

**Safe and transparent
hyperpersonal
AI-driven
Media experiences**





1

About the Solid4Media project

Test Playground Solid4Media

Unique Consortium

Collaboration between VRT, imec IDLab & mict, Athumi, Datavillage and Medianet Vlaanderen.

Real-world experiments

Testing in production environments to identify real challenges, user feedback, and new business models.

Project Goals

1

A validated, technically sound, data infrastructure that supports real-time and scalable media scenarios.

Development of a personal data vault, family pod, and improved recommendations and personalization in a media context.

2

A common and interoperable data model for the personal data vault and family pod. This includes: media usage and interactions from various sources, media recommendations, content metadata, knowledge graph, and consent data.

3

Insights, best practices for onboarding, user journeys and transparent communication with end users.

4

Identification, prototyping/ development, and validation of the most promising applications and sustainable business models through real-world implementations and academic prototype validation.

5

A general vision and strategy, and a new governance model for a solid-based media data ecosystem.
(roles & responsibilities, legal framework, blueprint for secure data sharing in the ecosystem)

2

Why Solid4Media matters key challenges and what we need



Media consumers



Media organisations



Challenges for Media consumers



66%

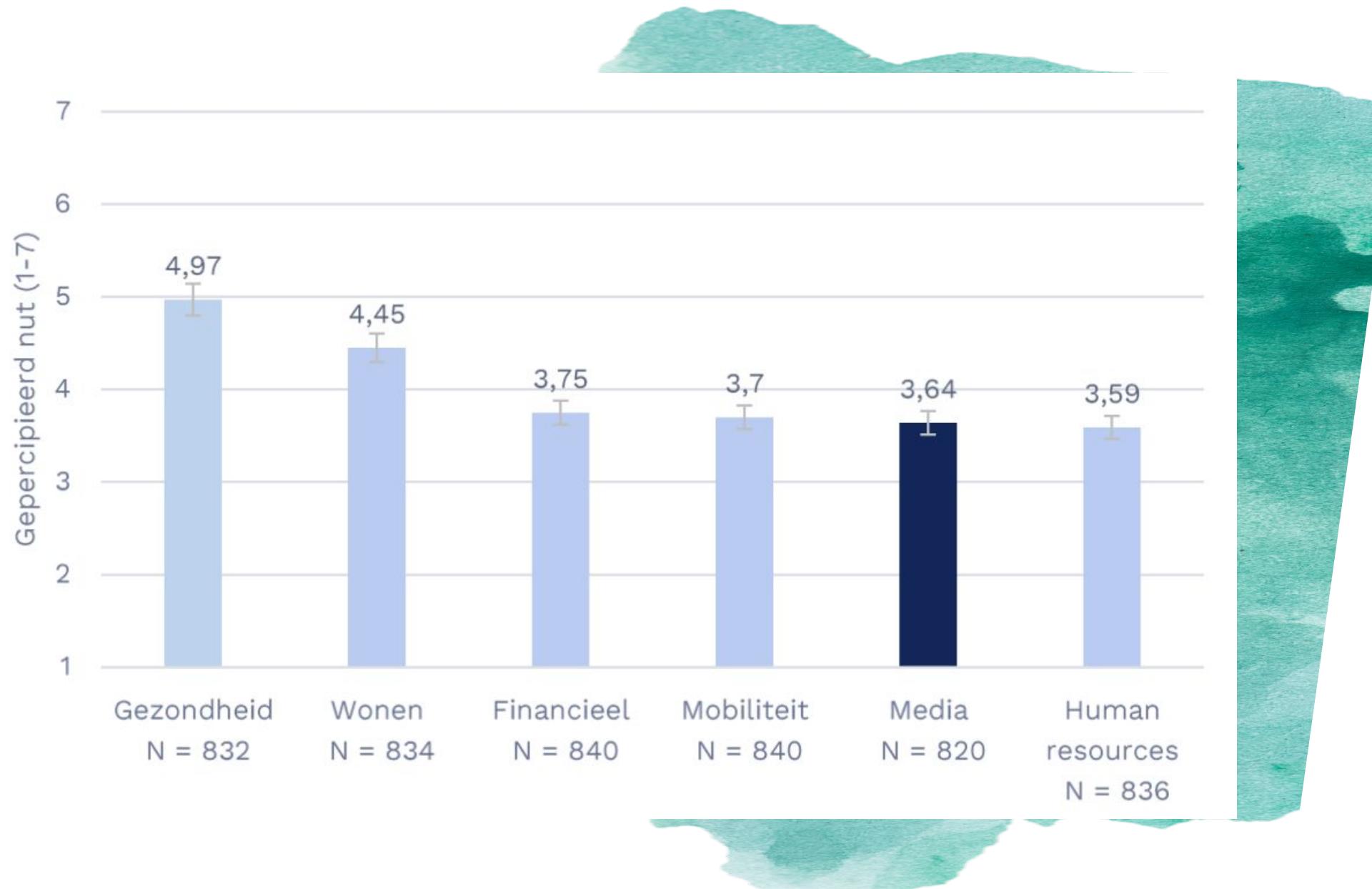
of Flemish people
feel concerned
about their online privacy

