

# **Research, Funds and a Lab**

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The (not so) secret ingredients of DW Innovation

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**Tilman Wagner**  
Deutsche Welle



# The (not so) secret ingredients of DW Innovation



**Funds**






**Research**






**A Lab**

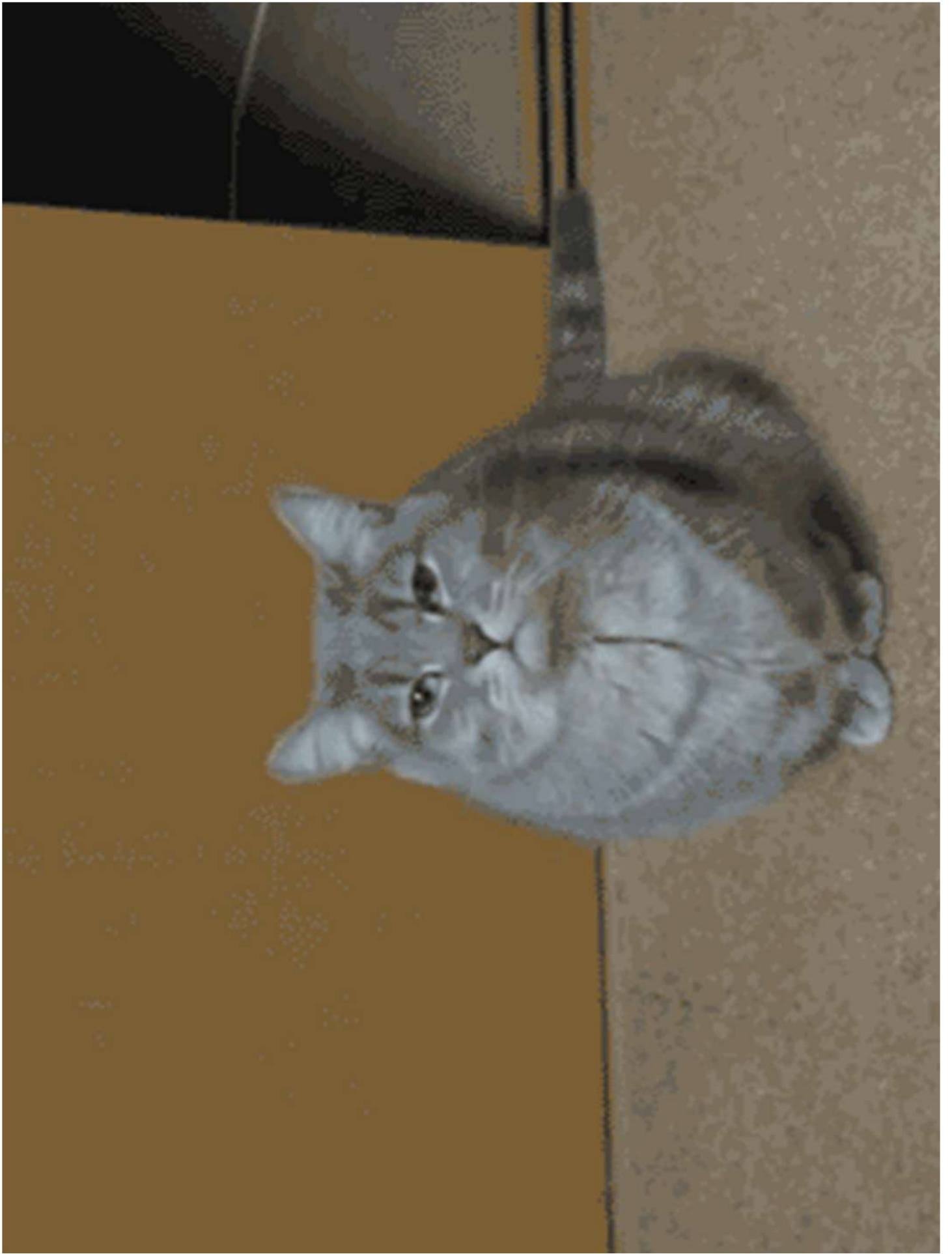




-  7 years @ Deutsche Welle
-  5 years @ DW Innovation
-  Background in Media  
Technology & Journalism

## Hot Topics

-  digital verification
-  transparent algorithmic  
news offerings
-  drone journalism



DW Bonn

**DW** Germany's international broadcaster

**DW** Around 3.000 employees/freelancers  
from 60 countries

**DW** European insights to international  
issues through news, information and  
cultural highlights

DW Berlin





DW Bonn

-  In-depth and reliable information in 30 languages (TV, Radio, Online)
-  TV in English, German, Spanish & Arabic
-  **Flagship:** 24h English TV channel  
(available almost everywhere in the world)
-  Audience: more than 160mio weekly

