



**Media  
Motor  
Europe**

SUPPORT CYCLE 1  
2020/2021

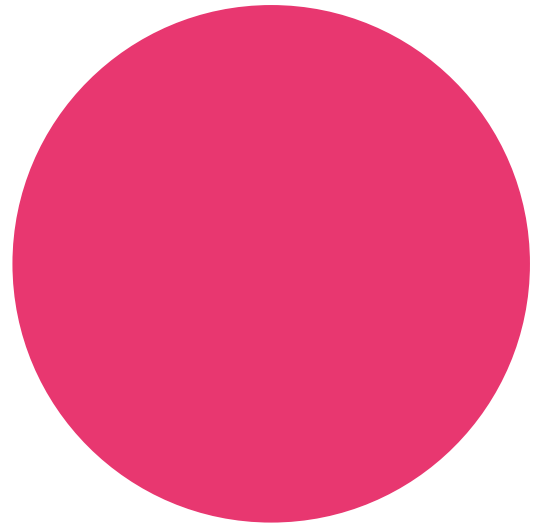
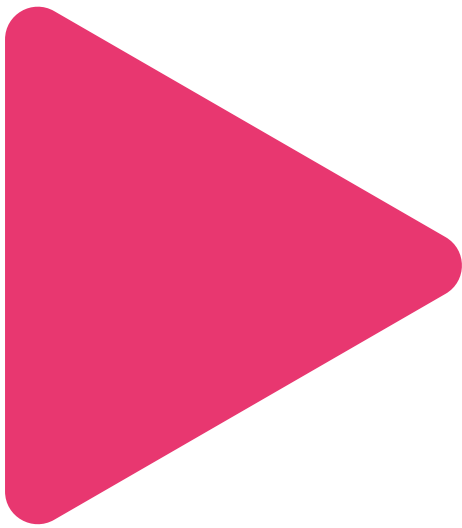
# Building deeptech solutions that tackle challenges of the media sector and creative industries

**STARTUPS & SCALEUPS  
PORTFOLIO**

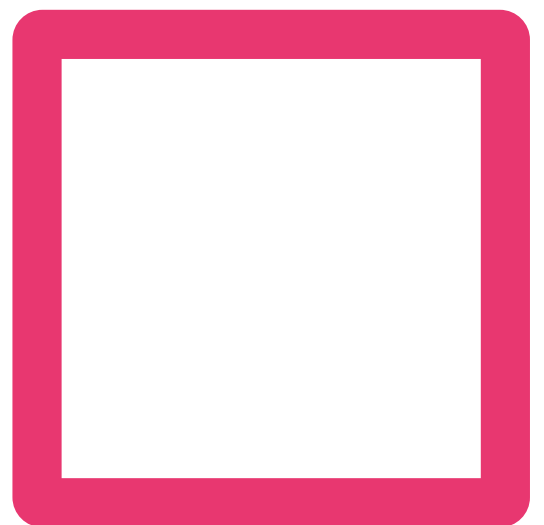
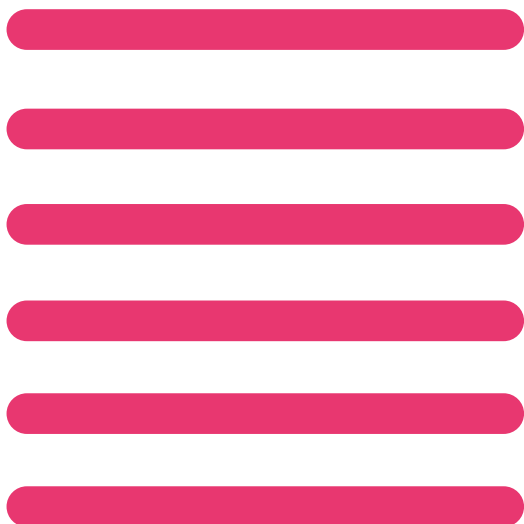
**STARTUP  
EUROPE**



The fight against misinformation and fake news	02
Advancing human-machine interaction	05
Facilitating transition towards a data-driven media 4.0 market	08
Better protection of personal data through new technologies	12
Improved accessibility and inclusion of media outlets	14
Other media challenges	16



