

REMEDIA.LAB: REVITALIZE REGIONAL MEDIA IN THE DIGITAL AGE

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LABCOM.IFP
Communication
Philosophy
Humanities



UNIVERSIDADE
BEIRA INTERIOR



Fundação para a Ciência e a Tecnologia



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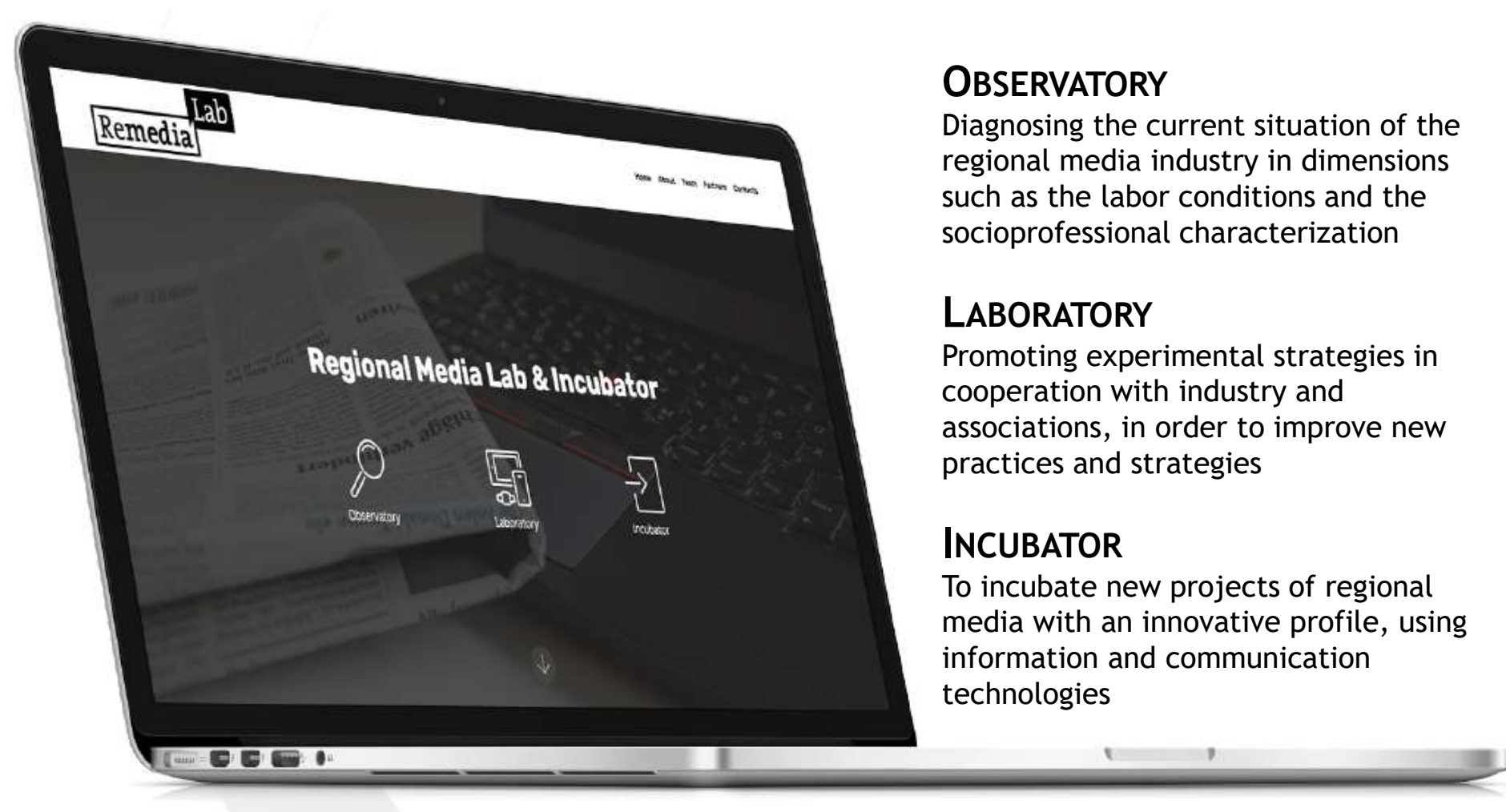


JOÃO CARLOS CORREIA, PhD
HEAD RESEARCHER (1ST)



ANABELA GRADIM, PhD
HEAD RESEARCHER (2ND)

