

NETWORK UPDATE

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What's happened so far? - Our event reports

#5GMediaRoad – How and when will 5G impact the media sector?



The participants to the #5GMediaRoad event, 8&9 May 2019, widely agreed, that 5G is expected to soon play a key role in the production as well as in the distribution of media services. At the same time, it became apparent how crucial the early and open collaboration between the different players in the market is.

The four key promises for the media domain are: increased flexibility, lower cost, higher reliability and better quality of experience. If these goals can be met, all involved parties will profit.

Read the full event summary [here](#).

Halftime for MediaRoad SkillBytes



[Episode 5 of MediaRoad SkillBytes](#) features Richard Waghorn, RTÉ's Director of Transformation and Technology. In this episode we learn how Richard has benefited from exposure to different areas of the broadcast industry and how he has developed his leadership skills as a CTO, despite his non-technical background.

Stay tuned for (at least) 5 more planned SkillBytes and make sure to subscribe to the [podcast!](#)

The MediaRoad SkillBytes are a series of experts' interviews addressing the transformation of the media technology environment and what it means in terms of professional journeys: jobs, skills, recruitment, training etc. In the audio

podcasts, the interviewees tell their own stories, share personal experiences and

address the topics from a human and educational perspective.

Save the Date!

RAI Open Innovation Day - second edition



As part of the "Italian Tech Week", 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. A draft programme is available on the [MediaRoad event website](#).

MediaRoad @IBC 2019



Join us at Europe's largest annual conference and exhibition dedicated to media technology - the IBC.

On **Sunday 15 September 2019** at 14h00, you will have a chance to meet the winners of the [MediaRoad Sandbox Prize](#), recognising the best projects developed in the framework of our Sandbox Hub. You'll find us at the EBU booth in Hall 10, stand F20.

MediaRoad Final Conference



We have a pleasure to announce that on **8 October 2019** in Brussels we will organise a final conference of the MediaRoad: a two year Horizon-2020 funded project aiming

to support the transformation of the European media sector by building an ecosystem for innovation.

This conference will provide an opportunity for dialogue between media experts, researchers, policy-makers and innovators on the future of media

innovation and the policies needed to support the thriving European media sector.

Stay tuned for more info about the event and [subscribe to our newsletter to receive an invitation](#).

News / suggested reading

From our stakeholders



Bring your listeners and radio station closer with MARCONI

The [MARCONI](#) project takes on the expectations and challenges that radio faces today: engaging users and offering personalised experiences on various digital platforms. MARCONI now invites radio stations to pilot the platform that enables your editorial team to manage and increase listener interaction and engagement on the one hand and builds listener experiences across different platforms and devices on the other.

Become a pilot partner, request a demo via contact@projectmarconi.eu

Personalise your news content with CPN



In the [CPN project](#), a team of broadcasters, media companies, technology providers, researchers and legal experts collaborate to make personalisation accessible and transparent to every European news organisation. The result is customisable and easily integrated software that enables news organisations to personalise their content, delivering the right stories at the right time.

For the next phase, CPN invites news organisations to personalise their news content in the CPN platform or integrate the CPN software free of cost in their own app. Become a pilot partner, request a demo via contact@projectcpn.eu

Demute - ADM-based audio solutions for immersive & interactive media

[Demute](#), one of the startups collaborating with VRT Sandbox, is a sound studio in the

field of immersive audio. Demute uses ADM as a spatial aware exchange format between devices and is currently developing a stand-alone headphone with six degrees of freedom for which ADM is used as an exchange and playback format.

You are kindly invited to establish a partnership with Demute, to seek common goals in the field of spatial audio exploration. Contact: gregg.young@vrt.be

NMA organises Media Match NYC Edition

For the second year in a row, on **26 June 2019** the Next Media Accelerator will bring the Media Match format to New York City: ten international startups will pitch and have the opportunity to mingle with a crowd of media executives and decision makers. Whereas the startup places have been filled, registration for participating companies is still possible: register through the [link](#) (password: justdoit).



RedBullMedia joins the Sandbox Hub

We are very pleased that [Red Bull Media House](#) Innovation are Sandbox number 16 in MediaRoad's Sandbox Hub. They are the first commercial partner to join; we believe they will bring an enormous added value to our existing collaborations.

Andreas Gall from Red Bull Media House:

"For over 30 years I have been able to proactively support partners and stakeholders in myriad projects to go digital. NOW the digital basis is completed and it's time for the next Big Change."

Sandbox Hub startups present at key international media events

Through the Sandbox Hub, participating startups have many opportunities to advertise their ideas and products on international media events.



Startups [TinkerList](#) and [BCaster](#) were invited to talk at "[Media meets tech at Next](#)", an event that shows global creativity and innovation at the Cannes Film Festival.



Furthermore, three Sandbox Hub startups got to opportunity to pitch at the [EBU Media Summit](#) in Porto: [#Trendolizer](#), [Nunki](#) and [Holler.live](#). This year's Media Summit was built around the topic of "Relationships": with audiences, with other public media organizations, and with key actors in the industry. Establishing relationships with innovation companies fully fitted this topic.

Europe's Media Lab - #Media4Democracy Process

To rebalance the media/platforms/ads ecosystem and inform about the media sector's needs, Fondation [EURACTIV](#) designed a series of events: [Europe's Media Lab](#). It is a chance to propose EU priorities by addressing the economic viability of the media sector. This [process](#) starts from general priorities and networking in June, to specific policies in September/October, and innovation in November 2019.