# The fight against misinformation and fake news



## The fight against misinformation and fake news

### Mavin



- ▶ [www.mavin.org](http://www.mavin.org)
- Netherlands
- Mark van Rijmenam

The purpose of the media has always been to hold governments and organisations accountable. But who holds the media accountable? We believe it should be you. Especially now! That is why we are developing Mavin. Mavin will be an ecosystem of crowd-sourced, reputation-based, rating and commenting tools to enable internet users to instantly recognise the trustworthiness of content they read, share or engage in. This will help to restore online trust, fight misinformation, bad bots and trolls while offering publishers additional engagement, traffic and revenue.

### Defudger



- ▶ [www.defudger.com](http://www.defudger.com)
- Germany
- Kristof Szabo

Defudger offers the one-stop solution for news media fact-checking: we simplify the process and shorten the time spent on collecting background information and analyzing the content for inconsistencies. Our AI-based algorithms detect manipulations in images and videos including detecting deepfake videos. We empower journalists and fact-checkers to identify manipulated content and platforms to reduce misleading or maliciously modified image and videos.

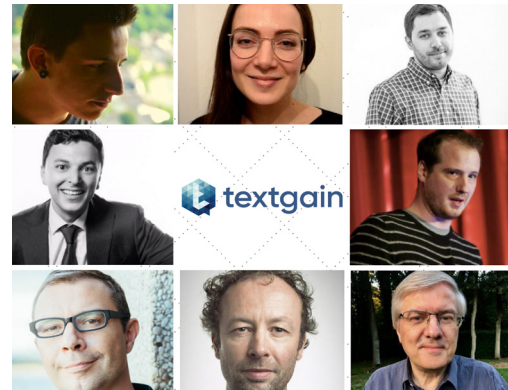
# AdVerif.ai



- ▶ [www.adverifai.com](http://www.adverifai.com)
- Israel
- Or Levi

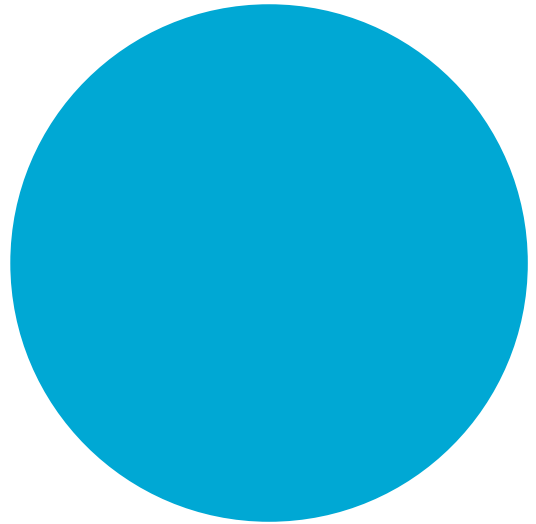
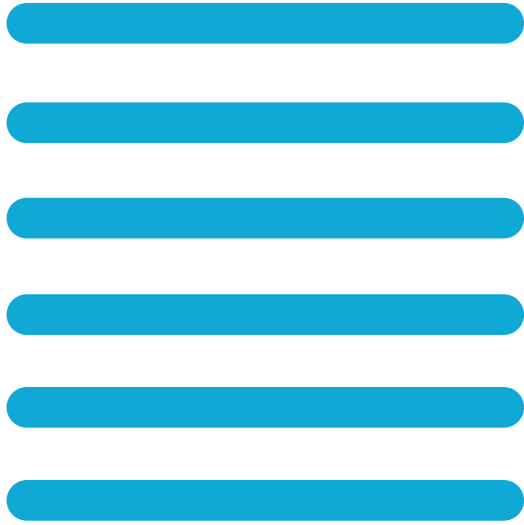
Fake News are proliferating and creating real losses for publishers and media companies. AdVerif.ai is developing the FakeRank AI to automatically identify disinformation, build trustworthiness into online media and advertising networks, and support the news ecosystem by empowering humans to fight fake news at scale. FakeRank is built upon state-of-the-art deep technology, demonstrated in a series of research publications, and is utilizing proprietary data through partnerships with IFCN organizations.

