



Preface

Despite the difficult times, MediaRoad partners and the sector in general remain very active. In this update you will find a number of different activities which contribute to finding answers and solutions to the big societal, technical, economic and policy challenges of the constantly evolving digital media environment.

The unprecedented COVID-19 crisis has shown the value and vital need for a trusted open European media space. MediaRoad has demonstrated that where creativity and technical innovation come together, citizens' expectations can be met, and diverse quality content and appealing services can be offered by European players. The potential of often small innovative initiatives must be recognized, and a coordinated approach is needed to scale up creative projects to a European level. Horizon Europe is the chance to do so.

The right regulatory conditions will also support Europe's 'digital sovereignty'. The Digital Services Act should enable European citizens to have continued access to trusted information and creative content.

Let's continue the exchange of information and please inform us about any relevant activities. We are happy to promote them.

Nicola Frank, Head of Institutional and International Relations EBU

Events



IMI Annual Event: "Helping media fight misinformation and restore the public's trust"

This year's [IMI Annual Event](#) will take place on **Thursday 24 September 2020, 16:30**, either at EPFL, Lausanne or as an online event. During this event, the results of the projects from IMI's first call for proposals entitled "Helping media fight misinformation and restore the public's trust" will be presented by the teams of scientists and experts. We will also have the privilege of debating this topic

with Paul-Olivier Dehaye, an internationally renowned Belgian mathematician and data protection expert. To ensure the safety and health of our guests and of our partners, and in accordance with EPFL guidelines, this event will be held online if the health situation requires it. In any case, [registration](#) is free but required **until Thursday 17 September 2020** at midnight. A Preliminary program is available [here](#).

Through such events, the IMI aims to be a forum for the exchange of ideas and knowledge, as well as the development of partnerships between the academic world and the media sector. It is also an excellent opportunity to meet many experts and stakeholders active in this field.



Media Cybersecurity Seminar 2020

Taking place on **20 - 21 Oct 2020, EBU Geneva**, the EBU Media Cybersecurity Seminar (MCS) 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. MCS is the only industry event focusing on cybersecurity issues related to media organizations in general and public service media in particular. It combines presentations on real-world issues with a focus on practical strategies for media organizations and adds valuable networking opportunities for experts and professionals in the field. Further information on the [EBU website](#).



EBU Forecast 2020

FORECAST is the annual EBU seminar that deals with the evolution of media distribution technologies, spectrum issues, regulation and associated business models. This year the event will take place on **24 - 25 Nov 2020** and include an update on the different distribution platforms including an overview of broadcasters preparations for the next ITU World Radiocommunications Conference that will take place in 2023 and of 5G key developments for the media industry.

The event programme will be available soon, stay informed via the [EBU website](#).

Media and Culture Fast Forward

Media Fast Forward is expanding this year. Media and culture are inextricably linked and VRT, as a public broadcaster, wants to focus more on this connection. That is why VRT decided to launch a second initiative together with the Department of Culture, Youth and Media: Culture Fast Forward!

Media & Culture Fast Forward is an inspiration and networking festival about the future of our media, our culture. Save the Date: **10-11 December 2020**. More information on the initiative's website <https://mediafastforward.be/en/>.

Innovation News

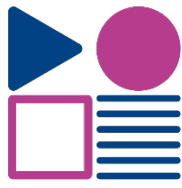


New ways for innovative R&D communication

"Verba Docent, exempla trahunt" - "Words do instruct, examples do lead". What the ancient Romans already knew was used as a vision for our R&D blog <https://lab.irt.de/>. In 2017, we launched this blog based on WordPress CMS as a permanent platform to showcase our research work. The blog should complement our classic homepage and social media appearances. The goal was to make our projects and innovations more tangible for users with demos and videos, to inform them faster and to present our experts and developers behind.

In the meantime, the blog has become an important instrument of our knowledge and communication management. The 65 articles published in the meantime work successfully both as final articles and as an ongoing series on our main topics 5G, Accessibility, Artificial Intelligence, All IP/IT, Future Video, IP-Distribution, Metadata, Next Generation Audio and Platforms and Services. Almost 10,000 visitors generate around 18,000 page impressions per year. Although about 60% of the users come from German-speaking countries, we understand the blog as an international offer in English.

We hope to have raised your interest and hope you enjoy reading and exploring: <https://lab.irt.de/>



**Media
Motor
Europe**

Call for participation in the MediaMotorEurope support programme

The world is going through major changes right now, and no one really knows what the future holds. The good news is that you are not in it alone: [MediaMotorEurope](#) (MME) is here to help you survive and thrive in these tough times.

MME is a brand new mentoring programme framed under the Startup Europe initiative (H2020), that aims to nurture high-potential European deeptech innovators to solve today's most prominent media industry challenges (such as AI and machine learning) and support them in building the media solutions of tomorrow. MME will have three open calls and three support cycles throughout 2020-2021, supporting over 60 startups & scaleups in the process.

The [Open Call for the first support cycle](#) for startups and scaleups is now open; applications close on 17 July 2020 at 17:00 CEST (Brussels time).

Also interested media corporations are kindly invited to [join the initiative](#) and be connected with top European deeptech startups solving media challenges.

5 years VRT Sandbox: congratulations!

