MEDIAROAD

European media Ecosystem for Innovation

www.mediaroad.eu

Project overview

Horizon 2020 funded project

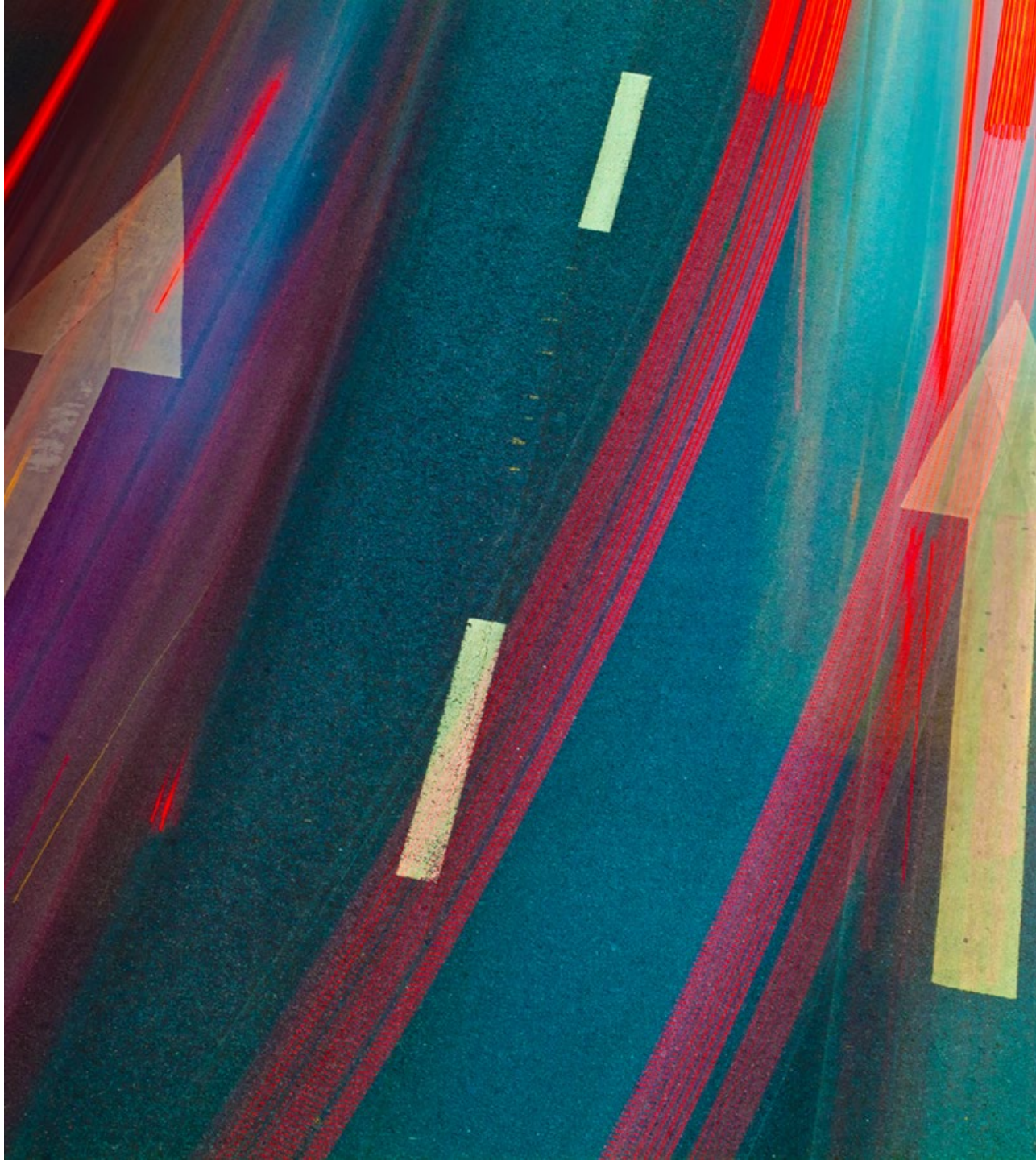
Project ID: 761412

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

CSA - Coordination and support action

Duration: 1 September 2017 – 30 October 2019

WWW.MEDIAROAD.EU



INNOVATION AND CREATIVITY IN THE AUDIOVISUAL AND RADIO SECTOR

Creativity
Diversity
Trusted content
Media innovation

Create a European Media Ecosystem for Innovation

Bridging the gaps between technology, **innovation**, and creative players

Promoting and sharing technology advances

Forming new partnerships with key actors