16 RESEARCHERS AND PHD STUDENTS
(COMMUNICATION & JOURNALISM, SOCIOLOGY, ARTS, MANAGEMENT, COMPUTER ENGINEERING)



OBSERVATORY

Diagnosing the current situation of the regional media industry in dimensions such as the labor conditions and the socioprofessional characterization

LABORATORY

Promoting experimental strategies in cooperation with industry and associations, in order to improve new practices and strategies

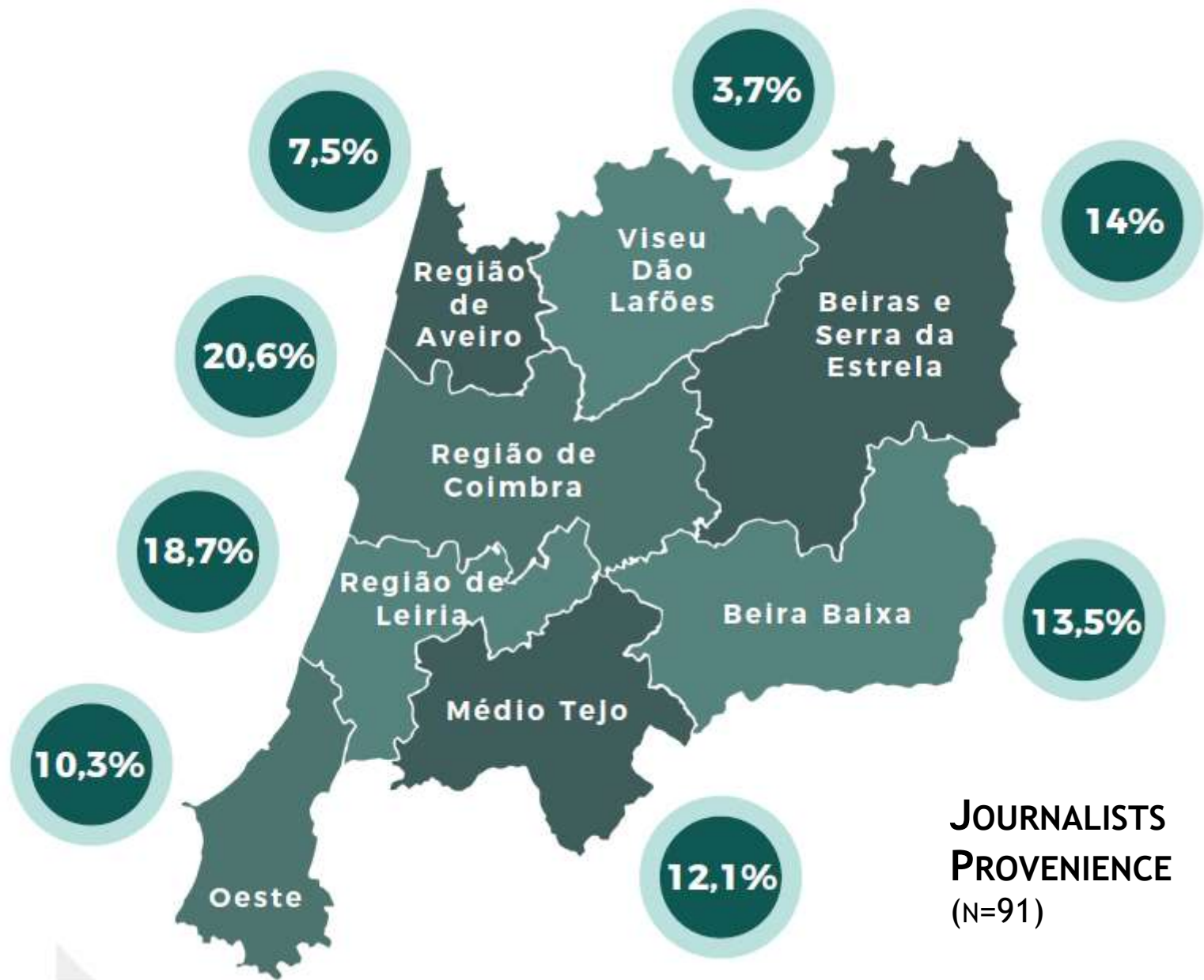
INCUBATOR

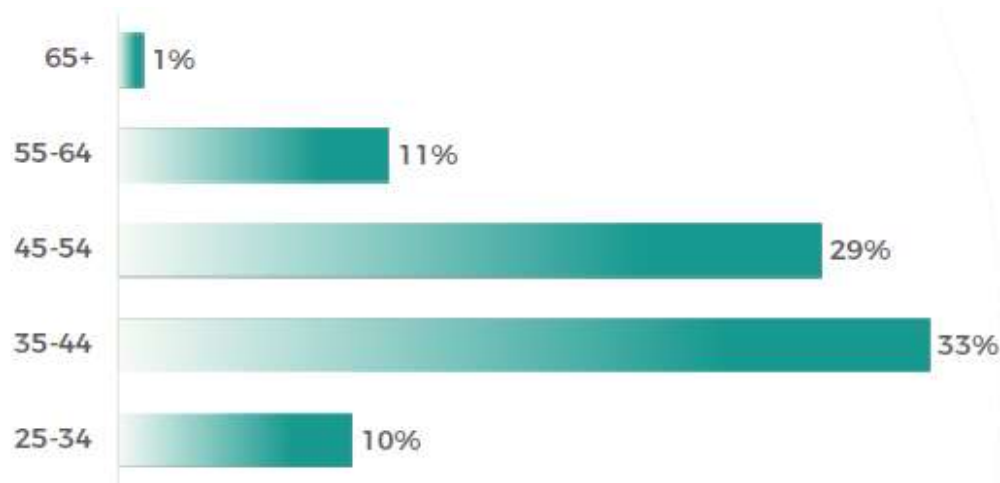
