

# VRT SANDBOX

The background image shows an indoor event space. A large purple banner with the words 'VRT SANDBOX' in white, bold, sans-serif capital letters is hanging from the ceiling. Below the banner, a woman with long brown hair is looking up and to the right. To her right, a man with glasses and a blue button-down shirt is also looking in the same direction. The room has a high ceiling with exposed pipes and a long fluorescent light fixture. The overall lighting is dim, with a blueish tint.



# **VRT'S MISSION: RELEVANT TO EVERYONE**





**89.4% REACH OF  
FLEMISH POPULATION  
(ON A WEEKLY BASIS)  
(2017)**





**11 BRANDS**



**11 BRANDS**



**3 TV CHANNELS**





**11 BRANDS**



**3 TV CHANNELS**





**11 BRANDS**

**3 TV CHANNELS**



**5 RADIO CHANNELS**





11 BRANDS

3 TV CHANNELS



5 RADIO CHANNELS







11 BRANDS

3 TV CHANNELS



5 RADIO CHANNELS





11 BRANDS

3 TV CHANNELS



5 RADIO CHANNELS



# VRT SANDBOX

WHAT?

# VRT SANDBOX

WHAT? 

**CONNECT, COLLABORATE, INNOVATE**



# VRT SANDBOX

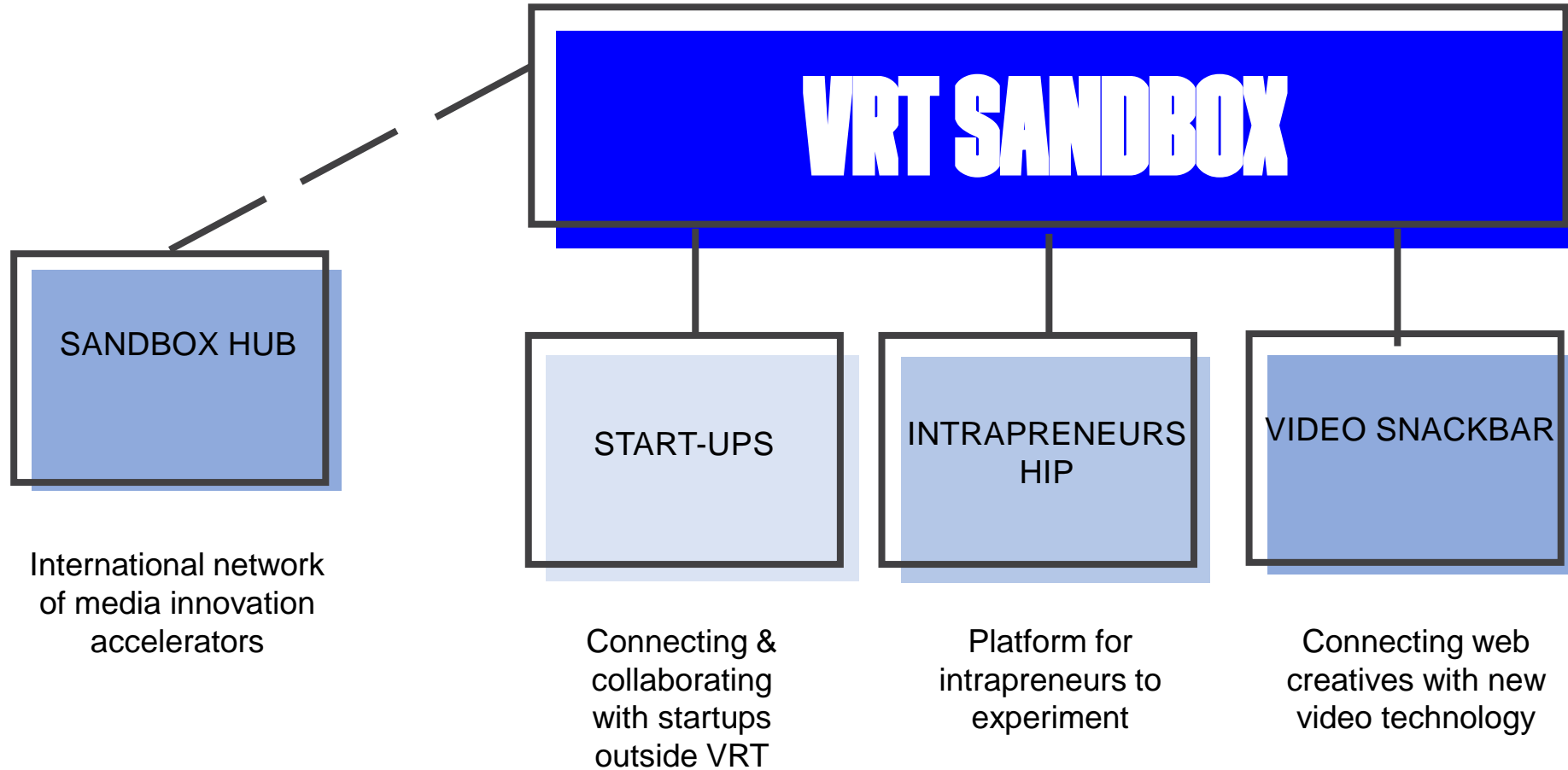
WHAT?



