NESLETTER

Innovation HUB

Media & Creative Industries - Sofia

The evaluation of the applications submitted by startups and scale-ups from all over Europe at the Open Call 2 of Media Motor Europe has been completed. The call was open at September 1st 2020 and closed in October 30th.

Out of 84 applications submitted by 29 countries, **21 startups from 14 countries** were selected to join the MME second mentoring six-month program. Within the frame of the mentoring program, that will start in January 2021 the selected startups will receive access to:

· Dedicated coaching and/or training in business & product development and marketing;

· Tailored services (technical, market, financial, legal, IPR, etc.);

· Matchmaking with partners & clients;

· Connecting with investors and support for the process of fundraising;

· Advising and active support for entering new markets and internationalisation;

· Support for participation in international events (travel costs, information, organisation).

Here is the list of the 21 selected companies with the challenges they solve, grouped by innovation hubs.

Cluster Sofia Knowledge City	
BunchID, Croatia www.bunchid.com	An income generation platform based on linguistic (NLP) analysis of comments without the use of personal data. Through analysis of conversation and language, interests are determined and hate speech is discovered. Readers who comment are known to be 7 times more engaged. The platform generates revenue by promoting call-based subscriptions, promoting related articles and placing contextual ads.
EnVsion, UK www.envsion.io	The product helps media organizations save time and produce more engaging content on a large scale by automating the entire video production process with multimodal AI.
Visualyst, Norway www.visualyst.co	It helps the film and TV Industry process video for regulatory, technical, and editorial compliance through AI-assisted discovery and cloud collaboration. The tool Visualyst ONE, allows teams to create policies, review video files against such policies, collaborate, and report in record time. Video content can be automatically scrutinized for things like nudity, violence, religious symbolism, alcohol and drugs, or sentiments such as hateful speech.

DeepVA, Germany www.deepva.com	The increasing demand for videos makes it impossible for media companies to efficiently manage their growing library. Simply hiring more employees is expensive and the task remains time consuming. DeepVA takes care of this process and automatically categorizes and tags visual content while providing innovative tools to create additional value from media!
Mimirium, Bulgaria www.mimirium.io	This ecosystem of different tools and protocols collects user information and stores it securely on the users own device. All users running that software, form a distributed network database, which can be used to extract aggregated anonymous information. For their participation, the users get paid. It is a form of Universal Private Data Basic Income.
Media City Bergen	
PromoMii's Nova, United Kingdom www.promomii.com	An AI-powered video editing SaaS platform which allows creatives to quickly search their media archive for specific content such as Celebrities - Facial Attributes - Objects - Transcript & Words - Shots, edit the moments they choose and create multiple new videos in minutes with the help of Computer Vision and AI. The platform alleviates creatives of time-consuming editing tasks with advanced human-machine interaction and facilitate in the transition to a data-driven media industry 4.0.
Froomle, Belgium www.froomle.ai	The reason why personalisation hasn't lived up to the expectations is due to the fact that publishers are comparing the impact, the results of personalisation, to the greats of personalisation like Facebook, Netflix, Google and Spotify, without applying the same techniques and without using it to the same extent. Those companies put personalisation front and center of their platforms. They make personalisation part of their competitive advantage because they have the techniques and the algorithms to do so. Publishers currently lack both the means and the organisational buy-in to get to truly impactful personalisation. Froomle offers solutions for both.
AISpotter, Finnland www.aispotter.com	The product eliminates the manual work of video production by automatically generating intelligent highlights and video clips from any video. The service works on pre-recorded videos and on live video streams. They are the best and fastest in analysing events and highlights from any video.
Design AI, Germany www.design-ai.de	An AI-based content warehouse that enables media companies to automatically annotate their video content with deep understanding. Our USP is that instead of offering a fixed AI off-the-shelf, our platform enables our clients to customize their own AI via human-machine collaboration. Thus, they help to increase the transparency over their videos, making every touchpoint more informed and highly efficient.
Smart Touch Systems, Estonia; www.smarttouchsystems.com	Most local sports clubs and schools find it difficult to broadcast live sports events on their social media accounts and websites due to expensive professional cameras and broadcast services. VionLive is an affordable live video broadcast app for iPhone. It is designed with sports specific broadcast tools, for streaming live video on social media and other OTT platforms. Use of AI significantly lowers cost of production and eliminates need to hire the camera crew.

