

NEM ETP

Jean-Dominique Meunier
NEM Chairman & Executive Director
Technicolor

Welcome to

**NEW
NEM**

Welcome to

The 17th General Assembly of NEM

**@ premises of European Commission –
Avenue de Beaulieu 25 (Room S-1), 1160
Auderghem – Brussels**

Welcome

- To European Commission representatives
 - **Giuseppe ABBAMONTE**, director of directorate G, Media & Data
 - **Harald TRETTEBREIN**, deputy head of G1 unit, Converging Media & Content
 - **Javier HERNANDEZ-ROS** (Head of EC Unit G2 – Creativity)
 - **Albert GAUTHIER**, G2, Creativity

Welcome

To all of you !

Agenda – April 1st am

- **09:30 – 11:00** Welcome addresses
 - Jean-Dominique Meunier (Technicolor, NEM Chairman)
 - Giuseppe Abbamonte, director of directorate G, Media & Data
 - Javier Hernandez-Ros (Head of EC Unit G2 – Creativity)
 - Harald Trettenbrein (Deputy head of EC Unit G1 – Converging Media & Content)
 - NEM 2014 action lines, Jean-Dominique Meunier (Technicolor, NEM Chairman)
- **11:00 – 11:30** *Break*
- **11:30 – 12:30** International and strategic NEM activities
 - Mexican Technology Platform, Alfredo Lango (Mexican TP)
 - Overview on NEM international cooperation activities, Hadmut Holken (Holkenconsultants)
 - NEM Vision and SRIA, Pierre-Yves Danet (Orange, NEM Vice-chair)
- **12:30 – 13:30** *Lunch break*

Agenda – April 1st pm

- **13:30 – 14:30** Elections of the new NEM Steering Board, Halid Hrasnica (Eurescom GmbH, NEM Secretariat)
- **14:30 – 15:00** *Break*
- **15:00 – 16:30** Activities in the NEM area
 - NEM: Supporting the whole of the Creative Industries value chain – from seeding ideas to product deployment, Michela Magas (Stromatolite)*
 - Visionair project, Maciej Strozyk (PSNC)
 - FI-Content-2, Pieter ven den Linden (Technicolor)
 - FET-ART project, Roger Torrenti (Sigma Orionis)
 - Cre-AM project, Lampros Stergioulas (Brunel University)
- **16:30 – 16:45** Meeting closure
- **17:15 – 17:45** Meeting of the new NEM Steering Board

A new Name



within...



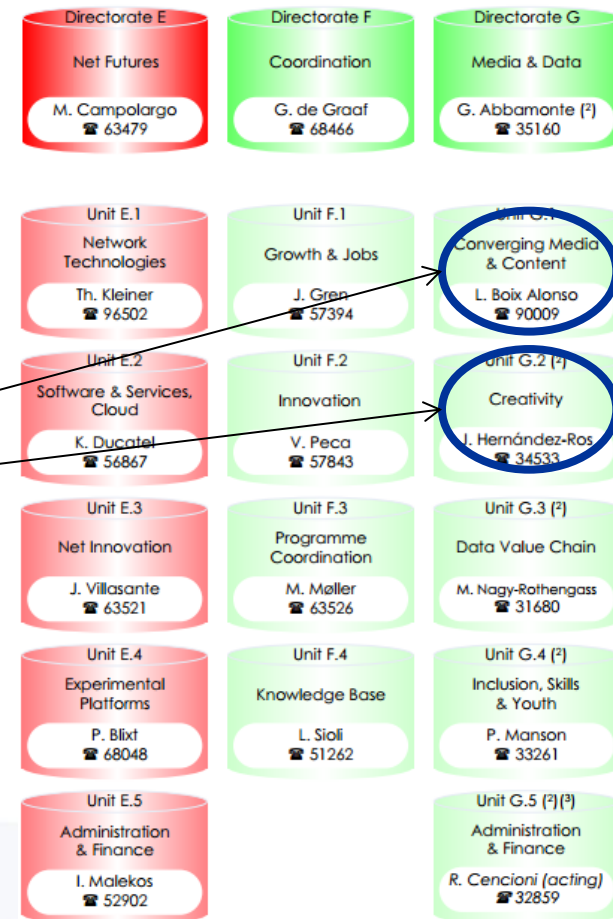
A New NEM with a new perimeter...

**New NEM is the Horizon 2020 European
Technology Platform dedicated to Content**

*dealing with Connected, Converging and
Interactive Media & Creative Industries'*

...in a New ETP environment

| Bio-based economy | Energy | Environment | ICT | Production and processes | Transport |
|-----------------------|------------|-------------|--------------|--------------------------|------------|
| EATIP | Biofuels | WssTP | ARTEMIS | ECTP | ACARE |
| ETPGAH | EU PV TP | | EUROP | ESTEP | ERRAC |
| Food for Life | TPWind | | ETP4HPC | EuMaT | ERTRAC |
| Forest-based | RHC | | ENIAC | FTC | Logistics |
| Plants | SmartGrids | | EPoSS | SusChem | Waterborne |
| FABRE TP | SNETP | | ISI | Nanomedicine | |
| TP Organics | ZEP | | Net!Works | ETP-SMR | |
| | | | NEM | Manufuture | |
| | | | NESSI | | |
| | | | Photonics 21 | | |
| Cross ETP Initiatives | | | | | |
| Nanofutures | | | | | |
| Industrial Safety | | | | | |



A relevance !



