MULTIMEDIA AND AUGMENTED RADIO CREATION: ONLINE, INTERACTIVE, INDIVIDUAL

Interactive & personalised radio

Mike Matton

vrt Innovation

RadioDays Europe

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PROJECTMARCONI.EU

VRT

About VRT

- Public broadcaster in Flanders
  - 2200 employees
  - 3 TV Channels:Eén, Ketnet, Canvas
  - 5 radio channels: Radio 1, Radio 2, Klara, Studio Brussel, MNM
  - on-line portals (neuws, sports, culture, video zone)
  - vrtnws.be, sporza.be, vrtnu.be, radioplus.be, …
  - VRT Innovation
    - In-house R&D lab: 20 people
    - Several innovation initiatives: VRT Sandbox, OpenVRT, VRT Start-up, …

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VRT Innovation: strategic topics

- Personalised content
  - Fitting content for every media consumer
  - Personalisation
  - Data architecture (VRT Data Prism, released OS)
- **Co creation & interaction**
  - Enable & stimulate interaction (e.g. wallofmoments.be)
  - Community engagement
- New content (production) technologies & workflows
  - New workflows (e.g. IP-based)
  - VR/AR/MR
  - Lightfield technologies

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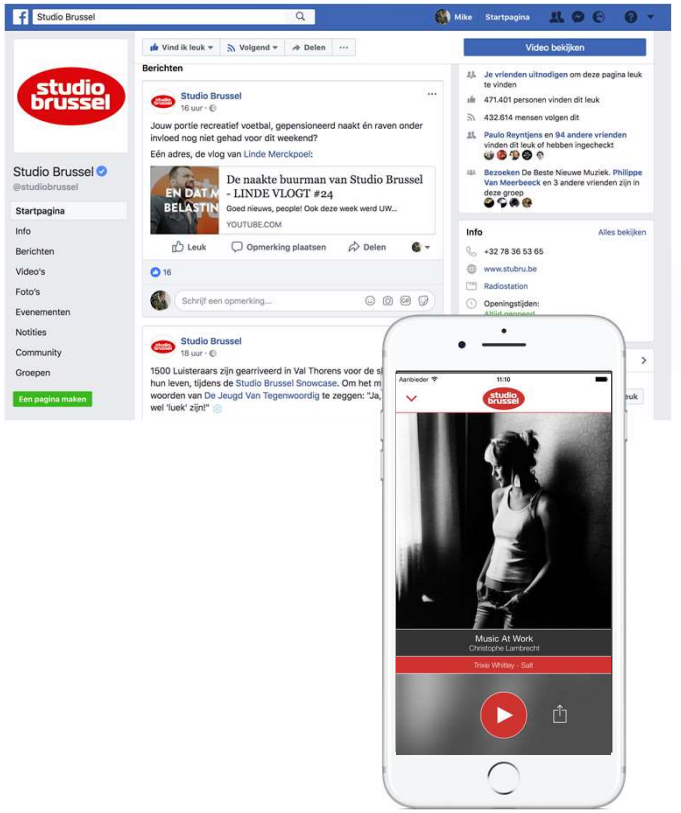
Wall of Moments

Motivation

- Digital shift also on radio/TV
- Increased opportunity for direct interaction through digital/social media
  - Formerly: SMS / E-mail / … ~ limited opportunities
- Traditional “brands” creating on-line/digital extensions
  - Remain connected with the media consumer, even if they are not directly watching/listening
  - Directly engage with audience



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- Interest from different departments
  - **Radio stations** => community engagement, collaborative storytelling
  - Newsroom => crowd journalism
  - TV => crowd sourcing content (e.g. Iedereen Beroemd)
  - Events => audience interaction
  - …

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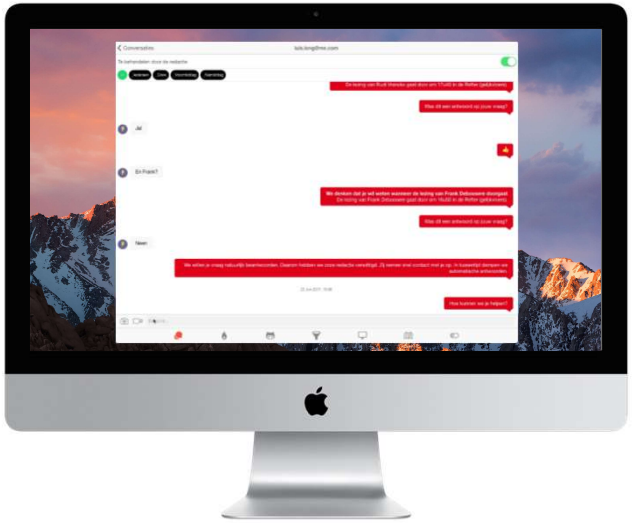
Introducing Wall of Moments (WoM)…



