

NETWORK UPDATE

Vol 1

November 2017

What's happened so far? – our event reports

MediaRoad Launch Event



The MediaRoad Project was formally launched on 12th October during an event hosted by EBU, in collaboration with the VRT SandBox Creative Circle, the half-yearly networking event of VRT Sandbox for startups and media entrepreneurs.

During a [presentation](#) session, the project goals were clarified to the audience and prominent speakers provided their views. The EBU's new Director General Noel Curran reflected on the increasingly important role of public service media as a standard bearer for reliable news. He highlighted the potential of the MediaRoad project to enhance cross-sectorial collaboration.

Keynote speaker Paolo Cesarini, Head of Unit for Media Convergence and Social Media at the European Commission, emphasized that the MediaRoad project is coming at the right time to address some of the issues facing the media sector, including trust and reliability.

The project Hubs – Sandbox, Network and Policy – were presented by project partners in more detail.

Peter De Paepe introduced VRT's award-winning Sandbox, a concept that gives selected innovators the opportunity to test, scale and develop their products with help from VRT. Event attendees then got the opportunity to get hands-on experience of some of the [exciting projects in the VRT Sandbox](#).

Read the full article [here](#).

MediaRoad Information Session



During the International Broadcasting Conference (IBC) held in Amsterdam in September 2017, the MediaRoad team organized an information session at the EBU booth. Being a world-wide leading media event, IBC attracts a broad audience and experts engaged in the creation and delivery of electronic media.

IBC visitors were cordially invited to attend a presentation of the MediaRoad project and its goals.

During the presentations and Q&A session, the attendees were able to find out more about the project and [how to get involved](#) in the MediaRoad network. They also learned more about the concept behind the VRT Sandbox and on how MediaRoad will translate this approach into a

replicable model, enabling other European media organizations to launch their own Sandboxes.

Having laid the fundament here, we are looking forward to working closely with the creative and technology sectors to help innovative concepts mature for market deployment and formulate common recommendations for future media policies.

Become a member of the MediaRoad Network!

Collaboration between diverse partners is at the heart of the MediaRoad project. We aim at creating a broad and diverse network of committed media stakeholders, researchers, creative and cultural industries, technology and policy experts, and entrepreneurs who are interested in initiating new cooperation with other creative and media sectors actors and together create a media ecosystem for innovation.

The MediaRoad Network offers a unique cross-sectoral platform to connect and find like-minded peers to take part in the MediaRoad community activities and collaborative processes from exchanging information and generating ideas for new innovations to cooperating on recommendations for future media policies.

Ways to participate:

- Become [official MediaRoad stakeholder](#)
- Participate in the MediaRoad [events](#)
- Contribute to the policy consultation and debate
- Connect with media innovation incubators (Sandboxes)
- Subscribe to [newsletter](#) on our website to receive project updates and event invitations

How to become an official MediaRoad stakeholder?

We foresee various possible levels of commitment:

- Tier 1: Receive regular updates and information on the MediaRoad project
- Tier 2: Take part in MediaRoad policy and research consultations as well as events (*+Tier 1*)
- Tier 3: Become a Mediaroad project partner (*+ Tier 1 & 2*)

Please [contact](#) us at any time to exchange your thought on possible participation!

Save the Date! – our upcoming events



Media Innovation through Research - Enriching the media experience through data analytics, social media and AI

2 March 2018, Geneva

This expert-led conference will explore how stakeholders in the media sector can take advantage of the latest data-driven innovations and research results to enrich the media experience for the end-user. In particular, the following aspects will be in focus:

- Enriching content through data valorization,
- Handling social media and fake news,
- Leveraging artificial intelligence to offer better content.

The conference is organized by the EPFL - École Polytechnique Fédérale de Lausanne, a major European research institution. It will gather key experts from the research and media technology ecosystem, from professors to labs, startups and innovative media technology companies.

The event addresses middle and top management experts in the media industry, and aims at strengthening collaboration, research and innovation between the media industry and the academic world. Keynote speakers will include Pierre Vandergheynst, EPFL Vice-President for Education, and Pascal Crittin, RTS Director General.

The conference is the first topical event organized by MediaRoad, an EU-funded initiative to create a European media ecosystem for innovation. The event is also a part of the [EBU Big Data](#) Week, which will attract a multidisciplinary crowd of media industry leaders and experts in Geneva from 28 February to 2 March. .

Registration

Registration is expected to start in December 2017, aligned with the EBU Big Data Conference registration. A detailed programme will be published [on our website](#) at that time.

Post-Convergence Radio – Hybrid radio technical view and how to build (on) it

18 March 2018, Vienna

Taking place during [Radiodays Europe](#), this workshop is the place to be to speak about post-convergence in radio, through hybrid radio applications and complementary approaches. Hybrid radio combines broadcast radio with Internet distribution, thus enabling the addition of visual and interactive elements to the radio programme, such as branding (e.g. logo), information about songs or programmes, tagging of programmes, etc.

The workshop will showcase two of the main aspects of technological development in the field of radio:

- Upcoming hybrid radio solutions which can anchor radio's audio broadcast presence in a convergent world;
- The challenge of fostering – at a local and national / European level – eco-systems which give rise to “applications” exploiting hybrid radio solutions together with an adequate presence in new end-user devices (voice-activated devices, portable devices, smart cars, etc.).

The workshop addresses radio's technical teams and middle management, in addition to the usual Radiodays Europe mid- to high management representatives.

Registration

The online registration is expected to start in December 2017. A detailed program and the conditions of participation will also be published [on our website at that time](#).



Disclaimer

This publication reflects only the views of the author(s), and the European Commission cannot be held responsible for any use of the information contained therein.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761412



MediaRoad – European Media Ecosystem for Innovation

Horizon 2020, H2020-EU 2.1.1. – Industrial Leadership – Leadership in enabling industrial technologies – Information and Communication Technologies (ICT) - Coordination and support action

Duration: 1 September 2017 – 31 August 2019

Project number: 761412

www.mediaroad.eu

Twitter: @mediaroad_eu

#mediaroad