After a networking event for MEPs on 4 June, the policy event "[#MEDIA4DEMOCRACY: SOUND PLATFORMS & INDEPENDENT MEDIA](#)" on 25 June, will provide input into the priorities to be presented by the President-nominee of the next Commission. The aim of this [conference](#) is to help newly elected MEPs to shape a future EU strategy for healthy media, ensuring the media sector's economic sustainability and support to democracy.

Related events



Media Fast Forward 2019 – SAVE THE DATE

Is the media industry still holding a mirror up to society? Or has it become an inkblot in which everyone reads a different version of reality?

These are just some of the questions we look forward to discussing, together with you, at this full day innovation festival, **12 December 2019** in Brussels. Attend the conference and take part in workshops, meetups and networking moments with changemakers of the media and

technology industry. Explore the exhibition with innovations by VRT, as well as novel technologies by startups. At our new location in The Egg, [Media Fast Forward](#) will be, more than anything else, a community event.

EBU Network Technology Seminar

Being held on **18&19 June 2019** at EBU HQ in Geneva the [Network Technology Seminar](#) is the EBU's flagship event on IP-based production, recent and future technology developments in the domain, and the standards that drive them. Join NTS to hear from the world's leading experts in the field, learn from large-scale projects undertaken by European broadcasters, dive into tutorials, and see cutting-edge demonstrations.

NTS will also be made available as a paid live stream.

Next Generation Internet Forum 2019

The 3rd annual edition of the [Next Generation Internet forum](#) will take place in Helsinki on **25 September 2019**. The event is co-located with the MyData Conference; registration is open and the first version of the [agenda](#) has been published.

The NGI Forum 2019 aims to explore, debate and present research and innovation efforts that are reshaping the Internet through collective and networked intelligence. The line-up of speakers

includes top experts and practitioners, as well as policy makers and civil society players.

Media CyberSecurity Seminar 2019

The [EBU Media Cybersecurity Seminar](#) (22 - 23 October 2019) assembles a line-up of leading security experts in the media industry for an exchange on current online security risks, mitigation strategies and industry trends. The event also provides guidance and hands-on experience through a set of tutorials.

Further reading

MediaRoad Quality Label: 2 more nominations

During the last 2 months Yle's Sandbox project "[Sideways app](#)" by BCaster as well as the France Télévisions' "[Compositeur Digital](#)" project created by the Excense start-up, have been assigned the MediaRoad Quality Label. We congratulate all nominees! Prize winners will be announced in a [ceremony](#) at IBC 2019.

forces smart home systems to respect our privacy.

[STARTS](#) stands for Science, Technology, and Arts and is an initiative of the European Commission to promote cooperations between science, technology, and the arts. Read the full press release [here](#).

The European Commission's STARTS Prize 2019 Awarded

In 2019, the STARTS Prize in the "Innovative Collaboration" category goes to the innovation office "300.000 Km/s" in Barcelona, which has developed and successfully implemented a groundbreaking model of sustainable urban planning. Bjørn Karmann and Tore Knudsen were awarded the STARTS PRIZE in the category "Artistic Exploration" for "Project Alias," an intelligent parasite that

MindSpaces 1st Open Call – Art driven adaptive outdoors and indoors design

[MindSpaces](#) is looking for artists to develop, implement and assess art installations, in collaboration with researchers, in order to highlight the cultural significance of urban sustainability issues, as well as to offer potentially paradigm-shifting designs of indoor work and living environments.

MindSpaces is a 3-year research project financed by the European Commission STARTS/Lighthouse projects. To encourage the collaboration of research projects and

artists, [STARTS](#) funds STARTS residencies of artists in technology institutions and of scientists and technologists in the studio of artists.

For more information about the call visit the [call page](#). Submission deadline: **4 July 2019**

5G-Broadcast in 3GPP: Where are we?

Against the background of the large interest in 5G Broadcast, IRT research engineer Jordi Giminez has provided a summarizing overview of the current status of the respective developments in 3GPP, including also some clarifications on the topic, to prevent misunderstandings about what 5G Broadcast actually is.

Read the full article [here](#).



First 5G field trial for broadcast transmission starts operations in Bavaria

On 9 May 2019 the 5G TODAY project officially launched its unique field trial for 5G Broadcasting. The project partners

Bavarian Broadcasting Corporation (Bayerischer Rundfunk, BR), the Broadcast Technology Institute IRT, Kathrein, Rohde & Schwarz as well as Telefónica Germany are jointly testing broadcasting options for future 5G technology. Read more about the kick-off event [here](#).

Six lessons from deepfakes research at Stanford

The phenomenon “deepfake,” a portmanteau of “deep learning” and “fakes,” is now widespread. The term covers not only videos and images, but also audio files generated or altered with the help of artificial intelligence, with the intent of deceiving an audience into thinking that they are real.

Tom Van de Weghe, John S. Knight Fellow at Stanford University, has provided a “6 lessons” overview from his research, summarising how journalists should address the growing problem of synthetic media.

Read the full article [here](#).

MediaRoad event calendar

February – October 2019	MediaRoad Skill Bytes - podcast series
26 June 2019, Torino	RAI Open Innovation Day
15 September 2019, Amsterdam	MediaRoad @ IBC
8 October 2019, Brussels	MediaRoad Final Conference

For further information on MediaRoad events, please have a look on 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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