What's happened so far? - Our event reports

MediaRoad Skill Bytes - a podcast series on about the transformation of the media technology environment

MediaRoad partners EBU and BBC present 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 tell their own stories, share personal experiences and address the topics from a human and educational perspective. The SkillBytes podcast is available on our website.

Radio Hack Europe 2019 - Radio and media of tomorrow

Radio Hack Europe 2019 was a 48-hour hackathon around the theme "Radio and media of tomorrow", which took place on 29-31 March on the EPFL campus, with the support of MediaRoad and the Initiative for Media Innovation.

Three teams collaboratively developed their projects from the design phase up to the implementation of a prototype.

Read the full article and further information about the Hackaton projects here; a foto selection can be found here.

AER Special Focus workshop @Radiodays Europe – "Better radio for everybody"

The workshop "Is Internet reinventing broadcast radio?", organised by MediaRoad partner AER on 31 March 2019, explored how the radio industry will change in the next years, the innovations transforming the role of radio in people's lives and the most recent technological

disruptions seen as an opportunity and a threat at the same time.

Expert speakers addressed innovations driving the change in the radio industry, ranging from hybrid to 5G to AI, all broadly linked together by the idea that the internet is pervasive, affects everyone's lives – business-wise and personal-wise. Read the full article here; all presentation material and a photo selection can be found here.

Save the Date!

RAI Open Innovation Day - second edition

The Rai Centre for Research, Technological Innovation and Experimentation is organizing the second edition of its "Open Innovation Day" workshop.

The event will take place in Torino (Italy) on **26 June 2019** and address European Broadcasters and innovative startups.

The event targets startups and small enterprises offering innovative solutions to technical and editorial problems in the area of media, with the goal of improving the knowledge in their areas of interest, creating a network of stakeholders and contributing to innovation in the media industry.

More information will be made available on the MediaRoad event website.

5G for Media Production and Distribution
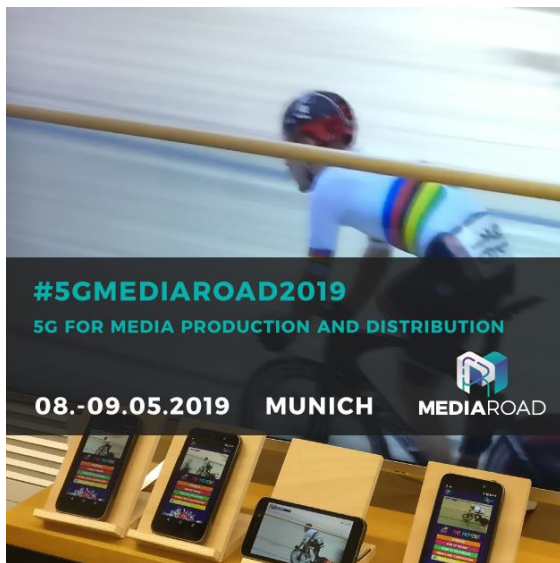
The next mobile communication generation, 5G, will change industrial sectors and markets and specifically also has a high potential for the media and creative sectors, potentially impacting media production workflows as well as media services. 5G is expected to play a key role in the production and distribution 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 programme is available; online registration is possible via the IRT website. Please contact the organisers for further information.

News / suggested reading

Related events

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**. The conference offers a unique opportunity to connect and strengthen relations with over 2,000 inspiring representatives from the fields of journalism, digital media, politics, culture, business, development, academia and civil society. More information can be found here.

Boot camp media start-ups at the GMF 2019

For the first time, DW's Global Media Forum is running a boot camp for media start-ups from May 24-28 in Bonn. Media start-ups can apply per e-mail **before 30 April 2019** - a jury will review and invite the most promising applicants. The selected start-ups will be invited to pitch before international investors and a global audience. More information can be found here.

NEM Summit 2019

the 11th edition of the NEM Summit will be organized **in Zagreb**, lovely capital of 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 2019 Program Committee has published the first version of the Summit program, which can be found on the NEM Initiative website (www.nem-initiative.org), where you can also find information about **registration**, **sponsorship** opportunities and possibilities to **exhibit**.

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.

MDN Workshop 2019

The MDN Workshop, held **11 - 13 Jun 2019 at EBU HQ in Geneva**, is the annual meeting point for developers working on Metadata and Artificial Intelligence in broadcasting. It is open to the public.

The event is organized by the EBU Strategic Programme on Media Information Management and AI (MIM-AI) and the Metadata Developer Network (MDN), an active community for developers to share knowledge, learn from their peers, get feedback and collaborate on metadata-related projects.

Further reading

In-car digital radio leads the way on hybrid development

In the last 12 months DAB+ has made significant progress — with all major markets increasing the proportion of new cars fitted with digital radio as standard, and the adoption of the EECC directive by the European Union, requiring all new cars sold in the EU 18 months from now to be equipped with digital radio receivers.

As the number of cars with digital radio increases, it is essential that the user experience goes above and beyond driver expectations, and WorldDAB has been working closely with the automotive sector to do this. Increasingly, the infotainment systems in new cars include IP connectivity and voice control which can really enhance the radio experience. The next step of WorldDAB's work is to ensure the radio experience in connected cars is as good as possible and Hybrid Radio, DAB+ working with IP, ensures that. Read up the blog piece by Laurence Harrison here.

Will the radio of tomorrow still face the challenges of today?

Radio is the most intimate medium: radio listeners access programming they enjoy and useful information. Radio plays a fundamental role in today's society: it is often quoted as the most trusted medium by citizens, and, as national audience measurement shows, 80% of the EU population on average listens to radio for at least 2 or 3 hours per day.

What will radio look like in the future? And which requirements have to be fulfilled? Read more about future radio in the blog piece by Marie-Pierre Moalic & Francesca Fabbri, from MediaRoad partner AER.