End-user app Editorial app(s) Playout

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Experimenting with WoM since 2015

- Music festivals
  - Dranouter Festival
  - Leffingeleuren festival
  - All areas (StuBru radio station)
- Events
  - **De warmste week**
  - Het vooruitzicht

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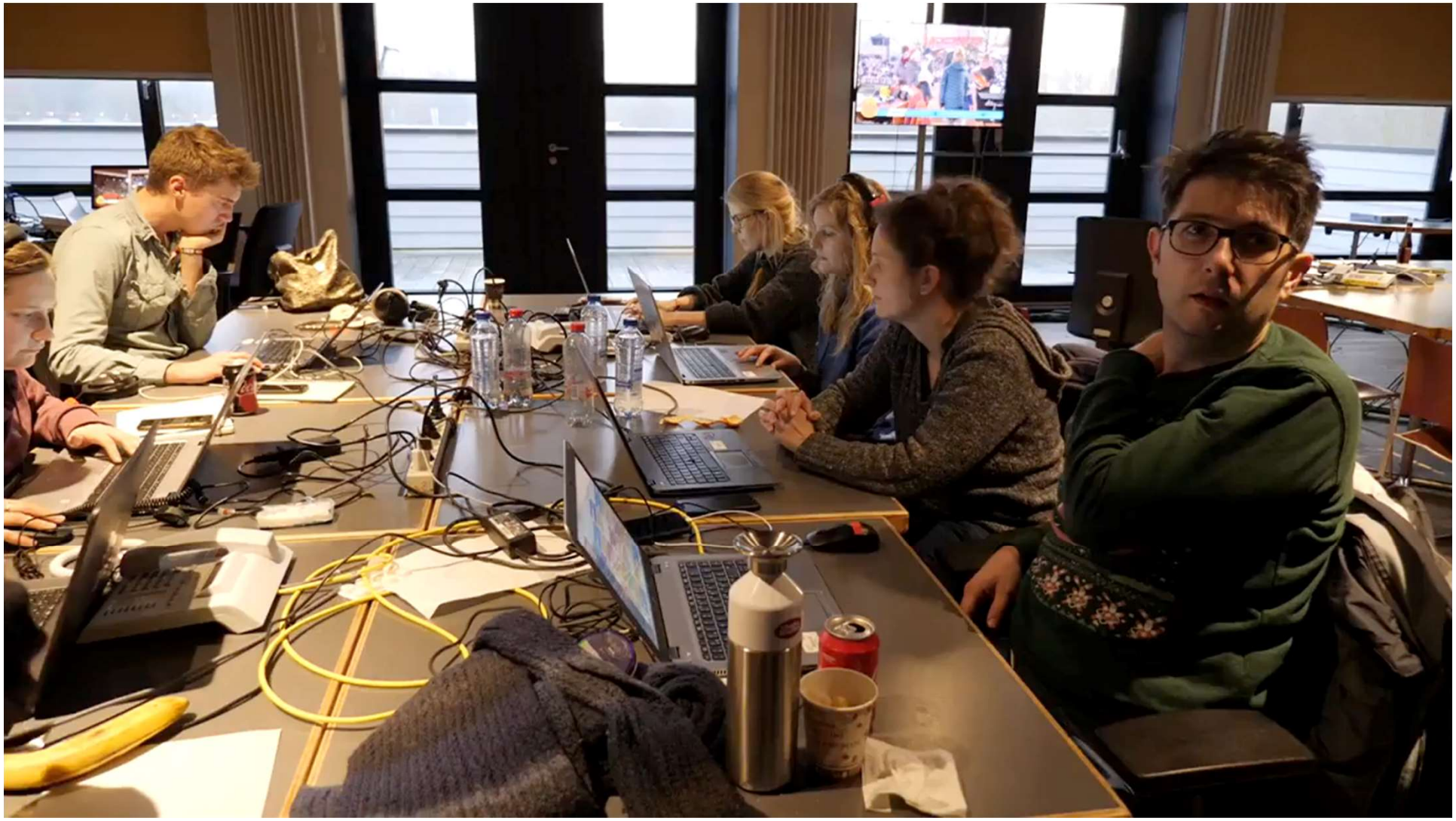
studio brussel
MUSIC for LIFE
DE WARMSTE
WEEK