Networking more effectively to exchange expertise

Developing a joint longer-term **policy vision**

Creative Content Production

Technological Innovation

Research & Development

Media innovation scheme

European Research Agenda beyond 2020

Supportive policy environment

COOPERATION FOR INNOVATION

PROJECT COORDINATOR

MEDIAROAD

EBU
OPERATING EUROVISION AND EURORADIO

PROJECT PARTNERS

AER ASSOCIATION EUROPEENNE DES RADIOS

BBC

CEPI EUROPEAN AUDIOVISUAL PRODUCTION

EPFL ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

imec

IRT

Rai

vrt

SUPPORTING ORGANISATIONS

DW

FEP EFJ European Federation of Journalists

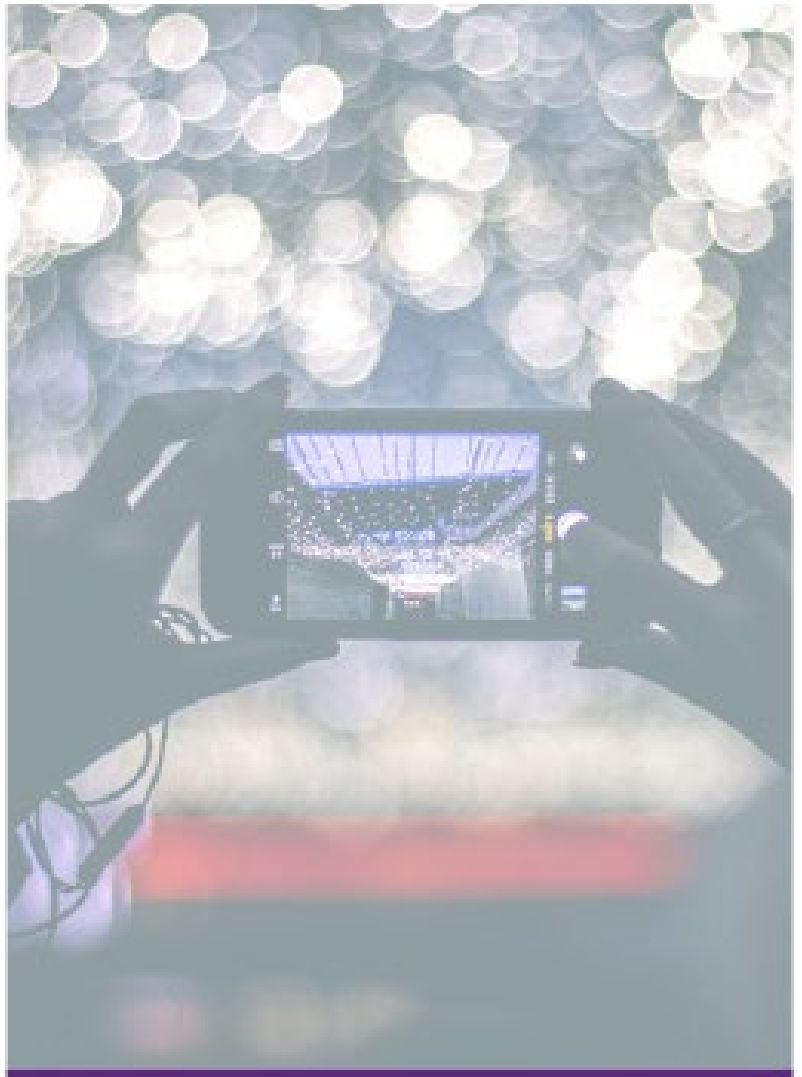
egta.