5G in the media sector

With huge technology potential behind 5G, it is often portrayed as the next evolution of digitisation that could again transform many businesses. At the same time, many experts call for expectation management. Up to now, there is not really a common understanding of what 5G will exactly deliver and especially when.

So, what is in it for the media industry at large with the advent of 5G? This new technology not only provides the data highway for new innovative and interactive content, but it can also be a driver for new services and production workflows.

Interested in learning more? Read up our blog piece, written by Hans Brand and Ralf Neudel, from MediaRoad partner IRT.

Transmitting station ready for operation for Bavarian research project 5G TODAY

As part of the Bavarian research project 5G TODAY, an LTE/5G test field with the aim to enable the efficient distribution of broadcast signals combined with attractive services in the network of the future is currently being set up in the Bavarian Oberland. Now one important next milestone has been reached: after the transmitter on Wendelstein Mountain (1828 meters altitude) had been prepared for test broadcasts in FeMBMS mode in December 2018, the second site in Ismaning is now ready for operation. More information here.

5G-Xcast showcases efficient video delivery over 5G at MWC Barcelona 2019

At the Mobile World Congress in Barcelona, the EBU, Germany's IRT (Institut für Rundfunktechnik) and Enensys-Expway demonstrated live video transmissions to multiple commercial end-user devices based on 5G-Xcast concepts. The 5G-Xcast project aims to develop technology that enables large-scale distribution of audiovisual media services over 5G networks, with a maximum of scalability, bandwidth efficiency, and sustained video quality on every end-user screen. Read more here.

Shaping radio's multiplatform future

The Digital Radio Week brought together experts on technology and innovation for digital radio from across the industry.

As usual, the week started with the public RadioHack event, now a key meeting point for enthusiasts and professionals to talk about both software-defined radio (SDR) and open-source software for digital broadcast. Radiohack is less a formal hackathon and more a chance to discuss and share ideas and projects. Running in parallel were hybrid radio and automotive sessions run by EBU partners RadioDNS and WorldDAB.

An event summary is available here.

Wide participation exchanging views on disinformation in the first SOMA workshop

The first SOMA high-level workshop on disinformation took place at the National Science Museum in Milan, Italy, on 20 March 2019. Stakeholders in the European fact-checking community discussed some of the key topics in disinformation, including: the spread of fake news and hoaxes across EU borders, examples of collaborative actions in fact-checking in the EU, fact-checking tools and politics.

The event featured the participation of 80+ stakeholders of the media sector including 29 fact-checking organizations from 18 countries, as well as international academics, media professionals and other experts. Further information and presentations can be found here.

MediaRoad Sandbox Hub has grown to 15 members

The number of international media organisations interested in participating in our Sandbox Hub is steadily growing. In the meantime, 15 initiatives have signed up for participation in this network of media innovation accelerators. Recently NPO Sandbox (the Netherlands) and Media Lab Bayern (Germany) joined the network; the newest kids on the block are ZDF Sandbox and RTBF Innovation (Belgium), quoting:

> To strengthen and stimulate our innovation path we are happy to join the Sandbox Hub. We see it as a great opportunity to help our innovation ecosystem scaling up at European Level

and to share knowledge and learnings with peers.

Updates and status on Sandboxes, start-ups and their projects can be found on our [website](#).

The Sandbox Hub enables the growth of an international network of media innovation accelerators in which groundbreaking ideas are tested and scaled. The accelerators, also referred to as Sandboxes, are hosted by established media organizations and welcome applications from entrepreneurs, startups and SMEs that work with concepts related to media, involving technology, journalism, social media and content. Each Sandbox has a different method and works independently but remains internationally connected with others through a platform to give successful cases the chance to scale internationally and to share innovative knowledge.

H2020 Media Projects Concertation Meeting - summary report available

The Concertation Meeting organised on 6 February by the Unit Media Convergence and Social Media (in DG CONNECT) focussed around theme discussions on Fact-Checking, Immersive, Content, Accessibility, Radio, STARTS (Science, Technology and Arts), Media Convergence and Social Media.

MediaRoad was present in many of the thematic discussions and supported the composition of a summary report, which can be downloaded [here](#). An overview of the involved H2020 projects is available [here](#).

Innovation strategies at Radio France: "l'Accélérateur d'idées"

Representatives of 12 EBU Members paid an innovation-focused [visit to Radio France](#) in Paris. They learned about several initiatives that aim to identify and embed innovation throughout the company and to facilitate collaboration with external start-ups. The visit was part of the EBU programme on [Implementing Open Innovation (IOI)](#).

Radio France aims to use innovation to "design and create radio and audio for the future". Radio France has several means of sourcing external partners, including through its membership of the [MediaRoad Sandbox Hub](#).

Successful BDI Workshop "Data in the Newsroom"

The 'Data in the Newsroom' workshop, organised by EBU Big Data Initiative, brought together 70 experts and professionals to to discuss how AI and Data are affecting, and can be leveraged in, the newsroom.

Participants included prominent PSM, Member and non-Member journalists, data experts and academics from across Europe. They discussed use-cases, tools, techniques and methodology on using data, AI and Machine Learning.

Covered topics include: fighting 'Fake-News'; using AI for workflow facilitation and content personalization; Data journalism and Big Data use-cases; video production automation; and algorithmic ethics. Detailed information is available from the [EBU-website](#) (EBU-sign-up required).

MediaRoad event calendar

February – October 2019	**MediaRoad Skill Bytes - podcast series**
8 & 9 May 2019, Munich	**5G for media production and distribution**
26 June 2019, Torino	**RAI Open Innovation Day**
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

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MEDIAROAD

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

Duration: 1 September 2017 – 31 October 2019   Project number: 761412

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