WAN-IFRA and Finnmedia launch a programme to drive positive change in the news.

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WAN-IFRA, the World Association of News Publishers, has launched a one-year coaching and funding programme in partnership with Finnmedia and Finland's Media Industry Research Foundation.

GAMI Incubator #Finland, a programme initiated by WAN-IFRA's Global Alliance for Media Innovation (GAMI), will enhance partnerships between media organisations and technology companies, driving positive change in the Finnish media industry and supporting the future of professional journalism.

In a fast-changing digital environment, the media industry must embrace new technologies, products, and business models. This requires fostering collaboration among various stakeholders, driving innovation within the sector, and supporting transformation and change in news media organisations. To address these challenges, WAN-IFRA has developed a structured programme and framework to help bridge gaps between media organisations and startups or tech companies with new skills and potential solutions.

The GAMI Incubator #Finland programme aims to:

- Facilitate collaboration between legacy media and startups/tech companies
- Support new skills uptake and technology adoption in Finnish newsrooms
- Create opportunities for promising international startups/tech companies in the Finnish media landscape
- Share best practices and lessons learned across the Finnish media industry

"*The future of media depends on our ability to innovate. This programme is a unique opportunity to connect Finnish media companies with bold, forward-thinking international tech partners—and to experiment, learn and grow together. By fostering collaboration and supporting innovation, we're laying the foundation for a more resilient, data-driven and globally competitive media industry*", commented Noora Alanne, Executive Director of the Media Industry Research Foundation and Growth Director of Finnmedia.

Programme Eligibility, Outline and Outcomes

The call for applications published on 27 March 2025 is open to all Finnish media companies eager to solve a challenge in the field of personalisation, data science, data journalism, fact-checking and disinformation, new tech for producing, processing and publishing content, AI and Generative AI, AR/VR immersive technologies etc.

From this call, three Finnish news media organisations will be selected and connected to three carefully selected international startups or tech companies (during the summer) in order to kick off a six-month collaboration phase which will start in September 2025. The programme will also assist participating teams with additional ad-hoc coaching by external industry experts in change management and tech innovation. By the end of the programme in February 2026, participating teams will present a proof of concept at an open event to the rest of the Finnish news media industry.

Applications are open to Finnish media companies (news or magazine publishers), members of WAN-IFRA or Finnmedia. Eligibility conditions for startups/tech companies will be published during the summer.

More details about *GAMI Incubator #Finland*, why apply, eligibility criteria for publishers, focus areas of the programme, and timeline can be found in this Fact Sheet.

About

WAN-IFRA**,** the World Association of News Publishers, is the global organisation of the world's press, comprising 3,000 news publishers and technology companies and 60 national publishers' associations representing 18,000 publications in 120 countries. With a mission to protect the rights of journalists and publishers around the world to operate independent media, WAN-IFRA provides its members with

expertise and services to innovate and prosper in a digital world and perform their crucial role in society. The World Editors Forum is its network for editors. wan-ifra.org

The Finnish Media Federation (Finnmedia) is an advocacy organisation for private companies in the media and printing industries. Finnmedia focuses its advocacy on industrial policy and labour market policies while also promoting new growth in the media industry. Finnmedia's member companies promote freedom of speech, Finnish culture and democracy by producing quality Finnish media products and services across all channels. Finnmedia and its member associations – Federation of the Printing Industry in Finland, Finnish Magazine Media Association, Finnish Publishers Association, News Media Finland and RadioMedia – include a total of 600 member companies. www.medialiitto.fi/finnmedia

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