



**Press alert**

**November 23 2020**

## **Applications open for MediaFutures, the new European data-driven innovation hub for the media value chain**

**Startups and artists can now apply for equity free funding of up to €80,000 to tackle misinformation about COVID-19 using data**

- **MediaFutures will support innovative solutions that help people engage with quality journalism, science education and democratic processes**
- **Successful startups, SMEs and artists will also receive expert mentoring and investment opportunities during the six month accelerator and residency programmes**

[MediaFutures](#), a new data innovation hub bringing together startups, SMEs and artists to solve challenges in the media industry, and part of the [S+T+ARTS](#) ecosystem, has today announced that applications are open for its first accelerator and residency programmes. Startups, SMEs and artists can now apply to become part of the European-funded project.

Over the next three years, MediaFutures will support 51 startups and SMEs, and 43 artists across three Open Calls for applications, distributing a total amount of €2.5 million. Successful applicants will receive funding, mentoring and training.

The three-year project is delivered by a consortium of 10 organisations from six European countries: [Leibniz University Hannover](#) (Coordinator), [King's College London](#), [Institute for Research and Coordination in Acoustics/Music \(IRCAM\) Centre Pompidou](#), [LUISS University](#), [Zabala Innovation Consulting](#), [Next Media Accelerator](#), [Eurecat Technology Centre of Catalonia](#), [Open Data Institute](#), [DEN Institute](#) and [KU Leuven](#). It is funded by the European Commission under the Horizon 2020 framework, Big Data Innovation Hubs programme. MediaFutures is part of the [S+T+ARTS ecosystem](#).

Applications are opening for its first cohort, which will begin the programme in April 2021. Startups, SMEs and artists have until 28 January 2021 to submit an application.

MediaFutures has three programme tracks open for applications:

- **Artists for Media** - a six month Residency programme for artists with an innovative concept to explore data and technology, and its impact on individuals and society
- **Startups for Citizens** - a six month Accelerator programme for startups to build a product or service that encourages novel, meaningful ways to engage with media content



## MediaFutures

- **Startup meets Artist** - a six month mixed Residency and Accelerator support programme for teams of startups and artists to collaboratively develop new ideas around data technology and the arts

Startups, SMEs and artists are invited to apply with solutions to one of four Challenges, three of which focus on respond to misinformation around the coronavirus pandemic:

- **Viral Complexity** - accounting for the complexity of coronavirus through data literacy
- **Building Bridges** - reintegrating society by bridging communities that have been fragmented by responses to coronavirus
- **The New Media-tors** - reimagining and rebuilding the role of mediators to tackle misinformation around coronavirus
- **Open Challenge** - for projects that address issues around misinformation

**Alexandra Garatzogianni, Coordinator of MediaFutures, Head of Knowledge and Technology Transfer at TIB and Coordinator of EU Projects at Leibniz University of Hannover, said:**

“We want to demonstrate how developing a multidisciplinary data innovation hub like MediaFutures can reshape the media value chain across Europe. We are looking forward to receiving applications from startups, SMEs and artists with products, services, artworks and experiences that have the potential to transform how citizens engage with quality journalism, science education and democratic processes.”

**Elena Simperl, Professor of Computer Science at King’s College London, said:**

“The coronavirus pandemic highlights the urgent need to tackle misinformation. MediaFutures takes a unique approach by supporting both startups and artists, which will help bridge the gap between technological innovation and the media industry. I'm looking forward to seeing the response to the first Open Call, which I'm confident will once again show how the data economy in Europe is flourishing.”

For more information on how to apply, visit: <https://mediafutures.eu/opencall/> or participate in our **webinars** on December 17th, 2020 and January 13th, 2021 at 1:00 PM (CET) to find out more.

