

OPEN vrt

Landscape

- VRT as a traditional broadcaster doesn't know how to talk to "YouTube generation" - there is a need for new blood
- Lots of young artistic and creative digital talent in Flanders who don't always have the means to fulfil their potential

Value exchange

VRT offers...

trust
influence
resources
skilled staff
professional networks

young creatives offer...

digital native mindset
opinions
fresh ideas
young audience
social influence

What we mean by “digital-first content”



Instagram
video news



web-only
radio stream



articles for
Sambal



Buzzfeed Lists



independent
documentary
for Vimeo



Vice YouTube
channel

What is OpenVRT and who is it for?

OpenVRT brings together Flanders' existing community of young arts and digital creatives, showcasing emerging talent and enabling new opportunities for collaboration

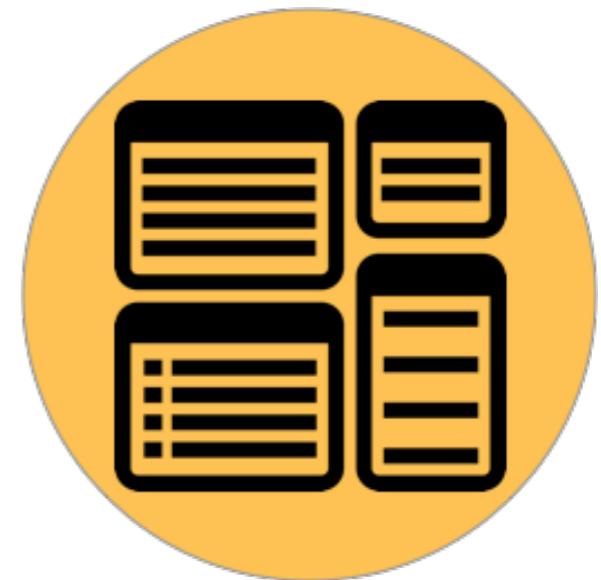
How is OpenVRT delivered?



