MEDIAVERSE

A universe of media assets and co-creation opportunities at your fingertips

Consortium Partners

Project duration Oct'20 – Sep'23

https://mediaverse-h2020.eu/

# Why should EU fund this research?

Non professionals (people) now **produce** media content, and **distribute** media content in WhatsApp, FaceBook, TikTok, etc.

Consumers → Prosumers

This is a new communication channel which has become crucial in time of COVID19. Media communication has become the main channel.

UN CRPD all citizens must have access to Media: websites, TV, etc. but also must have access to the **creation** and **distribution** of media.
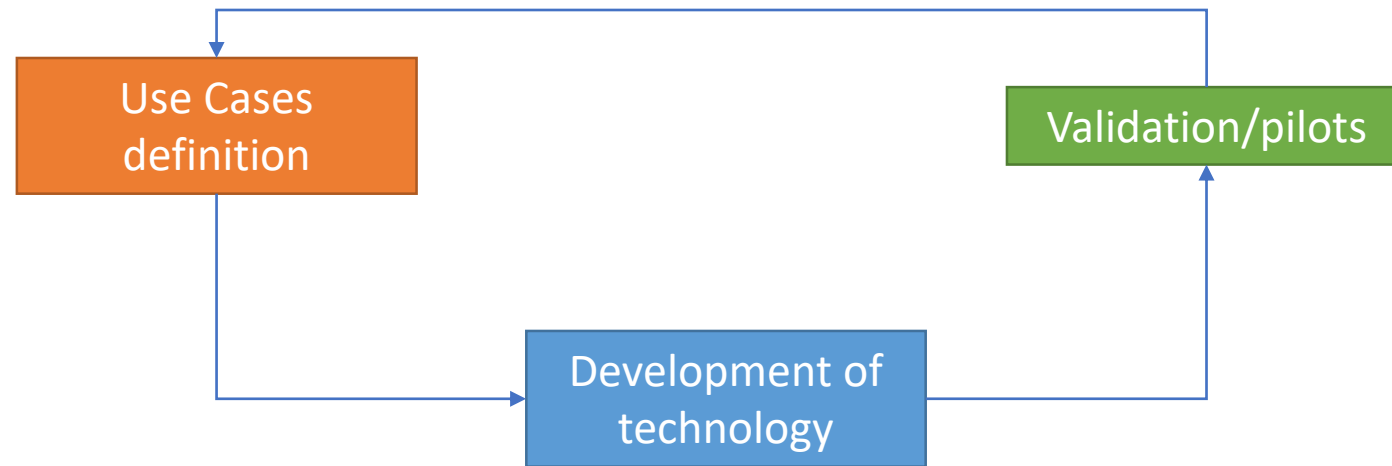
MEDIAVERSE wants to understand new ways of producing, distributing and consuming Media for ALL.

InmobiliAR

pics: Giphy / @wikitude / @mmciii / @ulmofficial ®
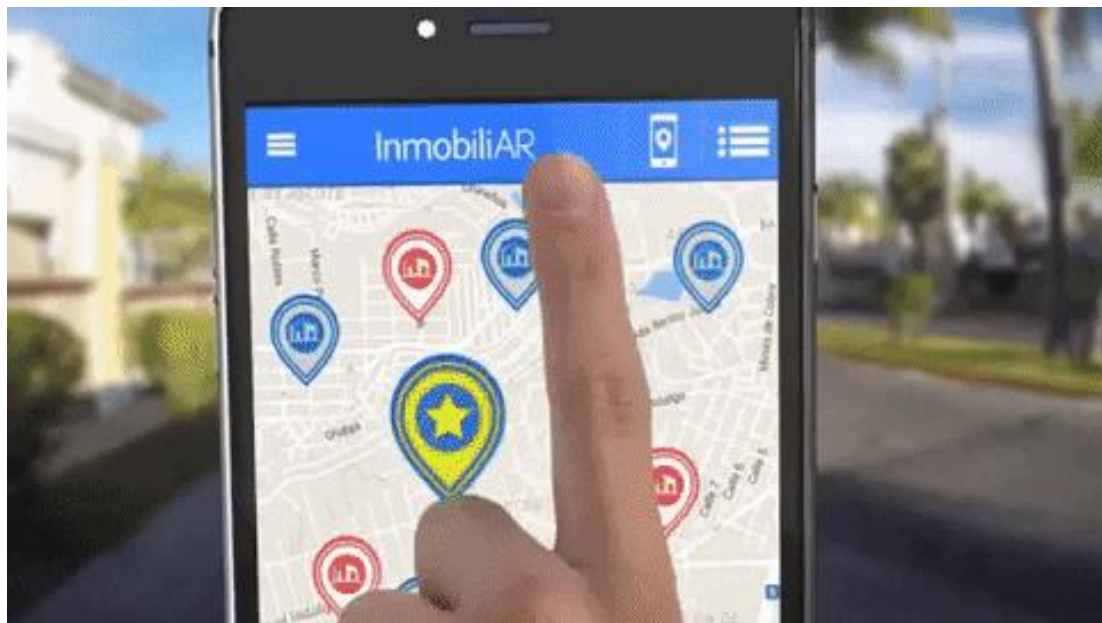
Use Cases

- Citizen journalism (Lead by STXT)
- Co-creation of new media formats (Lead by UAB)
- Hybrid intelligence experimental artworks series (Lead by ARTSHARE)

How it works?

<Our users>

<What we want to do?>

Identify social challenges

Create working groups

Co-create with non-professional end-users

Share and interact

Generate quality content

UAB Contact information

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https://mediaverse-h2020.eu/

https://twitter.com/mediaverse_eu