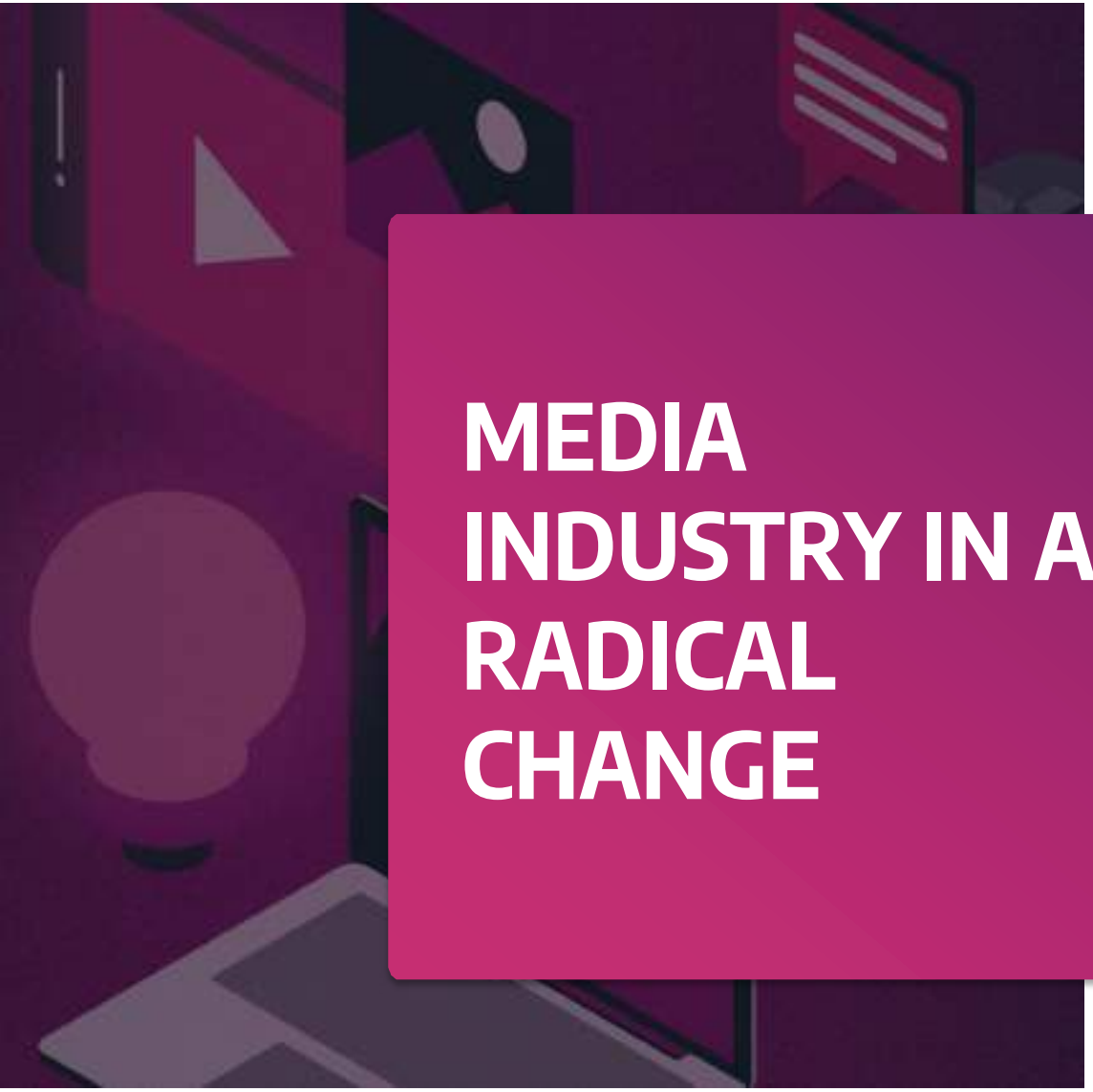
Start-up driven Innovation in Europe Opportunities for PSM

Production Technology Seminar, 01.02.2021

11.55 - 12.20

Dr. Tanja Deuerling

NMA



MEDIA INDUSTRY IN A RADICAL CHANGE

- The market speed in the media industry is constantly increasing
- Huge number of new technologies are emerging
- A wide variety of business models are competing
- Radical innovation needs radical changes
- Big media corporates are slow to respond to changes