hosting regional
and online events

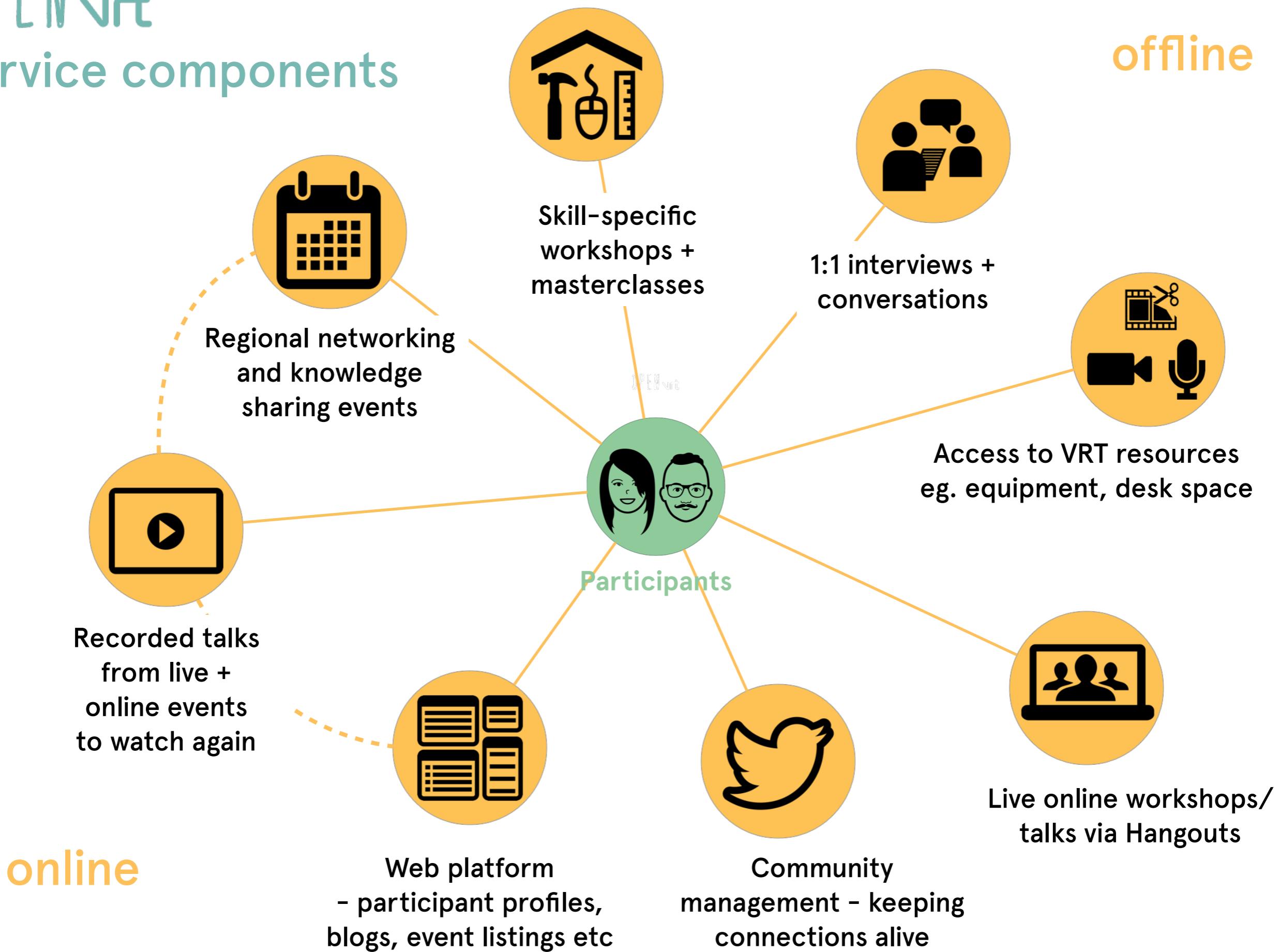


community management

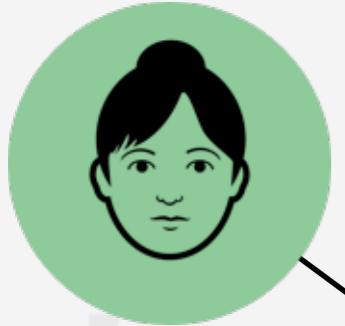


web platform

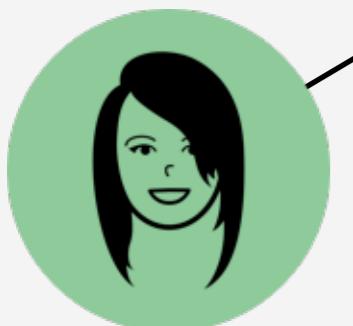
Service components



Journey: blogger collaboration



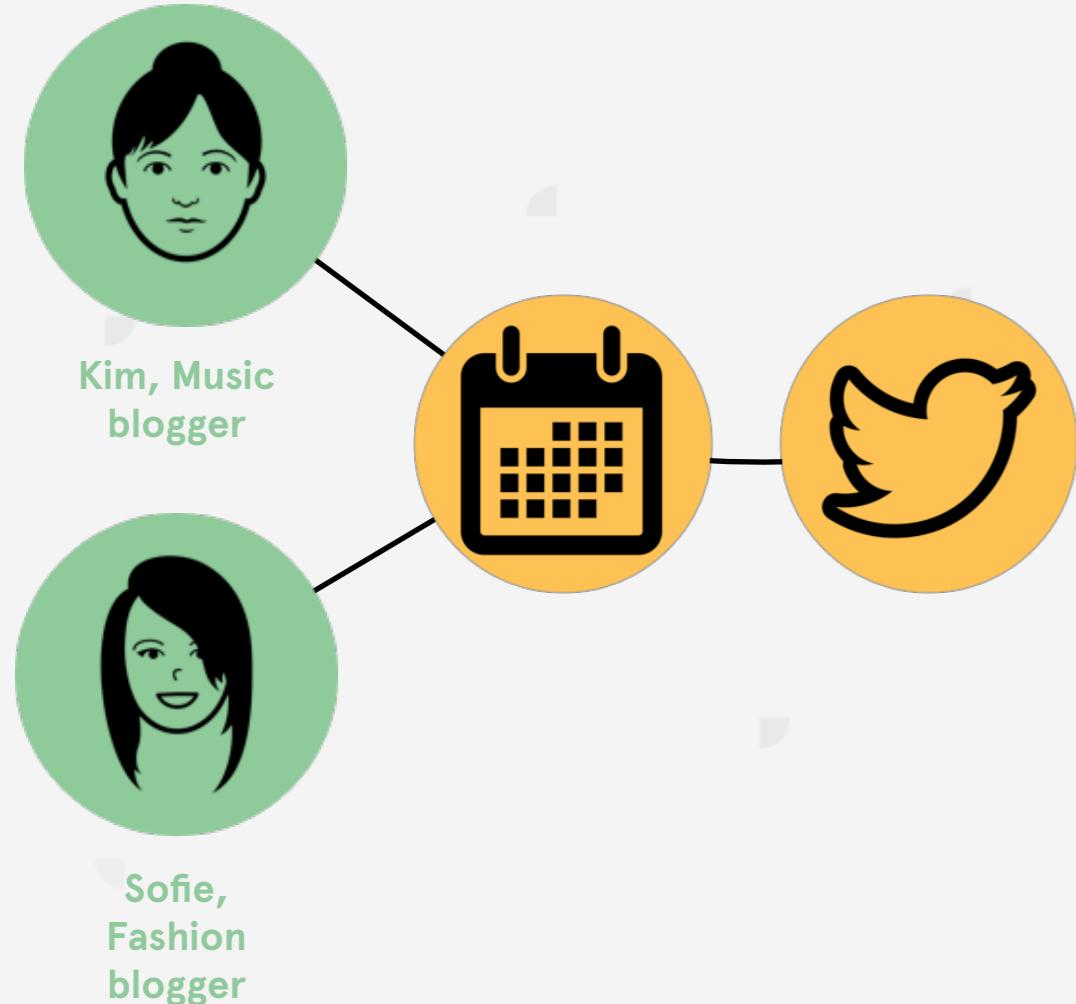
Kim, Music
blogger



Sofie,
Fashion
blogger

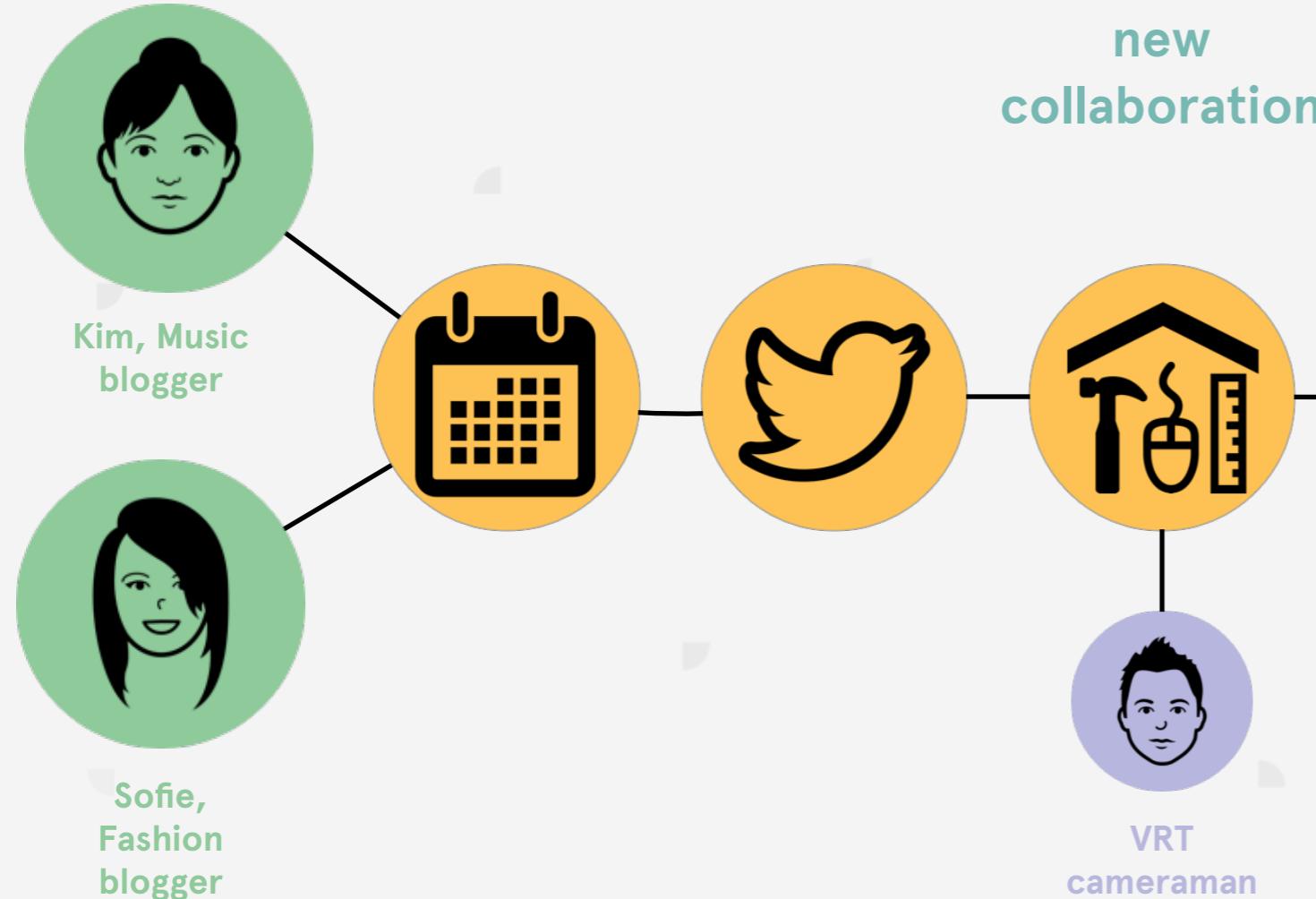
Kim is a recent Fashion graduate who keeps her own street style blog in Antwerp. Sofie is active in the music scene and takes photographs at concerts for her blog

Journey: blogger collaboration



Kim and Sofie meet at an OpenVRT event, connect over Twitter and exchange emails. They decide to organise a workshop for bloggers in Antwerp.

