



Date: 22 November 2018

Location: IRT, Floriansmuehlstrasse 60, House 17 B – auditorium
80939 Munich, Germany

Programme

09:00 – 10:30 Arrival of participants, registration and coffee

10:30 – 10:35 **OPENING**

Moderator: **Henrik Keith Hansen**, director HKH Communication

10:40 – 10:45 **WELCOME AND INTRODUCTION**

Ralf Neudel, Manager Collaborative Projects IRT

Ronald Mies, MediaRoad Network Hub leader

10:45 – 12:05

VRT, VRT SANDBOX, SANDBOX INTERNATIONAL: WHAT, WHO, HOW?

Interactive presentation overviewing the Sandbox concept used to boost innovations; insight in practical Sandbox experiences – DO's and DON'Ts to successfully kick-off innovation accelerators.

Includes pitches on VRT Sandbox and three of its projects

Sarah Geeroms, Project leader VRT Sandbox International

Peter De Paepe, Head of Startup collaborations and Intrapreneurship at VRT Sandbox

VRT Sandbox – connect, collaborate, innovate (sandbox.vrt.be)

Voizzup: helps radio stations increase listening time by evaluating on-air contents (both music and spoken content) through data analysis, daily. We provide technology, data science and methodology for turning constant listeners' insights into continuous content improvement in radio.

(www.voizzup.com)

Tommy Ferraz, founder

On-Hertz: extreme mobility for radio presenters (www.on-hertz.com)

Renaud Schoonbroodt, co-founder

TinkerList: the fastest way to create television content (tinkerlist.tv)

Erik Hauters, - CEO & founder



12:05 – 13:10

INTERACTIVE PRESENTATIONS / SANDBOX PITCHING SESSIONS

Preliminary list of participating Sandboxes and associated Start-ups/Scale-ups:

Tagesschau Sandbox – exploring new outlets and serving all audiences

(www.mediaroad.eu/members/tagesschau-sandbox)

Christian Radler, R&D Tagesschau

23 degrees: 23° gives data a face – play, work and explain with interactive data sets, visualizations and reports. (www.23degrees.io)

Johannes Jäschke, CEO

next media accelerator – the media innovation hub in Europe

(www.mediaroad.eu/members/nma)

Sabela García Cuesta, NMA Program Director

Contentflow: setting up professional livestreams has never been easier (contentflow.org)

Gregor Landwehr, COO

aiconix.ai: capitalize on Artificial Intelligence and Machine Learning in the field of video optimization (www.aiconix.de)

Eugen L. Gross, CEO

ERT Media Lab – developing an innovation and collaboration culture to support Greek startups enter the media world

(www.mediaroad.eu/members/ert-media-lab)

Chrysanthi Chountala, ERT SA AE - TV DEVELOPMENT

Yle Beta – building the next generation media experience

(www.mediaroad.eu/members/ylebeta)

Anssi Komulainen, Chief Innovation Officer, Yle

Valossa: Video Recognition & Content Intelligence (valossa.com)

Mika Rautiainen, CEO

BCaster: User Generated Content Platform for Live Moments

(www.bcaster.com)

Tuomo Falck, CBDO

BBC Taster – Try, rate, share our new ideas (www.bbc.co.uk/taster/)

Judy Parnall, BBC Head of Standards and Industry

13:10 – 15:30

BAVARIAN LUNCH COMBINED WITH SANDBOX DEMONSTRATIONS – BILATERAL DISCUSSIONS AND NETWORKING

15:30

END OF EVENT

