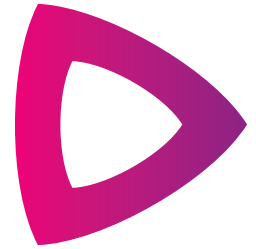# STADIEM

THE NUMBER 1 ACCELERATOR FOR MEDIA START-UPS IN EUROPE

STADIEM.EU

WHAT IS **STADIEM**?

The EU-funded project **STADIEM** (Startup Driven Innovation in European Media), with its piloting and acceleration programme, brings together start-ups, scale-ups, investors and media organisations to foster the development of Next Generation Media solutions.

OUR **FOCUS AREAS**

**AI/Data/ML/
Synthetic Media**

**Content verification and
fight against disinformation**

**Content creation,
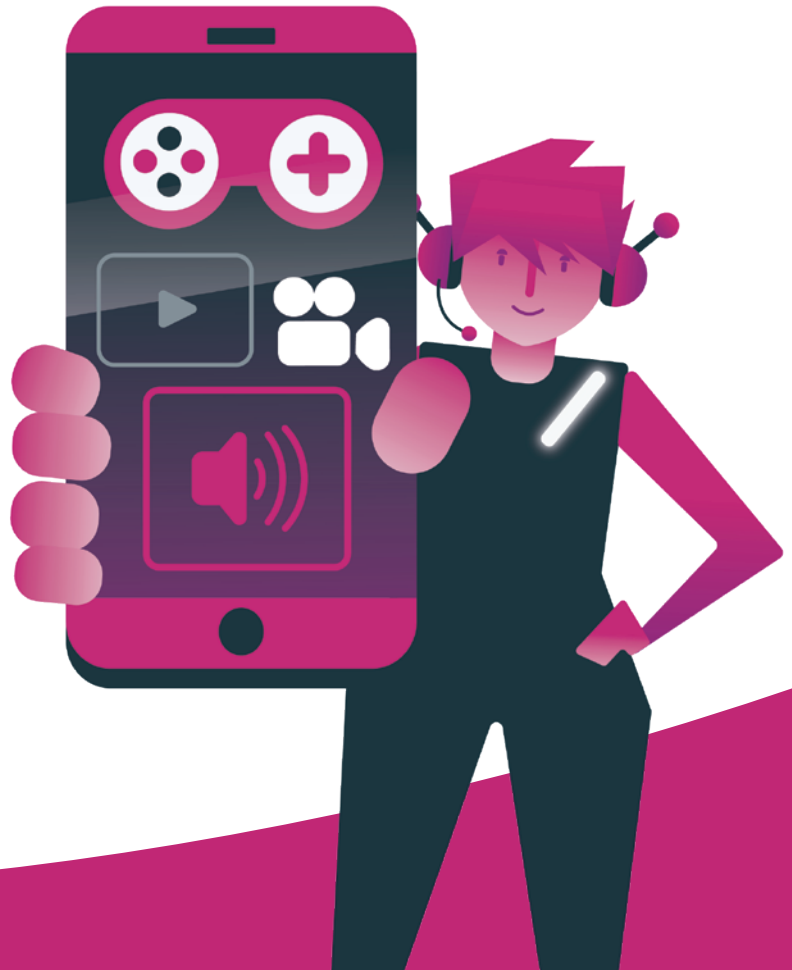distribution and accessibilty**

Journalism 4.0

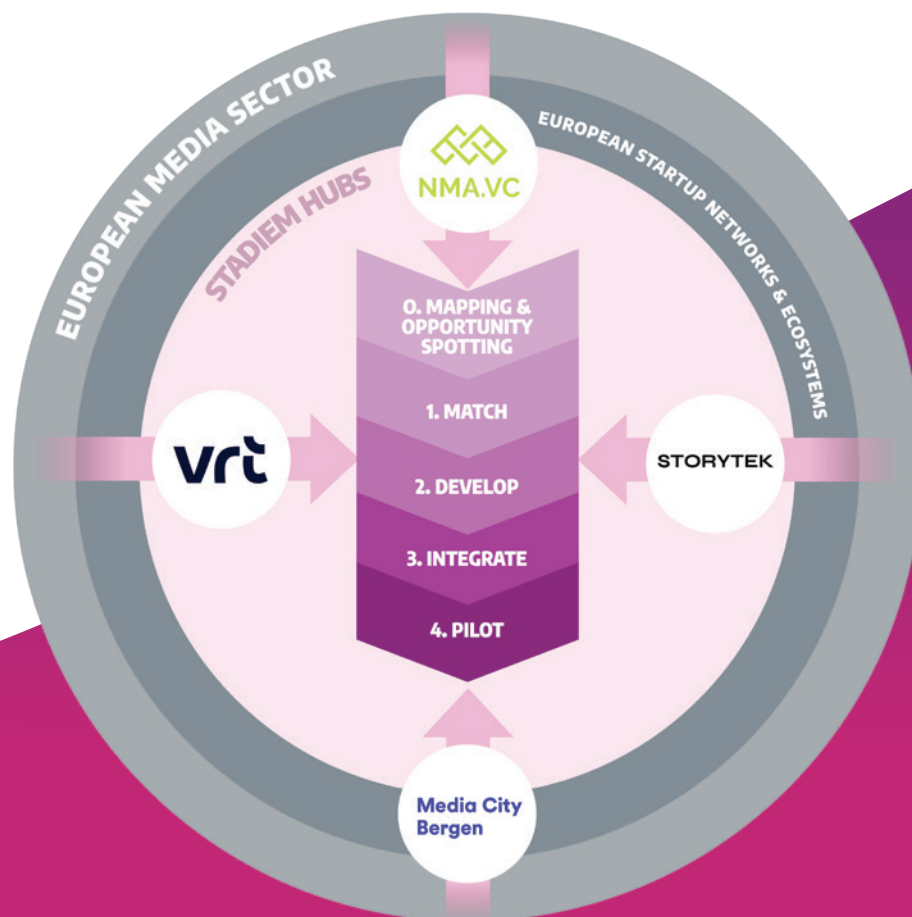**Monetization**

**Archiving and
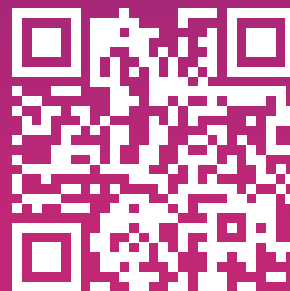content discovery**

Moonshots