mediarte.be

npo nederlandse publieke omroep

UNI global union europa media, entertainment & arts

SANDBOX
Hub



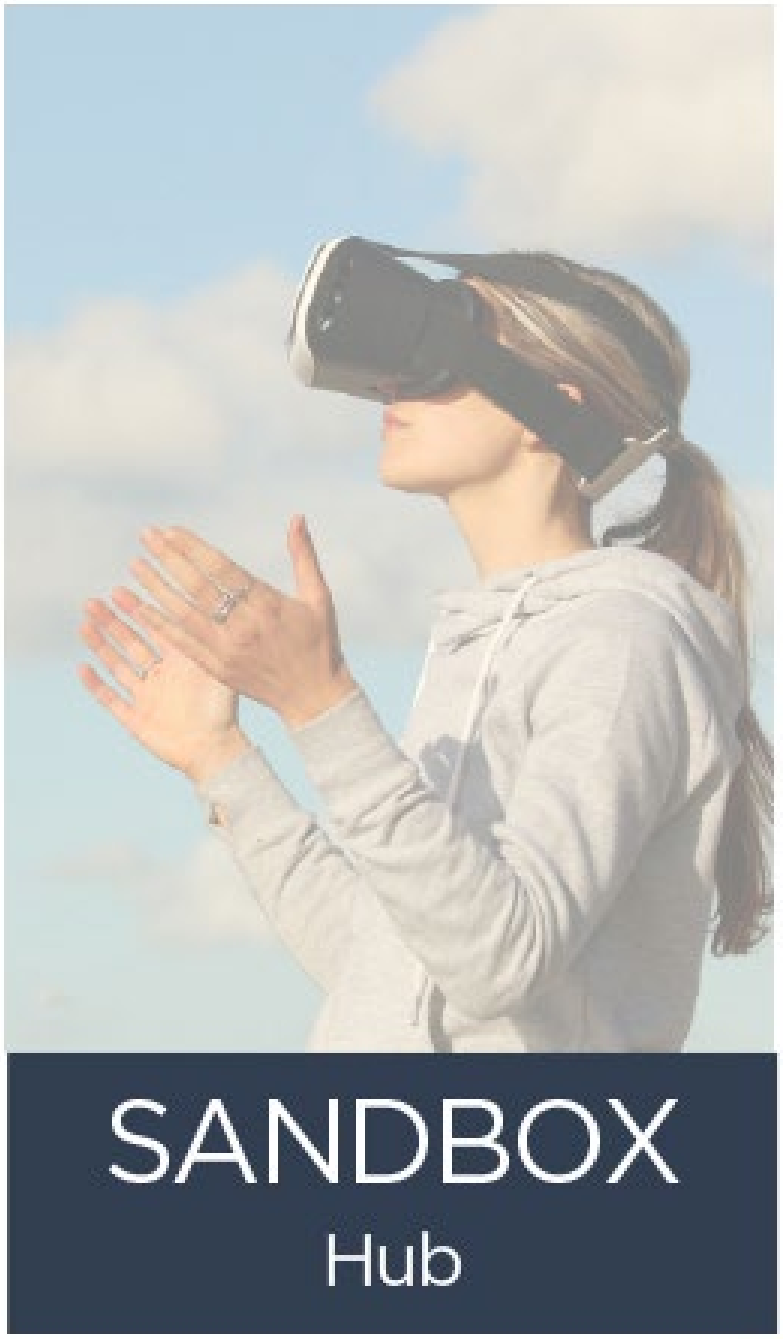
POLICY
Hub