DW Berlin



DW Bonn

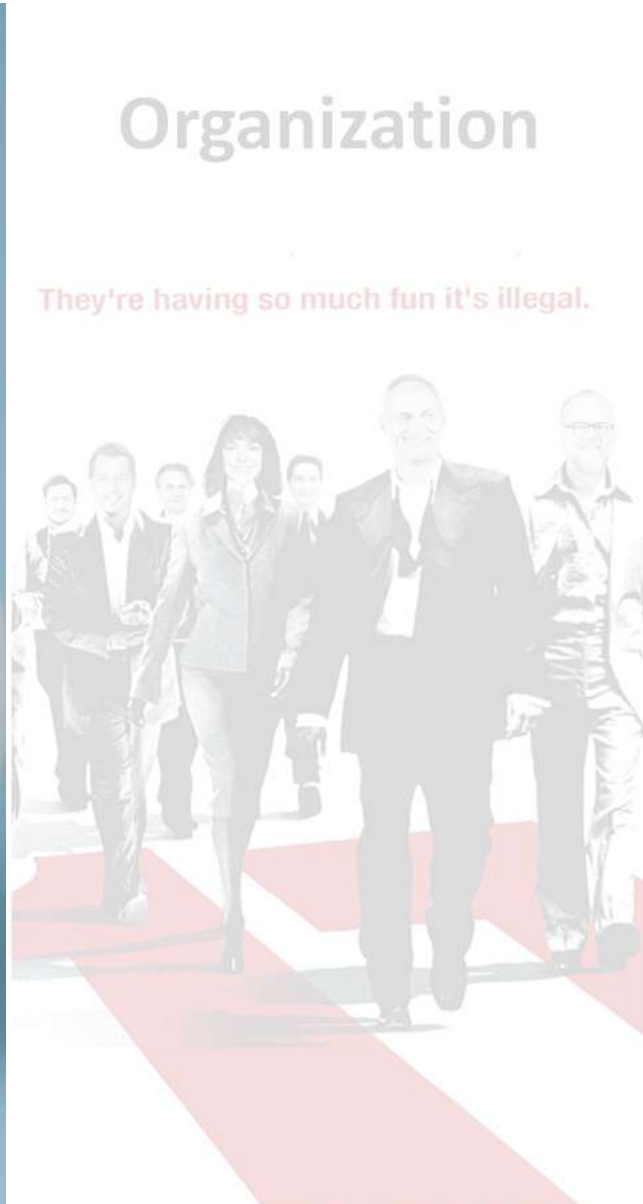
-  organized as a public broadcaster
-  financed by federal tax resources
-  **current budget: ~320mio Euro/year**
-  independent by national law