THE STADIEM **INCUBATION & ACCELERATION FRAMEWORK**

STADIEM's main feature consists in a **4-phase programme**, putting start-ups/scale-ups - selected through open calls - on a path to the creation of a pilot in collaboration with one or more corporate partners: in the process, they tap into our synergetic **4-hub network**, providing them with relevant skills and information, regional and local knowledge, available financing and scaling opportunities, as well as venture capital and corporate networks.

EUROPEAN MEDIA SECTOR

STADIEM HUBS

EUROPEAN STARTUP NETWORKS & ECOSYSTEMS

NMA.VC

vrt

STORYTEK

0. MAPPING & OPPORTUNITY SPOTTING

1. MATCH

2. DEVELOP

3. INTEGRATE

4. PILOT

Media City Bergen

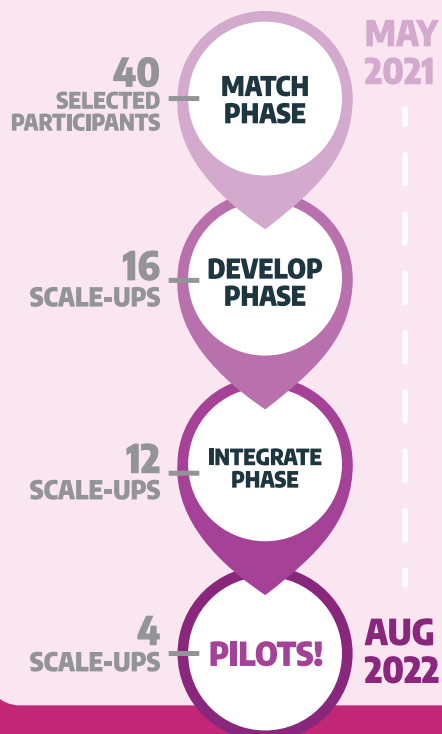**Scan the QR code** to discover more about the phases

