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A producer's paradise: France TV's fiction factory

Plus

- Content at the heart of CyBC's modern production platform
- NRK's Heidrun Reisæter on delivering big changes with small teams
- 5G-EMERGE: a new EBU-led project with the European Space Agency and more...

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Innovation matchmaking opportunity for PSM

The STADIEM project, which kicked off in October 2020, offers a competitive acceleration and co-creation programme that brings together start-ups, scale-ups, investors and media organizations. The aim is to foster the development of next generation media solutions. As part of the STADIEM consortium, the EBU is helping to ensure that public service media (PSM)

organizations across Europe are an integral part of this dynamic, innovation-focused community.

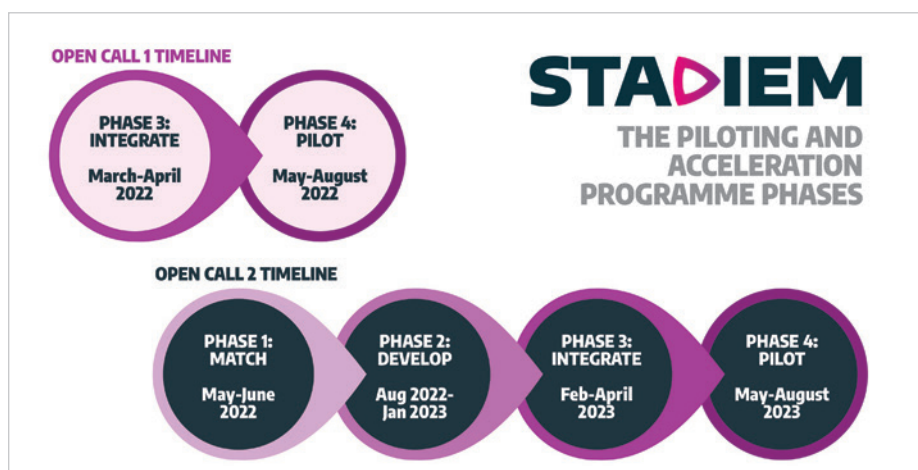
The project has completed two open calls for media innovators. The second call is now in the MATCH phase of the programme, where the aim is to identify corporate partners for the selected start-ups. Forty companies were chosen, with focus areas ranging from content

creation and distribution to archiving, data and content verification against disinformation. The list of start-ups is available now at stadiem.eu – any EBU Member interested in exploring a possible collaboration with one of these start-ups should contact the project team (info@stadiem.eu).

The scale-ups that successfully came through STADIEM's first open call have now entered the INTEGRATE phase of the programme. This means that, along with their corporate partners, they have begun technical integration and testing, or pre-pilot activities for public pilots.

Those that are working directly with EBU Members include On-Hertz (with RTBF), Tinkerlist.tv (with VRT), Web64 (with VRT), Datavillage (with RTBF and VRT) and Trensition (with SWR).

Find more information at: stadiem.eu



Inspiring the next generation of media technologists

On Saturday 30 April, EBU Technology & Innovation welcomed a group of young schoolgirls from the local Geneva community to spend a fun and interactive afternoon at EBU headquarters to mark Girls in ICT Day, an initiative of the International Telecommunication Union.

The young students learned how to use software tools to record, edit and mix speech and music for publishing via EBU Euroradio's Storyboard tool, which facilitates the distribution of audio on social platforms. It was also a great opportunity for them to see the world of media technology in action, with visits to the Eurovision master control room and the EBU's production studio.

We hope the visit will have helped to inspire these girls to pursue studies and a career in areas that they wouldn't have otherwise considered, and that it creates a ripple effect in



changing mindsets of peers also.

The International Girls in ICT Day aims to encourage girls and young women to actively pursue studies and careers in STEM

disciplines (science, technology, engineering and mathematics). EBU T&I has been involved for the past five years.