



## **NEW NEM INITIATIVE**

*New NEM, the Horizon 2020 European Technology Platform dedicated to Content dealing with Connected, Converging and Interactive Media & Creative Industries<sup>1</sup>*

The NEM Initiative is one of the recognized European Technology Platforms (ETPs) of Horizon 2020. The NEM ETP aims at building sustainable European leadership in content, media, and the creative industries. With the launch of the Horizon 2020 programme, a renewed NEM platform (“New NEM”) will pursue its objective to promote an innovative European approach to convergent Media, Content and Creativity towards a Future Media Internet that will enhance the lives of European citizens through a richer media experience<sup>2</sup>.

The New NEM Initiative focuses on an innovative mix of various media forms, delivered ATAWAD (Any Time, Any Where, Any Device) over technologically transparent networks, to improve the quality, enjoyment and value of life for Europe’s connected ‘digital citizens’ and digital content/media professional users. ‘New NEM’ is taking cognizance of existing and new technologies, including broadband, broadcast, mobile and new media across all ICT sectors, to create a new and exciting era of advanced professional and personalised services for various markets<sup>3</sup>. A key focus of the New NEM is on innovative services and applications that constitute different media.

The European Technology Platform ‘New NEM’ is to be a key player in Interactive Content & Media and the Creative Industries, operating within the European innovation ecosystem to help turn Europe into an Innovation Union. ‘New NEM’ will therefore take a holistic view, identifying the pathway to commercial deployment of research, providing strategic insights into market opportunities and needs, and mobilising and connecting innovation actors across the EU in order to enable European companies and stakeholders to gain competitive advantage in global markets.

---

<sup>1</sup> The cultural and creative sectors account for 3.3% of GDP and employ 6.7 million people (3 % of total employment) in the EU. Moreover, worldwide Big Data technology and services are expected to grow from EUR 2.4 billion in 2010 to EUR 12.7 billion in 2015.

<sup>2</sup> The New NEM Initiative will also discuss a new name in the scope of activities related to reestablishment of the NEM in Horizon 2020.

<sup>3</sup> Business to Business, Business to Business to Consumer, Business to Consumer)



## **NEW NEM MISSION IN A NUTSHELL**

- 1) A strategy function : provide a coherent business focused analysis of research and innovation bottlenecks and opportunities related to societal challenges and industrial leadership actions and develop strategies to address these;
- 2) A mobilising function : mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities;
- 3) A dissemination function : share information and enable knowledge transfer to a wide range of stakeholders across the EU.

New NEM is an industry led and focused ETP. It aims to be inclusive and representative of businesses, research organisations, universities, clusters and associations in their respective fields. New NEM will work in close partnership with Member States and Member State based networks as well as with states associated to the framework programme. New NEM will also need to actively work with other ETPs and engage with stakeholders including those along the value chain such as NGOs, social platforms and consumer/societal groups, to address wider challenges and foster solutions that are socially responsible, inclusive and sustainable. It is our intention that NEM will put in practice the concept of being a cluster of clusters.

Improving the quality, enjoyment and value of the user experience is at the heart of the New NEM. To achieve this objective, we set our main goals as:

- Empowering end users in creating their own media and communications environments
- Creating business opportunity for European actors in the NEM space
- Supporting developments in networked media applications to promote and enhance public well-being
- Promoting environmentally beneficial and sustainable technology in the NEM domain
- Supporting Government, regulators and policy makers in their management and enhancements of the NEM environment
- Supporting and promoting European innovation from NEM communities as a worldwide opportunity for benefit and growth

## **PARTNERSHIP WITH THE COMMISSION AND MEMBER STATES**

The Commission's proposal for Horizon 2020 specifies the channels of external advice for its programming and implementation: as well as taking into account the advice and input from advisory groups, dialogue structures, forward looking activities, targeted public consultations and interactive research and innovation processes, the Commission undertakes to take full account of relevant aspects of the research and innovation agendas established by European Technology Platforms, Joint Programming Initiatives and European Innovation Partnerships.



Together with the innovation system approach underlying the Innovation Union strategy, this provides a strong basis for New NEM to form a strong partnership with the Commission and with Member States.

In order to enable a structured dialogue between the Commission and ETPs, designated Commission representatives will actively participate in the work of the New NEM ETP. Given the cross sectorial nature of New NEM, the primary contact points defined by European Commission in DG Connect are with the Heads of Unit and Project Officers from both the 'Converging Media and Content' and the 'Creativity' Units.

### **RELATION TO RELATED EU INITIATIVES**

With its insights into strategy, its mobilising and its dissemination capacity, New NEM will contribute to the priority setting and implementation of European Innovation Partnerships. New NEM will work closely with the other ICT ETPs and in particular with the Net!works ETP. New NEM will work closely with existing Public-Private Partnerships (such as PPP Future Internet), Joint Programming Initiatives and EIT Knowledge and Innovation Communities. New NEM will also seek opportunities to work with ERA-nets, and, will look for support from the relevant Commission departments to help ensure that the necessary links are made, with a view to ensuring synergies are achieved with other ongoing initiatives.

New NEM will investigate a contractual and institutionalised Public Private Partnership in the field of Content, Media and Creative Industries, eventually including the field of Open Data, in order to focus such an initiative as a complementary activity to the Horizon 2020 programs.

### **NEW NEM CORE ACTIVITIES**

The objectives of the New NEM Initiative will be achieved through the following core activities, which can be broadly categorised as:

- Development of Strategic Research and Innovation Agendas, including technology roadmaps and their implementation plans, taking into account the corresponding sector policy objectives and the potential economic, social and environmental impacts; the agendas will focus on those actions with impact on the market and will propose timeframes for expected outcomes. They will also include regulatory as well as other non-technological barriers such as business models, skills requirements etc ;
- Encouragement of industry participation in Horizon 2020 and helping to widen participation and build capabilities within Member States through active cooperation with networks/partnerships in Member States; this includes identifying opportunities for partnership in the framework of Research and Innovation Strategies for Smart Specialisation implemented in the context of the EU Cohesion policy;

# NEW NEM

- Identification of opportunities for international collaboration and developing the necessary understanding and framework(s) to facilitate future collaboration;
- Identification of new demands, trends and requirements for education and training in the context of the new NEM environment, to help ensure the development and supply of suitably skilled professional talent, to meet the future demands of our industry sectors and drive economic growth;
- Organisation of NEM Summit events – the major annual event of the New NEM community - and New NEM General Assemblies to bring together all relevant New NEM stakeholders to exchange experiences and discuss broad matters of importance for the community;
- The provision of networking opportunities including with other ETPs to address cross-sectoral challenges and promote the move towards more open models of innovation, by providing opportunities for stakeholders to meet, exchange knowledge, make new contacts and develop ideas for working in partnership;
- Facilitation of new partnerships utilising expertise and understanding within the ETP, for example, to identify parties capable of working together to exploit the outcomes of a research project or address a specific challenge.