

RS PRODUCTIONS AND OPINNO ANNOUNCE THE START OF THE FOURTH EDITION OF IMMEDIATE, THE FIRST EUROPEAN BUSINESS ACCELERATOR ON MEDIA AND ENTERTAINMENT

IMMEDIATE

ACCELERATOR

Milan, May 15, 2023

RS Productions and **Opinno** are pleased to announce the launch of the fourth edition of IMMEDIATE, the first vertical business accelerator in the Media and Entertainment sector in Europe. In addition to the historical partners, this new edition will also benefit from the support of an even wider network: RDS, LCA, Scale Hub, Business France, ePRICE, and Media Lab Bayern.

Launched by RS Productions in 2020, in collaboration with **Rolling Stone Italia**, IMMEDIATE is a unique acceleration program for startups and scaleups on the international scene. Vertical in the media and entertainment industry it leverages proprietary media, production, distribution and visibility assets.

During the previous editions, thanks also to the collaboration of the corporate partners, 9 co-innovation projects were realized, including the presentation of a metaverse dedicated to the Kenzo Takada film at the Cannes Film Festival, a unique music talent scouting format, and the creation of a virtual reality space during Venice 79. The selected startups had also the opportunity to expand their network with top-level companies, raising funds for an amount exceeding 3 million euros, as well as receiving direct investments by RS Productions in marketing and advertising for a total value of about 1.5 million euros.

A customized acceleration program will be designed to provide the selected startups with managerial and technical assistance with the support of industry experts, targeted meetings with companies and investors, business development and marketing activities that meet their specific requirements.

The selection process involves a scouting activity sustained throughout the year, on an international basis, by RS Productions and the partners of the initiative, as well as the possibility for startups to spontaneously apply through the accelerator's website www.immediateaccelerator.com

Press release available at www.rsproductions.it/en/press-release/

RS PRODUCTIONS SRL

RS Productions, founded in Milan in 2019 by an entrepreneurial group with a broad experience in the media and publishing sectors, is a production and distribution company for audiovisual and cinema content. The Company, together with Portobello SpA, owns Web Magazine Makers, the licensee publishing company for Italy of the historical magazine Rolling Stone. RS Productions is constantly on the cutting edge of media and entertainment market, where technologic innovation and new trends are deeply changing the way contents are consumed. The Company therefore operates through studios equipped with the most advanced technologies in audiovideo production, enabling the development of innovative cross-media projects.

OPINNO

Opinno is a global innovation company, founded in Silicon Valley in 2008, that transforms organizations using innovative methodologies. With over 300 employees and offices in 9 countries, Opinno is a leading innovation consulting firm. It specializes in designing digital and innovation strategies, cultural and business transformation, and new ways of working through agile and collaborative models. Opinno's services include digital product and service design, digital workforce retraining, prototyping, design and implementation of open innovation strategies. Opinno has built an ecosystem that includes innovation and technology experts from around the world and is an active partner of leading global companies such as Microsoft, Salesforce, Workday, and AWS. Opinno is also a partner of MIT Technology Review, the publishing division of the Massachusetts Institute of Technology (MIT).

Contacts

RS Productions Srl

Press Office

Massimiliano Peligra

massimiliano.peligra@rsproductions.it

Corso Venezia 45 – 20121 Milan, Italy