

NETWORK UPDATE

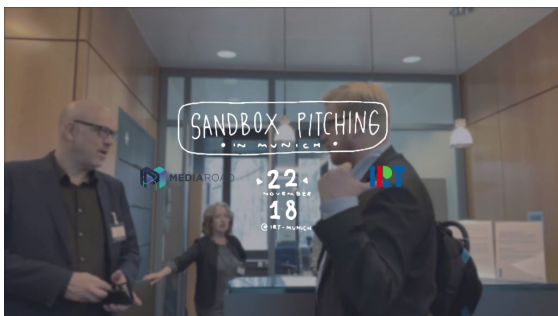
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What's happened so far? - Our event reports

Successful Sandbox Pitching in Munich

On 22 November 2018 around 60 innovation-enthusiasts from broadcasters and media companies were presented a showcase from the European Sandboxes and startups / intrapreneurs that collaborate in MediaRoad's Sandbox Hub. Peter de Paepe and Sarah Geeroms (VRT) overviewed the sandbox concept and presented practical insights and learnings from the Sandbox activities so far.

The audience further was informed about the Sandbox Hub achievements during the first MediaRoad project year - in pitching sessions 6 Sandbox Hub Members (existing as well as newly initiated Sandboxes) and 8 startups took turns to present their aims and intermediate results. We've provided an event summary on [our website](#); all event materials, presentation slides and recordings are provided [here](#).



Following the event's style, we have also provided a [video summary](#) "pitch" from the successful day on sandboxing and innovation!

Porte Aperte all'Innovazione (Open Innovation Day)



On 4 December 2018 Rai organised a workshop at which company employees were brought in contact with relevant media-related startups. During this one-day event, selected Rai business units and a number of innovation companies and startups presented themselves; also the Incubator of the Polytechnic University of Turin I3P and Italia Startup, the biggest association of startups in Italy, participated.

The full "Porte Aperte" report is available [on our website](#).

Bridges in (Audience) Measurement - no more finger pointing and winging but cooperation!

During the forward-looking conference on Audience Measurement, organised by MediaRoad associated partner egta on 4 December 2018, around 120 experts discussed the necessary evolution of TV audience measurement, challenges as well as possible solutions. Key areas for action seem to have emerged during this BAM conference, fields in which TV needs to make further progress in order to secure a bright future for the industry and maintain high quality of services to both viewers and advertisers.

Please find a post event report summarising the conference [here](#).



To address the many demands of the market, egta will continue to explore and develop a collective action plan for its members in the broadcast and ad sales industry. As a first step in this direction, egta is organising its annual [Market Intelligence Meeting \(Jan 31, Budapest\)](#).

Save the Date!

5G for Media Production and Distribution

The next mobile communication generation, 5G, will change industrial sectors and markets and specifically also has a high potential for the media and creative sectors, potentially impacting media production workflows as well as media services. 5G is expected to play a key role in the production and distribution of broadcast services and to open up completely new ways of media consumption.

On **8 & 9 May 2019** MediaRoad partner IRT will be hosting a dedicated event, addressing the status and potential of 5G

in media production, distribution and services as well as state of the art developments from national and international R&D projects.



A detailed draft programme is foreseen for February 2019; we will publish programme details at that time on our [website](#). Please feel free to [contact the organisers](#) for further information.

Education and training podcast series

Starting in February and running until October 2019, MediaRoad partners EBU and BBC will produce a series of podcasts about the transformation of the media technology environment and what it means in terms of professional journeys: jobs, skills, recruitment, training etc. In a series of experts' interviews, we will try to address the following question: which are the skills or combination of skills that technology professionals need for their media organisations to stay relevant and competitive in the global media market? These may be “hard skills” in IT-related technologies, “soft skills” like agility (the ability to scale up and down, succeed or fail fast) or transversality (the ability to work projects in a field where one is not an expert), as well as project-, change-, innovation- and people-management skills.

In the audio podcasts the interviewees will tell their own stories, share personal experiences and address the topics from a human and educational perspective. Please stay tuned for our promo-podcast and make sure to [contact us](#) if you have a deeper interest or questions about the topic!