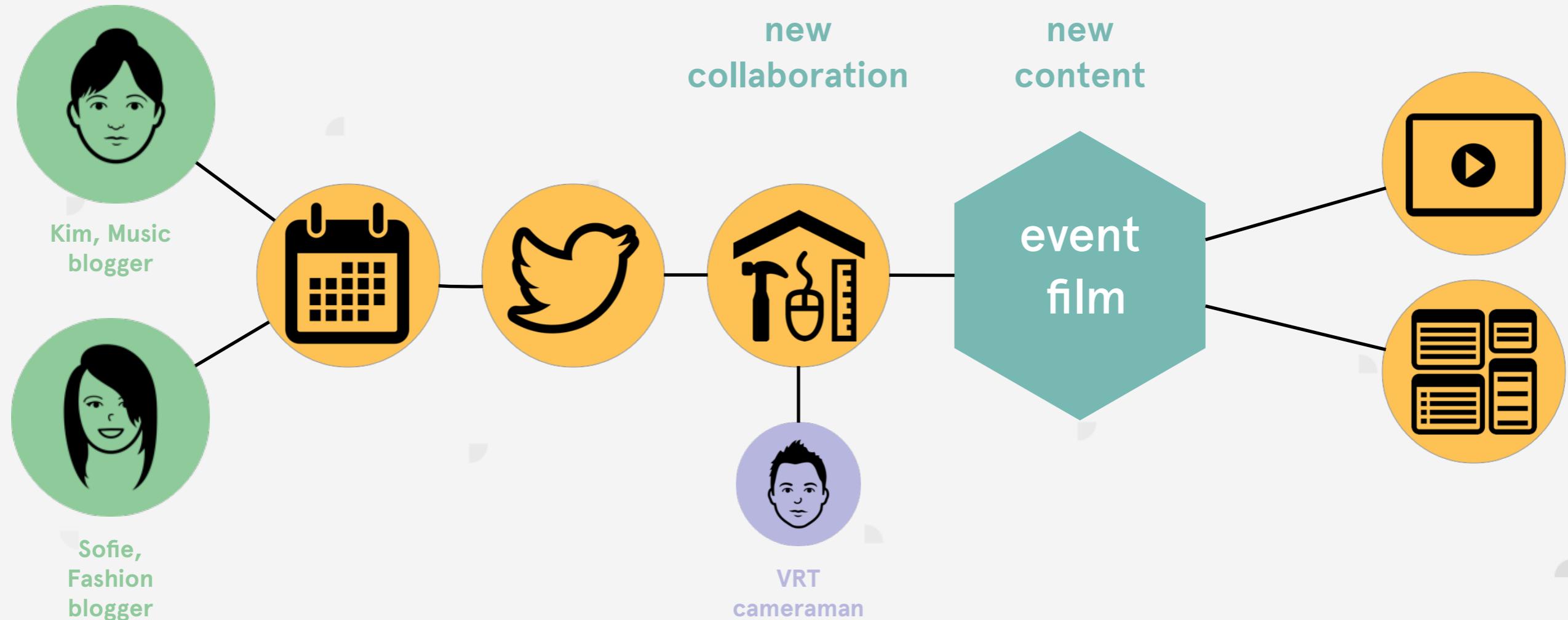
Journey: blogger collaboration



They talk to OpenVRT team about their ideas and the event is listed on the OpenVRT web platform.

OpenVRT connect Kim and Sofie to a VRT cameraman to record the event.

Journey: blogger collaboration



Talks from the day are posted on the OpenVRT platform.
Kim writes an article about the collaboration on OpenVRT
Other bloggers who attend the event find out about OpenVRT.

