

WWW.STADIEM.EU

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

THE NUMBER 1 ACCELERATOR IN MEDIA IN EUROPE!

Peter De Paepe – Head of VRT Sandbox

SXSW

march 2023

STADIEM

WHY WE BUILT IT

WHAT WE DO

**WHICH TOP SCALE-UPS YOU
SHOULD YOU KNOW**



Innovation hurdles



**Micro size of
media players**



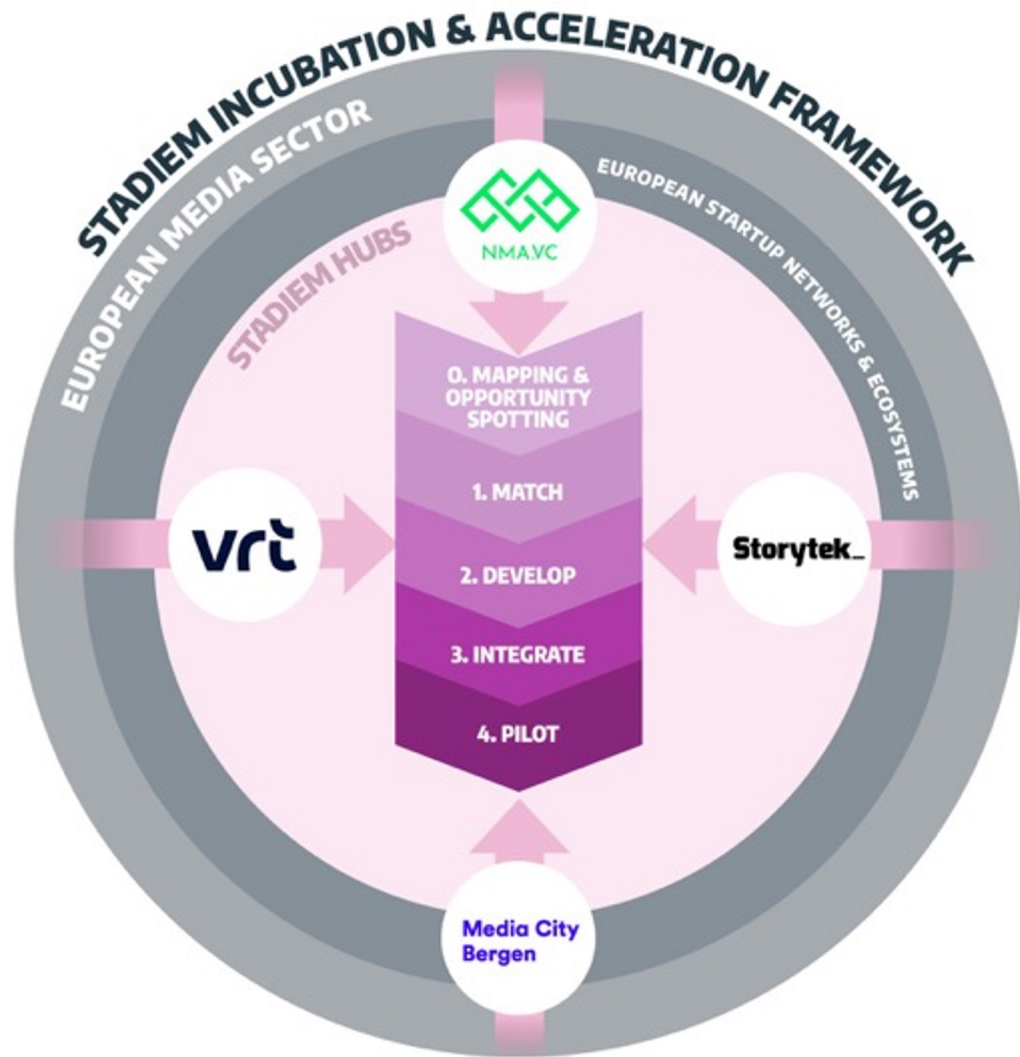
**Virtual borders
(cultural, linguistic, ...)**



**Lack of investment/
investment in silo's**



**Global Competition in
Media**



Mission

- Create a Pan-European community for innovation power-players
- Develop a framework for taking innovative technologies to market with corporates
- run 2 cohorts with pilots
- Drive business value through startup – corporate pilots