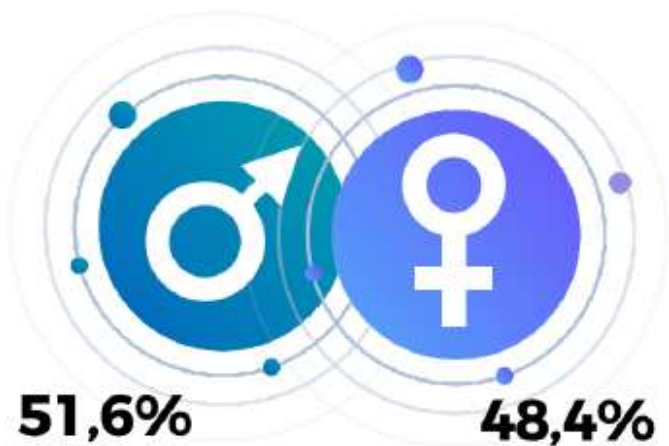
To incubate new projects of regional media with an innovative profile, using information and communication technologies



RESULTS

(JUST A SNACK)





GENDER, AGE & EDUCATION (N=91)



GENRES WHERE IS NECESSARY TO INNOVATE (N=91)



INNOVATIONS MORE ADAPTED TO THE JOURNALISTIC GENDER (N=91)



**MULTIMEDIA
CONTENT (48%)**



**DATA VISUALIZATION
TOOLS (49%)**



**NARRATIVE
TOOLS (43%)**



**INTERACTIVE
TOOLS (33%)**

AREAS THAT NEED INNOVATION TO ATTRACT NEW AUDIENCES (N=91)



