

# STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

## D1.6 COMMUNITY BUILDING ACTIVITY REPORT

### version 2

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<b>Abstract</b>	The deliverable provides an overview of the community building activities the STADIEM consortium organised or participated in during year 2 (October 2021-September 2022) of the project. It relates to D1.1 (Community Building Strategy), D1.3 (Community map and database v2) and builds upon D1.5 (Community
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	building activity report v1) that describes the activities for year 1. This deliverable details for each group of stakeholders the community building activity in accordance with their level of engagement towards STADIEM: 1) inform, 2) convince and 3) engage. It presents in the conclusion some operational lessons learned as well as, based on the results from the previous chapter, the future direction of this task.
<b>Keywords</b>	Community building strategy, community management, community engagement, stakeholders, community building activities

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\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



## EXECUTIVE SUMMARY

STADIEM is the first pan-European accelerator and start-up-to-corporate supplier program focusing on scaling of NGM (Next Generation Media) solutions through a co-creation and piloting program between innovative start-ups/scale-ups and European (media) corporates. Given this objective, it will be crucial for the program's success to rely not only on the establishment of a well-functioning community of its four hubs (NMA, VRT, STK, MCB), but also to make fruitful connections with other relevant ecosystems and actors in the EU in order to generate a cross-fertilization. STADIEM can benefit from experiences, stakeholders and benefits from other hubs and networks, while these actors in return can learn from the activities, experiences and best practices from the STADIEM program and projects.

This report provides an overview of the community building activities that the STADIEM consortium organised or participated in during the second year of the project, from October 2021 to September 2022.

These activities were based on the Community Building Strategy (see D1.1 '*Community Building Strategy*') and the Community Map and Database (see D2.1 '*Community map and database*' v2) and built on two main insights from the first-year report on community building (see D1.5 '*Community Building Activity Report*' v1):

- A need to increase STADIEM's physical presence in the hubs and the wider European media technology scene, especially after Covid-19 restrictions were lifted;
- And the need to intensify the activities in a year when the project had two open call cohort running at the same time.

The report presents that STADIEM met all the KPIs to measure the success of its community building activities and reached its three main stakeholder groups:

- Stakeholders who need to be informed about the project;
- Stakeholders who need to be convinced of the value of the project and contribute to it in specific ways;
- And stakeholders who need to be actively engaged in the project activities.

The first group is reached mainly through communication and dissemination actions by the project and consortium partners, while the second and third groups are reached through targeted communication, encounters, and events of various sizes and formats to build the STADIEM ecosystem and engage them in the STADIEM community.

Compared to the first year, the main achievements of the second year include:

- An increase in communication output (videos, social media posts, word-of-mouth campaigns) and its reach; invitations for STADIEM partners to attend and participate in events;
- An increase in targeted publications to stakeholders;
- A wider geographical coverage of open call participants and community building efforts;
- The organisation of STADIEM's own events at major international or regional events showcasing STADIEM beneficiaries or bringing stakeholders together around a specific issue;
- And the facilitation of project-related events where STADIEM enabled or endorsed directly or indirectly pitching for start-ups, engaged corporate partners from the hub networks, or facilitated the presence of start-ups at other events.



During this period the consortium learned that a combination of online and physical presence is essential for community building activities but finding the right balance between the two depends on the specific context.

While online activities are useful for raising awareness about the project and making initial connections between actors, physical events are important for deepening relationships and interactions between actors in the ecosystem or generating word-of-mouth effects, both in formal settings (such as events or panel participations) and informal settings (such as happy hours). In this way, two-way exchange between the program and project and the ecosystem can take place, leading to a more dynamic and interactive community.



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## 1. INTRODUCTION

This document presents an overview of the community building activities that the STADIEM consortium organised or participated in during the second year of the project (October 2021 to September 2022). These activities are based on the tasks T1.1 "Community Building Strategy", T1.2 "Ecosystem Mapping" and T1.3 "Opportunity Spotting" carried out during this period of time. The report is based on the conclusions of the Deliverable D1.5 "Community Building Activity Report v1", which covered the STADIEM community building activities for the first year of the project (October 2021 to September 2022). The main outcome of that report was that there was no need to update the initial community building strategy outlined in D1.1 "Community Building Strategy".

The report is structured into five chapters:

- Chapter 2 provides the key elements of the community building strategy as background information to understand the overview of the activities and monitoring in the second year of STADIEM.
- Chapters 3, 4, and 5 provide an overview of the activities for each of the three stakeholder groups identified by their level of engagement: inform (Chapter 3), convince (Chapter 4), and engage (Chapter 5).
- Based on a monitoring of the activities compared to the KPIs set for each of these three groups, the report concludes in Chapter 6 with the main insights and an outlook for the third year of the STADIEM project.

Finally, the Annex section includes a list of videos by the project and the project partners as well as an overview of social media posts and target publications by the project partners other than the project communications. Where possible, a link to the online material is provided.





## 2. KEY ELEMENTS OF STADIEM'S COMMUNITY BUILDING STRATEGY

### Main groups of Stakeholders

The STADIEM project has identified three main groups of stakeholders in its ecosystem: inform, convince, and engage.

Each group has a specific value for the STADIEM project and can also benefit from STADIEM activities and outcomes. Also, each group requires a specific level of engagement and specific tactics for engagement.

The inform group consists of cultural/artistic organisations, sectors/verticals unrelated to the media industry, standardisation bodies/initiatives, users/audience/civil society, and public authorities/regulators/policy makers.

The convince group consists of non-media sectors/verticals related to the media industry, media producers, traditional media, operators, and researchers in industry and academia/education.

The engage group consists of tech innovators, incubators and accelerators, investors, corporates, and start-ups, scale-ups, and SMEs in media tech.

Detailed information about these stakeholders can be found in D1.3 "Community Map and Database v2".

### Impact of Covid-19 restriction measures

The STADIEM project's community building activities continued to be affected by Covid-19 restrictions in Europe during the second year of the project. Physical events were not able to be held or were cancelled. The restrictions began to ease in June 2022, but due to summer holidays in July and August, only one month of the second year was relatively unaffected by Covid-19. Despite these challenges, the project continued to explore digital opportunities and build on the experiences of the first year as well as the consortium members attended physical events as much as possible.