- The entire European **Media and Content Industry** (MCI) sector in Europe produced some **213 billion Euros** in 2007.
- Average annual growth levels of MCI for the EU27 are higher than the overall growth levels and this is a general pattern throughout the EU.
- In 2007, the entire European economy employed some 226 million people; the MCI employed **10.8 million people** across Europe. More than half of these people were employed in the EU6.
- The average annual growth rate in employment for the MCI between 1995 and 2007 was higher than the growth rate for the economy as a whole in the **EU27**.

http://www.123rf.com/photo_9883754_european-union-people-in-color-of-national-flag-of-european-country-3d.html

*European Commission Joint Research Centre, Institute for Prospective Technological Studies,
Statistical, Ecosystems and Competitiveness Analysis of the Media and Content Industries*
<ftp://ftp.jrc.es/pub/EURdoc/JRC69435.pdf>

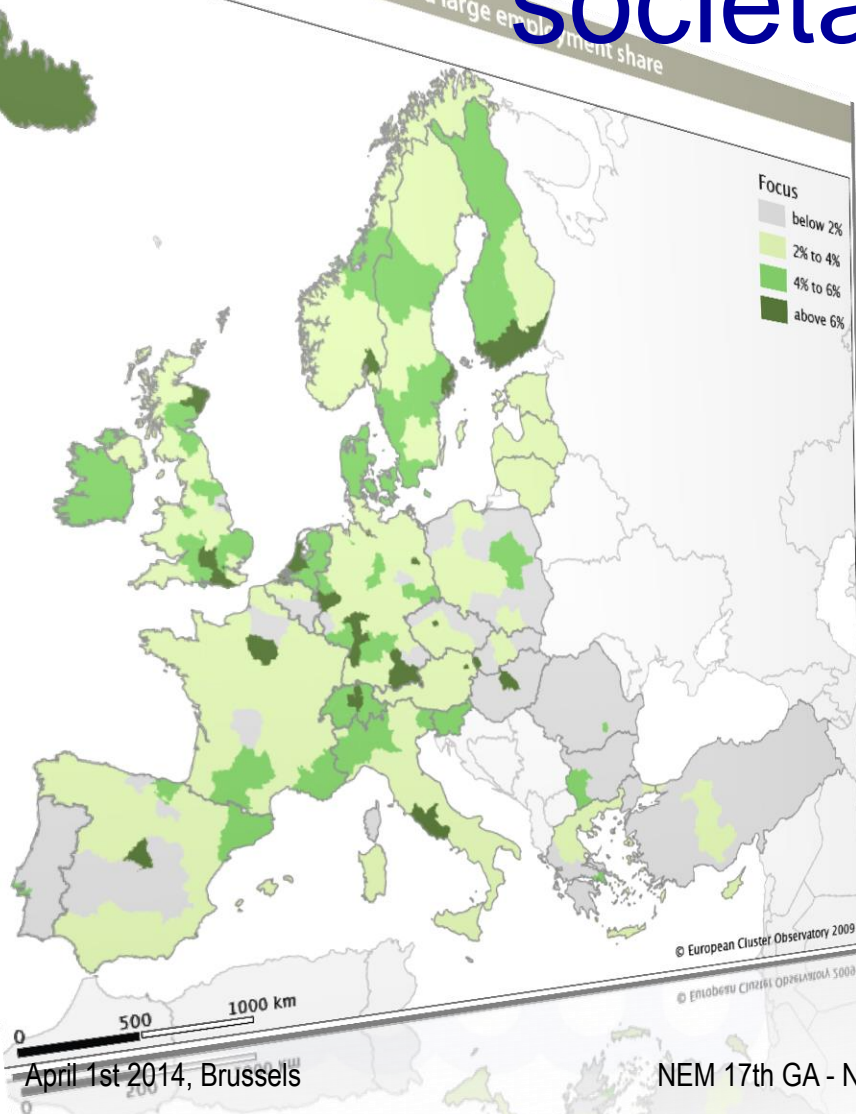
... with some (other) figures at stake...



- As stated during the Competiveness Week of November 2012 to which NEM contributed, the 'European Competiveness Report 2010' identified the **Creative Industries** as one of Europe's most dynamic sectors having an important growth potential as the Internet develops.
 - It accounts today around **3.5% of the GNP** of the EU and some 3.8 % of its workforce (**5 million jobs**).
 - It is divided in the following main branches: Music, Books, Art, Film, Broadcasting, Performing Arts, Architecture, Designs, Publishing, Advertising, Software and Games.

...and a challenging societal impact

creative industries clusters in Europe with a large employment share



- As a sector, the media content sector has moreover a **major societal impact**, for example :
 - European citizens spend on average **1/3 of their waking time consuming media** in one form or another
 - European Content and particularly Creative industries are dominated by **small enterprises**. Most of them are even very small; micro-companies and free-lancers represent 85% of companies in creative industries.

"The European Creative Industries Alliance from concept to reality " Speech by Reinhard Büscher on the objectives of the European Creative Industries Alliance http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/730173

New NEM in a nutshell

**Cluster of
clusters**



**Cluster of
associations**



**Cluster of
platforms**



**Content &
Creative
industries**



**Cluster of
clubs**



**Cluster of
projects**



*dealing with
Connected,
Converging
and Interactive
Media &
Creative
Industries*

New NEM, includes ...



... Content & Creative Industries

- Advertising
- Architecture
- AV
- Culture heritage
- (Product) Design
- Fashion
- Film
- Games
- Publishing
- Music

New NEM, is ...



... a cluster of clusters

- Morocco Numeric Cluster
- Romanian NEM Initiative
- eNEM – Spanish Platform
- Lithuanian NEM Platform
- PICTOR – Industrial Research Cluster (Belgium)
- Cap Digital
- Images & Réseaux
- Imaginove
- iMinds
- Madrid Audio Visual
- ...