Politics
60,7%



Culture
50,5%



Economy
41,1%



Society
34,6%



Health
21,5%

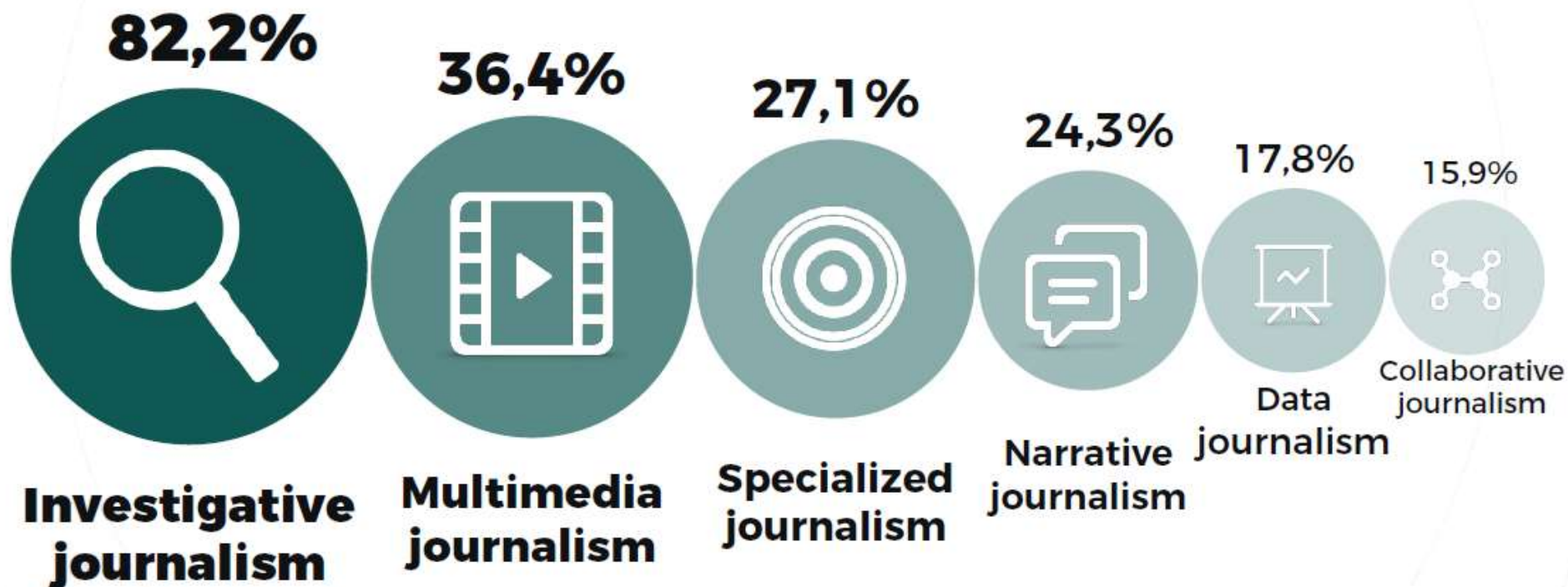


Sports
15,9%

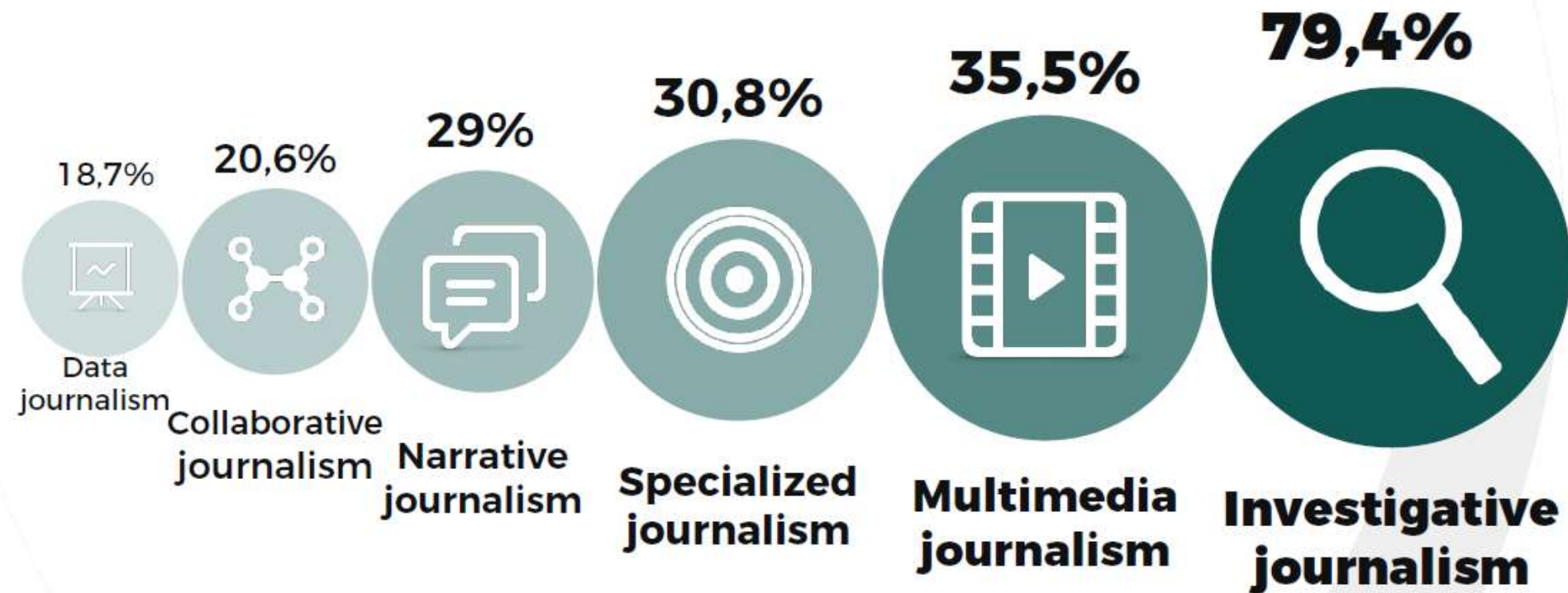


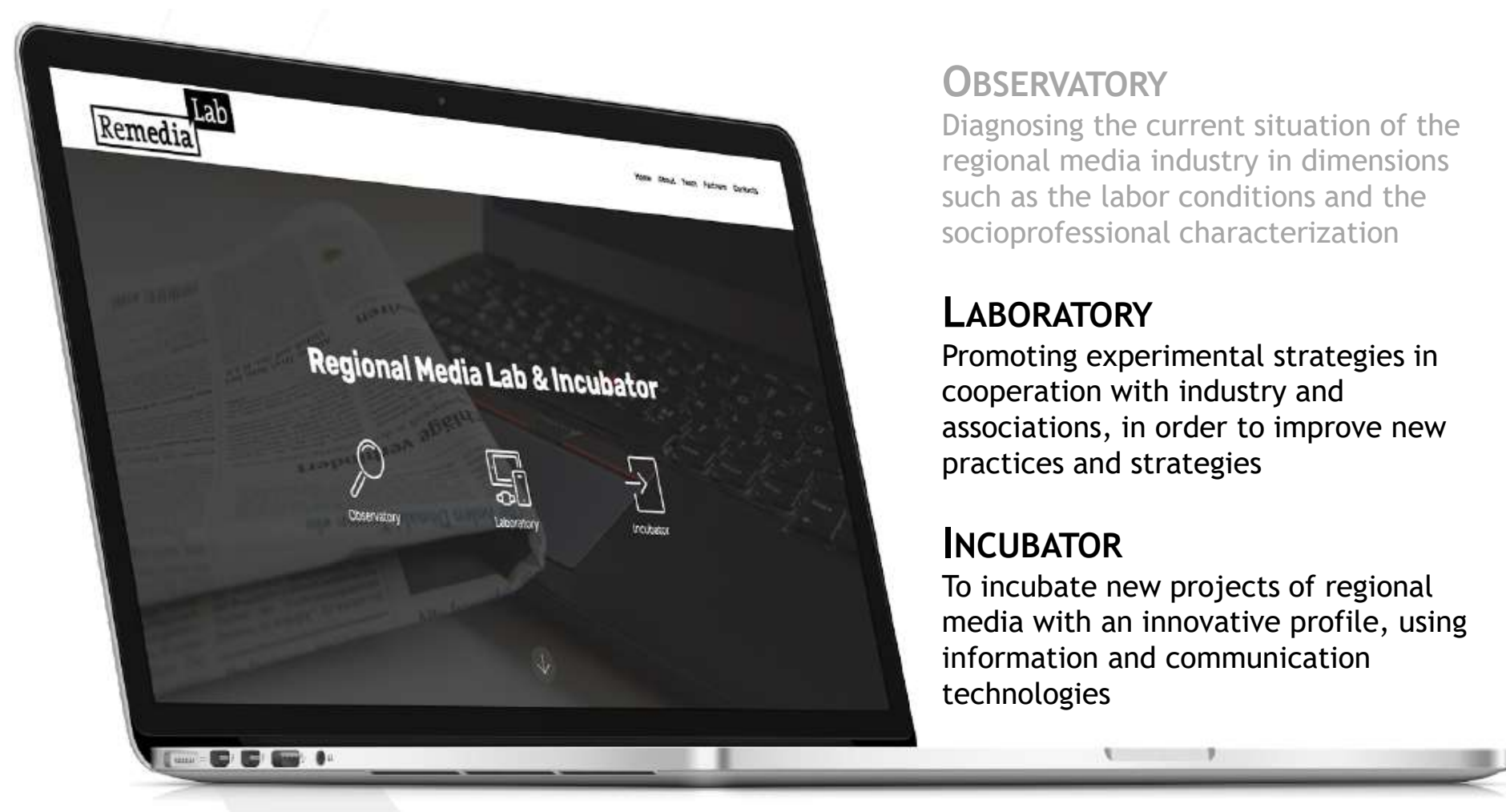
International
15%

APPROUCH PREFERRED TO ATTRACT NEW AUDIENCES (N=91)



APPROUCH PREFERRED TO CREATE AUDIENCE LOYALTY (N=91)





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THANK YOU!

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FCT

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CENTRO2020

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