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START-UPS ACCELERATE CORPORATE INNOVATION

- Start-ups create innovative solutions
- Corporates benefit from working with start-ups.
  - They get access to innovative solutions
  - They can implement innovative products in a very early stage
  - They benefit from the startups' mindset
- The structural collaboration drives mutual growth on both sides, thus enhancing innovation for the entire industry

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STADIEM

BOOSTS THE OPPORTUNITIES AND SUCCESS OF MEDIA START-UPS

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

- Create a cross-border community of ecosystems with 4 innovation hubs
- Create synergies in Europe and worldwide
- Develop an European support framework for taking innovative technologies to market
- Launch a start-up support program through 2 open calls

STADIEM KEY FACTS

- 3 Years project : 09/2020 - 09/2023
- 5.5 million Euro budget under the H2020 program
- 2 Open Calls (cascade funding, 3.8 million Euro)

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STADIEM is aimed at media innovators focusing on:

CONTENT CREATION & DISTRIBUTION

ARCHIVING

JOURNALISM 4.0

CONTENT VERIFICATION AND FIGHT AGAINST DISINFORMATION

DATA/AI/ML/SYNTHETIC MEDIA

MONETIZATION

MOONSHOTS

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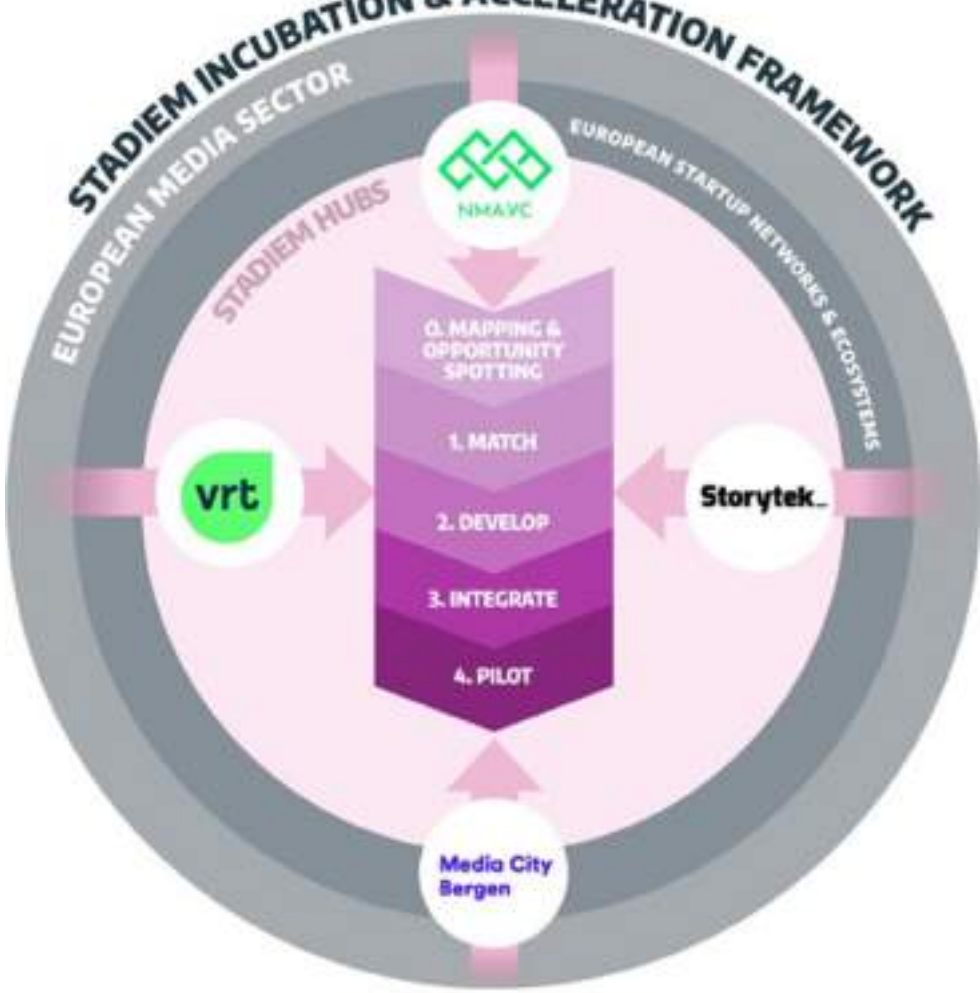
STADIEM's 4 phases

