

## Discover Media Innovation at IBC 2018!

### A warm welcome by i3 and MediaRoad

The EU co-funded Coordination and Support Action projects i3 and MediaRoad have teamed up to provide you with an overview of selected demonstrations and presentations on Media Innovation at the IBC exhibition 2018. We are confident this information will help you find your way around!

This special edition newsletter covers the following:

- [Selected IBC highlights \(schedule of demos and events\)](#)
- [European Media Innovators exhibiting with i3](#)
- [Check other Media Innovation projects @IBC](#)
- [MediaRoad session: how do we enhance European media innovation?](#)
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#### i3 project

The [i3 project](#), Impact Innovate Invest, supports research technologies and projects financed by the European Commission, with an integrated approach from research to innovation and through to market deployment. i3 connects and fosters synergies by engaging relevant stakeholders, brokering between parties and introducing opportunities for market deployment.



#### MediaRoad - building a European Media Ecosystem for Innovation

The [MediaRoad project](#) aims at supporting the transformation of the European media sector by bridging the gaps between technology, innovation and creative players, by promoting and sharing technology advances / innovations, by networking more effectively to exchange expertise, by forming new partnerships with key actors and by developing a joint longer-term policy vision.

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## Selected IBC highlights (schedule of demos and events)

i3 and MediaRoad kindly invite you to join in the events listed below, focussing on interactive presentations on opportunities and challenges for research and innovation for media and creative industries.

Date/time	Event	Location
Friday 14 September, 18:30-20:30	<i>i3 Final Event &amp; Network (please register - see article in this newsletter)</i>	<a href="#">Spring House</a> , De Ruijterkade 128, Amsterdam
Sunday 16 September, 11:00-12:00	<i>5G in Content Production – presentations (hosted by Ian Wagdin, BBC)</i>	EBU booth <a href="#">10.F20</a>
Sunday 16 September, 14:00-15:00	<i>MediaRoad session: how do we enhance European media innovation? (see article in this newsletter)</i>	EBU booth <a href="#">10.F20</a>
All Exhibition Days *	<i>Demonstrations &amp; keynotes from the i3 exhibiting technologies</i>	i3 booth <a href="#">8.B05</a>

\* Further information and the detailed schedule of the demonstrations at the i3 booth can be found in the i3 [online calendar](#). An overview of the innovators who will be showcasing their technologies is given in the article below.

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## European Media Innovators exhibiting with i3

i3 will be championing an impressive range of European media technologies at its booth ([8.B05](#)). Exhibitors include European consortium projects, delivered by public and private partnerships, a startup as well as the winners of a dedicated [competition](#) that was created by i3 to support the very best media and convergence innovation in Europe - each competition winner has secured one day to promote its product at IBC 2018 (check our [calendar](#)).

Demonstrations include ground breaking technologies in VR, immersive experiences and radio. Make sure to pay us a visit, there will be something to excite everyone interested in the media and convergence sectors!



[VRTogether](#) aims to integrate diverse media formats into the innovative vehicle of Virtual Reality, bringing practical real-world use cases for this stunning advancement in technology and providing practical applications that truly utilize its capabilities. The applications of VR are endless and with projects such as this, the reality is not far from us.



[ImAc](#) (Immersive Accessibility) develops tools and solutions to translate media into multi-sensory experiences in order to break down the barriers of language, understanding, sensory limitations and ability. The impact of such work cannot be underestimated as it can dramatically improve the lives of many worldwide while opening up markets to content creators and businesses alike.



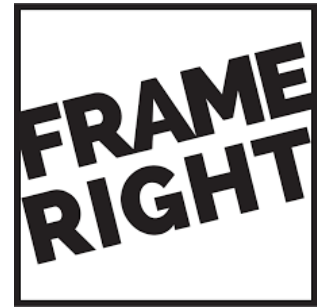
[HRadio](#) will leverage the full potential of hybrid technology for radio, rejuvenating the sector in a way necessary to allow competitiveness in this new multimedia and multi-platform era. A game changer for content creators and broadcasters worldwide!



[VEEPLAY](#)'s complete platform coverage, advanced ad-monetization capabilities and customization options make it the perfect choice for publishers looking to monetize video apps.



[Virtually](#) (Italy) designs and produces immersive and interactive exhibitions with the best quality standards, for culture and creativity.



[Frameright](#) (Finland) makes sure that images look good on all channels and devices. The technology improves image workflows (faster and cheaper) and helps companies improve their visual communications.



[Teltoo](#) (Spain) is a decentralized video delivery network that scales on demand to solve the uncertainty of streaming live content for operators, broadcasters, and OTT providers. Teltoo optimizes video networks for unpredictable bandwidth spikes resulting in reduced CDN costs and better quality of experience.