New NEM, is...



...a cluster of associations

- Creative Industries KTN (Private company, UK)
- Connected Digital Economy Catapult (Research Institute, UK)
- Federation of European Publishers (FEP)
- Ficam (Fédération des Industries du Cinéma, de l'Audiovisuel et du Multimédia)
- Frankfurt Book Fair (FBF)
- Institut für Buchwissenschaft
- Mozilla foundation (UK)
- ...

New NEM, is ...

... a cluster of platforms

- Europeana
- Fi-Content experiments
(Brittany, Zurich, Berlin, Cologne, Lancaster, Barcelona on Social connected YV platform, Smart City services platform, Pervasive games platform)
- ImaginLab



New NEM, is ...



...a cluster of clubs

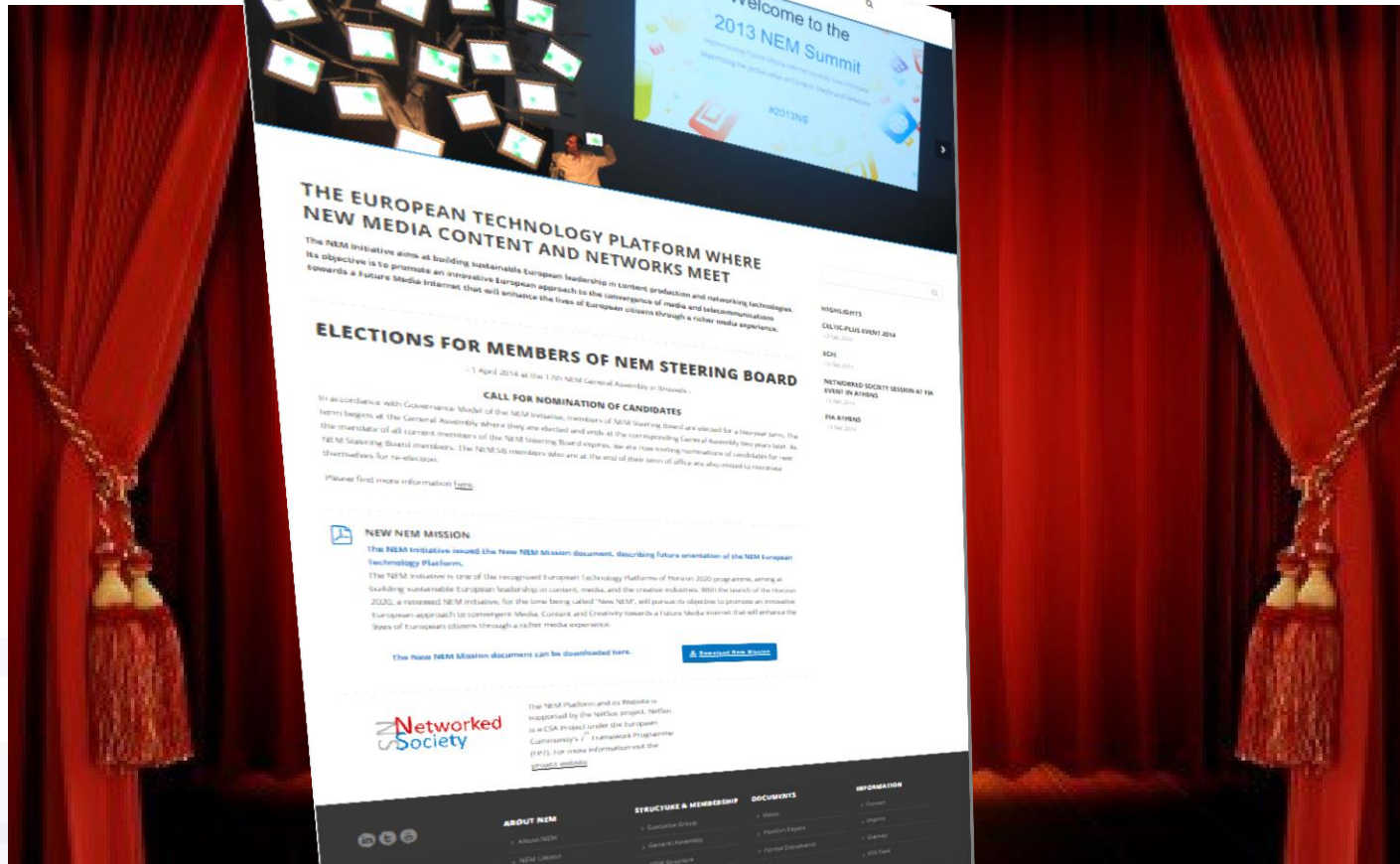
- Investors club
 - MediaDeals, Peacefulfish
- Museums club
- FabLabs club
- ...

New NEM, is...



... a cluster
of projects

New web platform



A social platform...

www.nem-initiative.org

@NEM_ETP



...with 3 main missions

- **strategy mission**
 - 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)
- **mobilising mission**
 - mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities)
- **dissemination mission**
 - share information and enable knowledge transfer to a wide range of stakeholders across the EU)

A step forward !

- NEM is taking this opportunity to focus on and tackle the Media and Content Sector,
- ...aiming to be a cluster of clusters and an experimentation platform towards innovation
- ...specifically for the Media and Content Industry.

