



iMinds

Digital Publishing Research That Matters



Our mission

Making **digital technologies**
a driver for **economic and societal growth** in Flanders



How we drive future-proof innovation



iMinds in publishing

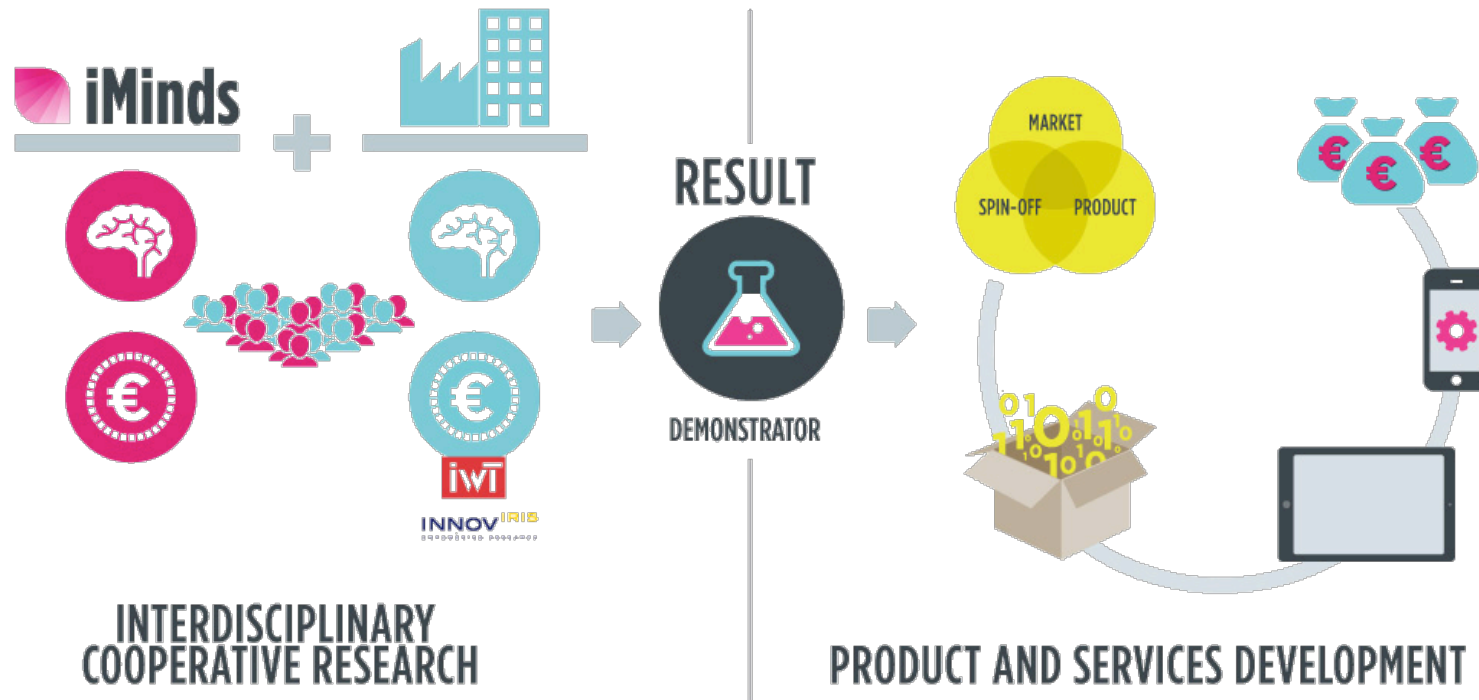
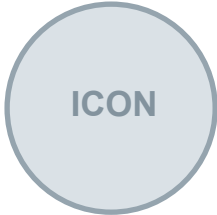
- ICON
- Living Lab
- iStart
- H2020
- Strategic & fundamental research



Chapter 1

Interdisciplinary & Cooperative Research

ICON: Interdisciplinary, Cooperative Research



STEAMER

Sophisticated Text Enrichment for Advanced Media Retrieval Applications

Facilitate **search** of large text/video databases by developing new **algorithms** that will focus on:

- **sentiment** detection in news content
- fine-grained **categorization** of news and lifestyle content
- the **detection** of events and trending topics in written media
- content topic-based video content **segmentation** and enrichment
- cross-media **similarity**

STEAMER

iMinds

- iLab.o
- IBCN
- MMLAB

Publishing

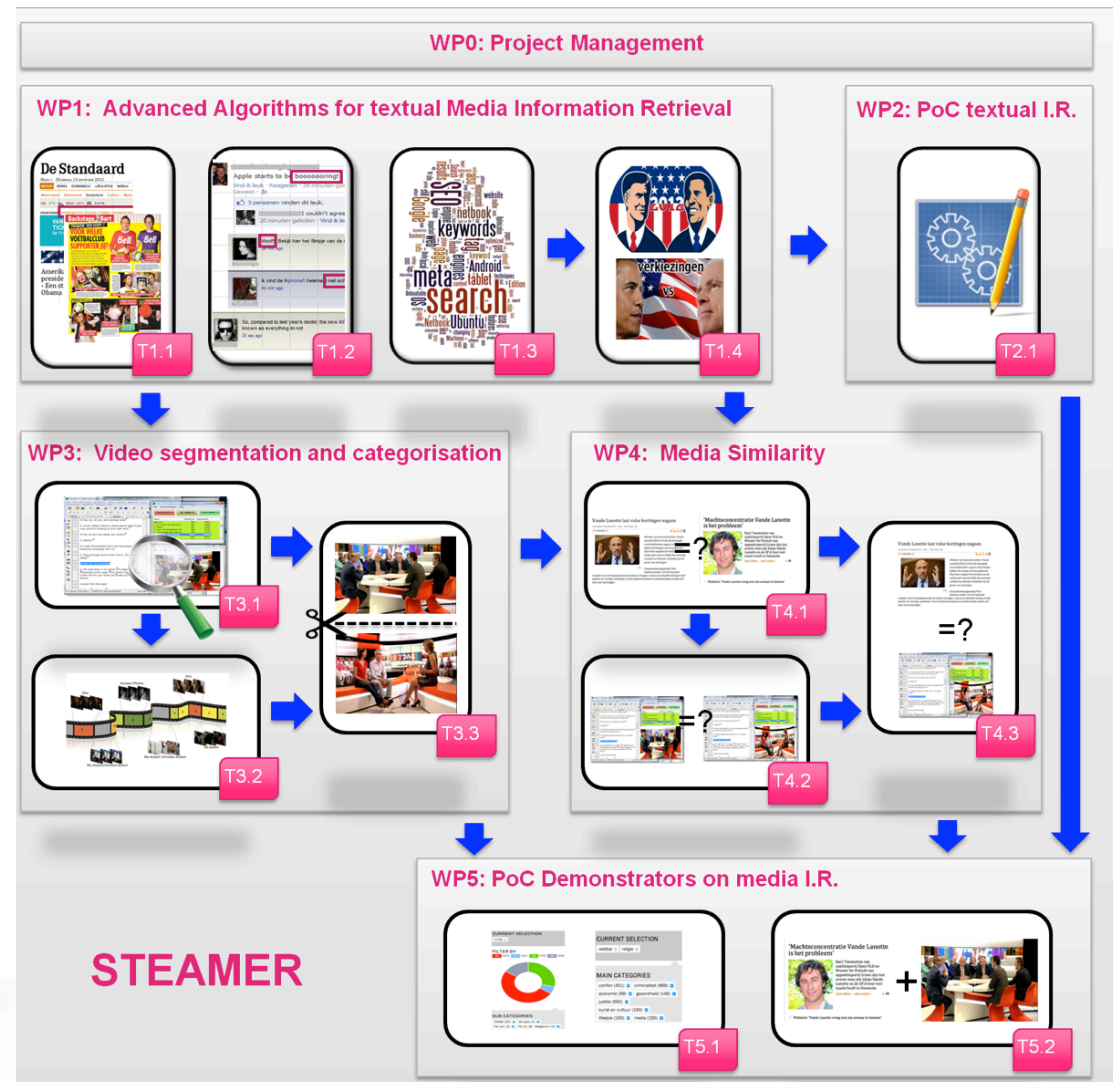
- Mediargus
- Sanoma Media Belgium

Audivisual

- VRT

Digital

- ZENYO
- Zeticon