DW Berlin





**Funding**

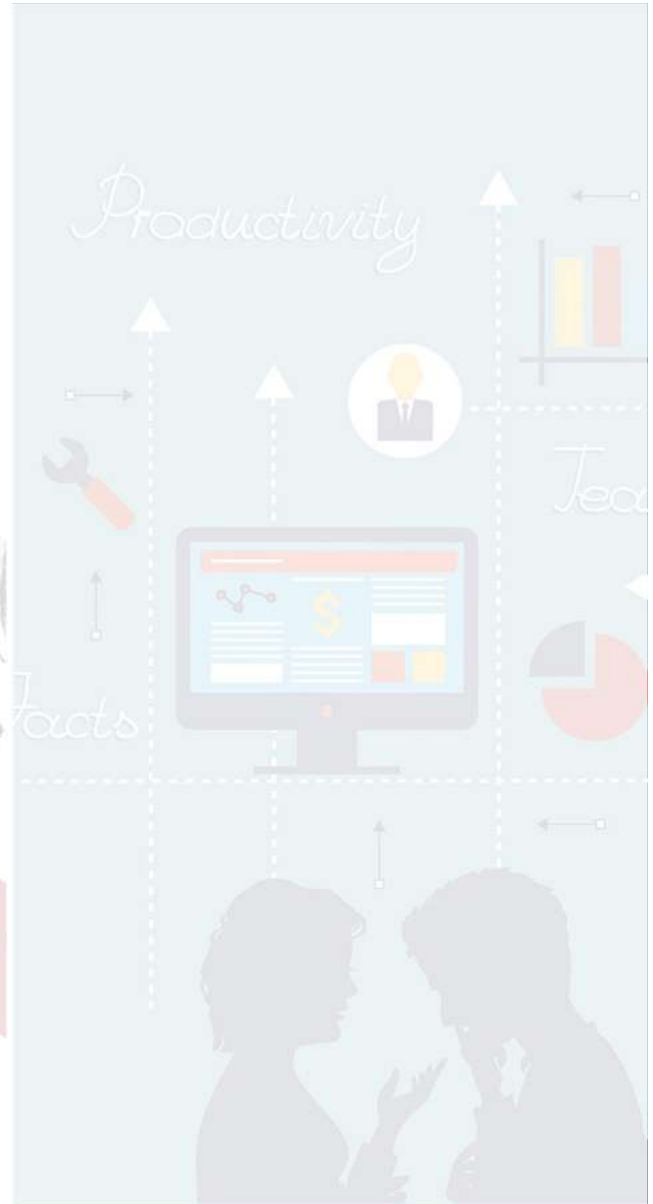


## Organization

They're having so much fun it's illegal.

## CO'S SEVENTEEN

Sie aktuelle Tech-Talk Schlagworte wie „Blockchain“ oder „AI“ in alles, was Sie schon immer über DW Research und Co...kte wissen wollten. Informieren sie sich über aktuelle Entwi...ren Sie mit dem ReCo-Team für eine Stunde in "Minds Exchange"



**Integration**



**Funding**

**Best Option?  
Get funded in-house!**

**Alternatives?**

**1 + ...**



Google



DIGITAL  
NEWS  
INITIATIVE

# External Grants

**COPN**



HORIZON 2020

**CONTENT PERSONALISATION NETWORK**

CCN

GB USA MEX

ONE SIZE  
DOES NOT  
FIT ALL

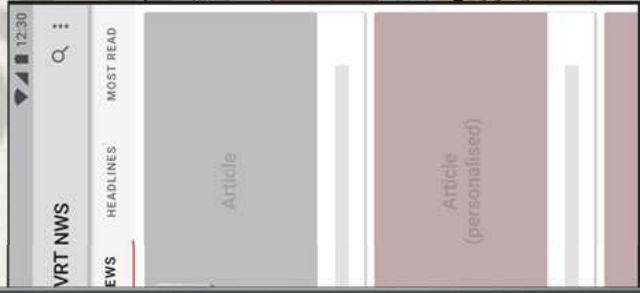
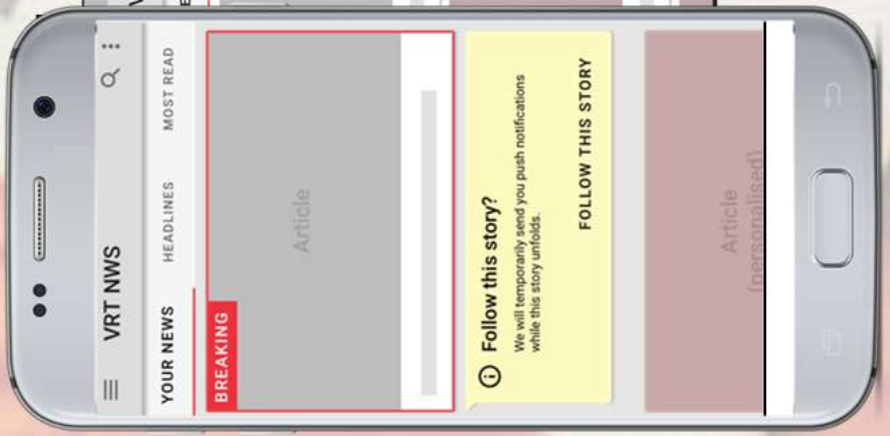


Von links bügeln/ Iron inside out  
repasser sur l'envers / 只熨反面



# CON

## PROJECT PARTNERS



ONE DOES



<https://www.projectcpn.eu/>

1

**By understanding content**

Relying on good semantic analysis and feature extraction

3

**User independent**

Non-personalized recommendations (e.g. most popular, most recent)

2

**By understanding the user**

Domain independent collaborative filtering techniques

Network metrics based on emerging similarity graphs of users and items

4

**By chance**

Controlled dithering (escape the 'filter bubble')