Radio Hack Europe 2019 @ RadioDays Europe

Radio Hack Europe is an open development and prototyping event, intended for anyone interested in shaping the future of radio in Europe. For its third edition, this 48h spin-off event from the [Radiodays Europe](#) conference, will take place from **Friday evening 29 March 2019** (warm-up and team building) to **Sunday afternoon 31 March 2019** (pitching and jury voting), at the premises of MediaRoad partner [EPFL in Lausanne \(Switzerland\)](#), one of Europe's most famous science and technology institutions.

Participation is open to radio professionals, audio enthusiasts, developers, designers and students who have a keen interest in audio and digital media. The ideas and prototypes that will be developed during the hackathon will be evaluated by a jury, and the winners will have the opportunity to present their work to a 1500+ audience on the main stage of the conference.

The organization of Radio Hack Europe is led by the [Initiative for Media Innovation \(IMI\)](#) and carried out in cooperation with [Radiodays Europe](#), [EPFL](#) and MediaRoad.

News / suggested reading

From our stakeholders

Setting up ERT MediaLab



On the 25th October 2018 ERT's Sandbox "ERTMediaLab" was [introduced](#) to the management team of the company. The concept of the project, the roadmap and the action plan were presented and discussed to communicate and share the values and goals of this initiative. There was positive feedback from all participants, particularly from the corporate social responsibility department which will actively participate in the project with marketing and promotional actions. As a next step, interested startups will be invited and other Greek accelerators will be contacted for a possible collaboration with ERT's Sandbox.

The France tv lab platform

France tv lab is the home of innovation at France Télévisions. The platform francetvlab.fr is both a communication channel for all our innovation projects as well as a test platform to improve our projects before the scale-up phase. France tv lab delivers all the latest ideas and tells the story of our innovation projects. Topics range from technical innovation to new narrative forms, new advertising formats, start-up collaborations, new content for new audiences or even innovative management projects.

Text, video, test and rate – France tv lab is the place dedicated to reflection and taking a step back in order to share insights and lessons learned in our laboratories and in real production life with the public. Audience feedback via tests and surveys helps us to co-construct with our audience the public service of tomorrow. More information on the [France tv lab website](#). For any questions please contact [Kati Bremme](#).



Creative Media Clusters - project update

Professor Lizzie Jackson (London South Bank University, UK) and Michal Glowacki (University of Warsaw, Poland) are researching organisational structures and cultures of high technology clusters in 10 Cities: Austin, Boston/Cambridge, Brussels, Copenhagen, Detroit, London, Tallinn, Vienna, Warsaw. The study aims to inform public service media firms as they transition to media distributed via computer networks by offering insights into emerging organisational systems.

They are now finalising the three-years study (2015-2018), analysing over 150 interviews. The project will be of interest to policy-makers and leaders of public service media firms and findings will be distributed this year via MediaRoad. More information on the project website: www.creativemediaclusters.com.

AdTonos - programmatic audio advertising solution for radio stations - goes international



AdTonos proudly announced that it has been accepted to the Global Entrepreneur Programme (GEP) ran by the Department for International Trade in the UK. GEP is a mentoring programme for start-ups that aim to expand globally. AdTonos, a

marketplace for programmatic audio advertising, provides a new approach to audio content monetization. It replaces ad breaks broadcasted by radio into targeted ads in streaming channels enhanced by seamless integration. That results in a new revenue stream for radio stations that is growing 25% by year. [Continue reading.](#)

Audio Subtitling workshop series

In Europe media accessibility is moving fast from "raising awareness" to full implementation. However, whereas some traditional accessibility services such as subtitles or sign language interpretation are well known, other services such as audio description or audio/spoken subtitles are still in their infancy. In the frame of the EC co-financed projects [EasyTV](#) and [ImAc](#), both focusing on media accessibility, a series of workshops will be organized across Europe during the year 2019. The first workshop is planned for **4 March 2019, at CCMA in Barcelona**. The programme is currently under development and will include a look at existing broadcast solutions across Europe, an overview of requirements from the existing workflows and a cost analysis. Broadcasters, media producers, and experts on media accessibility are welcomed to this event. For more information please contact [Pilar Orero, UAB](#).