### Assessing performance and KPI's

STADIEM uses **the traffic light model** to monitor the extent to which a KPI is reached within the second year of the project. The same interpretation as for the previous report was used in this report.

<b>KPI met or exceeded</b>
<b>Slightly underperforming</b>
<b>Underperforming /Covid-19 impact</b>



### 3. INFORM

In order to inform various stakeholders about the STADIEM project and its outcomes and create awareness about STADIEM, the communication activities of the project were carried out in WP5 and led by Martel Innovate.

These activities were increased in output and reach compared to the first year of the project ((September 2021 - September 2022) and included the use of various online channels as well as word-of-mouth campaigns at events attended by partners.

Additionally, the STADIEM consortium partners individually created and shared their own videos and social media posts to amplify the project's work and outcomes. A list of relevant videos and social media posts can be found in Annex I and Annex II of this deliverable.

One point of attention for the final year of STADIEM is to continue increasing the number of followers on Twitter, although it may be the case that followers do not feel the need to follow the STADIEM social pages if they are already seeing the posts being shared by partners. The same may be true for views on the STADIEM YouTube channel.

TABLE 1: OVERVIEW OF THE COMMUNITY BUILDING ACTIVITIES FOR THE INFORM STAKEHOLDER GROUP

Stakeholder Group	Planned Activities	Planned KPIs	Completed activities/ KPIs	Partners involved
<b>Inform</b>	STADIEM website	>1500 unique visitors per month	12900 unique visitors since inception	Martel
	STADIEM promotional videos	4 videos per year 100 views per video	<b>STADIEM channels:</b> 24 videos Total view: <ul style="list-style-type: none"> <li>Youtube: &gt;2.200</li> <li>Twitter &amp; LinkedIn: &gt; 300k impressions</li> </ul> <b>Partner channels:</b> VRT: <ul style="list-style-type: none"> <li>5 videos</li> </ul> MCB: <ul style="list-style-type: none"> <li>3 videos</li> </ul> STK: <ul style="list-style-type: none"> <li>One video</li> </ul> All: <ul style="list-style-type: none"> <li>Reshare project posts on social media</li> </ul>	Martel, VRT, MCB, STK, NMA, F6S, EBU
	Communication on social media, such as LinkedIn and Twitter	Twitter > 300 followers LinkedIn > 100 followers	<b>STADIEM channels:</b> Twitter: <ul style="list-style-type: none"> <li>480 posts -</li> <li>253 followers</li> </ul>	Martel, VRT, MCB, NMA



			<p>LinkedIn:</p> <ul style="list-style-type: none"> <li>• &gt;400 posts</li> <li>• 568 followers</li> </ul> <p>Average social media following:</p> <ul style="list-style-type: none"> <li>• 410 stakeholders</li> </ul> <p><b>Partner channels:</b></p> <p>VRT:</p> <ul style="list-style-type: none"> <li>• 42 posts on LinkedIn (2025 followers)</li> </ul> <p>MCB:</p> <ul style="list-style-type: none"> <li>• 36 posts and 32 reshares on LinkedIn, Twitter, Facebook, Instagram</li> </ul> <p>NMA:</p> <ul style="list-style-type: none"> <li>• 7 posts on LinkedIn</li> </ul> <p>STK:</p> <ul style="list-style-type: none"> <li>• 4 posts on LinkedIn</li> </ul>	
	Word-to-mouth campaigns during industry-networking events	Not applicable	<p>Consortium members present at Slush 2021, TechChill Milan 2022, Radio Days Europe 2022, Solid World 2022, IBC2022, Future Week 2021 and Future Week 2022</p> <p>see also list of 17 events in convince section 'engage at workshop/events'</p>	Storytek, VRT, MCB, F6S, NMA, EBU



## 4. CONVINCING

To persuade stakeholders to closely follow the STADIEM project and understand its value, STADIEM has organized various activities and met the necessary performance indicators. These activities include the following:

- Consortium has published 4 press releases
- Consortium partners have contributed to amplifying the project's communication through targeted publications (Tech-I by the EBU or in Sifted for VRT) and reporting on STADIEM in newsletters. A full list of these targeted publications (magazines, newsletters) can be read in Annex III in the Annex section of this deliverable.
- STADIEM has increased its visibility by attending various events, although these events have primarily been hosted by organisations close to the consortium partners due to Covid-19 measures (including Future Media Hubs, Production Technology Seminar, MCB Expo, F6S).
- The focus for the last year of the project is to increase the scope of organisations hosting STADIEM's workshops and events
- STADIEM has organised a campaign to engage corporates in the project.

TABLE 2: OVERVIEW OF THE COMMUNITY BUILDING ACTIVITIES FOR THE CONVINCING STAKEHOLDER GROUP

Stakeholder Group	Planned Activities	Planned KPIs	Completed activities/ KPIs	Partners involved
<b>Convince</b>	Invitations to participate in workshops /events	At least 6 per year	11 events 6 Future Media Hub presentations of STADIEM project and pitching of start-ups <a href="#">MCB Expo 2021</a> (from 1h:15min) <a href="#">EBU PTS 2022</a> Walifornia Pitch 2022 <a href="#">Solid World online April 2022</a> (from min 15' about STADIEM) <a href="#">Techchill 2022 side-event 'Opportunities for Growth' hosted by F6S</a>	MCB, VRT, NMA, STK, NMA, EBU, F6S



	Engage at workshop/ events	At least 6 per year	<p>Attended as presenter or visitor and promoted from that role STADIEM and contribute via networking activities to building the community network at the following 17 events:</p> <p>Venice XR-days (September 2021), International FDCP conference (September 2022), Artech 2021, B3 Biennale Market 2021 (October 2021), Frankfurt Book Fair Innovation KIC conference (October 2021), Startup Speed dating Night (October 2021), Geneva Digital Market (November 2022), InfraChain Summit, Industry@Tallinn &amp; Baltic Event (November 2021), Berlinale &amp; EFM startups 2022, Kinnernord 2022 (March 2022), TTB (April 2022), SXSW online 2022 (March 2022), Marche Du Film (May 2022), Kinnernet Europe (June 2022), Arvamusfestival August 2022), Nordic Flair (September 2022), Radio Days Europe 2022 (April 2022)</p>	STK, VRT
	Targeted publications	Not applicable	<p>STADIEM Project</p> <ul style="list-style-type: none"> <li>press releases in total since inception : 8</li> </ul>	MARTEL, VRT, MCB, NMA, EBU, F6S, STK



