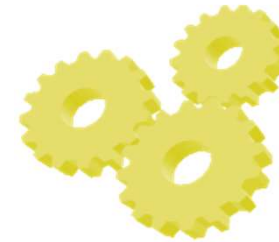


5th LT Industry Summit

18 May 2016

CrossLingual Media

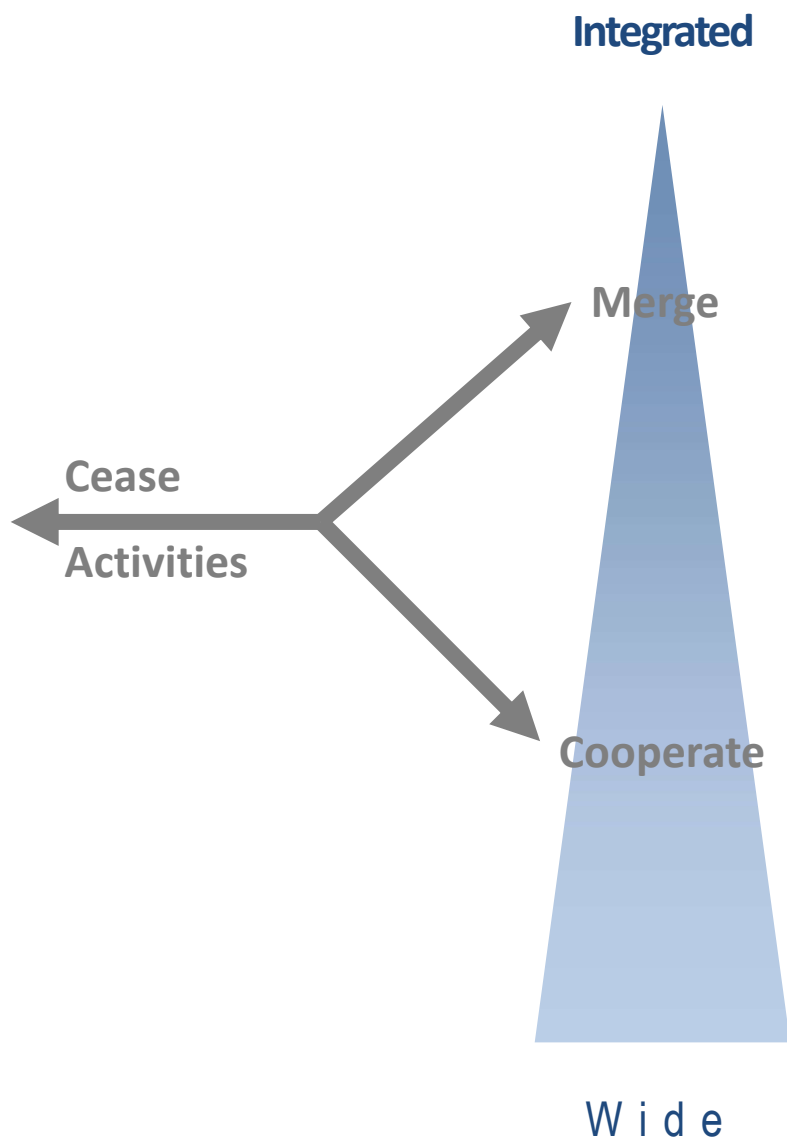


AGENDA

- 1. CHALLENGE: Crisis in Media**
- 2. PILOT: Hypothesis validation**
- 3. PLATFORM: Technical solution**
- 4. FEEDBACK and FINANCING**