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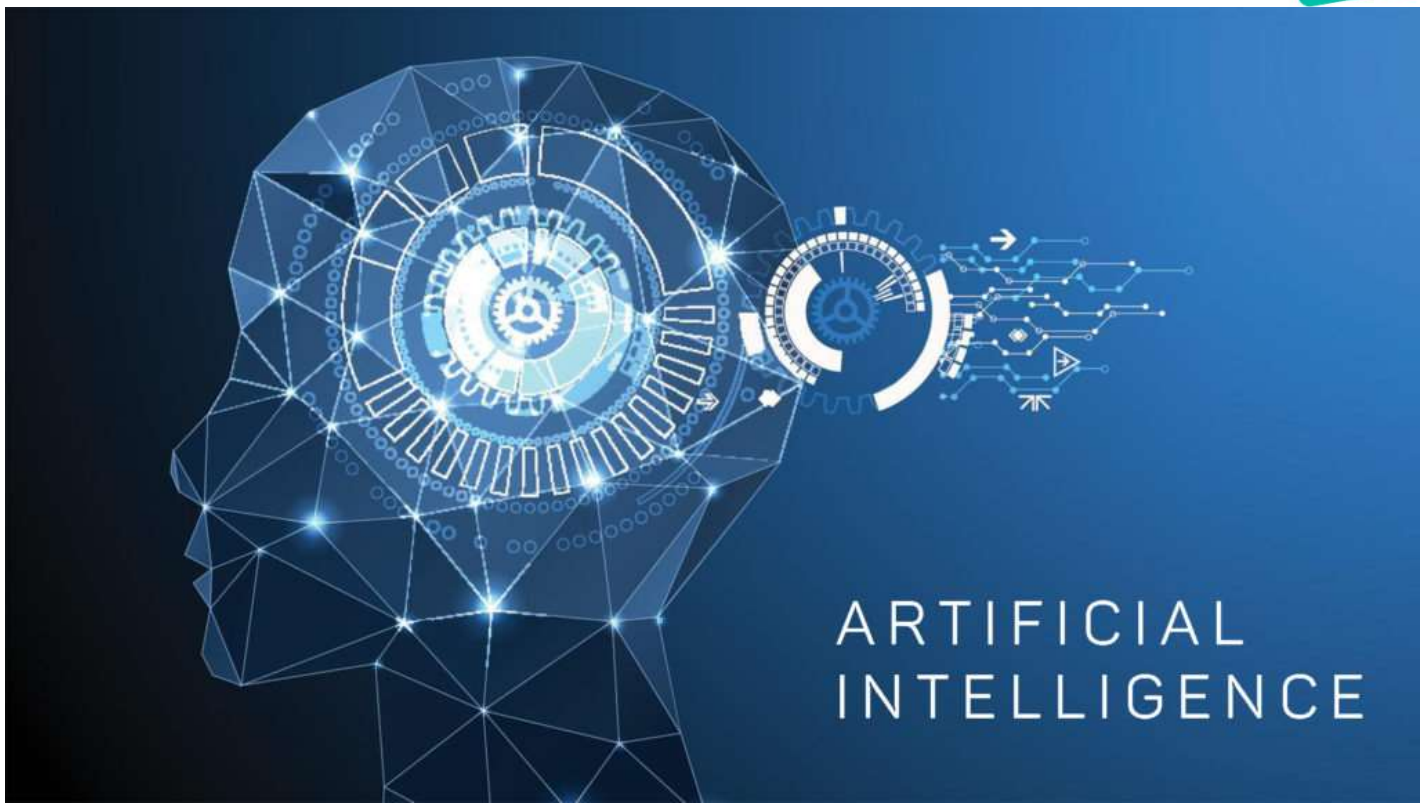
What's missing?

AI!



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MARCONI project

Motivation

- Interaction / co-creation is an asset for the media company
- Dealing with interactions is hard
  - 1-to-1 interaction does not scale well
  - End users expect interaction
  - Editors and hosts are limited in resources
- => technologies and tools needed
  to assist editors in managing interaction
  - MARCONI!

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OVERALL GOAL

The goal is

to enable fully interactive and personalised radio experiences,

through

integrating "live" broadcast radio

with digital platforms and social media,

enabling

better convergence around radio experiences.