PHASE 1 **Match phase:** up to 40 selected start-ups are matched to corporate partners

PHASE 2 **Develop phase**: 16 start-ups develop their solutions together with the corporate partner

PHASE 3 **Integration phase**: 12 start-ups integrate their solution

PHASE 4 **Pilot phase:** the 4 best teams execute their pilot with the corporate partner



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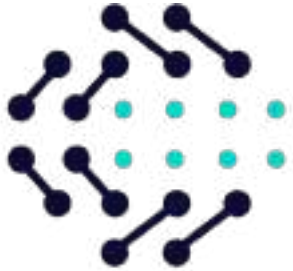
Overview scale-ups VRT

- Ceretai
  Diversity analysis
- Datavillage
  Privacy and personal data control
- Tinkerlist
  Cloud-based app to support media production teams
- Web64
  Platform to monitor how ideas spread

Datavillage



Ceretai

Web64

TINKERLIST
Platform for creative television teams

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Overview scale-ups NMA

- aiconix
  Speech-to-text,
  live transcriptions
- Frameright
  Image display control,
  visual storytelling
- The Chainless
  Archiving,
  AI customization
- Trension
  Trend analysis

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Overview scale-ups MCB

- Nowtilus
  Server-side ad insertion, personalization
- On-hertz
  Virtual production solutions, Audio
- Utelly
  Metadata aggregation, recommendation engine
- Visualyst
  Compliance checks

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Overview scale-ups Storytek

- Zazu
  Web stories, automation
- FanSifter
  Customer data platform
- FilmChain
  Automated royalties management
- Smartocto
  Editorial analytics

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Best Cases

Ceretai

DeepVA

TRENSITION

aiconix.ai

Datavillage

The corporate partners:

vrt

rtbf.be

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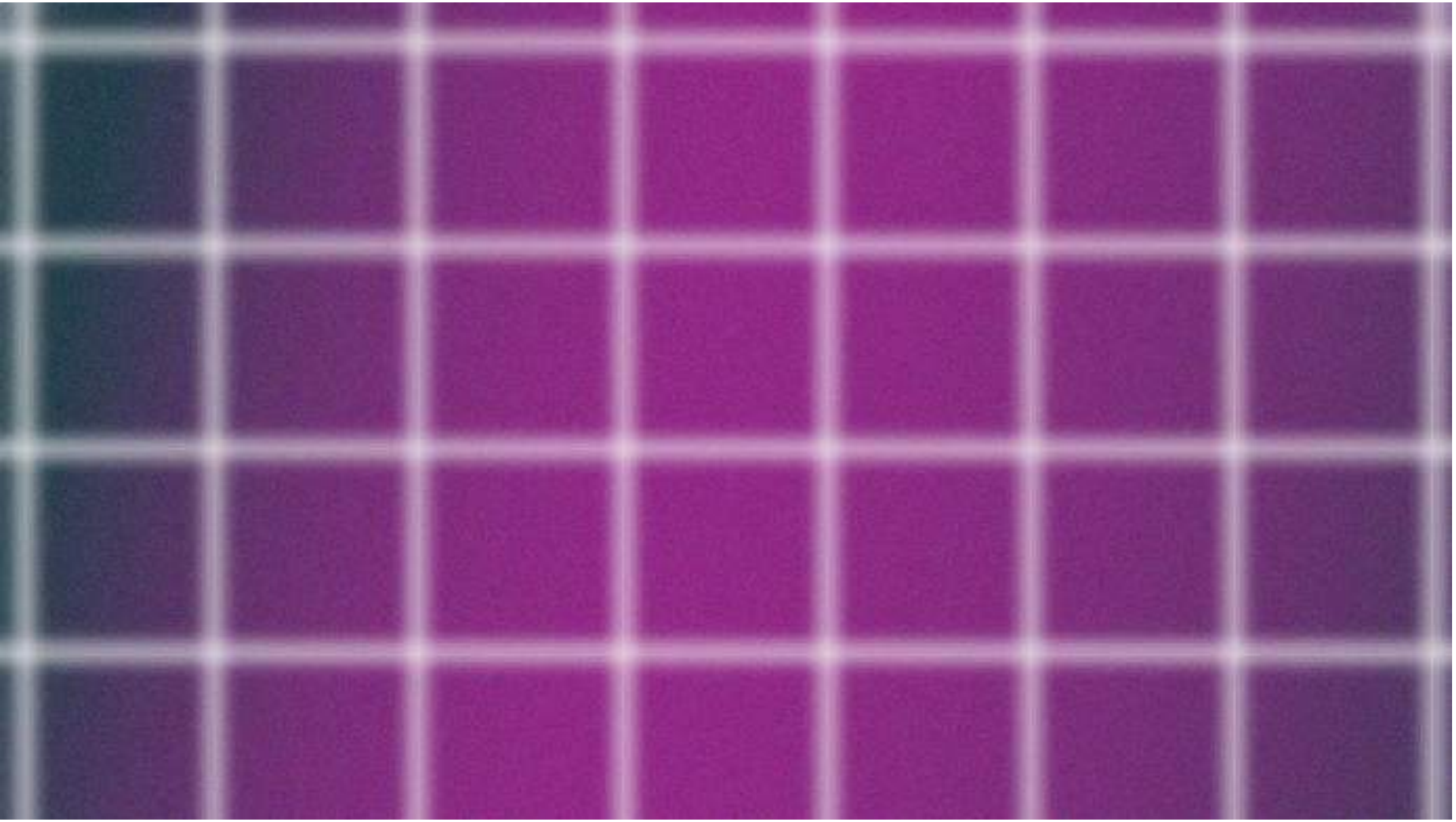
Frederic Lebeau, Co-Founder Datavillage