Defined challenges & verticals

- Content creation and distribution
- Archiving
- Journalism 4.0
- Content verification and the fight against disinformation
- Data/AI/ML/Synthetic Media
- Monetization
- Moonshots

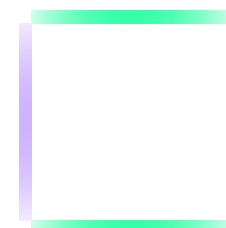
- 3 Years – started in 2021
- 5.8 million Euro budget co-financed by the EU-H2020
- 7 partners with 360degree experience to support rapid growth (product, B2B scaling, investing, piloting, ecosystem dev)
- 2 cohorts with performance based financing

Meet the STADIEM Consortium

STADIEM



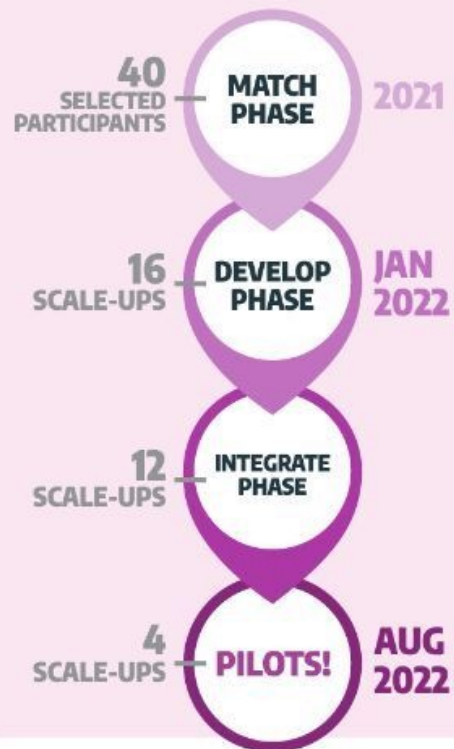
Storytek_



**Media City
Bergen**

OPEN CALLS

OPEN CALL 1 THE PROGRAMME



OPEN CALL 2 THE PROGRAMME