STADIEM IN NUMBERS
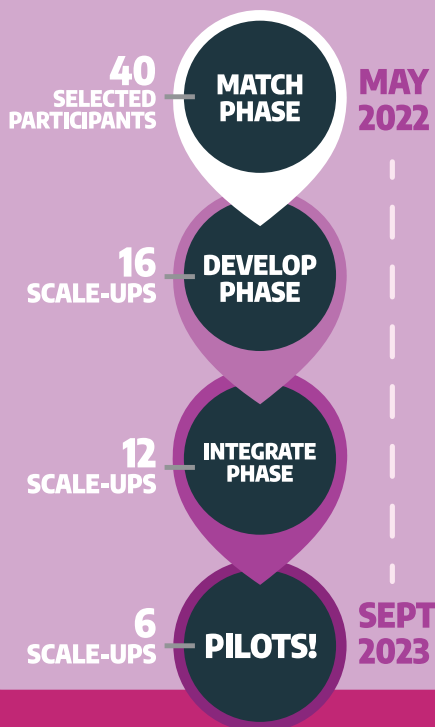
3.8M € THIRD PARTY SUPPORT FUNDING RECEIVED FROM THE EU

OPEN CALL 1
AND PROGRAMME

209 SUBMISSIONS **FROM 39** COUNTRIES

40 SELECTED PARTICIPANTS — MATCH PHASE — MAY 2021

16 SCALE-UPS — DEVELOP PHASE

12 SCALE-UPS — INTEGRATE PHASE

4 SCALE-UPS — PILOTS! — AUG 2022

OPEN CALL 2
AND PROGRAMME

115 SUBMISSIONS FROM **26** COUNTRIES

40 SELECTED PARTICIPANTS — MATCH PHASE — MAY 2022

16 SCALE-UPS — DEVELOP PHASE

12 SCALE-UPS — INTEGRATE PHASE

6 SCALE-UPS — PILOTS! — SEPT 2023

76 START-UPS/ SCALE-UPS **FUNDED**

3 EXITS
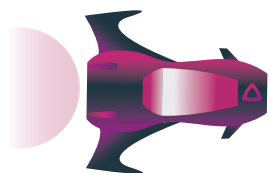
THE PROJECT ON THE ROAD

OVER **40** INTERNATIONAL EVENTS ATTENDED

70 COLLABORATIONS WITH **EUROPEAN MEDIA CORPORATES**

SCAN THE QR FOR THE LIST

6 STANDALONE STADIEM EVENTS ORGANISED

FROM **15** EUROPEAN COUNTRIES & SWITZERLAND

OVER **40.000** STAKEHOLDERS ENGAGED

THE **HUBS'** TAKE

"**NMA** is a premium hub for start-up-driven innovation in Europe: we built one of the leading Pan-European start-up programmes for innovation in media and marketing. We are investing in start-ups and accelerate them, so we were really excited to work with the scale-ups involved in the STADIEM programme and help them in their development. In STADIEM we provided trainings and mentorships to the start-ups, but we think the most important thing is that we really opened our network and introduced the best start-ups and scale-ups to the companies we know."

nma.vc

"**Storytek** Venture and Innovation Studio is a globally acclaimed hatchery of international content and audiovisual ventures & start-ups, co-productions, innovation & digital transformation, and policy advisory. With offices in Estonia, France, and the US, we work with renowned creative organizations, governments, corporations, and high-growth startups to advise on innovation, policy, and business strategy. We fuel innovation and education in digital, media, and technology with partners, including the Ministry of Economy & Communications / Ministry of Culture of Estonia, Marche-Du Film Festival de Cannes, and the European Commission/Creative Europe Media."

storytek.eu

vrt sandbox

"**VRT Sandbox** is the accelerator of the public broadcaster VRT, which runs five radio stations, two tv channels, a newsroom, a sport channel and an OTT platform. And we're especially working on open innovation, which means that we build new solutions around content and tech together with start-ups and scale-ups, in the ever-changing media landscape. Not only we have to team up, but we have to do this in an European context, with other public media players and other accelerators, which is exactly who we're bringing together in STADIEM."

vrtinternational.com/vrtsandbox
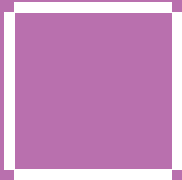
Media City Bergen

"**Media City Bergen** is the Norwegian media cluster, comprising an almost complete media ecosystem: broadcasters and publishers, media tech and content producers, academia and consultancies, and, most importantly, start-ups and scale-ups. We followed several innovative solutions within STADIEM: each receiving quite a bit of funding, mentoring, coaching, and workshops with industry experts. Each hub also used their vast ecosystem to support the start-ups to pitch and present their solutions. STADIEM functions as a competition between the start-ups, so they all had to see the sport in this and be sharp. But at the same time we also push the start-ups to network and collaborate, creating a quite exciting overall setting."

mediacitybergen.no

PILOTS' SUCCESS STORIES

trension.eu

What's your scale-up's solution, in a nutshell?

