

Coordinated by the European Broadcasting Union, the MediaRoad project aims to support the transformation of the European media sector by building an ecosystem for innovation involving diverse media associations, public service media organisations, commercial radios and broadcasters, media workers' organisations, academic research institutes and innovation centers, independent producers and SMEs.

#### OBJECTIVES:

- Boost innovation across the European media sector
- Reawaken a "start-up" mentality in the media sector
- Bring together a broad network of media stakeholders
- Bring innovative concepts to fruition and market deployment
- Shape future media policy and be part of the digital transformation

Data policy, cloud, privacy and security, 5G, investment in training and research, innovation, methodology, AR/VR, digital platforms and European Research Agenda are just some of the "tomorrow's world" topics this Horizon 2020-funded project will touch upon.

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European Media  
Ecosystem for Innovation

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## SANDBOX Hub

The Sandbox Hub will create a European network of incubators for innovation (Sandboxes) which exploit natural synergies between start-ups, SMEs and broadcasters. Connecting these incubators across Europe will create the necessary scale, multiplying match-making opportunities and accelerating the market deployment of ground-breaking concepts.

### KEY OBJECTIVES:

- Create a replicable model for innovation incubators based on the VRT Sandbox and BBC Taster experiences
- Publish a Toolkit to facilitate the foundation of the MediaRoad Sandboxes across Europe
- Establish at least 4 new Sandboxes
- Facilitate at least 10 innovative projects per each Sandbox
- Share case studies of successful Sandbox outcomes across the network for broader implementation
- Create an online platform to share insights and results

### Are you interested in becoming part of MediaRoad Sandbox or have questions?

Contact Sandbox Hub Leader,  
Sarah Geeroms (VRT)  
sandbox@mediaroad.eu



## POLICY Hub

The Policy Hub will help define a long-term policy vision for the whole European media sector, focusing on audiovisual and radio, combined with social media. It will achieve this through a series of consultations, targeted workshops, reports and research updates.

### KEY OBJECTIVES:

- Develop two Vision Documents
- Monitor & report on policy and research topics related to media convergence, social media, digital disruption in the media sector
- Provide analysis and advice to support highly dynamic policy developments
- Consult with wide pool of stakeholders on policy topics
- Draft reports updates and consultation responses based on research
- Respond to EU consultation requests and provide input to EU policy-makers.

### Want to take part in the consultations and share with us policy vision or have questions?

Contact Policy Hub Leader,  
Heritiana Ranaivoson (imec)  
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## NETWORK Hub

The Network Hub will create a platform for European media sector players: public and commercial broadcasters, production companies, content creators, R&D institutes, key creative sector players, researchers, technology experts, and entrepreneurs.

10 events will be organised to connect stakeholders and address key issues for the media sector such as media convergence, social media, policy and research, and challenges of the digital era.

- **MediaRoad Launch event**, 9 October 2017, Brussels (EBU)
- **Media Innovation in the age of AI, social media and fake news**, 2 March 2018, Geneva (EPFL) – aligned with EBU Big Data Initiative
- **Post-Convergence Radio**, 18 March 2018, Vienna (AER) – part of Radiodays Europe
- **Robot Journalism – should we be afraid?**, 5 June 2018, Lisbon (EFJ)
- **Content and Digital Innovation in a Multi-platform World**, 18 June 2018 (CEPI) – part of Monte Carlo TV Festival
- **Bridges in (Audience) Measurement**, 4 December 2018, London (EGTA)
- **Education and Training Webinar** Q1 2019 (BBC)
- **5G for media production and distribution**, 8-9 May 2019, Munich (IRT)
- **Open slot event**, Q2 2019 (EBU)
- **Final conference**, Q3 2019, Brussels (EBU)

### Want to become an official MediaRoad stakeholder or have questions?

Contact Network Hub Leader,  
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