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The corporate partners:

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Vincent Defour, Founder and CEO Trension

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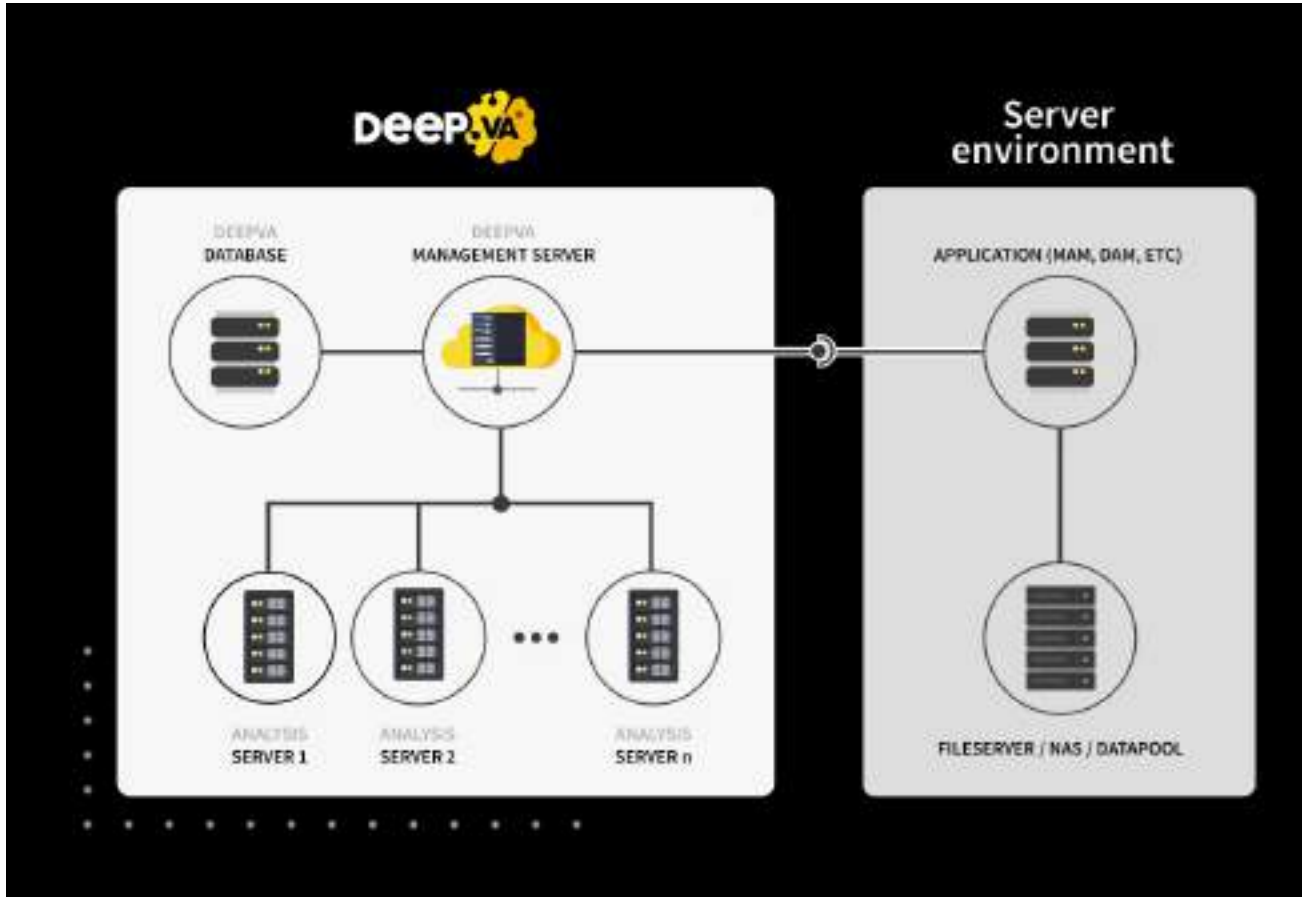