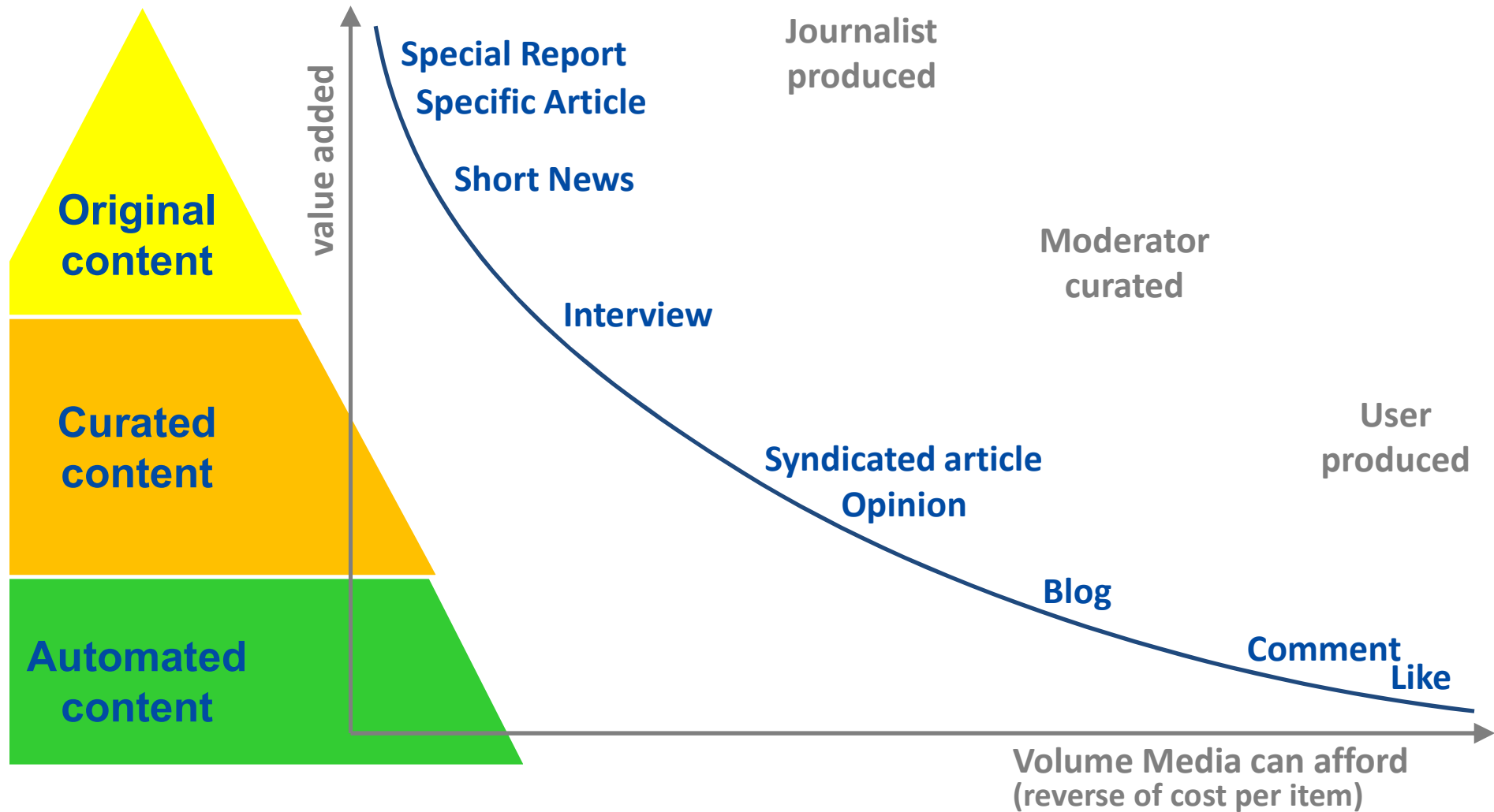
CRISIS IN MEDIA: Main Challenges

from *journalistic*
media viewpoint



	Media groups	<i>(many but few cross-border yet)</i>
efficiently	Franchises	<i>EurActiv, HuffPost...</i>
	Networks	<i>LENA, Worldcrunch, Presseurop†...</i>
loosely	"Exchange clubs"	<i>"Europa", ICIJ, EurActiv's 11 nat'l media partners, Climate PN, Euranet...</i>
	Agencies	<i>Reuters, AFP, EFE</i>