# Textgain



- ▶ [www.textgain.com](http://www.textgain.com)
- Belgium
- Guy De Pauw

Allowing users to comment on content is a great way for media companies to foster audience engagement. But keeping these feeds free from toxicity, disinformation and harassment has become an increasingly challenging task that is too costly to do manually. Textgain, an Artificial Intelligence spin-off of the University of Antwerp, develops technologies that can automate the discovery of undesirable user-generated content.



**Advancing  
human-machine  
interaction**



# StoryTracks



- ▶ [www.storytracks.ie](http://www.storytracks.ie)
- Ireland
- Fergal Nealon

StoryTracks is a storytelling platform providing one of the most authentic means of digital engagement today. A highly engaging and immersive mobile application that allows clients to create and distribute audio and video content through multiple channels connecting them with their target customers in-destination. We enhance your customers experience by bringing local areas to life through the telling of local stories by local people. We allow them to self-explore hidden gems and positively engage with you whilst in-destination.

# MacroRec



- ▶ [www.macrorec.com](http://www.macrorec.com)
- Turkey
- Tevfik Altan Doyran

We produce modular camera control systems that can be programmed and controlled by mobile devices specially designed for the filmmaking, photography and personal broadcast industries. Our systems are specially designed to address needs of professional segment heavy cameras while enabling use of light weight industrial standard cameras. We provide differentiated solutions for entry level users to consumer segment camera setups.

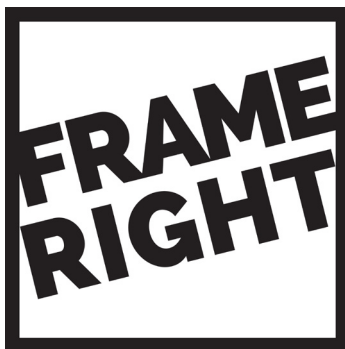
## faktual



- ▶ [www.faktual.de](http://www.faktual.de)
- Germany
- 👤 Moritz Beutter

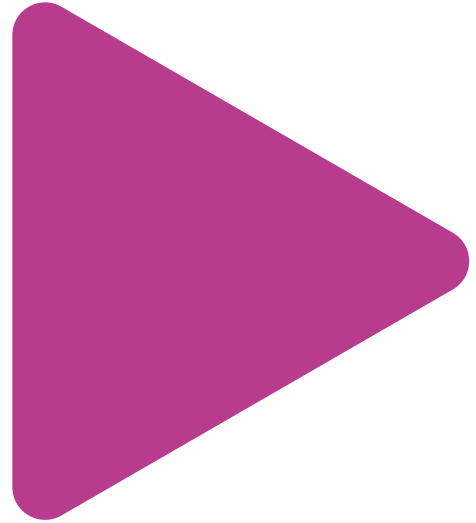
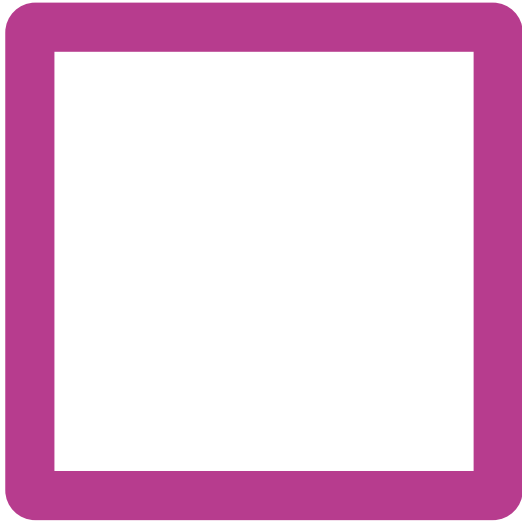
At faktual, we're developing an NLP-supported research suite that accelerates desk research. faktual collects information from online sources and internal databases the user regularly goes to. Our NLP-Algorithms summarise the collected information by extracting the most relevant facts. Therefore, faktual eliminates filtering through irrelevant sources and reading unnecessary text, consequently speeding up research without sacrificing quality.