The corporate partner:

ProSiebenSat.1 Media SE

Archiving, AI customization

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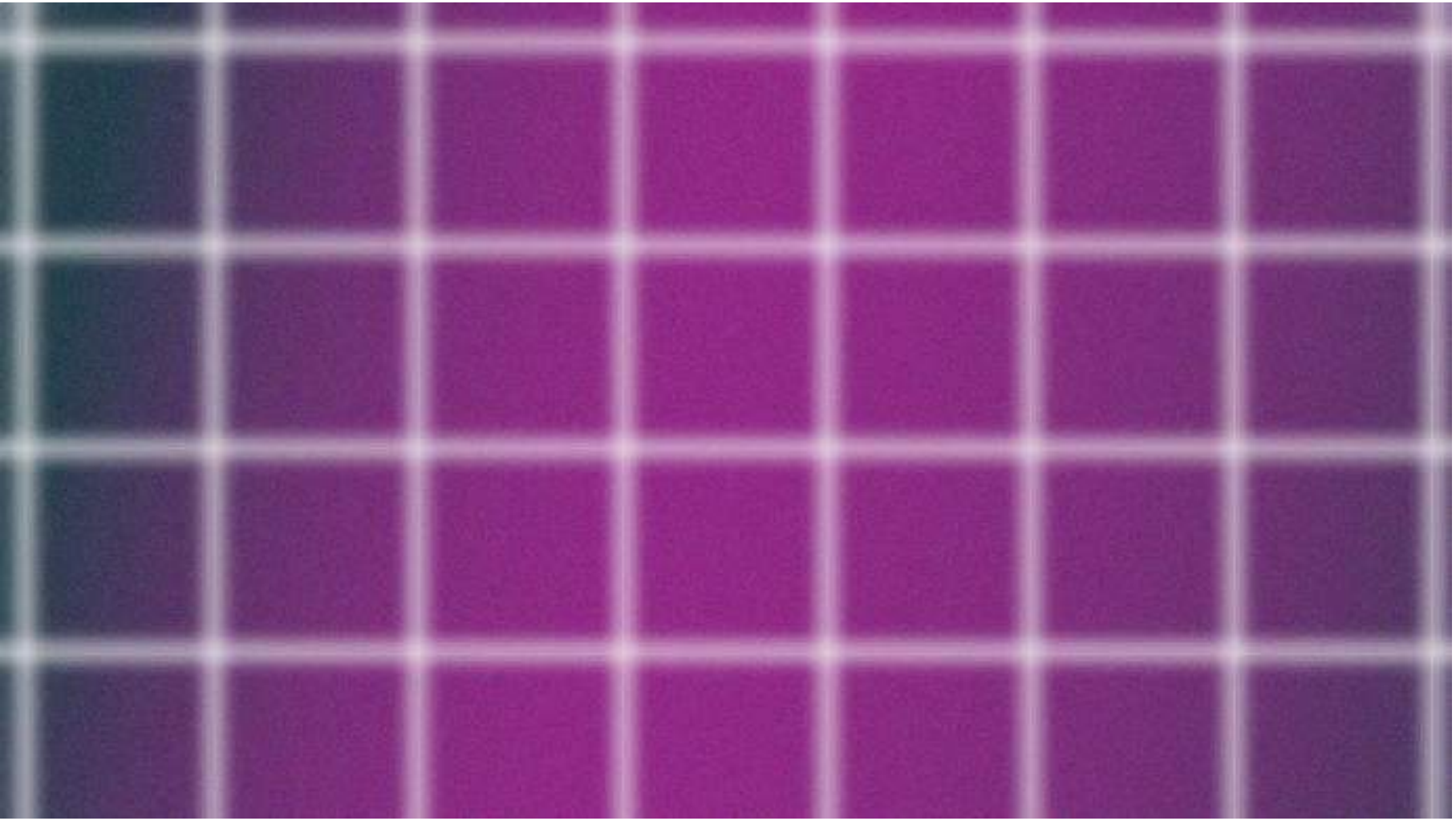
Alexander von Kiedrowski, Sales Manager DeepVA