**CONNECT, COLLABORATE, INNOVATE**

WE INTRODUCE NEW IDEAS & TECHNOLOGIES IN THE  
VRT MEDIA ECOSYSTEM BY ORGANIZING INNOVATIVE  
COLLABORATIONS WITH START-UPS AND  
ENTREPRENEURS.

# VRT INNOVATION



# VRT SANDBOX

HOW?

# VRT SANDBOX

HOW?

**MATCHMAKING** 



# VRT SANDBOX

HOW?



**MATCHMAKING**  
**COLLABORATION**



# VRT SANDBOX

HOW?



**MATCHMAKING**  
**COLLABORATION**  
**DISSEMINATION**



# VRT SANDBOX

HOW?



**MATCHMAKING**  
**COLLABORATION**  
**DISSEMINATION**  
**NETWORKING**





MATCHMAKING PROJECT DISSEM



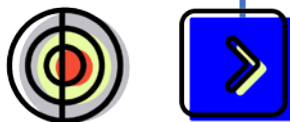
MATCHMAKING PROJECT DISSEM



MATCHMAKING PROJECT EXTRA ITER PROJECT



MATCHMAKING



PROJECT DISSEM



MATCHMAKING PROJECT DISSEM



MATCHMAKING PROJECT DISSEM

EVERY 6 MONTHS  
VRT SANDBOX SESSIONS

+-

100 CASES IN  
4 YEARS



**WHAT'S IN THERE FOR THE START-UP/INTRAPRENEUR?**



safe environment to test  
& develop their product



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safe environment to test  
& develop their product



expertise  
& coaching



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## WHAT'S IN THERE FOR THE START-UP/INTRAPRENEUR?



access to VRT  
content and tools





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# WHAT'S IN THERE FOR THE START-UP/INTRAPRENEUR?



access to VRT  
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access to internal and external  
network



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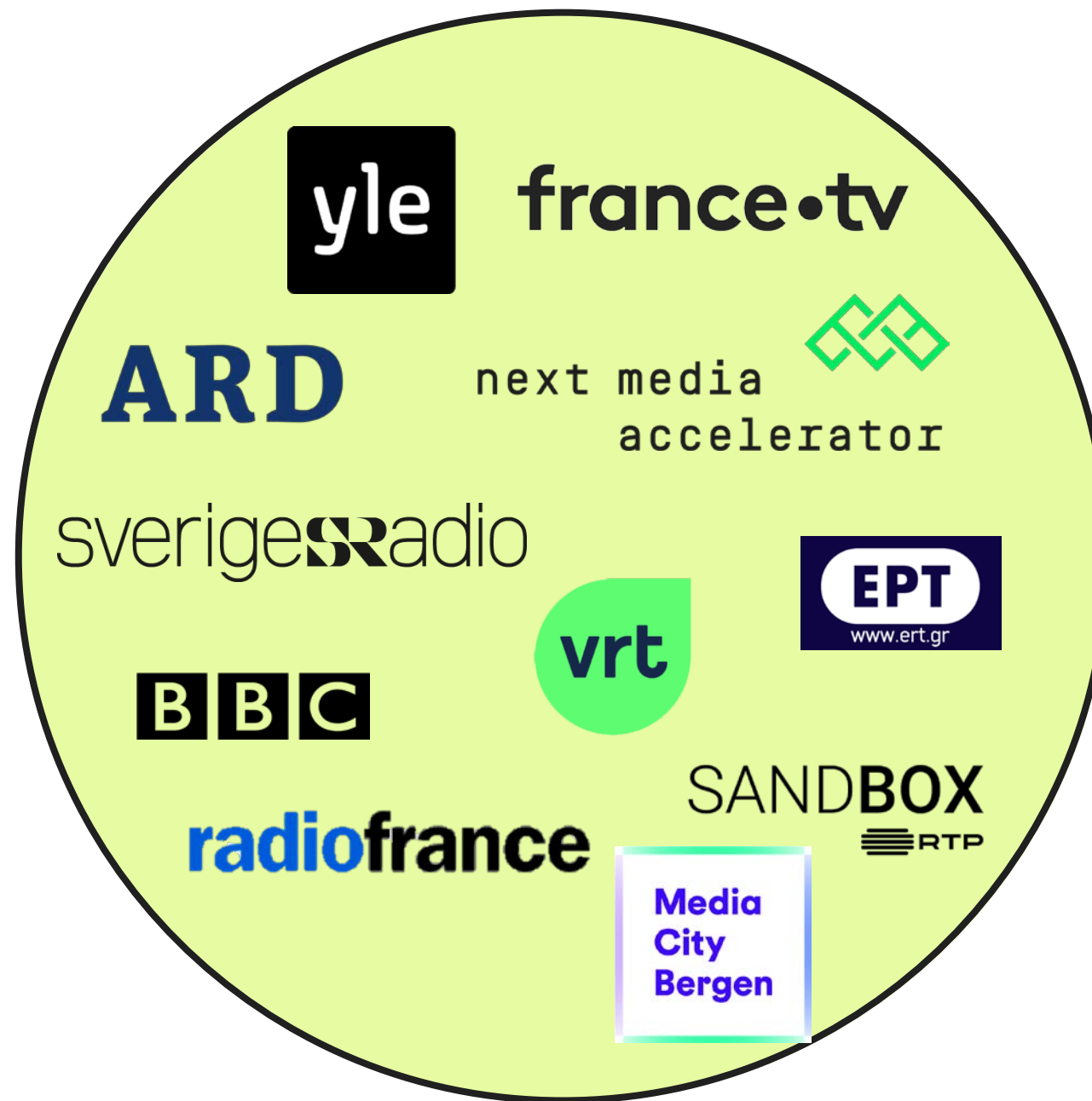
access to internal and external  
network