## Frameright

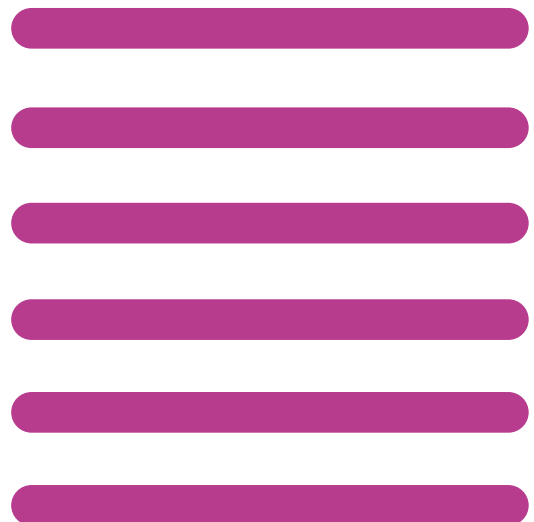
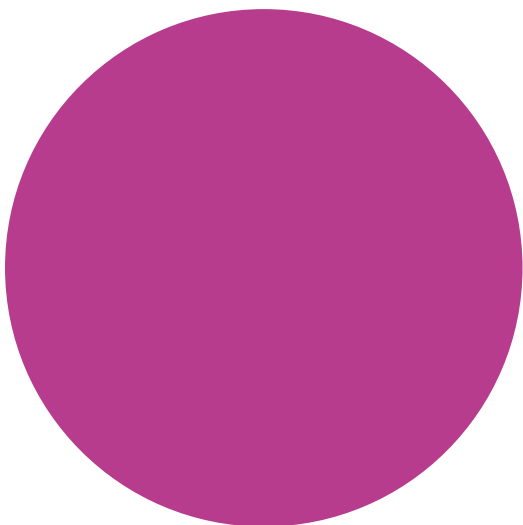


- ▶ [www.frameright.io](http://www.frameright.io)
- Finland
- 👤 Marina Ekroos

Frameright enables controlled image cropping and publishing through embedded metadata & AI. We make sure images are always displayed correctly on all channels, devices and screens. Frameright provides an API and a browser-based application that can easily be integrated with any publishing system.



# **Facilitating transition towards a data-driven media industry 4.0**



Facilitating transition  
towards a data-driven  
media market 4.0

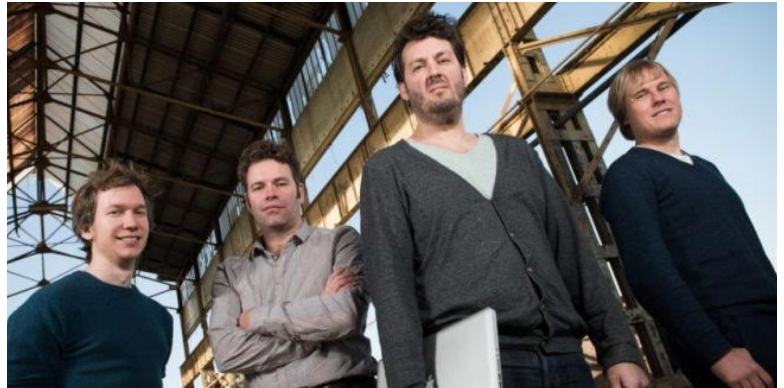
## AdHash



- ▶ [www.adhash.org](http://www.adhash.org)
- Bulgaria
- Martin Stoev

AdHash cuts out the ad tech middlemen to bring efficiency, trust, and control. We make transparency the default state of digital advertising. By reducing the commissions in digital advertising by an order of magnitude, we allow media companies to monetise their publications much more effectively and thus to create higher-quality free content.