Trension is a platform automating trend and future research and providing detailed insights tailored to specific business contexts.

What was the impact of your pilot on the corporate/sector level, and on your company?

In the STADIEM program, Trension has developed a strategic analytics platform through close collaboration with their corporate partners and based on their targets. Our prime objective is to help companies identify those trends which will have an impact on their business. The recognition received from working with these companies, and being one of the four start-ups in the first Pilot phase, has also opened up to great sales opportunities with new customers and allowed us to speed up hiring.

What is the main advantage of STADIEM's programme to you?

Beside creating the opportunity to take part in a number of events, which boosted our visibility, the biggest value from being part of STADIEM consisted in being able to work closely with real companies, learning about their challenges, exchanging experiences and providing solutions. Overall, STADIEM was a door opener.

zazuapp.co

What's your scale-up's solution, in a nutshell?

Our software enables publishers to recreate the 'Story experience' on their own websites and apps. This way, they can integrate stories carousels and run ads in it. The workflow is automated by converting articles to stories in a single click.

What was the impact of your pilot on the corporate/sector level, and on your company?

Through the STADIEM pilot, and the collaboration with our partner, we've further developed our intuitive Social Story and Web Story builder. The program helped us dive deeper into what it means to work with large corporates and face the challenges that arise with it. Furthermore, STADIEM, as a "certificate of quality", has helped us push Zazu's name through several doors and get us introductions to investors and clients alike.

What is the main advantage of STADIEM's programme to you?

STADIEM helped us with a great network into the media ecosystem throughout Europe. On top of that, we really valued the expert mentoring sessions with "seasoned veterans" of the industry that gave deep insights into the working process of many different tasks.

tinkerlist.tv

What's your scale-up's solution, in a nutshell?

We created a One-Man-Band setup where the presenter is in charge of the whole studio. It takes only the presenter to make a full-blown professional looking news bulletin. The presenter creates a script enriched with all media in a template, goes into the studio, presses play and the whole studio starts recording and streaming in full control of the presenters space bar.

What was the impact of your pilot on the corporate/sector level, and on your company?

We collaborated with several corporate partners who had been working on concepts akin to our solution before. STADIEM provided both parties with the opportunity to finalise them, allowing the development of TinkerList's automator up to a scalable standard.

What is the main advantage of STADIEM's programme to you?

Beside offering the great opportunity to bring our solution to the next level, STADIEM also helped the business grow: we got a lot of interest and exicting contacts to get things going. We must consider that the media and broadcast sector is a business where decision making is rather slow, so we are convinced that the biggest impact is yet to come.

filmchain.co

What's your scale-up's solution, in a nutshell?

FilmChain's vision is accelerating the money flow from viewers to content creators. We were looking to capitalize on the success of our core technology, the FilmChain digital collection account management (CAM) targeted to indie films and tv series, and grow our market by launching a new product for the enterprise content distributor market.

What was the impact of your pilot on the corporate/sector level, and on your company?