VRT - Brussels	
Factiverse, Norway www.factiverse.no	An automated fact-checking platform with cutting-edge AI and NLP. Journalists, communications professionals and content creators can save valuable time and resources using our products. Our patented technology is developed at the University of Stavanger. They are based in Norway, are part of the Norwegian Media Cluster, supported by Valid TTO, Innovation Norway, Norwegian Research Council and private investors.
Meeco, Belgium www.meeco.me	Meeco is a global leader in the collection, protection & permission management of personal data and decentralised identity. Our award-winning, patented API platform & tools enable people and organisations to securely exchange personal data. Meeco's protection of personal data enables media platforms to implement better data management practices. This lays the foundation for the trust required to deliver personalisation and industry 4.0 use cases.
Scriptix, Netherlands www.scriptix.io	It provides companies and partners with the best possible speech recognition models on the market that enable them to make their content better digitally accessible. They do not believe in a one-size-fits-all approach and work together with their partners and customers to offer the best possible customized solutions
Geneea Analytics, Czech Republic www.geneea.com	The company is specialised in highly customised automatic processing of large amounts of text. We work mainly for media houses, helping them to publish more engaging articles faster and cheaper. The AI behind our tools automatically analyses the text of articles and assists journalists by suggesting related photos, articles, and keywords, taking into account the editorial guidelines and preferences of each publisher.
Datavillage, Belgium www.datavillage.me	Datavillage unlocks the value of personal data by allowing both organisations and their consumers to benefit from it. Through people's self-sovereign digital twins made of all the personal data they create (whatever data source), we allow organisations to access a unique source of insights about their users in order to provide them with hyper-personalised experiences while always preserving their privacy and remaining legally compliant. In a media world for which providing access to relevant information is crucial, people controlled digital twins can provide contextualised content recommendations based upon people's interests, wills or needs.
THERMI -Thessaloniki	
Varia, Germany www.varia.media	Varia is a text analytics company, specialized on information extraction and opinion mining. Varia is providing "Perspectives as a Service", different perspectives on a given text topic. Varia's journalistic research product is available as SaaS or on-premise, stand alone or as API, to integrate nicely into existing workflows.
musicube, Germany; www.musicu.be	Improves the music artists' access to their fans. Musicube trains an AI that "listens" to music and describes it with a system of 800 markers. The result is SaaS, which answers every question about music in a B2B context. Provides semantic search that can be integrated into streaming services as well as in-depth search for inspiration and content for TV channels and radio stations.

GlobalM, Switzerland www.globalm.media	This software enables the media to find current news and sports events more quickly by connecting citizens or journalists at the venue with newsrooms and the media. The service is similar to booking Uber fees when a journalist or freelance operator is asked to provide coverage to be filmed with a smartphone. GlobalM can be used by both freelance journalists and media team journalists. The GlobalM CDN network with SRT gateway is AWS, which allows the shortest input / output connection to all types of media (television, radio, newspapers, magazines and websites and portals) worldwide.
United Robots, Sweden www.unitedrobots.ai	United Robots is the world's leading Content-as-a-Service solution for robot journalism. It provides automated editorial content from structured data using data science and AI. They have provided 100 news sites with > 3mi automated texts since we launched in 2015. Work as partners to publishers in Scandinavia, Europe and North America who are using robots as newsroom resources to launch new verticals, drive conversions, provide real-time services, do geotargeting and more.
Streemfire, Austria www.streemfire.com	Streemfire provides free, independent and user-generated TV. Video sharing platforms are not designed for TV. Studies show that too many choices lead to viewers opting out. Therefore, Streemfire hand picks creators and builds genre based, linear TV channels with them. This allows viewers to lean back, while discovering their favourite interests. Creators see on Streemfire a 500% higher retention rate, than on traditional video sharing platforms.
Klap, Luxembourg; www.getklap.com	The company augments sport experience by providing next generation video tracking solutions