

# WHAT ARE THE BENEFITS FOR ALL PARTIES

## For RTP

### **Spot and learn about the potential of new technologies and its applications**

The pace of introducing new digital technologies and related new business models is increasing all the time. For any media group it is a challenge to keep up with this evolution, while being busy with maintaining and keeping up to date with the legacy. Keeping a close relationship with the startup-community and having a very low barrier to experiment with their newest and coolest, is a very rewarding (and low cost) mechanism to keep track.

### **Getting real live experience with new technologies and its applications close to the production floor**

Sandbox projects give an idea if, and to what extent, new technologies are already mature for production. Since RTP is bound by the law of public procurement, it has to publish a public tender to source new products and services. The learnings from Sandbox projects are often an important input for these tenders and allows RTP to optimize the timing of technology sourcing. It avoids to source too early, if technology is not yet mature and avoids missing the opportunity of new technologies when they are production ready.

Also, Sandbox projects will help the technical team at RTP to involve the teams in the business in an early phase in technology sourcing. Sandbox projects help to avoid the negative effects of technology push or pull. A technical team can be very convinced a new technology and product will be very beneficial for the business, but if the business is not buying in, technology push fails. 'Testing the waters' in a 2-3-month experiment, will allow to create this buy in. Or, it might be understood by the technical teams that there is no match, and they can avoid an investment with none or negative return and a lot of frustrations.

The other way around, it happens very often people in the business came across some cool new tool (seen on a trade show, heard from colleagues in the sector), but technical teams might have very good reasons why it will not work in their environment, or why it is too early. Again, a Sandbox project will help to validate assumptions from both sides with real life evidence.

### **RTP Sandbox boosts internal innovation**

These short iterative projects with Start-ups will bring fresh oxygen into the organization. It sends a message in the organization that bottom-up innovation through experiments with fast cycles is possible and even promoted. It is one of the mechanisms that will help RTP to become more agile as an organization.

### **Creation of goodwill with stakeholders**

Towards the external stakeholders (startup-community, local media-industry and policymakers) the open innovation approach of RTP Sandbox will create a lot of goodwill and will increase the reputation of RTP as a public driver of innovation in the local mediatech ecosystem.

### **Strengthens RTP's reputation as innovator**

Also at European level, within the European Broadcasting Union (EBU - organization of all public service media organizations in Europe), and Sandbox Hub. The objective of Sandbox Hub is to have an European network of media sandboxes. This way, a local mediatech startup will have fast access not only to RTP and its local partners, but also to a number of European media companies.

### **RTP disclaimer**

Nor RTP or any of his employees involved in the sandbox, will ask for any kind of participation in the startup, in form of equity or any other kind. The participation of the startup in RTP Sandbox, doesn't imply that at the end, RTP will purchase the product or service.

## For the Startup

### Validate products faster on the largest media-production floor in Portugal

RTP is one of the most complete and most diverse media broadcaster in Portugal, both for TV, Radio and online presence. In a Sandbox project, a startup is able to validate its product functionality and robustness in a real-life production environment, using real production data, with immediate feedback from top media makers and the largest community of media consumers.

Due to the nature of a Sandbox project, feedback from users will be very fast and direct. If the RTP-team does not see any added value, they will no longer spend time and the project will stop. If they do see the value, they will spend all the time it takes to grasp and demonstrate the value, and to maximize the chances the product or service tested will make it to the official production roadmap.

### RTP as a reference customer

Although a Sandbox project does not imply any formal contractual sale, RTP allows start-ups who participate in a Sandbox project to use RTP as a reference customer. This can be a very valuable tool for a startup to open doors in other European media organizations. If useful, and limited in time and effort, RTP is even prepared to host a demo for sales prospects.

### Fast access to EBU-members in the Sandbox Hub

The aim of the Sandbox Hub is to create a network of local sandboxes on a European level. One of the important advantages of the Hub for an RTP Sandbox startup, is that it creates an easily and accessible network of potential European customers, and as such, significantly shortens the sales cycle.

The Hub also organizes pitch events at other media organizations in Europe and media events, to support the international growth of media technology start-ups.

## For the media sector

Media consumption is evolving very fast, triggered by the potential of new technologies. In order to keep pace with this fast evolution, innovation by the media sector is key. RTP Sandbox will be an important role, not only within RTP, but also for the Portuguese media sector. All findings of the RTP Sandbox projects are publicly shared on [media.rtp.pt/sandbox](https://media.rtp.pt/sandbox). Media tech startups can validate their products early stage at RTP, in a sandbox project, and then present them to other media companies in the sector. And RTP Sandbox will be a stepping stone for early stage startups towards early seed funding.

## For Investors

RTP Sandbox is an interesting opportunity for investors to spot new opportunities in an early stage. Moreover, a Sandbox project can provide very valuable input about the product-market and product-users fit and about the behavior of the startup team in a real customer environment, to complement other due diligence activities.