			<ul style="list-style-type: none"> <li>• 5th press release (OC2 launch) distributed to 150 specialised press contacts;</li> <li>• press coverage in 6 publications (including VRT Innovatie; tech-i magazine; Sifted);</li> <li>• Campaign for corporate engagement targeted 5 specialised publications (tvtech, Broadcast, Rapid TV News, TVB Europe, NewscastStudio) and featured in STADIEM's 6th press release (distributed to 47 contacts)</li> </ul> <p>Featured articles on external newsletters and internal board of partners</p> <p>VRT:</p> <ul style="list-style-type: none"> <li>• 4 publications: 2 on public website, 1 internal website and 1 article Sifted</li> </ul> <p>MCB:</p>	
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			<ul style="list-style-type: none"> <li>• Website articles and newsletter: 2 dedicated website articles</li> </ul> <p>Several items in newsletter</p> <p>NMA:</p> <ul style="list-style-type: none"> <li>• articles in newsletter 3 articles in newsletter about OMR 1 article in newsletter about Pilot Phase</li> </ul> <p>F6S:</p> <ul style="list-style-type: none"> <li>• OC2 announcements in targeted channels in network (platform, social media)</li> </ul> <p>EBU:</p> <ul style="list-style-type: none"> <li>• Presentation STADIEM and OC2 promotion in Article Tech-i EBU-Magazine December 2021</li> </ul> <p>STK:</p> <ul style="list-style-type: none"> <li>• STADIEM OC1 Pilot case study (September 2022 produced)</li> </ul>	
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## 5. ENGAGE

To engage the stakeholders that STADIEM would like to be strongly involved in its community, STADIEM has organised, on the one hand, activities targeted at European start-ups and scale-ups and, on the other hand, activities on the European scene and within the hubs that foster exchange and interaction between start-ups and scale-ups participating in the STADIEM Innovation Program and European corporates, investors and other relevant actors. The table below shows that STADIEM, in its 2nd year, met the KPIs and related activities to achieve the goal.

Three challenges were addressed in the 2nd year compared to the previous:

- Increasing the geographical diversity of participants in the open call.
- Organising physical events to integrate the second cohort into the hubs - one by each hub.
- Organising physical events to present STADIEM and showcase the beneficiaries of the program at international conferences

The webinars promoting the STADIEM Innovation Program attracted a larger and more geographically diverse audience, including participants from Eastern and Southern Europe. This is reflected in the increased geographical diversity of applications received for the second open call. More information on the second open call can be read in D3.6 '*Analytics on the submitted proposals OC2*'.

The end of Covid-19 restrictions allowed for the integration of the selected beneficiaries of the second cohort into the network of hubs through physical events at VRT, MCB, and NMA, as well as through travel to other events and corporates within the hub sphere. Additionally, STADIEM organised events at international conferences where beneficiaries from the first and second cohorts could showcase their solutions to a broader audience.

STADIEM had its stand at OMR 2022 (May 2022), its boot at IBC2022 at the MCB stand (September 2022), and boot and side-event at TechChill Milano 2022 at F6S stand. Complementary to these actions, the STADIEM consortium presented the project during the PTS 2022 from EBU and organised the demo-day of open call one during Future Week at MCB.

STADIEM also engaged media corporates, innovators, and start-ups/scale-ups in eight project-related events, including online pitching and presentation of start-ups to corporates and participation of start-ups at events of partners/actors related to STADIEM consortium partners. For example, two STADIEM beneficiaries from the Match OC2 phase participated in the FMH event at Media City Odense in June 2022.

The participation of STADIEM members in events and the events organised by STADIEM was promoted through STADIEM's communication channels (website and social media) and the (online/social) networks of Martel and other STADIEM partners. Promotional materials, such as pod design, videos, and brochures, were produced to support the engagement of stakeholders during these events.





TABLE 3: OVERVIEW OF THE COMMUNITY BUILDING ACTIVITIES FOR THE ENGAGE STAKEHOLDER GROUP

Stakeholder Group	Planned Activities	Planned KPIs	Completed activities/ KPIs	Partners involved
<b>Engage</b>	Webinars to promote the programme	2 per open call	2 webinars 90+70 participants (Jan 28 + Feb 10 2022) Participation from all partners	F6S, VRT & Martel (lead), NMA, STK, MCB, EBU
	Showcasing and getting together at international events facilitated by the STADIEM network	Not applicable	7 events: WebSummit 2021, <u>Slush 2021</u> (side event, hosted by STK), PTS 2022 OMR 2022, IBC 2022, TechChill Milano 2022,	STK, NMA, MCB, VRT, EBU, F6S
	Showcasing and getting together at international events organised by the STADIEM network	Not applicable	1 event: Future Week 2022	MCB
	Big Bang proceeding the Match Phase of OC2	1 event	1 event on 2nd May 2022	NMA, MCB (lead), STK, VRT, NMA, Martel, EBU, F6S
	Develop Phase Onboarding OC2	Not applicable	1st August 2022	VRT (lead), MCB, NMA, STK
	Participation in project-related events	At least 4	8 events  Sandbox Hub Challenges - November 2021  NMA Demo Day 12 October 2021	VRT, F6S, NMA, STK



			<p>OC1 Integration Phase event - panel with international tech experts on Integration - March 2022</p> <p>Pitch Sandbox Hub May 2022</p> <p>Media City Odense 2022 - June 2022</p> <p>Wallifornia 2022 - June 2022</p> <p>Network events Tech Chill Milano - F6S - Sept 2022</p> <p>Happy Hour at IBC 2022 - Sept 2022</p>	
	Demo Day at the end of the project	1 Demo Day per open call	Future Week demo day event 2022	MCB
	Access to and integration in the partner's hub and networks	Not applicable	<p>4 events/2 activitis</p> <p>Match OC2 hub events</p> <ul style="list-style-type: none"> <li>Innovati on cafés VRT Sandbo x – VRT</li> <li>OMR boot and matchm aking – NMA</li> <li>Future Week 2022 - MCB</li> <li>OC2 Investor and Corporat e Match</li> </ul>	VRT, MCB, NMA, STK, F6S



			<p>week - STK</p> <p>Cohort Match OC2 - Travel to events and corporates for lead generation and LOI within sphere of hubs</p> <p>Regular (bi- monthly) update of STADIEM Progress for each phase in OC1/OC in the Sandbox Hub</p>	
	Videos, interview and success stories online	Not applicable	See testimonials; MCB expo	



## 6. CONCLUSION AND FUTURE PERSPECTIVE

### *Conclusion*

This deliverable presented that STADIEM achieved or exceeded all of its key performance indicators (KPIs) for community building in the period from October 2021 to September 2022. The deliverable thus presented the overview of the project's communication and engagement strategy and then proceeded to list key achievements that were grouped according to the: Inform, Convince, Engage methodology.

