

Splice Beta Online 2020

Megane Chatain, Project Lead, IndieFrame

Henrik Grunnet, Senior Advisor, IMS

Jesper Hyhne Petersen, Editor in Chief, Danwatch

BYOB: Come see what IMS is doing to connect global north and south newsrooms



[Watch the video](#)

00:00:00.146,00:00:03.146

Shirley Cheong: No need for excuses when it comes to beers

00:00:11.425,00:00:14.425

Shirley Cheong: Cheers !

00:00:32.919,00:00:35.919

Shirley Cheong: hello Helle and Lars!

00:00:38.596,00:00:41.596

Shirley Cheong: Home team!

00:01:00.109,00:01:03.109

Shirley Cheong: We're recording, guys

00:01:07.007,00:01:10.007

Shirley Cheong: WOOHOO!

00:01:33.814,00:01:36.814

Shirley Cheong: Sake?

00:01:50.176,00:01:53.176

Shirley Cheong: Wow! Thanks!

00:01:53.634,00:01:56.634

Shirley Cheong: You need a beer.

00:02:24.059,00:02:27.059

Kantaro Komiya: lolol

00:03:05.389,00:03:08.389

Shirley Cheong: Hello Socheata!

00:03:18.852,00:03:21.852

Socheata Hing: hi

00:03:49.261,00:03:52.261

Shirley Cheong: Mediabridge.org is being developed by International Media Support (IMS),

00:04:47.554,00:04:50.554

Shirley Cheong:

Danwatch, a Danish award-winning independent media and research centre,

And IndieFrame

00:05:31.689,00:05:34.689

Shirley Cheong: Danwatch <https://danwatch.dk/>

00:06:16.761,00:06:19.761

Shirley Cheong: Indieframe <https://indieframe.com/>

00:08:24.691,00:08:27.691

Shirley Cheong: International Media Support (IMS) <https://www.mediasupport.org/>

00:09:50.327,00:09:53.327

Julia Winterflood: Thank you so much Rishad, Alan & Shirley! Rest well this weekend :)

00:12:59.571,00:13:02.571

Shirley Cheong: Hello Andikha :)

00:13:16.427,00:13:19.427

Patricia Torres-Burd: how is the content verified and curated?

00:13:21.485,00:13:24.485

genesia alves: thanks megane it sounds very cool

00:14:27.176,00:14:30.176

Andikha Dika: hi everbody, im so lateee sorry, try to catch up

00:15:08.897,00:15:11.897

Rishad & Alan (Splice Beta): All good Andikha!

00:15:12.087,00:15:15.087

vipul khosla: How will the participants in mediabridge be able to monetise the content?

00:15:34.199,00:15:37.199

Rishad & Alan (Splice Beta): Great questions coming in here!

00:15:50.441,00:15:53.441

Shirley Cheong: It's ok! Hope you have a drink with you :)

Here's the link to mediabridge

<https://mediabridge.org/>

00:15:51.283,00:15:54.283

Rishad & Alan (Splice Beta): I'll try to keep up with my 8.7% beer.

00:21:02.662,00:21:05.662

Rishad Patel: Bring on your questions for Jesper, Henrik, and Megane — this sounds exciting!

00:21:02.819,00:21:05.819

vipul khosla: +1 Patricia's questions on verification and curation

00:26:01.547,00:26:04.547

Boyoung Lim: Amazing examples of collaboration. Did these collaborations stem from MediaBridge connecting media partners to each other?

00:28:41.081,00:28:44.081

vipul khosla: What about risk management for local journalists? How does MediaBridge offer

support to manage risks of threat to local journalists?

00:29:36.237,00:29:39.237

Shirley Cheong: You can sign up to register as a testing partner on mediabridge here:
<https://mediabridge.org/#signup>

00:30:30.938,00:30:33.938

Shirley Cheong: Sneak peek!

00:35:45.683,00:35:48.683

Rishad Patel: So the user journey of a freelance journalist or newsroom could be that I can go in, view listed pitches, choose between sale and co-creation, make a decision based on the budget, the MVP of the expected story, documentation, and...pitch to co-create?