OVER 170 START-UPS
PARTICIPATING
FROM 26 COUNTRIES



STADIEM ON THE ROAD

13 INTERNATIONAL
EVENTS
ATTENDED

OVER
19.000
STAKEHOLDERS
ENGAGED

76 PROJECTS
PRESENTED BY
EUROPEAN START-UPS
& SCALE-UPS

70 EUROPEAN MEDIA COMPANIES
PROVIDED LETTERS OF INTENT
COMMITTING TO ONE OR MORE PROJECTS





























FROM 15 EUROPEAN COUNTRIES
& SWITZERLAND

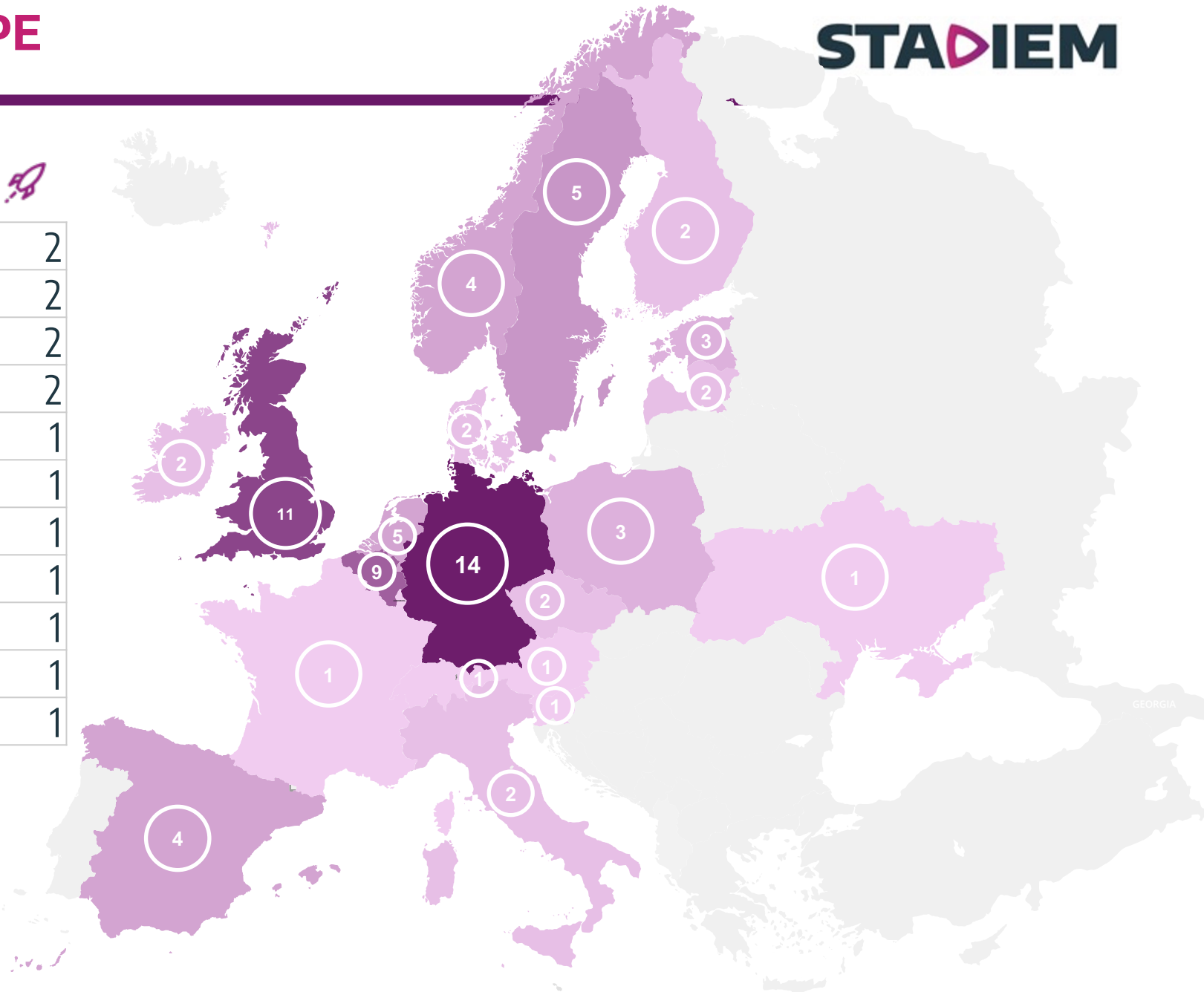
EU Ecosystem

SCOUTING ACROSS EUROPE

STADIEM

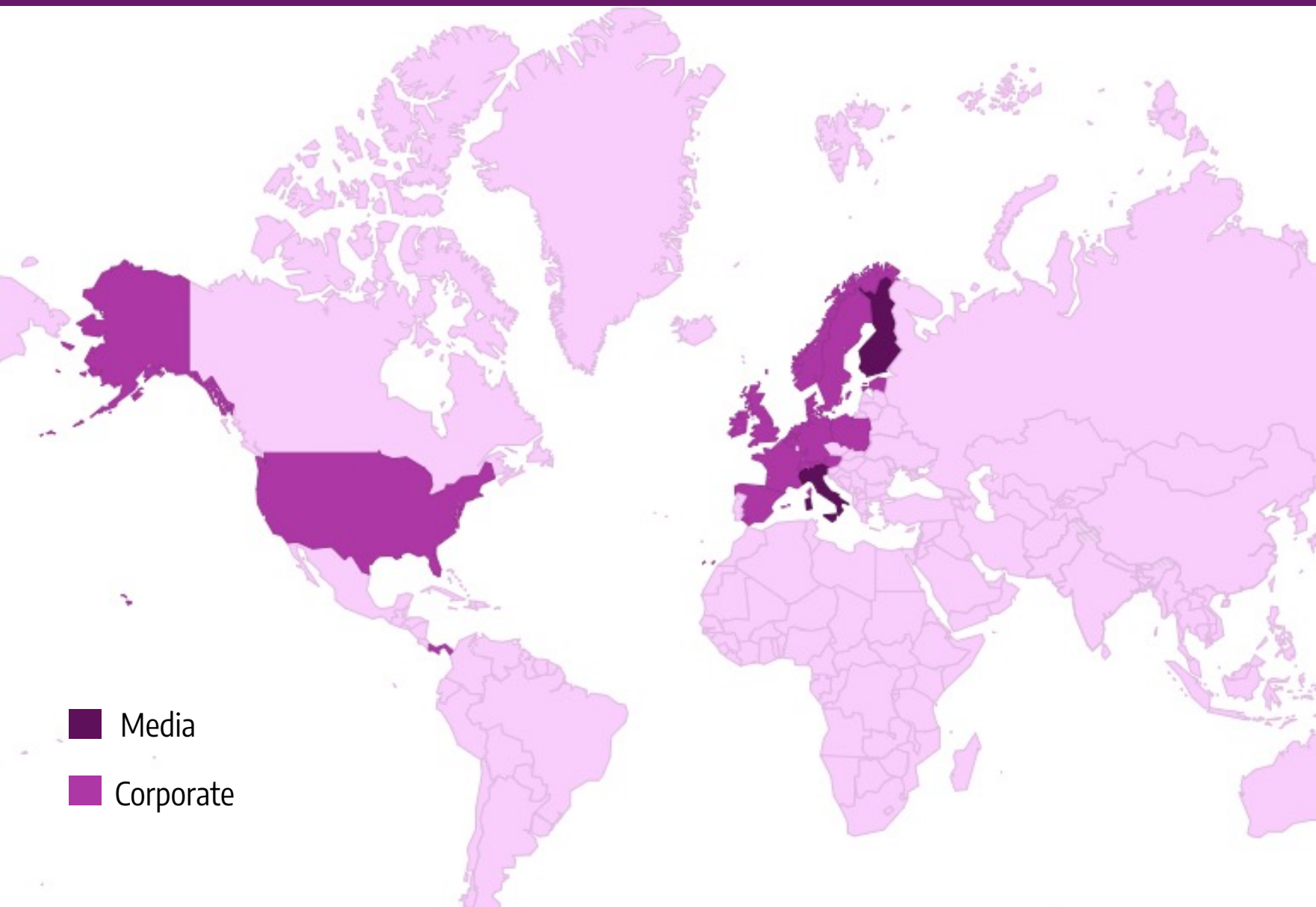
					
	Germany	14		Finland	2
	United Kingdom	11		Ireland	2
	Belgium	9		Italy	2
	Netherlands	5		Latvia	2
	Sweden	5		Austria	1
	Norway	4		France	1
	Spain	4		Israel	1
	Estonia	3		Luxembourg	1
	Poland	3		Slovenia	1
	Czech Republic	2		Switzerland	1
	Denmark	2		Ukraine	1

Number of startups/scaleups per country





















GLOBAL COLLABORATIONS

STADIEM



Media

Corporate

	Germany	20
	Spain	10
	Belgium	8
	United Kingdom	6
	Sweden	5
	Poland	4
	Austria	3
	Denmark	3
	Finland	2
	France	2
	Italy	2
	Netherlands	2
	Norway	2
	Switzerland	2
	United States	2
	Estonia	1
	Ireland	1
	Panama	1

IMPACT FOR INVESTORS

We see about 50 very promising European scale-ups every year, which often raise growth capital or are bought over during the process

FANSIFTER acquired by Sony

MUSICU.BE acquired by Songtradr

UTELLY acquired by Synmedia

Recent financing rounds:

DATAVILLAGE, ZAZU, FILMCHAIN, EINBLIQ

STADIEM

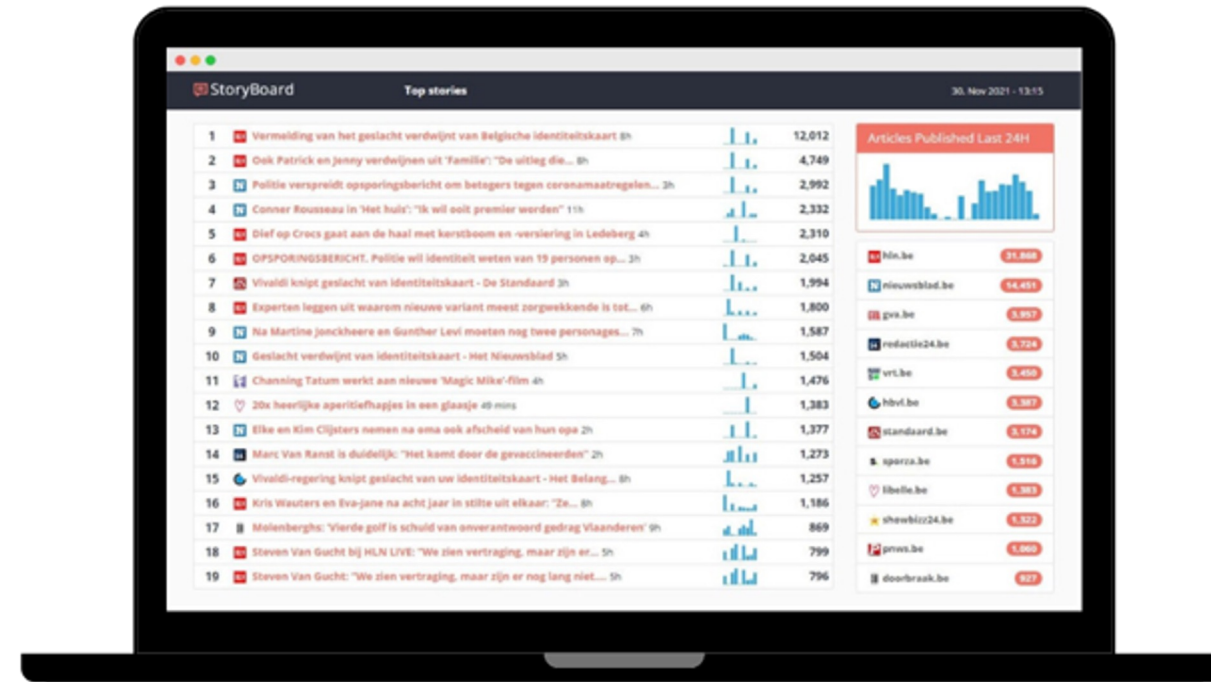


STARTUPS TO WATCH!



Tinkerlist

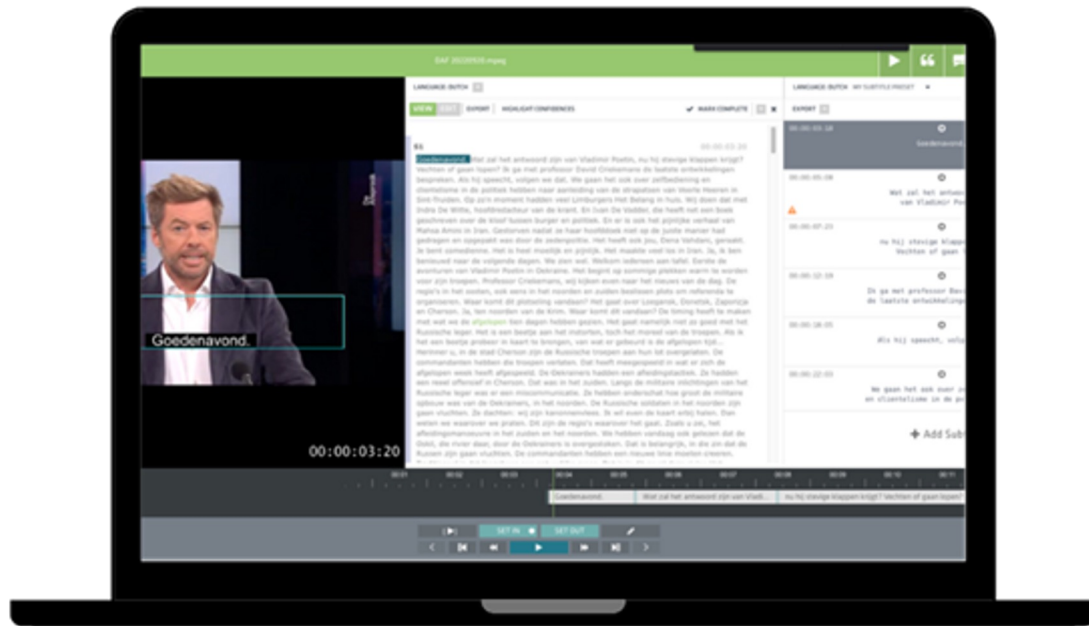
One-man band news production
Status: pilot ready – negotiations ongoing