One major difference from the previous year was the impact of the easing of Covid-19 restrictions in the European Union. This allowed STADIEM to increase its physical presence at events such as conferences, conventions, and workshops, and to reach out to various stakeholder groups in its ecosystem.

The return of in-person events was particularly beneficial for the 40 beneficiaries selected in the second open call, as they were able to travel to hubs and meet with corporate partners to secure letters of intent for their development proposals.

STADIEM also had the opportunity to showcase the beneficiaries of its first and second open calls to a wider audience of media stakeholders at events like Future Week, IBC, Media City Odense, and Tech Chill Milano. In addition, STADIEM consortium members were able to focus on conveying information and engaging with stakeholder groups in person, in addition to online activities.

### *A look into the future.*

In the first two years of the project, STADIEM focused on building its ecosystem and encouraging media companies and corporates to participate in the STADIEM Innovation Program through the open call process. In the final year of the project, STADIEM will shift its focus to showcasing the results and lessons learned from the program, highlighting success stories, and connecting the beneficiaries with relevant stakeholders and audiences to support their continued development after the end of EU funding. STADIEM will continue to use the KPIs defined in its initial community building plan, but the specific events, publications, and social media activities will be tailored to the need to connect with stakeholders that are important for the sustainability of the project.

The main challenges for the final year of the project are the following.

To support the sustainability of the project after September 2023, STADIEM plans to:

- Organize 3 workshops focused on particular stakeholders to present insights and lessons from the second year of the project and highlight success stories.
- Set up events and activities to connect STADIEM beneficiaries with relevant actors in the broader ecosystem to support their growth and development.
- Find and secure a suitable opportunity for the final demo day for the 4 STADIEM OC2 pilots.
- Develop a strategy for post-project ecosystem engagement and for directing the project's efforts after the end of EU funding.





## ANNEXES

## ANNEX I: OVERVIEW OF VIDEOS BY PROJECT AND PARTNERS

## Project Videos

Partner	date	Titel	Views (youtube)	link
Martel	19/10/2021	STADIEM's First Consortium Meeting and Pitching Event @ Future Week	59	<a href="https://www.youtube.com/watch?v=VkkTi1tOr2U">https://www.youtube.com/watch?v=VkkTi1tOr2U</a>
Martel	1/11/2021	STADIEM's Open Call 1 - A few words from the hubs - VRT	119	<a href="https://www.youtube.com/watch?v=4euulP95Tf4">https://www.youtube.com/watch?v=4euulP95Tf4</a>
Martel	22/11/2021	STADIEM's Open Call 1: A few words from the Hubs - Media City Bergen	41	<a href="https://www.youtube.com/watch?v=nh9ZAVtjtc8">https://www.youtube.com/watch?v=nh9ZAVtjtc8</a>
Martel	26/11/2021	STADIEM - Piloting and acceleration programme (Version 2):	429	<a href="https://www.youtube.com/watch?v=w5qO6xm9wWE">https://www.youtube.com/watch?v=w5qO6xm9wWE</a>
Martel	8/12/2021	STADIEM's Open call 1: A few words from the Hubs - Storytek	11	<a href="https://www.youtube.com/watch?v=yZ8U8k6mpKE">https://www.youtube.com/watch?v=yZ8U8k6mpKE</a>
Martel	09/12/2021	EU-funding for 40 B2B start-ups in MediaTech: STADIEM at SLUSH	46	<a href="https://www.youtube.com/watch?v=ptn8H2CXuRc">https://www.youtube.com/watch?v=ptn8H2CXuRc</a>
Martel	10/12/2021	STADIEM at MCB Expo	11	<a href="https://www.youtube.com/watch?v=5tItaVm_nMw">https://www.youtube.com/watch?v=5tItaVm_nMw</a>
Martel	16/12/2021	STADIEM's Open Call 1: A few words from the Hubs - NMA	101	<a href="https://www.youtube.com/watch?v=5tItaVm_nMw">https://www.youtube.com/watch?v=5tItaVm_nMw</a>



<b>Martel</b>	31/01/2022	STADIEM Open call 2 webinar #1	89	<a href="https://www.youtube.com/watch?v=Qo_yUK3chu4">https://www.youtube.com/watch?v=Qo_yUK3chu4</a>
<b>Martel</b>	13/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - FanSifter	98	<a href="https://www.youtube.com/watch?v=RWcd5t7YU-4">https://www.youtube.com/watch?v=RWcd5t7YU-4</a>
<b>Martel</b>	19/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups Aiconix	63	<a href="https://www.youtube.com/watch?v=5Fhm0eUPqwE">https://www.youtube.com/watch?v=5Fhm0eUPqwE</a>
<b>Martel</b>	25/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - Datavillage	87	<a href="https://www.youtube.com/watch?v=9bUDw3VPKcw">https://www.youtube.com/watch?v=9bUDw3VPKcw</a>
<b>Martel</b>	25/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - The Chainless / DeepVA:	67	
<b>Martel</b>	28/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - Frameright: 69	69	<a href="https://www.youtube.com/watch?v=0xtrX2unAUl">https://www.youtube.com/watch?v=0xtrX2unAUl</a>
<b>Martel</b>	28/01/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - Nowtilus: 86	86	<a href="https://www.youtube.com/watch?v=1dKYp1RHXgM">https://www.youtube.com/watch?v=1dKYp1RHXgM</a>
<b>Martel</b>	02/03/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - Zazu	81	<a href="https://youtu.be/wXNM9qmb08Q">https://youtu.be/wXNM9qmb08Q</a>
<b>Martel</b>	04/03/2022	STADIEM's OPEN CALL 1: A few words from the Scale- ups - Visualyst	58	<a href="https://youtu.be/JGGMfMc68QA">https://youtu.be/JGGMfMc68QA</a>
<b>Martel</b>	31/01/2022	STADIEM Open Call 2	88	<a href="https://www.youtube.com/watch?v=Qo_yUK3chu4">https://www.youtube.com/watch?v=Qo_yUK3chu4</a>



		webinar #1 - Full recording		
<b>Martel</b>	11/02/2022	STADIEM Open Call 2 webinar #2 - Full recording: 105	105	<a href="https://www.youtube.com/watch?v=tnF2A6JKYLS">https://www.youtube.com/watch?v=tnF2A6JKYLS</a>