5

**By selection**

Business Rules



Google



DIGITAL  
NEWS  
INITIATIVE



European  
Commission

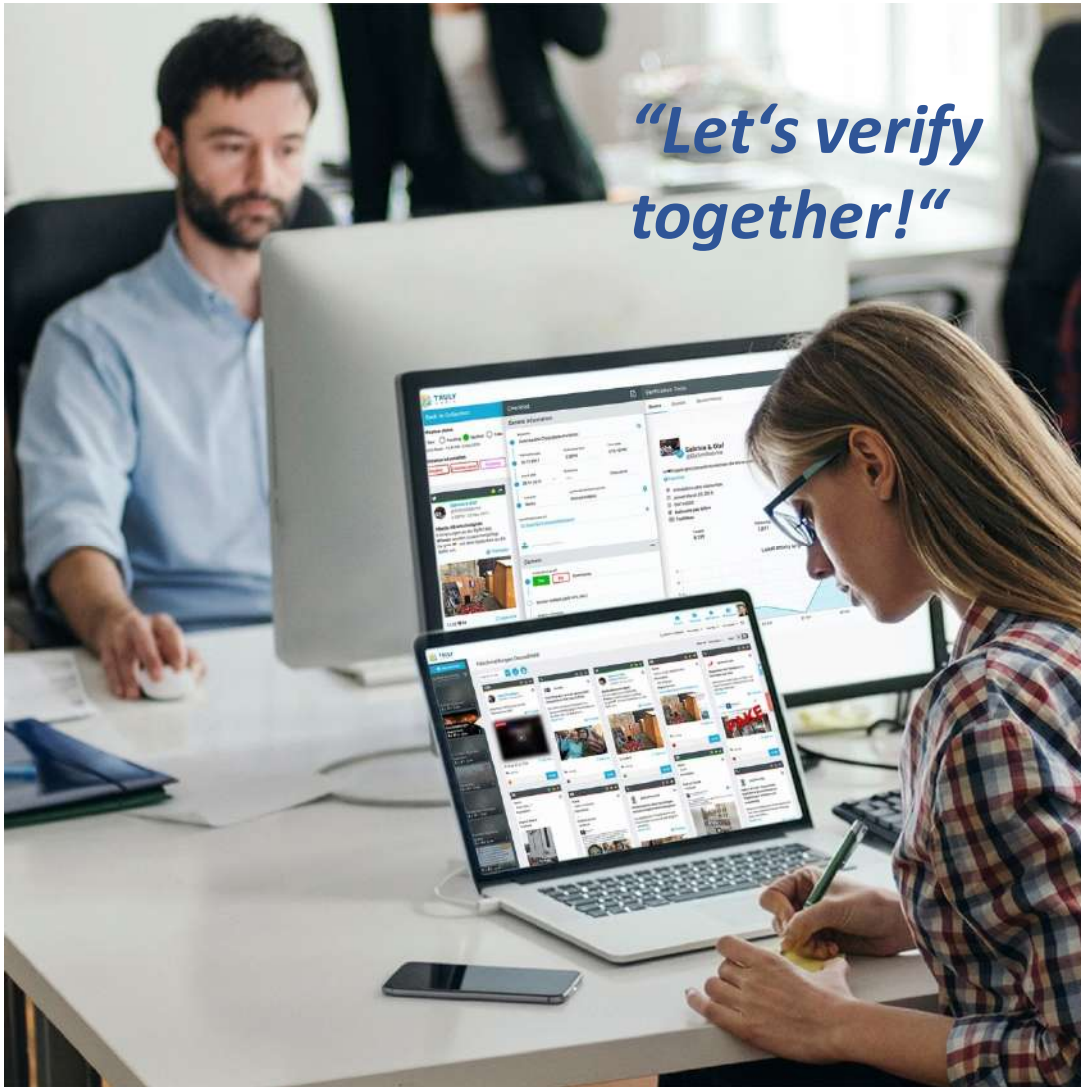
TRULY

media



HORIZON 2020





*“Let's verify together!”*



- Collaborative web-based verification
- Organising individual tasks
- Workflow integration
- Internal / external tool integration
- Easy sharing of output / results
- Transparency



DIGITAL  
NEWS  
INITIATIVE

# Three steps are all you need



## Find

Use Truly Media – or your own trusted and established ways and tools – to find content from a variety of sources. Bring everything together in one place: a Truly Media collection.



## Organize

Organize your content and share your work and findings in real time with colleagues anywhere in the world, across time zones and organizational barriers.



## Verify

Verify together, in real time. Exploit a toolkit of the most effective internal and third party verification tools that support you in gathering information and making decisions.

Hey. I JUST met you.

AND THIS IS CRAZY.