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The corporate partner:

Diversity analysis

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aiconix.ai

Speech-to-text, live transcriptions

The corporate partners:

ORF

APA

russmedia

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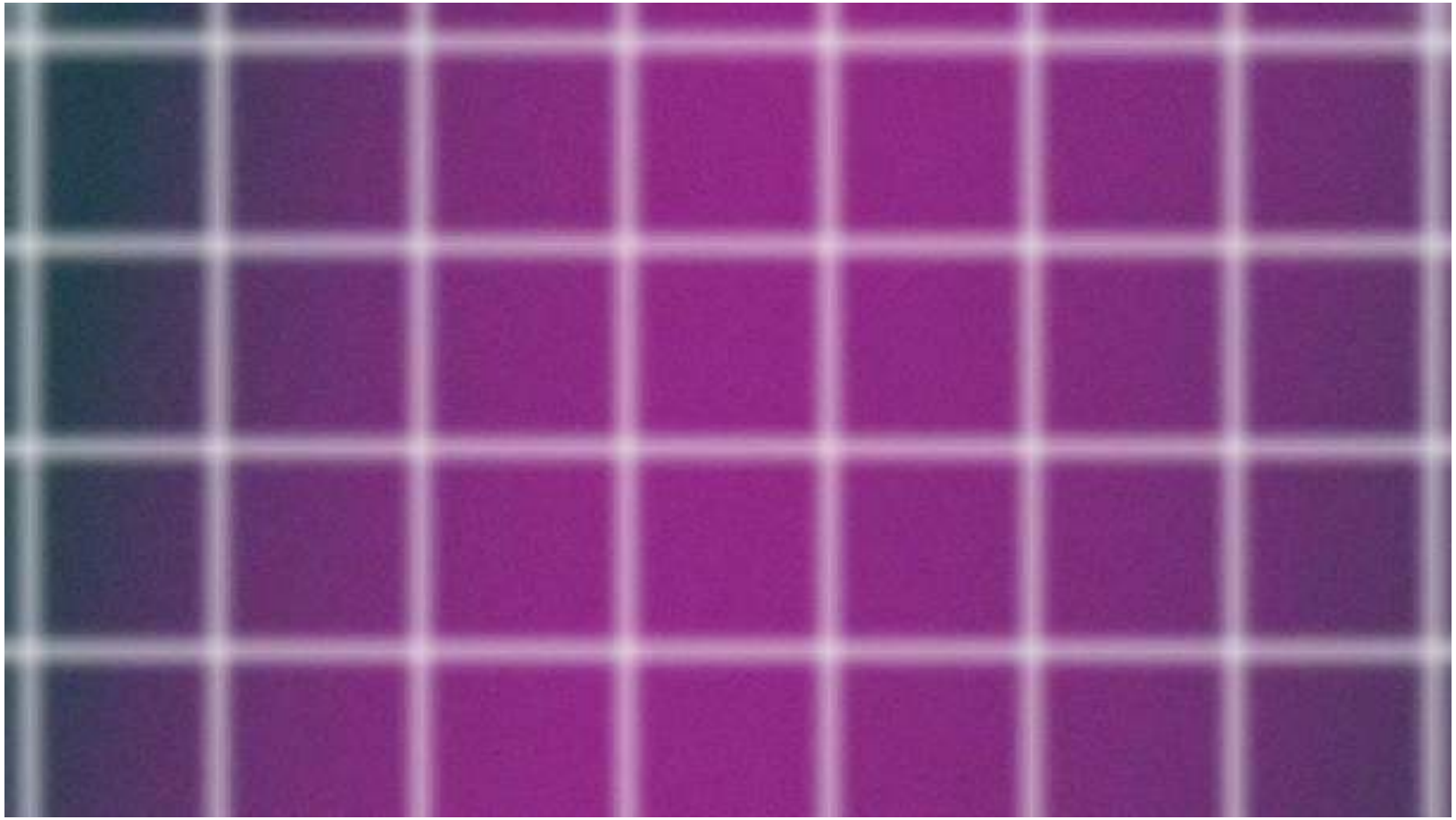
Eugen L. GRoss , Founder & CEO Aiconix