An additional clip to promote Open Call 2 webinars was created but posted exclusively on social media to be used in the related paid adv campaign (total reach: >220k)

### Videos VRT

Partner	date	Titel	Views (LinkedIn )	link
<b>VRT - Sandbox</b>	May 2022	Matchmaking event at VRT	887	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6940204575811358720/">https://www.linkedin.com/feed/update/urn:li:activity:6940204575811358720/</a>
<b>VRT - Sandbox</b>	August 2022	Druid learning - Introduction Develop Phase with Corporate VRT	887	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6963118228319412224">https://www.linkedin.com/feed/update/urn:li:activity:6963118228319412224</a>
<b>VRT - Sandbox</b>	August 2022	Wantent - Introduction Develop Phase with Corporate VRT	209	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6962438747300732928">https://www.linkedin.com/feed/update/urn:li:activity:6962438747300732928</a>
<b>VRT - Sandbox</b>	August 2022	Limecraft - Introduction Develop Phase with Corporate VRT	985	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6960235922072215552/">https://www.linkedin.com/feed/update/urn:li:activity:6960235922072215552/</a>
<b>VRT - Sandbox</b>	August 2022	BotTalk - Introduction Develop Phase with Corporate VRT	321	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6960553140735614976/">https://www.linkedin.com/feed/update/urn:li:activity:6960553140735614976/</a>





## MCB Videos

Partner	date	Titel	Views (LinkedIn)	link
MCB	07/10/2022	STADIEM Pitching Contest at Future Week 2021	43	<a href="https://www.youtube.com/watch?v=fXT-sLOd2Xq&amp;list=PLmOhsyHij8ALNqFyn1BqLhivWpNwrkV2i&amp;index=18&amp;t=2452s">https://www.youtube.com/watch?v=fXT-sLOd2Xq&amp;list=PLmOhsyHij8ALNqFyn1BqLhivWpNwrkV2i&amp;index=18&amp;t=2452s</a>
MCB	03/12/2021	Presentation STADIEM at MCB Expo (online alternative to cancelled IBC 2021 presence)	267	<a href="https://www.youtube.com/watch?v=F5lZUkpZSZg">https://www.youtube.com/watch?v=F5lZUkpZSZg</a>
MCB	27/06/2022	STADIEM demo presentation Accelerating Next-Generation Media Tech Innovations at Future Week 2022	38	<a href="https://www.youtube.com/watch?v=8oV_xJFZYjI&amp;list=PLmOhsyHij8AL2E_7WbJKcNZFrMF_KzG6T&amp;index=9&amp;t=1591s">https://www.youtube.com/watch?v=8oV_xJFZYjI&amp;list=PLmOhsyHij8AL2E_7WbJKcNZFrMF_KzG6T&amp;index=9&amp;t=1591s</a>

## ANNEX II : COMMUNICATION ON SOCIAL MEDIA

Besides the 400 posts on Twitter and LinkedIn on the STADIEM project social media and curated by communication partner Martel, the 4 hubs have actively communicated on social media about STADIEM via their social media channels.

## VRT

VRT Sandbox posted on its LinkedIn Account (2100 followers) 42 posts regarding diverse elements of the Project.

Partner	date	Titel	link
VRT-Sandbox	29/10/2021	Future week 2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6859782019652567040">https://www.linkedin.com/feed/update/urn:li:activity:6859782019652567040</a>
VRT-Sandbox	4/11/2021	OC1: VRT	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6862002341575446528">https://www.linkedin.com/feed/update/urn:li:activity:6862002341575446528</a>



<b>VRT-Sandbox</b>	25/11/2021	STADIEM @ Slush: European Mediatech networking event	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6869602575797256192">https://www.linkedin.com/feed/update/urn:li:activity:6869602575797256192</a>
<b>VRT-Sandbox</b>	26/11/2021	OC1: MCB	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6869922497605722113">https://www.linkedin.com/feed/update/urn:li:activity:6869922497605722113</a>
<b>VRT-Sandbox</b>	1/12/2021	OC2: announcement	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6871781304812367872">https://www.linkedin.com/feed/update/urn:li:activity:6871781304812367872</a>
<b>VRT-Sandbox</b>	2/12/2021	STADIEM @ MCB online expo	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6872200751427526657">https://www.linkedin.com/feed/update/urn:li:activity:6872200751427526657</a>
<b>VRT-Sandbox</b>	6/12/2021	STADIEM @ EBU itech	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6873563775690264576">https://www.linkedin.com/feed/update/urn:li:activity:6873563775690264576</a>
<b>VRT - Sandbox</b>	13/12/2021	Anneke Gyzen	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6876168436314120192">https://www.linkedin.com/feed/update/urn:li:activity:6876168436314120192</a>
<b>VRT - Sandbox</b>	15/12/2021	Launch OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6876853719430942720">https://www.linkedin.com/feed/update/urn:li:activity:6876853719430942720</a>
<b>VRT - Sandbox</b>	21/12/2021	OC1 case: Tinkerlist	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6879036420476977152">https://www.linkedin.com/feed/update/urn:li:activity:6879036420476977152</a>
<b>VRT - Sandbox</b>	28/12/2021	OC1 case: Datavillage	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6881500968412872704">https://www.linkedin.com/feed/update/urn:li:activity:6881500968412872704</a>
<b>VRT - Sandbox</b>	31/12/2021	STADIEM year overview 2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6882591253846913024">https://www.linkedin.com/feed/update/urn:li:activity:6882591253846913024</a>
<b>VRT - Sandbox</b>	4/01/2022	OC1 case: Ceretai	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6884037647434612736">https://www.linkedin.com/feed/update/urn:li:activity:6884037647434612736</a>
<b>VRT - Sandbox</b>	6/01/2022	OC1 case: Smartocto	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6884826378932428800">https://www.linkedin.com/feed/update/urn:li:activity:6884826378932428800</a>
<b>VRT - Sandbox</b>	17/01/2022	OC1 case: FanSifter	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6888850137846706176">https://www.linkedin.com/feed/update/urn:li:activity:6888850137846706176</a>
<b>VRT - Sandbox</b>	25/01/2022	Benefits OC2 (webinar)	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6891726435846090753">https://www.linkedin.com/feed/update/urn:li:activity:6891726435846090753</a>



