

How STADIEM has accelerated media innovation in Europe

The EU-Funded STADIEM project – running since 2020 and soon to reach its end – broke new ground by creating an acceleration platform for European media innovation. Through two open calls, the project attracted over 570 startups, from 26 different European countries and beyond, 80 of which were selected to take part in the programme. It culminated in 10 pilots conducted with prominent corporate partners from the extensive STADIEM hubs network.

Both pilot rounds featured outstanding solutions in a variety of media-related fields, from monetization and data to content creation and distribution. The innovations and corporate partners involved in STADIEM's first cohort of pilots included: FilmChain, a platform for revenue collection and payment in the film production sector, working with Alamode Filmdistribution; the omnichannel story content creation tool Zazu, teaming up with Roularta Media Group; Tinkerlist.tv, collaborating with VRT and DPG Media on remote



Left to right: Wim Vanobberghen (VRT and STADIEM Project Coordinator), Leshia Shaldenko (Wantent), Marianne Fjellhaug (Media City Bergen), Niamh Faller (Druid Learning), Peter De Paepe (VRT Sandbox) and Sophia Boysen (BotTalk)

production; and Trensition, providing trend analytics to Roularta Media Group and SWR.

The most recent pilot round featured: Druid Learning, a white-label educational content e-commerce platform teaming up with Irish educational publisher CJ Fallon; Scriptix, a speech-to-text service provider focused on smaller languages such as Flemish and Belgian French, for Roularta; Limecraft, working with VRT on automated subtitling; einblyq.io's streaming analytics, supporting rbb and

ARTE; BotTalk, piloting custom artificial voices with Funke, NOZ, t-online, VRT, Mediafin and Roularta; and Television. AI's multi-tool services (footage analysis and automated video production services, such as editing and voiceover), put at the service of rbb.

See these innovative media solutions in action with STADIEM at IBC2023 in Amsterdam on 15-18 September. For details, visit: stadiem.eu



Recognizing young tech talent

The prize-giving ceremony for the EBU Technology & Innovation Awards 2023 took place in Vienna in June during the 29th Technical Assembly. The overall award went to BBC for their pioneering use of private 5G networks for contribution. You can read more about that project on pages 10-11, with the runner-up projects featured on pages 7-9.

The Young Technology Talent Award went to Jaime Sánchez Roldán (pictured) from the Universitat Politècnica de València, in recognition of his work on the development of an 'Open Source LTE-based 5G Broadcast Platform'. In developing this platform, Jaime has contributed significantly to the advance of 5G Broadcast technology in Spain and beyond. The platform is also notable for the new algorithms used and features included that improve performance.

The project was undertaken in conjunction with the 5G-MAG association, which is encouraging the development and use of 5G systems for media use cases.