

A 360 DEGREES PERSPECTIVE ON THE VALUE OF MUSIC



Deliverable WP7 D7.5

Final report on communication, dissemination, and exploitation



Disclaimer

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Music360 D7.5 Final report on communication, dissemination, and exploitation

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¹ PU= Public, CO=Confidential, only for members of the consortium (including the Commission Services), CL=Classified, as referred to in Commission Decision 2001/844/EC

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Executive Summary

The Music360 project addresses a structural problem in the European music ecosystem: stakeholders do not have enough transparent, evidence-based insight into the use and value of background music. The proposal therefore set out to create a digital platform that collects and combines music fingerprinting, usage, and rights-related data so that creators, venues, collective management organisations, and policymakers can better understand the value of music and support more accurate and fair remuneration.

WP7 was the work package responsible for communication, dissemination, and exploitation. Its purpose was to ensure that results became visible, understandable, and usable inside and beyond the project. This final report aligns WP7 outcomes with the proposal, the D7.6 strategy document, the policy brief, and the actual KPI, publication, and dissemination trackers.

The project's policy brief shows that music generates measurable economic, societal, and cultural value. In Finland, commercially licensed music increased bookstore sales by 12% and increased planned spending in shopping centres by 41.3%. In the Netherlands Music tempo affects employee well-being, slow music boosts mood and job satisfaction. In Ireland, studies in hospitality showed that the right music improved staff energy and focus, increased dwell time, and raised visitor spending. In Spain, experiments demonstrated emotional and identity value during festivals, stronger emotional brand ties in retail, and improved wellbeing among cancer patients receiving chemotherapy with live music. These findings confirm that music is not only culturally meaningful but economically and socially consequential.

WP7 results are strongest in the channels most relevant for uptake: a broad portfolio of dissemination events, multiple stakeholder alignment meetings, a large body of publications and related academic outputs, podcasts, project video, and sustained website and LinkedIn activity. Some original digital KPIs were reformulated in discussion with the Commission so that reporting reflects actual outreach more accurately: website traffic is reported as impressions and social reach as views rather than follower counts.

Taken together, the project leaves behind a strong evidence base, a validated concept for a decentralised music data platform, a significant dissemination record, and concrete policy recommendations centred on a music-specific EU Cultural Data Hub, a stakeholder platform for continuation, and stronger data-based recognition of music's role in EU cultural policy.

1. Introduction and Scope

Music360 focuses on the professional use of background music in public and commercial settings such as shops, bars, restaurants, sports clubs, cafés, and healthcare settings. In such environments, music contributes to customer experience, staff wellbeing, brand identity, and sometimes directly to revenue. Yet the value that music creates is rarely measured at sufficient granularity, and remuneration distribution often depends on reference datasets rather than actual use.

The proposal defines Music360 as a project that creates a 360-degree perspective on the value of music by combining fine-grained fingerprinting data with metadata and usage information held by collective management organisations. The platform is meant to support creators in understanding where and how their music creates value, to help venues evaluate the effect of music, and to equip policymakers with evidence on the social and economic role of music.

This report presents the final outcomes of WP7 and explains how the project communicated, disseminated, and prepared the exploitation of results. It integrates actual tracker data from the uploaded Excel sheets and uses the D7.6 strategy and policy brief to ensure that the final narrative reflects both the operational work carried out and the project's broader strategic significance.

2. WP7 Objectives, Tasks and Deliverables

The proposal defines WP7 as the work package for dissemination, communication and exploitation, with the objective of exploiting project results during and after the project and ensuring dissemination in the music industry and science. WP7 includes five core tasks: T7.1 dissemination and exploitation planning; T7.2 the project website; T7.3 dissemination at music industry events such as Eurosonic Noorderslag and Westway Lab; T7.4 dissemination at other organisations such as SCAPR, CISAC, WIPO, IFPI, governments, creators and users; and T7.5 scientific dissemination.

The D7.6 strategy document translates those tasks into concrete channels, target groups, workflows, and compliance practices. It identifies websites, partner channels, LinkedIn, newsletters, policy briefs, journals, scientific conferences, festivals, industry events, and branch-organisation meetings as the main dissemination channels, and it defines specific target groups: CMOs, right-users, right-holders, policymakers, legal entities, academics, and researchers.

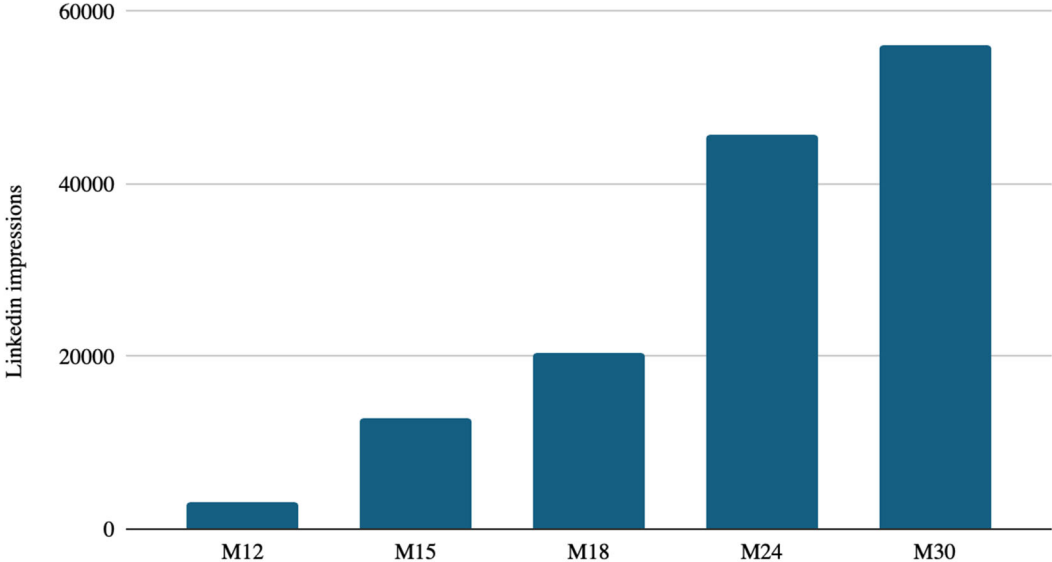
The strategy also records important implementation choices made during the project, including a LinkedIn-first approach for professional reach, approval procedures for publications, GDPR and EU emblem requirements, and the use of event, publication and KPI trackers as working instruments.

