



## Quality Label for start-ups and entrepreneurs

### Purpose

The MediaRoad project, in the context of the Sandbox Hub activities, intends to provide a “**quality label**” to start-ups and entrepreneurs that have successfully completed a Sandbox project together with a media company.

The proposed projects will be assessed according to the evaluation criteria reported below.

Later on, MediaRoad will also establish a Prize programme to recognize the best projects that emerge across all active Sandboxes. Each Sandbox will be invited to submit project case studies for consideration by a judging team. The Quality Label will be a pre-condition for accreditation to the Prize programme. The Prize winner will be announced on September 2019 at IBC.

### Quality label evaluation criteria:

- Eligible projects: completed projects as from January 2018 (*not per se implemented*)
- Outcome reached
- The novelty of the approach (breakthrough technology or new application for something that's existing or new content format)
- The value to media production and delivery (quality of the testing with the partner, should be an idea that's useful/replicable for other companies, something particular for production)
- The achievement in the light of the resources available to complete the project
- Good partner to collaborate with (delivery on time, communication, ...)

### How to apply:

Please fill in the attached form with the following information:

- Title of project
- Company submitting
- Media company involved
- Others involved
- Summary (max 30 words)
- Description (max 300 words)
- Photo

and send it via email to the following address: [qualitylabel@mediaroad.eu](mailto:qualitylabel@mediaroad.eu)

(the form can also be downloaded from the MediaRoad website  
<http://www.mediaroad.eu/prize-development-and-quality-label> )

### Timeframe

A feedback on the assignment of the quality label will be provided within 3 weeks.