

The Future of Journalism

A New Kick-Start Opportunity

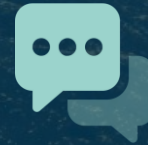
26 April 2023 | 11:00 CET
Liz.Barrow@esa.int



Welcome to Our Webinar

Before we start...

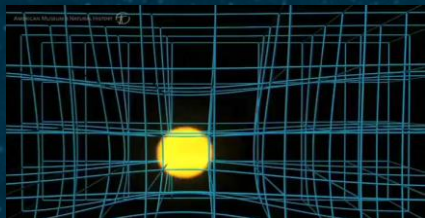
- Please keep your **microphones muted** during the webinar and make sure your **webcam is switched off**.
- You can use the **chat box** at any time to submit your **questions**. They will be addressed during the **Q&A** at the end of the webinar.



1. ESA Welcome and Introduction
2. About ESA Business Applications
3. About this Opportunity: The Future of Journalism Kick-Start
4. How to Apply
5. Tips for Applying
6. Q&A



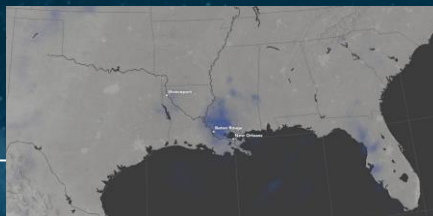
Science and Exploration



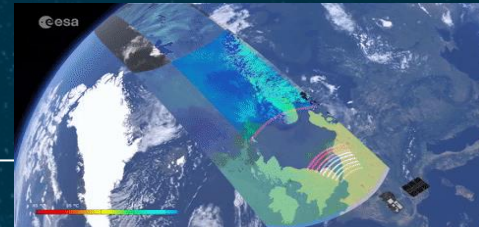
Enabling and Support



Safety and Security



Applications



ABOUT ESA BUSINESS APPLICATIONS

Supporting the Development of **Services**
on Earth that **Involve Space**

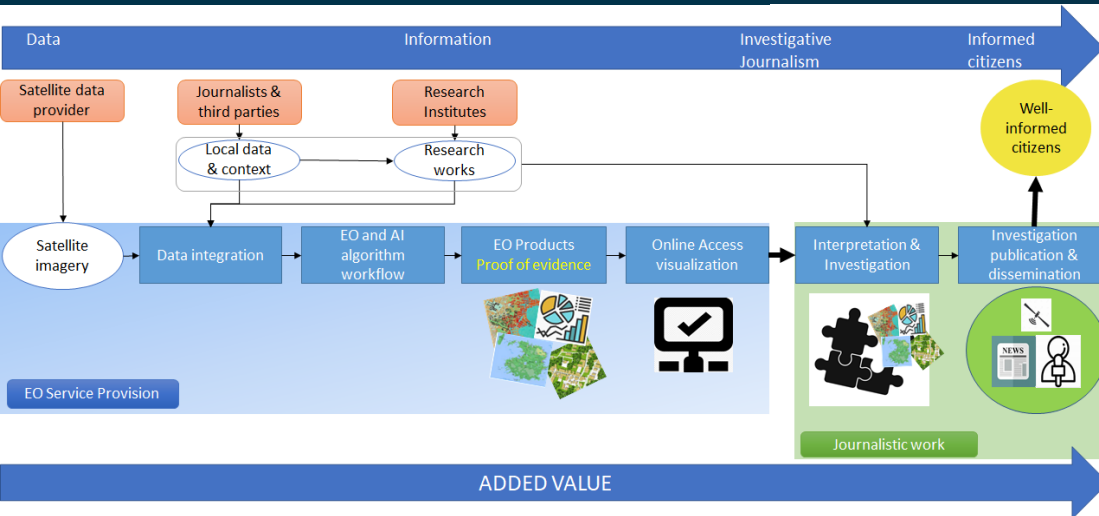


ABOUT ESA BUSINESS APPLICATIONS

Example Project: [BIGMIG](#)

GMV is developing a platform that helps journalists find information via satellite Earth Observation when there is a lack of other consistent, comprehensive, and comparable data.