visibility at events  
& on social media



**Creating a European network  
of Media Innovation  
Accelerators**



# WHO ARE WE LOOKING FOR?



Media, and edutech, improvement of media processes and content

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1

Media, and edutech, improvement of media processes and content

2

Minimum viable product

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$\frac{3}{4}$  months process time

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Media, and edutech, improvement of media processes and content

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Minimum viable product

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$\frac{3}{4}$  months process time

4

Closed wallet

**SOME EXAMPLES**



# Working on right now



## **LIVE WEATHER VIEWS**

IP timelapse weather  
camera system



## **SELMA.AI**

Data driven targetting in  
newsletters



## **VOIZUPP**

Monitor health of our  
radio show via data



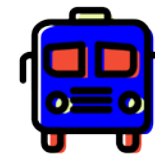
## **METACHAT**

Community building  
around tv programmes



## **MEDIA DISTILLERY**

Artificial intelligence for audio  
understanding



## **BROBOT**

Robot proces  
automation

# SCALING



## ZENDER

Software platform to  
easily publish and  
seamlessly integrate  
live interactive formats  
in websites and apps



## Tinkerlist

Script, rundown and database  
all in one tool for entertainment  
programs



**VRT INTRAPRENEURSHIP**

INTRAPRENEURSHIP IS THE ACT OF  
BEHAVING LIKE  
AN ENTREPRENEUR WHILE  
WORKING WITHIN A LARGE  
ORGANIZATION.