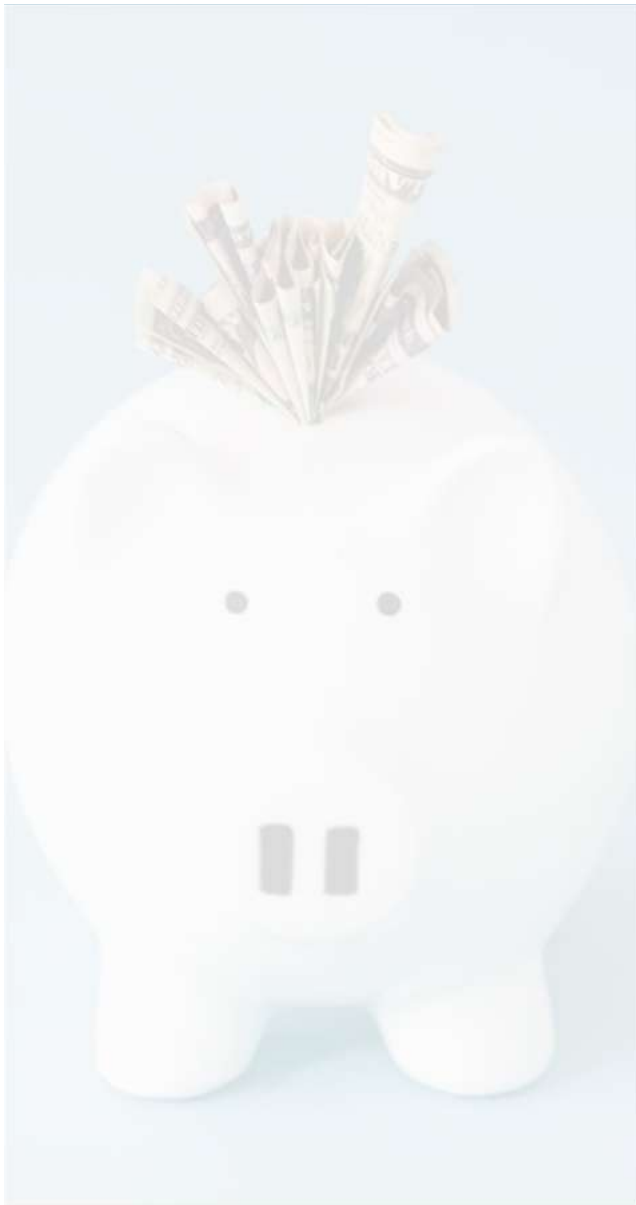
BUT HERE'S YOUR

ICE CREAM 

SO TIP ME, MADDIE!

THANKS!





Funding

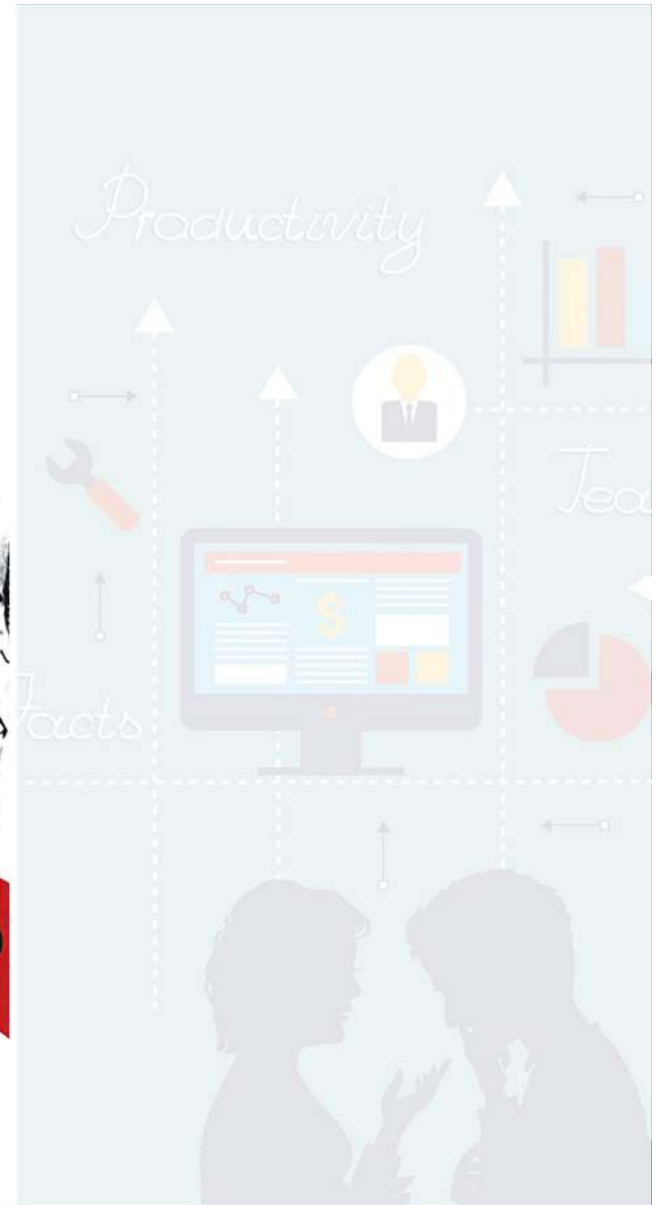
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They're having so much fun it's illegal.



