

JULY 2023, ISSUE 2

NEWSARCADE NEWSLETTER

A CREATIVE EUROPE INNOVATIVE PROJECT BRINGING TOGETHER
JOURNALISM AND GAMIFICATION



NEWSARCADE **Seriously Play the News!**

This issue's
launches the
NewsArcade MVP
and describes
what the
partnership has
been working on
the previous
months:

**NEWSARCADE
MVP &
EXPERIMENTS
WITH
PUBLISHERS**

Media companies are facing a fundamental challenge: the questioning of their legitimacy. What they need is to reaffirm their usefulness within democratic societies, by strengthening the bond with their audience and even creating new connections with parts of the population that have become distant. Their audiences demand to be taken into consideration. Thus, media companies need to prove themselves useful and this can only happen if they can explain to the public why.

Therefore, NewsArcade aims to tackle these challenges by bringing together journalism and news consumption closely by means of gamification. By creating the necessary tools and a new format for gamified news, that can tell a comprehensive 360 degrees news story the project will aim to improve citizens' skills in news literacy, build critical thinking skills and thus strengthen the position of media outlets. The project leverages creativity and gamification in order to create a powerful engagement tool that can tackle disinformation by allowing the public to acquire the necessary skills for spotting fake news and better understanding how stories can be manipulated willingly or unwillingly.

Project Results

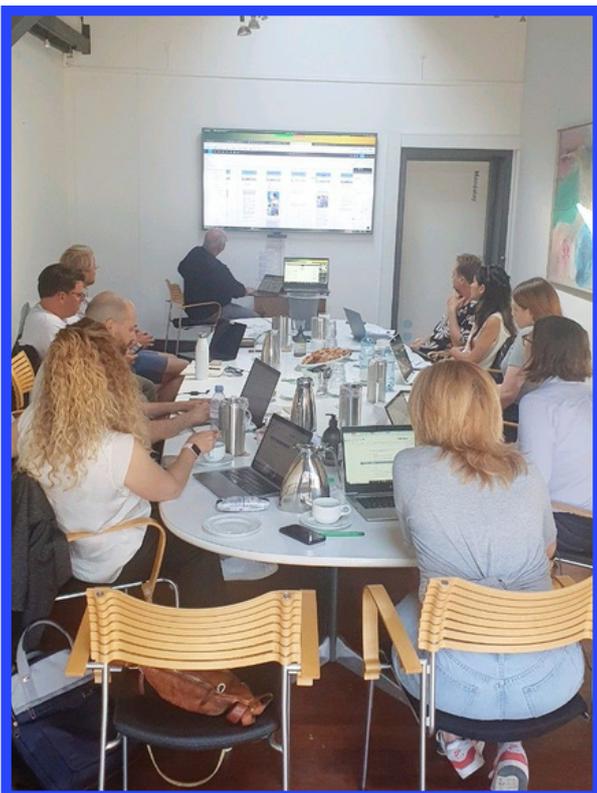
THE NEWSARCADE MVP IS LAUNCHED!

We are thrilled to announce the official launch of the Minimum Viable Product (MVP) developed by our consortium for NewsArcade! After months of dedicated work and unwavering commitment, we are proud to present the first version of the NewsArcade Authoring Tool, designed to innovate the way news is accessed and consumed by young people. The MVP showcases the culmination of our collective expertise, harnessing state-of-the-art technology to provide a seamless and interactive news experience for our users. During June and July, the consortium engaged in a series of experiments with relevant stakeholders and users to gain feedback on the MVP. Partners will continue refining and enhancing its capabilities in the upcoming months to launch the second and improved version of the tool.

NEWSARCADE'S PARTICIPATION AT INTERNATIONAL CONFERENCES

In April 2023, NewsArcade, represented by WAN-IFRA, actively engaged in the Digital Media Europe Conference in Vienna and later participated in the EURODIG event in June 2023. During these prominent gatherings, the NewsArcade MVP was showcased to various media stakeholders. These events not only facilitated valuable networking opportunities but also provided an excellent platform to gather essential initial feedback on the tool's format.