Task	Planned in proposal	How it was implemented
T7.1	Plan for dissemination and exploitation of results	D7.1, D7.2 and D7.6 planning, KPI monitoring, governance and workflow
T7.2	Project website	Music360 website, blog posts, deliverables, communication materials and partner amplification
T7.3	Industry events	Eurosonic, Westway Lab, Music Industry Day, demos, festivals and related professional events
T7.4	Other organizations and policy outreach	SCAPR, CISAC, GEMA, sister projects, Brussels events, European Parliament outreach
T7.5	Scientific dissemination	44 tracked publication items, conference papers, journal articles, chapters and theses

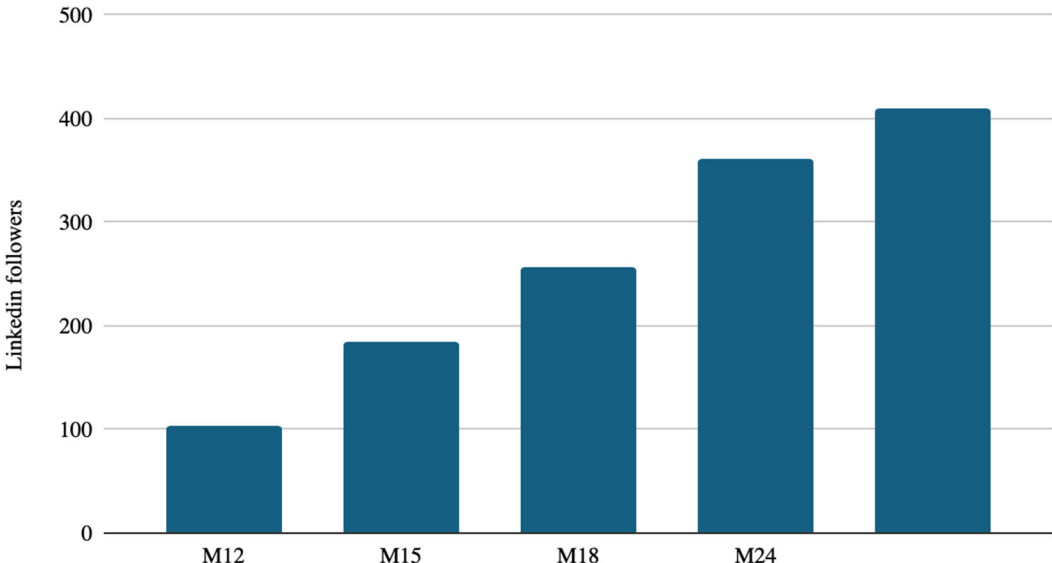
3. KPI Performance and Reporting

The KPI workbook records performance over time across reporting milestones M12, M15, M18, M24, M30 and M36. The workbook also contains mitigation notes, comments, responsible persons, and justifications. In discussion with the Commission, the project adjusted two items to better match actual dissemination behaviour: social media performance is interpreted as impressions rather than followers, and website performance as views rather than visits.

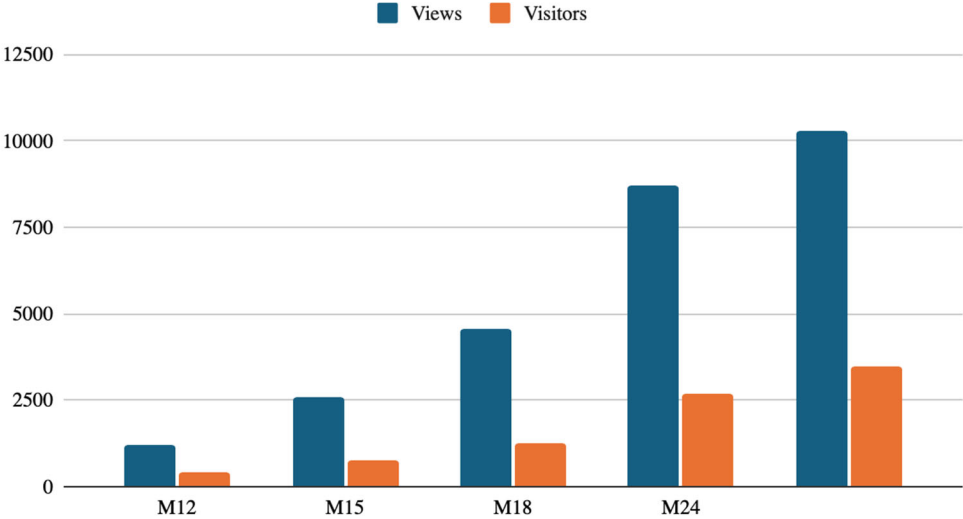
Linkedin impressions



Linkedin followers



Views and Visitors



M12, M15, M18 and M24

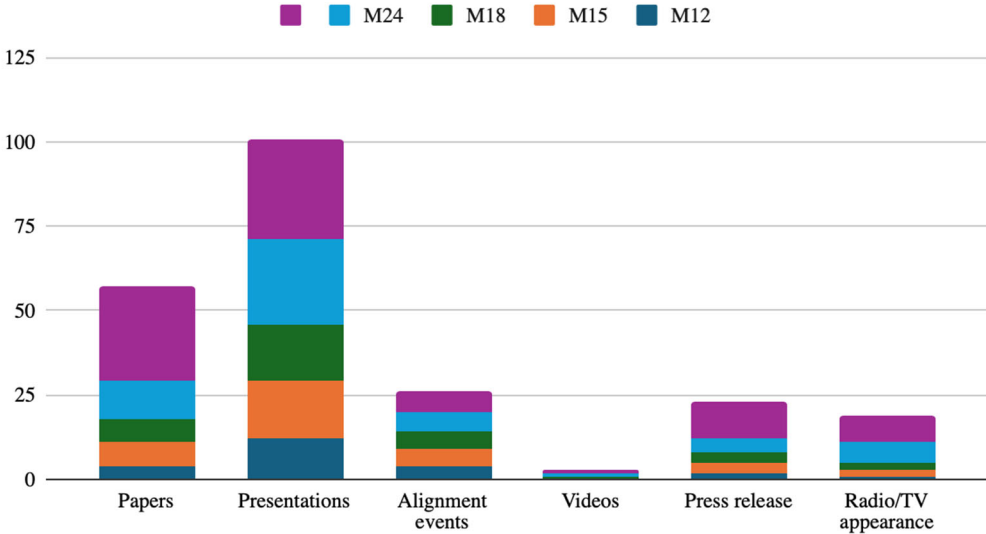


Figure 1. WP7 KPI trends based on actual KPI evidence sheets.

Updated KPI item	Target / objective	Latest result
Website views	75000	Views: 14275 Visitors: 5074
Social media impresions	2500	LinkedIn: 535 followers, 70215 impressions
Scientific publications	30	33 + 4 book chapters
Wikipedia entry about resulting Platform.	6000	0
Events presented / demos	6	32 events, 7 demos
Alignment meetings	6	7
Webinars	6	3
Podcasts	3000	5
Project video	1 video / 3000 views	11900 views
Press releases	12	12
Radio & TV appearances	10	12
University demos	2	2

4. Dissemination and Communication Activities

The dissemination tracker contains 69 non-empty logged activities. These span conferences, workshops, radio programmes, press items, study days, stakeholder meetings, policy roundtables, school events, demos, and internal dissemination actions. The tracker shows that WP7 was active across multiple countries and activity types, rather than depending on a single flagship channel.