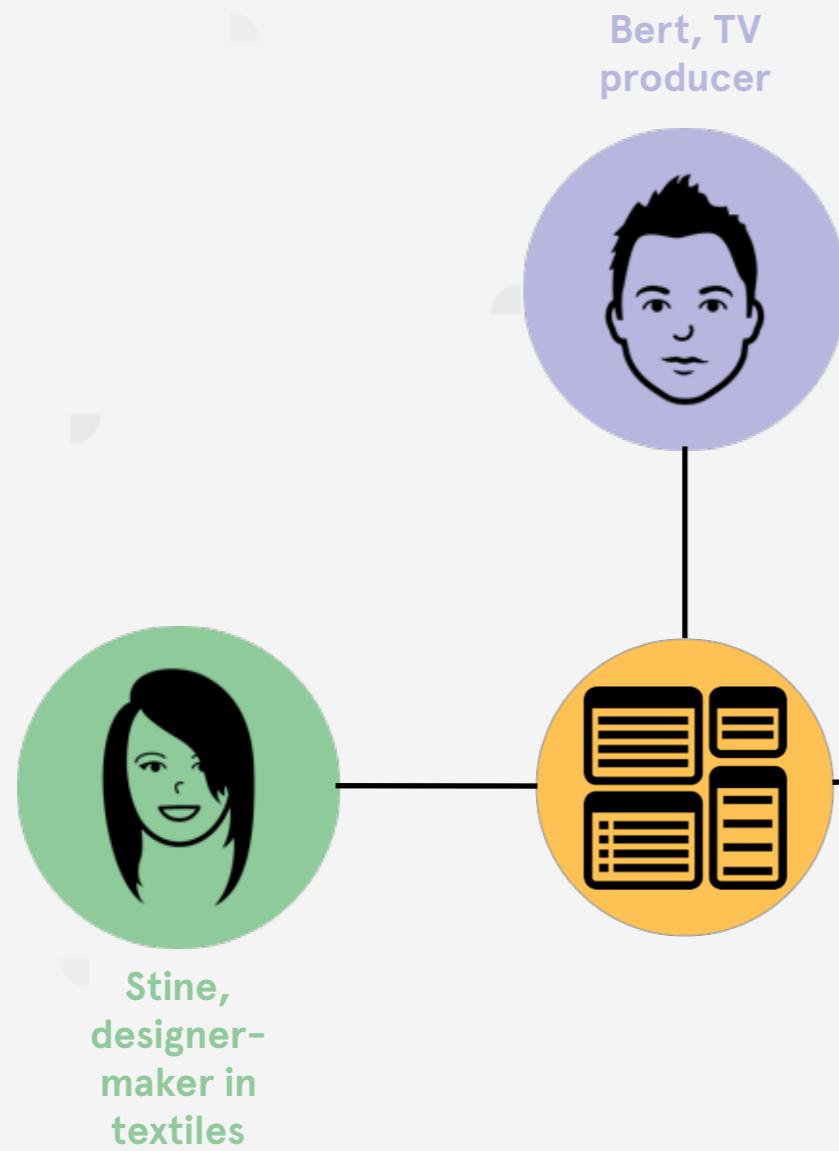
Journey: Stine, craft tutorial



Stine,
designer-
maker in
textiles

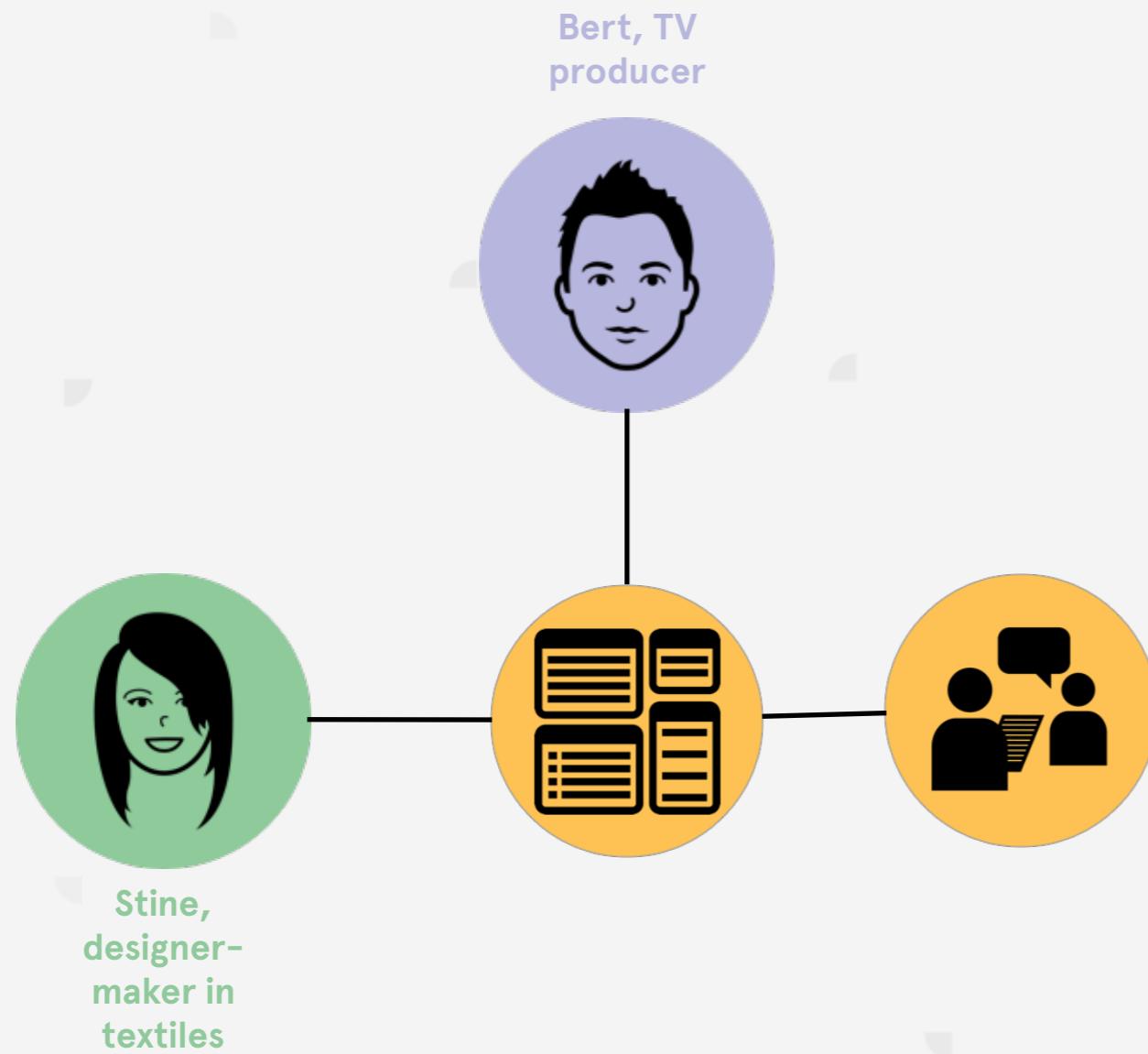
Stine is a "designer-maker" who likes making her own DIY crafts videos for YouTube.

Journey: Stine, craft tutorial



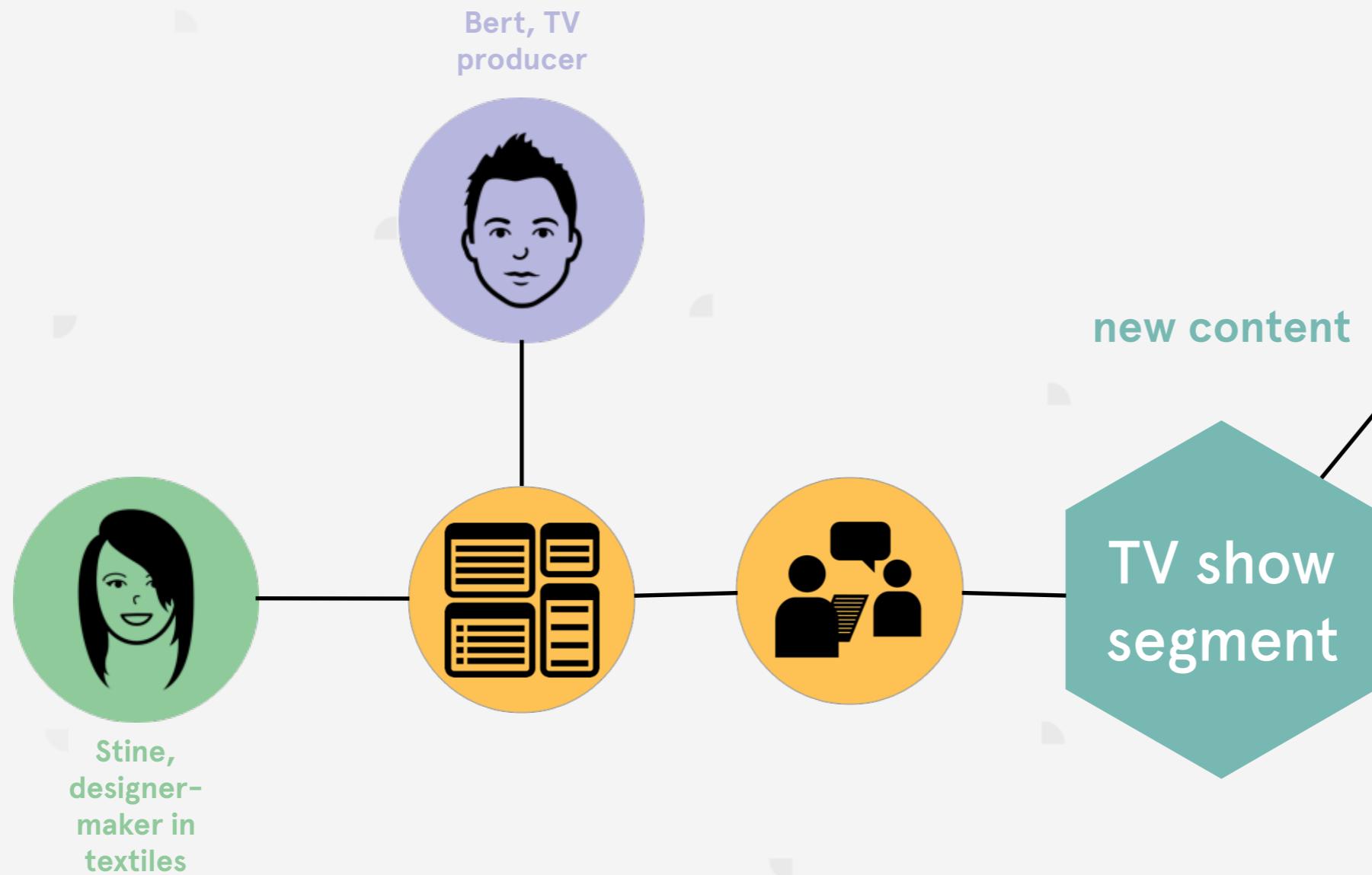
After hearing about OpenVRT, a VRT TV producer sees Stine's profile on [OpenVRT.be](#) and reaches out to her over email.

