

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



Vlaanderen
verbeelding werkt

A pink and purple watercolor splash graphic.

1

About the Solid4Media project

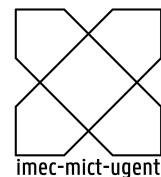
Test Playground Solid4Media

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)

A watercolor splash in shades of pink, magenta, and purple, with a white number '2' in the center.

2

Why Solid4Media matters

key challenges and what we need



Media consumers



Media organisations

A large, irregular teal watercolor splash serves as a background for the title text.

Challenges for Media consumers





66%

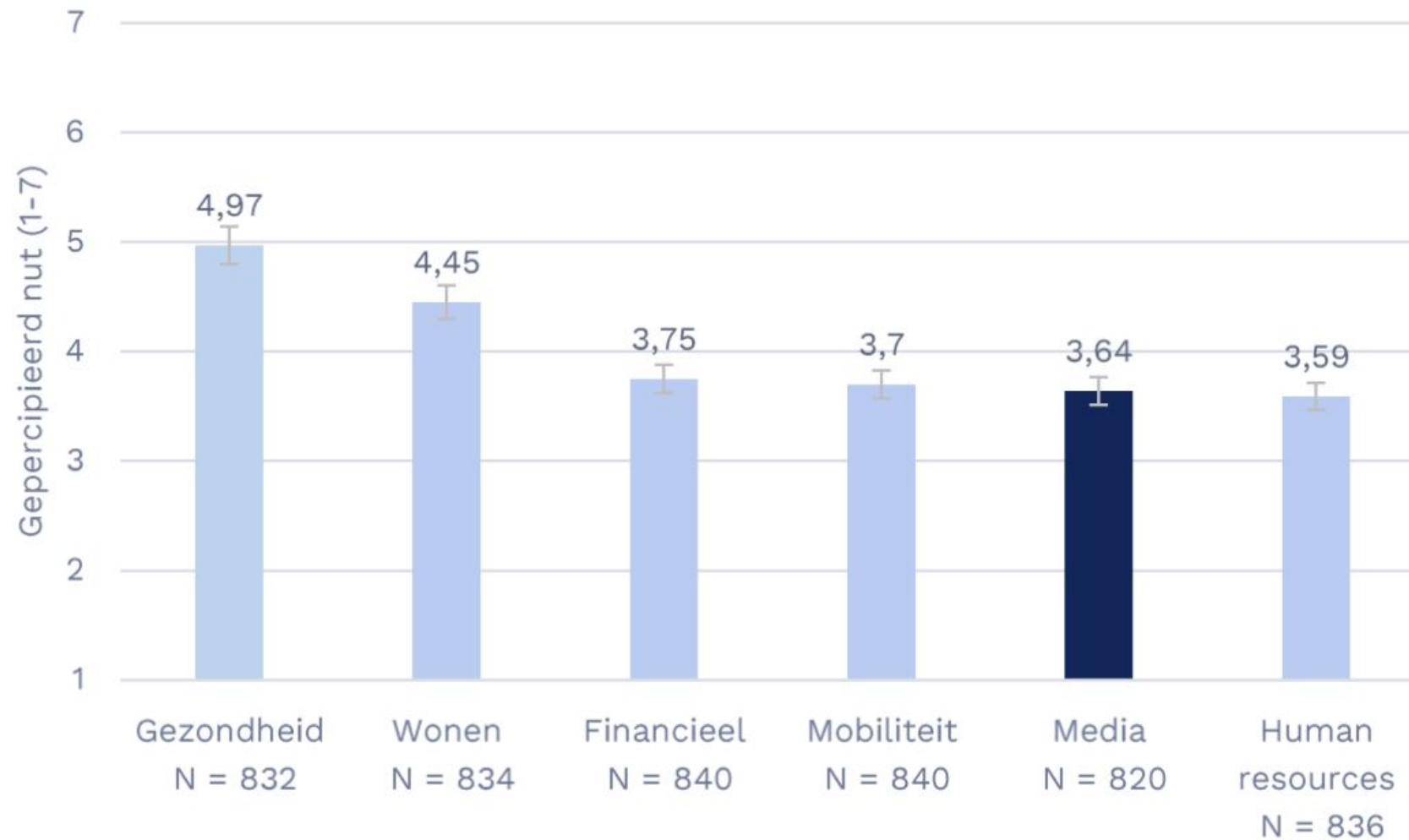
of Flemish people
feel concerned
about their online privacy