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Integration

















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	<b>Bonn</b>	
		
		<b>Lab</b>
		
		
		
		<b>Berlin</b>
		
		



# Organization

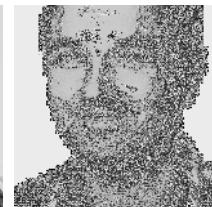
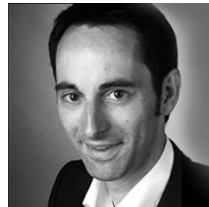
## Leads

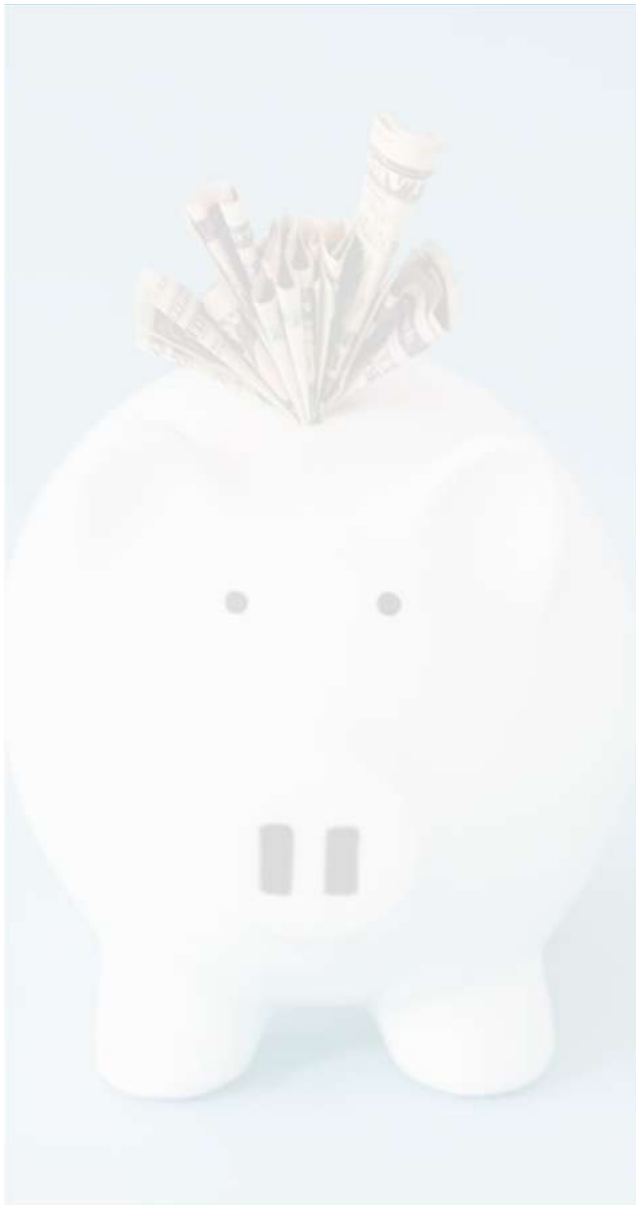
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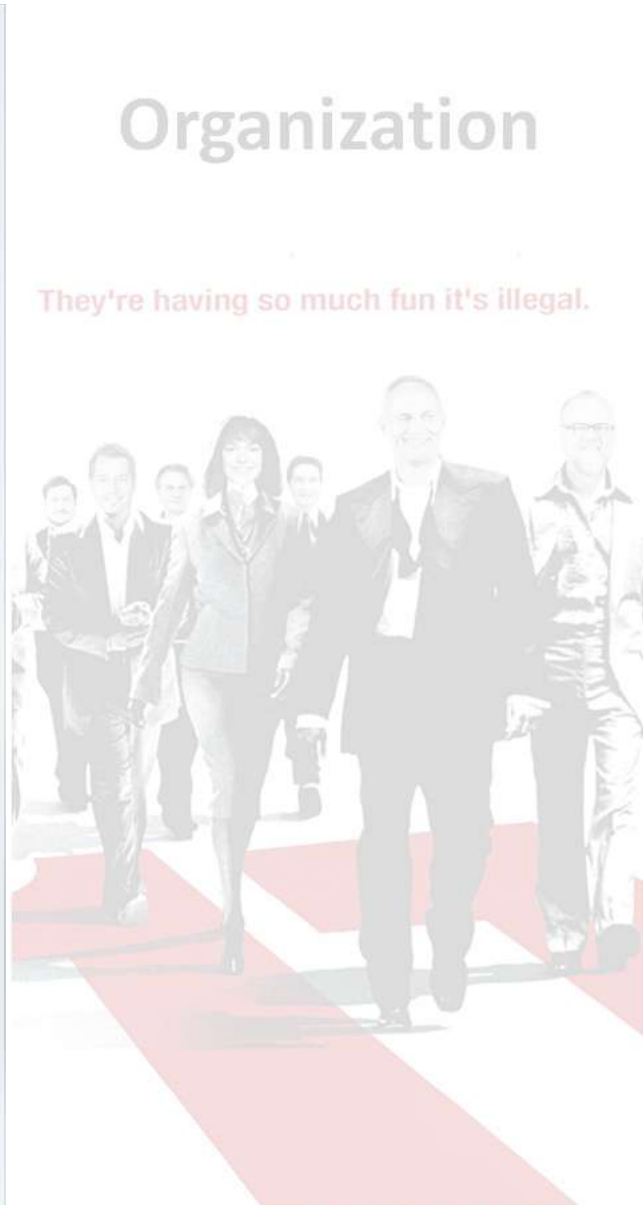
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Funding