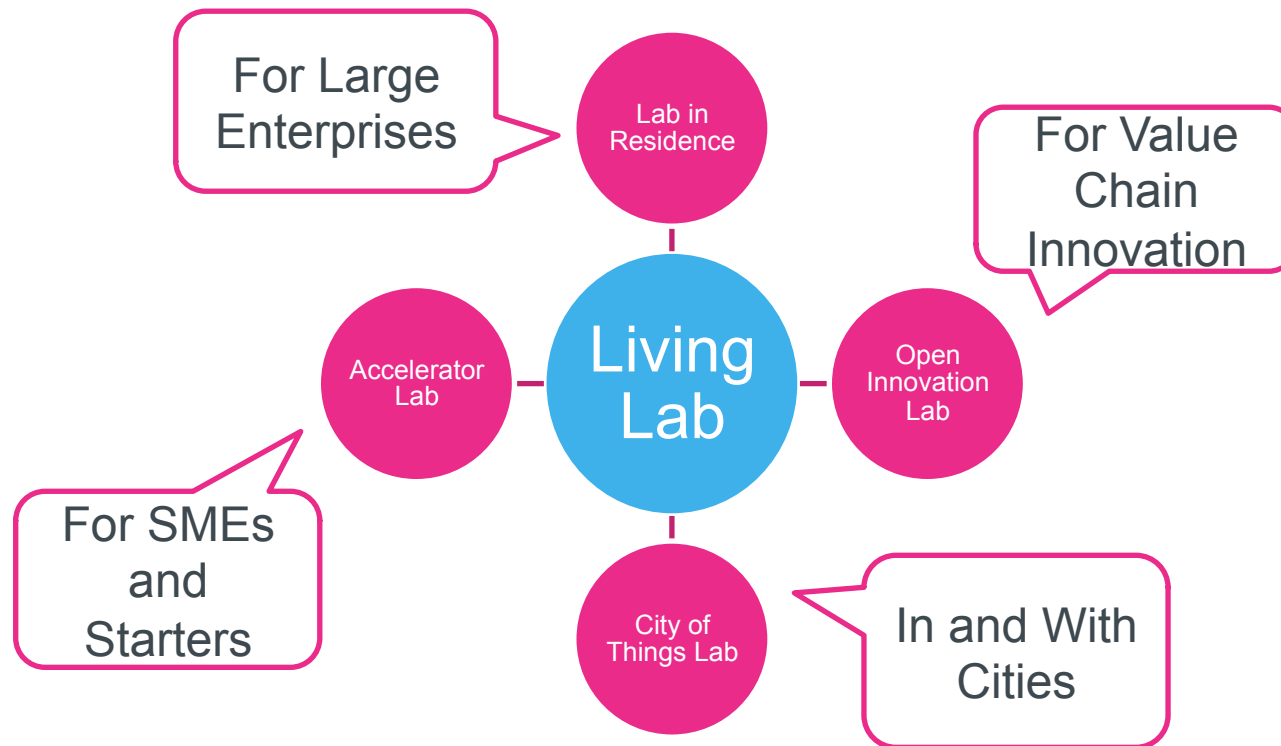
STEAMER



Chapter 2

Living Labs

Living Lab Research - 4 types



CASCADE

- Flemish publisher of EOS scientific magazine
- Scope: Face the online overload of (scientific) news by developing a digital, multimedia, content platform
- How to put this into market?
 - How do users want to receive this information digitally?
 - What are possible revenue streams?
 - What do advertisers need?
 - How to position the site in Flanders' media offering?