The strategy document identifies website, LinkedIn, consortium newsletters, policy briefs, scientific journals, the Music360 data platform, scientific conferences, festivals, music industry events, and meetings with relevant stakeholders as the main channels. The actual tracker confirms this diversified approach.

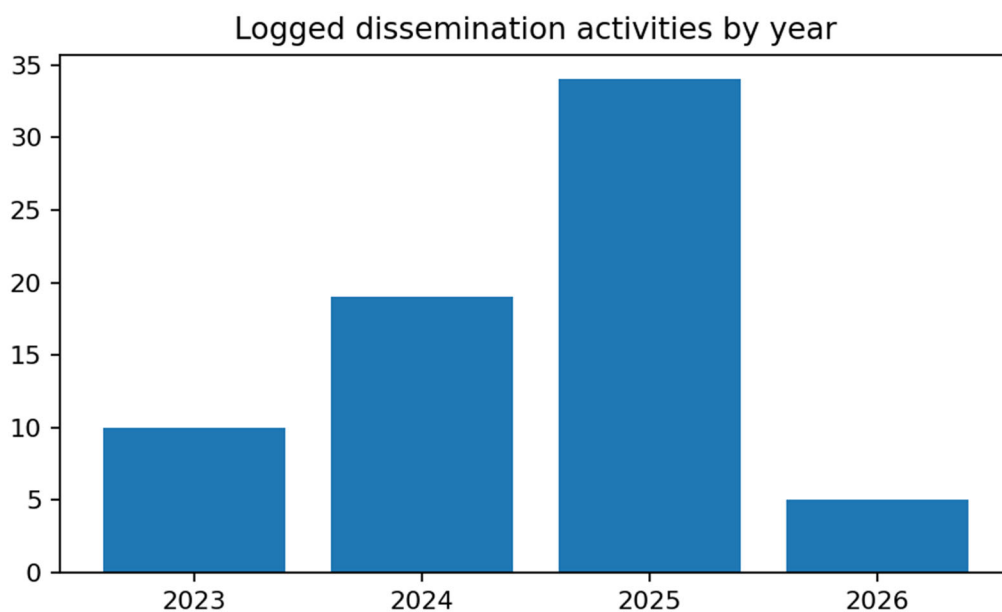


Figure 2. Logged dissemination activities by year.

5. Scientific Dissemination

The publications workbook contains 44 non-empty publication entries. These include journal papers, conference proceedings, project exhibitions, book-related outputs, and technical dissemination. The KPI tracker separately reports 27 publications by M30 and records a final objective field noting 33 papers published, four book chapters, and several PhD and Master theses. Together these sources show that scientific dissemination was a major strength of WP7.

Scientific dissemination was led by VU and UPV as foreseen in the proposal, but the publication list also reflects interdisciplinary contributions on software engineering, conceptual modelling, business process design, music value, culture, ethics, management, and AI-enabled system design.

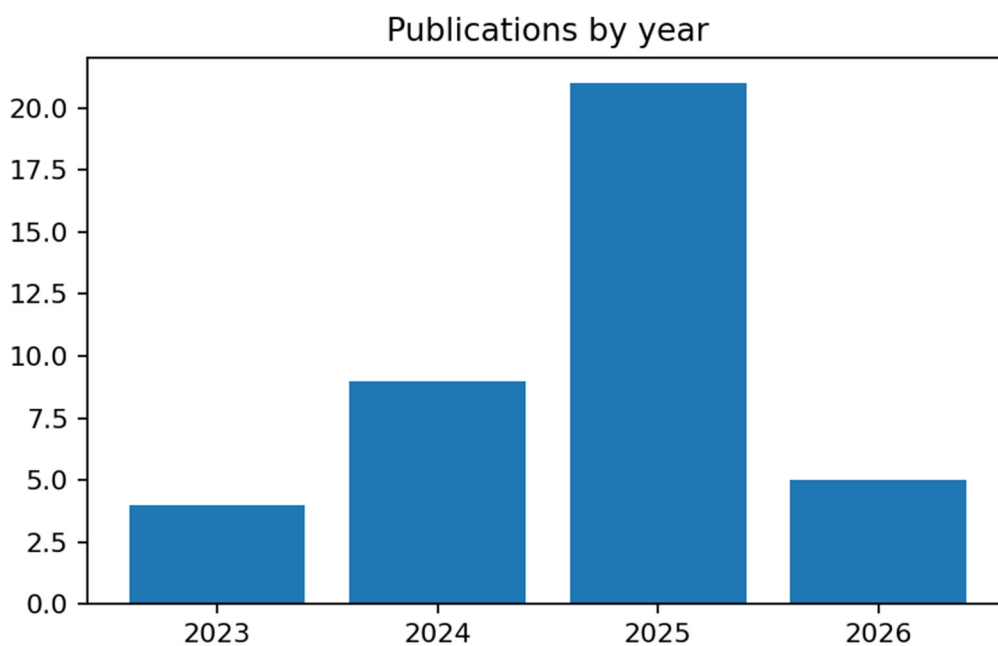


Figure 3. Publications by year in the publications tracker.

6. Long-term Effects of Music360

The Music360 project provides a validated methodological and analytical framework for assessing the value of music in public performance contexts. The Living Lab approach, tested across multiple countries and sectors, offers a structured way to generate empirical evidence on how music contributes to economic outcomes, user experience, and societal wellbeing.

The project has demonstrated that such evidence can be produced consistently and can inform stakeholders across the ecosystem, including Collective Management Organisations, industry actors, and policymakers. While further expansion is possible, the primary long-term effect of Music360 lies in establishing a credible, data-driven approach that can be reused, adapted, and built upon by future initiatives.

In the context of ongoing digital transformation and the increasing presence of AI-generated music, the project also highlights the importance of continuing to examine how value is created and perceived in different environments. Music360 contributes to this discussion by providing a baseline methodology and evidence that can support future analysis and policy reflection.

The project has also strengthened collaboration among stakeholders and created a shared understanding of the importance of transparent, data-informed approaches to music value. This provides a foundation for continued dialogue and potential follow-up activities, without presupposing specific implementation pathways.

From an excellence perspective, the project contributes a novel, interdisciplinary approach combining data analytics, stakeholder engagement, and real-world experimentation. This enables a more comprehensive understanding of how music creates value across different environments.

From an impact perspective, the project provides a structured evidence base that can inform stakeholders across the ecosystem, including Collective Management Organisations, industry actors, and policymakers. By demonstrating measurable effects of music in sectors such as retail, hospitality, and healthcare, Music360 strengthens the case for more data-driven decision-making and policy development.

From an implementation perspective, the project has shown that the methodology can be applied consistently across contexts and stakeholders. The Living Lab model offers a practical framework that can be reused and adapted in future initiatives.

Overall, the long-term effect of Music360 lies in the combination of a validated methodology, an evidence base, and strengthened stakeholder alignment, which together provide a durable foundation for future work in this domain.