Welcome to

Giuseppe ABBAMONTE

Director of EC DG Connect directorate G,
Media & Data

Welcome to

Javier HERNANDEZ-ROS

Head of EC Unit G2,
Creativity

Welcome to

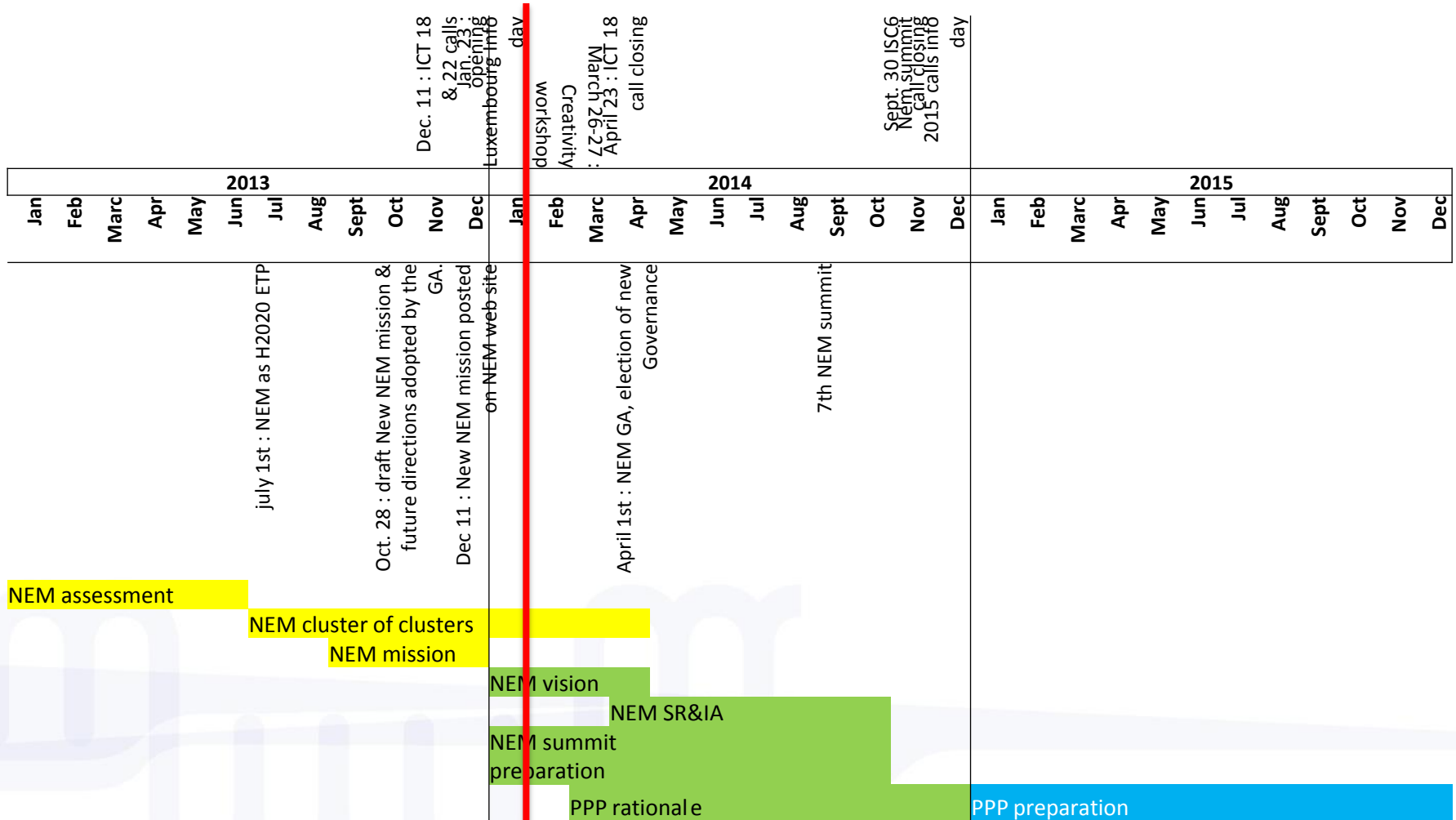
Harald TRETTENBREIN

Deputy Head of EC G1 unit,
Converging Media & Content

NEM 2014 action lines

Jean-Dominique Meunier
(Technicolor, NEM Chairman)

New NEM calendar



Strategy activities

- For the **strategy mission** (to 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) :

New NEM

- Name
- Moto
- Logo
- Legal form

Vision

- V0 : April 2014
- V1 : June 2014
- V2 : Sept. 2014
- Vf : NEM summit 2014

SRA

- V0 : April 2014
- V1 : June 2014
- V2 : Sept. 2014
- Vf : NEM summit 2014

Position Papers

- Creative industry, Creative industry and investment, Content & green, Content & cloud, Content & privacy, Content & crowd, ...

International

- Establish a strategy beyond European NEM clusters and America Latin NEM clusters

PPP

- Big data : joint the current imitative being set up
- Content : 2014 : establish a rationale and an action plan; 2015 : elaboration

ETP

- 2014 : launch the common group with Networks!/ISI ETP
- Set up relationships with some other sectors

Mobilizing activities

- For the **mobilising mission** (to mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities) :

Network content clusters and associations

Enlarge the governance to new stakeholders

Identify existing Platforms and lunch* the NEM Clubs

Involve Student and Youth

Set-up* an cutting-edge online market place (technology/business cooperation platform)

linking creative industries SMEs and providers of ICT solutions

Initiate* a cooperation / connexion Forums every 3 months in different EU locations

In cooperation with the NEM network of clusters and associations

Launch* a 2h webinar (online conference) every month targeting one of the 28 EU countries

In cooperation with the NEM network of clusters and associations

* Subject to dedicated financial means

Dissemination activities

- For the dissemination mission (to share information and enable knowledge transfer to a wide range of stakeholders across the EU) :



