



Ecosystem building

The role of startups and corporates

FANDANGO final event, 28 March 2021

Mike Matton, PhD

Head of international R&D collaborations

Innovate together



About VRT

VRT






Public service media organisation in Flanders (Belgium)

- 2200 employees
- 3 TV Channels
- 5 radio stations
- Digital presence



- Video platform, newsroom, sports

DAILY REACH (2019)

-  **2.957.787** listeners
-  **2.643.256** watchers
-  **1.486.776** surfers
-  **196.033** videos started on VRT NU
-  **1.845.118** videos started on FB and YT

The VRT wants to **inform, inspire** and **unite** and so reinforce Flemish society

6 strategic goals

1. Relevant for and close to **Flanders**
2. A broad, qualitative and **increasingly digital** content offer for everyone
3. **Reliable information** as a common reference point
4. Stimulate **Flemish culture** and **creativity**
5. **Dare to innovate** and use **technology** for **societal impact**
6. Keeping the media ecosystem strong **together**

VRT Innovation



VRT innovation aims to inspire and challenge VRT, and continuously improve user experiences by validating the most relevant technologies in the creative workflows of the media environment.

35 team members (part of technology department):

- Prototyping and user validation team (*Software development and user research, design thinking approach, agile methodology*)
 - Validate on the production floor!
- Data team (*Data science, data engineering, strategy, ...*)
- Corporate start-up accelerator: **VRT Sandbox**
- International network: **Future Media Hubs**
- Communication
- Technology strategy team
- Yearly event: Media Fast Forward

Currently partner in 17 collaborative projects (6 as coordinator):

- 9 H2020 projects
- 6 Regional funded projects
- 1 Google DNI project
- 1 Creative Europe project



Building an ecosystem



- Collaboration as a mindset: learn and innovate together with strategic partners
 - R&D for over 20 years
- Innovate on the production floor!
 - Challenges, risks, ...
 - Differences in speed
 - Technology R&D ↔ Product and service innovation
 - Many requests from startups to collaborate
 - Startups are drivers for innovation, but hard to get into collaborative R&D projects
- => VRT Sandbox: corporate startup accelerator



IDENTIFY



EXPLORE



DATING



MATCH



CHECK-UP



LEARNINGS



FAST WORKFLOW : MAX 3 TO 4 MONTHS

VRT Sandbox: startup cases on disinformation



Trendolizer PRO

Automatic detection
of stories going viral

<https://sandbox.vrt.be/cases/fakenews>

ezy insights

See emerging news,
news gathering tool

 **Bothrs**

ML6

COVID buddy
chatbot

<https://sandbox.vrt.be/bothrs-ml6>

Building an ecosystem (2)



- Europe is a hard space for startups and scaleups, especially in media and creative domain
 - Language barriers
 - Cultural barriers
 - Legal and policy barriers
- Need for more international cooperation and streamlined approach to support startups
 - => Sandbox Hub (now part of Future Media Hubs)



FUTURE MEDIA HUBS

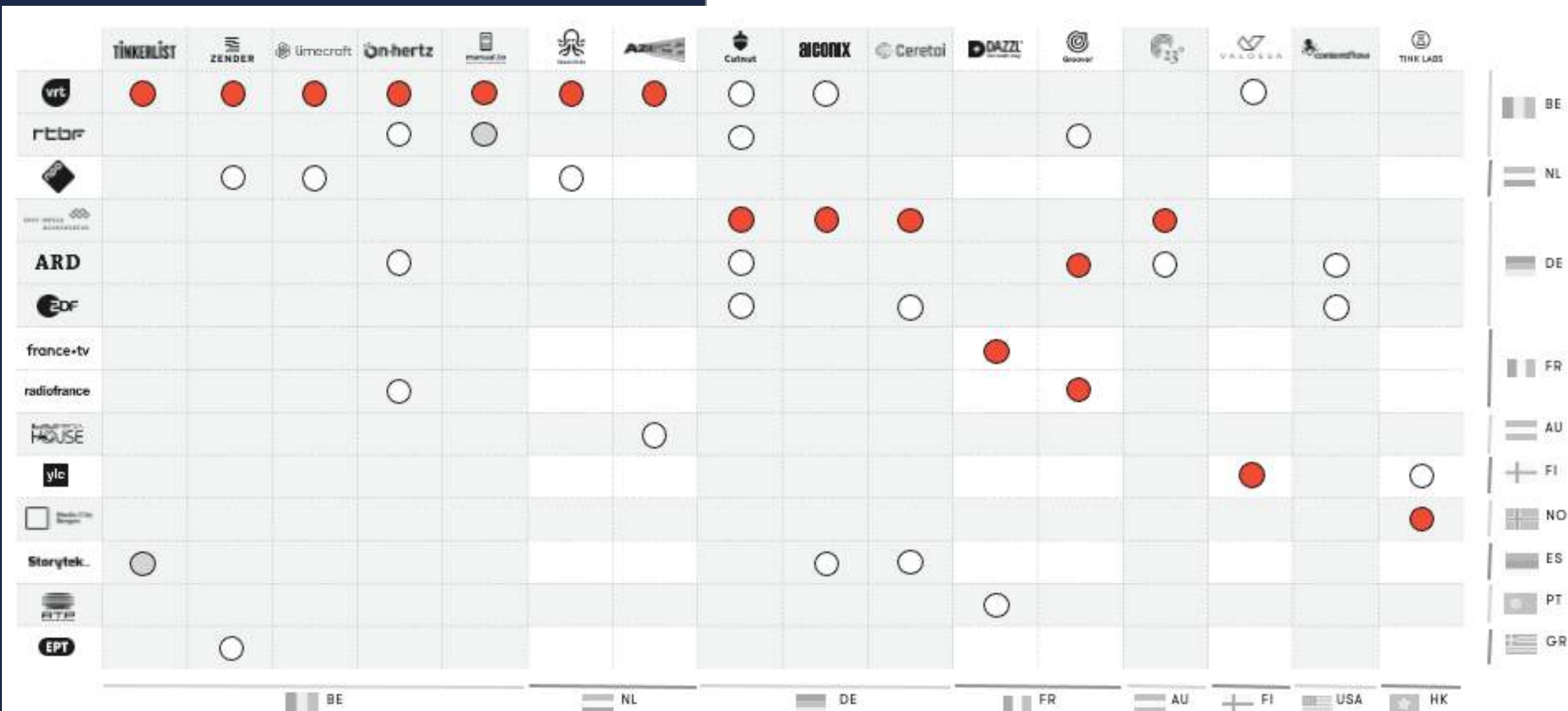
The hubs are a [VRT](#) initiative in close collaboration with [RTBF](#)