Journey: Stine, craft tutorial



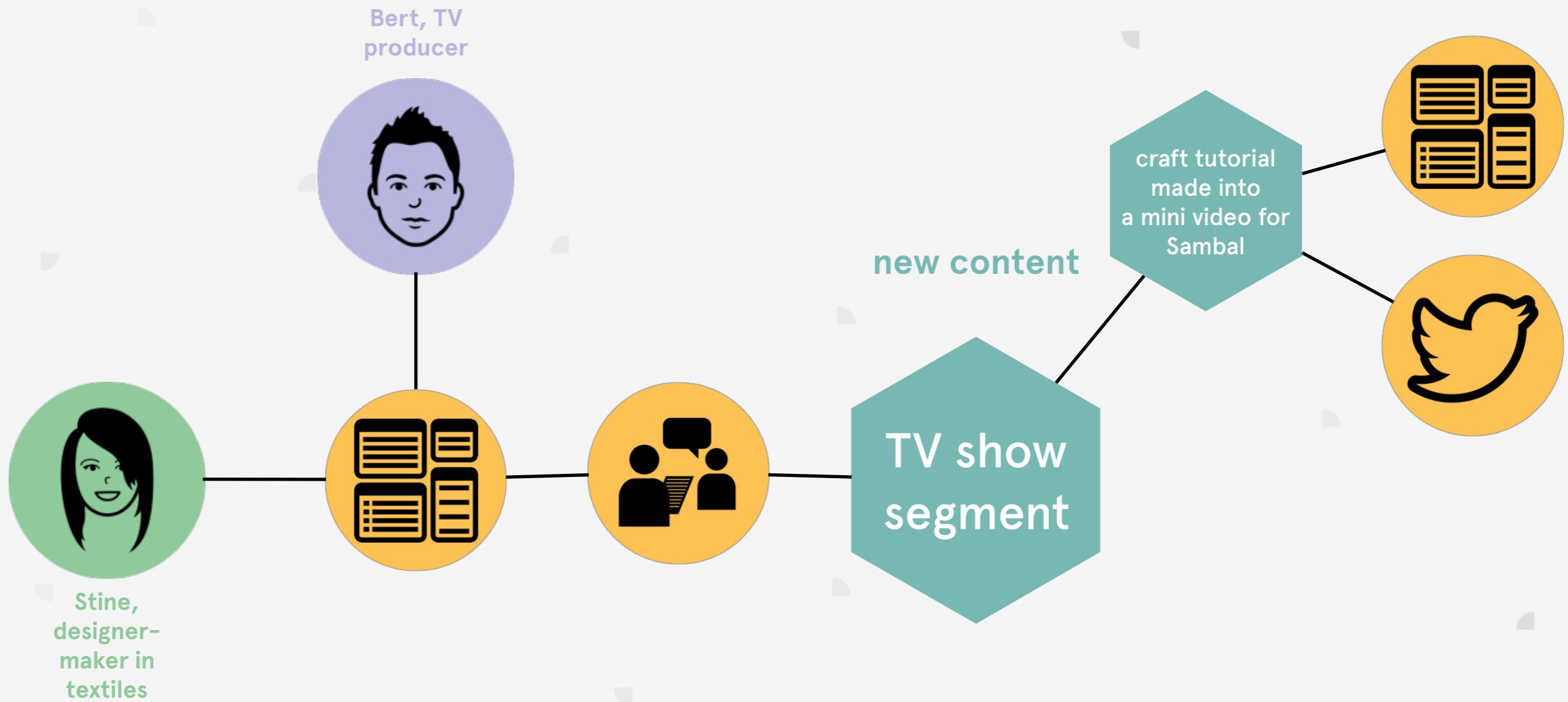
They arrange to meet to discuss ways Stine could contribute to an interior design segment on a TV show

Journey: Stine, craft tutorial



Stine makes a guest appearance with the show's presenter to demonstrate how to make original decorations for your home and as gifts

Journey: Stine, craft tutorial



Stine's craft tutorial is edited into a mini video for Sambal and shared online

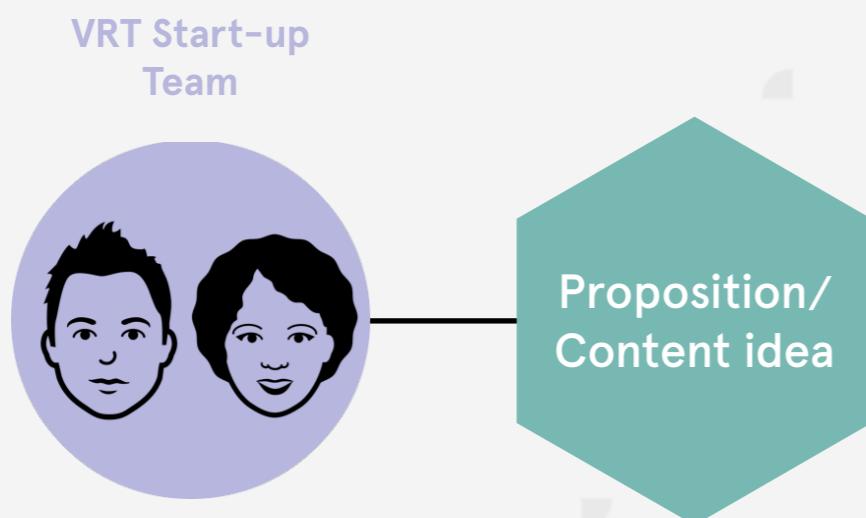
Journey: Idea collaboration

VRT Start-up
Team



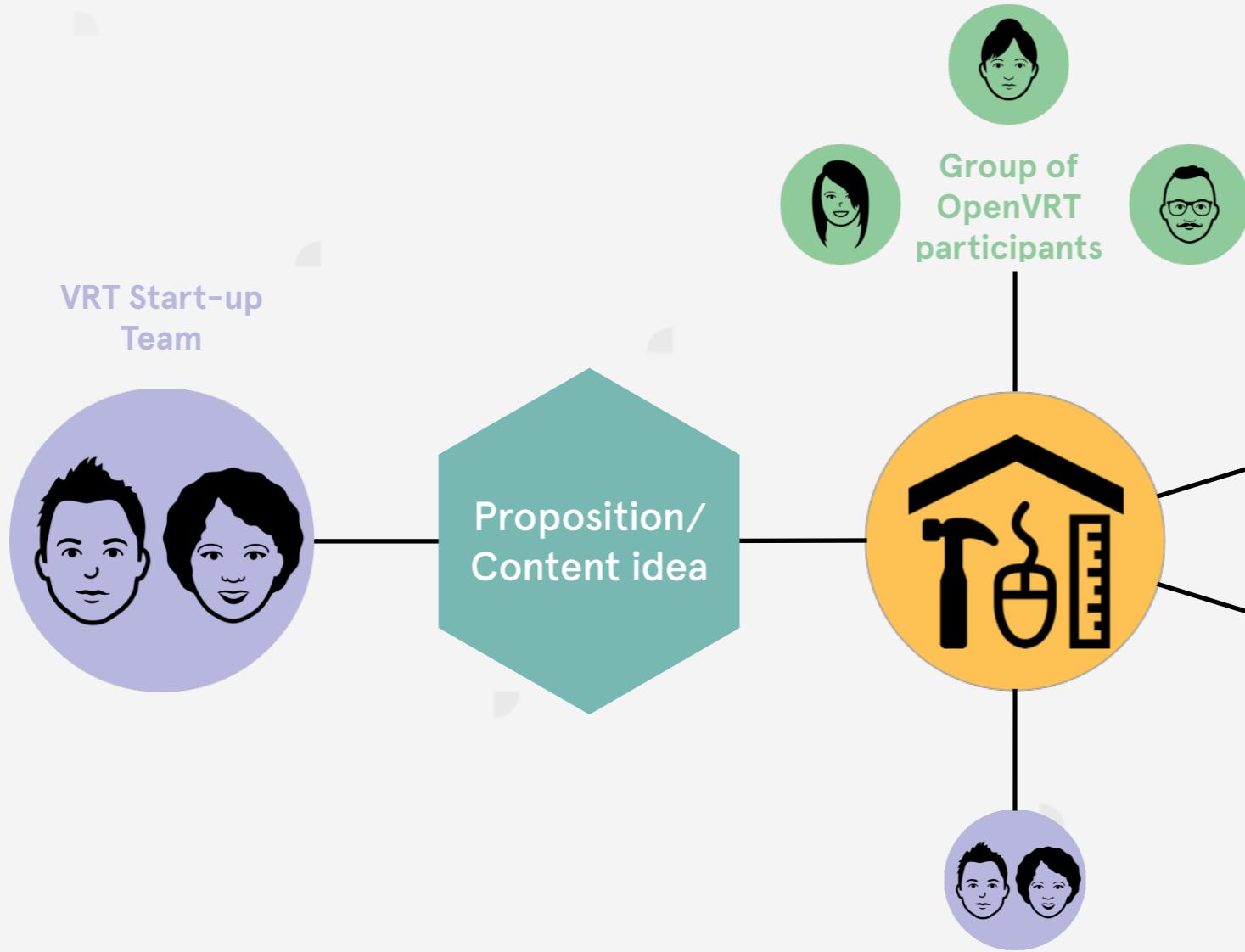
VRT start-up have a new proposition idea for an App.

