



# STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

## PRESS RELEASE

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**The STADIEM accelerator for media on the road in Europe: find out why STADIEM matters**

Following one last selection round in STADIEM's [Open Call 2](#) programme, 6 scale-ups from the [Integrate phase](#) will now work on creating public pilots in real-life environments, from May to September 2023, with the support of the corporate partner with whom they started the trajectory. At the end of the phase, the pilots will be evaluated for generating business value and gathering feedback from customers and other involved parties.

As a key activity of the Pilot phase, STADIEM is also organising 4 events at major European media/technology conferences to showcase these innovative solutions and explain start-ups, scale-ups, investors and media corporates why it is important to join the number one accelerator in media in Europe. STADIEM will feature at [Latitude59](#) (25th of May), [Media City Odense](#) (31st May), [Future Week](#) (7th June) and [IBC 2023](#) (15th to 18th September), where a selection from the 6 beneficiaries will be showcased and members

of the 4 hubs organising the media accelerator (VRT Sandbox, MCB, STK, NMA) will highlight the relevance and importance of their accelerator for media in Europe. These events are an occasion for start-ups, scale-ups, investors and media companies to discover the accelerator, its program and its portfolio and meet and mingle with the STADIEM innovators.

Discover here already, briefly, who's strapped in the pilot seat, with this summary on their focus areas, fields of expertise, and objectives:

**Druid Learning (Monetization focus area)** – A white-label educational content e-commerce platform designed with inclusiveness in mind, allowing publishers to control, manage and distribute their digital content directly to their end users. They found invaluable partners in **CJ Fallon Irish Educational Publisher**, which is looking into improving and optimising content production through automation processes.

**Scriptix (Data/AI/ML/Synthetic Media focus area)** – A full-service speech recognition provider featuring an ecosystem of (custom) speech-to-text models and additional services, aimed at enabling everybody to turn spoken word into text. **Roularta Media Group** is their partner in the STADIEM adventure, working with them on empowering transcription services with a focus on smaller language areas such as Flemish and Belgian French.

**Limecraft (Data/AI/ML/Synthetic Media focus area)** – Limecraft's cloud-based collaboration platform 'Limecraft Flow' is used by media producers worldwide to manage their workflow, allowing them to create more content faster. Built-in AI allows automation of several steps in the production process – including raw material processing, audio transcription and subtitling – finding a perfect partner in **VRT**, which needs to optimise their increased video production workload.

**einbliq.io (Data/AI/ML/Synthetic Media focus area)** – Broadcasters and OTT companies are facing ever-growing streaming costs, mainly paid to Content Delivery Networks (CDN). With an all-embracing data analytics suite, einbliq.io, helps media companies delivering excellent and quality assured streaming services at lower cost. Working with them in this phase is **RBB**, on linear broadcasting and audience measurement, which will also explore streaming and energy consumption, with support from **ARTE**.

**BotTalk (Content creation & distribution focus area)** – BotTalk's technology focuses on text-to-speech, allowing publishing houses with an average output of 200 news articles a day to create 8 to 30 hours of audio daily from it. Funke, NOZ, **t-online**, **VRT**, **Mediafin** and **Roularta** all partnered-up with BotTalk, leading to piloting their solution for content creation.

**Television.AI (Content creation & distribution focus area)** – AI to unlock insights from raw video footage (such as common objects, sentiments, emotions, faces, well-known people, topics, etc.) to be used for SEO, archive indexing, and even automatically create edits featuring synthetic voice over: a natural match for their corporate partner, **RBB**.

**Learn more about the Integrate phase scale-ups' innovative solutions, and keep up to date on our events, on [STADIEM.eu](https://www.stadiem.eu)**

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