**Wikipedia**



# •Why?

Boost our  
Brands



- Employee  
Satisfaction

Lower the  
Threshold



- Innovation  
and  
progress

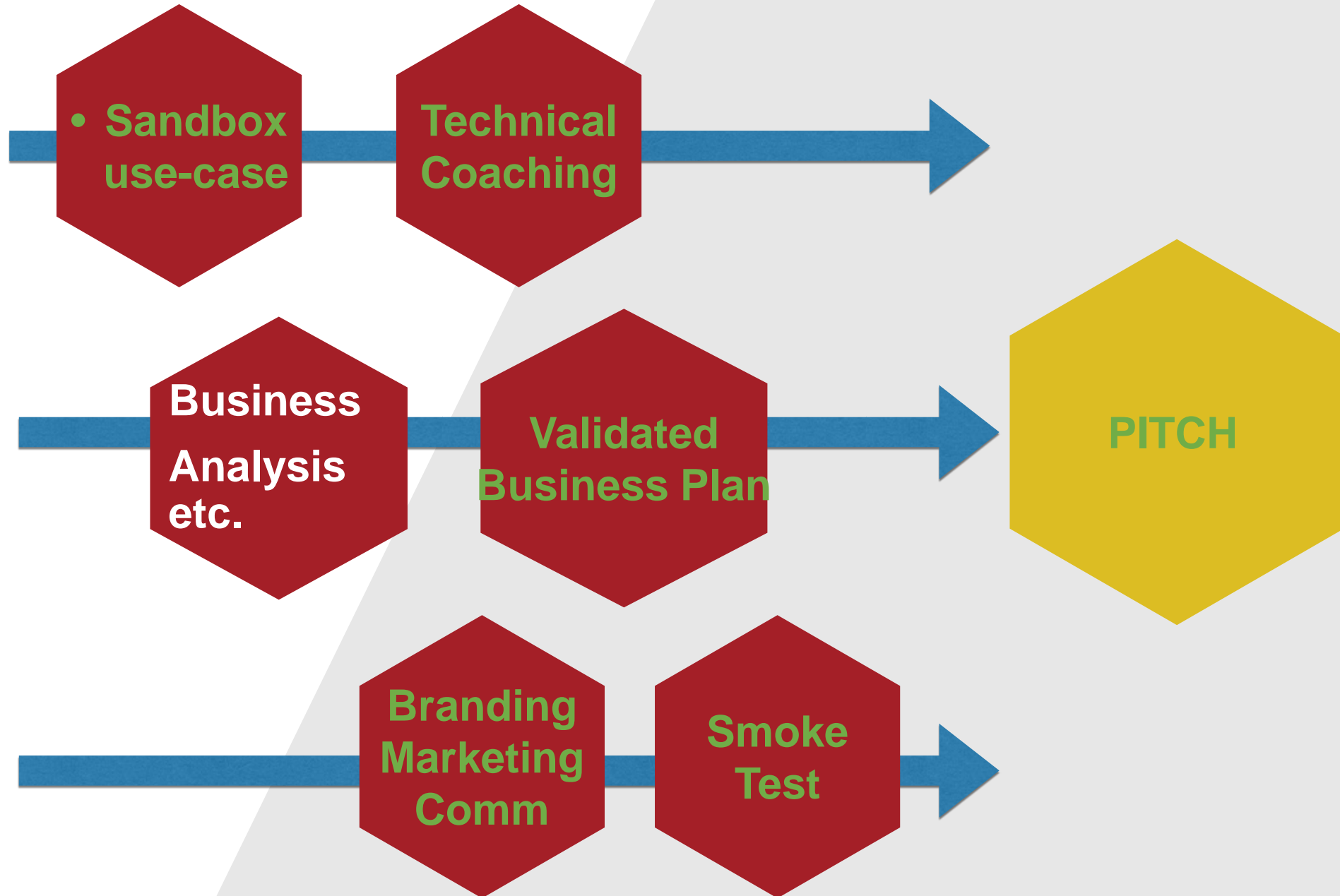
- Improve  
Processes  
and  
Workflows



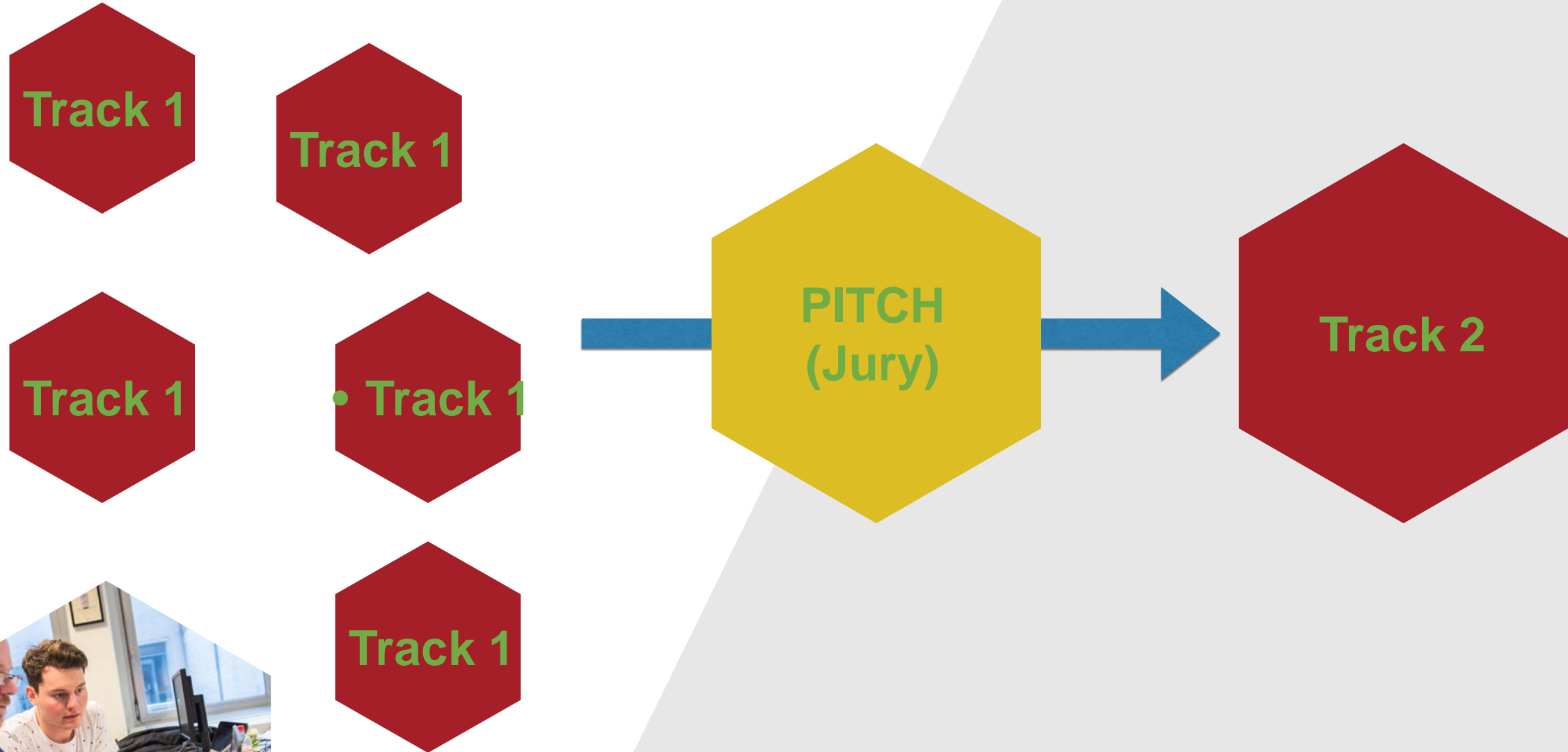
Attractiveness  
VRT

Cost  
Saving

# •How?



# •How?



- Ongoing tracks



- Steambox



- Video Snackb



NowMax



SchoolTube



- Virtual Radio Studio



- OT-tool



LiveU Multicam



- Connectar



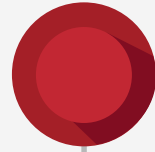
RADAR





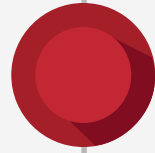