<b>VRT - Sandbox</b>	27/01/2022	OC2: Content is King	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6892398003261685760">https://www.linkedin.com/feed/update/urn:li:activity:6892398003261685760</a>
<b>VRT - Sandbox</b>	03/02/2022	OC2: Data	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6894923128490065921">https://www.linkedin.com/feed/update/urn:li:activity:6894923128490065921</a>
<b>VRT - Sandbox</b>	10/02/2022	OC2: Monetization	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6897529177374109696">https://www.linkedin.com/feed/update/urn:li:activity:6897529177374109696</a>
<b>VRT - Sandbox</b>	17/02/2022	OC2: Archiving	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6900004503656001537">https://www.linkedin.com/feed/update/urn:li:activity:6900004503656001537</a>
<b>VRT - Sandbox</b>	22/02/2022	OC2 Video: time is ticking	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6901817158980943873">https://www.linkedin.com/feed/update/urn:li:activity:6901817158980943873</a>
<b>VRT - Sandbox</b>	24/02/2022	OC2: reminder	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6902549898626248704">https://www.linkedin.com/feed/update/urn:li:activity:6902549898626248704</a>
<b>VRT - Sandbox</b>	16/03/2022	OC1: start integrate phase	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6909864710184050689">https://www.linkedin.com/feed/update/urn:li:activity:6909864710184050689</a>
<b>VRT - Sandbox</b>	17/03/2022	Datavillage in the house	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6910196701324546049">https://www.linkedin.com/feed/update/urn:li:activity:6910196701324546049</a>
<b>VRT - Sandbox</b>	24/03/2022	OC1: selection integrate phase	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6912683486201942016">https://www.linkedin.com/feed/update/urn:li:activity:6912683486201942016</a>
<b>VRT - Sandbox</b>	29/03/2022	OC1: Tinkerlist usecase	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6914561335867412480">https://www.linkedin.com/feed/update/urn:li:activity:6914561335867412480</a>
<b>VRT - Sandbox</b>	11/04/2022	Event: Solid World: Datavillage	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6919257466987802624">https://www.linkedin.com/feed/update/urn:li:activity:6919257466987802624</a>
<b>VRT - Sandbox</b>	24/03/2022	OC1: selection integrate phase	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6912683486201942016">https://www.linkedin.com/feed/update/urn:li:activity:6912683486201942016</a>
<b>VRT - Sandbox</b>	14/04/2022	OC1: usecase Web64	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6920277682094018560">https://www.linkedin.com/feed/update/urn:li:activity:6920277682094018560</a>
<b>VRT - Sandbox</b>	03/05/2022	OC2: match phase: welcome	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6927218472288464896">https://www.linkedin.com/feed/update/urn:li:activity:6927218472288464896</a>
<b>VRT - Sandbox</b>	11/05/2022	OC2: welcome at VRT hub	<a href="https://www.linkedin.com/feed/update/urn:li:activity:69301197224452464">https://www.linkedin.com/feed/update/urn:li:activity:69301197224452464</a>
<b>VRT - Sandbox</b>	13/05/2022	OC2: welcome at VRT hub post 2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6930827981711917056">https://www.linkedin.com/feed/update/urn:li:activity:6930827981711917056</a>
<b>VRT - Sandbox</b>	16/05/2022	Event: Radiodays Europe: RTBF & Datavillage	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6931911940868861953">https://www.linkedin.com/feed/update/urn:li:activity:6931911940868861953</a>



<b>VRT - Sandbox</b>	24/05/2022	Press : Sifted	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6934795241203888128">https://www.linkedin.com/feed/update/urn:li:activity:6934795241203888128</a>
<b>VRT - Sandbox</b>	01/06/2022	OC2: pilot phase: 4 VRT cases	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6937695665858723841">https://www.linkedin.com/feed/update/urn:li:activity:6937695665858723841</a>
<b>VRT - Sandbox</b>	08/06/2022	OC2: match phase: VRT hub	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6940204575811358720">https://www.linkedin.com/feed/update/urn:li:activity:6940204575811358720</a>
<b>VRT - Sandbox</b>	22/06/2022	OC1: Tinkerlist by Future Media Hubs	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6945330834354675712">https://www.linkedin.com/feed/update/urn:li:activity:6945330834354675712</a>
<b>VRT - Sandbox</b>	02/08/2022	OC2: Limecraft video	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6960235922072215552">https://www.linkedin.com/feed/update/urn:li:activity:6960235922072215552</a>
<b>VRT - Sandbox</b>	03/08/2022	OC2: Bottalk video	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6960553140735614976">https://www.linkedin.com/feed/update/urn:li:activity:6960553140735614976</a>
<b>VRT - Sandbox</b>	08/08/2022	OC2: Wantent video	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6962438747300732928">https://www.linkedin.com/feed/update/urn:li:activity:6962438747300732928</a>
<b>VRT - Sandbox</b>	10/08/2022	OC2: Druid Learning video	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6963118228319412224">https://www.linkedin.com/feed/update/urn:li:activity:6963118228319412224</a>
<b>VRT - Sandbox</b>	02/09/2022	STADIEM @ IBC	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6971380662293385216">https://www.linkedin.com/feed/update/urn:li:activity:6971380662293385216</a>
<b>VRT - Sandbox</b>	12/09/2022	STADIEM @ IBC: happy hour	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6975032325130575872">https://www.linkedin.com/feed/update/urn:li:activity:6975032325130575872</a>

## MCB

Over its various social media accounts (LinkedIn, Twitter, Facebook, Instagram), MCB has posted 36 messages including reposts