PILOT: Content Continuum Strategy (1/4)



PILOT: Visioning Narrative (2/4)

Greece risks (again) EU expulsion

Education tragedy



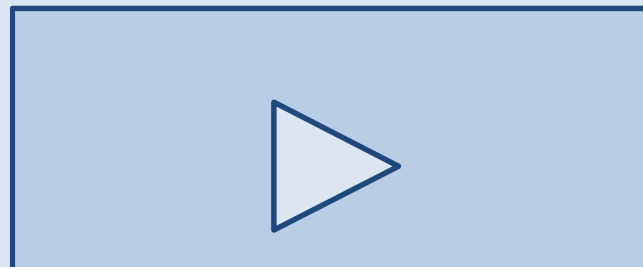
Interview Merkel



Quote by Renzi



Latest General Strike



PILOT: Technology and Mindset Issues (3/4)

MACHINE

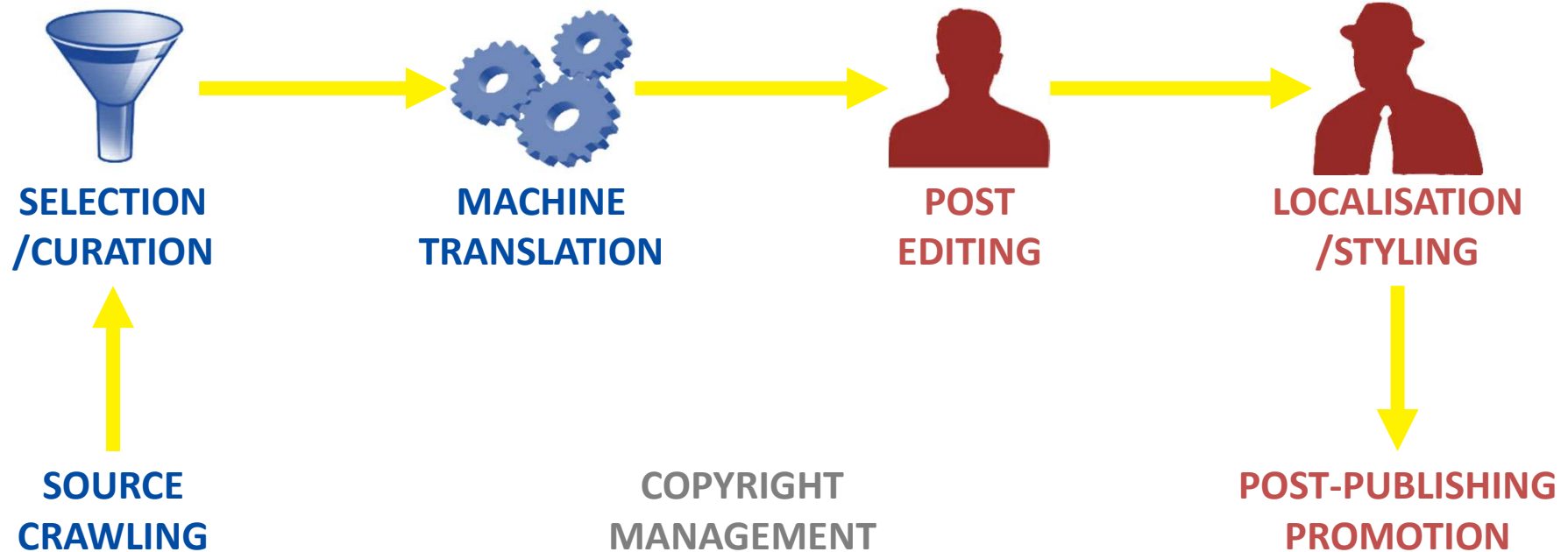
HUMAN



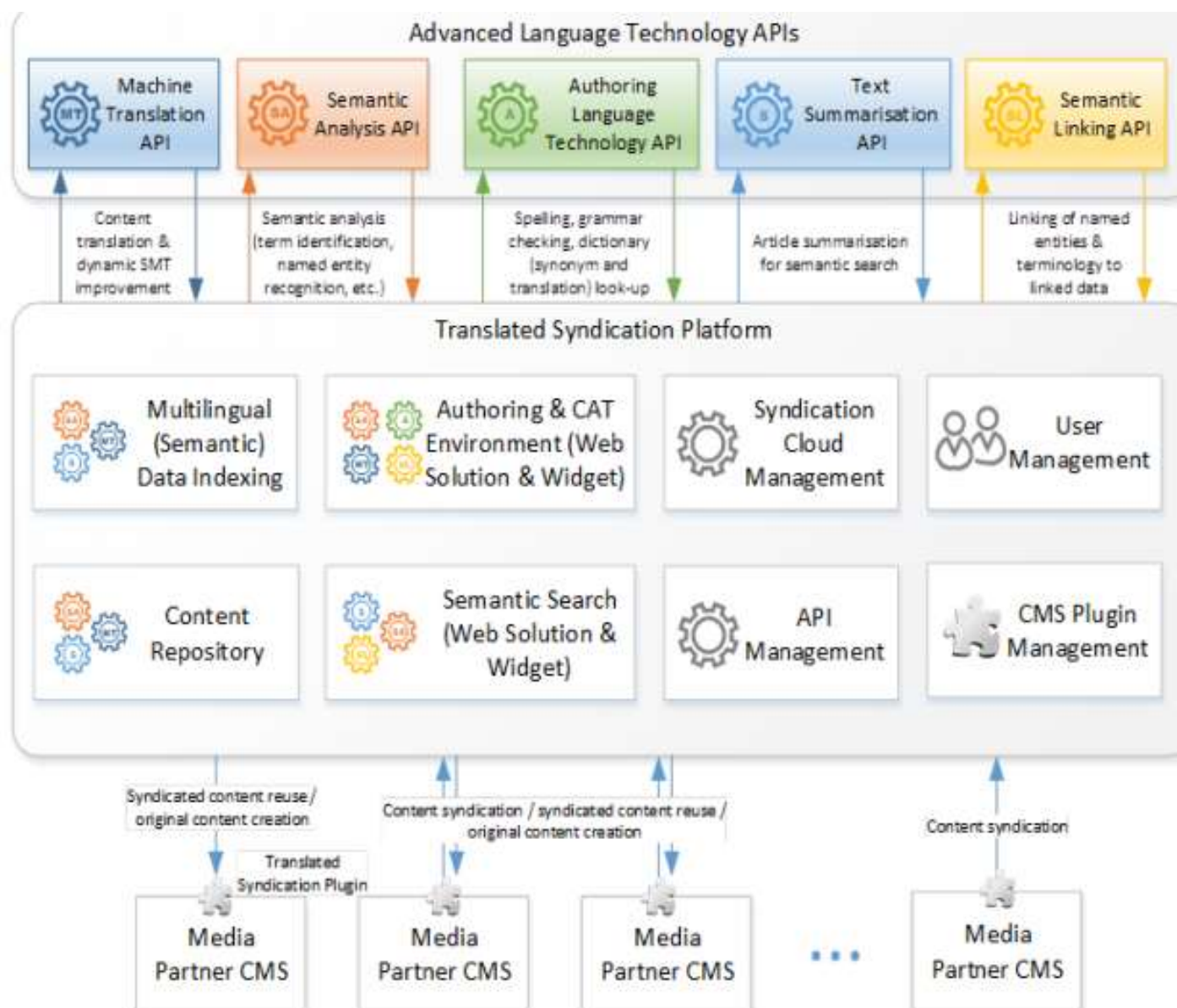
PILOT: Integrated Workflow Solution (4/4)