80%

believes that companies are
not sufficiently transparent about
what personal data they collect.

70%

feels **little control** over their
personal information



Perceived value of personal data vaults: media lags behind

Users see the highest value in domains where data management already feels “normal” (like “health” or “housing”)

This signals an adoption challenge: in media, **the value proposition must be made tangible**, not abstract.



Challenges for Flemish media organisations



3rd party cookies are disappearing

Need: Build consent-based, first-party signals that users choose to share, so personalisation and advertising remain possible without cross-site tracking.

Advertiser revenue shifts to Big Tech

Need: Strengthen direct channels and a privacy-safe targeting and matching layer so value creation and monetisation don't sit entirely with platform gatekeepers.



Content findability becomes harder

Need: Use a portable preference profile and shared, aggregated insights (not raw data) to improve discovery across organisations and unlock the long tail.

In short:

Less tracking, less advertising value retained locally, and an overwhelming content supply are forcing Flemish media to rethink how data, distribution and discoverability work, starting from the user.

And there is an added challenge: in media, the value of personal data vaults is not yet self-evident to users.

→ Solid4Media is the platform response: but it must be proven through concrete experiments: user-controlled data, interoperable profiles and privacy-preserving insight-sharing to deliver trusted discovery at scale..



3

Experiments and key insights

Test Playground Solid4Media

- Strategic and ideation workshops with media stakeholders
- Technical test projects in production environment to test the solid technology
- Designing an interoperable media profile
- Co-creation sessions with students
- User and ux research
- Governance structure research



Persoonlijke datakluisen binnen het medialandschap: top use cases van media stakeholders en mediagebruikers