Journey: Idea collaboration



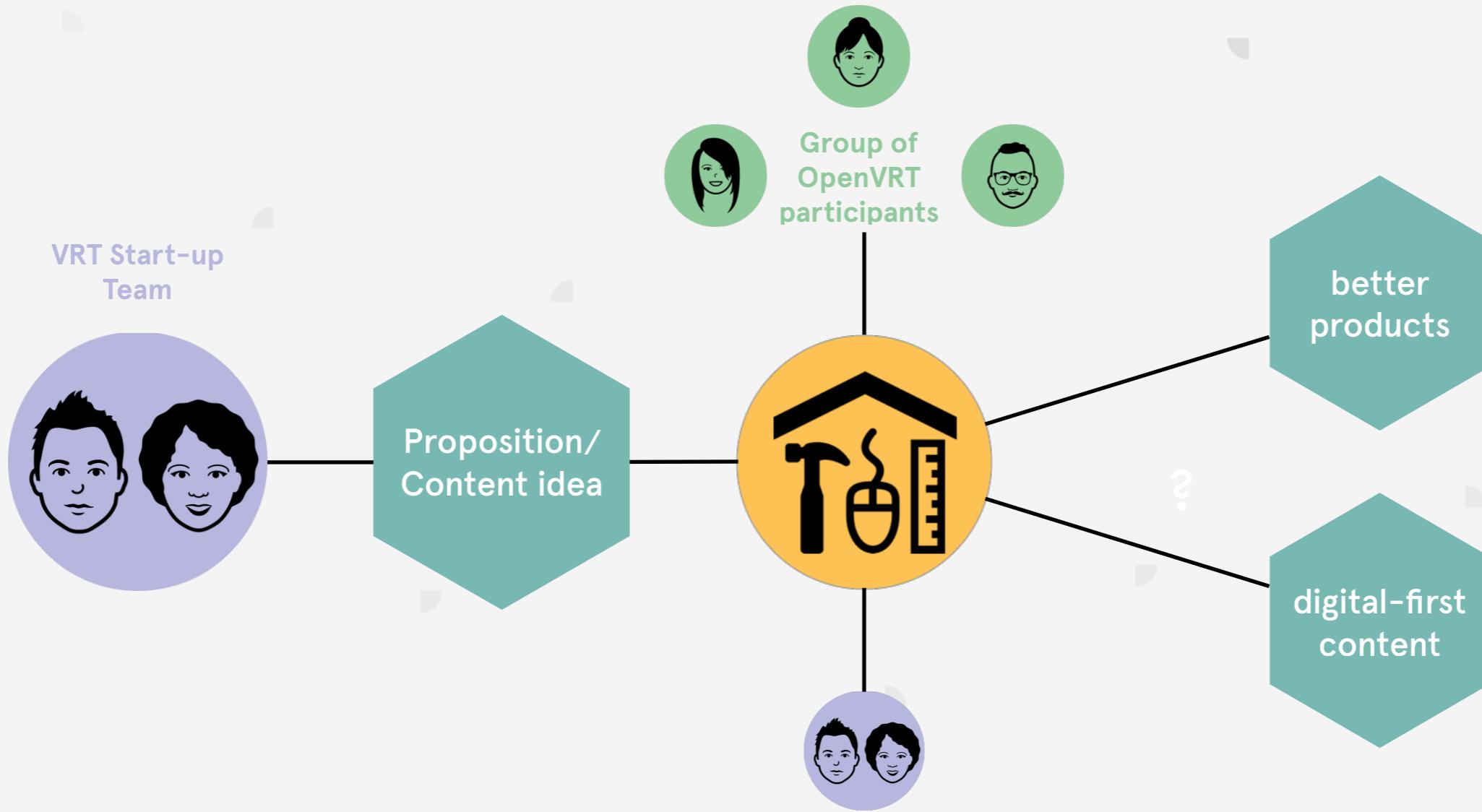
They invite a mixed group of OpenVRT participants to a workshop day to develop the idea further. The day also includes an introduction and visit to the R&I offices at VRT.

Journey: Idea collaboration



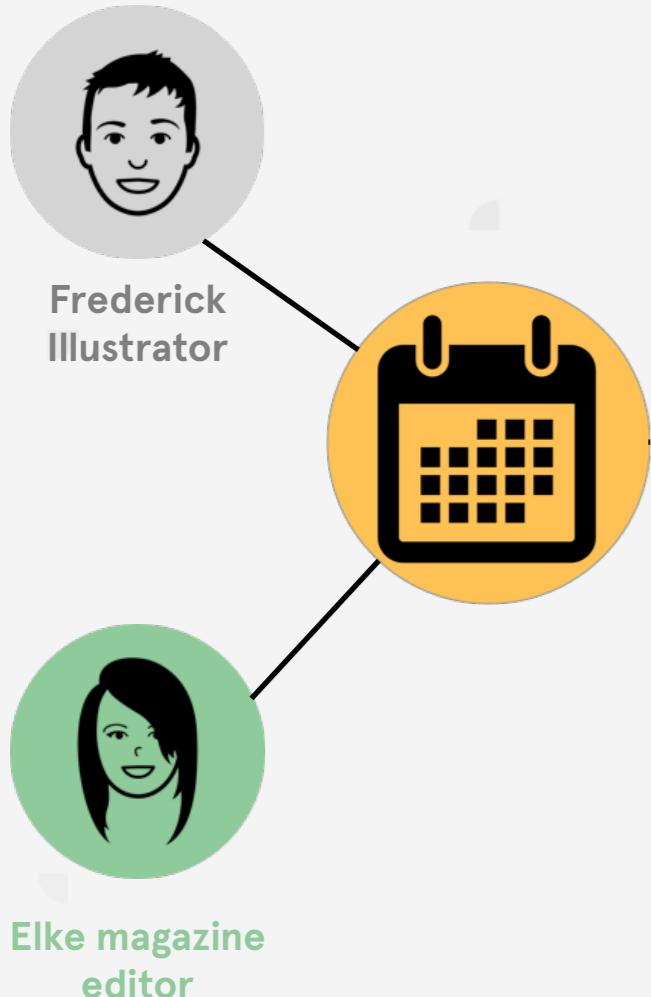
A group from OpenVRT is involved to review and try out the product as it develops.