Earth Observation



Space Weather



Maritime



Healthcare



Transport



Environment



Agriculture



Media



Energy



Education



ABOUT ESA BUSINESS APPLICATIONS

Supporting the Development of **Services**
on Earth that **Involve Space**

More Examples here:

<https://business.esa.int/projects>



What We Offer



Zero-equity funding (from
€50k to €2M+ per activity)



A personalised ESA
consultant



Technical support and
commercial guidance



Tailored project
management support



Access to our international
network of ESA and partners



Access to our network
of investors



Credibility of the
ESA brand



What Happens After a Kick-Start?



ESA's Kick-Start Competition

Opens: 1st May 2023

Closes: 30th June 2023

Apply Here:

<https://business.esa.int/funding/intended-tender/future-journalism>



Background

The media is evolving. With these changes come challenges and opportunities.

1. People struggle to **trust** the media (Deepfakes, AI)
2. **Streaming** platforms are becoming increasingly popular
3. **Tech giants** have overtaken traditional media companies
4. Individuals are increasingly being given platforms to become **independent content creators**.

New tech advancements in VR/AR, AI, connectivity, and satellite technologies offer further opportunities for transformation of the media.



We are looking for ideas that will improve journalism, the media, and reporting. We have brainstormed a list of potential topics, but **other ideas are welcome**.

1. CONNECTIVITY AND QUICK CONTENT DELIVERY PLATFORMS

Being able to transmit data (photos, videos, etc.) from the field is key for journalists.

What kind of ideas would we like to see submitted?

- Services that use **5G and satellite communications** to **enable content to be delivered quickly and reliably** from the field to the newsroom and vice versa.
- Services that enable editors to **review footage in near-real time and request additional material** while the journalist is still on the scene.
- Intelligent delivery platforms that can **validate the authenticity** of content. A service that could automatically process and 'fact-check' data collected from multiple sources (e.g. footage collected from drones, mobile phones, in-situ sensors) would be invaluable.

We are looking for ideas that will improve journalism, the media, and reporting. We have brainstormed a list of potential topics, but **other ideas are welcome**.

2. IMMERSIVE MEDIA AND NEW PERSPECTIVES

Journalism is based on engaging an audience and absorbing them into a story. Immersive media has the potential to reshape storytelling and reporting.

What kind of ideas would we like to see submitted?

- Services that use new techniques and technologies to **immerse the audience** in a story. E.g., use VR/AR, 360° videos, 3D capture of and immersion into a scene. 5G-satcom networks could be enablers to these services.
- Platforms that immerse an audience in a story based on the **viewers' location** (e.g., GNSS triggered content).

We are looking for ideas that will improve journalism, the media, and reporting. We have brainstormed a list of potential topics, but **other ideas are welcome**.

3. INDEPENDENT CREATORS AND WEARABLE TECHNOLOGIES

Content creators can have a direct relationship with their audiences, creating a more personalised, niche and community-driven feel.

What kind of ideas would we like to see submitted?

- Services that give **independent, small-scale journalists a platform or means** to reach their audiences effectively.
- Services that use **crowdsourced content and wearable technology** to strengthen connections between content creators and audiences.

We are looking for ideas that will improve journalism, the media, and reporting. We have brainstormed a list of potential topics, but **other ideas are welcome**.

4. STORIES FROM ABOVE

Satellite imagery has become a useful resource in the media, providing unique perspectives.

What kind of ideas would we like to see submitted?

Platforms that make satellite Earth observation data **accessible** to journalists, especially in the following scenarios:

- In **hard-to-reach regions**, when reporting 'on the ground' becomes impossible or dangerous.
- Detecting and monitoring **long-term changes** in a region.
- Substantiating stories from the ground or providing **unique evidence**.
- To show things that the **human eye can't see** e.g., at night, 'through' clouds, at scale.

Platforms that improve **detection and processing** of information from satellite data for storytelling e.g. detecting illicit activities.

The Value of Space



High Altitude
Platform Systems



Satellite
Communications



Satellite
Navigation



Earth
Observation



Nanosatellite
Networks

Satellite technologies and data have an important role to play within prospective services:

Satellite Communications (satcom) enables journalists to report directly from remote locations. Integrated 5G Terrestrial-SatCom connectivity – with low latency and high reliability – allows a lot of content to be delivered without lag. These future networks will support VR/AR streaming, IoT applications, and data transfer from wearables.

Satellite Earth Observation data (SatEO) can provide coverage in hard-to-reach areas and can effectively (and automatically) detect and monitor change over time. It can help verify stories from the ground and can provide new perspectives of events from a distance, at night, through smoke, and in rain.

