

The top half of the page features a dark purple background with various 3D-style icons representing media and technology, such as a laptop, a game controller, a lightbulb, a play button, and a cloud. The word "STADIEM" is written in large, bold, white capital letters across the top. Below it, the tagline "STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA" is written in smaller, white capital letters.

# STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

## PRESS RELEASE

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**Discover the 16 scale-ups in our Open Call 2 Develop Phase, their innovative Next Generation Media solutions, and the partners they're teaming up with**

New technologies, including artificial intelligence, present both enormous opportunities and formidable difficulties in the dynamic media landscape of today. Here, the creative media solutions of flourishing scale-ups or growth firms are vital: within STADIEM's acceleration programme, **16 scale-ups from Open Call 2 have now graduated into the Develop phase**, to co-develop, with corporate partners, answers to such challenges.

In this stage of the programme, running until January 2023, they will team up with international media organisations - including Roularta Media Group, VRT, BNNVARA, RBB, t-online, Havas Health & You, among several others – working together on topics like **Data/AI/ML/Synthetic Media** (Dcipher Analytics, Limecraft, Scriptix, einbliq.io, Media Distillery), **Content creation & distribution** (BotTalk, Wantent, Rumble Studio, IZI RECORD, Television.AI, doWow, Dramatify), **Monetization** (Druid Learning, Vialog, Levellr) and **Content verification and against disinformation** (Textgain).

- Together with Mediahuis NV – one of the largest publishers in the Benelux - Textgain will be working on implementing new features into their RHETHORIC tool, an AI-powered, innovative commenting pipeline that allows publishers to have a moderated, safe space on their own platform where readers can engage with their content, plus offering reporting functionalities for journalists on such content.
- Wantent (Ukraine) offers groundbreaking ML technology that allows to analyze audiences' emotional reactions and engagement: it will be applied to a new long-form tv show developed by their match, Belgian broadcaster VRT, to validate and measure impact on users before the show is aired.
- Vialog (UK) provides embeddable video discussions for websites, products or events – to increase engagement, sign-ups or sales: they will work with Dutch broadcaster BNNVARA to engage and activate their readers and help journalists collect thematic contributions cheaper and faster than any other current alternative.

**Learn more about the selected scale-ups, their solutions and their corporate partners on [STADIEM.eu](https://stadiem.eu)**

Press contact and social media

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