# • Learnings / Status / 2018

## • OnBoarding



- -we were lucky
- -only technology?
- -ideas? pocs? MVP's?
- -communication & onboarding campaign

## • Staffing & Budget



- -this only works with FULL top down support
- -manpower
- -appropriate budget

## • Next step?



- -freeing up someone is not easy (cfr On-Hertz)
- -“On-Top” is finite (cfr Steambox)
- -paradox: good intrapreneur becomes entrepreneur

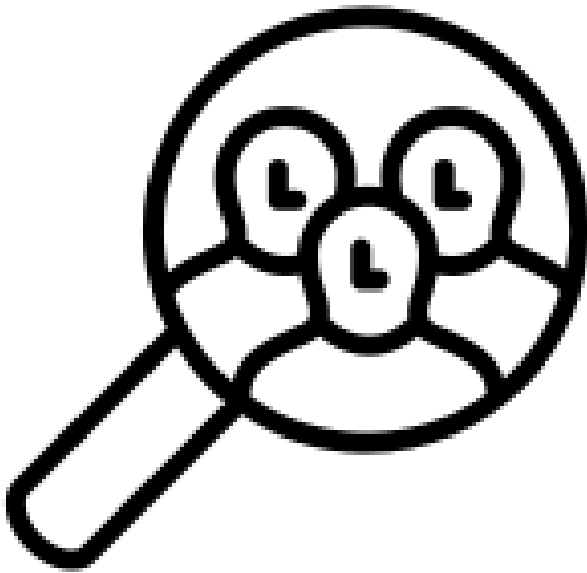


# What do we do?

- Supporting web video-makers
- Introducing new (media-) ideas and technologies at VRT
- Researching next gen media-workflows at VRT