Stephanie Van Hove
Tim Theys

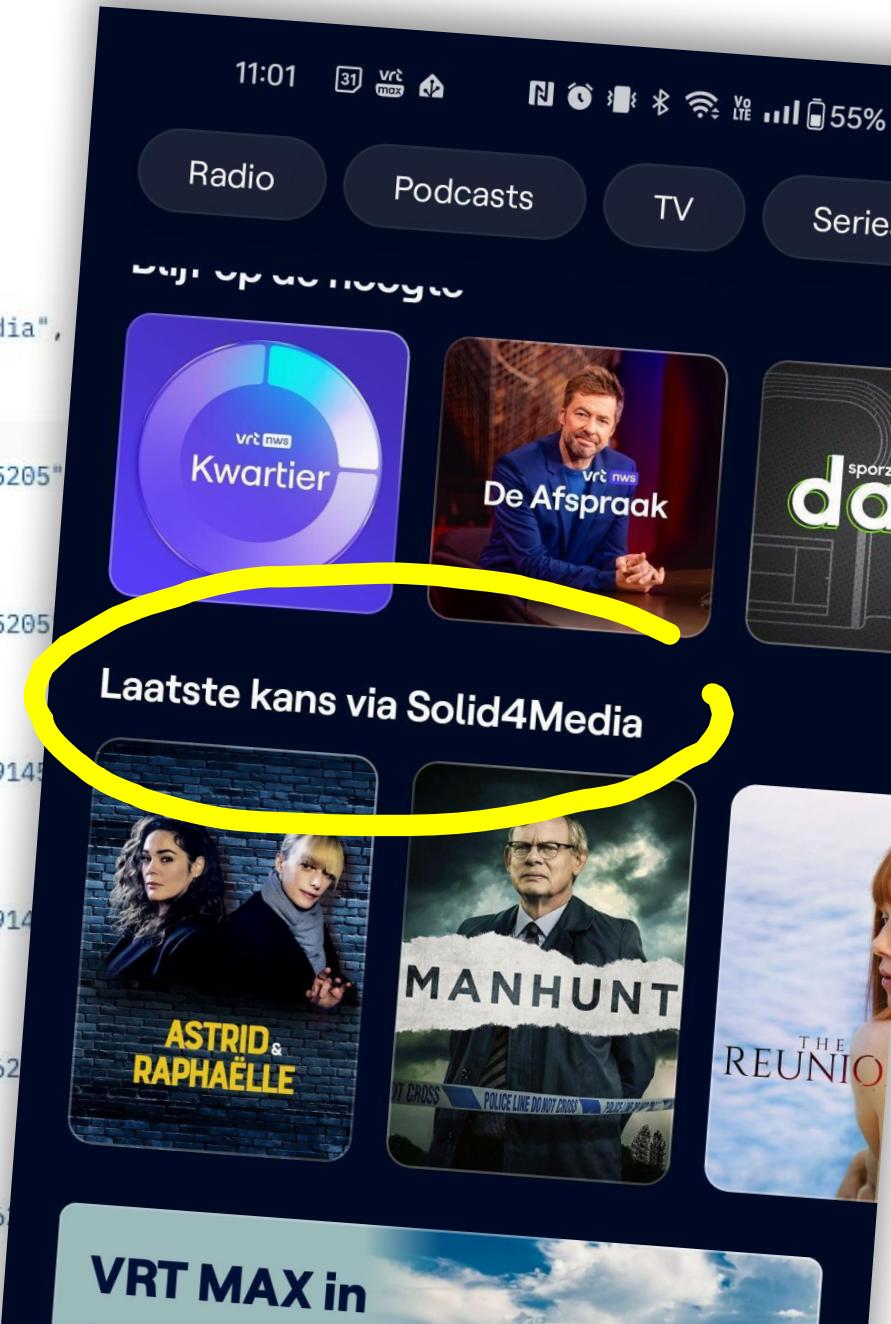
Proeftuin Solid4Media
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Wat zijn jouw favoriete film- en televisiegenres?

Musicals, Horror, Fantasie, Humor, Romantiek, Sport, Detectieve, Sci-fi

Sla voorlopig over
> Vorige stap

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Key findings

1 Adoption

Adoption requires an extremely clear, simple user journey: "control" and "ease of use" are convincing, "privacy" itself much less so.

2 Technology

Real-time integration into existing media architecture is possible, but only through a disconnected, secure environment.

3 Media preferences

Many users view media data as "not very sensitive," but that conflicts with strict governance (auth/consent).

4 Developing sustainable business models

The business model is a chicken-and-egg dilemma with governance and scope: who owns/operates the platform, who captures consent, and who pays for which component (pods, IDP, platform, connector)?



