

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Interactive Presentations - IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (IP)

Author: Mr. Antoine Jaeger
Germany

ENHANCING EARTH OBSERVATION WITH MUSIC - HELLO WORLD LIVE

Abstract

• **Purpose**

Hello World is a new kind of online media with the objective to drive large-scale awareness and engagement around the space sector and environmental issues towards a young, diverse and global audience. Our goal is to associate information and culture to foster education and passion for the next generation of space enthusiasts and professionals.

• **Methods**

We created an online experience where visitors can view a live video feed of Earth from space filmed by the HDEV device aboard the ISS while listening to a curated musical soundtrack. It is simply designed for users to enjoy an immersive contemplation of Earth from anywhere. We are hosted at www.helloworld.live.

The current website is essentially an audiovisual art piece, but it is designed as a functional tool with the perspective of adding more features in the future.

The main next step for Hello World is to become a science communication media and education platform based on the current experience. This goal drives our motivation to participate in the IAC 2024.

• **Experiments**

We have been running several experiments to assess Hello World's potential and inform our development strategy:

1. Releasing and promoting the beta website online one year ago
2. Posting video captures of Earth every day on social media
3. Creating an event around Hello World in Berlin on Earth Day 2023

• **Results**

For each experiment, we collected empirical data and conducted surveys. We made the following learnings:

1. There is a clear interest for live viewings of Earth online and there is no competitive product currently available. In one year, **we gathered +8k followers and +20k likes across platforms**, and several posts went viral without any paid promotion.
2. Adding scientific information to the content increases the engagement
3. Events are an effective way to grow the community
4. Involving artists drives engagement and reach

• **Conclusion**

At IAC 2024, we would like to get in touch with our future partners and stakeholders and build relationships within the space sector. We believe that the companies and journalists that need specialised space media outlets to emerge and thrive will attend the congress, and we want to meet them and receive feedback from them.