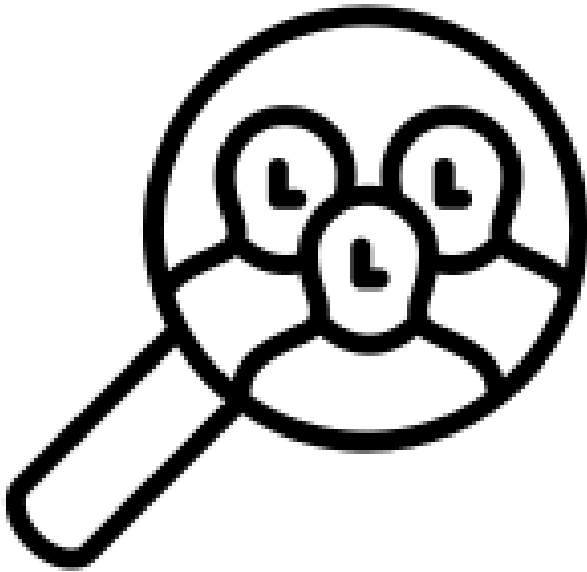


# Context



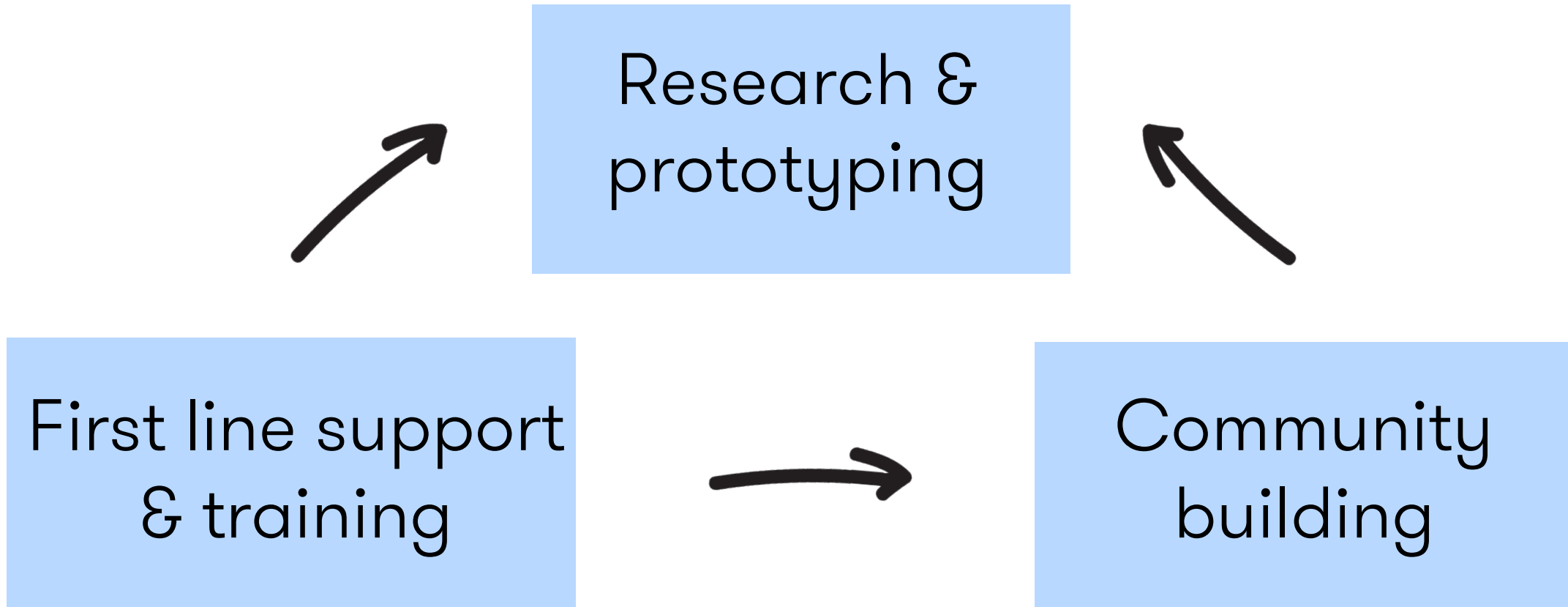
- Online, mobile and on-demand consumption (especially young people)
- Segmented offer for niche-audiences
- New visual culture (vertical video, vlogs, livestreams, 360, fast consumption ...)

# Context



- Faster, better and cheaper production outside the linear framework
- Legacy VRT vs Green field colleagues (newspaper groups)
- Research in the context of new VRT building

# VIDEO SNACKBAR APPROACH















# VIDEO SNACKBAR

## 3 Horizons



Horizon 1  
Webvideo

“Supporting web video-  
makers”



Horizon 2  
Web meets tv


“Innovative and flexible  
live multi-cam  
solutions”



Horizon 3  
Future  
broadcast

“Cloud broadcast”

# SANDBOX HUB

A photograph of an event space. In the background, a large purple backdrop is hung, featuring the 'SANDBOX HUB' logo in white, bold, sans-serif capital letters. The text 'SANDBOX' is on the top line, and 'HUB' is on the bottom line. In the foreground, a man with glasses and a woman are visible, looking towards the backdrop. The man is wearing a blue button-down shirt and a name tag. The woman has long brown hair. The scene is lit with blue and purple light, creating a modern, tech-oriented atmosphere. The ceiling has exposed pipes and a long light fixture.

# SANDBOX HUB

WHAT?

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WHAT?

**INTERNATIONAL NETWORK OF SANDBOXES**

# SANDBOX HUB

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**INTERNATIONAL NETWORK OF SANDBOXES  
FACILITATING STARTUPS TO SCALE INTERNATIONALLY**

# SANDBOX HUB

WHAT?

**INTERNATIONAL NETWORK OF SANDBOXES**  
**FACILITATING STARTUPS TO SCALE INTERNATIONALLY**  
**SHARING EXPERIENCES & EXPERTISE**



**CONCRETELY:**

Your engagement

# Your engagement

1

Create local Sandbox

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- 1 Create local Sandbox
- 2 Intention of facilitating (international) innovative project collaborations

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- 6 Share own experiences and learnings with new Sandboxes