Web64

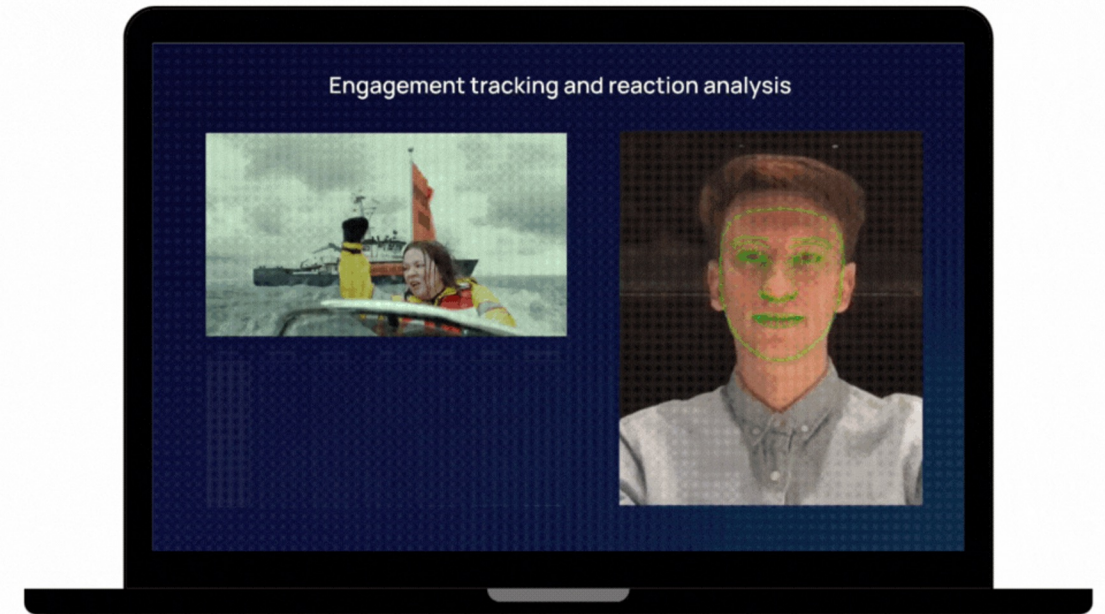
Local news analysis and fake news detection
Status: 2 year contract activated

STARTUPS TO WATCH!



Limecraft

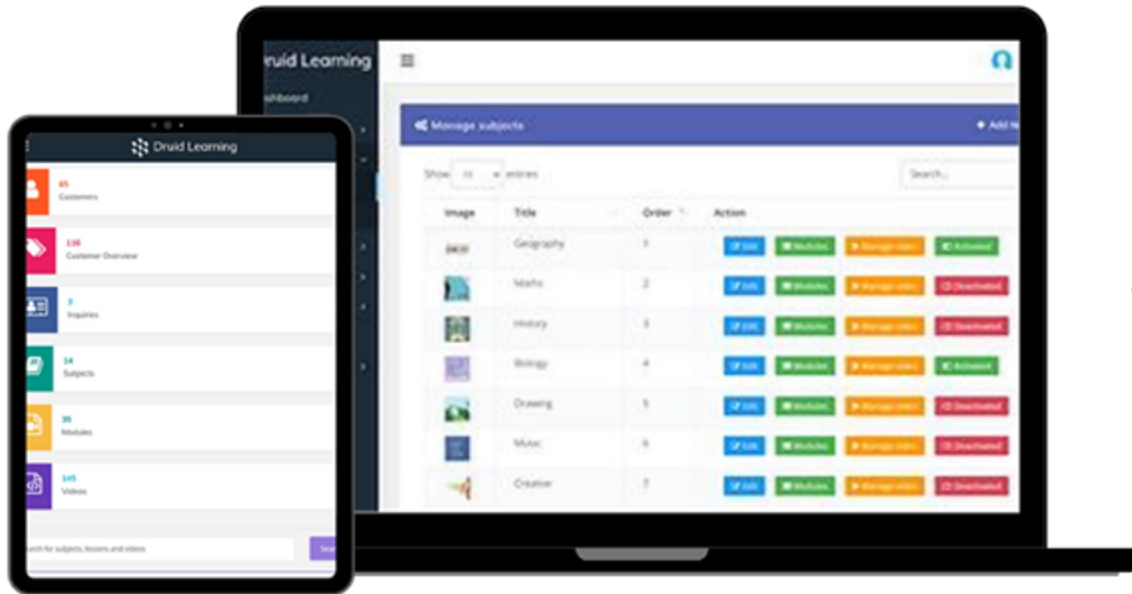
Automating live subtitling workflows
Status: user-testing MVP – demo end Jan 2023



Wantent

Analyzing real-time audience engagement
Status: Results Homo Universalis end Jan 2023

STARTUPS TO WATCH!