Living Lab Tools & Methods





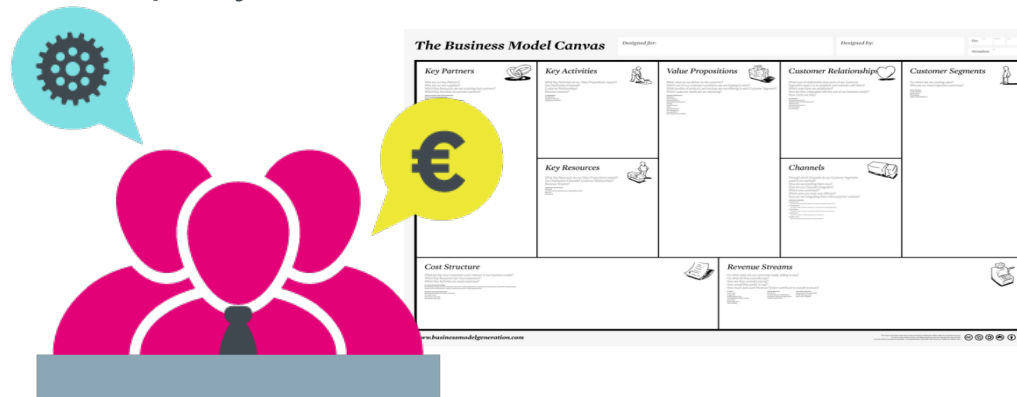
Chapter 3

iStart: business acceleration:

iStart: iMinds Business Incubation



- Focus on business (plan) development
- Training and coaching
- Entrepreneur-in-Residence (EiR)
- 6-18 months, max. €50K (+50K)
- 5 calls per year



Conditions to participate:

- Mature digital idea (ICT innovation)
- Technological Proof-of-Concept (PoC)

Small Teaser. Digital Publishing Platform

- Let's everyone create their own online magazine
- Let's advertisers connect with a niche audience
- Let's publishers easily set up advertising schemes

LATEST EVENTS SKILLS INDOOR GEAR STARTER VIDEO

Like 40,149 people like this. Sign Up to see what your friends like.

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WISC Freestyle

Words by: Joel Strickland

Fri, 30 Oct 2015 at 3:13PM

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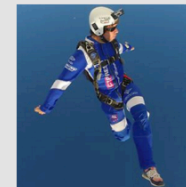


Search... GO



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About the Author




Joel Strickland

Joel Strickland is a member of Varial Freely, a full time coach and freelance journalist.