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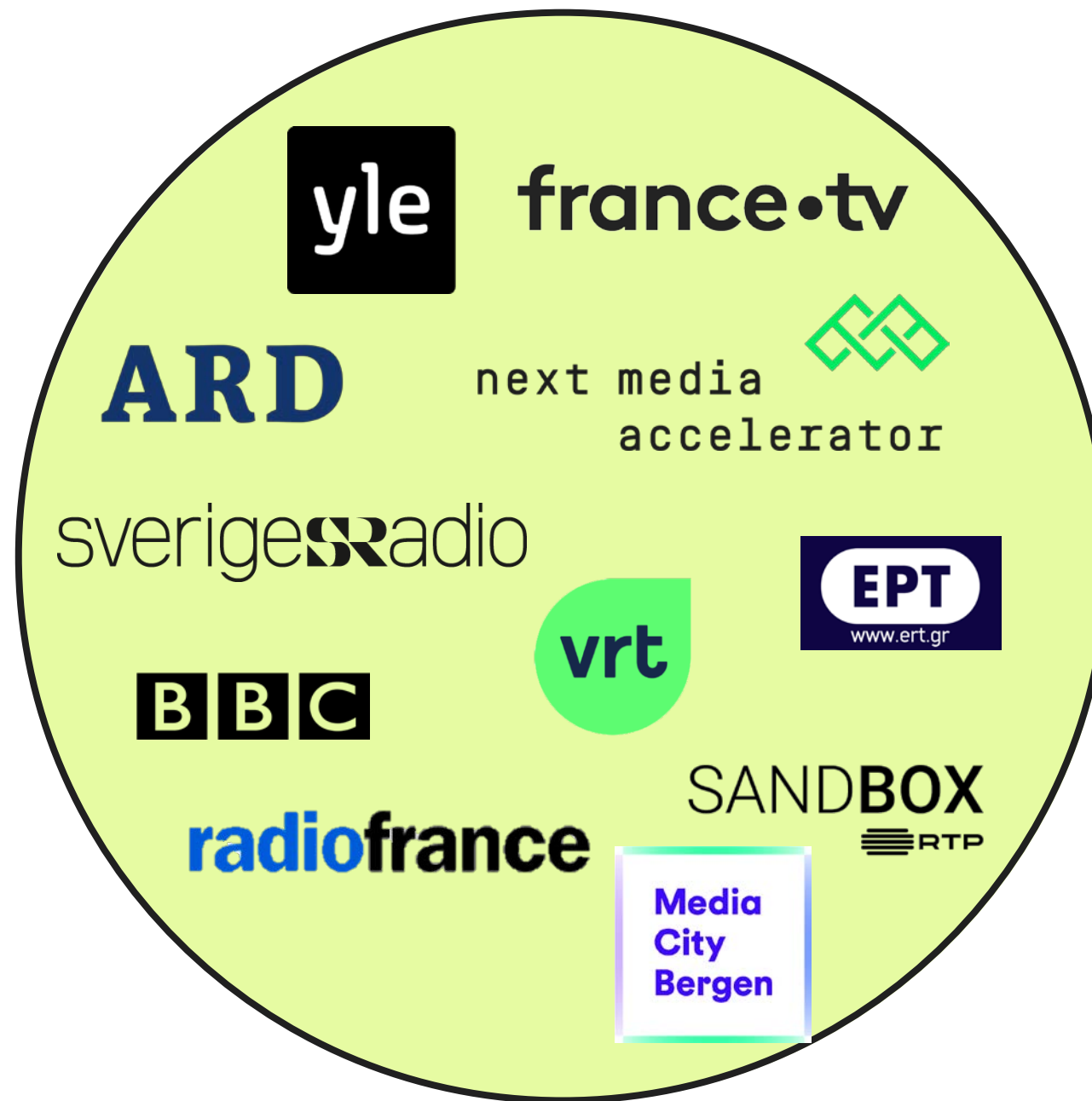


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- 7 Get access to VRT Sandbox's workspace whenever in Brussels
- 8 Be able to participate to international MediaRoad events



**Creating a European network  
of Media Innovation  
Accelerators**



# INTERESTED / IN DISCUSSION:

RTBF

RTVE

RTE

Mediacapital

MDR & NDR

DR

NPO/Avrotros

Rc lab

Sky

Euractiv

Shibsted

...

# **FIRST RESULTS (START HUB 01/2018)**

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## 1 Project Live Weather Views (03-2018)

*VRT Sandbox - Australia*

# FIRST RESULTS (START HUB 01/2018)

1

**Project Live Weather Views (03-2018)**

*VRT Sandbox - Australia*

2

**NMA's Mediamatch event in Hamburg (03/2018)**

*Pitch: 3 VRT Sandbox startups + 1 France TV startup*

# FIRST RESULTS (START HUB 01/2018)

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*Tinkerlist, Setkeeper, Smartocto, Newsbridge*

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*Ezyinsighgts, Tinkerlist*



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*Ezyinsights, Tinkerlist, Kiswe, Smartocto, Newsbridge, ...*
- 5** NMA's Mediamatch event in New York (06/2018)  
Kiswe & Reality matters 2/10

# WHAT'S NEXT

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- 1 Commercial media organisations

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- 2 **Scaling**  
*Events (Slush, MFF, PTS, ...) + Partnerships*

# WHAT'S NEXT

1 Commercial media organisations

2 Scaling  
*Events + Partnerships*

3 Sustainability

# CREATE GROWTH OPPORTUNITIES FOR ENTREPRENEURS FROM THE HUB

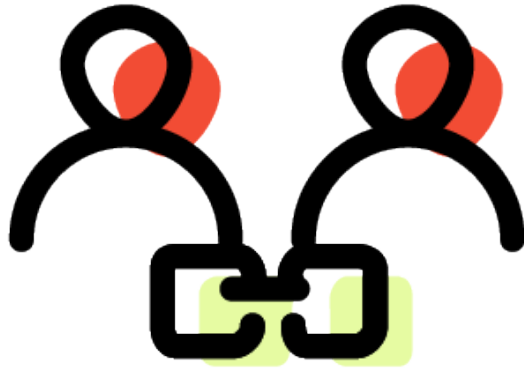
## UPCOMING:

- Slush Media side event (Finland, December): 8
- Media Fast Forward (Brussels, December): 7
- PTS (Geneva, January): 3
- SXSW (US, March): <5?
- EBU media event (Portugal, May): 5 – 10?
- Mediamatch New York (US, June): <5?