Content distributors gain efficiency savings by automating their royalties calculations. The prevalent status quo is that measures are done manually in excel spreadsheets that are error-prone. The reality is that Manual is not scalable, and such a thriving industry needs automation to operate. We came into the program with a clear goal of leveraging the learnings and the Pilot with a corporate client as a proof of concept of FilmChain's new enterprise solution. We wanted to enter into the large and growing untapped royalties management SaaS market and bring transparency to the entire value chain. Overall, the STADIEM participation enabled us to launch our enterprise solution over 12 months and use it as a springboard to expand our enterprise presence in Europe and globally.
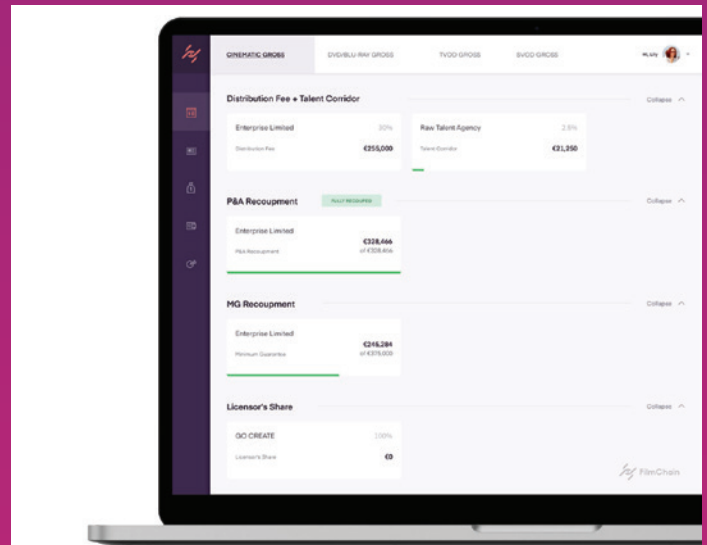
What is the main advantage of STADIEM's programme to you?

Through the program, we consolidated our relationship with our corporate partner, culminating with an exciting public announcement of the pilot collaboration at the Berlin International Film Festival (Berlinale), generating interest and support for a second pilot. The workshops provided and external experts/mentors were a great source of knowledge and skills for us.

scriptix.io

What's your scale-up's solution, in a nutshell?

We are on a mission to make content accessible to everybody. To that end we develop speech recognition models and related services such as machine translation. With our platform users can automatically generate subtitles and transcripts and translate them enabling them to make content better accessible to people who are deaf or hard of hearing and/or to increase engagement of their content.

What would be the impact of your pilot on the corporate/sector level?

Our pilot under the wings of the STADI-EM program revolves around automatically training our generic speech recognition models. This means customers can customize our models themselves putting domain adaptability at the customer's fingertips. On average this can result in 15% more accurate results with speech recognition, greatly reducing the time spent on making corrections to transcripts and/or subtitles. At the same time it solves the issue for Scriptix where prior to STADIEM our ML-engineers had to customize models manually taking up a lot of their time.

What is the main advantage of STADIEM's programme to you?

The advantage of STADIEM's program to Scriptix is actually threefold: exposure, funds and technological advancement. Thanks to the STADIEM program Scriptix has been able to reach a larger audience through events and socials. Additionally STADIEM grants up to 150k in equity-free funding, which enabled Scriptix to develop a brand new feature that will help our customers and ourselves at the same time.

einbliq.io

What's your scale-up's solution, in a nutshell?

We help streaming providers and broadcasters to better understand and optimise their content distribution. This includes optimisation for cost, reliability, quality and energy down to the local level. Going beyond existing streaming analytics solutions, einbliq.io captures live data and actively optimises the delivery for each individual user session – with only minimal integration efforts.

What would be the impact of your pilot on the corporate/sector level?

In the STADIEM pilots we looked at two selected application domains of our solution. In the first part, we enabled audience researchers to gain a detailed understanding of linear TV use, uncovering local behaviour differences. This brings data granularity and the possibility of real-time actions known from online services to that of linear TV broadcasting. Even under all competition, linear TV remains to be a key pillar for broadcasters. Our solution helps to innovate in that space. In the second part of the pilots, we focussed on sustainability aspects by capturing energy consumption along the content distribution chain for each individual user session. einbliq.io provides a crucial data foundation to reduce the overall energy use for content distribution in a combined perspective on broadcast and streaming – a major concern for media companies.

What is the main advantage of STADIEM's programme to you?

Convincing large media companies to step into pilots with start-ups is a challenging process for both sides. Decision and sales cycles for B2B solutions are long, especially when the solution is to be trialled in business-critical areas. STADIEM really helped to create the trust and patience while bridging the delicate gap in pilot funding. We had excellent opportunities to present our approach and the pilot in front of other media companies from and around the STADIEM network.

television.ai

What's your scale-up's solution, in a nutshell?

