An initiative by WAN-IFRA
to create a sustainable
ecosystem
for media innovation

www.wan-ifra.org

![WAN-IFRA logo — World Association of Newspapers and News Publishers]

WAN-IFRA represents news media industry in 120 countries

Based in Paris, and Frankfurt, with offices in Singapore, India, USA

WAN-IFRA represent more than
18,000 publications
15,000 online sites
300 suppliers
80 associations
3,000 companies

4 strategic combined offerings

Makes WAN-IFRA
an attractive and credible partner for innovations in the news publishing value chain.

Tech Innovation Business Dev.

News and insights

Advocacy

Networking

The future of news media
is being invented right now,
all around the globe,
by hundreds of different companies,
Universities and entrepreneurs.....

… but these separate
efforts,
research
and prototypes
are often fragmented.

The Global Alliance
for Media Innovation (GAMI)
will *connect* and *integrate*
stakeholders in the value chain
to defragment and focus media
innovation.

CREATE A COMMUNITY TO SERVE THREE KEY MISSIONS

SHARE
The best media innovation cases

CONNECT
business and technology partners

FACILITATE
Technology transfer between research centers and news publishers

SHAPED WITH TWO MAIN INITIATIVES

GLOBAL ALLIANCE FOR MEDIA INNOVATION
A community of leading innovation partners for long term strategic results

MEDIA INNOVATION HUB
Business platforms, Knowledge sharing to enhance collaboration and deliver immediate business benefits

1 GLOBAL ALLIANCE for MEDIA INNOVATION
THE BRAINTRUST

An initiative to create a
global, multi stakeholder network
to serve the need for
a sustainable innovation ecosystem
for the news media industry.

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GLOBAL ALLIANCE for MEDIA INNOVATION

THE BRAINTRUST

A global community of stakeholders from the news media world: *publishers, suppliers, startups, academic and research centers.*

The Global Alliance Advisory Board is an executive body, that drives the strategic operations and sets the agenda.

Denis Teyssou, Medialab R&D editorial manager, AFP, France
Helene Juhola, Finnmedia, Finland
Rolf Dyrnes Svendsen, editor and COB, NxtMedia, Norway

Nicolas Henchoz, Director, EPFL+ECAL Lab, Switzerland

Eduardo Pellanda, Director UBILAB, Famecos, PUCRS, Brazil
Andrew Perkis, Professor, NTNU, Norway

Assaf Avrahami, CEO, VP Technology and Operation, YEDIOTH, Israel

Kim Svendsen, Marketing Manager, CCI, Denmark

GAMI focus areas 2015

Exploring data to support the modernization of content & journalism

➢ Recommendation and personalization technologies
➢ Data analytics
➢ Living labs
- Real tests in media houses
➢ Digital storytelling
- Exploit new digital media
- Develop and analyze new tools for digital storytelling
- Exploit immersion - Immersive Media Technology Experiences

GAMI focus areas 2015

Wearables and news applications

➢ Smart watches for news
➢ Glasses
➢ Head mounted displays
➢ Connection with life monitoring devices

2 MEDIA INNOVATION HUB

WAN-IFRA
MEDIA INNOVATION MAP

Connecting media, research and innovation.

Talk to me about how the **Media Innovation Map** can help connect the most progressive people in news media to innovators and researchers.

Encourage experience sharing, provide team-up opportunities with a central business platform for publishers, suppliers, start ups, innovators, developers, academic and research centers.

World Publishing Expo

Amsterdam 13-15 Oct 2014

Ad hoc events and workshops

Neue Osnabrücker Zeitung - January 2015
FINP Fund, Paris - March 2015 / SXSW, Austin – March 2015

Tech briefs and Blogs

Technology Brief

Regular updates on the projects developed by our partners in the Alliance for Media Research and Innovation

WAN-IFRA New Technology Brief.01
Google Glass for news

CLIENT
LOREM IPSUM
PROJECT
INVENTING
REGISTRATION NO
0002015
PROJECT MANAGER
MR. FOZZARD
END USER
THE WORLD

ACADEMIC AND PROJECT PARTNERS:

STILO ACCELERATOR   CEI   AARHUS UNIVERSITY

3 ALLIANCE PARTNER PROGRAMME

The core of our Alliance is composed of:

➢ media organizations (publishers and suppliers)

➢ academic labs dealing with tech transfer projects, and research programs
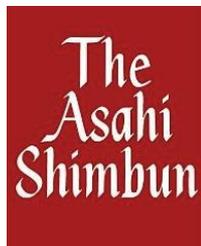
3 ALLIANCE PARTNER PROGRAMME
JOIN US

Our partners are from :

- Europe (France, UK, Norway, Finland, Switzerland, Belgium, Denmark, Germany...)
- Americas (Brazil, USA)
- South East Asia (Singapore, Japan)
- Africa (South Africa)

WAN-IFRA
Global Alliance for Media Innovation

The first partners of GAMI:

MÉDIAS SUISSES

EPFL — ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

NTNU — Norwegian University of Science and Technology

NANYANG TECHNOLOGICAL UNIVERSITY

Grupo RBS

uclan — University of Central Lancashire

NxtMedia

MEDILL — NORTHWESTERN UNIVERSITY

AARHUS UNIVERSITY

ZAMAN

PUCRS — Pontifícia Universidade Católica do Rio Grande do Sul

A? Aalto University School of Economics

ROSSIYA SEGODNYA | international information agency

nexxt MEDIA.HAMBURG — technology moves content

AFP

Vrije Universiteit Brussel

The Asahi Shimbun

MAINICHI 毎日新聞

next MEDIA | A TIVIT PROGRAMME

Benefits

Benefits	USER	AFFILIATE	MEMBER	PARTNER
Media Innovation Map (upload and consultation)	✓	✓	✓	✓
1 free pass to the Hub's international and local programme of events		✓	✓	✓
"Tech Briefs" Access granted to the HUB special reports		✓	✓	✓
Discount of up to 50% on all WAN-IFRA event participation		✓	✓	✓
Full WAN-IFRA member benefits			✓	✓
Governance participation to the HUB's future activities			✓	✓
Up to 6 free passes to all WAN-IFRA / MiHUB joint-events				✓
Your organization and its affiliates are featured at **selected industry events**				✓
Granted access to **miMAP premium program**				✓
Promotional package in miHUB publications (blogs, reports, magazine..)				✓
international R&I programs : Partner match making and consortium facilitation				✓

What can GAMI provide to NEM ?

● GAMI is a partner for establishing future road maps from the content side. *In particular* future work plans for Horizon2020 adding content to the value chain.

● Media *partners* for innovative and R&D funded projects

● *Dissemination and visibility* for projects, success stories, best practices and disruptive innovations through WAN-IFRA world expos, industry shows, blogs & publications

● *Networking* with media industry key leaders, innovators, university labs experts for requirements, testing, feedback, showcase ...

What can NEM provide to GAMI ?

- Industrial partners for innovative and R&D funded projects

- Knowledge of FP7 / H2020 calls, projects, success stories, disruptive innovations useful for the media industry

- *a win-win partnership*

Contacts

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