



NETWORK UPDATE

VOL 3
JUNE 2018

What's happened so far? – our event reports

Robot Journalism - We should not be afraid!

Robot journalism or automation speeds up news production and generates a vast amount of content in a matter of sector to be distributed and consumed in print and online. However, we know little about how news automation works and its implication on ethics and quality of journalism, as well as the impact on human journalists.

A workshop, organized in the MediaRoad framework by the European Federation of Journalists, explored these questions. 40 experts on robot journalism, journalists, developers, media managers and academics focused on the production and application of robot journalism, the impact on the working conditions of journalists and the ethical issues surrounding robot journalism.

A summary of the workshop is available [here](#).



Key representatives from the Audiovisual value chain gathered to discuss Content and Digital Innovation in a Multi-Platform World



The European Coordination of Independent Producers ([CEPI](#)) successfully organised an industry workshop at the [58th Monte Carlo Television Festival 2018](#). The workshop on “[Content and Digital Innovation in A Multi-Platform World](#)” was organised in the framework of MediaRoad and gathered various key stakeholders from the audiovisual value chain with outstanding speakers from the Independent Producers sector, Broadcasting and Platforms, as well as proactive Universities.

Read the Press Release [here](#).

Save the Date!

Sandbox pitching in Munich

On **22 November 2018** MediaRoad partner IRT will be hosting pitching sessions for startups and intrapreneurs from selected European Sandboxes. The programme currently foresees an overview of the Sandbox concept to boost innovations, an insight in practical experiences and do's and don'ts as well as a bavarian lunch and interactive presentations followed by demonstrations.

Stay tuned for more programme details; you may also contact the organisers per [mail](#) for any questions or suggestions you already have. Please check out the MediaRoad website for further information on [Sandboxes in Europe](#) and ongoing other [projects](#).

Bridges in (Audience) Measurement

While there's been difficulties around cross-screen audience measurement for a while, there is an unprecedented sense of urgency and growing momentum to solve the issues that affect digital media. More than ever marketers need a greater clarity to better evaluate the relative effectiveness of the media choices at their disposal, inform decisions and strengthen their brands' connections to consumers, while crediting and remunerating all contributing media fairly. We know that much remains to be done if we are to harmonise standards, jargon, key concepts

and metrics and come up with realistic expectations. Can we, for instance, first start by building bridges between industry partners, continents, fields of expertise, etc. and, as result, identify a common denominator which could tick most industry partners' requirement boxes?



Join this event to learn more about the possible ways ahead for the future of TV qualitative measurement!

The event is organised by MediaRoad partner egta, on **4 December 2018** in London. Access upon invitation only. Contact: [Sarah Diedro](#).

News / suggested reading

Related events

MediaRoad @IBC 2018

During the world's most influential media, entertainment & technology show, IBC, held from 13-18 September in Amsterdam, a MediaRoad session is planned for **Sunday 16th September from 14:00 to 15:00h**. Join us at the booth of the European Broadcasting Union (Hall 10, 10.F20) to round up on media innovation!

Media Fast Forward 2018

On **14 December 2018** Media Fast Forward, a yearly networking and inspiration event that focuses on the latest trends in media innovation, will be hosted by VAR, BOZAR and VRT Innovation.



The goal is to bring together a community that is looking for new ways to stay connected in the world of tomorrow. More information: MEDIASFASFORWARD.BE.

Postgraduate in Media Economics

The Vrije Universiteit Brussel offers a new programme aiming to equip media professionals and postgraduate students with the tools to overcome the challenges and take advantage of the opportunities of the digitalization, in the various sectors of the media industry in Europe (and beyond).

The application deadline for the full Postgraduate in Media Economics programme is **15 August 2018**; further information can be found [here](#).

EBU Master Classes

In the light of new media concepts, programmes and formats, the EBU Academy offers several Master Classes in the timeframe of September 2018 – March 2019 to boost the skills of the professionals involved. Click the respective Master Class's title for detailed information:

[Designing multi-angled news stories with Twine](#)

Twine is an open-source tool for telling interactive, nonlinear stories. Participants will learn to develop choice-based stories and design simple news games.

[Social videos, the key to online success](#)

Get insights on why videos are popular and effective to drive engagement; learn how to grow your audience on your website and on third-party platforms.

[Co-create cross-media projects with your audience](#)

Audiences are eager to become key stakeholders in media programmes. Get the tools and inspiration to develop impactful user-driven projects.

[Manage your project with the 8-step change model](#)

Achieve fast, sustainable results in project management. Project leaders and managers will learn to turn challenges into opportunities and fully engage their team.

[Design thinking and innovation](#)

PSM must meet the traditional needs of their audiences in new ways. Design thinking has the power to generate new ideas in programmes, formats or strategies.

Suggested reading

Creative Cultures for Media Progression: An Unconference



International media experts, representatives of cultural institutions, startup communities and Warsaw's City Hall gathered in the city of Warsaw on 13 June for an Unconference: "Creative Cultures for Media Progression". The aim of the day was to discuss the need for changes to the organisational structures and partnership arrangements of public service media firms. The unconference format (e.g. 'World Café' and 'Fishbowl' style debate) was designed to promote inclusive speaking from everyone in response to initial provocations from experts. The topics ranged from how to support sustainable frameworks for R&D and innovation to the challenge of restructuring more traditional media

organisations to become continuously learning and agile.

A [blogpiece](#) written by Dr. Michał Głowacki and Prof. Lizzie Jackson summarises this entertaining event.