Boost innovation and accelerate the development of the media industry by facilitating partnerships and mutual exchanges between public and commercial media companies.



Connecting **start-ups, scaleups** and **entrepreneurs** with media organisations to scale their businesses and introduce new technologies in the media ecosystem

SANDBOX HUB COLLABORATIONS



Network engaged in further collaborative projects

vrt



**Media
Motor**
Europe

STADIEM
STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA



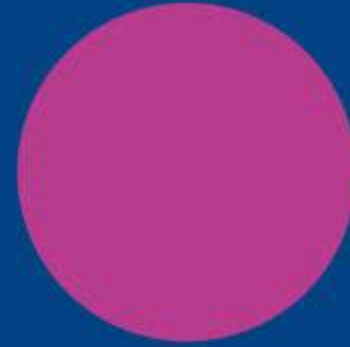
**Media
Motor**
Europe



Project Goals & Objectives

- **More engaged & better-connected media innovation ecosystem in Europe**
- A validated **startup and scaleup support methodology** documented in a handbook.
- A **sustainable** ecosystem
- Startup and scaleup **mentoring programme**

MME aims to nurture high-potential European deeptech innovators, solving today's most prominent media industry challenges and support them in building media solutions of tomorrow.



Consortium Partners



Media Challenges

vrt



The fight against
misinformation and
fake news



Improved **accessibility**
and **inclusion** of media
services for people
with disabilities



More advanced **human**
machine interaction



Better **protection** of
personal data through
new technologies



Transition towards a
data-driven media 4.0
market



Status

- **2 Open Calls**
- **40 startups in the portfolio**
- **25 collaborations with media organizations**
- **54 client introductions**

6 startups working on disinformation related solutions



AdVerif.ai

FakeRank AI: automatically identify disinformation

V. VARIA

Tekst analytics and opinion mining

Facti✓erse

Automated fact checking

mavin
Content. Integrity. Movement.

Crowd-sourced reputation-based content rating

defudger

Collect & analyse background information for stories

textgain

NLP for automatic detection of undesirable UGC

<https://mediamotoreurope.eu/startups/>

MME Open Calls & Support Cycles



Open Call 1
May-July 2020

Support Cycle 1
Sep 2020 - Feb 2021

Open Call 2
Apply on F6S before
30 October 2020!

Support Cycle 2
Jan-Jun 2021

Open Call 3
April-May 2021

Support Cycle 3
Jul-Dec 2021

Visit <https://mediamotoreurope.eu/join-us-startups/>

STADIEM

BOOSTS THE OPPORTUNITIES AND SUCCESS OF MEDIA START-UPS

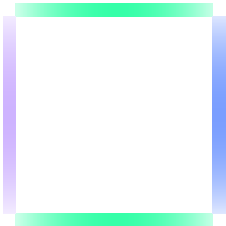
in cooperation with corporate and
venture partners for sustainable
growth in Next Generation Media



Meet the STADIEM Consortium



Storytek_



**Media City
Bergen**

CONTENT CREATION & DISTRIBUTION



ARCHIVING



JOURNALISM 4.0



**CONTENT VERIFICATION AND FIGHT AGAINST
DISINFORMATION**



DATA/AI/ML/SYNTHETIC MEDIA



MONETIZATION



MOONSHOTS



More details in next presentation

STADIEM

OPEN CALL 1

Calling the most promising tech start-ups, scale-ups and SMEs to join the STADIEM 4-stage programme: 14 months and a budget of 1,93M€.

Closing 31 March 2021

<https://www.stadiem.eu/open-call-1/>



SANDBOX

FUTURE



Also looking for corporates to join the ecosystem!



ARE YOU A CREATIVE, MEDIA INDUSTRY ORGANIZATION? LET US MATCH YOU WITH THE INNOVATION YOU NEED.

Actively looking for interested corporates

- <https://mediamotoreurope.eu/join-us-media-corporations/>
- <https://www.stadiem.eu/corporate/>

Let's build and expand the ecosystem together!



Dr. Mike Matton

Head of international r&d cooperations



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<https://innovation.vrt.be>

<https://sandbox.vrt.be>

<https://futuremediahubs.com/>

<https://mediamotoreurope.eu/>

<https://www.stadiem.eu/>

<https://fandango-project.eu/>

VRT SANDBOX



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