80%

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

70%

feels **little control over their**
personal information



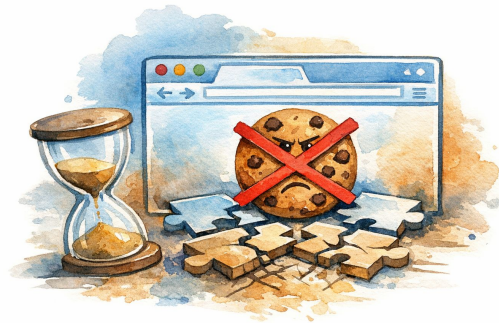
Perceived value of personal data vaults: media lags behind

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.

A large, irregular watercolor splash in shades of red, orange, and pink, serving as a background for the title text.

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

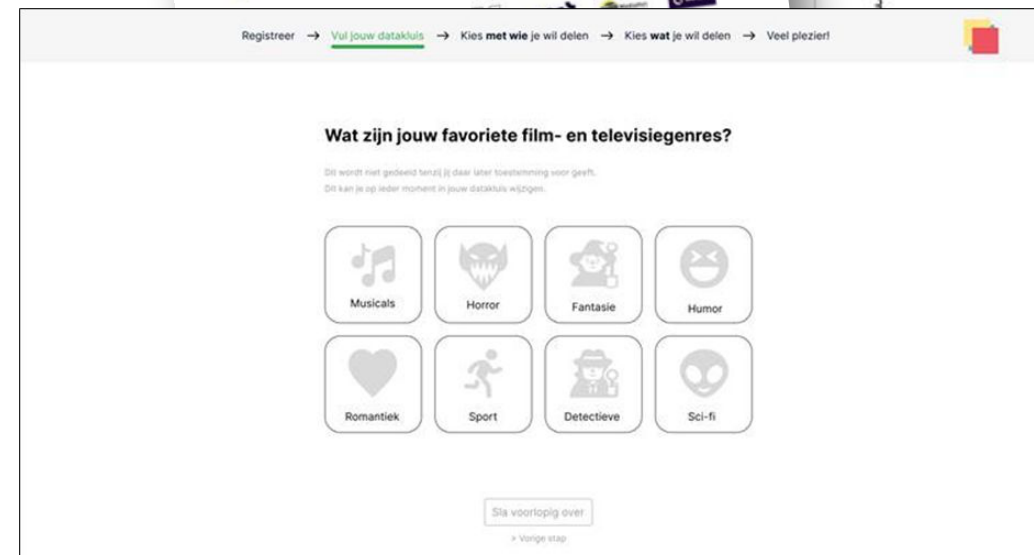
Experiments and key insights

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



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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

