



EBU LAUNCHES STORYBOARD TOOL

Radio might be the very first social network. Its ability to connect with its audience, engage them in two-way conversations and tell compelling stories means the platforms are natural bedfellows. However it has not always been easy for radio stations to showcase their audio content on what is, essentially, a visual medium.



A new tool, developed by the EBU, will now make it quick and simple for EBU Members to convert their audio clips into video content to share on social networks.

Storyboard is an easy to use drag and drop browser-based tool. It was conceived at a Hackathon organised by the EBU's Digital Storytelling Labs Network last year and a proof-of-concept was developed by Swedish Radio.

The first incarnation of the tool has been demonstrated at a variety of large sporting events over the last year such as the European Athletics and World Rowing Championships. However, it also has the potential for use with many different kinds of content such as news and music.

For near-live production, it allows the user to create video from a single still image while, producers with more time, can layer images and text to create advanced compositions and slide shows. Storyboard can also generate images for RadioDNS (visual radio).

Users can access the software easily from their desktop, laptop or tablet and it is completely free for EBU Members to use.

The EBU's Radio & Digital Sports Manager Christophe Pasquier said: "Teams from across the EBU and our Membership have developed a user-friendly product, designed by broadcasters for broadcasters.

"We hope it will unlock the potential of great audio content that broadcasters have been unable to share on social media to date. We look forward to seeing how our Members will use it in the years ahead."

The project has been a collaboration between EBU staff from Sports, IT and Technology & Innovation, with sponsorship from RTBF. It also received funding from the EBU's Euroradio Innovation Fund. EBU Members can access the tool on our [website](#).

Contact storyboard@ebu.ch to activate your access to this tool in support of World Radio Day. Learn more about EBU Storyboard [here](#)

Tutorial in English : https://www.youtube.com/watch?v=92M8lg_80yQ

Tutorial in French : <https://www.youtube.com/watch?v=HRq4V0GIVoM>