



NEM Summit 2016

“Driving the Future of Digital Media Experiences”

Porto, 23-25 November 2016

The NEM Initiative, the New European Media Technology Platform, is organizing the 9th edition of its main annual conference (NEM Summit) in Porto (Portugal) on 23-25 November 2016. Building on successful previous Summits, the conference will address many of today’s hot topics related to the **Future of Digital Media Experiences**. These will include research and business challenges, societal and user needs incl. accessibility, implementation requirements for smart content and media convergence, and the regulatory and standardization environment.

The program of this year’s NEM Summit will consist of keynote presentations and invited talks, an exhibition focused on presentation of research results in the NEM area achieved by various projects and organizations, **Scientific and Technical Summit Tracks**, as well as **Shows / Show Cases on Media and ICT for Creative Industries**. In order to collect relevant contributions from the wide NEM community on Scientific and Technical questions as well as Shows / Show Cases, the NEM Summit 2016 Program Committee is issuing the following:

Call for Extended Abstracts

The **NEM Summit 2016** will have the following three **Scientific and Technical Tracks**:

- **Emotional and Smart Content Creation and Consumption**
- **Smart Media Convergence**
- **Connected Realistic Digital Worlds**

All stakeholders in European Media are invited to submit scientific and technical **extended abstracts** addressing topics defined within the NEM Summit Tracks as described below. The submissions should present original work, innovative ideas, and achieved results. Besides contributions to the three Summit Tracks, all **further** valuable scientific and technical **contributions addressing relevant NEM research topics** as defined in the NEM Research and Innovation Priorities (available on the NEM Initiative website – www.nem-initiative.org), **will be considered** by the Program Committee as well.

Contributions that include elements that take into account the need for media accessibility by those with reduced abilities are welcomed.

Besides the Scientific and Technical Tracks, the **NEM Summit 2016** will also provide the opportunity for talks on innovative applications or related business models, in particular considering specific issues related to SME’s, in the scope of its **Media and ICT for Creative Industries Track**, where all stakeholders of new European Media are invited to submit descriptions of new and innovative shows / show cases and experimentation in the NEM area. The submissions should present original work, innovative ideas, and results, including the description of on-going activities and development of related products, services.

Important Dates and Submission Guidelines

Submission opening: 1 September 2016	All contributions for the NEM Summit 2016 should be provided in PDF format - expected length of the extended abstracts is two A4 pages , (maximum three pages) with minimum font of 11pt in a free format.
Submission deadline: 30 September 2016	There is also possibility to provide further supporting information for the submissions, such as planned presentation means, web links, etc., as attachment.
Acceptance notification: 17 October 2016	The submission tool will be open on 1 September 2016 and made available on the NEM Initiative website at www.nem-initiative.org. The submitted contributions will be subject of review by the NEM Summit Program Committee within a fast track evaluation process.
Deadline for final papers: 4 November 2016	Selected contributions might be published in the Summit Proceedings and/or on the NEM website - all further rights remain with the authors.

Scientific and Technical Tracks

‘Emotional’ and Smart Content Creation and Consumption

High quality content generation, exploited through different channels and in different formats (advertising, architecture, performing and visual arts, craft, design, fashion, films, music, press, publishing, radio, TV and video games) is driving the international competitiveness of the creative industries to new frontiers. However, the challenge to adapt not only the format, but also the content according to the user situation and emotional response intended. There is a need to maximize the potential for re-use and re-purposing of all types of digital content, for instance, by directly conceiving and creating content usable in different contexts and technical environments; dynamically adapting to the users; embedding semantic knowledge and other approaches to make content "smarter", thanks to new and emerging technologies. Typical topics for the track, among others, are:

- Smart content generation and re-purposing
- Emotional content adaptation and recommendation
- Situation-and context-aware content consumption

Smart media convergence

New business models enabled by emerging technology are facilitating the launch of many initiatives in the content sector. New ways of interaction, consumption and expression are appearing with the rise of the digital era. Even though Europe's media sector is strong in creating content, it still needs to embrace new technologies and to invest in innovation to benefit from the digital market. However, competition from global players that are particularly strong in technological innovation is growing. The challenge is to make the best use of technology for reaching out to new audiences, adapting to the digital era and thriving in the connected Digital Single Market. The track includes, among others, the following topics:

- Content aggregation, annotation, ‘mashability’, analysis, search, media sharing and recommendation.
- Convergence processes to enable the interaction with content on any device, anywhere, anytime in a multiplatform scenario

Connected Realistic Digital Worlds

Immersive content able to provide connected experiences has evolved from simple chats to full featured sharing of media experiences by sharing photos and films, by video conferencing, by collaborative work in various areas (not only ICT), by enjoying community applications and many more, where web-based and mobile technologies turn communication among many users into an interactive and dynamic dialogue with users not only consuming but also creating and exchanging hyper-realistic user-generated media content. Accordingly, this track deals with connected worlds for entertainment, communication, learning, gaming and collaborative business and, among others, focuses on the following related topics:

- Immersive and pervasive solutions for increased personalized user experience in content consumption to meet new user expectations (e.g. hyper-personalized, real-time storytelling, QoE, free viewpoint, augmented reality, enhanced accessibility)
- Interactive experiences, serious games, connected TV
- Cloud media

Media and ICT for Creative Industries Track

The Media and ICT for Creative Industries Track covers innovative and business-oriented implementations, novel applications and shows / show cases / experimentations of connected media technology, which apply recent research advances into practical situations including validation, piloting and/or large scale trials. The submissions should describe a new generation of smart content applications and services, enabled by connected and mixed (real and virtual) media technologies, including related experimentation, in any of the following example areas, where further interesting and related contributions will be considered as well:

- Applications that include advanced media analytics, device continuum, personalization in various application areas, such as entertainment, education, wellbeing, cultural heritage, etc.
- Media and usage data analytics for connected media worlds
- Innovative business models for connected media worlds