NETWORK
Hub

INNOVATION AND MEDIAROAD

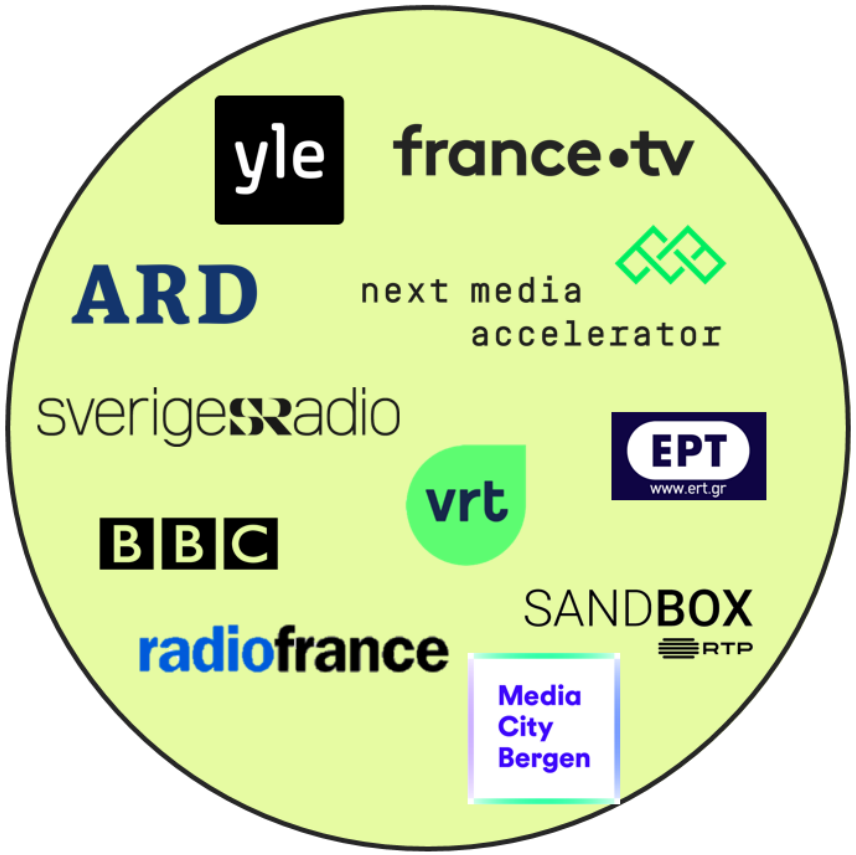
Set up media innovation accelerators "Sandboxes" inside and between media organizations