Satellite Positioning, Navigation and Timing (PNT) - Geotagging and timestamping photographs and recordings can be helpful in proving content authenticity, as well as pinpointing and tracing users and their stories. These are necessary for verifying crowdsourced images and geolocating images captured from drones, wearable devices, or other sources. Global Navigation Satellite Systems (GNSS) enable precise positioning and guidance of users and objects in the virtual, augmented, or mixed reality environments.

How to Apply



Register

Register by completing online questionnaire on [ESA-STAR Registration](#) (minimum 'light registration')

Download

Download the official tender documents via [ESA-Star Publication](#) " from 1st May 2023.

Create

Create 'Bidder Restricted Area' in [ESA-STAR Tendering](#)

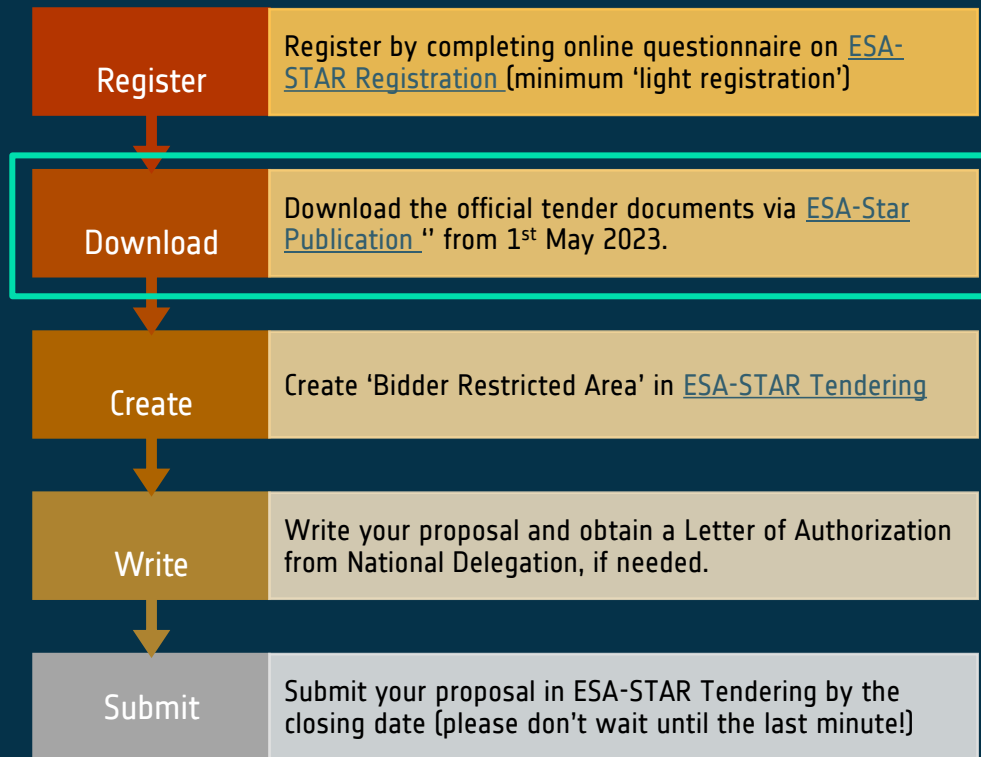
Write

Write your proposal and obtain a Letter of Authorization from National Delegation, if needed.

Submit

Submit your proposal in ESA-STAR Tendering by the closing date (please don't wait until the last minute!)

How to Apply



What is included in the tender documents?



The Tender Documents Include:

Cover Letter

Appendix 1

Activity Description

Appendix 2

Draft Contract

Appendix 3

Tendering Conditions for Express Procurement
Procedure - EXPRO/TC

Appendix 4

Proposal Template

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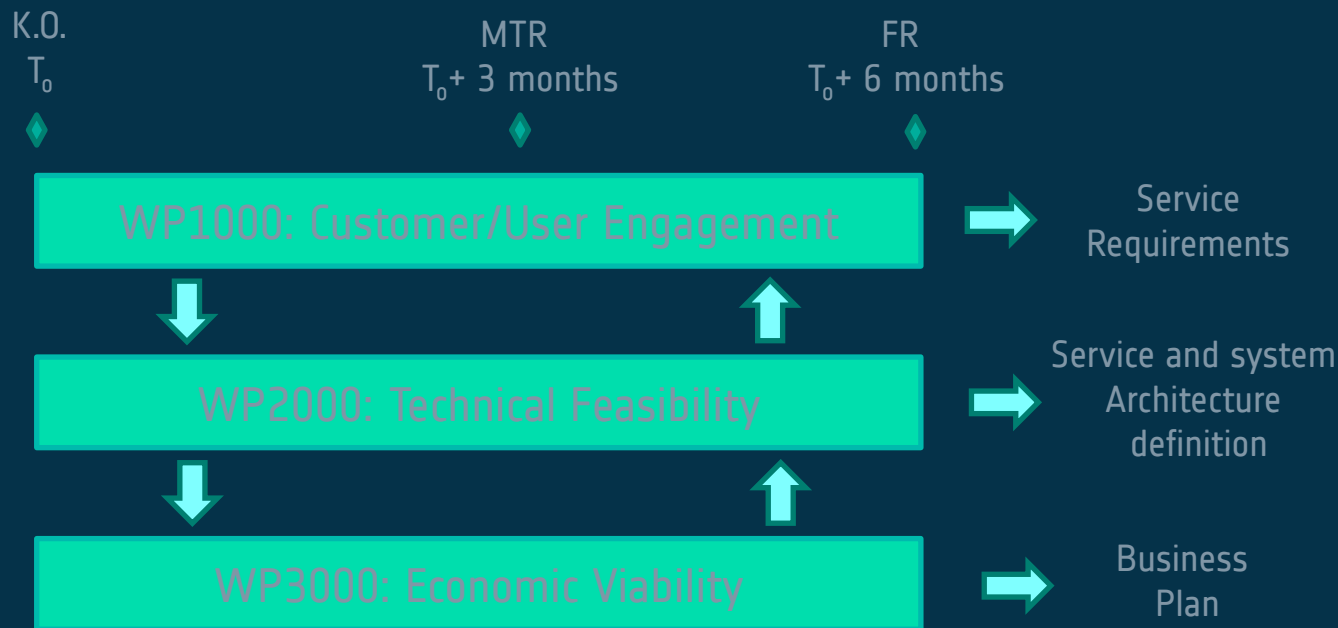
Proposal Template

What does the Proposal Template Consist of?

The proposal template consists of 6 sections, that you will need to complete:

1. **Executive Summary** Sum up your idea
2. **Business Potential** Explain who your proposed users are, their needs and current problems, and how your solution solves those problems.
3. **Technical Part** A description of the proposed service and its inputs and outputs. Explain which satellite data you will use
4. **Team** Who is in your team, and do you have the right resources for the study?
5. **Plan** What tasks will you perform during the 6-month study?
6. **Financial Part** How much are you requesting from ESA (in EUR)?

Running a Kick-Start



Who Can Apply?

Teams based in these countries are **eligible** to apply:

Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Spain, and Sweden.

Please **contact your National Delegate** for a **Letter of Authorisation** as soon as possible. The letter must be attached to your Kick-Start application. Contact details of each national delegate can be found here:

<https://business.esa.int/national-delegations>

Only teams based in **Germany or Luxembourg** do not need to contact their national delegations for a letter of authorisation, as funding has been pre-approved.

Please note that Teams based in **Austria, Greece, the Netherlands, Switzerland and the United Kingdom** are not eligible to apply for this opportunity. You can instead apply via:

<https://business.esa.int/funding/direct-negotiation-generic-programme-line>

Checklist

Before applying, check that:

1. Your team is proposing a service that could **become operational** in the near future (1-4 years)
2. Your idea is relevant to the topic of **journalism**.
3. Your idea uses **satellite data or space technology** like satellite communication, Earth observation or navigation.
4. Your team is **eligible for funding** and has attained a **letter of authorisation** from the National Delegate (if applicable).
5. There is a market for your service and **potential users/customers will be involved** in the kick start





The Future of Journalism Kick-Start

- Deadline: 30th June 2023
- Funding for 6-month feasibility studies called 'Kick-Starts', which can lead onto larger scale projects and pilots.
- 75% by the European Space Agency for a maximum of €60K per contract.
- Proposed services must use satellite data or space-based technologies.

Apply Here:

<https://business.esa.int/funding/intended-tender/future-journalism>

