



Presentation of the Stars4Media Initiative:
***LIVA - a software live video & audio
production framework***



Co-funded by
the European Union

Team's presentation

Video SnackBar Hub: exchanging knowledge on new technologies, ideas and workflows to support content creators and part of the **Future Media Hubs**. An international network of media companies that strengthen each other and collaborate on innovative and/or strategic topics.



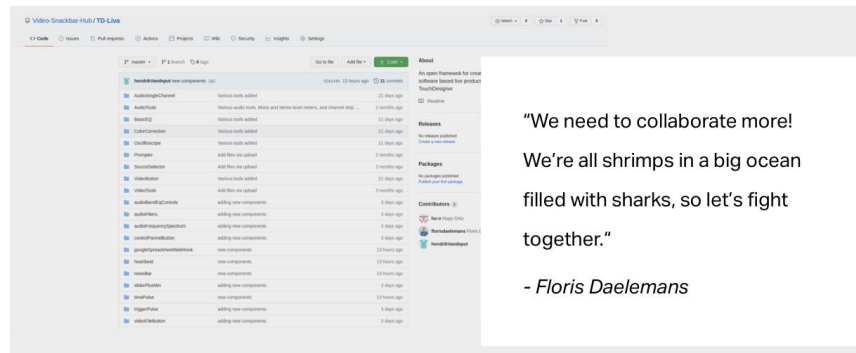
Chosen representatives for the Stars4Media-project were:

- **Morten Brandstrup**, Head of news technology – **TV2 Denmark**
- **Hugo Ortiz**, IP Broadcast Coach – **RTBF**
- **Floris Daelemans**, Innovation Researcher – **VRT**
- **Henrik Vandeput**, Software developer (freelancer) – **VRT**
- **Sarah Geeroms**, Strategic partnerships and Head of FMH – **VRT**
- **Coralie Villeret**, Software engineer and UX designer – **RTBF**



Initiative's summary

- To explore the boundaries of standard broadcast technology
- Building custom components in a creative software (TouchDesigner)
- Exploring the significant profit of a new workflow (both financially and creatively)
- Learning some interesting insights and different approaches from junior profiles
- Expanding our skill-sets



"We need to collaborate more!
We're all shrimps in a big ocean
filled with sharks, so let's fight
together."
- Floris Daelemans



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Initiative's results

- Added experience to the junior profiles within our media organizations
- Resourced our community of like-minded media players
- Resulting components with lots of possibilities
- Helped us explore Github and TouchDesigner in-depth
- Applied new and creative software to our broadcast
- Received constructive feedback from our international partners helping us refine the components

We certainly wish to include similar projects within the Video SnackBar Hub in the future in order to help us rethink our workflows and collaborate internationally.

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Challenges

- Stimulating traditional broadcast institutions has proven to be quite hard
- Implementing creative and non-standard solutions for broadcasting is often daunting
- Members of the hub were just starting to use Github and Touchdesigner, which slowed down our project
- Realizing not all media organizations are innovating towards the same horizon
- Running a short and fast-paced project like this over the summer was not ideal



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Lessons learned

- We need to take a step back in terms of technology, in order not to lose the less tech-savvy community people
- Junior profiles need a good balance of freedom and coaching to be able to deliver their full potential
- Three months of coaching are too short
- We need to spend some more time with the tools we developed to make them more stable and standardized
- Project just started to take momentum after summer holidays
- Real outcomes/production could happen in the the next 6month/1year
- Project management and implementation of the technical part of the project were the main learnings
- We tend not to collaborate enough between media companies, Stars4Media helped us a lot in pushing that forward



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