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OBJECTIVES

- O1. Enable the listener
  - to interact with radio in a personalised way through their preferred communication channels
  - to remain connected with radio, even while not actively listening
  - to retain his privacy (GDPR!)
- O2. Through innovative tools, enable the radio editorial team
  - to get an overview of what interaction is happening
  - to get insight into trending topics;
  - to get insight into knowledge about individual listeners;
  - to engage with its audience even if they are not actively listening to live radio;

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OBJECTIVES (2)

- O3. Build an innovative platform with services
  - To enable automation of the interaction with the radio channel
    - for incoming text, audio, picture or video content. => AI technologies
  - to easily manage automated interactions themselves
    - integrated with their radio production system.
  - to provide interactions with an individual response within a reasonable amount of time.
- O4. Validate the concepts, platforms and interactive services
  - by running several large scale piloting activities in several countries,
  - involving both consortium internal as well as external radio companies
- O5. Develop new business models
  - around personalised and automated interaction with the radio community.

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EXPECTED OUTCOMES

O1	• Integration with 5 communication channels • Validation against privacy regulation
O2	• At least 2 professional radio production interfaces (different target users) • Live view and interaction view
O3	• Flexible and scalable platform (extendible) • At least 10 different automated analysis services integrated

O4	• All users interfaces validated
	  • 5 radio stations in the consortium
	  • At least 5 more radio stations involved in open piloting

O5	• 2 sets of business models for MARCONI expoitation
	  • Exploitation of the platform and services
	  • Exploitation for radio stations

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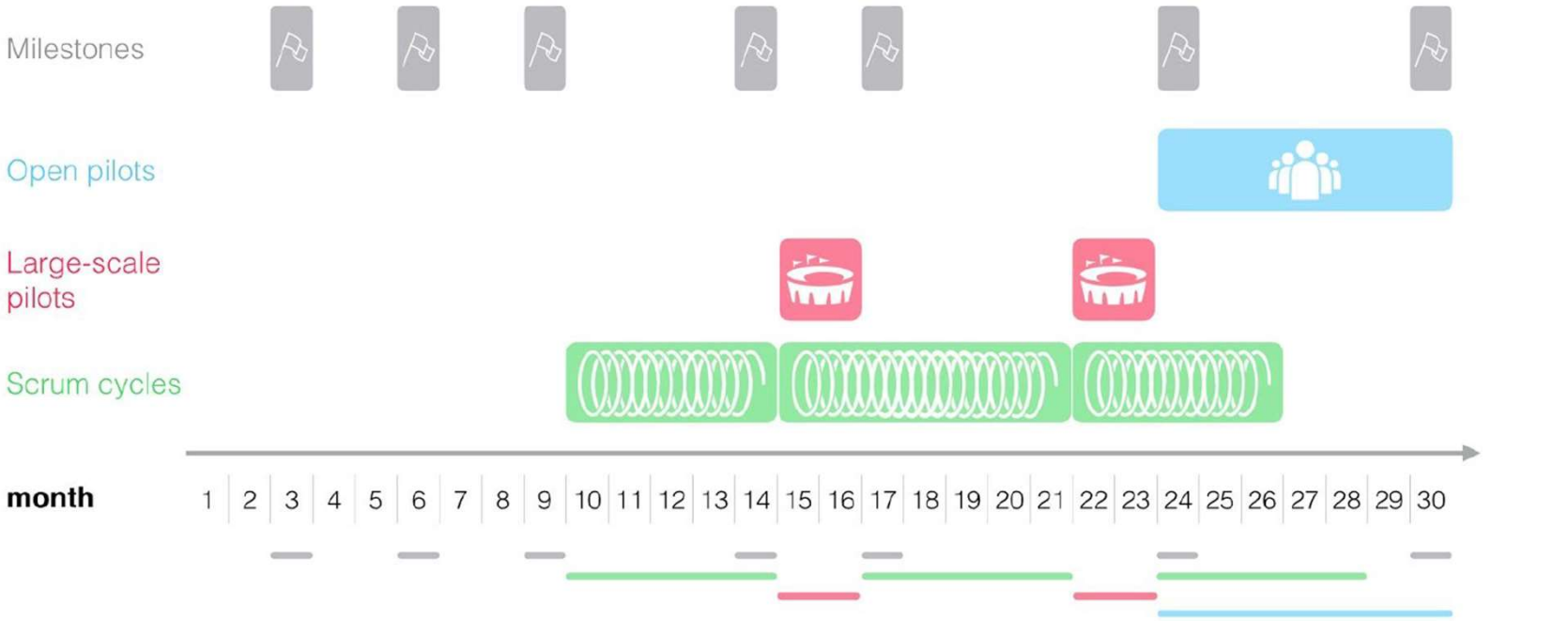
TIMELINE



