CAMPAIGN HIGHLIGHTS

- **Wanted to relaunch blog** to share updates, tools, beginner guides, clarifications, and information, and to better communicate with developer community

- **Created a goal and plan for the blog**, including an approval process, guest blogging guidelines, and promotion plan

- **Presented ideas** for the blog and **collaborated** with guest writers

- **Drafted technical content** for blog posts

- **Organic views, monthly posts, and readership are increasing**, in addition to a growing list of contributors from within Khronos and from outside companies.

- Most popular blog has had **over 30,000 views**

The Khronos developer blog brings new users to the website, with more than 50 percent of the most popular blog's readership being new visitors to the Khronos Website.

THE CLIENT

The Khronos Group is an industry consortium creating open standards to enable the authoring and acceleration of parallel computing, graphics, vision, and neural networks on a wide variety of platforms and devices. Khronos is responsible for bringing open standards such as Vulkan, OpenGL, and WebGL to the world. The Khronos Group and its members have created over 25 standards to date, a list that continually grows as needs for new standards arise from growing industries. Khronos members are enabled to contribute to the development of Khronos specifications; they are empowered to vote at various stages before public deployment; and they can quicken the delivery of their cutting-edge accelerated platforms and applications through early access to specification drafts and conformance tests.

THE PROBLEM

The Khronos Group's PR program includes media relations and proactive pitching for stories related to its active standards, as well as news announcements, trade shows, and contributed content. When Caster started working with Khronos, the Khronos Developer Blog was a former activity that the group wanted to rejuvenate. The goal was to relaunch the blog to increase community outreach, developer relations, and news consistency and to provide an outlet for quick response to trends and issues in the media and developer community.

But a blog for a technical developer audience covering over a dozen APIs isn't fluff content that can be farmed out to any writers. The Khronos Developer Blog requires a mix of technical contributed content from Khronos Working Group members, in addition to guest posts from other partner companies and thought leaders who use or teach with Khronos standards. To relaunch their blog, Khronos needed a consistent voice who could draft technical content, ranging

from tutorials to getting starting guides, from the Khronos perspective.

THE SOLUTION

To bring the blog back to life with a regular cadence of posts, Caster created approval-process documents and blog-authoring guidelines that would encourage new contributors to share posts. The team also created promotional guidelines for sharing posts with the community through forums and developer blogs and on social media. Initially, Caster wrote a post for the Khronos Developer Blog to announce the consortium's call for contributors and to post the process and guidelines for submitting a post. Caster continues to manage the flow of ideas from Khronos participants and members, tracking ideas and writing and finalizing content for the blog.

After the first six months of blog development, the team got into a groove of running the blog, and new contributors started submitting ideas and blog posts. In total, in the first nine months, over 25 blogs posted with a combination of Khronos contributors, guest posts, and Caster contributions. As the blog became more popular and more contributors became involved after a year of activity, Caster had to create a more detailed blog guideline and process document for better clarification on post requirements to maintain a quicker and more streamlined approval process to manage posts.

As the blog grew with a variety of content about different standards and Khronos activities, Caster analyzed the kinds of posts that were most successful to adjust its recommendations. The team found that technical content discussing Khronos active standards and tools was the most popular. While the first year of the blog included content about Khronos events and activities, the second year included more technical content that Caster drafted using presentations and input from Khronos members working on the standards.

RESULTS

Caster's blog schedule, idea proposals, and collaboration with contributors during the drafting process moved the Khronos Developer Blog forward as a platform on which the group could communicate with developers about standards and even address crises and industry questions about the standards.

The blog encourages readers to visit other pages of the Khronos site; 64 percent of readers click on links to other pages of the site.

Caster continues to provide blog content ideas and drafts, but as the blog has become more popular, more Khronos members and participating companies are proposing and moving forward posts on their own. While there had previously been no incoming, proactive content from Khronos members or contributors, the blog now maintains an even cadence of news throughout the month, and Caster must actively work to manage and schedule the surplus of content.

gITF Momentum Accelerates with New Support from Facebook, Epic, Unity, and Adobe

🕘 April 9, 2018   🏷 3D, gITF, COLLADA, facebook

Facebook's recent adoption of gITF 2.0 enables its users to place and see 3D content in their News Feeds, underscoring the social media platform's plan to enable users to bring 3D objects and assets with them across AR, VR, mobile, and web experiences — using open standards. Facebook's prominent support for gITF is already stimulating the creation of innovative tools to generate gITF content, such as Sony 3D Creator, Oculus Medium, and Foundry Modo.

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Segments ▾	Pageviews ▾	Sessions ▾	Avg. Time on Page ▾	Bounce Rate ▾	% Exit ▾
All Users	31,818 % of Total: 0.49% (6,434,065)	24,759 % of Total: 0.66% (3,737,383)	0:03:09 Site Avg: 0:02:34 (22.84%)	82.46% Site Avg: 69.07% (19.38%)	78.45% Site Avg: 58.09% (35.0

Aug 24, 2017 - Jul 30, 2018 ▾

The Khronos Developer Blog has become a venue for the group to proactively discuss and respond to media, the developer community, and industry questions surrounding its active standards and respective industries, extending the voice of the group beyond social media commentary, forum responses, and formal press announcements. For example, when Adobe announced the "end-of-life" Flash Player, Khronos standard WebGL was named as a potential successor. The Caster team quickly wrote a blog post to address the news to its community and to communicate how WebGL could be used in the application.

It also serves as an outlet for Khronos to quickly respond to issues in the media and manage crisis communication.

Engagement with the developer community is crucial for the Khronos Group, who takes the community's feedback into consideration for its announcements and development with standards; the open blog format provides the platform for the Khronos Group to lead these discussions.

With a consistent flow of content for a variety of Khronos standards, activities, and initiatives, the readership of the blog has been steadily growing and has reached over 100,000 visitors; in fact, there is a high rate of readers new to the Khronos website who enter for the first time through the blog. The content from the Khronos Developer Blog is also being used by the Caster team in its PR program; blog posts are pitched as contributed content from Khronos and its Working Group members. Several contributed pieces from blog content have posted in top publications, including VentureBeat and CMS Wire. The blog's growth has been 100 percent organic via the Khronos network on social media and the media coverage garnered by Caster, with no paid advertising or sponsored promotion to support it.

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Beginners Guide to Vulkan

🕔 August 24, 2017   🏷 Vulkan, Tutorials

Recently I asked the community for beginner-friendly resources on Vulkan, and I compiled a list of them that you can find below.

For the beginners reading this, Vulkan is a new graphics API-- in other words, a way to communicate with your GPU and make it do things. It's managed by the Khronos Group, which means it's under multi-company governance - being managed by the industry for the industry. Anyone who wants to do work on GPUs (not restricted to graphics programmers!) should at least have a high level knowledge of what it is.

What am I looking for in a beginner-friendly tutorial? It should provide a description of what Vulkan is, in words that anyone can understand. After that it can assume some programming knowledge. No graphics API knowledge is assumed.

I compiled this list because I saw many discussing how Vulkan was too hard, or even recommending that beginners master OpenGL first. It reminds me of a lot of the attitudes surrounding C++ when I was first learning it-- yes, it's more lines of code, but that doesn't mean it can't be a fine place for a beginner to start learning. Beginner tutorials are great for people who want to end up doing it professionally, people who want a taste of it to see if they want to bother diving

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