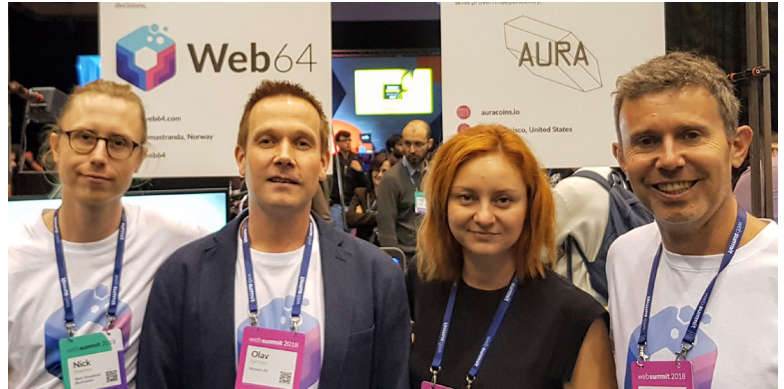
## Limecraft



- ▶ [www.limecraft.com](http://www.limecraft.com)
- Belgium
- Maarten Verwaest

Limecraft is on a mission to become the global backbone for professional video production. Limecraft Flow is an online platform used by producers and post facilities worldwide to store and exchange video, to interact and to operate the production process. Seamlessly integrated AI services allow customers to industrialise their processes, thereby drastically cutting operational cost and turnaround cycles.

# Web64



- ▶ [www.web64.com](http://www.web64.com)
- Norway
- Olav Hjertaker

Web64 are making the Google Analytics for society and Spotify for content, in order to help people make more informed decisions. We are building a platform that will monitor how ideas spread and grow throughout society, collecting everything being published in a country and using Artificial Intelligence to discover hidden connections. Our tools are currently being used by media companies, political parties, fact-checking organisations and researchers in Norway, Denmark and Portugal.

# ADWORK



- ▶ [www.adwork.tech](http://www.adwork.tech)
- Greece
- Nikolaos Georgalakis

Adwork offers AI processing for semantic description, brand recognition and virtual product placement and currently addresses to the need for personalized targeting ads that maximize the brands awareness and impact through TV & Digital channels. Adwork responds to the difficulty in targeting core audience with TV ads, due to the annoyance of the viewers and the difficulty. With our brand detection custom algorithms we provide exposure metrics of brands and products in relation to the targeted viewers.

# Verchable



- ▶ [www.verchable.com](http://www.verchable.com)
- United Kingdom
- Abhishek Arora

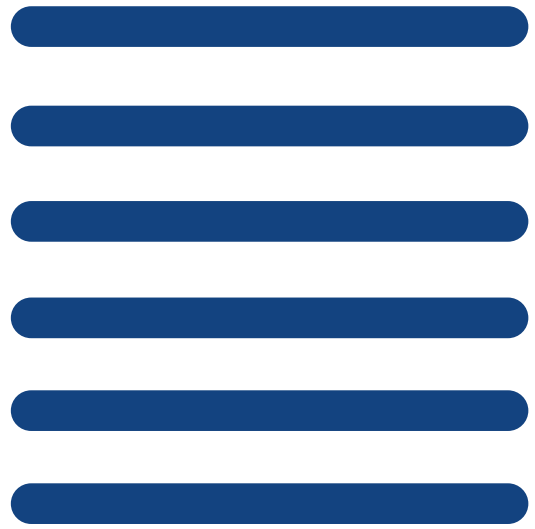
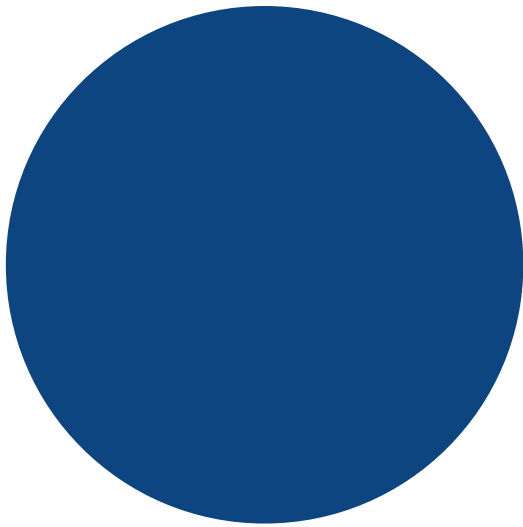
80% of the internet is videos. Machines are not yet able to perceive videos the way humans do. As companies produce more content than ever before, they struggle to understand the complex information in their videos. At Verchable, we make videos intelligent. Our proprietary AI runs 150x faster than real-time, using low computation. We attribute contextual time based metadata to videos, enabling companies to search, analyse and commercialise their video libraries at scale.