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Integration





**WORK WORK WORK WORK WORK WORK**

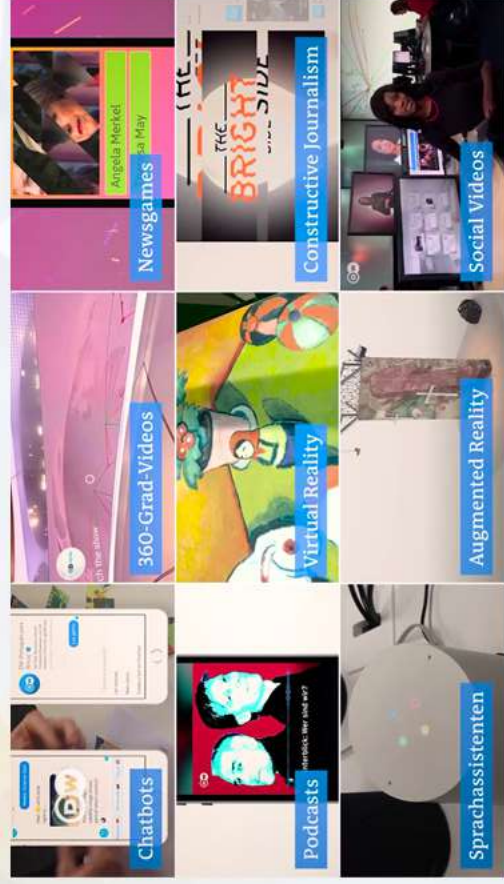
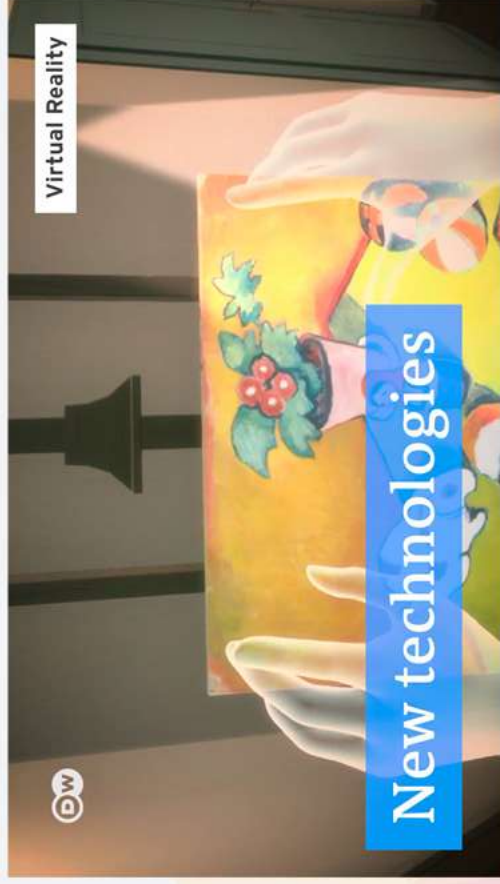
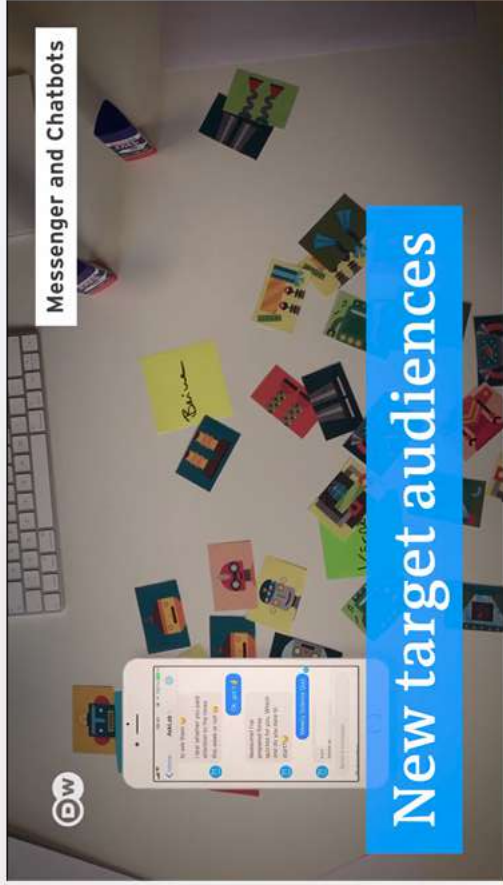