We empower editorial teams to be more efficient when producing news videos through our solution, by leveraging advanced Media AI capabilities. We do this by processing the written news story and video footage with our AI models and suggest the edit (along with a synthetic voice-over) using our generative AI models. This saves time, reduces the amount of people required per produced video, reduces communication overhead within the editorial teams and overall saves costs.

What would be the impact of your pilot on the corporate/sector level?

Our pilot is set up very similarly to a real editorial environment. From the capacity we reserved on the Cloud to the integration into our corporate partner's infrastructure, who integrated our solution right into the editor's work environment, Adobe Premiere Pro. The pilot shows, in a realistic environment, how we can positively impact an editorial newsroom's bandwidth (number of videos produced per hour) and efficiency (money spent per video produced).
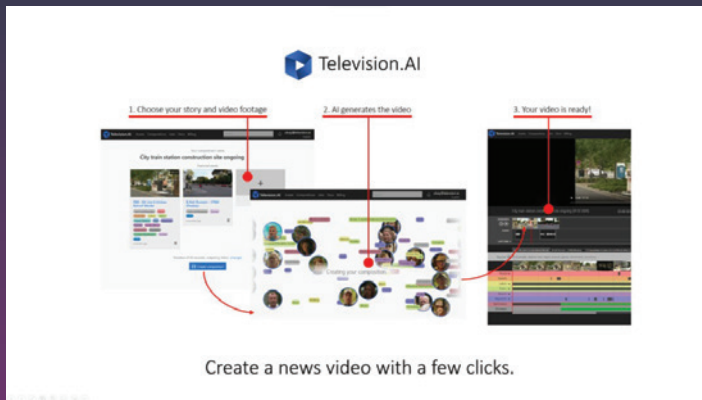
What is the main advantage of STADIEM's programme to you?

We noticed two areas of impact: first, the funding allowed us to think some parts of the project broader. For us this meant being able to spend more money training models, allow more experimentation and offer more usage capacity to our STADIEM corporate partner and potential customers who try our system for the first time. Second, we were able to make great connections through the STADIEM events and other networking events (like NAB, IBC, Future Week, etc.).

limecraft.com

What's your scale-up's solution, in a nutshell?

In general, Limecraft offers advanced production automation solutions for media professionals, fuelled by AI and metadata handling. In one particular area, Limecraft has a significant competitive advantage and this is subtitling. As part of their digital first strategy, all broadcasters commit to provide same language subtitles on all their content pieces, also short form and other forms of non-broadcast content. Non-broadcast content is more difficult to handle, not because of the size but because of the sheer number of items and the assumed short turnaround time. By automating the process of creating subtitles, and by plugging this into the day-to-day workflow of journalists and editors, we have made it super easy to live up to their expectations.

What would be the impact of your pilot on the corporate/sector level?

Evidence shows that all broadcasters typically create an average of 500 hours of aggregated short form content. Given that manual subtitling takes +/- 10 times the length of the clip, the latent cost for a broadcaster would be up to 100k per month. By using Limecraft, the corporate can deliver subtitles of at least the same quality, at a fraction of the cost, and within seconds after editing. As a spill over, the items' SEO is drastically improved.

What is the main advantage of STADIEM's programme to you?

The one key benefit of having participated in the STADIEM programme is the level of exposure we got with real end users. Introducing automation involves change, change management requires a hands-on approach and multiple touch points. STADIEM enabled us to execute, whereas the risk of not pushing to the actual results would have been much more substantial.

bottalk.io

What's your scale-up's solution, in a nutshell?

BotTalk is a text-to-speech SaaS platform that creates an audio version of each web page and develops advanced AI voices. Our solution achieves a click-through rate of 10% and a listen-through rate of 75%, which increases a reader's dwell time by 2.5 minutes. In the field of AI Voice Cloning we focus on a variety of European languages as well as dialects and enable every publisher to create their own branded voice.

What would be the impact of your pilot on the corporate/sector level?

In collaboration with us, publishers take their first steps toward digital transformation, leveraging the emerging opportunities of AI. Our deep insights into the media landscape and a platform carefully tailored to publishers' needs enable us to address each client's challenges, including three issues every publisher faces: low user engagement, canceled subscriptions, or diminishing advertising revenues. And, with our Custom Voices framework, we offer a significant advantage. Companies can create customized, branded voices: a strategic move that underpins the competitive advantage of our solution. This uniqueness requires more than a generic text-to-speech implementation from competitors to keep up. BotTalk offers a new way to distribute existing content by using synthesized voices to connect with users emotionally. A custom voice reinforces a publisher's branding and promotes trust with minimal effort and cost. During the pilot phase, corporate was able to test the performance of the custom voice and could gain valuable insights regarding user acceptance of AI voices.