Related events

egta Market Intelligence Meeting

Following up to their conference on Audience Measurement (BAM – see above), MediaRoad associated partner egta is organising its annual [Market Intelligence Meeting \(Jan 31, Budapest\)](#) where approximately 200 egta members from TV and Radio sales houses from all around Europe will gather to discuss the future of TAM, ROI/effectiveness, data and media attribution. During the connected [forum on European TV Data and Metrics \(Jan 30, Budapest\)](#) the BAM key findings and a possible framework for action will be presented to representatives of the TV industry.

Creative Skills Europe final event

Creative Skills Europe, the European Platform on Employment and Training in the Audiovisual and Live Performance sectors, aims at strengthening the capacity of sector stakeholders to actively engage in national and European exchanges on skills development to address the deep transformations affecting the sectors in terms of activities, occupations and quality of work.

Looking at skills development but also at the consequences of the sector transformations in terms of business models, work organisation, Human Resources and career management, this project looked at equipping sector stakeholders with the right tools to properly address the new challenges and implement relevant solutions within social dialogue frameworks and beyond.

Creative Skills Europe's final event will be held on **Tuesday 5th of February 2019 in**

Gothenburg, Sweden. The meeting will be hosted by Film i Väst, with the support of Kulturakademin. The meeting will bring together around 60 participants from across Europe. It will look back at the key outcomes of the project and forward towards possible future European co-operations. For more information, please write to dtepper@creativeskillseurope.eu.

MARCONI - the future of interactive radio

MARCONI is a H2020 project that aims to bring radio experiences to the next level by enabling fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media. Consumers will be able to interact with “live” radio through their preferred communication channel in various ways while radio-makers will be given an integrated view on audience interactions and will be supported by interaction automation services.



MARCONI uses artificial intelligence to automate the processing of content and interactions. Large-scale pilots are currently underway at several radio stations belonging to consortium partners NPO and VRT. Other external broadcasters can benefit from the technology by participating in the Open Piloting Phase which will open later this year.

MARCONI is organising a **workshop on Interactive Radio Experiences at TVX2019**. We are interested to receive both academic and industrial contributions **until 22nd February 2019**.

More information on the **call for papers** can be found [here](#).

Production Technology Seminar 2019 features the MediaRoad Sandbox Hub

The annual EBU Production Technology Seminar (PTS) focuses on recent and future developments in media production technology. It is a key industry event for those needing to make informed strategic decisions in the technical domain.

PTS 2019 will be held on **29-31 January, at EBU, Geneva**. MediaRoad Sandbox Hub members [YLE](#) and [Valossa](#) will give the keynote speech on the 31st, focussing on the potential of AI for media. Additionally, several startups will be present for demonstrations.

More information about PTS 2019 on the [EBU website](#).

Digital Radio Summit 2019

As part of the EBU Digital Radio Week, the EBU Digital Radio Summit (DRS) will be held on **February 13th 2019, at EBU, Geneva**.

The summit will examine hot topics for the future of Radio, like Hybrid Radio for a better user experience and new ways of interaction with radio services based on connectivity in cars and voice controlled platforms. More information about DRS and the Digital Radio Week can be found on the [EBU website](#).

EBU BDI Workshop 2019

Artificial Intelligence and Machine Learning rank among the main drivers of innovation in the media industry, and their impact could be immense. How can Public Service Media leverage the potential of AI? This event addressed strategists, technologists, engineers and developers and will focus on practical use-cases. The event will take place on **26-27 February 2019, hosted by the Institut für Rundfunktechnik (IRT) in Munich**. More information on the [EBU website](#).

DW Global Media Forum - "Shifting Powers"

The Global Media Forum 2019 will explore the impact of shifting power structures on the international media landscape and evaluate opportunities and challenges arising from digitalization and the influence that will have on trans-national communication.



Join the 12th annual DW Global Media Forum held on **27&28 May in Bonn** to discuss these "Shifting Powers" and the role media can play; more information can be found [here](#).

NEM Summit

The 11th edition of the NEM Summit will be organized in Zagreb, Croatia, on **22/23 May 2019**. Please, reserve these dates to attend the event and take part in discussions on the latest development in European media, content, and creativity. The NEM Summit is an international conference and exhibition, organized since 2008 by the [NEM Initiative](#) for all

those interested in broad area of Media, Content, and Creativity. Over the years, the NEM Summit has grown to become an annual not-to-be-missed event, providing attendees with a key opportunity to meet and network with prominent stakeholders, access up-to-date information, discover latest technology and market trends, identify research and business opportunities, and find partners for upcoming EU-funded calls for projects.