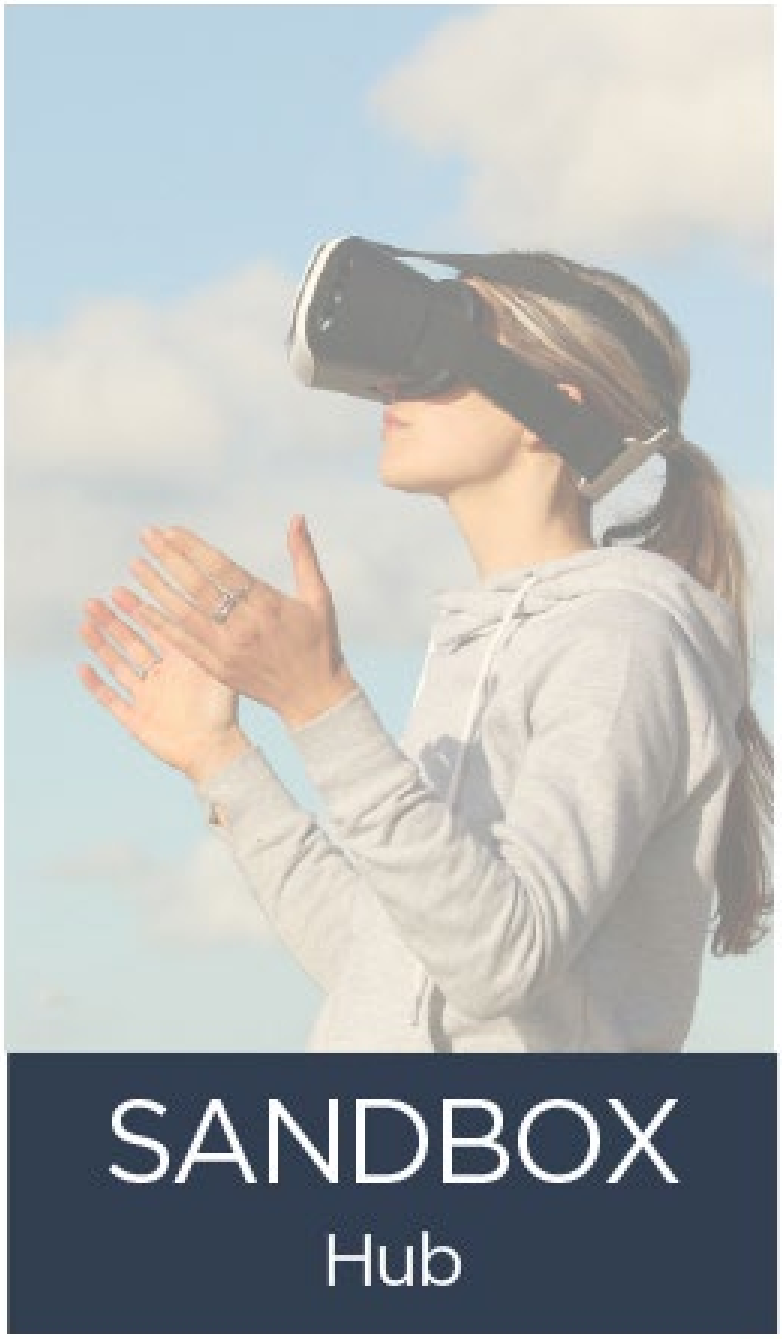
Invite external technology and media companies to pitch, test and scale innovations through the "Sandboxes"



MEDIAROAD

Creating a European network
of Media Innovation Accelerators





Interested broadcasters

Deutsche Welle || IMI (RTS + EPFL) || MediaCapital || NPO/Avrotros || ÖRF || RAI || RTVE || Radiocampus ||RTBF || Regional Serbian broadcaster || …