Radio, your trusted guide in the Digital Single Market

On Thursday, June 7th, 2018, the Association of European Radios - AER, organised a conference at the European Parliament stressing the important role played by radio in fighting against disinformation. The meeting was hosted by Marlene Mizzi MEP (S&D) and produced very interesting discussions!

A [report](#) on the conference was kindly made available by AER.

The Augmented Newsroom: How will AI impact the journalism we know?

At the [GEN Summit 2018](#) a session was dedicated to future newsrooms, and - amongst other things - robot journalism. Personalisation, trust, hope, and ethical

standards: Can AI in newsrooms augment journalism? Or will the pitfalls outdo the benefits? [José Moreno](#) provided a [summary](#) of the discussion about the augmented newsroom.

EBU Big Data Initiative Activity Report 2017-2018

The EBU Big Data Initiative (BDI) has come a long way since its launch in 2015. Its recurrent events have become regular get together for strategists and practitioners alike to share ideas, forge ties and build on each other's expertise. EBU BDI published its activity report, which is available with a free EBU account [here](#). Amongst other things, via the EBU collaboration with egta and EPFL, the BDI shone light on data strategies for TV and radio marketers, and demonstrated the importance of academic research and innovation in relation to media's digital transformation.

Those who are interested in this topic should mark the MediaRoad workshop on Audience measurement, organized by egta on **4 December 2018 in London** in their calendars (see our Save the Date earlier). Stay tuned for further information!

EBU MDN Workshop focuses on AI

The four dozen developers who attended the sixth EBU Metadata Developer Network (MDN) came away with a clearer picture of how and where AI is likely to have the greatest impact in the media and metadata world. The insights flowing from the [event](#) will also be used to inform the work done within the EBU's Strategic Programmes in order to best address Members' needs.

EBU IOI learns about VRT's three-pronged approach to innovation

Members of EBU IOI visited VRT to learn how the Flemish public service media organization in Belgium stimulates innovation. "Innovation is very simple", says the Belgian broadcaster's head of innovation Dieter Boen. "It's doing things!" The members of EBU IOI got detailed insights in VRT's three main innovation mechanisms: VRT Innovatie (technology-driven), VRT Sandbox (market-driven) and VRT Start-up (consumer-driven). The VRT Sandbox initiative is being boosted by MediaRoad on a European level. A summary of the visit is available [here](#).

IOI - [Implementing Open Innovation](#) - is an innovation-focused programme jointly coordinated by the EBU Academy (part of the EBU Media Department) and the EBU Technology & Innovation Department. Its aim is to explore how EBU Members - and others - successfully manage to take good ideas from proof-of-concept to prototype, beta version and, hopefully, 'business-as-usual' operation.

On-Hertz virtual radio solution presented at EBU NTS 2018

At the EBU Network Technology Seminar 2018, MediaRoad's Eleonora Mazzoli hosted a radio show, using the virtual radio solution developed by On-Hertz, a project that was created through the collaboration between the VRT Sandbox, imec-istart and the On-Hertz startup.

The interviews have been also recorded by the VRT; we'd specifically like to share with you the interviews with [Hans Hoffman](#) and with [Karel de Bondt and Benjamin Lardinois](#) on MediaRoad and the Sandbox approach for innovations.

Fighting misinformation with REVEAL-ing tools

REVEAL was an EU co-funded research project aiming at advancing the necessary technologies for making a higher level analysis of social media possible. The project developed tools and services that aid in Social Media verification, looking at verification from a journalistic and enterprise perspective.

Two commercial services sprung out of the project, dealing with combating misinformation: [TruthNest](#) and [Truly Media](#). During the short period just after

the emergence of a news story in social media and before it actually spreads, it's extremely critical to validate the authenticity/truthfulness of the story - this is the gap TruthNest tries to fill. Truly Media (co-developed by ATC (Greece) and Deutsche Welle (Germany)) is a web-based collaboration platform developed to support primarily journalists and human rights workers in the verification of digital content, e.g. material residing in social networks.

These services showcase well how EU-funded research can lead to successful products and services that are appreciated by their respective user communities.

Become a member of the MediaRoad Network!

MediaRoad's mission is to foster a European ecosystem for media research and innovation and the active participation of interested stakeholders is key to achieve this goal together.

Collaboration between diverse partners is at the heart of the MediaRoad project. It is capital for the media sector to exchange on innovation schemes and techniques, to “inter-sow” ideas: each sector / partner can bring know-how and technologies that can be useful to the others – MediaRoad wants to be the catalyst for this. 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.

So why join our network? 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:

If you are interested in joining MediaRoad, please use the [joining form](#) to express your interest.

We foresee two possible levels of commitment:

- Tier 1: Receive regular updates and information on the MediaRoad project

- Tier 2: Join MediaRoad as a stakeholder with active contributions to MediaRoad activities (e.g. related to specific sandboxes, in policy and research consultations and/or events) (+Tier 1).

Tier 2 Stakeholders are promoted on the MediaRoad website (by company name and logo) and have full access to the MediaRoad Network. To formally join, we kindly ask you to send us your “Expression of Interest” either by e-mail or regular mail. For this we have a template text available which we will gladly share with you. Please contact us to obtain this.

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

Event calendar

13-18 September 2018, Amsterdam	IBC 2018
22 November 2018, Munich	Sandbox pitching
4 December 2018, London	Bridges in (Audience) measurement
Q1 2019	Education and Training Webinar
8 & 9 May 2019, Munich	5G for media production and distribution
Q1/Q2 2019	<i>Open slot event</i>
June 2019	Final MediaRoad conference

For further information on MediaRoad events, please have a look at our [website](#).

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

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