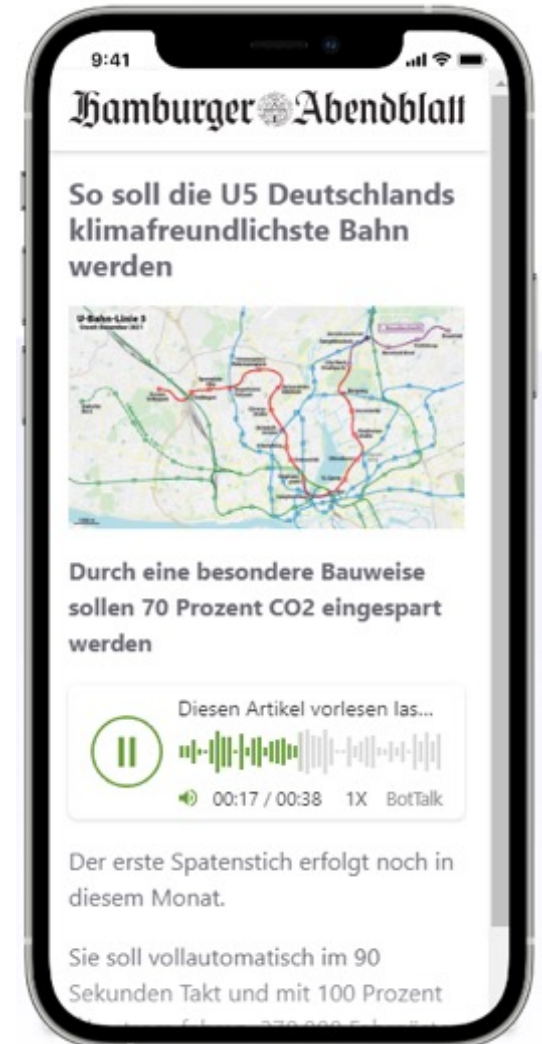
Druid Learning

Next-Gen Content Management

Status: Edubox MVP testing – final demo end Jan 2023

BotTalk

Building a Flemish synthetic voice AI framework
Status: New data delivered to train AI – final demo end Jan 2023



WHY DO STARTUPS SAY YES?



Reach

Collaborations

Accelerated sales opportunities

Funded 'product market fit' development

Brand Recognition

Faster development cycle

Training & mentoring

“

*STADIEM has brought us **new business connections and leads**, upskilling workshops about invaluable topics on the startup journey, and **coverage for training costs**.*

[FanSifter](#)

*“We gained valuable insights into the current needs of the VRT interaction team, which helped us shape the idea and **improve our product-market fit**.”*

[Textgain](#)

*By providing **a specific timeframe** within the match phase, the STADIEM programme has really pushed us to focus on securing a partner. The training budget allowed us to access coaching which, together with the SIA events, enabled us to refine our methods and messaging when addressing potential partners.”*

[FilmChain](#)

*“We received a lot of valuable feedback that helped us refine our **customer outreach, pitches, and demos** to be significantly more effective than before we enrolled in the program. Through the program we’ve been introduced to **many important leads**, and executives who took the time to give us feedback on our pitches and **sales tactics**. Not to mention the **connections** we made through our hub and our startups group.”*

[Saulx BV](#)

”

Reach & Connect

Collaborations
with value

Co-creation
and pace of
the program

quality of
the output

impact on the
company
workflows

follow-up plans

WHY DO CORPORATES
SAY YES?

“

Having a comprehensive, cost-effective analytic tool is a game changer in our strategic decision making

Roularta

The Impact of the tool is already visible daily on the floor

SWR

Journalist can make their own rundowns and live, even for five minutes our five hours. Solution is now not only for the high top end. Increase in viewers, but also in volumes of live content

DPG

Impressed of the trajectory from wire frames to a real working solution, already looking forward to future collaboration. It saves times since we can focus on what we need to do.

Alamode

”

STATUS TODAY

STADIEM

INTERESTED IN
FOLLOWING OUR STORY?
**DON'T HESITATE
TO REACH OUT!**

**WANT THE LIST OF TOP STADIEM-
STARTUPS & SCALE-UPS?**



**OR, CHECK
STADIEM.EU**

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

JOIN OUR COMMUNITY



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@STADIEMproject



STADIEM project is funded by the EU's Horizon2020 programme under Grant Agreement number 957321