7. Exploitation, Sustainability and Policy Follow-up

WP7 ensured that project results are not only disseminated but also prepared for long-term use. Exploitation focuses on enabling continued use of the platform, data and insights beyond the project lifetime.

The policy brief defines three key next steps: development of a music section within a future EU Cultural Data Hub, creation of a stakeholder group to continue platform development, and stronger policy recognition of music's economic and societal value.

The strategy foresees a small exploitation steering group to coordinate follow-up activities and ensure sustainability.

8. Discussion: Performance Against the Proposal

Measured against the proposal, WP7 delivered strongly on high-impact dissemination activities including events, publications, stakeholder engagement and policy outreach.

After the first year, it became clear that some communication channels proposed initially were not fully aligned with industry needs or current digital communication trends. In particular, some channels and KPIs proved less relevant in practice.

This was discussed with the European Commission during the first project review, where an updated communication approach was agreed. The revised strategy prioritised more effective channels such as LinkedIn, direct stakeholder engagement and industry events.

This adjustment improved alignment with market realities and led to stronger dissemination outcomes. The shift from followers to views and from visits to impressions reflects this evolution.

WP7 therefore not only delivered on its objectives but adapted its approach to ensure higher impact and relevance.

9. Conclusion

Music360 has successfully delivered on the objectives of Work Package 7 by ensuring effective communication, dissemination, and preparation for exploitation of project results. The project has generated a comprehensive evidence base and demonstrated a structured approach to assessing the value of music in public performance contexts.

From an excellence perspective, the project advances the state of knowledge by combining empirical research, data integration, and Living Lab experimentation. This results in a more nuanced and evidence-based understanding of the role of music across multiple sectors.

From an impact perspective, the project contributes to increased awareness of the economic and societal value of music and supports stakeholders in making more informed decisions. Dissemination activities ensured that results are accessible and relevant to industry actors, Collective Management Organisations, researchers, and policymakers.

From an implementation perspective, WP7 has effectively translated project results into practical outputs, including communication materials, stakeholder engagement, and scientific dissemination. The work demonstrates a coherent and adaptable dissemination strategy aligned with project objectives and evolving external conditions.

The lasting contribution of Music360 lies in the knowledge generated, the methodology developed, and the stakeholder connections established. These elements support continued dialogue and provide a solid basis for future research, policy reflection, and potential application in the European music ecosystem.

Annex A. Full KPI tracker

Imported from 'Music360 dissemination KPI status.xlsx'.

KPI item	Target	M12	M15	M18	M24	M30	M36	27/03/2026
Website impressions	75000	Views: 1231 Visitors: 441	Views: 2595 Visitors: 779	Views: 4588 Visitors: 1267	Views: 8723 Visitors: 2693	Views: 10300 Visitors: 3500	Views: 13910 Visitors: 4885	Views: 14275 Visitors: 5074
Social media views	2500	LinkedIn: 103 followers, 3136 impressions Instagram? ??	LinkedIn: 184 followers, 12849 impressions	LinkedIn: 256 followers, 20435 impressions	LinkedIn: 361 followers, 45660 impressions	LinkedIn: 409 followers, 56119 impressions	LinkedIn: 524 followers, 69355 impressions	LinkedIn: 535 followers, 70215 impressions
Peer-reviewed scientific publications process using an Open Science approach.	30	2 Accepted; 2 Sent	Accepted: 4 Presented: 3	Accepted: ? Presented: 5	11	27	33 papers published 4 book chapters Several PhD and master's theses	33 papers published 4 book chapters Several PhD and master's theses
Wikipedia entry about resulting Platform.	6000	0	0	0	0	0	0	0
Presentations with demo at	6	0 with demo	0 with demo	0 with demo	25, 3 demos	27, 3 demos	32 events, 7 demos	32 events, 7 demos

ESN/Noorderslag, Westwaylab, and other major music events.		12 without demo	17 without demo	17 without demo				
Inform and align with SCAPR, CISAC and other branch organizations about this project and its results.	6	4 (1*GEMA, 3*sister projects)	5 (1*SCAPR, 1*GEMA, 3*sister projects)	5 (1*SCAPR, 1*GEMA, 3*sister projects)	6	6	7	7
Create a 10-minute webinar in which stakeholders can learn about the Platform and its benefits.	6	0	0	0	0	2	3?	
Create a 20-minute podcast to distribute information about the Platform.	3000	0	0	0	1	2	5	5
Create a 5-minute video of the project, professionally produced, that will be made available via the outlets of the project (website, websites of the partners)	1 video 3000 views	0	0	1	1 video 54 views	1 videos, 1221 views	11900 views	11901
Press releases for the printed press, radio, and TV.	12	2	3	3	4	11	12	12
Radio & TV appearance	10	1 (Oscar Pastor UPV)	2	2	6	8	12	12
Demo at university scientific days of the prototype Platform at the end of the project	2	0	0	0	0	1	2	2

Annex B. Full dissemination tracker

Imported from 'Dissemination Tracker_Music360.xlsx'. All non-empty rows in the main sheet are included.

Event	Type	Date	Location	Participants	Target group	Partner	Link
Les Rencontres de l'innovation dans la musique – 2e édition	Conference	15 Jun 2023	Tourcoing	150	Music and Music tech professionals	BMAT	https://www.youtube.com/watch?v=7UYd8QqU0J4&list=PL92M8pPHw-bLAXSwrav1k3avRkrDpfKE5&index=2&t=859s
CAISE 2023	Conference	12-16/6/2023	Zaragoza	200	IT Sector, Research Projects Exhibition.	UPV	https://caise23.svit.usj.es
BMT 2023	Conference	13-15/7/2023	Valencia	50	Researchers from technological universities working in management	UPV	https://bmt.webs.upv.es