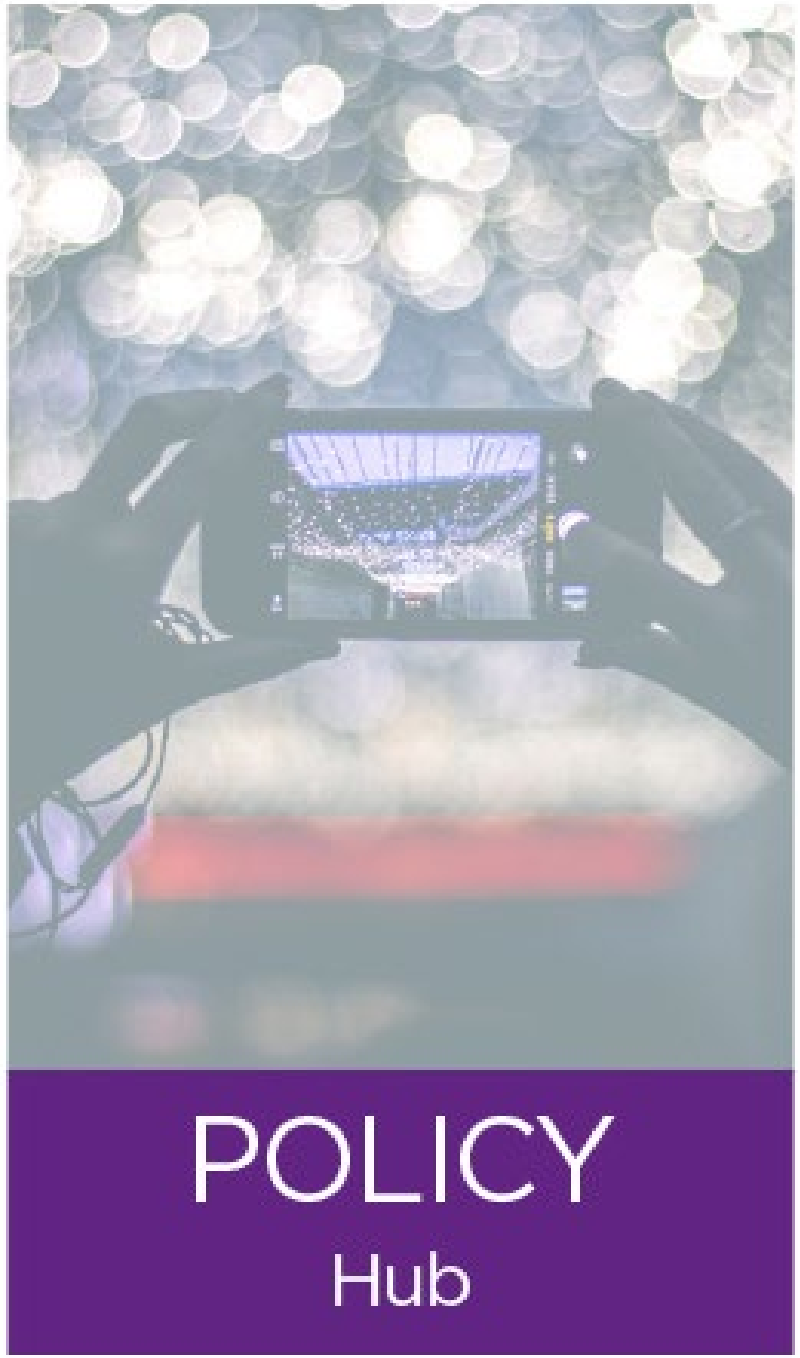
FUTURE POLICY VISION

Develop a long-term policy vision for the EU media sector

Policy vision documents:

- EU Research Agenda beyond 2020 – Horizon Europe
- Future Media Technology

https://www.mediaroad.eu/vision-documents



NETWORK OF STAKEHOLDERS

Topics:

- Media Innovation in the age of AI, social media and fake news
- Post-Convergence Radio
- Robot Journalism
- Content and Digital Innovation in a Multi-platform World
- Audience Measurement for Post-Convergence Media
- Education and Training – skills & competences
- 5G for media production and distribution

Upcoming Events:

- February – October 2019 **MediaRoad Skill Bytes podcast series**
- **MediaRoad @RadioDays Europe** (Radio Hackathon + Sunday special workshop on innovation in radio), 29 – 31 March 2019, Lausanne (EPFL + AER)
- **5G for media production and distribution**, 8-9 May 2019, Munich (IRT)
- **MediaRoad@IBC**, 12-16 September 2018, Amsterdam (EBU)
- **Final conference**, 8 October 2019, Brussels (EBU)

MEDIAROAD – JOIN THE JOURNEY

- **Become** an official MediaRoad stakeholder
- **Participate** in MediaRoad events
- **Contribute** to policy consultations and debates
- **Connect** with media innovation incubators (Sandboxes)
- **Subscribe** to newsletter on our website to receive project updates and event invitations

Impact

Aim to support a sustainable European fora of stakeholders representing the evolving Media environment

Creating a Forum of Stakeholders of Culture and Creative sector

Enhancing Innovation Capacity

Creating New Market Opportunities

Strengthening Competitiveness and Growth

Achieving Sustainability

Questions ?
Ideas ?

JOIN US!

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