



**Press Release Kick-off TEMS Project
Bilbao, Spain, Wednesday 11 October 2023**

Alliance of 43 European media and tech organisations to build a trusted European media data space

After more than two years of preparation work, the TEMS consortium officially starts its work in the flagship European initiative to build a **resilient data-driven ecosystem in the media sector**. TEMS - which stands for **Trusted European Media data Space** - is a joint undertaking of 43 organisations representing hundreds of stakeholders from 14 countries in the cultural and creative sectors, which aims to conceive and implement a common media data space across Europe.

The initiative is supported by the European Commission's Digital Europe Programme (DIGITAL) and is a core element in the implementation of the European Data Strategy. With an investment of EUR 16.5 million, the consortium represents a milestone in the way the media sector will be able to share and extract value from data. By doing so, TEMS aims to support the economic development and future growth of local and regional media ecosystems across Europe.

Concretely, TEMS will lead the way for the large-scale deployment of cutting-edge services, infrastructures, and platforms. It will also address fighting misinformation, audience analysis, improving data flows in production chains, and supporting the adoption of AI and Virtual Reality technologies.

TEMS will evolve existing media platforms, embryonic data space infrastructures and provide open access to a common data space for any interested media stakeholder from any media sub-sector. This will help digital transformation and improve the competitiveness of the European media industry.

“Leading the project that will shape the European Media Data Space is way more than just a strategic move. It’s a necessity now that data is the new currency. We want to script the future narrative of innovation in the digital age by generating sustainable data-driven businesses today.” Oscar Lazaro, CEO, Innovalia.

“[...] building these data spaces could make businesses feel much more confident that they could use data to develop their business and to develop their business models to rely much more on the digital economy.” Margrethe Vestager, Executive Vice-President of the European Commission in an interview to Euronews.

“EBU is actively supporting our members in their digital transformation.” said Antonio Arcidiacono, EBU Director of Technology & Innovation. *“We are convinced a media data space will ease the development and adoption of data-driven technologies such as AI and foster innovation and collaboration along an increasingly complex value chain. It is an important element for our ability to face competition from dominating US*

platforms, fulfil our obligations in the fields of public information, entertainment, and education, and do so in full respect of European rules and values.”

The official opening event of TEMS will take place at Euskal Irrati Telebista-EITB in Bilbao on 24 October 2023. The event will feature a presentation of the TEMS project and talks from Innovalia, France Télévisions, the European Commission, AFP and EITB amongst others. Interested in attending ? Register here: <https://tems-dataspace.eu>

For more information please contact: info@tems-dataspace.eu or visit:

www.tems-dataspace.eu

X (Twitter): [@tems_eu](https://twitter.com/tems_eu)

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The TEMS consortium is coordinated by Innovalia Association and brings together the following partners (in alphabetical order): 1001 Lakes OY, ACATECH - Deutsche Akademie der Technikwissenschaften, Agence France-Presse, APA - Austria Presse Agentur (APA-IT, APA-DeFacto), Arctur, Asociación para el Desarrollo de la Economía del Dato (BAIDATA), Athens Technology Center Anonymi Viomichaniki Emporiki Kai Techniki Etaireia Efarmogon Ypsilis Technologias, CAP Digital, Comité International des Telecommunications de Presse-Agentur, Commission Supérieure Technique de l'Image et du son CST, Consultores de Automatización y Robótica, Cultural Broadcasting Archive, Verein zur Förderung Digitaler Kommunikation, Dawex Systems, De Vlaamse Radio en Televisieomroeporganisatie NV, DPA - Deutsche Presse-Agentur GmbH, EBU - Union Européenne de Radio Television, EITB Media SA, Engineering - Ingegneria Informatica SPA, Europese Culturele Stichting, Fincons Group AG, France Télévisions, Henneo Media SA, Ikonomedia AD, Institut national de l'audiovisuel (INA), International Data Spaces EV, ISAN International Agency, Media City Bergen, Media-IO, Orange Business Services, Panodyssey, Procirep (Société des Producteurs de Cinéma et de Télévision), Schickler Unternehmensberatung GmbH, Sociedad de Proyectos para la Transformación Digital SA, Software Quality Systems SA, Startin'Blox, Swiss TXT AG, The Netherlands Institute for Sound & Vision, WAN-IFRA World Association of News Publishers