11h30-11h30
Break

11:30 – 12:30

International and strategic NEM activities

- Mexican Technology Platform, Alfredo Lango (Mexican TP)
- Overview on NEM international cooperation activities, Hadmut Holken (Holkenconsultants)
- NEM Vision and SRIA, Pierre-Yves Danet (Orange, NEM Vice-chair)

NEW NEM

NEM Vision & SRIA

April 2014

Objectives

- The NEM Initiative is launching creation of its Vision for the scope of Horizon 2020 and beyond. The New NEM Vision should include brief overview on technologies, services and applications, as well as further measures and activities, particularly including vision aspects of the creative industry sectors.
- The Vision document is usually created and approved by the NEM Steering Board and it has significant impact on overall expression of the New NEM towards 2020. For this version of the Vision, we are also including our new collaboration partners, representing the creative sectors. Later on, based on the Vision document, the NEM Initiative will work on establishment of its new Strategic Research and Innovation Agenda together with all NEM members.
- A tentative table of content for the New NEM Vision document can be found below. The main task we have now is to identify the main NEM drivers building the New NEM Vision and therefore we are asking all of you to provide information on the **New NEM drivers** as follows:
 - Technical aspects – status today, what do we want to achieve in time frame 2020 and beyond, and brief statement on how we can get there
 - Socio-economic aspects – current status and perspective, in particular if the vision becomes realityPlease, note that the term “Technical aspects” does not necessary mean that the vision is technology-oriented only, where we can also consider inputs on strategies, frameworks, processes, etc. The “drivers” can be understand as particular technological items related to NEM, areas of activities relevant to the NEM community, future collaboration principles, etc.

Table of Content

1) Introduction

- to build up on the mission document
- to list identified drivers of the NEM Vision
- to say a bit about NEM community, its needs and opportunities at GAs and Summits
- to present the document and its further elaboration in related NEM Strategic Research and Innovation Agenda

2) NEM Landscape and Evolution

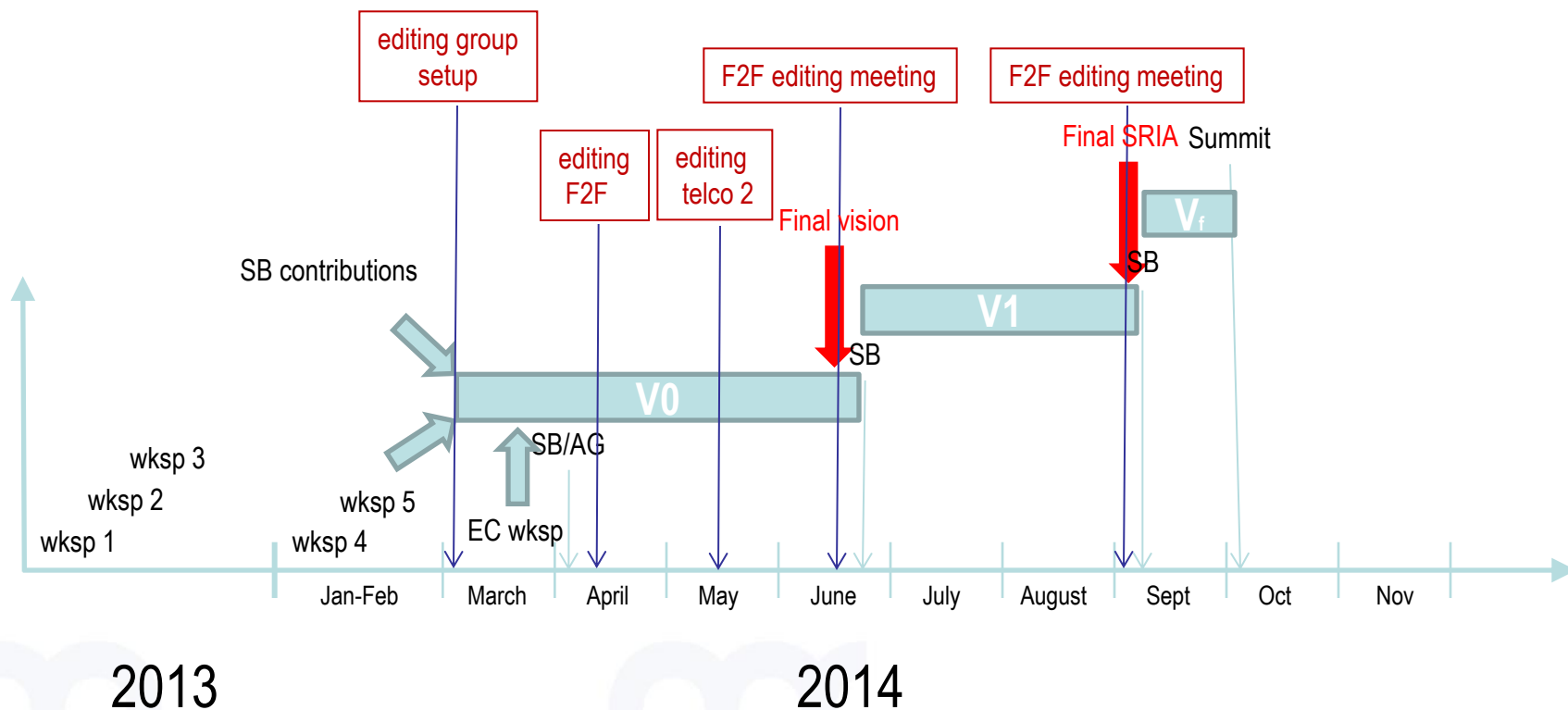
- Identification of the NEM area at large, including economical landscape
- Status and perspective of identified NEM drivers in socio-economic terms
- NEM potential