# Arkane

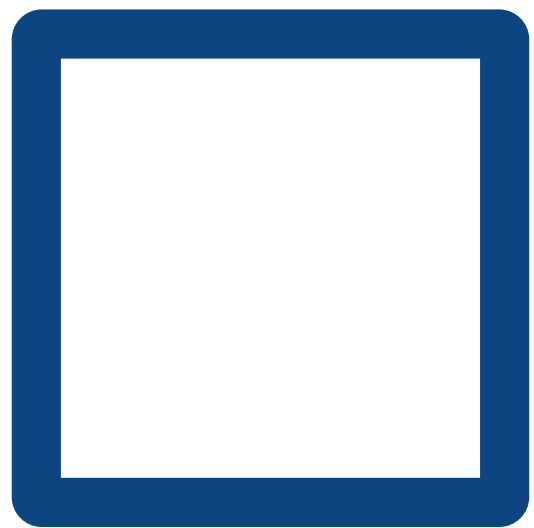


- ▶ [www.arkane.network](http://www.arkane.network)
- Belgium
- Tim Dierckxsens

Arkane helps game companies to build the next generation of digital innovation by providing them with an all-in-one solution to build and launch an asset monetisation system powered by blockchain technology. Arkane is a member of the Blockchain Game Alliance along with game studios such as Ubisoft, The Sandbox, and Atari. It provides them with to create, monetize and secure digital assets as NFTs or collectibles and make them publicly available to onboard mainstream users. The blockchain network is used to transfer value between different stakeholders.



**Better protection of  
personal data  
through new  
technologies**



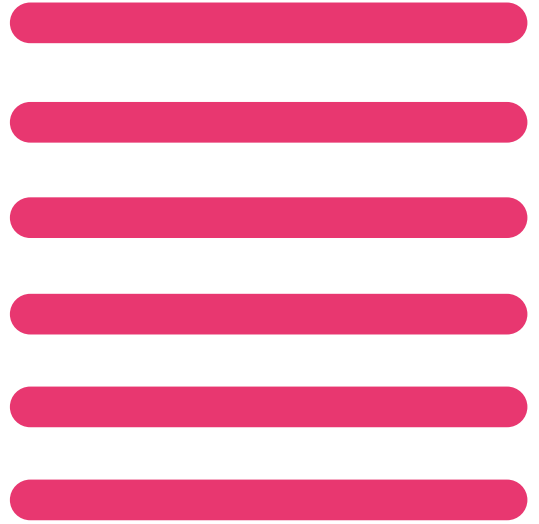
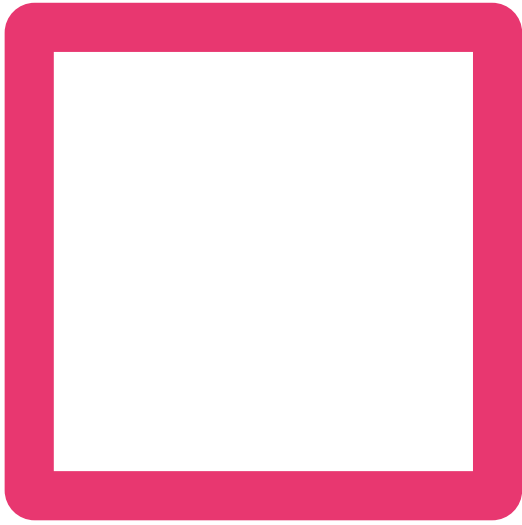
# Project Vixtape

