What's happened so far? - Our event reports

Open Innovation Day - 2nd edition was a success!

On June 26th, at Rai premises in Torino, the Open Innovation Day was carried out for the second time. The workshop was specially targeted at startups and small enterprises offering innovative solutions for technical and editorial problems in the area of media.During the day, experts shared their know-how and networked towards further collaboration and innovation in the media industry.

The event was organised in cooperation with ItaliaStartup, the not-for-profit association of Italian Startups, and I3P, the innovation accelerator of the Polytechnic of Turin, in synergy with the Italian Tech Week, a whole week of conferences and workshop focusing on innovation and technology in Torino.

Read the full event summary here.

More SkillBytes for the professional media market

In the meantime our team has produced eight SkillByte episodes - make sure to listen in!

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!

MediaRoad @IBC 2019 - Sandbox Prize Ceremony

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 Sandbox and Startups that are awarded the [MediaRoad Sandbox Prize](#). This award recognises the best projects developed in the framework of our Sandbox Hub. You'll find us at the **EBU booth in Hall 10, stand F20.**

More information about the ceremony [here](#).

In case you wish to join us at IBC, you can obtain a **free pass** at the [IBC website](#) with the code 4399 (to be quoted in the checkout).

Accelerating European Media Innovation - *MediaRoad Final Conference and EBU Media Innovation event*

Innovation is essential to ensure the sustainability and development of Europe's media and creative industries in an increasingly global and competitive marketplace.

Join us on **8 October 2019 in Brussels** for the [Accelerating European Media Innovation event](#) and find out more about the latest media technology developments. Come and discuss the future media research and innovation projects and policy priorities for 2021-2027. Experience the exciting on-site demos and listen to experts and professionals analyse influencing trends in the media space. [Registrations](#) are open!

IBC Highlights

from our stakeholders
and associated projects

13-17 September 2019
Amsterdam

The collaborative projects Content4All, ImAc and EasyTV are researching and developing products and services targeting **media accessibility**. Content4All targets photorealistic 3D virtual humans for signing, to make more content accessible to the deaf community. ImAc (**Immersive Accessibility**) develops tools and solutions to deploy Subtitles, Audio Description, Audio Subtitling and Sign Language in immersive environments. EasyTV develops media improved access services towards distribution of novel accessibility features with enhanced multimedia visual and sound experience.

The Media Accessibility projects present their products and services at **IBC Future Zone booth 8.F02**. Also, ImAc presents its Open Source player software in the **EBU Open Source Meetup, Saturday 14 Sep 16:00 at EBU booth 10.F20**.

Experience interactive and personalised radio at IBC with HRADIO and MARCONI

MARCONI offers fully interactive and personalised radio solutions by **integrating broadcast radio with digital and social media**. Visitors will be able to experience how a radio station can manage and increase listener engagement with the interaction tools from MARCONI, from easily searching through listener-generated content for a radio show, to creating new listening experiences across different platforms and devices. As part of the open piloting

phase, radio stations are now able to integrate MARCONI's toolkit and explore the radio solution that best fits their needs and expectations.

HRADIO leverages hybrid technology to **enrich radio experiences**, allowing broadcasters to deliver time and location independent linear radio services. At IBC, HRADIO will showcase the potential of its technologies by offering hybrid radio use cases for car and mobile applications. By combining IP and broadcast signals, new radio experiences can be created in which listeners can interact with their radio station, receive news and weather updates that are relevant to them, and easily pause, continue or substitute broadcast radio with on-demand content, whenever they prefer.

Discover projects MARCONI and HRADIO in the **IBC Future Zone (Hall 8) at stand 8F.30**

Konsole Labs releases interactive Media Push

The **notification service** 'Breaking Push', which is used i.a. by ZDF and Deutsche Welle, is released in a new version. For the first time, users can watch live video and audio streams in their smartphone's lockscreen - or save them for later. Furthermore 'Push Votings' are also available as the innovative Audio Push. Konsole Labs can be found in **IBC Future Zone (Hall 8) at booth 8F.30**

Skyline's newest, cutting-edge **DataMiner X** is designed to dazzle, down to the finest detail. The **NMS/OSS platform** is packed with innovating features and capabilities, such as the all-new DataMiner Dashboards to visualize the most complex ecosystems, user-definable APPs and cloud services that are a seamless extension of your DataMiner system. But there's more: leading Service and Resource Management that supports your agile business, DataMiner Augmented Operation with unsurpassed built-in AI and machine learning that help you to run your operations more efficiently and more intuitively than ever before. Come and discover DataMiner X in full at **IBC booth 1B24.**

HELIOS is working on redefining the **future of Social Networks** through the development of an innovative Decentralized Social Media platform offering users several benefits regarding trust, privacy, data and content control, and even monetization for those generating and sharing content!

The project will showcase the use case with Swiss TXT based on an integrated and automated distribution of journalists content to news consumer on social media integrating blockchain technology to avoid fake news!

Do not miss the chance to know more about HELIOS and its team at **booth 3.B27**

For more information visit www.helios-h2020.eu, or follow on Twitter (@HeliosEUproject) and Facebook (@heliosEUproject).

One of the highlights of the EBU presence at IBC is the **Open Source Meetup**, gathering developers working on open source projects for media and broadcasting as well as those wishing to find out more. Last year's event covered topics including tools for Digital TV engineers, automation systems, x265 and the EBU's MCMA project.