3) Research and Innovation Challenges towards NEM 2020

- Description of the NEM drivers; status (in technical terms), what do we expect/want to have in 2020, how (briefly)

4) Summary

Planning



Received contributions

1. Alcatel-Lucent
2. Orange
3. Images&Réseaux
4. Barco
5. BBC
6. Creative Industry KTN
7. Sintef
8. IT Innovation
9. Federation of European Publishers
10. Stromatolite
11. BT
12. VirtualWare Group

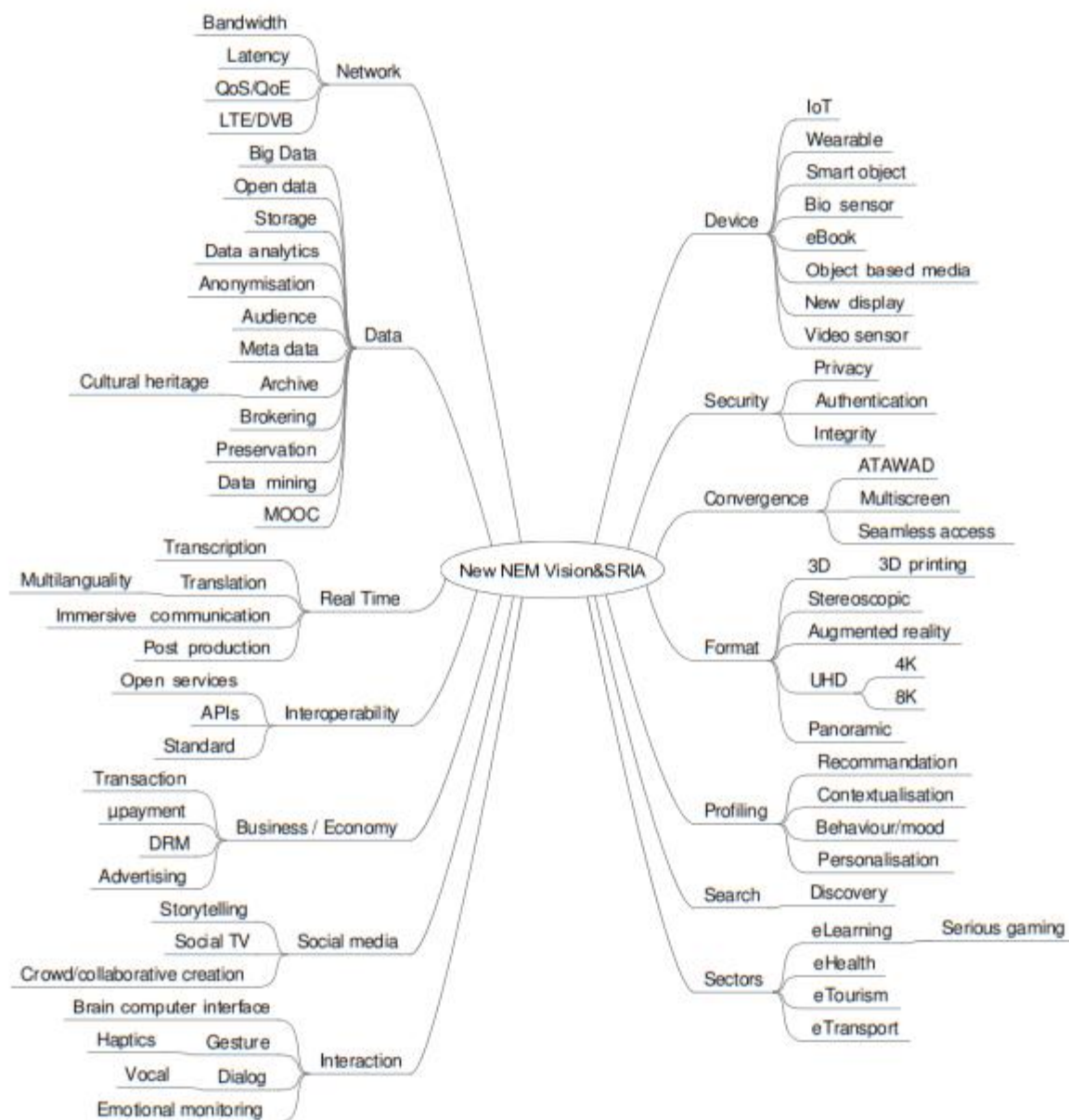
Contributions are still Welkom !

Editing group participants



First meeting in Paris on the 16th April

| Contributor name | Organisation |
|------------------------|-----------------------------------|
| Josephus VAN SAS | Alcatel Lucent |
| Augustin GRILLET | Barco |
| Andy BOWER | BBC |
| Richard J. JACOBS | BT |
| Frank BOYD | Creative Industries KTN |
| Hald HRASNICA | Eurescom |
| Enrico TURRIN | Federation of European Publishers |
| Hadmut HOLKEN | Holken Consultants & partners |
| G rard LE BIHAN | Images&R seaux |
| Paul W. WALLAND | IT Innovation |
| Pierre-Yves DANET | Orange labs |
| Roger TORRENTI | Sigma-Orionis |
| Amela KARAHASANOVIC | SINTEF |
| Michela MAGAS | Stromatolite |
| Jean-Dominique MEUNIER | Technicolor |
| Jovanka ADZIC | Telecom Italia |
| Jos  Manuel MENENDEZ | UPM |
| David JIMENEZ | UPM |
| Jon ARAMBARRI BASANEZ | Virtual Ware |
| Chris THOMPSON | Catapult |





12h30-13h30
Break

And networking !

