#SustainMedia

pitch application

Innovative Digital Solutions for Media Organisations in the Western Balkans

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| Megaphone1 with solid fill |  **Identifying and enabling development of Innovative Solutions by encouraging technology partners to propose innovative digital solutions that address challenges faced by media organizations in the Western Balkans.****Target Audience with solid fill****Key Focus Areas:** * **Content Management**
* **Workflow Optimization**
* **Security Measures**
* **Analytics and Insights**
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# General Information

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| Raised hand with solid fill | Please provide your general information

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| General information |  |  |
| Name of applicant (if applicablE: company name) |  |  |
| Full adDress (street, city, country) |  |  |
| E-Mail and phone number of applicant |  |  |
| Pitch titlE |  |  |

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# Digital solution

## The Challenge

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| Raised hand with solid fill | Please explain how you have identified the challenge which has inspired you to propose the development of a digital solution. Which steps have you undertaken to ensure that you are addressing and proposing a digital solution that addresses media organisations needs?  |

## The Opportunity

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| Raised hand with solid fill | Explain in brief how this digital solution would be beneficial to media organisations in the Western Balkans! Which focus from this Call does this pitch address? Does this digital solution contribute to revenue, or audience increase or process optimization of media organisations? |

 *Are there other similar solutions on the market? If so, what unique value propositions, innovative features, or competitive advantages does the digital solution offer compared to alternatives in the market?*

## The Solution

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| Raised hand with solid fill | Explain the digital solutions that you are pitching? Does the digital solution use open source and are additional licenses required? Does the digital solution align and is it compatible with various IT infrastructures? Does the digital solution require specific security protocols? |

 *How user-friendly and accessible would the digital solution for end users be, including employees and audiences?*

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| Raised hand with solid fill | *Can the digital solution be upgraded and adjusted to changing business needs, growth opportunities, market dynamics, and technological advancements? What level of technical support, maintenance and updates is foreseen?* |

## Timeline for Execution

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| Raised hand with solid fill | Summarize the timeline and the steps planned for the development and implementation of this digital solution!  |

# (End) user information

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| --- | --- |
| Raised hand with solid fill | How many media organisations will implement this digital solution? List the name(s) and contact details of media organsiation(s) from the Western Balkans that will implement your digital solution:  |
| Raised hand with solid fill | Please list all other solutions you have developed for media organisations or solutions that are in line with the key focus areas of this Call! |