Further reading

Media Fast Forward 2018



On 14 December 2018 more than 1000 attendees were connected by the future of media in Bozar, Brussels. More than 80 speakers, 20 sessions, 9 different locations and exactly 8632 LED lights, that was Media Fast Forward 2018. The organisers, VAR, BOZAR and MediaRoad partner VRT Innovation have provided a "[video pitch](#)" as well as [foto impressions](#) on the event.

Please visit the [Media Fast Forward website](#) or join the MFF mailings for additional information on new stories and initiatives about future media.

German EBU Members share innovation insights at IRT

A *Network & Learn* event as part of the EBU's [Implementing Open Innovation \(IOI\)](#) programme brought together representatives of several public service

media organizations in Germany along with colleagues from Austria, Switzerland, Finland, Belgium, Greece and Poland. They gathered on 21 November 2018 at IRT in Munich to share strategies and experiences related to implementing innovation. A public summary is available [here](#). Further information is available for members who join the [EBU IOI group](#).

Radioplayer unveils prototype hybrid 'Reference Radio' for cars

Radioplayer Worldwide has unveiled the "Reference Radio" at the WorldDAB General Assembly in Berlin – a prototype touchscreen radio for dashboards, designed to show how smart 'hybrid' technology can transform in-car listening. The 'hybrid' prototype is multiplatform, able to play DAB digital radio, FM, and Internet radio streams. But unlike most modern car radios, the Reference Radio shows a single list of stations across all those platforms.

Read the full article [here](#).

Tutorial: Podcast - How Hollywood is approaching new technology

In this [podcast episode](#), Justine, VRTL's Editor-in-Chief, mangles Jim Chabin's previous role as President of the Academy of Television Arts & Sciences. This is an insightful conversation about how Hollywood is approaching new technology with Jim sharing several inspiring anecdotes. Jim is currently President of the Advanced Imaging Society, an organization spearheaded by the top motion picture studios in Los Angeles (among others).

5G high on the agenda at FORECAST 2018

Wireless services remain a highly significant distribution channel for broadcasters; and there is a strategic need for Public Service Media to ensure that future technologies such as 5G will meet their requirements. These are two of the main takeaways from the FORECAST 2018 conference, EBU's flagship event on wireless media distribution.

Now in its 21st year, FORECAST 2018 (19-21 November, Geneva), gathered more than 120 participants from across the industry and around the globe to discuss the evolution of media distribution technologies, spectrum issues, regulation and associated business models. Please find a summary and interviews [here](#).

TV broadcasting via 5G trial launches in Germany

A transmitter from German technology company Rohde & Schwarz successfully went into operation at the Wendelstein

transmitter site of [Bavarian public broadcaster BR](#) on December 4, 2018 as part of the [5G Today research project](#), which is funded by the Bavarian Research Foundation.

In addition, fellow project partner Kathrein completed an antenna test operation at BR's transmitter site in Ismaning near Munich.

The introduction of 5G will open up a worldwide market with millions of smartphones and tablets acting as potential TV receivers able to combine live TV, catch-up and on-demand services, social networks and other media application, according to the project partners. [Read more](#).

Business arrangements for the distribution of Public Service Media content and services

Public Service Media (PSM) providers need to develop content distribution strategies that will enable them to fulfil their remit while keeping pace with fast changes in technology, audience behaviour, market situation and regulatory conditions. In particular, PSM providers may seek to maximise their reach while minimising the distribution costs and safeguarding a direct access to the audience and user data.

[EBU document TR046](#) "*Business arrangements for the distribution of Public Service Media content and services*" seeks to facilitate a discussion about the future distribution of PSM content and services, both internally to PSM organisations and externally.

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.

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!

MediaRoad event calendar

February - October 2019	Education and Training Podcast Series
29 - 31 March 2019, Lausanne	Radio Hack Europe 2019 @ RadioDays Europe
8 & 9 May 2019, Munich	5G for media production and distribution
12-16 September 2019, Amsterdam	MediaRoad @ IBC
8 October 2019, Brussels	MediaRoad Final 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

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