**ENDS**

### Notes to editors

For more information, please contact: [info@mediafutures.eu](mailto:info@mediafutures.eu) or follow us on [Twitter](#) and [LinkedIn](#)



### **About Leibniz University of Hannover (LUH), L3S Research Centre**

The Leibniz University of Hannover (LUH) is one of the nine leading technical universities in Germany (TU9 consortium). The L3S Research Centre is a joint research institute of several universities in Lower Saxony. Work at L3S focuses on excellent AI-based research and the development of innovative and cutting-edge methods and technologies.

More info: <https://www.l3s.de/de>

### **About the Open Data Institute (ODI)**

The ODI was co-founded in 2012 by the inventor of the web Sir Tim Berners-Lee and artificial intelligence expert Sir Nigel Shadbolt to show the value of data, and to advocate for the innovative use of data to affect positive change across the globe. We're an independent, non-profit, non-partisan company headquartered in London, with an international reach.

More info: <https://theodi.org/>

### **About King's College London (KCL)**

KCL is one of the top 10 UK universities in the world, and the Department of Informatics is in the top 10 of Computer Science departments in the UK. The department hosts research groups focusing on algorithms and data analysis, cybersecurity, distributed artificial intelligence, human centred computing, reasoning and planning, and software systems.

More info: <http://kcl.ac.uk/>

### **About IRCAM-Centre Pompidou**

IRCAM-Centre Pompidou is a non-profit research institution located in Paris, associated with Centre Pompidou. It was founded in 1977 as part of the Centre Pompidou project by Pierre Boulez as an institution dedicated to promoting collaborations between researchers, engineers and artists and has remained since then a unique Art-Tech-Science reference worldwide.

More info: <https://www.ircam.fr/>

### **About the Design Entrepreneurship Institute (DEN)**

DEN is a not-profit think tank based in Brussels (Belgium), working at European level thanks to an extended network of experts participatory innovation practices, socio-economic impact assessment of research and innovation initiatives.

More info: <http://www.den-institute.org/>

### **About ZABALA**

ZABALA is a Spanish SME (over 300 employees) that has a wide experience in supporting entities in the management of their RTD and innovation activities, as well as in technology transfer projects and initiatives. It is a consolidated RTD and Innovation consultancy firm working across Europe on these fields since 1986.

More info: <https://www.zabala.eu/en>



### **About next media accelerator (NMA)**

NMA is an independent accelerator funded by over 30 media outlets in Germany and Austria. NMA invests in early stage media tech startups from Europe, Israel and USA providing innovative solutions to disrupt the media.

More info: <http://NMA.VC>

### **About the KU Leuven Centre for IT and IP Law (CiTiP)**

The Centre for IT & IP Law is a research center at the Faculty of Law of the University of Leuven (KU Leuven), with currently a staff of over 70 researchers specialized in legal and ethical aspects of IT innovation and intellectual property. The Centre is dedicated to advancing and promoting legal knowledge about the information society through research and teaching of the highest quality in the areas of Data Protection, Privacy and Information Security Law, New Media and Communications Law, and Information Rights Management.

More info: <https://www.law.kuleuven.be/citip/en>

### **About LUISS University**

LuiSS Libera Università Internazionale degli Studi Sociali Guido Carli is an independent university that offers an innovative educational approach at its four Departments: Economics and Finance, Business and Management, Law, and Political Science. LUISS is well renowned for its research activities, aimed at producing knowledge and innovations, contributing to the scientific debate as well as to the benefit of economic, social and cultural development with an international perspective.

More info: <https://datalab.luiss.it/>

### **About Eurecat Technology Centre of Catalonia**

Eurecat is the leading Technology Centre in Catalonia. The centre relies on an interdisciplinary perspective through the experience of over 650 professionals focused on R&D, innovation and training activities ranging from industrial technologies to digital technologies and biotech, generating an annual income of €50M.

More info: <http://eurecat.org/en>

### **About Horizon 2020**

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.

More info: <http://ec.europa.eu/programmes/horizon2020/en/what-horizon-2020>