

The top section of the page features a dark purple background with various 3D-style icons related to media and technology. These include a laptop, a game controller, a lightbulb, a play button, a film strip, and a musical note. The word "STADIEM" is prominently displayed in large, white, bold, sans-serif capital letters in the upper center.

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

PRESS RELEASE

7 December 2020

The Horizon 2020 funded STADIEM project, officially started in October 2020, will develop a piloting and acceleration programme, aiming to bring together startups, scaleups, investors and media organisations to foster the **development of Next Generation Media solutions**. STADIEM will provide startups with relevant skills and information, regional and local knowledge (including market and consumer specifics), available financing and scaling opportunities, as well as venture capital and corporate networks. The consortium partners will help secure that the recruited startups will be given the best possible support available in Europe on their way to scaleup.

What's in for innovators?

More than €3 million will be available for funding the next generation media innovators: the project will run two [open calls](#) (the first one starting on February 1st 2021) with the objective of selecting startups for STADIEM's incubation and acceleration program, which will

assign the selected startups to the hub that best matches their stage of development, vertical and growth needs, and creating collaborations with corporates and investors.

Who's in?

The project gathers 7 partners from 6 European countries (Belgium, Norway, Estonia, Germany, Ireland and Switzerland) that will work together for 3 years.

The consortium partners are experts across all media disciplines, which will help secure that the startups with the highest relevance and calibre will be recruited and given the best possible support available in Europe on their way to scaleup.

The project's coordinating partner is [VRT](#), the national public-service broadcaster for the Flemish Community of Belgium, which will collaborate with [EBU](#) (The European Broadcasting Union), the world's leading alliance of public service media; [Media City Bergen](#), a leading international hub for media and technology innovation; [NMA](#) (Next Media Accelerator), leading pan-European startup program for innovation in media and marketing; [Storytek](#), an accelerator and creative innovation hub with deep audiovisual sector knowledge; [F6S](#), the largest growth company community; and [Martel](#), an SME with over 20 year of experience managing research and innovation projects – and their communication – across Europe.

Press contact and social media

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