MACHINE

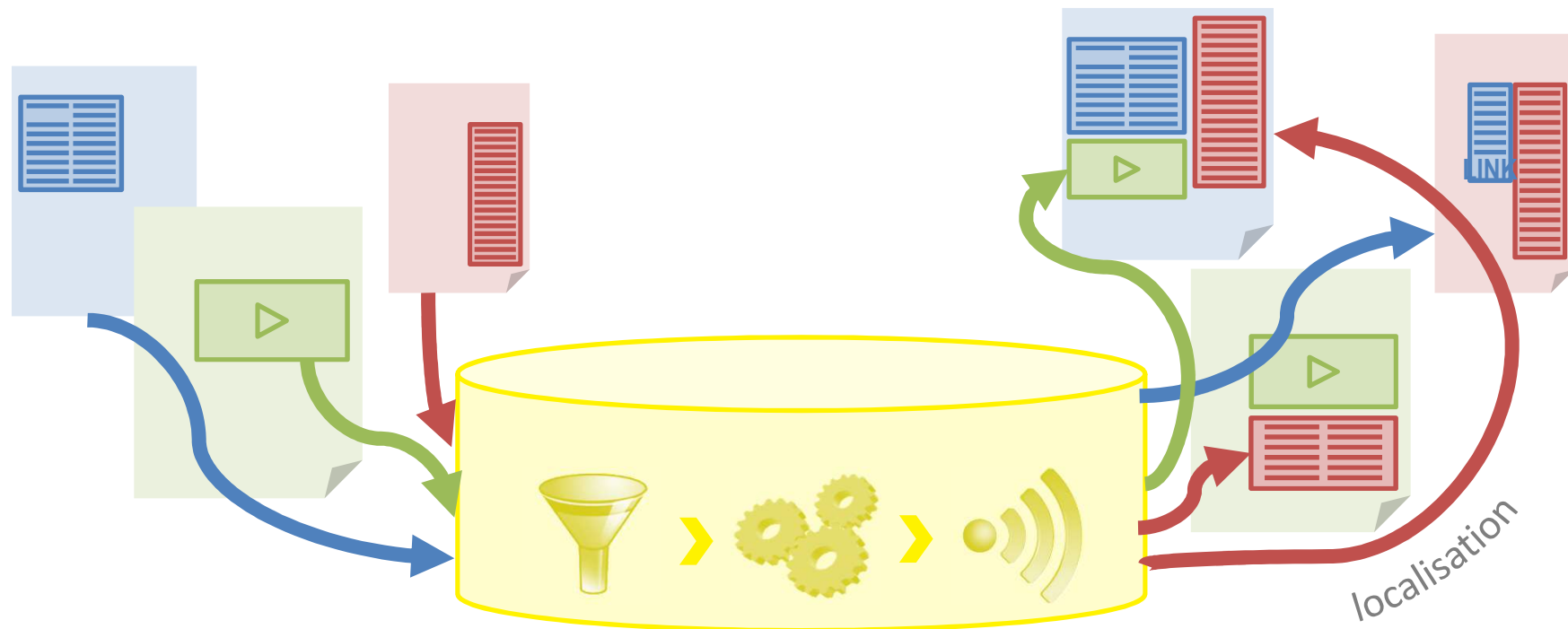
HUMAN



PLATFORM: Technology Layers



OPEN DISCUSSION: Crosslingual Media (1/2)



selection

translation

syndication

**A PROCESS
TO BRING EFFICIENCY**

OPEN DISCUSSION: Financing (2/2)

PUBLIC

- call identification
- free usage of EC software



- EU
- National

PRIVATE

- existing companies
- media-adapted platforms



- Sponsors
- Media fees
- User fees