Better protection of personal data through new technologies

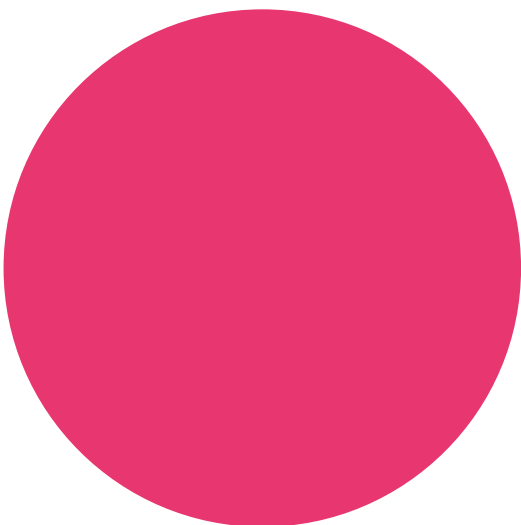


- ▶ [www.vixtape.tv](http://www.vixtape.tv)
- Portugal
- Michael Fiorentino

Project Vixtape is a media platform that delivers ambient video content and brand integrations in a respectful, less intrusive way. Project Vixtape is creating new media and ad formats that allow content owners and advertisers to discover new audiences and revenue streams. New features include decentralized distribution, cross-device interactivity, and programmatic optimization with progressive data policies. The company operates out of Lisbon, Porto and New York City.



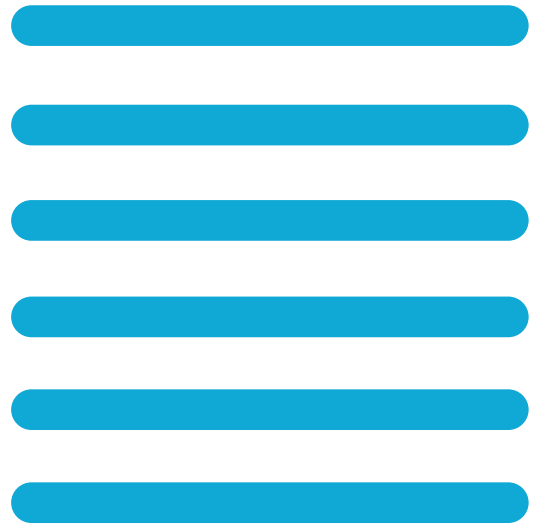
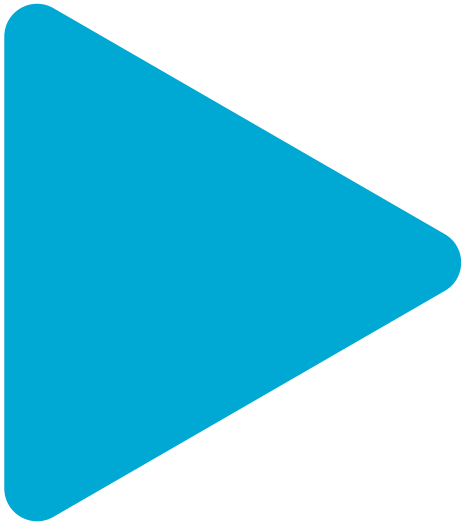
**Improved  
accessibility and  
inclusion of  
media outlets**



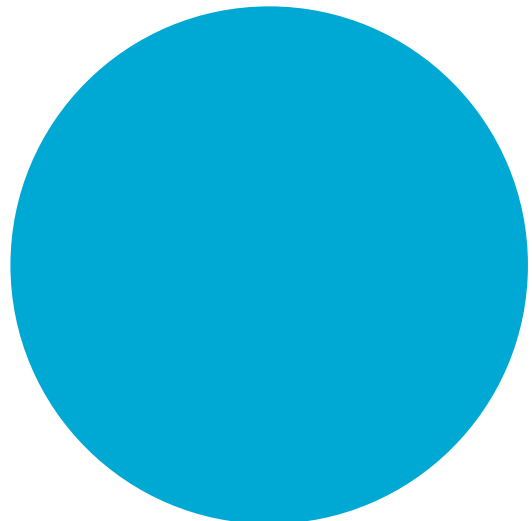


- ▶ [www.accessibletranslation.com](http://www.accessibletranslation.com)
- Turkey
- Ozer Celik