4

Building the proof-of-concept



Media consumers

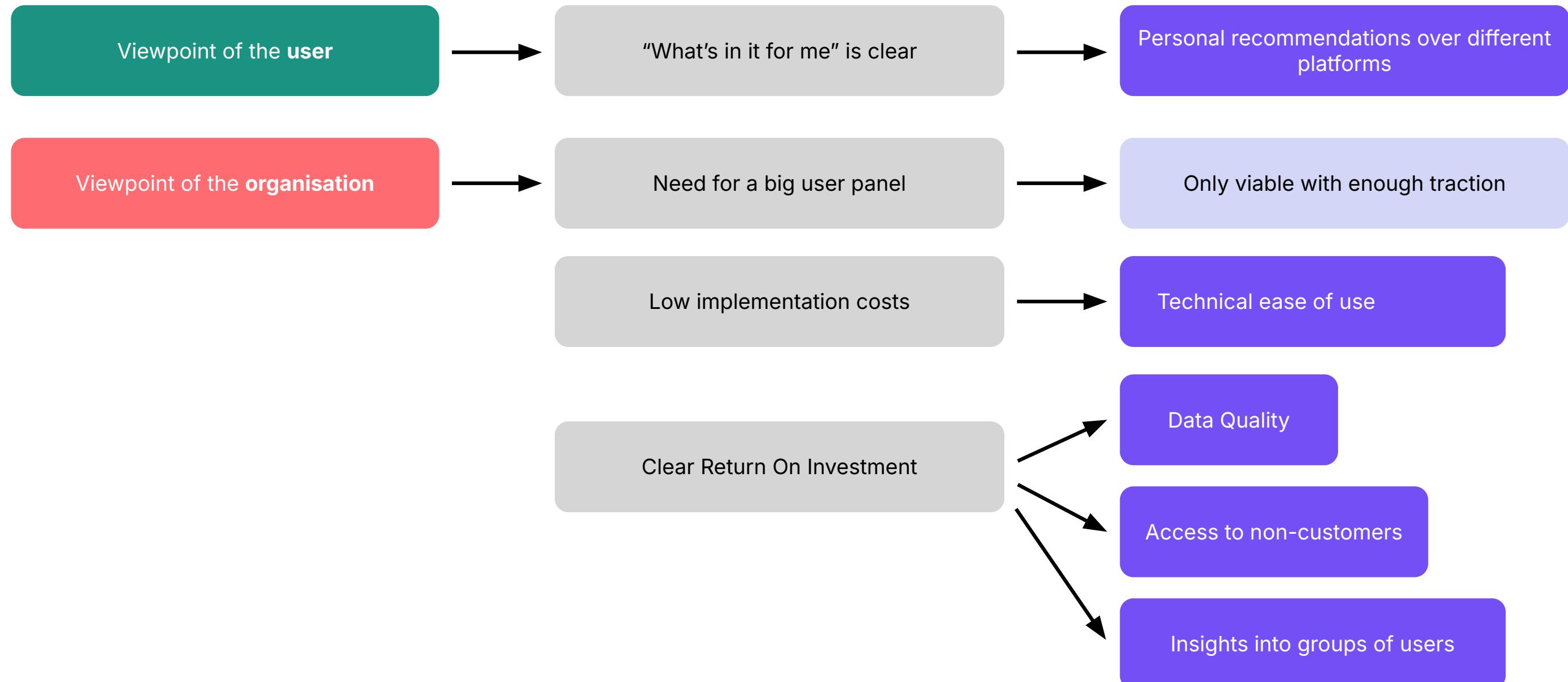


Media organisations



and cultural

From challenges to solutions



Value propositions of the project

For users

- A **trusted place** for users to store personal information
- **Transparently and voluntarily** share personal interests across services (also with AI), without starting from scratch every time
- **Cross-platform recommendations**
- **Get better services** by providing targeted personal information to organizations (e.g. tickets for exhibitions that are relevant to you)

For media and cultural organisations

- **Increased findability of content** for both own and unreached users
- A simple and **interoperable Media & Culture Profile** to limit technical integration and ensure better ROI
- **Better reach:** Link long-tail niche content to specific users.
- **New insights**, through anonymized information from users, so that new customers can be reached

- **Opportunities for small players** to get reach even with a small media or event catalog
- **New revenue models** through hyper-personalized matching of content and events, without frustrating uninterested users

Solid4Media platform

MijnDatakluis

Applications end users

Applications
Organisations

Management of personal
information

Personal recommendations
media

Catalogue management

Interest management

Recommendations for groups

Crossplatform insights

Consent management

New available content based on
your interests

Data API

My Groups

Personalised recommendations
for media and culture



5

How the prototype works

1: users build a profile



Users build a profile based on their interests and favourites across films, programmes, books and museums.