What is the main advantage of STADIEM's programme to you?

The STADIEM programme afforded us the unparalleled opportunity to expand into the European landscape. Notably, the STADIEM network served as an invaluable conduit for cultivating B2B leads, significantly augmenting our business prospects. Critical to our progress, funding proved indispensable in realizing our ambition to develop proprietary voices, which wouldn't be possible without it.

druidlearning.com

What's your scale-up's solution, in a nutshell?

We future proof a company's content database and allow companies to truly embrace whatever digital future they envision. We do this by breaking down content files and automatically assigning a unified layer of metadata to all content assets increasing the discoverability of content and eliminating the cost of large IT integrations.

What would be the impact of your pilot on the corporate/sector level?

In the pilot phase, we worked with a large Irish publisher to automatically implement a layer of metadata onto their popular book series known as "Lets Discover". All files were in PDF, IDML and xml format. We automatically itemised all the content files, applied a unified layer of metadata onto all the assets and transformed their flat content files into a dynamic data set. On completion of the tasks, we had saved our client over 150k in integration costs and provided them with the ability to rapidly develop their own IT applications using their dynamic content. Druid Learning also provided over 90k in resource savings by automating manual filing and organisation processes.

What is the main advantage of STADIEM's programme to you?

Without STADIEM we would not have been able to grow or scale our product as rapidly as we have done. When Druid Learning began our journey we were a start-up with a number of trial clients, thanks to the program we have moved from being a start-up to being a scale-up, with a competitive commercial product, that is actively working with enterprise clients.
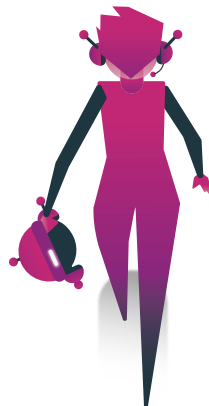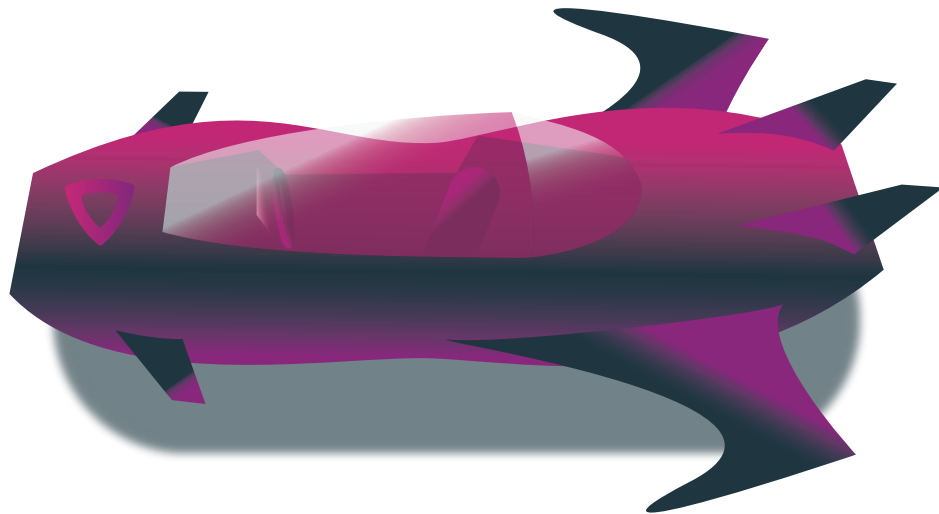
OC1

DISCOVER ALL THE **STADIEM ALUMNI**
Find out more about all the 80+ start-ups and scale-ups that took part in our acceleration programme!

OC2

THE ADVENTURE **GOES ON**

Now that the STADIEM ecosystem has taken off, the partners and their network are gearing up to ride the momentum! **Scan the QR code to keep up to date on their next adventures >**

STADIEM

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🌐 www.stadiem.eu

vrt   EBU
OPERATING EUROVISION AND EURORADIO

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