09/2017 02/2020

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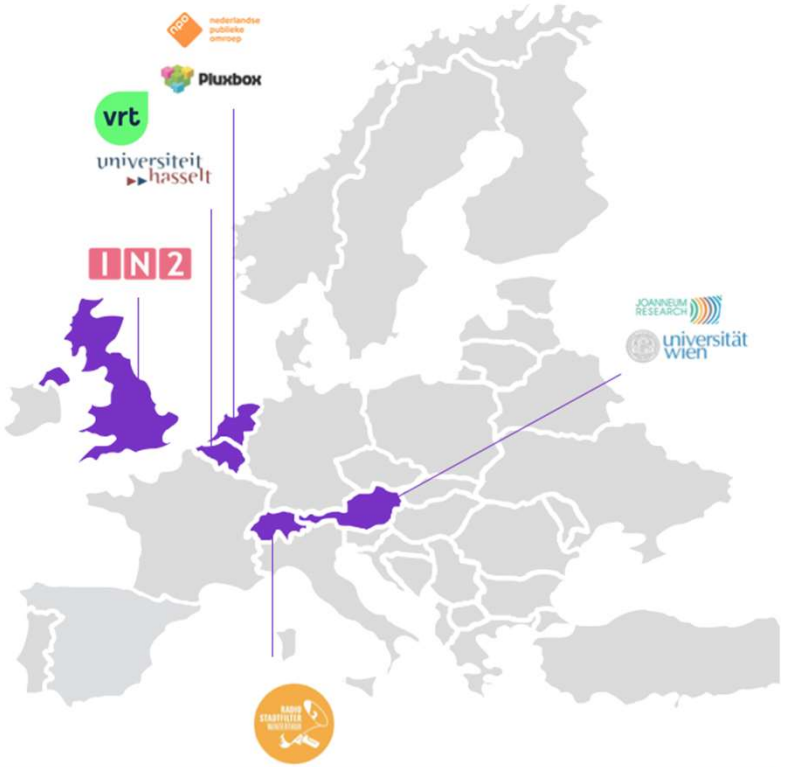
CONSORTIUM

- 3 broadcasting
- organisations
  - 5 radio stations
- 2 innovative SME’s
- 3 universities / research institutes



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How Wall of Moments fits in

- End-user app
  - Integrate with VRT Radio app
- Editorial app
  - Integrate with Pluxbox RadioManager

