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
Research

Funds

A Lab
Who am I?
7 years @ Deutsche Welle
5 years @ DW Innovation
Background in Media Technology & Journalism

Hot Topics
- digital verification
- transparent algorithmic news offerings
- drone journalism
Germany's international broadcaster
Around 3,000 employees/freelancers from 60 countries
European insights to international issues through news, information and cultural highlights
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
organized as a public broadcaster
financed by federal tax resources
current budget: ~320mio Euro/year
independent by national law
Funding

Organization

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

Integration
Best Option?
Get funded in-house!

Alternatives?

1+...
ONE SIZE DOES NOT FIT ALL
By understanding content
Relying on good semantic analysis and feature extraction

By understanding the user
Domain independent collaborative filtering techniques
Network metrics based on emerging similarity graphs of users and items

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

By chance
Controlled dithering (escape the ‘filter bubble’)

By selection
Business Rules

https://www.projectcpn.eu/
“Let’s verify together!”

- Collaborative web-based verification
- Organising individual tasks
- Workflow integration
- Internal / external tool integration
- Easy sharing of output / results
- Transparency
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. Maybe? Thanks!
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CO'S SEVENTEEN

Die aktuelle Tech-Talk Schlagworte wie „Blockchain“ oder „AI“ in alles, was Sie schon immer über DW Research and Coo
sich wissen wollten. Informieren Sie sich über aktuelle Entwick
nen Sie mit dem ReCo-Team für eine Stunde in "Minds Exchange"
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Alternatives?

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

Integration
New technologies

New target audiences

Fast prototyping