## Integration

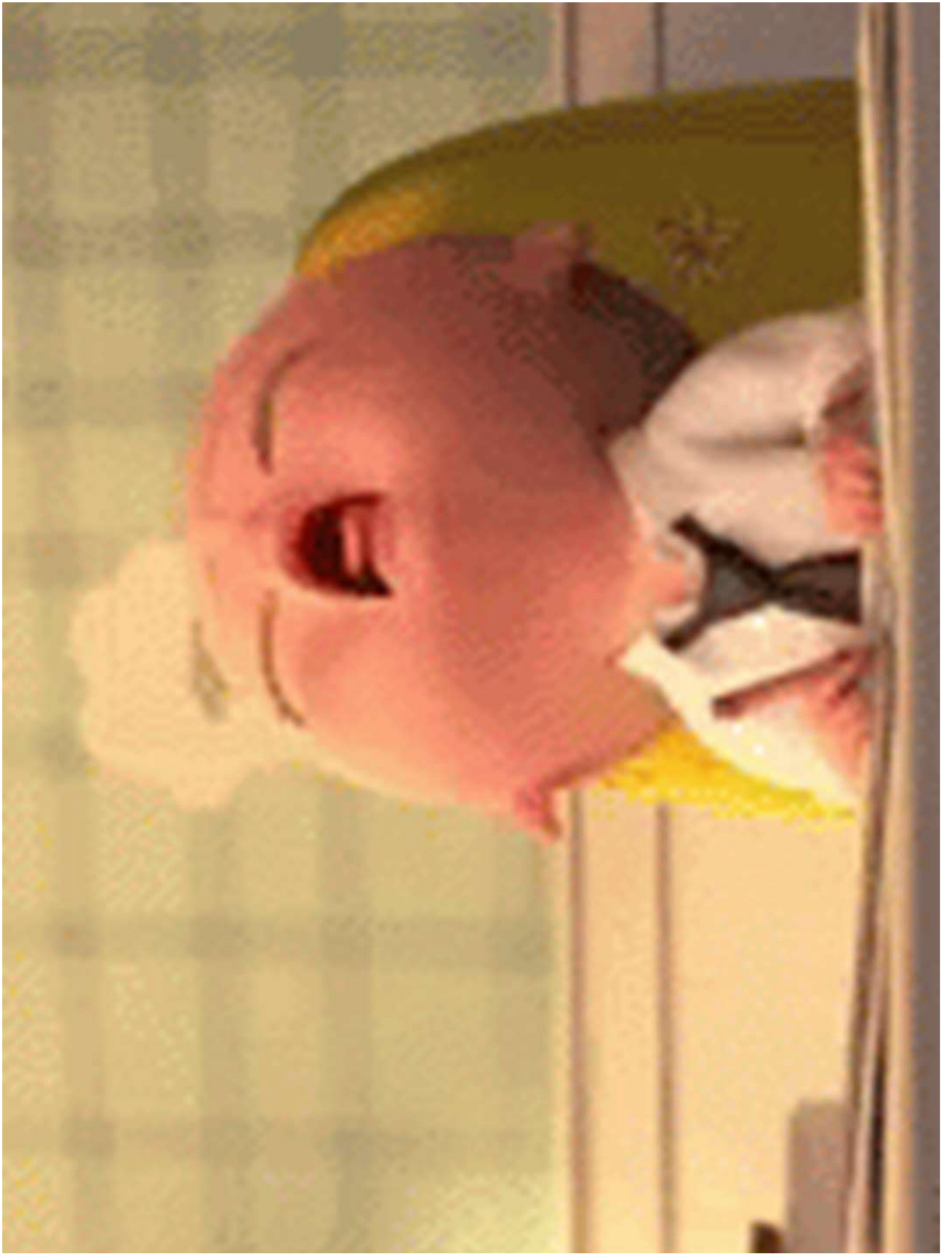
**Best Option?**  
**Get funded in-house!**

**Alternatives?**

- DW Inhouse networking**
- DW 1 on 1 collaboration**
- DW Workshops/Evaluation**
- DW High quality products**







**T. HANKS**





**THE END**