Last month VRT Sandbox, member of the Sandbox Hub, celebrated its fifth anniversary. VRT Sandbox sets up collaborations between the Flemish public broadcaster VRT and young innovative companies and SMEs. Via VRT Sandbox the VRT partners can grow both nationally and internationally. On the other hand, the public broadcaster also brings in technological innovations and content innovation from outside to become the VRT of the future. Innovative collaboration has been at the heart of this success story for five years already. Interested? Take the opportunity to rewatch the birthday-party on the [VRT Sandbox website!](#)



Sandbox Hub featured at Women's Startup Lab

Women's Startup Lab, one of Silicon Valley's largest accelerators for women entrepreneurs, hosted their annual start-ups pitch event last month named **#WISE24!** A full day dedicated to start-ups from all over the world giving them the opportunity to pitch for key investors. We were honored to be able to represent Europe with Sandbox Hub, together with 5 of our top female entrepreneurs. Another virtual highlight this year was the annual Cannes Festival, where Sarah Geeroms and Kristoffer Hammer, a Sandbox Hub member from Media City Bergen, were invited as a guest speaker. Again here, 4 start-ups from the Sandbox Hub portfolio were given the opportunity to pitch virtually. Want to know more about the Sandbox Hub and its activities? Follow them on [Twitter](#) & [LinkedIn](#).

Further reading / publications

Stakeholder Consultation on the new provisions in the revised AVMS Directive

To prepare for the implementation of the new provisions in the revised Audiovisual Media Services (AVMS) Directive 2018/1808, the European Commission's DG CNECT has designated the Vrije Universiteit Brussel (research group imec-SMIT) and Deloitte to carry out the study SMART 2018/0066 on its behalf. In that view, [3 surveys are running](#) to get the views of stakeholders on 3 different fields of the Directive. Your input is still possible until **31 July** following the links below:

One of the key novelties introduced with [the revision](#) was to bring [video sharing platforms](#) (VSPs) into the scope of the Directive and, among other things, oblige member states to ensure they comply with qualitative advertising standards similar to those for audio visual media services. The survey is available [here](#).

The second survey deals with [legislations and regulations regarding media ownership](#) and the transparency of this ownership, their implementation and how you assess their effectiveness. It is available [here](#).

Third, one of new provisions is concerned with protecting the [integrity of programmes and audiovisual media services](#) provided by media service providers. The new provision is commonly known as the "signal integrity" provision. The survey will allow you to explain which market practices you have seen develop (actual infringements, contractual arrangements, ...), what your perspectives are on the matter, and to gauge whether, and to what extent you deem regulation on signal integrity necessary. The survey is available [here](#).

Stakeholder consultation on major EU regulatory reform on online platforms (“Digital Services Act package”)

The European Commission is currently collecting views from stakeholders on the Digital Services Act (DSA) Package **by 8 September**. Expected to be launched towards the end of the year, the DSA package seeks to address the risks linked to the growing role of global (gatekeeper) online platforms. The Commission’s package will include a reform of the E-Commerce Directive and will impose additional responsibilities with the regard to services/content that online platforms host. Currently, online hosting providers enjoy certain liability exemptions. The [DSA open public consultation](#) also seeks to collect views on whether we need additional (ex ante) rules binding online platforms which go beyond competition enforcement. This may cover issues such as preferential treatment of platforms’ own services and facilitating access or sharing of data.

In parallel, the Commission also invites views from stakeholders on ways to improve competition rules and policy by means of a [dedicated survey](#) on a possible new competition tool.

The full press release by the European Commission is available [here](#).

NEM Strategic Research and Innovation Agenda 2020 approved

The [NEM SRIA](#) highlights European industry’s views on the research priorities that are required in the next few years so that our continent can truly become a worldwide champion in all domains related to “New European Media”, representing a basis for the reflections that are being investigated by all NEM European Technology Platform stakeholders.

This document contains a set of relevant research and innovation topics considered as key topics by the NEM community to be taken into account by the European Commission in the definition of the next Work Programme – Horizon Europe. These topics represent the interests of the community in terms of collaborative research for the period 2021-2027, based on the community targets towards year 2030 set in the recently issued [NEM Vision 2030](#).

The mission of NEM (New European Media Initiative) is to foster the impact of interactive technologies on the future of new media.

Digital Peripheries - The Online Circulation of Audiovisual Content from the Small Market Perspective

This open access book addresses the specific qualities of smaller media markets, highlighting their vulnerability to global digital competition and outlining survival strategies for them. It deals with media disruption in small markets, with particular focus on trends in video distribution, Video on Demand and the impact of new players. The book is available for download [here](#).

Media Management Matters

The book ‘Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice’ appears in Routledge’s Media Management and Economics series (edited by Alan B. Albarran) and is endorsed by the European Media Management Association (emma). It deals with the link between media management research, policy and practice. The book explores how research

contributed to practice, how media economics and management research influenced policy in various cases across Europe. More information [here](#).

Creative Cluster Development – Governance, Place-Making and Entrepreneurship

In recent decades, the importance of creative cluster development has gained increasing recognition from national and regional governments. Governments have been investing in initiatives and urban development plans that aim to create or support localized creative industries.

Our understanding of creative clusters is expanded with this insightful volume, which looks at issues of governance, place-making and entrepreneurship. In addition to its theoretical contributions, the book also presents a rich range of international case studies, including, among others, an analysis of coworking spaces in Toronto, business park development in MediaCityUK and mediapark.brussels and public–private partnerships in Warsaw. More information [here](#).

For further information on MediaRoad, please have a look on our [website](#) or join our [LinkedIn](#) group.

CONSORTIUM PARTNERS



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