

PROJECT

MEDIA FUTURES

Data-driven innovation hub for the media value chain

The project aims to create a European data innovation hub to bring together data-savvy entrepreneurs, artists and other stakeholders in the media value chain. The objective is to deliver a programme that expands on standard models to produce unconventional ways for people to engage with quality journalism, science education and democratic processes.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 951962

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PARTNERS

6

COUNTRIES

€5 M

TOTAL BUDGET

3

YEARS



MediaFutures

IN ONE CLICK

Coordinator

LUH

Programme

Horizon2020

Period

2020- 2023

Sector

MEDIA

Web

www.mediafutures.eu

01

Challenge

Our world is in turmoil from many different angles. The populism is rising, filter bubbles encourage extreme positions, and we face dwindling public trust in facts and expertise on virtually any subject. The role of media in all this has been extensively discussed; public opinion is increasingly formed online, based on content and narratives optimized for clicks rather than a balanced point of view and corroborating evidence. We also experience a political culture in which debate and decisions appeal to people's emotions. Together with a fragmented, polarized public engagement and shortening attention spans, this challenges us to create new approaches, experiences and information technologies that entertain and educate at the same time.

02

Solution

MediaFutures will set up a European digital innovation hub for the media value chain, bringing together micro, small and medium businesses; creatives; data and technology providers; as well as experts in human computer interaction, ethics, media studies, social innovation, entrepreneurship, and privacy and data protection. At the end, MediaFutures will provide an acceleration and residency programme for startups and artists to support them carry out pilot projects that result in new products, services, processes and artistic experiences based on the use of data, which encourage people to engage more meaningfully with high-quality journalism, science education and digital citizenship.

03

Impacts

Through its acceleration and residency programme, MediaFutures will support the creation of innovative products, services, processes and artistic experiences based on the use of data with the final aim of reshape the media value chain. This acceleration and residency program brings together training in pitching, use, analysis and protection of data, social innovation, entrepreneurship, ethical and legal aspects, public financing opportunities, as well as technical support and infrastructure, contact with investors and equity free funding of up to 80,000 euros.