[Audidraft](#) (Finland) are a Global Audio Branding Service and use data and technology to develop and manage unique sounds for brands, by combining creativity with market insight and high-quality audio.



[StoryTEQ](#) (Netherlands) is a dynamic video platform that empowers brands to be personal and relevant in their video marketing. The platform automatically enriches video by using data to create the most relevant video per target segment or unique individual.



[Edit8](#) (United Kingdom) Great tools for professional editors in Avid/Premiere flows, synchronizing audio, playing AAF and many other editing tools. The audio sync software analyzes audio in video clips and creates synchronized sequences ready to be edited.



[Lucid Web](#) (Belgium) provides WebXR players that are fully web-based and responsive across desktop, mobile as well as VR headsets, targeting brands, enterprises and VR production agencies. The responsive XR player dramatically shortens and simplifies the viewer's discovery journey to immersive storytelling.



[AmberScript](#) (Netherlands) uses state-of-the-art speech recognition technology to quickly transcribe audio automatically. AI / algorithms and an own web text editor bring it to 100% accuracy.

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## Check other Media Innovation R&D projects @IBC

The IBC exhibition showcases many more innovative, EU-funded projects and R&D presentations at other locations.



[5G-Xcast](#) is a 5GPPP Phase II project focused on Broadcast and Multicast Communication Enablers For the Fifth Generation of Wireless Systems. The project will showcase a trial at EBU's booth [10.F20](#) realised during the recent European Championships.



The [2-IMMERSE](#) H-2020 project is a collaborative project demonstrating the benefits of object-based broadcasting which allows TV experiences to be customised to suit the viewers' contexts and preferences and displayed across many screens. 2-IMMERSE delivers technology-enabling services 'to immerse' audiences in shared and personalised multiscreen experiences. The project is represented in the Future Zone [8.F46](#) and at IRT's booth [10.F51](#).



The [VisualMedia](#) project envisions to go beyond the current state-of-the-art by implementing content generated through social media with real-time 3D graphics capabilities, specifically developing a fully integrated solution for the broadcast media sector, together with advanced interaction and visualisation systems (booth [7.C19](#) (Brainstorm)).



[InVID](#) (In Video Veritas) demonstrates a comprehensive solution to discover, verify and visualize social media video content, and manage related rights. The solution enables newsrooms of broadcasters and news agencies to analyse and validate user-generated videos with innovative technologies (booth [8.F16](#)).



[COGNITUS](#) offers next generation products enabling Broadcasters to incorporate User Generated Videos in the productions, maintaining high standards for content quality (booth [8.F14](#)).



Next Generation Immersive Media [IMMERSIFY](#), a European R&D consortium funded by the EU's Horizon 2020 program, develops key tools for allowing the next generation of immersive media applications (booth [1.F11](#) (Spin Digital)).

Further R&D activities will be also showcased at booths of MediaRoad partners [IRT](#) (booth [10.F51](#)) and [EBU](#) (booth [10.F20](#)) as well as in IBC's exhibition area dedicated to innovations from international industry and academia - the [Future Zone](#) in Hall 8.

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## MediaRoad session: how do we enhance European media innovation?

Are you interested in discovering some success stories from broadcasters and start-ups involved in MediaRoad? Or would you like to find out more about the project and how to get involved in this network of media innovators?

During our MediaRoad session at IBC 2018 you will get a chance to learn more about our project and hear first-hand about how the "[Sandbox](#)" concept boosts innovation. One of our

newly established Sandboxes will share its experiences with setting up a media innovation accelerator, and a start-up will present its story of scaling up in Europe thanks to the Sandbox Hub. We also kindly invite you to join a conversation with our partners during a Q&A session afterwards.

Join our MediaRoad session at IBC 2018, Sunday 16 September, 14:00 – 15:00 at EBU stand location [10.F20](#).

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## i3 Final Event & Network

The i3 Final Event & Network will take place on the evening of September 14th, 2018 at [Spring House](#), De Ruijterkade 128, Amsterdam. Following IBC show please join us to network, enjoy an aperitif, meet innovative startups and hear about the i3 project results as well as the opportunities and challenges for research, innovation and commercialization in the sector. Activities will be introduced by Shenja Van Der Graaf, i3 Project Coordinator and Senior Research Lead at IMEC, and will feature talks by representatives of the technologies that have been supported by the i3 Coordination & Support Action (CSA).

For logistic reasons, we kindly ask you to register [here](#).

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## Join 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!

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## MediaRoad event calendar

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>
Q3 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.



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#### **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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