Partner	date	Titel	link
<b>MCB</b>	2/11/21	Open Call Opportunities	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6861264739557765120">https://www.linkedin.com/feed/update/urn:li:activity:6861264739557765120</a>
<b>MCB</b>	11/11/21	IBC stand 2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6864546951325618176">https://www.linkedin.com/feed/update/urn:li:activity:6864546951325618176</a>
<b>MCB</b>	11/11/21	IBC presence 2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6864865493904318464">https://www.linkedin.com/feed/update/urn:li:activity:6864865493904318464</a>
<b>MCB</b>	19/11/21	SLUSH 2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6867399155447279616">https://www.linkedin.com/feed/update/urn:li:activity:6867399155447279616</a>



<b>MCB</b>	22/11/21	Stay Tuned for OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6868472108574367744">https://www.linkedin.com/feed/update/urn:li:activity:6868472108574367744</a>
<b>MCB</b>	29/11/21	Mcb Expo	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6871092399964229632">https://www.linkedin.com/feed/update/urn:li:activity:6871092399964229632</a>
<b>MCB</b>	01/12/21	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6871795913195569152">https://www.linkedin.com/feed/update/urn:li:activity:6871795913195569152</a>
<b>MCB</b>	08/12/21	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6874267618342137857">https://www.linkedin.com/feed/update/urn:li:activity:6874267618342137857</a>
<b>MCB</b>	13/12/21	MCB Expo	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6876074803107913728">https://www.linkedin.com/feed/update/urn:li:activity:6876074803107913728</a>
<b>MCB</b>	15/12/21	OC 2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6876852078237618176">https://www.linkedin.com/feed/update/urn:li:activity:6876852078237618176</a>
<b>MCB</b>	20/12/21	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6878689779404328960">https://www.linkedin.com/feed/update/urn:li:activity:6878689779404328960</a>
<b>MCB</b>	12/01/22	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6886999923707928576">https://www.linkedin.com/feed/update/urn:li:activity:6886999923707928576</a>
<b>MCB</b>	19/01/22	Webinar	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6889477277432745984">https://www.linkedin.com/feed/update/urn:li:activity:6889477277432745984</a>
<b>MCB</b>	28/01/22	Webinar	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6892812901019983872">https://www.linkedin.com/feed/update/urn:li:activity:6892812901019983872</a>
<b>MCB</b>	21/02/22	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6901616558259732480">https://www.linkedin.com/feed/update/urn:li:activity:6901616558259732480</a>
<b>MCB</b>	28/02/22	OC2	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6903986580739227648">https://www.linkedin.com/feed/update/urn:li:activity:6903986580739227648</a>
<b>MCB</b>	05/09/2022	IBC 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6972555956362600449">https://www.linkedin.com/feed/update/urn:li:activity:6972555956362600449</a>
<b>MCB</b>	09/09/2022	IBC 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6973973754422931456">https://www.linkedin.com/feed/update/urn:li:activity:6973973754422931456</a>
<b>MCB</b>	19/10/21	Future Week 21	<a href="https://twitter.com/MediaCityBergen/status/1450462222585634840?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1450462222585634840?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	20/12/21	OC2	<a href="https://twitter.com/MediaCityBergen/status/1472917526963277827?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1472917526963277827?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>



<b>MCB</b>	25/01/22	OC2	<a href="https://twitter.com/MediaCityBergen/status/1485990630304235520?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1485990630304235520?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	28/01/2022	Webinar	<a href="https://twitter.com/MediaCityBergen/status/1487036305624162304?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1487036305624162304?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	21/02/22	OC2	<a href="https://twitter.com/MediaCityBergen/status/1495851772400877581?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1495851772400877581?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	28/02/22	OC2	<a href="https://twitter.com/MediaCityBergen/status/1498221490126348289?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1498221490126348289?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	03/06/2022	Pilot phase	<a href="https://twitter.com/MediaCityBergen/status/1532683199389769728?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag">https://twitter.com/MediaCityBergen/status/1532683199389769728?s=20&amp;t=gzKOFsSwd_BwiiLZz2BDag</a>
<b>MCB</b>	30/11/2021	MCB Expo	<a href="https://www.instagram.com/p/CW5DrmsKK3V/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CW5DrmsKK3V/?utm_source=ig_web_copy_link</a>
<b>MCB</b>	13/12/21	MCB Expo	<a href="https://www.instagram.com/p/CXa8WLBmWWP/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CXa8WLBmWWP/?utm_source=ig_web_copy_link</a>
<b>MCB</b>	20/12/21	OC2	<a href="https://www.instagram.com/p/CXtO-JKoeHP/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CXtO-JKoeHP/?utm_source=ig_web_copy_link</a>
<b>MCB</b>	21/02/22	OC2	<a href="https://www.instagram.com/tv/CaQltHhD37t/?utm_source=ig_web_copy_link">https://www.instagram.com/tv/CaQltHhD37t/?utm_source=ig_web_copy_link</a>
<b>MCB</b>	09/09/22	IBC 2022	<a href="https://www.instagram.com/p/CiR2pK_M4Nk/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CiR2pK_M4Nk/?utm_source=ig_web_copy_link</a>
<b>MCB</b>	19/11/21	Slush	pfbid02r6MowW6cMQ6GBCsxnRcq4wEdqZ619HxUCJJAxnzhTsY5rFQR7SJr8rZ7KugJBiJxl
<b>MCB</b>	29/11/21	MCB Expo	pfbid0292hsjiqYU9EqNiCCNRKy pjU2XxuwnB1fT82eFEgqiuGRGhuXFSAHhqpYUHPNVyYfl
<b>MCB</b>	13/12/2021	MCB Expo	pfbid02ZXdwYQ47eayvaAAyCFrhGqXv61a8NjFsZn9HWxV2Pzm9ppaac6dzRWRHpxQaj56l
<b>MCB</b>	20/12/21	OC2	pfbid0hzyY7f9ReomjLNvdsBqpuXtVDG6w48Hxp1KgLHVdY66VERq4MpZVRoUiFK5XLSjl
<b>MCB</b>	28/02/21	OC2	pfbid02FNxkZ7oaw4svTXNLmErjN8w1a5vQYWW6e2BZBqTupicNMVupEnhDL8peFtRsC3yWI





<b>MCB</b>	09/09/22	IBC	pfbid0AMbChd53UTkFwYFnjWjr uiaibNn2PAcA422uBs36L5H9qb p4febF25ZGJPhsv48Wl
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**NMA**