Mijn smaakprofiel Mijn aanbevelingen Mijn groepen Mijn platformen Mijn data Afmelden (karim)

Door je interesses en favorieten toe te voegen, zorgen we voor aanbevelingen van series en films die helemaal op jouw smaak zijn afgestemd.

Hobbies en interesses

+ VOEG TOE

- vanelles ×
- strips ×
- mountainbike ×
- reizen ×
- Franse humor ×
- Avonturenfilm ×
- Thrillers ×
- Geheim agent ×
- Animatiefilms ×
- Pretpark ×
- Innovatie ×
- Ondernemerschap ×
- koken ×
- camperen ×

Favoriete films

+ VOEG TOE

The Goonies	Gremlins 2: The New Batch	Back to the Future Part II	Disney Gallery / Star Wars: The... Rise of...	Star Wars: The Rise of...	Mission: Impossible

Importing user's favorites from connected platforms

Mijn smaakprofiel Mijn aanbevelingen Mijn groepen Mijn platformen Mijn data Afmelden (karim)

Verbind je favoriete platformen om aanbevelingen te krijgen over hun aanbod en om je smaakprofiel aan te vullen.

Streamingplatformen

	✓	IMPORTEER FAVORIETEN	VERWIJDEREN
		Binnenkort beschikbaar	

2: personal recommendations

Users receive personalised recommendations based on the interests they have set. They remain in control of which interest categories are used to generate recommendations.

These recommendations then link through to the platforms of participating media and cultural organisations.

Mijn smaakprofiel **Mijn aanbevelingen** Mijn groepen Mijn platformen Mijn data Afmelden (karim)

Laatste aanbevelingen Opgeslagen aanbevelingen Slechte aanbevelingen

Kies wat je wil meenemen in je aanbevelingen.

Interesses

Favoriete films en series

Favoriete boeken

Favoriete museums

GENEREER

 **Boomhutverhalen**  
Je houdt van Marc de Bel en verhalen zoals 'De beha-boomhut'. Deze reeks past bij je liefde voor fantasierijke jeugdboeken en boomhutten.

 **De Elfenheuvel**  
Een Vlaamse serie vol fantasie die goed aansluit bij je voorkeur voor Marc de Bel en spannende jeugdverhalen.

 **Campus 12** 



4: group recommendations



Users can link their interests with other users (family, friends, etc.) to receive recommendations based on their shared interests.

Mijn smaakprofiel Mijn aanbevelingen **Mijn groepen** Mijn platformen Mijn data

Maak een groep aan en nodig je vrienden, familie of sportclub uit. Zo vind je aanbevelingen die bij jullie gemeenschappelijke smaakprofiel aansluiten!

Groepen

Naam	Aantal	Acties
S4M-TESTGROEP	(4)	UITNODIGEN VERWIJDEREN
TESTGROEPJE	(1)	UITNODIGEN VERWIJDEREN

[+ VOEG TOE](#)

Mijn smaakprofiel Mijn aanbevelingen **Mijn groepen** Mijn platformen Mijn data Afmelden (karim)

[TERUG](#)

S4M-Testgroep: @karim, @geert, @jan, @LuckyLuke

[BEVEEL FILMS AAN](#) [BEVEEL SERIES AAN](#)

[TRAILERS](#)





5: data sharing

Users can grant media and cultural applications permission to use some - or all - of their interest data.

Kies een naam voor je link en bepaal tot welke data deze toegang verschaft

Naam

Interesses

Favorieten

Aanbevelingen

VOEG TOE

Note: this prototype temporarily uses a non-Solid mechanism for cross-application data sharing. The goal is to validate the business and user-value principles of data sharing first, before implementing the full Solid-based technical architecture.



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past bij je liefde voor fantasierijke jeugdboeken en boomhutten." ;
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      schema:reason "Een Vlaamse serie vol fantasie die goed aansluit bij je voorkeur voor
Marc de Bel en spannende jeugdverhalen." ;
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    ] .

```



Do you need more information?
Let's talk!

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