13:30 – 14:30
Elections of the new NEM
Steering Board

Halid Hrasnica
(Eurescom GmbH, NEM Secretariat)

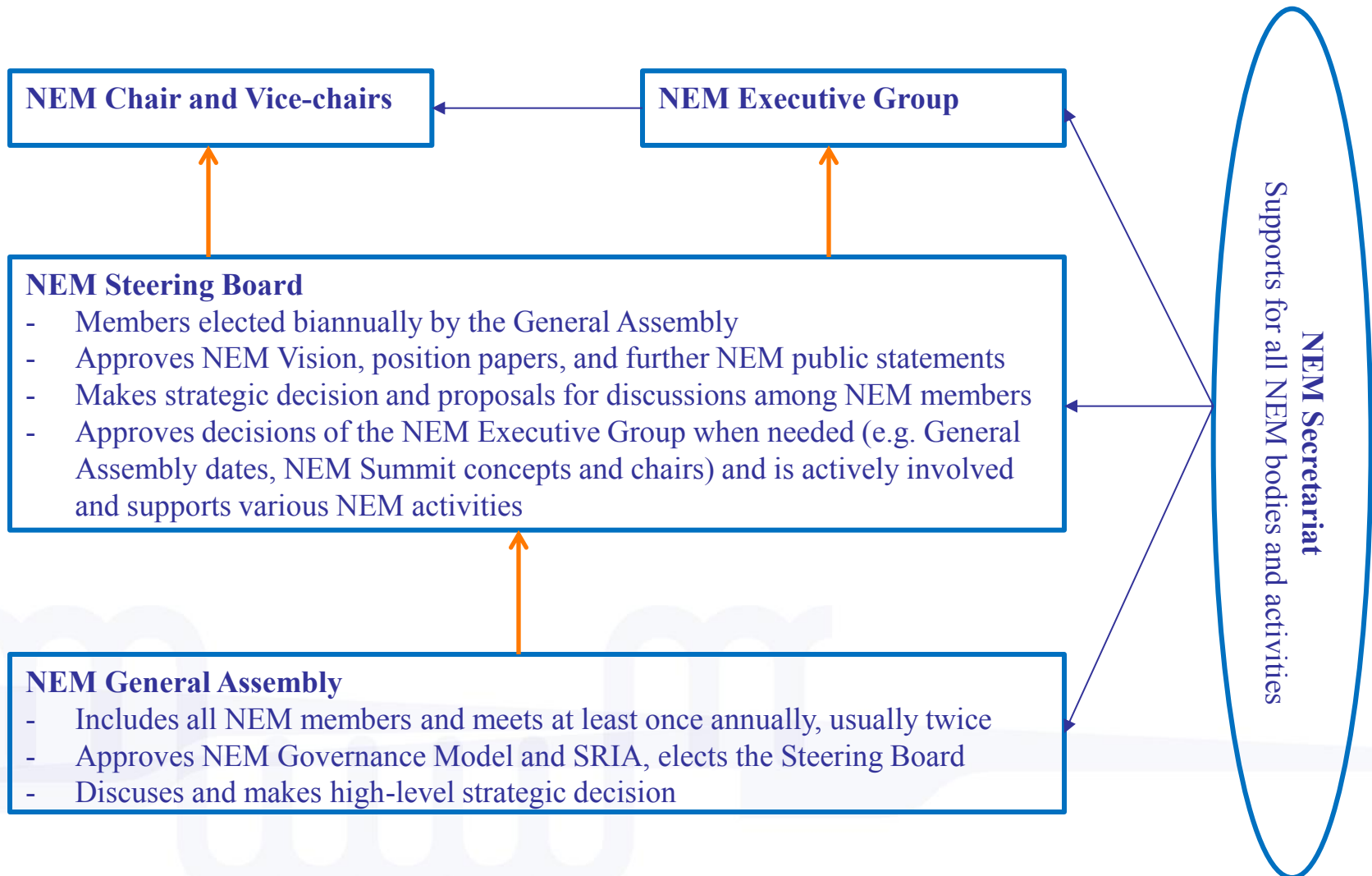
17th NEM General Assembly
1 April 2014 – Brussels

NEM Steering Board Elections

Dr.-Ing. Halid Hrasnica, Eurescom GmbH

hrasnica@eurescom.eu

NEM Governance



NEM Executive Group

- ❑ Selected by Steering Board among its members
 - Together with the NEM Secretariat takes responsibility for the day-to-day organisation, communication and logistics
 - EG members to have capacity to play a more active role in NEM activities
- ❑ Typical activities
 - Orchestration of NEM events
 - Participation in other events and NEM representation wherever appropriate
 - Preparation of suggestions and recommendations for discussion and approval by the Steering Board
 - Performing and monitoring the progress of the work
- ❑ EG structure
 - Permanent members (Chairs, Secretariat and Summit coordinators)
 - Members with assigned roles
 - EG also appoints NEM Executive Director

Election Process

- ❑ Call for nomination of candidates
- ❑ 36 open positions
- ❑ One application was considered by the NEM Executive Group as not appropriate
- ❑ 36 nominated candidates
- ❑ Plenary decision by the General Assembly