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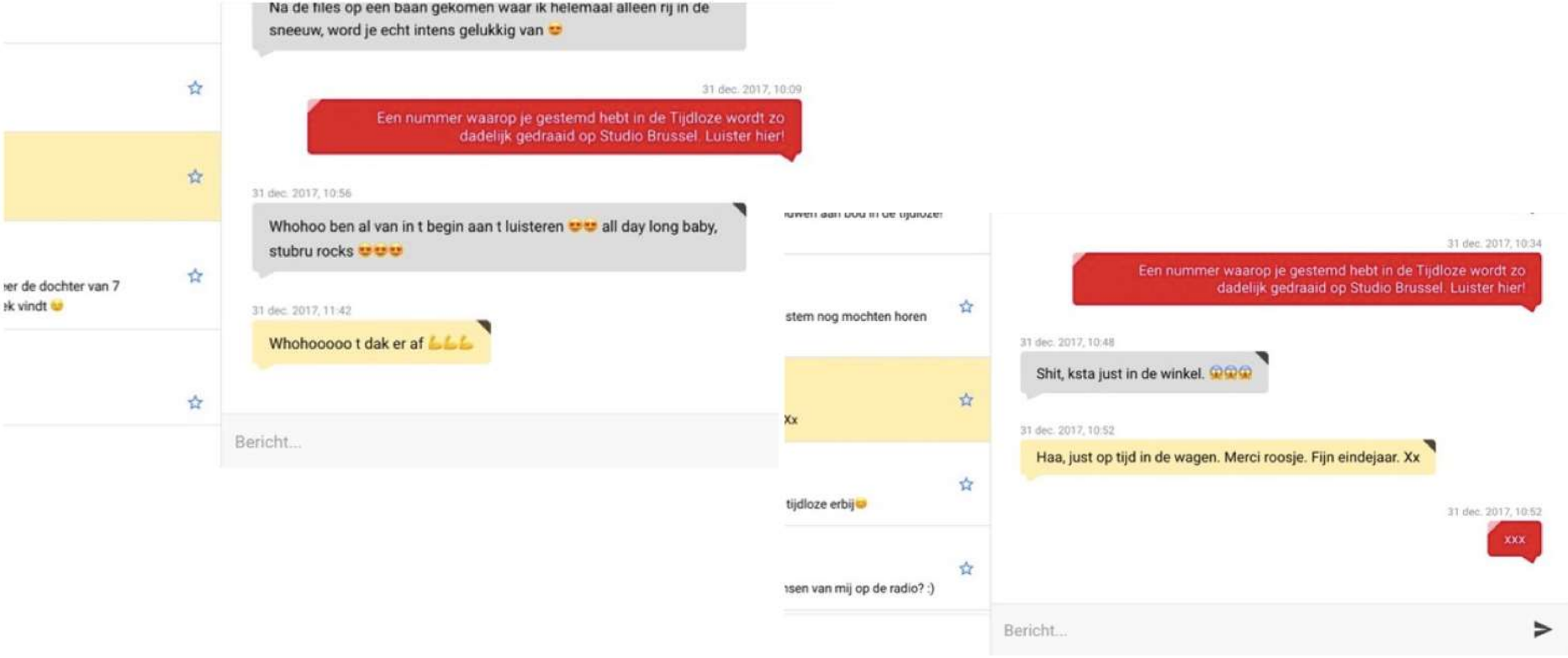
1st case study: NotifyMe



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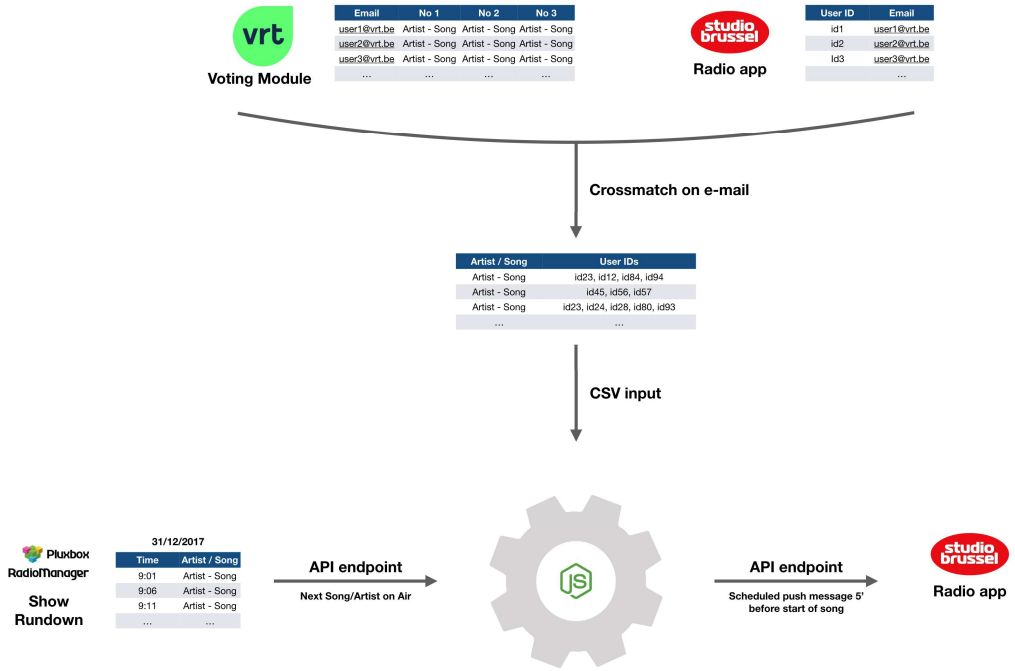
NotifyMe (2)



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Current status

- Scenarios developed
  - Facilitating user feedback
  - Co-creation of content
  - Personalised services
  - Content on-demand

- Reading material:
  - Deliverable 1.2: Use cases and requirements

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Thank you!

Mike Matton

mike.matton@vrt.be

https://www.linkedin.com/in/mikematton

vrt Innovation

Auguste Reyerslaan 52

1043 Brussel

BELGIUM

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