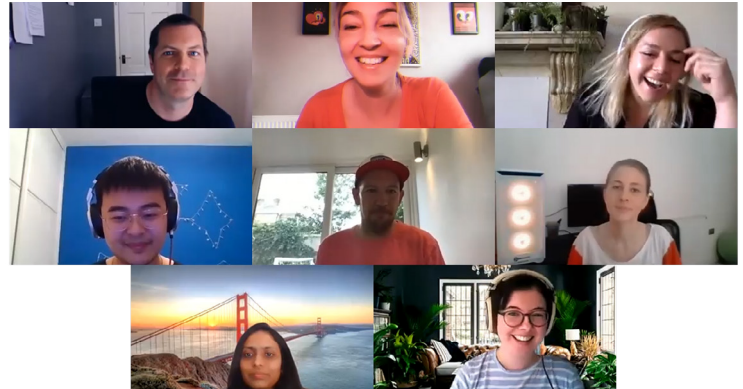
Accessible Translation offers access to information and equal opportunities with assistive technologies developed for the hearing and visually impaired. The native language of hearing-impaired individuals is sign language and everyone should be given the right to access information in their native language. With the innovative solutions of Accessible Translation, it dynamically translates web and video contents into sign language using a real human translator.



## **Other media challenges**



# Anything World



- ▶ [www.anything.world](http://www.anything.world)
- United Kingdom
- ▶ Natalie Lambert

The Anything World platform is the fastest way for developers to create AI driven 3D voice experiences; currently out of reach for most in a barely convergent landscape. Anything World combines cutting edge Artificial Intelligence, Natural Language Understanding, Computer Vision and extensive 3D libraries to allow users to request, see, manipulate and experience anything they can think of. There is no other service that has the premise, functionality or unique layers of behavioral intelligence that Anything World offers.

# GPU AUDIO



- ▶ [www.gpu.audio](http://www.gpu.audio)
- Switzerland
- ▶ Alexander Talashov

GPU AUDIO is an innovative, disruptive technology that utilizes the power of generic videocards to perform sound processing. Our company's mission is to bring GPU AUDIO a new standard platform, making sound computing affordable, unleashing sound professionals' creativity, saving the time they spend on work to be done by Pro Audio hardware.

# Medoid AI



- ▶ [www.medoid.ai](http://www.medoid.ai)
- Greece
- ▶ Anestis Fachantidis

We are Medoid AI, a progressive machine learning agency with extensive experience on building custom AI solutions for businesses. Through our participation in Mediamotor we aim to empower people's voice in social media by building novel hate-speech detection and opinion mining solutions.

# Ceretai



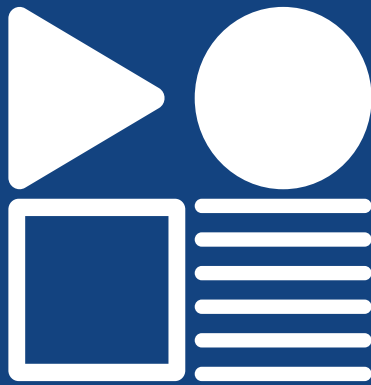
- ▶ [www.ceretai.com](http://www.ceretai.com)
- Sweden
- ▶ Matilda Kongshøj

Ceretai provides companies in the media and entertainment industries with automated diversity and equality analysis of their audiovisual content. Three major trends in the media industry are nudging media houses to work with diversity in their content, and our solution enables sustainable and inclusive media production while at the same time saving the companies hundreds of manual labor hours every year. Having a sustainability perspective is essential for branding and to reach younger, more value-driven audiences.

**For press inquiries or to receive more detailed information about any of the startups (investment/corporate portfolio), please contact: [info@mediamotoreurope.eu](mailto:info@mediamotoreurope.eu)**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 871552. This material reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.



**Find us at**

**in** [media-motor-europe](#)

 [mediamotoreu](#)

 [mediamotor\\_project](#)

**Discover more at**  
[www.mediamotoreurope.eu](http://www.mediamotoreurope.eu)