NMA posted on its LinkedIn channel actively around the OMR event and the Match Phase event in Hamburg in May 2022

Partner	date	Titel	link
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6930077595363364865">https://www.linkedin.com/feed/update/urn:li:activity:6930077595363364865</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6930452492434436096">https://www.linkedin.com/feed/update/urn:li:activity:6930452492434436096</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6931948217903239168">https://www.linkedin.com/feed/update/urn:li:activity:6931948217903239168</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6932296005090488320">https://www.linkedin.com/feed/update/urn:li:activity:6932296005090488320</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6932366470257549313">https://www.linkedin.com/feed/update/urn:li:activity:6932366470257549313</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6932571893749186560">https://www.linkedin.com/feed/update/urn:li:activity:6932571893749186560</a>
<b>NMA</b>	May 2022	OMR 2022	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6933072177999069185">https://www.linkedin.com/feed/update/urn:li:activity:6933072177999069185</a>
<b>NMA</b>	June 2022	Pilot Phase	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6937744530448257025">https://www.linkedin.com/feed/update/urn:li:activity:6937744530448257025</a>

**STORYTEK**

Storytek communicated via its LinkedIn Channel (3484 followers) 4x times specific on STADIEM activities with its own content creation, besides resharing Stadiem social media project posts.

Partner	date	Titel	link
<b>STK</b>	January 2022	STADIEM OC2 and tech-i publication STADIEM	<a href="https://www.linkedin.com/posts/stensaluveer_stadiem-startup-mediatech-activity-6873558958989209600-4zpU/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/stensaluveer_stadiem-startup-mediatech-activity-6873558958989209600-4zpU/?utm_source=share&amp;utm_medium=member_desktop</a>
<b>STK</b>	February 2022	STADIEM Open Call 2 promotion	<a href="https://www.linkedin.com/posts/stensaluveer_opencall-mediainnovations-incubation-activity-6904062436844933120-goYC/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/stensaluveer_opencall-mediainnovations-incubation-activity-6904062436844933120-goYC/?utm_source=share&amp;utm_medium=member_desktop</a>
<b>STK</b>	June 2022	STADIEM OC2 Promo for Corporate and Investor matches	<a href="https://www.linkedin.com/posts/stensaluveer_activity-6939990373763092480-plxC/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/stensaluveer_activity-6939990373763092480-plxC/?utm_source=share&amp;utm_medium=member_desktop</a>
<b>STK</b>	September 2022	OC1 Pilot Case Study: Filmchain	<a href="https://www.linkedin.com/posts/stensaluveer_horizoneurope-innovation-startups-activity-7003686274003791872-">https://www.linkedin.com/posts/stensaluveer_horizoneurope-innovation-startups-activity-7003686274003791872-</a>



			<a href="https://www.stadiem.com/2DK/?utm_source=share&amp;utm_medium=member_desktop">2DK /?utm_source=share&amp;utm_medium=member_desktop</a>
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### ANNEX III: TARGETED PUBLICATIONS OF STADIEM

Besides the press releases issued by communication Martel and the targeted campaigns by Martel to corporates, the STADIEM partners realised the following articles in (online) magazines and external/internal newsletters:

Partner	date	Titel	link
VRT	01/09/2021	Article on vrt.be: VRT and European scale-ups build future media solutions through innovative piloting program -	<a href="https://www.vrt.be/en/over-de-vrt/news/2021/08/31/vrt-and-european-scale-ups-build-future-media-solutions-through/">https://www.vrt.be/en/over-de-vrt/news/2021/08/31/vrt-and-european-scale-ups-build-future-media-solutions-through/</a>
VRT	15/09/2021	Article on vrt.be: STADIEM doet open oproep aan start-ups en scale-ups	<a href="https://www.vrt.be/nl/over-de-vrt/nieuws/2021/12/15/stadiem-doet-open-oproep-aan-start-ups-en-scale-ups/">https://www.vrt.be/nl/over-de-vrt/nieuws/2021/12/15/stadiem-doet-open-oproep-aan-start-ups-en-scale-ups/</a>
VRT	29/09/2022	Article on August (internal VRT news site)	Ken je Gamescom en IBC? VRT Innovatie was aanwezig
VRT	24/05/2022	Article on Sifted: How the Flemish public broadcaster VRT became a media innovation powerhouse (referring to STADIEM)	<a href="https://sifted.eu/articles/vrt-sandbox-media-venture-fund">https://sifted.eu/articles/vrt-sandbox-media-venture-fund</a>
EBU	10/02/2022	Article in Tech-I issue 50: Calling innovators to enhance Europe's Next Generation Media Ecosystem	<a href="https://tech.ebu.ch/news/2021/12/stadiem-calling-innovators-to-enhance-europes-next-generation-media-ecosystem">https://tech.ebu.ch/news/2021/12/stadiem-calling-innovators-to-enhance-europes-next-generation-media-ecosystem</a>
MCB	October 2021 - September 2022	- Several features on the Media City Bergen Newsletter	
MCB	20/12/21	OC2 Announcement at MCB website	<a href="https://mediacitybergen.no/home/stadiem-oc2/">https://mediacitybergen.no/home/stadiem-oc2/</a>
MCB	03/05/2022	Match Phase start-ups announced on Media City Bergen website	<a href="https://mediacitybergen.no/home/stadiem-match-oc2/">https://mediacitybergen.no/home/stadiem-match-oc2/</a>
NMA	May 2022	OMR	<a href="https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=7763ef9a90">https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=7763ef9a90</a>
NMA	May 2022	OMR	<a href="https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=49272fba62">https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=49272fba62</a>
NMA	May 2022	OMR	<a href="https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=9b50488e98">https://us11.campaign-archive.com/?u=cf573fd2a58ebedd25f2a5ca6&amp;id=9b50488e98</a>
F6S	January-February 2022	Open Call 2	Social media posts and newsletter





<p><b>STK</b></p>	<p>September 2022</p>	<p>STADIEM OC1 Pilot Case study Filmchain</p>	<p><a href="https://www.linkedin.com/posts/stensaluveer_horizoneurope-innovation-startups-activity-7003686274003791872-2DK/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/stensaluveer_horizoneurope-innovation-startups-activity-7003686274003791872-2DK/?utm_source=share&amp;utm_medium=member_desktop</a></p>
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