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El rall (Apunt radio)	Radio program	11 Oct 2023	Valencia	42000	Public regional radio	UPV	https://www.apuntmedia-es.cdn.ampproject.org/c/s/www.apuntmedia.es/programes/el-rall/11-10-2023-rall-diari-t5_135_1651264.amp.html
Living lab Torrent (Valencia)	Press news	03 Aug 2023	National press	3988582	Spain audience	UPV	See VRAIN report
UPV participation	Press news	08 Sep 2023	Valencia	32000	VRAIN and UPV audiences	UPV	https://vrain.upv.es/primeros-avances-del-proyecto-que-medira-el-valor-de-la-musica-con-ia/
SENA RvT en RvA	Study day	13 Nov 2023	Hilversum	20	Decision makers		
Disrupt Open Culture	Hackaton	16 Dec 2023	Barcelona	30	Music and Music tech professionals	BMAT	https://culturehackbcn.com/
Music and IA afternoon	Conference	16 Nov 2023	Barcelona	50	Students and developers	BMAT	https://paralel62.cat/en/programacio/tarda-de-musica-i-ia-einessellesmusicmusicdataupc-4/
POEM	Scientific Conference	Nov 29, 2023 - Dec 1, 2023	Vienna	13	Scientists		
ESNS 2024	Conference	19 Jan 2024	Groningen	50	Music industry professionals	BumaStemra SENA	ESNS Conference - The value of your music
Measure of Music 2024	Conference	25 Feb 2024	Online	3500	Music industry professionals	BMAT	https://conference.measureofmusic.com/talks/measure-of-music-sunday-kick-off/
EC conf event	Conference	22 Feb 2024	Brussels			TVE	https://www.linkedin.com/feed/update/urn:li:activity:7166038489459896322
Berklee visit	Presentation	29 Feb 2024	Barcelona	25	Music industry students and professionals	BMAT	https://www.linkedin.com/feed/update/urn:li:activity:7168935632851955712
Finnish Living Lab	Press release	28 Mar 2024				GTM	https://www.musiikkiluvat.fi/tutkittu-tietoa/suomalaisissa-kauppakeskuksissa-tutkitaan-musiikin-kayton-arvoa-ja-hyotyja-asiakkaille-seka-henkilostolle/
Finnish Living Lab	Press news	28 Mar 2024				GTM	https://www.vantaansanomat.fi/paikalliset/6661294
Finnish Living Lab	Press news	28 Mar 2024	Feedbackly			GTM	https://www.feedbackly.com/blog/feedbackly-helps-research-the-influence-of-music-on-emotional-experiences-of-shopping-center-visitors-in-finland
Finnish Living Lab	Press news	28 Mar 2024	Several newspapers			GTM	https://drive.google.com/file/d/1ECRrxmf2qntdlhtussEnlFkQZH5QafRm/view?usp=drive_link
WestWay Lab	Conference	12 Apr 2024	Guimarães	20	Music industry professionals	GDA	https://www.westwaylab.com/en/evento/20240412-gda-presents-music360-a-360-degree-perspective-on-the-value-of-music/
Harbour of Music Industry Day (Espoo, Finland)	Conference	19 Apr 2024	Espoo Musiikin Satama, Finland	150 participants are expected	Music industry professionals	GTM	https://drive.google.com/drive/folders/1FCXY3Ui13pgT1D7SIHDPBfrn8bGNFmVw?usp=drive_link
FILAIE	Conference	25 Apr 2024	Guatemala	30	Music industry professionals	GDA	https://drive.google.com/open?id=11QBGogrslwpaqbdGv0DsXpSBRocAcckR&usp=drive_fs

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IEEE CBI 2024	Conference	10/09/204	Vienna	50	IT Sector, Research Projects Exhibition.	VU, TVE	https://conferences.big.tuwien.ac.at/biwek2024/agenda.php
AECR 2024	Conference	16-18/10/2024	Cuenca (Spain)	200	Researchers	UPV	https://reunionesdeestudiosregionales.org/cuenca2024/programa/
AECR 2024	Conference	16-18/10/2024	Cuenca (Spain)	200	Researchers	UPV	https://reunionesdeestudiosregionales.org/cuenca2024/programa/
Montréal-Barcelona Summer School on Management of Creativity in an Innovation Society - Universitat de Barcelona, HEC Montréal	Keynote	12 Jul 2024	Barcelona	70	Students	BMAT	https://ecole-ete.hec.ca/en/program/
UPV participation	Press news	25 Apr 2024	Valencia	32000	VRAIN and UPV audiences	UPV	https://vrain.upv.es/music360-combinacion-de-datos-ia-e-ingenieria-de-software-para-valorar-su-efecto-en-las-personas-que-la-escuchan/
QUAMES (IT Conference)	Conference	28 Oct 2024	Pittsburgh	400	Scientists	UPV	
ER Conference	Conference	30 Oct 2024	Pittsburgh	400	Scientists	UPV	
SCAPR 2024	Conference	24 Sep 2024	Dublin	53	CMO's CIO	GDA, SENA	
POEM 2024	Conference	03 Dec 2024	Stockholm		Scitific researchers		
ESNS 2025	Conference	16 Jan 2025	Groningen	50	Music industry professionals	BumaSt emra SENA	ESNS Conference - Cross border transparency, the value of your music
Finnish Living Lab	Press release	28 Jan 2025				GTM	
Finnish Living Lab	Press news	29 Jan 2025	Finland/Online		General public, businesses	GTM	Tutkimus vahvisti: Näin nuoret naiset saatiin käyttämään enemmän rahaa kauppakeskuksissa Paikalliset Länsiväylä
Finnish Living Lab	Press news	28 Jan 2025	Finland/Online		General public, businesses	GTM	Myllyssä tutkittiin taustamusiikin vaikutusta asiakaskokemukseen – Uudelle soittolistalle päätyivät Ava Max ja Astrid S. - Rannikkoseutu
Finnish Living Lab	Press news	29 Jan 2025	Finland/Online		General public, businesses	GTM	Kauppakeskus Kaaressa kokeiltiin uudistusta, ja se sai ihmiset käyttämään enemmän rahaa Paikalliset Helsingin Uutiset
Finnish Living Lab	Press news	29 Jan 2025	Finland/Online		General public, businesses	GTM	Kauppakeskuksissa tutkittiin taustamusiikin vaikutuksia – tulokset saivat Jumbon vaihtamaan soittolistaa Paikalliset Vantaan Sanomat
Finnish Living Lab	Blog post	05 Feb 2025	Finland/Online			GTM	https://www.musiikkiluvat.fi/asiakaskokemus/tutkimus-brandiin-sopiva-meneva-musiikki-parantaa-kauppakeskuksen-asiakaskokemusta/
Finnish Living Lab	Webinar	12 Feb 2025	Feedbackly	live stream: 30-40, registered participants 75	Retailers, bakcground music users	GTM	

