

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

PRESS RELEASE

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STADIEM Kicks off its Integrate phase for the Open Call 2 start-up batch

Time has come for 12 selected scale-ups from STADIEM's [Open Call 2](#) to enter the third phase of the project's [acceleration programme](#), continuing their quest within the European media sector to address topics and challenges such as monetization, accessibility and disinformation. In the Integrate phase, the scale-ups will **validate the technical and economic viability of their innovation on the production floor**, getting ready to work on a public pilot with corporate partners from May 2023.

The selected solutions cross several fields in the media sector, from **Data/AI/ML/Synthetic Media** ([Dcipher Analytics](#), [Limecraft](#), [Scriptix](#), [einbliq.io](#), [Media Distillery](#)), **Content creation & distribution** ([BotTalk](#), [Rumble Studio](#), [IZI RECORD](#), [Television.AI](#)), **Monetization** ([Druid Learning](#), [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 - a joint product created with Wieni and Tree company and an AI-powered, innovative commenting pipeline - which allows publishers to have a moderated, safe space on their own platform where readers can

engage with their content, also offering reporting functionalities for journalists on such content.

- Collaborating with partners such as VRT and Roularta Media Group, BotTalk aims to create text-to-speech custom voices in local languages and dialects for a new level of accessibility, focusing specifically on information media outlets.
- Bringing broadcast analytics to the next level, einbliq.io will team up with media partners like RBB to reach a deeper, real-time understanding of their audiences, to generate actionable insights for TV programme scheduling optimisation and better integration of linear and on-demand services.

This is the second to last step of a journey started in spring 2022 by STADIEM's second cohort of 40 among the most prominent start-ups and scale-ups in Europe, engaged in the [Second Open Call](#) of its acceleration programme, to co-create solutions addressing current challenges of the media ecosystem. After finding and consolidating the perfect match with a corporate media partner, the selected scale-ups now jump to the next level in the co-creation path with them.

Learn more about the Integrate phase scale-ups' innovative solutions on [STADIEM.eu](https://www.stadiem.eu)

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