



Presentation of the Stars4Media Initiative

Oltre l'Europa



Co-funded by
the European Union



Oltre l'Europa

I NODI DA SCIogliere PER UNIRSI DAVVERO

Linkiesta



Bulle media



Team's presentation

Bulle Media

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Alexander D. Ricci (editing)

Loïc Le Foll (sounds)

Linkiesta

Andrea Fioravanti (editorial)

Francesco Maselli (editorial)

Pietro Mecarozzi (community)

Initiative's summary

Oltre l'Europa is a **co-production** that involved a podcast production agency (Bulle Media) and an online media (Linkiesta).

Oltre l'Europa is a podcast show **dealing with Europe**, focusing on 6 national conflicts that tear apart, each to a different extent, member states of the EU.

Oltre l'Europa is a podcast show combining **different journalistic approaches**, from history to data.

Oltre l'Europa is a membership experiment, as it actively involves the community of Linkiesta Club.

Initiative's results

Visibility: *Oltre l'Europa* has strengthened Bulle Media's visibility, as a podcast production agency.

Product innovation: *Oltre l'Europa* is the first podcast that takes the interaction with a news organisation's community seriously.

Niche-leader: After previous media-projects, like *Jungle Europa* and *Europa Reloaded*, Bulle Media now stands out as a podcast production agency, that can help media organisations developing a podcast show dealing with Europe in a very distinctive way.

Some numbers: LISTENERS 4,500 listeners overall | GEO 59% Italy - 21% France - 6% Belgium | DEVICES 50% mobile - 47% desktop

Challenges

Adapting to the hectic schedule of an online newsroom (management & workflows).

Targeting different audiences with one podcast-product (script writing / tone).

Involving the community of readers of Linkiesta (community management).

Transforming a quite “heavy” script into a “not so heavy” audio product (sound research).

Lessons learnt

Be Flexible

Create scalable/agile workflows

Break down the workflow into small steps, rather than expecting the partner to deliver a fully-fledged version of their work

Next steps

***Oltre l'Italia* :) scale up into other languages? (EN-DE-ES-FR)**

Move on with the series, focusing on other intra-EU conflicts?