

The top of the page features a dark purple background with various media-related icons in a lighter purple shade. These icons include a film clapperboard, a game controller, a laptop, a lightbulb, a musical note, and a play button. The word "STADIEM" is prominently displayed in large, white, bold, sans-serif capital letters across the top center.

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

PRESS RELEASE

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In today's everchanging media landscape, new technologies such as artificial intelligence come with great opportunities, but also with significant challenges. Here, the innovative media solutions of successful growth companies or scale-ups play a crucial role. Within STADIEM's acceleration programme, 16 scale-ups have been selected to co-create solutions for today's largest media challenges. In the coming 6 months, they will join forces with international media organisations (including [Roularta Media Group](#), [VRT](#), [Frankfurter Allgemeine Zeitung](#), [Marathon Music Group](#) and several others) to collaborate on topics such as accessibility, diversity and disinformation.

The majority of the selected scale-ups work on topics like **Data/AI/ML/Synthetic Media** ([Ceretai](#), [Smartocto](#), [Web64](#), [aiconix.ai](#), [Datavillage](#), [Utelly](#), [Trenstion](#), [FanSifter](#), [Visualyst](#)) and **Content creation & distribution** ([Cutnut](#), [On-Hertz](#), [Frameright](#), [Tinkerlist.tv](#)). The others will be developing solutions on **Archiving** ([The Chainless](#)) and **Monetization** ([Nowtilus](#), [FilmChain](#)).

- Together with VRT, Ceretai will be working on a platform that automatically analyses diversity in audiovisual content. What is the age distribution between men and women? How are ethnicities represented? By measuring diversity and equality in a

transparent way, media organisations can take informed decisions and strengthen an inclusive and equal media offering.

- In making more content accessible to a wider audience, the usage of dialects becomes a barrier. In collaboration with Russmedia (Austria), aiconix.ai aims to improve dialect recognition for content creators, to support them in better transcribing, subtitling, and translating dialects.
- The Chainless uses artificial intelligence to analyse and recognise faces, scenes, segments and texts very accurately. They will work together with the German media and digital company ProSiebenSat.1 on classifying and archiving audiovisual content. As a result, audiovisual content will be automatically tagged and personalised for the end user.

The 16 scale-ups have been selected as part of **STADIEM's Develop phase**. STADIEM's four-stage programme enables scale-ups to join forces with international media organisations, and accelerate the impact of novel technologies on the media sector. The project will launch a **second Open Call** for scale-ups, which is planned to take place in the first half of 2022.

Learn more about the selected scale-ups and their projects on [STADIEM.eu](https://www.stadiem.eu)

Press contact and social media

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- Twitter [@STADIEMproject](https://twitter.com/STADIEMproject)
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