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Aplly for Open Call II

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More about Open Call II

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Be part of STADIEM and get in touch

May - June 2022:

Match with the 40 best media tech start-ups and scale-ups!

https://www.stadiem.eu/corporate/

tanja@nma.vc

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THANKS

STADIEM.EU

@STADIEMproject

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Aiconix, Austria

The company:

Aiconix provides media companies with a platform that uses AI to make the content of audiovisual data discoverable, searchable, and usable. Our AI one-stop-shop accelerates workflows, increases monetization, and provides unprecedented metadata insights that enable us to offer innovative uses of their content.

The STADIEM project:

The objective of Aiconix pilot with Russmedia and Regionalmedien Austria is to develop models for automatic speech recognition (ASR) that better support ASR for regional language varieties (henceforth dialect recognition) with a focus in Austrian-German.

The corporate partners:

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Parlament

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Ceretai, Sweden

The company:

Ceretai offers automated diversity and equality analysis of media and entertainment. The software-as-a-service Diversity Dashboard allows media companies to monitor gender representation, age distribution and different measures of portrayal in their content, and we also offer customised Diversity Reports and workshops for media executives.

The STADIEM project:

Ceretai together with VRT builds and trains a Machine Learning algorithm, based on image recognition, to identify different ethnicities in video content. This will complement the algorithms for gender and age that Ceretai already offers to media companies around Europe via The Diversity Dashboard.

The corporate partners:

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Meike Arendt, Managing Director Ceretai

Ceretai

vrt

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DeepVA (The Chainless), Germany

The company:

Deep VA focuses on the development of AI tools to extract information from visual data like images and videos. It wants to show every media company that AI can massively help to manage their data and even to get additional value from their images and videos. With DeepVA, The Chainless GmbH offers an AI platform to analyze visual data and enable an easy-to-use, predictable and affordable entry into the world of artificial intelligence.

The STADIEM project:

The Chainless, together with its partner ProSiebenSat.1 Tech Solutions, adds structured knowledge to their existing solution in the form of knowledge graphs and demonstrate that the use of this knowledge improves performance in AI-aided image and video classification tasks, and thus significantly optimizes archiving.

The corporate partner:

ProSiebenSat.1 Media SE

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Datavillage, Belgium

The company:

Datavillage claims to know the customers better and hyper-personalise the digital experiences through an instant, fully compliant and mutually beneficial behavioural data solution. A safe and ethical way to enrich AI capabilities by unlocking the value of personal data.

The STADIEM project:

Datavillage aims to enable end users the discovery of hidden content. Together with RTBF and VRT they explore and validate the opportunities linked to the use of new sources of personal data (like Facebook, Spotify, ...) in the context of recommending video and audio content on their streaming platform (RTBF Auvio / VRT Nu). The combination of user's behavioural data produced on external platform with first party users data and media objects open up new opportunities that are complementary to existing recommendations mechanism.

The corporate partners:

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Trension, Belgium

The company:

Trension is a trend analytics and forecasting company that builds upon a revolutionary and 100% data-driven methodology. The Trension platform automates trend and future research and provides detailed trend and market insights tailored to the specific business context of companies.

The STADIEM project:

Trension co-creates with its partners an online strategic intelligence platform specifically for media companies. This platform will continuously monitor, analyse, and predict all kinds of trends and drivers of change impacting the media landscape. The ambition is to deliver a SaaS tool that media companies can use as a go-to tool for strategic planning, research, and trend analysis.

The corporate partners:

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