Transnational Partners' Meeting



On the 13th of June, partners gathered in Copenhagen, Denmark, for the highly anticipated 2nd transnational partners' meeting. The meeting provided an excellent opportunity for partners to collaborate and brainstorm ideas for further enhancing the NewsArcade MVP, ensuring it becomes a powerful tool for news curation.

Following the productive session, partners were treated to a cultural experience as they explored the captivating exhibitions at the ENIGMA museum. Immersed in history and inspiration, the partners found themselves invigorated by the intriguing displays and thought-provoking stories, fueling their passion for the NewsArcade project even further.

The meeting proved to be an amazing opportunity to foster stronger connections among consortium members and drive the project forward with renewed determination.

Scale Up Event with Educators



On the 14th of June, the partners of the NewsArcade consortium organized an insightful and engaging workshop/focus group at the Enigma Museum in Copenhagen. This special event was carefully designed to bring together representatives from the educational sector, with the esteemed Southern Denmark University (SDU) taking the lead.

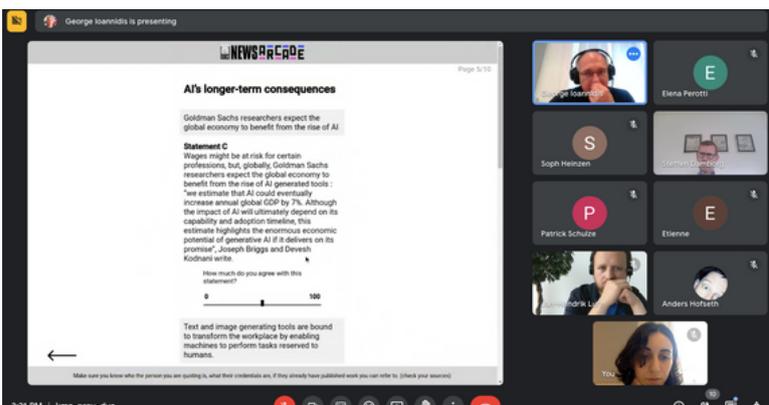
The workshop delved into the potential applications of the NewsArcade platform in educational settings. The participants actively participated in brainstorming sessions, sharing their valuable insights, experiences, and ideas on how to integrate the NewsArcade MVP into the learning process.

Experiments with Publishers



On the 22nd of June, in the vibrant city of Paris, media professionals gathered for a dynamic workshop led by APIG, SAPESO, and WAN-IFRA, key partners in the NewsArcade project.

During the workshop, participants actively explored the NewsArcade MVP's functionalities, discovering its potential to streamline news curation, facilitate cross-platform content distribution, and enhance audience engagement through interactive news. Collaborative conversations among media professionals enriched the exchange of best practices, success stories, and potential use cases, reinforcing NewsArcade's transformative impact on the media landscape.



WHAT IS COMING NEXT? STAY TUNED!

- Assess and analyze feedback from stakeholders and target groups based on the initial round of experimentations.
- Enhance and refine the NewsArcade format using the insights obtained from September to November 2023.
- Launch the 2nd version of the NewsArcade tool starting from December 2023.
- Conduct a second round of pilotings with stakeholders to further test and optimize the platform.

<https://newsarcade.eu/>



CONTACT US

If you are a media professional (journalist, content creator, trainer), or a stakeholder (publisher, editor, decision maker, policy maker) who wishes to get involved in the upcoming experiments of the project and/or wish to be informed about our project's news, contact us directly:
<https://newsarcade.eu/contact/>.



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NEWSARCADE -
SERIOUSLY PLAY THE
NEWS!

Partners

The organisations participating in the project are: DIAS Media Productions (Project Coordinator) – Cyprus; IN2 Digital Innovations – Germany; Portaplay APS – Denmark; WAN-IFRA – France; Alliance de la Presse d'Information Generale (APIG) – France; Syddansk Universitet (SDU) – Denmark and Stichting Nederlands Instituut Voor Beeld en Geluid (NISV) – Netherlands



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