Journey: Idea collaboration



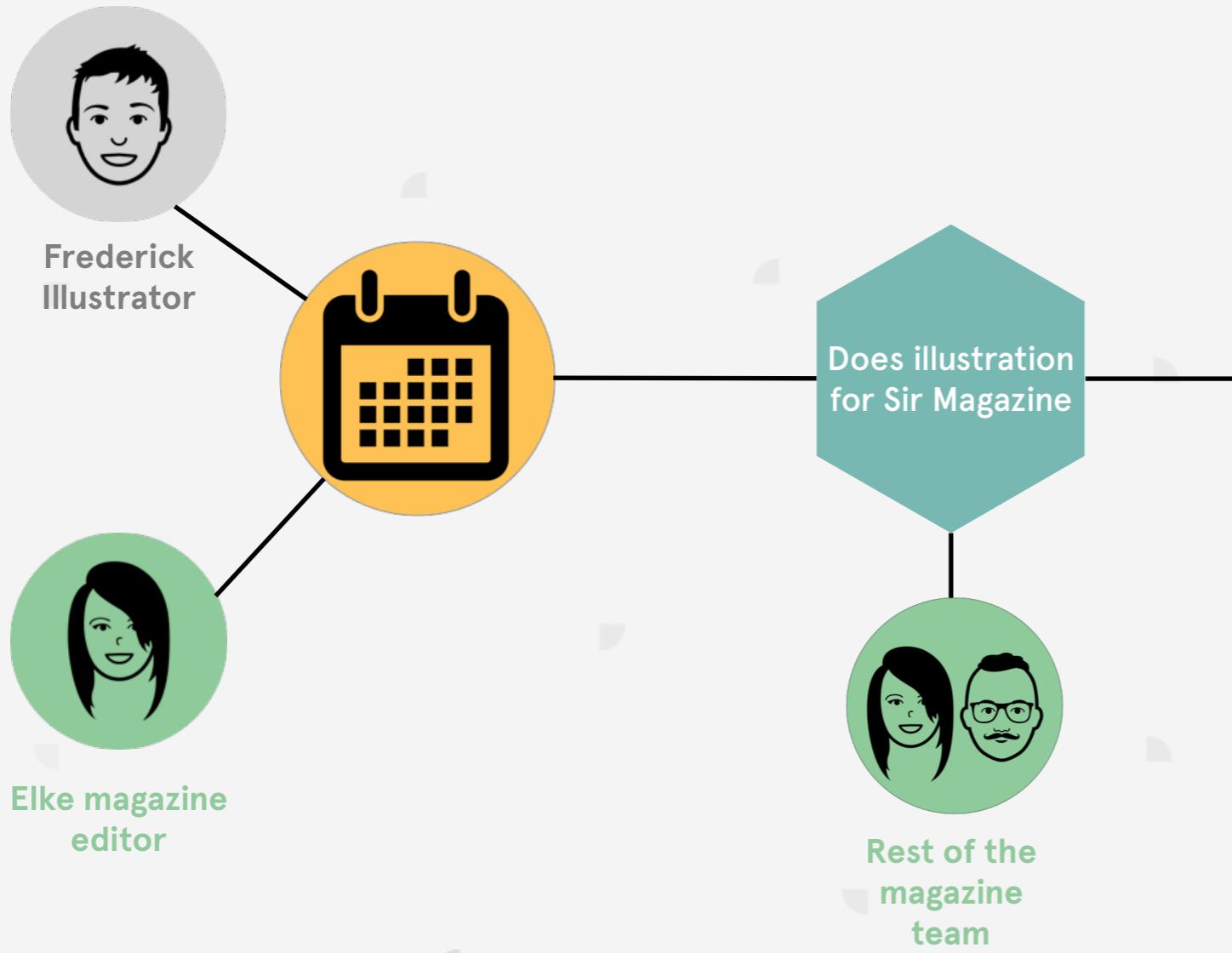
The groups involved learn new skills and make new connections with each other, and professionals at VRT.

Journey: Idea collaboration



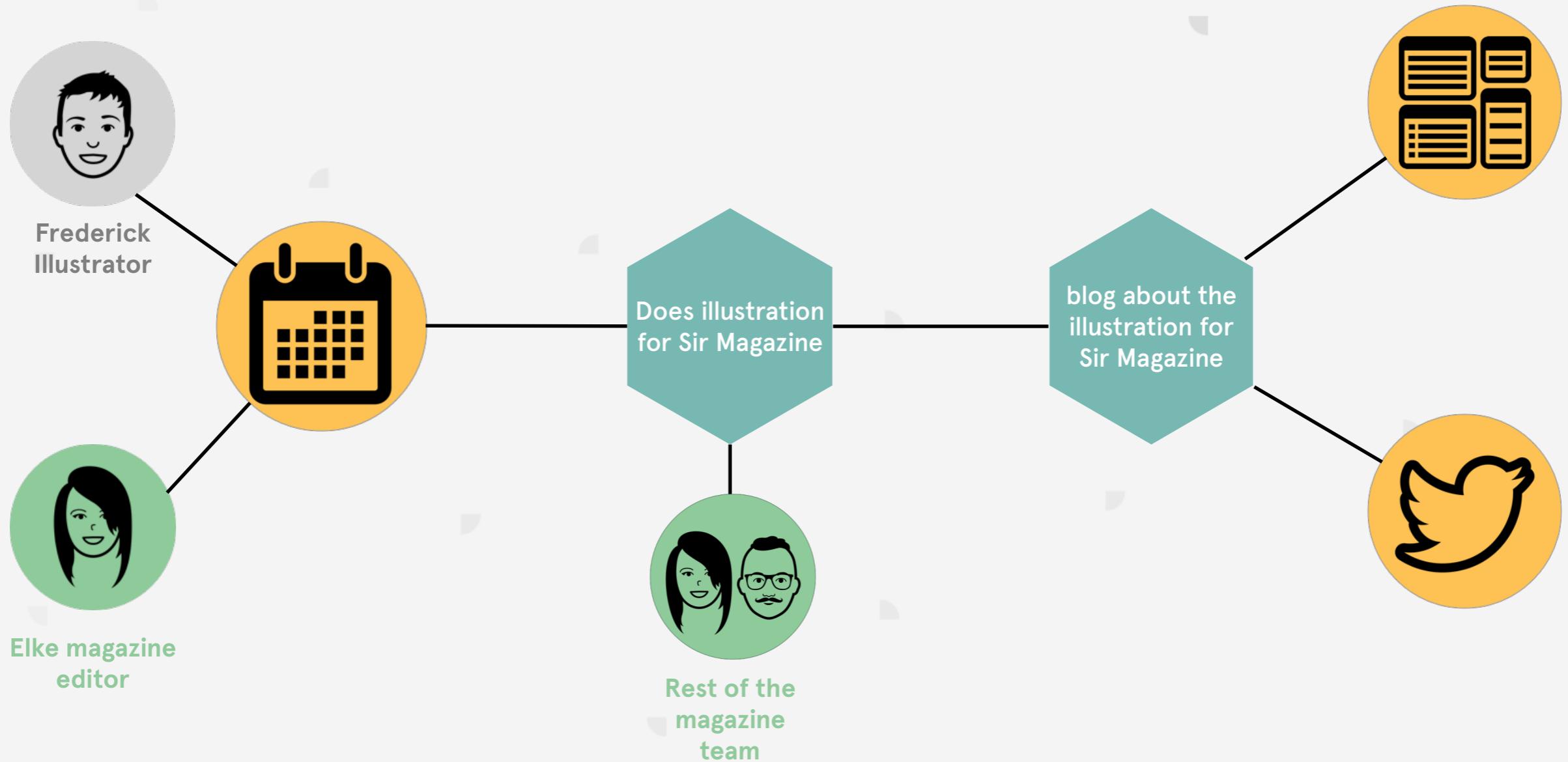
Sir is an online magazine who say they "notice the exquisite talents today who will be in your fancy magazines tomorrow". The editor, Elke is invited to OpenVRTxGent where she meets an illustrator, Frederick.

