Presentation of the Stars4Media Initiative
Visual journalism without constraints

Team's presentation

Core team / EFE, all work as photographers and photo editors:
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Initiative's summary

- Innovation for visual journalism: our mission is to correct the direction of visual journalism with the right kind of technological choices.
- We joined without a partner and were paired with EFE.
- The action plan was to educate, learn, adjust and implement.

Initial questions:

1. Where in the workflow does Frameright technology fit?
2. What are image agency workflows like? How do EFE's systems work and how to integrate with them?
3. Does it make business sense? How to add value for end customers, e.g. media houses and publishers?

Initiative's results

From a pipeline burden

Into a process solution

Recognize business and tech requirements

Roadmap for adoption and integration

Challenges

- Often innovation is seen as a burden. This is where the door can often close. The time and space provided by the Stars4Media initiative gave us an opportunity to keep researching and assessing further.
- Many stakeholders with different needs. How to communicate interdisciplinary?
- Innovation is often hindered by hurry and bad execution in the pilot phase. Our plan was to remove these limitations.
- Practical challenges faced and solved: Summertime and holiday season, travel restrictions, language barriers.

Lessons learnt

There is a huge gap between big and traditional organizations and start-ups. Because of this gap, innovation often gets lost. Programs like Stars4Media are perfect for making collaboration easier.

Photography and photojournalism almost always come second. This leads to inefficient workflows with many bottlenecks.

Many are looking for quick fixes instead of working out the fundamentals of the problem and visioning further into the future. Future-proof solutions should always be flexible.