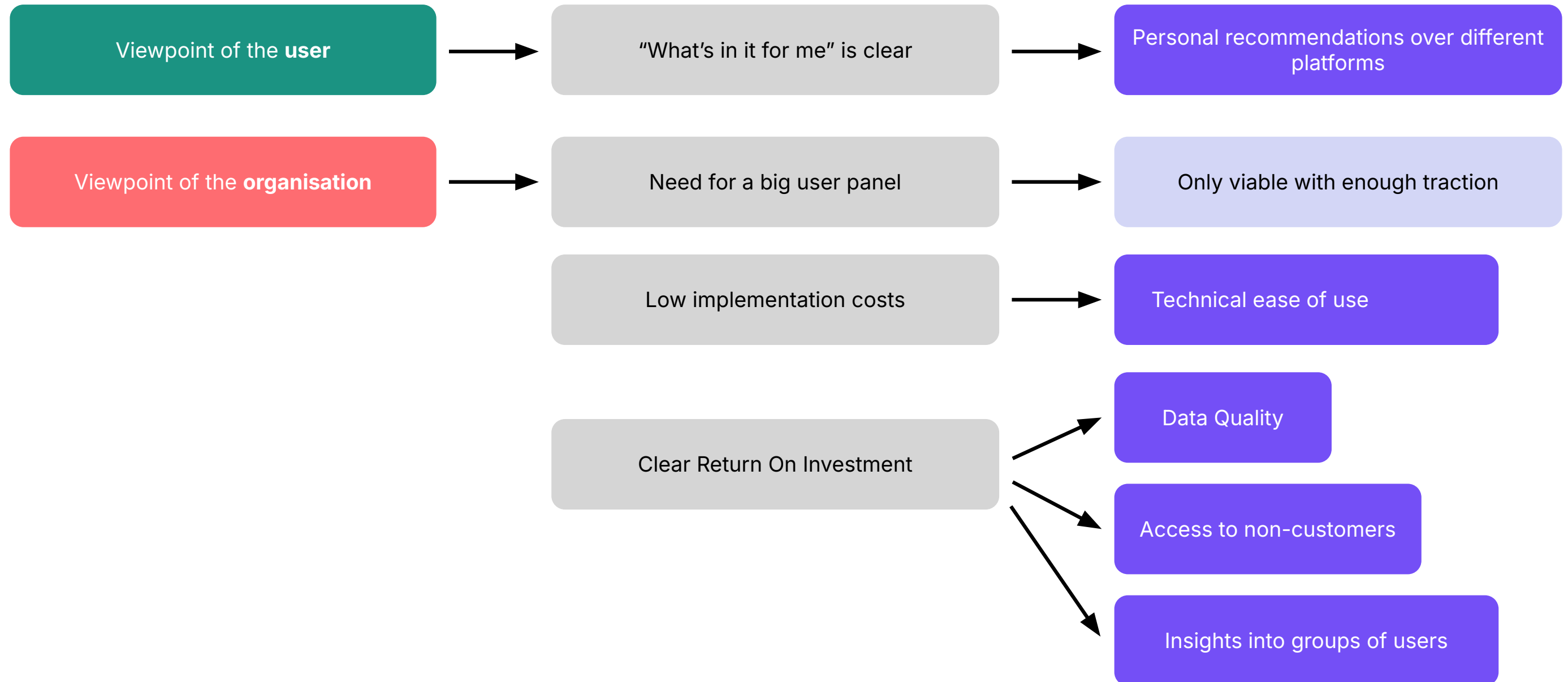
+



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

Management of personal information

Interest management

Consent management

My Groups

Applications end users

Personal recommendations media

Recommendations for groups

New available content based on your interests

Personalised recommendations for media and culture

Applications Organisations

Catalogue management

Crossplatform insights

Data API

5

How the prototype works

1: users build a profile

In collaboration with our cultural partners



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

Importing user's favorites from connected platforms

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

vanalles ×

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...

Star Wars: The Rise of...

Mission: Impossible

The Godfather

Indiana Jones and the Temple of...