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BAM! Members	Expert session	19 Feb 2025	Feedbackly		singer/song writers	BUMAS SENA VU	
Berklee visit	Presentati on	27 Mar 2025	Barcelona	29	Music industry students and professionals	BMAT	
Music Industry Day	Conferenc e	21 Mar 2025	Espoo, Finland, Harbor of Music	60	Music industry professionals	GTM	
CIBSE 2025	Conferenc e	16 May 2025	Cludad Real, Spain	100	Scientists	UPV	
CIBSE 2025	Conferenc e	16 May 2025	Cludad Real, Spain	100	Scientists	UPV	
CBI 2025	Conferenc e	11 Sep 2025	Lisbon		Researchers		
ER 2025	Conferenc e	20 Oct 2025	Poitiers, France	400	Scientists	UPV	https://er2025.ensma.fr/
RE 2025	Conferenc e	04 Sep 2025	Valencia, Spain	200	Researchers	TVE	https://conf.researchr.org/home/RE-2025
Montréal-Barcelona Summer School on Management of Creativity in an Innovation Society - Universitat de Barcelona, HEC Montréal	Keynote	10 Jul 2025	Barcelona	70	Students	BMAT	https://ecole-ete.hec.ca/en/program/
Levante	News	08 Oct 2025	Valencia			UPV	https://www.levante-emv.com/salud/2025/10/07/vithas-valencia-9-octubre-acoge-122355821.html
Valencia plaza	News	08 Oct 2025	Valencia			UPV	https://valenciaplaza.com/valenciaplaza/vivir-mejor/vithas-valencia-9-octubre-acoge-un-living-lab-de-musicoterapia-en-el-marco-del-proyecto-europeo-music360
Noticias ciudadanas	News	08 Oct 2025	Valencia			UPV	https://noticiasciudadanas.com/vithas-valencia-9-octubre-musicoterapia/
Periodico de aqui	News	08 Oct 2025	Valencia			UPV	https://www.elperiodicodeaqui.com/epda-noticias/vithas-valencia-9-octubre-acoge-un-living-lab-de-musicoterapia-en-el-marco-del-proyecto-europeo-music360/378649
Levante EMV	News	08 Oct 2025	Valencia			UPV	https://www.levante-emv.com/salud/2025/10/07/vithas-valencia-9-octubre-acoge-122355821.html
Valencia capital	News	08 Oct 2025	Valencia			UPV	https://valenciacapital.es/vithas-valencia-9-octubre-acoge-un-living-lab-de-musicoterapia-en-el-marco-del-proyecto-europeo-music360/
MUSIC, TECH & WELLNESS HACKATHON	Hackaton	05 Nov 2025	Gandia	29	Students	UPV	https://drive.google.com/drive/folders/1M9rY3sCtEr_AunrHfVjiQyrTBWf_WdyV?usp=drive_link
Apunt	News	29 Nov 2025	Valencia			UPV	https://www.apuntmedia.es/informatius/a-punt-ntc/complets/video-29-11-2025-informatiu-migdia_134_1831687.html
Apunt	News	29 Nov 2025	Valencia			UPV	https://www.apuntmedia.es/noticies/societat/un-proyecto-europeu-liderat-des-

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							valencia-demostracion-potencial-terapeutico-musica_1_1831648.html
UPV	News	29 Nov 2025	Valencia		General public	UPV	https://www.upv.es/noticias-upv/noticia-15558-ia-y-desigualdad-es.html
PoEM 2025	Conference	05 Dec 2025	Geneva		Researchers		
Nova Ciencia	News	12 Dec 2025	Valencia		General public	UPV	https://novaciencia.es/la-ia-amenaza-con-agravar-las-desigualdades-con-grupos-vulnerables-como-mayores-o-jovenes-recien-incorporados-al-mercado-de-trabajo/
Europa Press	News	11 Dec 2025	Valencia		General public	UPV	https://www.europapress.es/comunitat-valenciana/noticia-ia-generativa-amenaza-agravar-desigualdades-laborales-si-no-impulsan-politicas-publicas-2025121114042.html
IAmbiente	News	22 Dec 2025	Valencia		General public	UPV	https://iambiente.es/2025/12/21/la-inteligencia-artificial-generativa-amenaza-con-agravar-las-desigualdades-laborales/
Diario Siglo XXI	News	11 Dec 2025	Valencia		General public	UPV	https://www.diariosigloxxi.comhttps://www.diariosigloxxi.com/texto-ep/mostrar/20251211160545/ia-generativa-amenaza-agravar-desigualdades-laborales-no-impulsan-politicas-publicas-avisa-estudio
RUVID	News	11 Dec 2025	Valencia		General public	UPV	https://ruvid.org/la-iag-amenaza-con-agravar-las-desigualdades-laborales-si-no-se-impulsan-las-politicas-publicas-ade cuadas/
Gente Digital	News	11 Dec 2025	Valencia		General public	UPV	http://www.gentedigital.es/valencia/noticia/4217214/la-ia-generativa-amenaza-con-agravar-las-desigualdades-laborales-si-no-se-impulsan-politicas-publicas-avisa-un-estudio/
ESNS 2026	Conference	17 Jan 2026	Groningen	50	Music industry professionals	BumaStemra, Sena	https://www.linkedin.com/posts/senarechten_groningen-activity-7417491266634149889-1MfY?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAH3wqQB2Bm6w3dulAtxWMnSRkNMAB6tmsl
SCAPR 2026	Conference	27 Jan 2026	Paris	50+	CMO's CIO	GDA, SENA	
2nd Winter School in Artificial Intelligence and Software Engineering	Winter School	28 Jan 2026	Doha	50+	Scientists and general public	UPV	https://drive.google.com/drive/folders/1rJpHtsvaQj2DIFA7CTVsQ3UYueTiXNUP?usp=drive_link
Turun Sanovat	News	02 Feb 2026	Finland		General public	GTM	https://www.ts.fi/elamantapa/6889039
BMAT Internal Mondays	presentation	23 Feb 2026	Spain	150	BMAT staff	BMAT	Screenshot 2026-02-23 at 15.55.57.png
Reeperbahn Festival	Panel	19 september 2025	Germany		Music industry	VU, Aepo-Artis	https://www.reeperbahnfestival.com/en/event/impact-music-what-science-tells-us

Annex C. Full publications tracker

Imported from 'Monitoring Plan- Communication WP7 -2023.xlsx'. All non-empty publication rows are included.