Journey: Idea collaboration



Frederick already knows some people at Sir, and is pleased to get involved. They ask him to contribute an illustration to their “workspaces” series.

Journey: Idea collaboration



OpenVRT team ask him to blog about the illustration he makes for Sir Magazine, and he includes his "top 5 tips for beating procrastination working from home". OpenVRT tweets about the Sir illustration, and links to OpenVRT blog.

Value exchange

outcomes for talent	outcomes for vrt
<p>skills development</p> <p>collaboration in idea development</p> <p>personal exposure</p> <p>professional connections</p> <p>peer-to-peer connections</p> <p>community membership</p>	<p>original digital content</p> <p>original traditional content</p> <p>new & better product ideas</p> <p>broader range of voices</p> <p>builds the VRT brand</p> <p>fulfils the VRT mission</p>

Phase One

- Focus on discovering and understanding Flemish creative community/individuals
- Relationships developed with individuals and a commissioning model tested with a small number of participants

Phase Two

- Focus on scaling outreach and engaging with a higher number of creatives to develop a community
- Creation of a web platform which will begin to showcase the best new creative talent in Flanders and collaborations with VRT

Now

- Further development of web platform
- Further developing OpenVRT as a service through community engagement and events

OpenVRT x Gent

- Public launch event for OpenVRT for invited audience of digital and arts creatives, plus VRT and other media professionals
- “lightning” talks given by a mix of young creatives and professional speakers and hosted by Bert Pieters
- Captured on video and in photos
- Interactive activities to learn more about this group
- Artwork exhibited via projections (beamers)



Community management



- Vital for keeping connections alive and maintaining community momentum
- Dedicated staff resource within VRT Start-up
- email and social media communication, with face-to-face meetings to compliment and strengthen online interactions
- Enabling collaboration by connecting participants to appropriate colleagues at VRT and signposting to opportunities
- Supporting community to organise their own events/activities
- This group of “early adopters” could also test new Start-up products during development

OpenVRT web platform

OpenVRT is an open network for Flanders' creatives supported by VRT Start-up hosting events and making new stuff online.

Join OpenVRT

Upcoming Events

Our events are only available to OpenVRT members, so if you haven't signed up yet - do it today! Grow your network and skills, meet like-minded people and share what you are making.

OPENVRT X GENT
THURSDAY 30TH JANUARY
6PM - 10PM
MINARD THEATRE

13.02.14 OpenVRT Launch Party Gent

OpenVRT is an open network for Flanders' creatives supported by VRT Start-up hosting events and making new stuff online

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The Team

Join OpenVRT

OpenVRT is for creative young people based in Flanders. If you write for print or online publications, have your own blog, or produce video, podcasts, photographs or illustrations, we'd love to meet you.

Becoming part of OpenVRT gives you access to our events and other opportunities for developing your skills and ideas with like-minded people.

Enter your email... Versturen

News

All News Events Members

50th January 2014 What happened at OpenVRT x Gent

30th January 2014 OpenVRT's Ouni tells her own Polaroid Story

15th January 2014 Latest OpenVRT collaboration: Nosedrip x Radio Klar

Showcase

Nosedrip

Ounitsuka Tiger

Nosedrip

Ounitsuka Tiger

25th January 2014

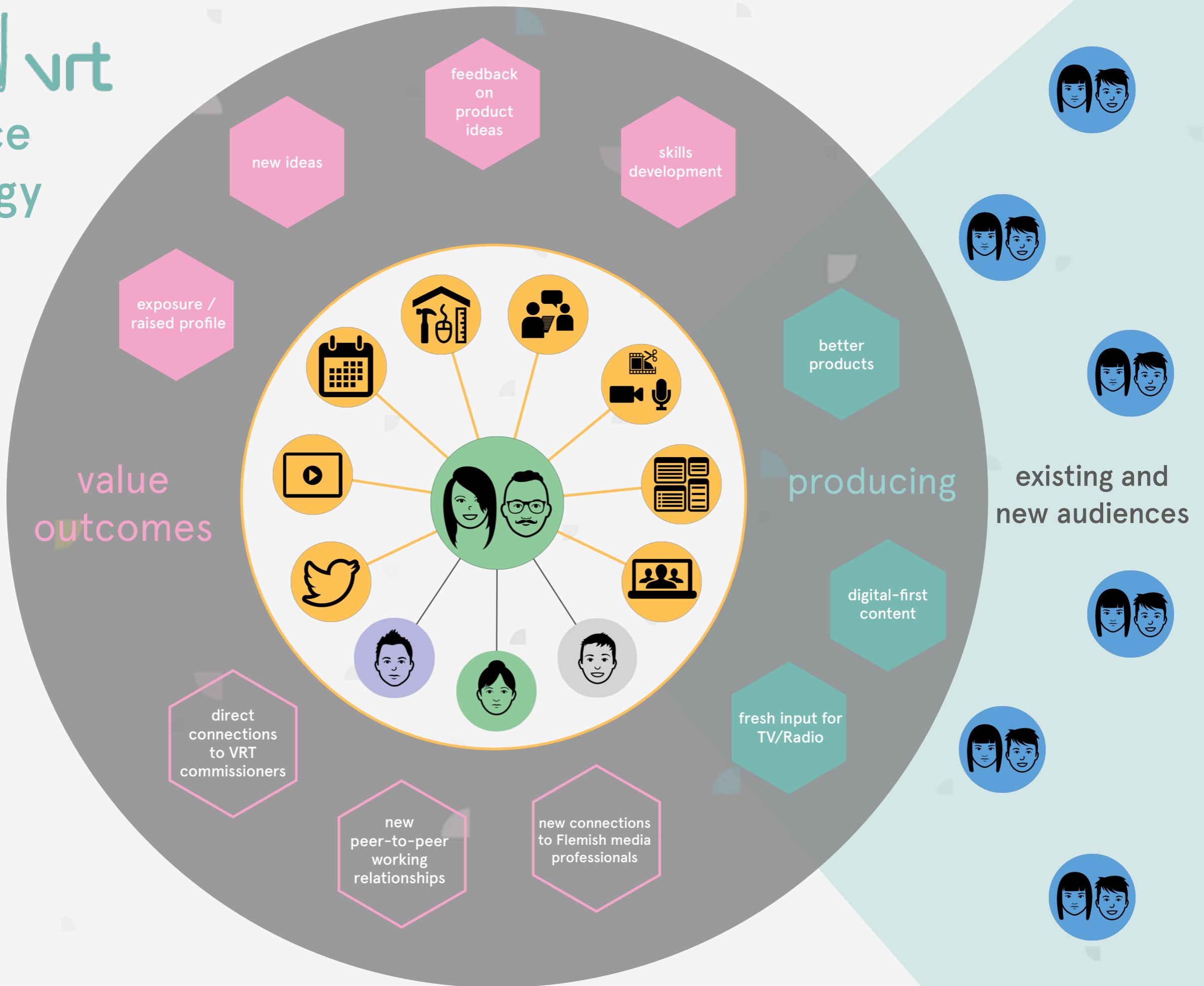
What happened at OpenVRT x Gen

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OPEN vrt

Service ecology



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