>> Website

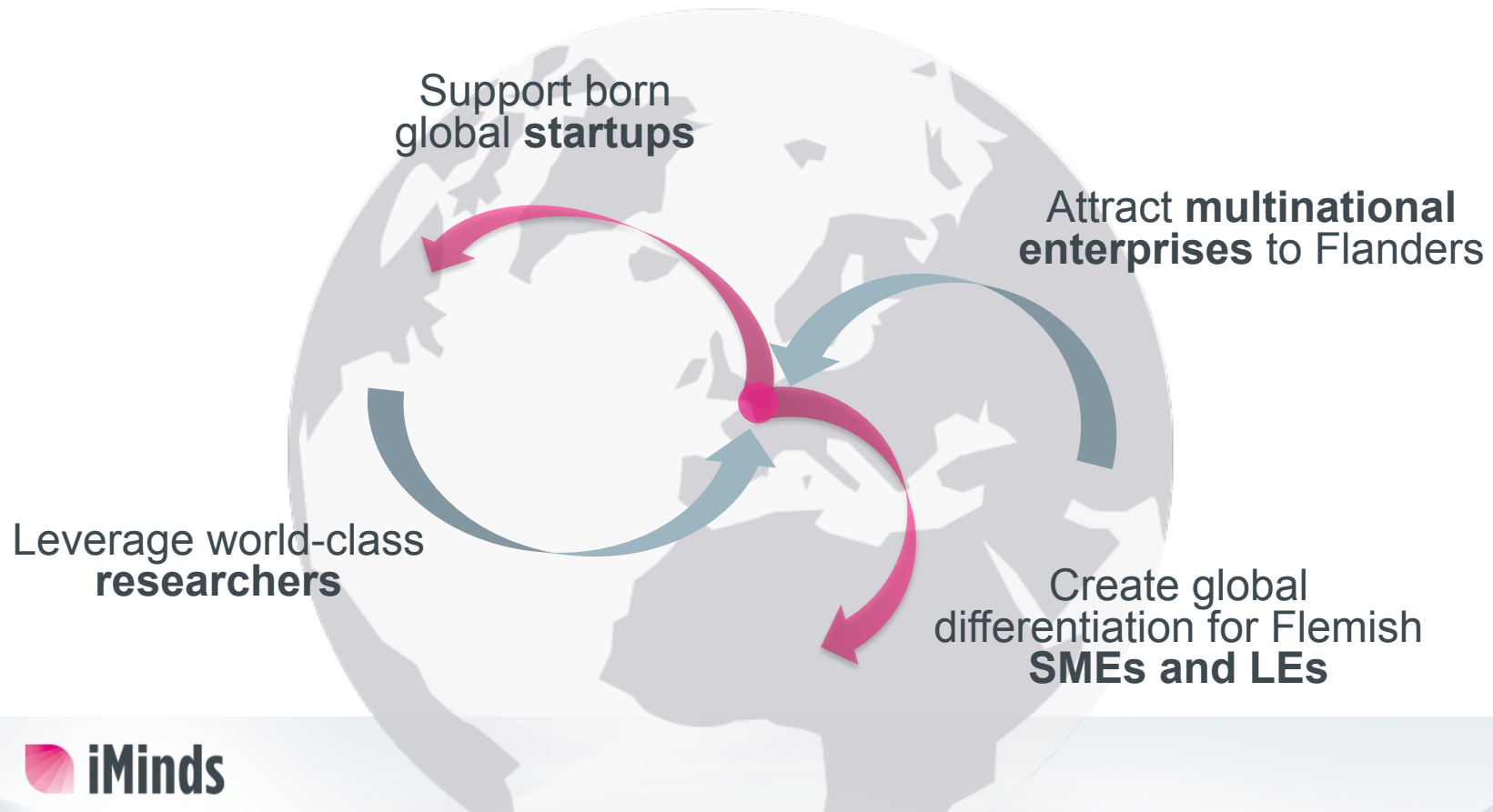


A person wearing a light blue lab coat is shown in a laboratory setting, working with a petri dish. The person's hands are visible, and they appear to be carefully handling the dish. The background is slightly blurred, showing what looks like a laboratory bench or equipment. The overall tone is professional and scientific.

Chapter 4

H2020 projects

WORLD CLASS RESEARCH WITH LOCAL IMPACT



Immersia TV: Involve full value chain

- Adapt audio-visual content to head-mounted displays
 - Image capturing tools
 - Image processing systems
 - Content production
 - Content distribution (ISPs en storage)
 - Multi-device home stream reception
- Result of 2015 ICT19 call
- Starts in January 2016