No.	Title	Medium / type	Authors	Link	Status	Year / month
1	Model-driven gap analysis for the fulfillment of quality standards in software development processes	Software Quality Journal	Giovanni Giachetti, José Luis de la Vara & Beatriz Marín	https://link.springer.com/article/10.1007/s11219-023-09649-x	Published	01 Sep 2023
2	Fluxing between conceptual models - An experiment from e3 value to BPMN Conference	Proceedings of the 4th International Workshop on Blockchain and Enterprise Systems (BES 2023)	Isaac da Silva-Torres, Jaap Gordijn	https://ceur-ws.org/Vol-3645/bes2.pdf	Publisher	02 Nov 2023
3	Análisis cualitativo de los valores social y cultural de la música en un supermercado	International Conference on Regional Science	De-Miguel-Molina, María; De- Miguel-Molina, Blanca; Catalá-Pérez, Daniel; Carrascosa-López, Conrado; Giachetti-Herrera, Giovanni; Pastor López, Óscar	https://reunionesdeestudiosregionales.org/cuenca2024/wp-content/uploads/sites/8/2025/03/Program_RER_Cuenca-2024-9octubre2024-oficial-actasDeMiguelMolina-3.pdf	https://www.drobox.com/scl/fi/z7vbvzgz588hpe7y2pa44/p_103.pdf?rlkey=zdtamzc53nve5swaz38rs16qz&e=1&st=9zaa95ks&dl=0	2024
4	Music360: Modeling the Value of Music	CAiSE Research Projects Exhibition	Giovanni Giachetti Daniel Catalá1, Blanca de Miguel, Conrado Carrascosa, María de Miguel and Oscar Pastor	https://ceur-ws.org/Vol-3413/paper15.pdf	Published	01 Jun 2023
5	The economic value of music: a literature review	EN 5th International Conference Business Meets Technology (BMT 2023) (101 - 106). Valencia, España: Editorial Universitat Politècnica de València	de-Miguel-Molina, María; de-Miguel-Molina, Blanca; Catalá-Pérez, Daniel; Carrascosa López, Conrado; Pastor López, Oscar; Giachetti Herrera, Giovanni Andrés	https://www.researchgate.net/publication/379169497_The_economic_value_of_music_a_literature_review	http://ocs.editorial.upv.es/index.php/BMT/BMT2023/paper/view/16709	2023
6	Analysing Cultural and Social Values in the Consumption of Music. A Literature Review.	International Conference on Regional Science	De- Miguel-Molina, Blanca; de Miguel Molina, María; Catalá Pérez, Daniel; Carrascosa López, Conrado; Giachetti Herrera, Giovanni; Pastor López, Oscar	https://reunionesdeestudiosregionales.org/cuenca2024/wp-content/uploads/sites/8/2025/03/Program_RER_Cuenca-2024-9octubre2024-oficial-actasDeMiguelMolina-3.pdf	https://www.drobox.com/scl/fi/mxfxnsyhw9z2j9u3xbhqf/p_249.pdf?rlkey=ljypoi2pa3t94feow5xemyalo&e=1&st=ny9fhqvd&dl=0	2024
7	Valor Social y Cultural de la Música de Moros y Cristianos	II Congreso Internacional sobre las Fiestas de Moros y Cristianos	De- Miguel-Molina, Blanca; Catalá Pérez, Daniel; de Miguel Molina, María; Carrascosa López, Conrado; Pastor López, Oscar; Giachetti Herrera, Giovanni	https://ocs.editorial.upv.es/index.php/MMYCC/MMYCC24/paper/view/21066	Published	2025
8	Smart Model-Driven Engineering to Improve the Music Valuation	International Conference on Conceptual Modeling	Giovanni Giachetti Daniel Catalá, Blanca de Miguel, Conrado Carrascosa, María de Miguel and Oscar Pastor	https://ceur-ws.org/Vol-3849/poster-demo2.pdf	Published	2024
9	Preface to the Fifth 5th International Workshop on Quality and Measurement of Model-Driven Software Development (QUAMES 2024)	International Conference on Conceptual Modeling	Giovanni Giachetti, et al	https://link.springer.com/content/pdf/bfm:978-3-031-75599-6/4/1	Published	2024
10	Music360: Assessing the true Value of Music	OpenLivingLab Days Conference (OLLD 2024)	BMAT and all partners	https://doi.org/10.5281/zenodo.14039412	Published	2024

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11	Value-Based Security Requirements in a Highly Decentralized Digital Ecosystem: the MUSIC360 Case	17th IFIP WG 8.1 Working Conference on the Practice of Enterprise Modeling Forum	Vrije Universiteit: Arthur McLaren, Yulu Wang, Charlotte van de Velde, Ed Green, Roel Wieringa, Jaap Gordijn	https://research.vu.nl/en/publications/value-based-security-requirements-in-a-highly-decentralized-digit/	Published	01 Dec 2024
12	El batec sonor de Torrent: valor social i cultural de la música en les festes de Moros i Cristians	Música Festera a Torrent (book chapter)	Daniel Catalá Pérez, Blanca de Miguel Molina, María de Miguel Molina y Conrado Carrascosa López	https://www.instagram.com/p/DLpmozKki8M/ https://www.elperiodicvalencia.com/torrent-presenta-el-libre-musica-festera-a-torrent-tercer-volum-de-la-colleccio-gran-torrent/	Published	2025
13	EL VALOR CULTURAL Y ÉTICO DE LA MÚSICA EN LA OFRENDA DE FLORES EN LAS FALLAS DE TORRENT	XXVIII CONGRESO INTERNACIONAL TURISMO UNIVERSIDAD-EMPRESA: Gestión inteligente de los destinos turísticos	Blanca de-Miguel-Molina, María de-Miguel-Molina, Daniel Catalá-Pérez, Conrado Carrascosa-López	https://editorial.tirant.com/es/ebook/xxviii-congreso-internacional-de-turismo-universidad-empresa-gestion-inteligente-de-los-destinos-turisticos-rafael-lapiedra-9791370215033	Published	2025
14	Achieving Transparency Through Music Data Spaces	IMBRD conference	BMAT and all partners	https://www.imbra.info/_files/ugd/15f090_df9a231f045e49fe8a6dd4170b8032ba.pdf	Presented	2025
15	Music in Retail: The Effects of Tempo on Employees' Work Experience and Customer Interactions	Etmaal Conference	Vrije Universiteit: Fabienne Krywuczky, Peeter Verlegh, Ingmar Leijen, Mirella Kleijnen	https://etmaal2025.org/programme/	Presented	2025
16	Background Music in Retail: When taking is slow benefits you	EMAC 2025 (European Marketing Association Conference)	Vrije Universiteit: Fabienne Krywuczky, Peeter Verlegh, Ingmar Leijen, Mirella Kleijnen	https://www.emac2025conference.org/r/default.asp?iid=JHLMD	Presented	2025
17	Background Music in Retail: When taking is slow benefits you	ICORIA (European Advertising Conference)	Vrije Universiteit: Fabienne Krywuczky, Peeter Verlegh, Ingmar Leijen, Mirella Kleijnen	https://www.europeanadvertisingacademy.org/icoria2025/	Presented	2025
18	An exercise in concurrent software engineering: The Music360 digital ecosystem	IEEE Conference on Business Informatics	Yulu Wang, Ed Green, Roel Wieringa and Jaap Gordijn	https://www.computer.org/csdl/proceedings-article/cbi/2025/881100a110/2cHWONuZqGk	Published	2025
19	Satisfying Complex Data Security Requirements in Digital Business	IEEE Requirements Engineering Next	Yulu Wang, Charlotte van de Velde, Sabine Oechsner, Jaap Gordijn	https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=11190376	Published	2025
20	Early V&V in Knowledge-Centric Systems Engineering: Advances and Benefits in Practice	IEEE International Conference on Software Testing, Verification and Validation (ICST) 2025	Giovanni Giachetti, et al	https://www.computer.org/csdl/proceedings-article/icst/2025/10988975/26S4Hhly93i	Published	2025
21	Music360: Software Engineering for Assessing the True Value of Music	XXVIII Ibero-American Conference on Software Engineering (CIBSE 2025)	Jesus Carreño Bolufer, Giovanni Giachetti, Daniel Catalá Pérez, Blanca de Miguel Molina, Conrado Carrascosa López, María de Miguel Molina	https://sol.sbc.org.br/index.php/cibse/article/download/35329/35119/#:~:text=Music360%20aims%20to%20provide%20robust,valu%20and%20distributing%20music%20royalties.	Published	2025
22	Model-Driven Engineering for Implementation and Testing of Large Language Model Architectures	XXVIII Ibero-American Conference on Software Engineering (CIBSE 2025)	Jesus Carreño Bolufer	https://sol.sbc.org.br/index.php/cibse/article/download/35315/35105/	Published	2025
23	Privacy-preserving computing in the music ecosystem	17th IFIP WG 8.1 Working Conference on the Practice of Enterprise Modeling Forum	Yulu Wang, Sabine Oechsner, Jaap Gordijn	https://www.computer.org/csdl/proceedings-article/cbi/2025/881100a110/2cHWONuZqGk	Published	2025