Candidates per reception

date

1. IntraCom Telecom, Artur Krukowski, Industry
2. Sigma Orionis, Roger Torrenti, SME
3. BT, Richard Jacobs, Industry
4. BBC, Andy Bower, Industry
5. Media Deals, Thierry Baujard, SME
6. IT Innovation Centre, Paul Walland, Academia and Research
7. Universidad Politécnica de Madrid, Jose-Manuel Menendez, Academia and Research
8. Madrid audio Visual cluster, Veronica Buez Cieslak, User view/SME (Clusters)
9. Engineering Ingegneria Informatica, Silvia Boi, Industry
10. Inria, Gregory Grefenstette, Academia and Research
11. Sintef, Amela Karahasanovic, Academia and Research
12. Telecom Italia, Jovanka Adzic, Industry
13. Intel, Thorsten Herfet, Industry
14. Images & Réseaux, Gerard Le Bihan,
15. Federation of European Publishers, Enrico Turrin, User view/SME (Clusters)
16. Eurescom, Halid Hrasnica, Industry
17. Fraunhofer (Fokus), Stefan Arbanowski, Academia and Research
18. Frankfurt Book Fair, Nina Klein, User view/SME
19. KTN for Creative Industries, Digital Economy and Design, Franck Boyd, User view/SME (Clusters)
20. Orange, Pierre-Yves Danet, Industry
21. Cap Digital, Nadia Echchihab, User view/SME (Clusters)
22. Dramaworks, Michael Esser, SME
23. Waterford Institutes of Technologies, James Clarke, Academia and Research
24. Alcatel Lucent, Josephus van Sas, Industry
25. Vsonix, Volker Hahn, SME
26. TNO Media Services & Networks, Rob Koenen, Academia and Research
27. Barco, Augustin Grillet, Industry
28. iMinds, Simon Ballon, Academia and Research
29. Catapult, Chris Thompson, Academia and Research
30. Tecnalía, Jesus Santamaria, Academia and Research
31. Technicolor, Jean-Dominique Meunier, Industry
32. Holken Consultants & Partners, Hadmut Holken, SME
33. IRT (Institut für Rundfunktechnik), Ralf Neudel, Academia and Research (also SME)
34. European Broadcasting Union, Simon Fell, Association
35. IN2, Alexandru Stan, Industry
36. Imaginove, Marie Soufflot, SME Cluster

Candidates (i) – Big Corporation

1. **Alcatel Lucent**, Josephus van Sas, Industry
2. **Barco**, Augustin Grillet, Industry
3. **BBC**, Andy Bower, Industry
4. **BT**, Richard Jacobs, Industry
5. **Engineering Ingegneria Informatica**, Silvia Boi, Industry
6. **Eurescom**, Halid Hrasnica, SME
7. **Intel**, Thorsten Herfet, Industry
8. **IntraCom Telecom**, Artur Krukowski, Industry
9. **Orange**, Pierre-Yves Danet, Industry
10. **Technicolor**, Jean-Dominique Meunier, Industry
11. **Telecom Italia**, Jovanka Adzic, Industry

Candidates (ii) - SME

1. **Dramaworks**, Michael Esser, SME
2. **Holken Consultants & Partners**, Hadmut Holken, SME
3. **IN2**, Alexandru Stan, SME
4. **Media Deals**, Thierry Baujard, SME
5. **Sigma Orionis**, Roger Torrenti, SME
6. **Vsonix**, Volker Hahn, SME

Candidates (iii) – Academia & Research

1. **Catapult**, Chris Thompson, technology and innovation centre, Academia and Research
2. **Fraunhofer (Fokus)**, Stefan Arbanowski, Academia and Research
3. **iMinds**, Simon Delaere, Academia and Research
4. **Inria**, Gregory Grefenstette, Academia and Research
5. **IRT (Institut für Rundfunktechnik)**, Ralf Neudel, Academia and Research
6. **IT Innovation Centre**, Paul Walland, Academia and Research
7. **Sintef**, Amela Karahasanovic, Academia and Research
8. **Tecnalia**, Jesus Santamaria, Academia and Research
9. **TNO Media Services & Networks**, Rob Koenen, Academia and Research
10. **Universidad Politécnica de Madrid**, Jose-Manuel Menendez, Academia / Research
11. **Waterford Institutes of Technologies**, James Clarke, Academia and Research

Candidates (iv) – Clusters, associations & users

1. **Cap Digital**, Nadia Echchihab, User view/SME (Clusters)
2. **European Broadcasting Union**, Simon Fell, Association
3. **Frankfurt Book Fair**, Nina Klein, User view/SME
4. **Images & Réseaux**, Gerard Le Bihan, Cluster
5. **Imaginove**, Marie Soufflot, SME Cluster
6. **Madrid Audio Visual cluster**, Veronica Buez Cieslak, User view/SME (Clusters)
7. **Federation of European Publishers**, Enrico Turrin, User view/SME (Clusters)
8. **KTN for Creative Industries, Digital Economy and Design**, Franck Boyd, User view/SME (Clusters)

15h30-16h00
Break

15:00 – 16:30

Activities in the NEM area

- **NEM: Supporting the whole of the Creative Industries value chain – from seeding ideas to product deployment**, Michela Magas (Stromatolite)
- **Visionair** project, Maciej Strozyk (PSNC)
- **FI-Content-2**, Pieter ven den Linden (Technicolor)
- **FET-ART** project, Roger Torrenti (Sigma Orionis)
- **Cre-AM** project, Lampros Stergioulas (Brunel University)

16:30 – 16:45

Meeting closure

A new logo...



NEM 2005



NEM until 2013

נעמן

NETWORKED
& ELECTRONIC
MEDIA

New NEM (transiting period)

**NEW
NEM**

A new logo...





17:15 – 17:45

Meeting of the new NEM Steering Board

Thanks
for
your
attention !