyright: guidance for your editorial projects from the Publications Office

 <https://eulearn.europa.eu/ilp/pages/course.jsf?courseId=56047930&pollingMode=on&runningLanguage=en-GB#!/courseroom/c>



Example: Video

- ELA Road transport campaign 2022 <https://youtu.be/vqVIXY1JIOk>
- Interview with the client (Rastislav KRIZAN)





Program for today

- New multimedia services and products
(Audiobooks, podcasts and immersive products)
- Break
- HTML and data rich publications
- Going mobile
- How we work together?
- Session with Q&A
- Conclusion



THANK YOU

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