NEM contribution to the DSM Strategy

- Approved by NEM Steering Board in spring 2016 -

The Digital Single Market Strategy issued by the European Commission touches upon a number of topics and areas of high relevance for the members of NEM and it addresses several topics related to the trends and priorities identified in the latest NEM Vision SRIA.

NEM identifies user, business and technology trends in the field of converging media and content in order to accelerate technological innovation and increase growth in the content and creative industries in Europe. NEM thus shares several objectives of the DSM Strategy and its members can contribute to several of the expected achievements, such as building trust and confidence online, boosting digital skills and learning, enhancing connectivity and access to digital content, simplifying e-commerce, supporting research and innovation.

Better online access to digital goods and services

NEM fully shares this objective and has highlighted a number of R&I areas that can contribute to it in the coming years, by enhancing access to creative content and breaking down barriers to cross-border e-commerce. The NEM Vision SRIA highlights the current and potential developments in digital content production (access, interactivity and immersion, multimedia storytelling), content personalisation and recommendation, content processing (cloud, virtual and augmented reality, metadata to increase automation in discovery and location of content, content search and discoverability, big data analytics, securing content and universal access

services), content distribution (ATAWAD, convergence, enhancing rights and rights information management).

Most of these developments are particularly relevant for improving online access to digital content, and in particular those related to content consumption: rights and rights information management (which can address the issue of modernising copyright from a non-legislative point of view, for example facilitating rights and rights information management and transactions), user interaction, visualisation end points, media convergence, improved transaction (payment) systems, automated translation and enhanced accessibility features for the disabled and also the ageing population; these are all NEM topics contributing to this objective.

An environment where digital networks and services can prosper

The DSM Strategy identifies high-speed, secure and trustworthy infrastructure as a necessary requisite for advancing in this policy area, together with the right regulatory conditions for investment, fair competition and a level playing field.

NEM, which focuses on technological solutions rather than regulatory frameworks, looks at developments such as ultra-broadband and data infrastructure (for storage, processing, analysis) and particularly at cloud computing and high-quality, multiplatform and multi-device high speed delivery networks as powerful enablers of further innovation and growth in the field of digital content, and looks forward to improved investment conditions in these areas. NEM also recognises the importance of secure content, networks, payment systems and online environments as well as of data protection and privacy in order to strengthen trust in online services.

Digital as a driver for growth

The NEM Vision SRIA clearly recognises digital as a driver for growth in the content and creative sectors and coincides with the Commission in identifying requirements such as investment in ICT infrastructures (such as cloud computing and Big Data and high speed networks, but not only); research and innovation to boost industrial competiveness; and an inclusive society, with better public services and better digital skills for citizens.

In particular, the NEM Vision SRIA builds upon the pervasive digitalisation of the content and creative industries at all stages – not just in content formats and delivery

but in all the production processes and all along the value chain. At the same time, NEM acknowledges the role of creative and cultural content as a most powerful driver for the development and adoption of technology and devices and thus as a great potential source of growth.

The NEM Vision SRIA envisages technologies enabling the development of next generation education tools, as well as a 'digital by default' approach that would enhance people's digital skills and competences to better cope with developments in the job market.

Moreover, the NEM Vision SRIA fully subscribes to the importance of developing standards and interoperability, which are going to be essential in the content and creative sector, at all stages: from content formats to distribution, to platforms, to metadata, interoperability and standards will favour access on multiple devices, allow a holistic approach to value chains, help reduce costs and ensure the full potential of ICT is exploited.

NEM will contribute to the EU research and innovation activities through position papers and its strategic agenda, bringing a vision and recommendations on research topics to be pursued. The NEM community recognises the potential benefits of increasing consumer trust and confidence in using digital technologies, irrespective of the type and location of the service provider, enhancing harmonisation of consumer protection rules, encouraging standardisation and interoperability and guaranteeing effective and secure payment instruments for e-commerce transactions, including by exploiting the new possibilities offered by mobile technology.

In addition, the Immersive and Interactive Content initiative proposed to the Commission by NEM seeks to create an environment, including computing and storage capacities, which will contribute to the acceleration of development of innovative applications in the content and media domain.