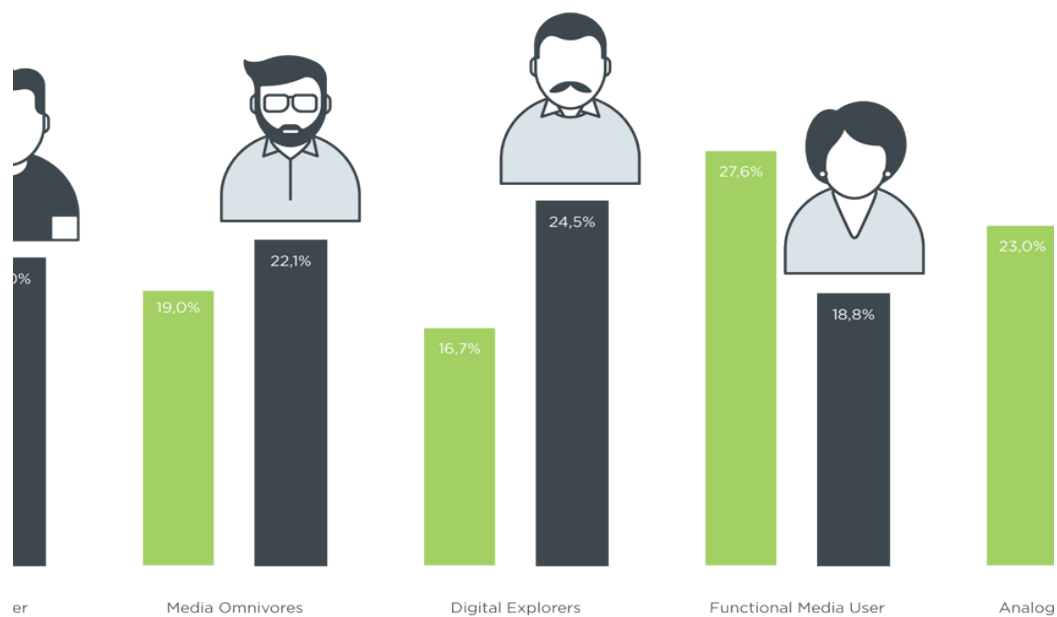
Chapter 5

Strategic & fundamental research

Societal trends in media & journalism

- Changing modes of news production & impact on values like credibility, trust, accountability, etc.
- Changing modes of media use & how news media can position themselves
- Changing relations in the news ecosystem & how it translates into threats & opportunities to business & policy

DigiMeter



Media

7 years of living lab research into media possession and use in Flanders

Media Expertise Centre

- **Electronic News Archive:** Large-scale, longitudinal monitoring of written & audio-visual news content
- **Survey on journalistic work force:** skills, daily work practices, outside pressures, work/life balance, etc.
- **Participation survey:** representative survey on participation to media and society in Flanders



Chapter 6

Future challenges for publishing

**Transforming audiences:
Coping with disruptive generation shifts**

- Increasingly mobile, wearable & multiscreen
- Increasingly fragmented & used to personalization
- Digital obesity
- Increasing and/or shifting expenditures, as well into time as money
- New ways of audiovisual consumption
- Social networks as distribution gateways
- Content discovery and (social) recommendation

**User Experience:
User centric innovation leveraging on experience- & technology-based models**

- Experience replacing ownership
- Virtual reality in the home
- Extreme personalization
- Default multiscreen
- Implicit interaction
- Blending of learning & entertainment
- News and information usage
- News and TV blending
- Augmented reality
- Multiview & free viewpoint video

**Value & digital transition:
Healthy local media companies**

- Health Digital advertising still rising, more performance based solutions (targeted, SEA)
- Supply exceeds demand
- Multi layered platforms shaping eco systems
- Tension in audiovisual local eco system
- Trust and privacy as a new role in the value chain
- Shift in willingness-to-pay: experience & device > service & content

A holistic approach to innovation in publishing needed

	Process		Product		
	Business Model	Production & Distribution	Consumption & Media	Inner form	Core
What innovation is taking place?	Crowdfunding User-generated-content Cross-subsidisation Multi-platform strategies	Video equipment (montage cells and cameras) YouTube Search engines Aggregator apps	Advertising in print: Augmented reality, QR codes, physically integrating product information Advertising on TV: Interactive advertising Interactive TV applications Second screen applications	Print: newspaper format, printing quality, colour scheme Digital: adoption of HTML 5	Niche magazines More qualitative offer in newspapers, with more weekend material and specialised/the me editions High quality TV programmes / formats
Who innovates: External players or media companies?	Mainly external players	Mainly external players	Both	Both	Media companies, often local ones.

**Risk of losing control of innovation to the non-media players
At best adaptation, at worst resistance against technical change**

**Pre-eminence of core innovation
But some stakeholders doubt it is innovation**

CONTACT DETAILS

Don't hesitate to get in touch!



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