The Untouchables

The Godfather Part II

The Untouchables

The Untouchables

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

Binnenkort beschikbaar

Binnenkort beschikbaar

Binnenkort beschikbaar

Binnenkort beschikbaar

2: personal recommendations

In collaboration with our cultural partners



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☒☒

GENEREER

Boomhutverhalen

KIJK NU

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

KIJK NU

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

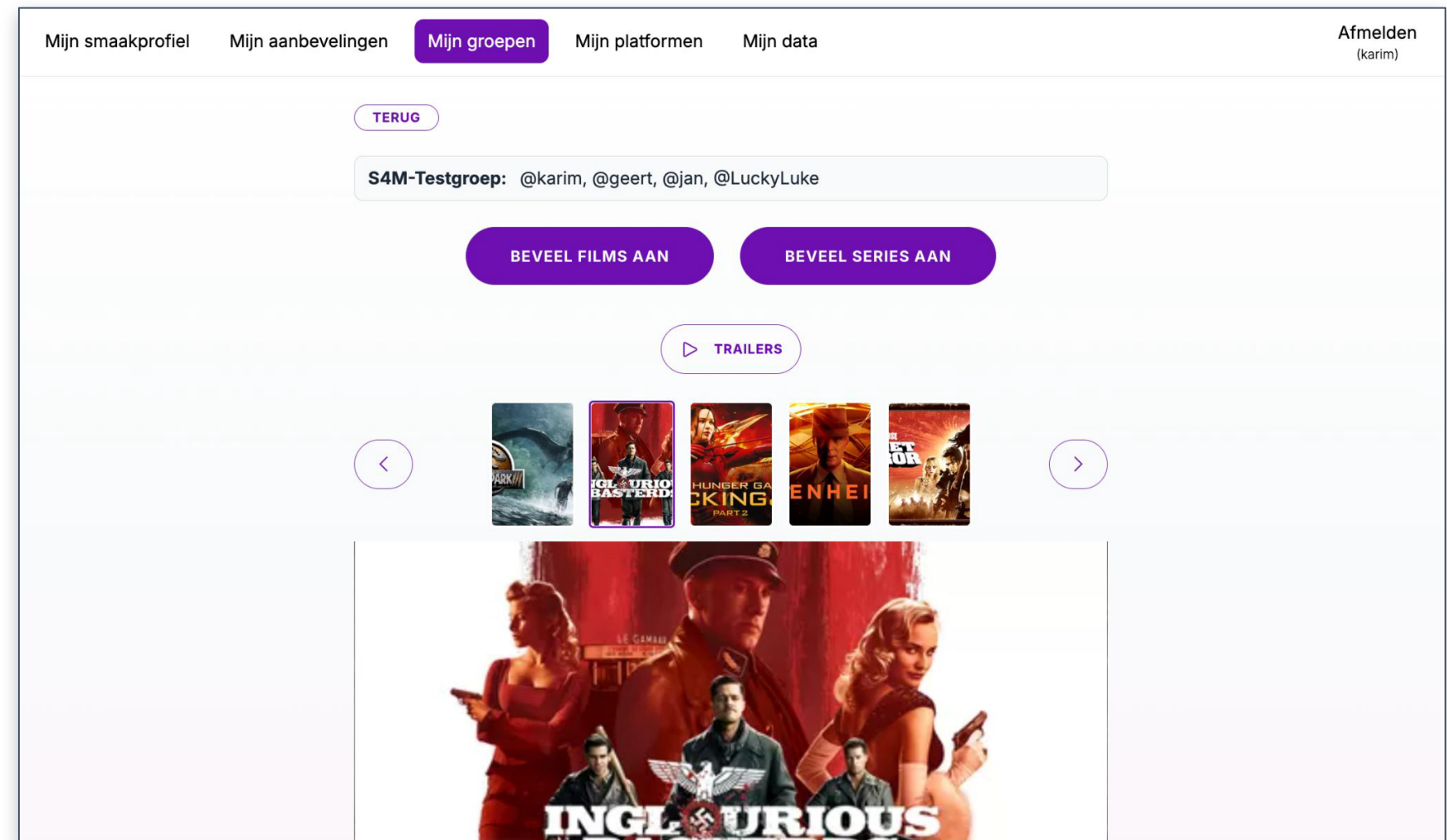
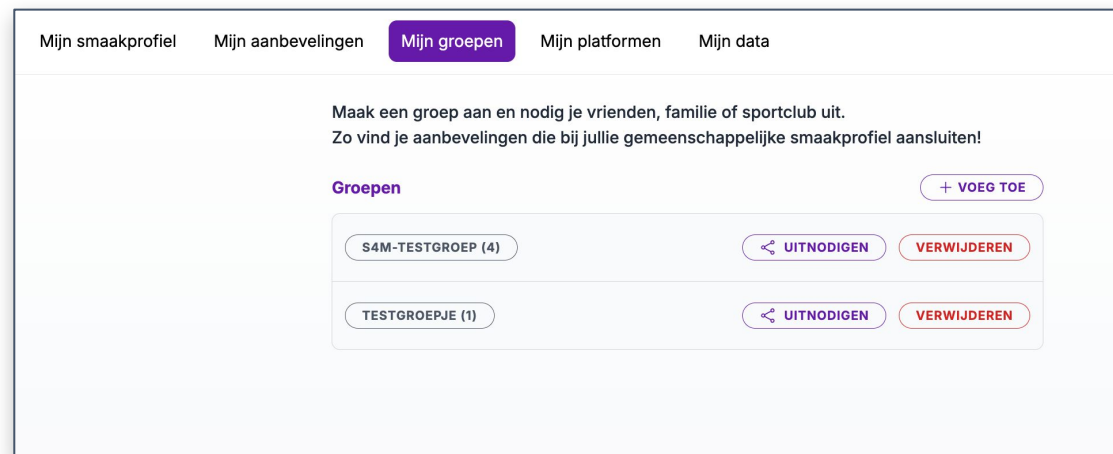
Campus 12

4: group recommendations

In collaboration with our cultural partners



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



5: data sharing

In collaboration with our cultural partners



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

☐ 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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  ] .

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deze documentaire over Panamarenko je aanspreken." ;
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```



**Do you need more information?
Let's talk!**

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