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# STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

## STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA PROJECT OVERVIEW



# STADIEM

## BOOSTS THE OPPORTUNITIES AND SUCCESS OF MEDIA START-UPS

in cooperation with corporate and  
venture partners for sustainable  
growth in Next Generation Media







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**Builds a a strong community of (non-) tech & (non-)media stakeholders that stimulate, shape and foster emerging technologies' application in Next Generation Media through an Incubation and Acceleration Programme**

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# The challenges: microsize, fragmentation, lack of capital

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Media and creative industries account for **4.4% of the EU's GDP** and **12 million full-time jobs**.

## **They're facing great challenges:**

- Micro size of the players
- Virtual borders (cultural, linguistic etc)
- Lack of investments / investments in silos
- Competition from US/Asia platforms



# The opportunity: backup start up with a strong and relevant ecosystem

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## Europe as a rich plethora of media companies and sandboxes which can support media & creative startups. How?

- Connect startup with relevant Hubs ecosystems, media sandboxes and accelerators
- Liaise media startups with corporate clients to enrich their references
- Liaise and work with a pool of experts, mentors



- **3 Years project**
- **5.5 million Euro budget under the H2020 programme**
- **7 Partners bringing into play a strong skill set and strong experience in projects' development**
  - 4 media innovation hubs in Europe: VRT, Media City Bergen, StoryTek and NMA; reinforced by 3 strong players in community building, dissemination and Open Calls management MARTEL, EBU and F6S.
- **2 Open Calls (cascade funding, 3.8 million Euro)**



## 01. CROSS-BORDER COMMUNITY OF ECOSYSTEMS

Achieve SEAMLESS COLLABORATION between the HUBS and their pool of emerging TECH-INNOVATORS

Bring together 4 INNOVATION HUBS focused on media acceleration

Offer an intensive INCUBATION PROGRAM of selected start-ups/ scaleups

## 04. ATTRACT AND ENGAGE AT LEAST 300 AND SELECT AT LEAST 80 TECH INNOVATORS

Participate in the 4-stage incubation programme

Support the development and market uptake of the most impactful and ambitious ones

02. DEVELOP A CROSS-BORDER EUROPEAN MARKET-DRIVEN MEDIA-TECH SUPPORT FRAMEWORK AND TOOLSET

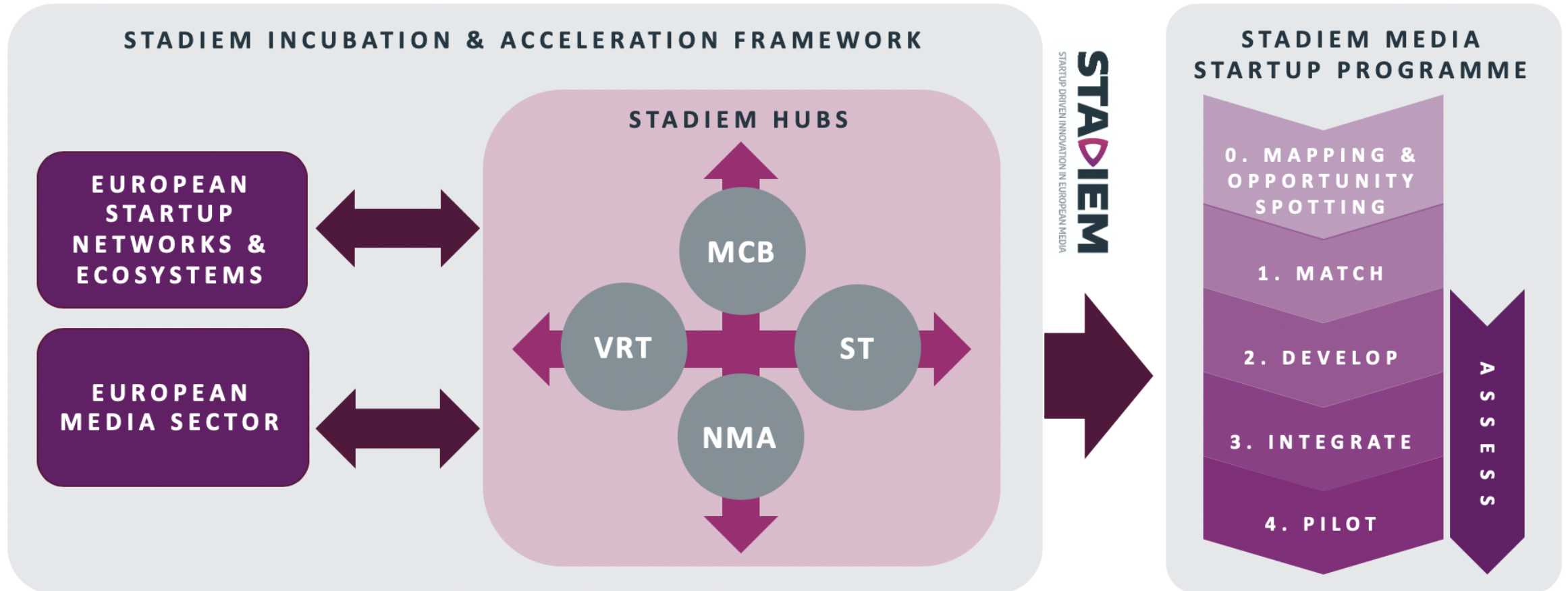
03. TO OFFER THE FRAMEWORK TO YOUNG INNOVATING COMPANIES THROUGH A DEDICATED AND COHERENT START-UP SUPPORT PROGRAMME, OFFERED THROUGH 2 OPEN CALLS

05. CREATE SYNERGIES WITH RELEVANT ACTIVITIES IN EUROPE AND WORLDWIDE TOWARDS A SUSTAINABLE COMMUNITY

06. TO ENSURE POST-PROJECT SUSTAINABILITY AND GROWTH OF THE STADIEM ECOSYSTEM / INCUBATOR



## STADIEM NETWORK & ECOSYSTEM





# Meet the STADIEM Consortium

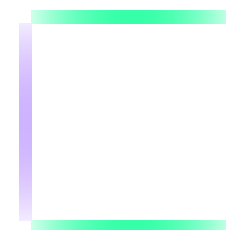
**STADIEM**



**EBU**

OPERATING EUROVISION AND EURORADIO

**Storytek\_**



**Media City  
Bergen**

# STADIEM

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# JOIN OUR COMMUNITY



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