

OPEN INNOVATION DAY

June 26, 2019 @ RAI CRITS, Via Cavalli 6, Turin (IT)

PRELIMINARY DRAFT - Broadcasters, scaleups and startups together for innovation

Rai Research and Technology Innovation Centre organizes a workshop focusing on media innovation. The event is targeted to 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 aimed at collaborating, and contributing to innovation in the media industry. The day will be divided into two distinct moments.

During the first part of the day, the innovation activities carried out by Rai and European guest broadcasters will be outlined, with an introduction to the "Sandbox" concept, the collaboration between a media company and a startup aimed at accelerating media innovation, as advocated by MediaRoad. In the second part of the day, startups and private companies will present projects, development topics, solutions and prototypes related to subjects of interest to the world of media. Participants will be able to follow some technological demonstrations by Rai Research Centre and European partners.

The initiative has been arranged in concert with the European MediaRoad Project, which includes Rai, VRT, EBU, BBC, IRT and other European partners (www.mediaroad.eu).

Areas of interest are AI applied to media analysis, Virtual and Augmented Reality, Speech recognition and analysis, speech-to-text engines, concepts extraction, conversational interfaces, smart-speakers, media on social networks, data journalism, and, in general, solutions for Digital Media.

We would like to thank **Italia Startup** (www.italiastartup.it/) and **I3P** (www.i3p.it/) for the support in contacting the startups.



Preliminary draft programme

- 9:00 – 9:30** **Arrival of the participants, registration and coffee**
- 9:30 – 9:35** **Welcome**
Dr. Alberto Morello, Director (Rai CRITS)
- 9:35 – 9:45** **Key Note - Media Innovation and IOI at EBU**
Dr. Hans Hoffmann, Head of Media Fundamentals and Production technology (EBU)
- 9:45 – 9:55** **The MediaRoad Project**
Ralf Neudel (IRT)
- 9:55 – 10:25** **Innovation at Rai CRITS**
Gino Albertico, Paolo Casagrande, Alberto Messina, Vittoria Mignone (Rai CRITS)
- 10:25 – 10:45** **Innovation at BBC**
Dr. Adrian Woolard (BBC)
- 10:45 – 11:05** **Innovation at IRT**
Ralf Neudel (IRT)
- 11:05 – 11:25** **Artificial Intelligence @ Mediaset**
Davide Filizola (Mediaset)
- 11:25 – 11:45** **Innovation at EPFL - The Initiative for Media Innovation**
Mounir Krichane (EPFL)
- 11:45 – 12:10** **Coffee break and Demos**
- 12:10 – 13:20** **Scaleups and Startups presentations**
(12:10–12:20) **Add-for**
(12:20–12:30) **AgileLab**
(12:30–12:40) **CELI**
(12:40–12:50) **Mathesia**
(12:50 – 13:00) **HyperTv**
(13:00 – 13:10) **AREFilms**
(13:10 – 13:20) **Kineton**
- 13:20 – 14:30** **Networking Lunch**
- 14:30 – 15:30** **Scaleups and Startups presentations**
(14:30 – 14:40) **LittleSea**
(14:40 – 14:50) **Radosa**
(14:50 – 15:00) **PubCoder**
(15:00 – 15:10) **Streamix**
(15:10 – 15:20) **Questit – a The Digital Box Company**
(15:20 – 15:30) **Sbam**
- 15:30 – 15:40** **End of the Workshop**
- 15:40 – 17:00** **Demos**