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24	Analyzing the Music360 Metamodel - The Case of MusicBrainz and Wikidata	MSc thesis VU Amsterdam	Mihir Jajodia		Graduated	2025
25	Assessing the Music360 Metamodel - The case of Spotify	MSc thesis VU Amsterdam	Iason Christofilaki		Graduated	2025
26	Understanding complex digital business ecosystems - Guidelines to flux between conceptual models	PhD thesis VU Amsterdam	Isaac da Silva-Torres		Submitted	2025
27	Secure MPC solutions for Music360 case scenarios	MSc thesis VU Amsterdam	Charlotte van der Velden		Graduated	2024
28	Securing the Value of Music: An Access Control Requirement Elicitation for Music360	MSc thesis VU Amsterdam	Arthur McLaren		Graduated	2024
29	An Experimentation Toolkit for Understanding the Value of Music	MSc thesis VU Amsterdam	Siqi Liu			July 2025
30	Towards Model-Driven Testing for Assuring the Quality of Large Language Models	The 44th Conference on Conceptual Modeling (ER 2025)	Jesús Carreño Bolufer, Giovanni Giachetti and Oscar Pastor	https://link.springer.com/chapter/10.1007/978-3-032-08620-4_12	Published	2025
31	Rethinking How to Teach Analysis and Modelling of Business Requirements: A Serious Game Integrating GenAI	28th Int Conf. on Model-Driven Engineering Languages and Systems (Models 2025)	Giovanni Giachetti, et al.	https://www.computer.org/csdli/proceedings-article/models-c/2025/799000a035/2ccklcoBzeU0	Published	2025
32	Value-driven requirements for the 21st century	25th IEEE Conference on Requirements Engineering	Roel Wieringa	https://conf.researchr.org/profile/RE-2025/roelwieringa	Published	2025
33	Rethinking Class Exercises for Teaching Database Management in the GenAI Era	The 44th Conference on Conceptual Modeling (ER 2025)	Giovanni Giachetti, et al.	https://ceur-ws.org/Vol-4099/SCME_paper3.pdf	Published	2025
34	Exploring background music congruency in a supermarket through cultural and social values.	Academic journal	De-Miguel-Molina, María; De-Miguel-Molina, Blanca; Carrascosa-López, Conrado; Catalá-Pérez, Daniel		Second revision	
35	Paper 2 supermercado	Academic journal	De-Miguel-Molina, María; De-Miguel-Molina, Blanca; Catalá-Pérez, Daniel		Under review	
36	Paper 3 Moros y Cristianos	Academic journal			Developing	
37	Paper 4 Hospital	Academic journal	Carrascosa López, Conrado; Serrano, Miriam; De-Miguel Molina, María; De-Miguel Molina, Blanca; Catalá Pérez, Daniel		Under review	
38	ANÁLISIS DE LA GESTIÓN DE LA PROPIEDAD INTELECTUAL EN EL TERCER SECTOR MUSICAL: EL CASO VALENCIANO	MSc thesis UPV	David Sancho	https://riunet.upv.es/entities/publication/e9241ace-2b7f-4c4a-8e2c-067f2c4d37bd	Presented	2024
39	La música clásica en directo y la respuesta frente a la enfermedad y su evolución en pacientes con tratamiento de hemodiálisis	PhD thesis UPV	Miriam Serrano	https://riunet.upv.es/server/api/core/bitstreams/33ec8765-2c4d-491a-925c-945c488f382c/content	Presented	2023
40	AI and the Transformation of China's Music Copyright Policy: Implications for Licensing and Platform Models	MSc thesis UPV	Weilan Shi		Developing	2026
41	An exploratory study of the ethical value of music in a local festival	Book chapter (The Philosophy and Ethics of Festivals and Events)	Blanca de-Miguel-Molina, Daniel Catalá-Pérez, María de-Miguel-Molina		Developing	2026

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42	Background Music in Retail: when taking it slow may benefit you	European Marketing Academy Insights Book, Volume 1 "Human and Smart Marketing: Understanding and Enhancing Our Future"	Fabienne Krywuczky ^{1*} , Peeter Verlegh ¹ , Ingmar Leijen ¹ , Barış Kocaman ¹ , Mirella Kleijnen ¹ , Vani Pillay ¹		accepted	2026
43	Combining Model-Based Systems Engineering and Knowledge-Centric Systems Engineering to Design Reliable Systems in Practice	Applied Sciences Journal	Giovanni Giachetti, et al.	https://www.mdpi.com/2076-3417/16/5/2179	Published	2026
44	CONCEPTUAL MODEL OF THE TRANSFORMER ARCHITECTURE	14th International Conference on Model-Based Software and Systems Engineering	Jesus Carreño-Bolufér, Giovanni Giachetti, and Oscar Pastor		Accepted	2026
45	Validating a multidimensional model of musical value through reproducible living labs	Music and Data Journal	Ingmar Leijen et al.		Developing	2026
46	The Music360 platform: Decentralised data-sharing spaces as 21st-century music research and governance infrastructure	Music and Data Journal	Yulu Wang et al.		Developing	2026
47	Toward public-interest datafication in European music ecosystems	Music and Data Journal	Edwards, J.R., Rozbicka, P., & Gordijn,		Developing	2026
48	Extraction mechanisms in digital business models	Proceedings of the 2024 26th Conference on Business Informatics (CBI), IEEE	Roel Wieringa & Jaap Gordijn	https://conferences.big.tuwien.ac.at/biweek2024/agenda.php?cbi	Published	2024
49	Rethinking pedagogical practices for teaching database management in the GenAI era.	Proceedings of the 44th Conference on Conceptual Modeling (ER 2025)	Giovanni Giachetti, et al.	https://link.springer.com/chapter/10.1007/978-3-032-08620-4_12	Published	2025

Annex D. Policy brief highlights

Finding 1. Music has economic, societal, and cultural value for many stakeholders.

Finding 2. There is demand for more detailed and consolidated music-sector information, but no single actor can build it alone at EU level.

Finding 3. A decentralised data and knowledge-sharing platform is feasible while data owners remain in control.

Finding 4. Valuable data exists and can be aggregated across the EU, but it is not publicly available in integrated form.

Recommendation 1. Create a dedicated music subsection within an EU Cultural Data Hub.

Recommendation 2. Establish an exploratory group of key stakeholders to continue developing a data and knowledge-sharing platform, including the impact of AI-generated music.

Recommendation 3. Put recognition and safeguarding of the economic and social added value of music at the heart of integrated and data-based EU cultural policy.