00:36:48.462,00:36:51.462

Henrik Grunnet: yes - this is basically the idea but you will need to be vetted to be on the platform

00:37:20.231,00:37:23.231

Shirley Cheong: Hey Jeppe! Welcome - Megane from IndieFrame is showing a sneak peek of Mediabridge.org (beta version)

00:38:08.110,00:38:11.110

Jesper Hyhne Petersen: if you want to pitch a story you can choose between sale og cocreation - and then you fill in the pitching template

00:38:34.298,00:38:37.298

Rishad Patel: Excellent, thanks.

00:40:48.846,00:40:51.846

Shirley Cheong: Oh my goodness.

00:41:00.714,00:41:03.714

genesia alves: thought social media was only a place where you could sell your soul

00:41:14.193,00:41:17.193

Patricia Torres-Burd: i am curious if an outlet sells then how does that work?

00:43:11.712,00:43:14.712

Jesper Hyhne Petersen: you pitch the story, state your price and negotiate with interested media

00:44:49.445,00:44:52.445

Patricia Torres-Burd: thanks Jesper - is there a fee that goes to Media Bridge?

00:45:20.671,00:45:23.671

Shirley Cheong: If you wish to collaborate as one of the testing partners, reach out to:
Henrik from IMS
hgr@mediasupport.org

Jesper from Danwatch
jhp@danwatch.dk

00:45:35.480,00:45:38.480

Boyoung Lim: When do you think MediaBridge will be officially launched?

00:45:42.428,00:45:45.428

Shirley Cheong: Very powerful collaborations...

00:51:11.727,00:51:14.727

Boyoung Lim: I'm also curious what the vetting procedure will look like. What does the vetting procedure include?

00:52:19.463,00:52:22.463

Patricia Torres-Burd: i like the idea of the UBER stars -- to effectively confirm credentials

00:52:54.077,00:52:57.077

Shirley Cheong: Hey Hannah!

00:52:59.753,00:53:02.753

Hannah Teoh: haiii

00:53:12.527,00:53:15.527

Hannah Teoh: back for a sip and to wave at everyone

00:53:22.978,00:53:25.978

Shirley Cheong: Waving right back at ya!

00:53:23.661,00:53:26.661

Rishad Patel: Yay to sips and waves!

00:54:31.744,00:54:34.744

Patricia Torres-Burd: Henrik Megane, Jasper this is great - sorry but I have to leave for another call - congratulations and this is very interesting! We will make sure we let our media outlets (vetted and many are award-winning) know about this

00:54:33.632,00:54:36.632

vipul khosla: How would the marketplace remain sustainable? Once the relationship is established, couldn't the two parties negotiate offline and work together?

00:54:52.627,00:54:55.627

Rishad Patel: Thanks, Pat Burd. Hasve a great weekend!

00:54:52.905,00:54:55.905

Shirley Cheong: Thanks for the great questions, Pat. Have a great weekend!

00:54:57.024,00:55:00.024

Megane Chatain: Thank you Patricia!

00:57:40.567,00:57:43.567

vipul khosla: Thanks Henrick and Megane.

00:58:20.149,00:58:23.149

Boyoung Lim: Thank you!

00:58:36.176,00:58:39.176

Shirley Cheong: Very exciting development

00:59:18.774,00:59:21.774

Shirley Cheong: GENESIA!

00:59:27.822,00:59:30.822

Shirley Cheong: We volunteer her for EVERYTHING!

00:59:56.975,00:59:59.975

genesia alves: my resume is written on the ceiling yes. thanks for the reccomendation.

00:59:58.194,01:00:01.194

vipul khosla: And happy to help get the word out in the Pacific if there is interest

01:00:41.206,01:00:44.206

Lila Shroff: Thank you!! Very excited to see where this goes

01:00:43.718,01:00:46.718

Shirley Cheong: Thank you, everyone!

01:00:50.166,01:00:53.166

genesia alves: see you at 9 pm guys!

01:00:53.594,01:00:56.594

Shirley Cheong: See you at 9PM

01:00:54.374,01:00:57.374

Hoa Ta: thank you team

01:01:00.974,01:01:03.974

vipul khosla: Thanks all, have an awesome weekend!

01:01:01.429,01:01:04.429

Hoa Ta: have a nice wknd

01:01:04.451,01:01:07.451

Shirley Cheong: Finish that beer!