➡ ☐ currently setting-up partnerships & co-organising these events

➡ ☐ based on growthsurvey of 7 VRT Sandbox scale-ups

# Join us!



# LEARNINGS:



# LEARNINGS

**STRONG SPONSORSHIP FROM TOP MANAGEMENT IS REQUIRED TO PROTECT THE SANDBOX, AND  
TO ALLOW IT TO TAKE THE FAST LANE THROUGH THE ORGANISATIONAL PROCESSES**



# LEARNINGS

**SANDBOX'S PHYSICAL LOCATION IS CRUCIAL**



# LEARNINGS

**INVEST TIME IN THE BROADER ECOSYSTEM (INCUBATORS, SECTOR ORGANISATIONS, ACADEMIA, INVESTORS,...) TO MAKE A SANDBOX SUCCESSFUL.**

# LEARNINGS

**CONSULT WITH THE BRANDS ON A REGULAR BASIS**

# LEARNINGS

## FIND AMBASSADORS WITHIN YOUR BRANDS



# LEARNINGS

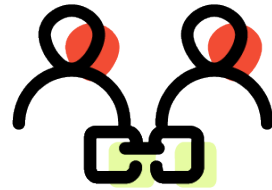
**MANAGE EXPECTATIONS VERY WELL, BOTH EXPECTATIONS FROM THE START-UP AS WELL AS  
FROM THE BRANDS INVOLVED IN A SANDBOX PROJECT**

# LEARNINGS

**IN ORDER TO SUCCEED DURING THE PROCESS THERE SHOULD BE A DIRECT COMMUNICATION  
BETWEEN THE STARTUP AND THE INTERNAL BUSINESS UNIT**

# LEARNINGS

**ACT BEFORE YOU COMMUNICATE**





# LEARNINGS

**LET THE START-UP AND THE BRAND COMMUNICATE AS MUCH AS POSSIBLE**

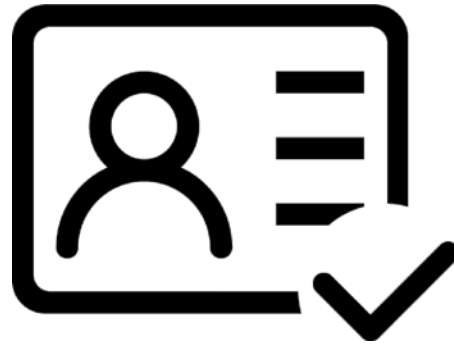


# **LEARNINGS**

**TRY TO APPLY THE WORKFLOWS THAT YOU BRING IN FOR OTHERS  
WITHIN YOUR OWN TEAM**

# LEARNINGS

**START-UPS KEEP THEIR OWN IP**



# **LEARNINGS**

**BOTH PARTIES CAN LEARN A LOT FROM FAILURE AS WELL**

present

# 2018 MEDIA FAST FORWARD 2018

14 x 12 x 18  
Bozar, Brussels  
10 AM — 5 PM

**REGISTER NOW ON  
WWW.MEDIAFASTFORWARD.BE**

## CONFERENCE

Get inspired by media and technology  
experts during several in-depth  
sessions

## EXHIBITION

Get in touch with more than 30  
startups, the international Sandbox  
Hub and VRT innovation projects

EVOLANE

BO  
ZAR

screen  
.brussels

proximus

### GET INSPIRED BY THESE SPEAKERS AT MFF:



**NELE  
EECKHOUT**  
one of the creators of the  
award winning podcast  
"BOB"

Nele Eeckhout is a Belgian  
radio and theatre creative at  
AudioCollectief SCHICK. Their  
podcast "BOB" (2017) won  
several awards in Belgium and  
The Netherlands.



**JAMIE  
BARTLETT**  
journalist The Telegraph  
& BBC

Jamie Bartlett is a British  
journalist and author. He is  
one of the UK's leading  
thinkers on politics and tech-  
nology.



**DRIES  
DEPOORTER**  
media artist

Dries Depoorter is a Belgium  
media artist who creates  
interactive installations, apps  
and games about themes such  
as privacy, artificial intelligence  
and social media.

**AND MORE!**

# Q&A



# VRT SANDBOX

## CONNECT, COLLABORATE, INNOVATE



@vrtsandbox



VRT Sandbox



VRT Sandbox