On **Saturday 14th September from 16.00 to 17.00**, join the **EBU booth (10.F20)** to hear a set of lightning talks, updating on familiar projects and presenting new ones.

IRT brings its labs to Amsterdam and displays its latest developments at booth 10.F 51 and at partner booths at the EBU and in the Future Zone. Benefit from meeting with one of the world's most renowned research and **innovation centres for audio-visual technologies**. Get an inspiring update on our project and research activities. IRTs IBC topics:

- 5G Broadcast
- Added value of UHD formats
- Augmented Reality in TV production
- DAB-IP Service Streaming

- HbbTV 2 Interdevice Syncronisation
- HbbTV 2 Universal Launcher App
- Network Technologies
- IMF/MXF analysis solutions (with Eurofins)

VRT Innovation is represented at the IBC event, the yearly international media, entertainment and technology conference in Amsterdam. Together with its partners, VRT Innovation showcases 5 projects that focus on delivering a more **personalised and interactive media experience**, and innovating together. Visitors will be able to experience in what way live radio can be enriched with digital features, how radio stations can be supported with their listener engagement and what the possibilities are for media in a smart city. Detailed information about the projects and their booths can be found here.

From VRT Sandbox several startups are represented at IBC 2019:

TinkerList is a cloud-based SaaS product, focused on creating rundowns and scripts for TV entertainment productions like live talk shows, news shows, game shows, sport shows, e-Sports, etc. with studio automation possibilities. **Booth 10.F42**

THEO Technologies is at the forefront of a rapidly evolving online video landscape, delivering a high-quality video experience across platforms and devices. **THEOplayer**, THEO Technologies' flagship product, integrates seamlessly with every aspect of the video chain. **Booth 14.D01**

Zender and NowMax are present at the booth of Flanders Investment & Trade. Zender is an audience engagement platform that adds interactivity to low latency live streaming with trivia quiz & other live mobile entertainment moments. NowMax will showcase their maximum quality (video) calling app for journalists. **Booth 10.F42**

On-Hertz develops unique, innovative, highly affordable web-based radio studio solutions, providing a complete workflow on a local laptop/tablet or in the cloud. At IBC2019, On-Hertz also introduces its fully virtualised audio engine offering versatile control options and applications through an open API. **Booth 8.C96**

The Norwegian Media Cluster, [Media City Bergen](#), is a world leader in augmented reality, graphics, visualization, digitalization, broadcast, television technology and tools for digital storytelling. Several of the cluster companies are world-leading enterprises in their markets. Key players are Vizrt, Vimond, Mediability, Sixty, Highsoft, TV 2 Norway, the national broadcaster NRK, the regional newspaper Bergens Tidende and The University of Bergen. Large parts of the Norwegian Media Cluster are located in Media City Bergen, a leading, international hub for media and technology innovation, with the Media Lab and a startup lab forming the core of the innovation and research projects for the cluster and cluster partners. The Norwegian Media Cluster drives several strategic innovation initiatives to define the direction of the global media industry beyond today's challenges. **Booth 8.C10**

Related events

Media Fast Forward 2019

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.

Media CyberSecurity Seminar 2019

The [EBU Media Cybersecurity Seminar](#) (**22 - 23 October 2019, Geneva**) 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.

5G-MAG launch @ IBC 2019

The public launch of the 5G Media Action Group (5G-MAG) - a new association for the use of 5G in the media sector will take place on **13 September 2019**, during the IBC trade fair in Amsterdam.

[5G-MAG](#) aims at creating an operational framework for the harmonious and market-driven implementation of 5G solutions capable of meeting the requirements in production and distribution of audiovisual media content and services. 5G-MAG is a cross-industry organisation gathering the stakeholders across the media sector including content and service providers, as well as network operators, component and technology solution suppliers, equipment manufacturers, R&D organisations, regulators and policy makers.

European Research and Innovation Days

European Research and Innovation Days is the first annual policy event of the European Commission, bringing together stakeholders to debate and shape the future research and innovation landscape. The event takes place on **24-26 September 2019**.

Registrations are currently at maximum capacity. However, you can join the waiting list for the Policy Conference by [filling in the form.](#)

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.

AI and the media: too hot, too cold, just right? A mapping of Artificial Intelligence applications

Artificial Intelligence (AI) is everywhere, impacting every industry. Some, though, struggle a bit more to fully embrace it, an example being the media. Compared to the financial or health sectors, the media's capacity to acquire the necessary tools to integrate AI is less flexible and dynamic. However, the application fields for AI in the mediums of written press, cinema, radio, television and advertising are broad: automation of business processes and customer relationships, social network monitoring and listening, information verification, just to name a few.

Time has therefore come to adopt this new technology for the benefit of the audience. In the words of Antonio Arcidiacono, the new technical director of the EBU, "AI is becoming mainstream". We have provided proof in 12 examples in an article on our website.

Personalise your news content with CPN

In the CPN project, a team of broadcasters, media companies, technology providers, researchers and legal experts collaborated 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 in their own app**. As a pilot partner, you are able to use the CPN software for free. Contribute to a personalisation software that takes into account your needs and ambitions, and be part of the future of news personalisation.

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

Find out more about the project on www.projectcpn.eu

MediaRoad event calendar

February – October 2019	**MediaRoad Skill Bytes - podcast series**
15 September 2019, Amsterdam	**MediaRoad @ IBC – Sandbox Prize Ceremony**
8 October 2019, Brussels	**MediaRoad Final Conference**

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

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