New approaches to innovation in the European media sector

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EBU
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PROJECT PARTNERS

SUPPORTING ORGANISATIONS

WWW.MEDIAROAD.EU
INNOVATION AND MEDIA ROAD
Sandboxes

Set up media innovation incubators/accelerators inside and between media organizations

Startups

Invite external technology and media companies to pitch, test and scale innovations in the Sandboxes
SANDBOX HUB

WHAT?

INTERNATIONAL NETWORK OF SANDBOXES FACILITATING STARTUPS TO SCALE INTERNATIONALLY

SHARING EXPERIENCES & EXPERTISE
• Collaboration with start-ups
• International pitching and scaling up events
• Publication of case studies /projects @MediaRoad website
FUTURE POLICY VISION
Develop a long-term policy vision for the EU media sector

Policy vision:
• EU Research Agenda beyond 2020
• Data, 5G, Cloud, privacy policies, role of platforms and intermediaries…

https://www.mediaroad.eu/vision-documents
Contribution to the EC consultations:

• Public consultations on fake news and online disinformation

• Public consultation on EU funds in the area of investment, research & innovation SMEs and single market

• EC survey on Research and Innovation Missions for “Horizon Europe”

Campaigning for media innovation in Horizon Europe
• Work on second Vision Document ongoing
• Trends included: Immersive technologies, 5G, Convergence, Internet of Things, Artificial Intelligence, Blockchain
• Make your voice heard - take part in shaping future research road maps!

→ Go to https://www.mediaroad.eu/consultation to share your views!
NETWORK OF STAKEHOLDERS
Events

• Media Innovation in the age of AI, social media and fake news, 2 March 2018, Geneva (EPFL)
• Post-Convergence Radio, 18 March 2018, Vienna (AER)
• Robot Journalism – should we be afraid? 5 June 2018, Lisbon (EFJ)
• Content and Digital Innovation in a Multi-platform World, 18 June 2018 (CEPI)
• Sandbox Pitching in Munich, 22 November 2018 (IRT)
• Audience Measurement for Post-Convergence Media, 4 December 2018 (EGTA)
• MediaRoad Skill Bytes - podcasts series on transformation of the media technology environment and required professional skills, 10 episodes till Oct 2019 (EBU / BBC)
• #5GMediaRoad - 5G for media production and distribution, 8-9 May 2019, Munich (IRT)
• MediaRoad @IBC 2019, 15 September 2019 (EBU)
• Final conference, 8 October 2019 (EBU)
MEDIAROAD – JOIN US

• Become an official MediaRoad stakeholder
• Participate in MediaRoad events
• Contribute to policy consultations and debates
• Connect with media innovation accelerators (Sandboxes)
• Subscribe to newsletter on our website to receive project updates and event invitations
Questions?
Ideas?

JOIN US!

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