



Press alert  
September 2021

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

- **MediaFutures supports innovative solutions that help people engage with quality journalism, science education and democratic processes.**
- **SMEs, startups and artists can apply for equity free funding of up to €80,000 to tackle misinformation about COVID-19 using data.**
- **MediaFutures is part of the S+T+ARTS ecosystem.**

MediaFutures will, in its three years of duration, set up a data-driven innovation hub for the media value chain. The project started its activities in September 2020.

The innovation hub will offer technical, operational, legal, ethical, subject-specific resources, funding and support for innovators, be that SMEs, startups, artists or combinations thereof. The aim is to help them carry out pilots, and produce artworks and experiences using data, which encourage people to engage more meaningfully with high-quality journalism, science education and digital citizenship.

**During three Open Calls interesting data-informed business ideas and creative projects concerning the media value chain will be selected and participate in the MediaFutures support programme.** Each call will have three tracks: Startups for Citizens (building a product or service that encourages novel, more meaningful ways to engage with media content); Startup meets Artist (teams consisting of a SME or startup and an artist collaboratively developing a new concept of data technology and the arts); Artists for Media (artists proposing an innovative artwork concept and production process that critically and materially explore data and technology to question and comment on its impact on individuals and society).

**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.”

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

MediaFutures has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951962.

**ENDS**

## Notes to editors

### **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>