



Converging Media and Content in Horizon 2020

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Directorate G Media & Data
Unit G1 Converging Media & Content

Welcome to Beaulieu



H2020: Objectives Layout

LEIT ICT-18 (**April 2014**): Support the growth of ICT innovative Creative SMEs 14+1 (M€)

LEIT ICT-19 (April 2015): Technologies for creative industries, social media and convergence 18+21+2

LEIT ICT-21 (**April 2014**): Advanced digital gaming/gamification technologies 9+8

LEIT ICT-22 (**April 2014**): Multimodal and natural computer interaction 7,5+16+7,5

LEIT ICT-37 (several dates): ODI / SME instrument 45+45

SC REFLECTIVE 7 (**Sept 2014**): Advanced 3D modelling for accessing and understanding European cultural assets 12+2

SC REFLECTIVE 6 (April 2015) : Innovation ecosystems of digital cultural assets 10

Funding rates

For research and development projects:

up to 100% of the total eligible costs.

For innovation projects:

up to 70% of the costs, (non-profit entities up to 100 %)

In all cases indirect costs will be covered by a flat rate of 25% of the direct costs.

Horizon 2020

Shared objectives and principles

Societal Challenges

1. Health, demographic change and wellbeing
2. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy
3. Secure, clean and efficient energy
4. Smart, green and integrated transport
5. Climate action, environment, resource efficiency and raw materials

6. Europe in A changing world - inclusive, innovative and reflective societies

7. Secure societies - protecting freedom and security of Europe and its citizens

Industrial Leadership (LEIT)

- **Leadership in enabling and industrial technologies**
- **Access to risk finance**
- **Innovation in SMEs**

Excellence in Science

- European Research Council (ERC)
- Future and Emerging Technologies (FET)
- Marie Curie Actions
- Research infrastructures

Common rules, toolkit of funding schemes

Horizon 2020: **LEIT**

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ICT-18 (2014)

Support the growth of ICT innovative
Creative SMEs

HORIZON 2020



TWITTER:
EMAIL:

@ICTCREATIVITYEU
CNECT-CREATIVITY@EC.EUROPA.EU

Actions:

ICT18.a Innovation actions: 14 EUR million

Technology transfer of innovative ICT solutions to creative SMEs

ICT 18.b Coordination and Support Actions 1 EUR million

Connect creative industries with sources of funding

ICT 19 (2015)

Technologies for creative industries, social media and convergence



HORIZON 2020

A) TWITTER:

A) EMAIL:

B&C) EMAIL:

@ICTCREATIVITYEU

CNECT-CREATIVITY@EC.EUROPA.EU

CNECT-G1-RESEARCH@EC.EUROPA.EU

Actions:

ICT19.a Research & Innovation actions: 18 EUR million
Technologies and tools to support creative industries in the creative process from idea conception to production.

ICT19.b Innovation actions: 21 EUR million
Convergence broadcast-band; search; immersive

ICT 19.c Coordination and Support Actions 2 EUR million
on Convergence and Social Media

Technologies for creative industries

ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

- Expected *Small project* proposals (2-4 M€ funding)
- Research in new technologies and tools to support creative industries in the creative process from idea conception to production.
- Requirements:
cost effective
Intuitive
demonstrated in real-life environments relevant for the creative industries (*such as advertising, architecture, arts, design, fashion, films, music, publishing, video games, TV and radio*)

Actions:

ICT19.a Research & Innovation actions: 18 EUR million
Technologies and tools to support creative industries in the creative process from idea conception to production.

ICT19.b Innovation actions: 21 EUR million
Facilitate convergence and integration between broadcasting

ICT 19.c Coordination and Support Actions 2 EUR million
on Convergence and Social Media

Convergence & Social Media

ICT 19 – 2015 – Call 2 b) and c)

1. What is ICT 19 b) looking for?

Innovation actions

- New services, pilots, large scale demonstrations

On...

- **Interactive / Convergence**
 - Integration of broadcasting, Internet based services, audiovisual and social media
- **Multimodal multidisciplinary search**
 - Any type of content: 3D, user generated, real-time, social media
- **Immersive environments**
 - Any device, always connected, surrounding, multi-sensory, interactive

Convergence & Social Media

ICT 19 – 2015 – Call 2 b)

Relevant project portfolio examples:

- **Interactive/Convergence:** HBB-Next, HBB4All, Reveal
- **Multimedia search/ Social Media Analytics:** SocialSensor, Reveal, Cubrik,
- **Inmersive:** Fascinate, Reverie

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Convergence & Social Media

ICT 19 – 2015 – Call 2 c)

1. What is ICT 19 c) looking for?

Coordination and Support Actions

- Increase cooperation between policy and research on Converge and Social Media
- Support on Convergence and Social Media activities (dissemination, research roadmap,...)

ICT 21 (2014) Advanced digital gaming/gamification technologies



HORIZON 2020

**MARCO MARSELLA, DEPUTY HEAD OF UNIT
INCLUSION, SKILLS AND YOUTH
DIRECTORATE GENERAL, COMMUNICATIONS NETWORKS, CONTENT AND TECHNOLOGY
EMAIL: MARCO.MARSELLA@EC.EUROPA.EU**

Actions:

ICT21.a Research & Innovation actions: 9 EUR million

Multidisciplinary research experimentations and collaboration

ICT21.b Innovation actions: 8 EUR million

Technology transfer and new non-leisure applications

ICT 22 (2014) Multimodal and natural computer interaction



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- A) ALEKSANDRA WESOLOWSKA (PROJECT OFFICER, UNIT G.3 - DATA VALUE CHAIN)**
- B) MARCO MARSELLA (DEPUTY HEAD, UNIT G.4 - INCLUSION, SKILLS & YOUTH)**
- C) PHILIPPE GELIN (PROJECT OFFICER, UNIT G.2 - CREATIVITY)**

**Multimodal & Natural
human-computer interaction**

ICT 22 – 2014 – Call 1

Actions:

ICT22.a Research & Innovation actions: 7.5 EUR million

Interactive information retrieval systems

ICT22.b Research & Innovation actions: 16 EUR million

Assisting people with disabilities

ICT21.c Innovation actions: 7.5 EUR million

Technology transfer, wide and open for HCI

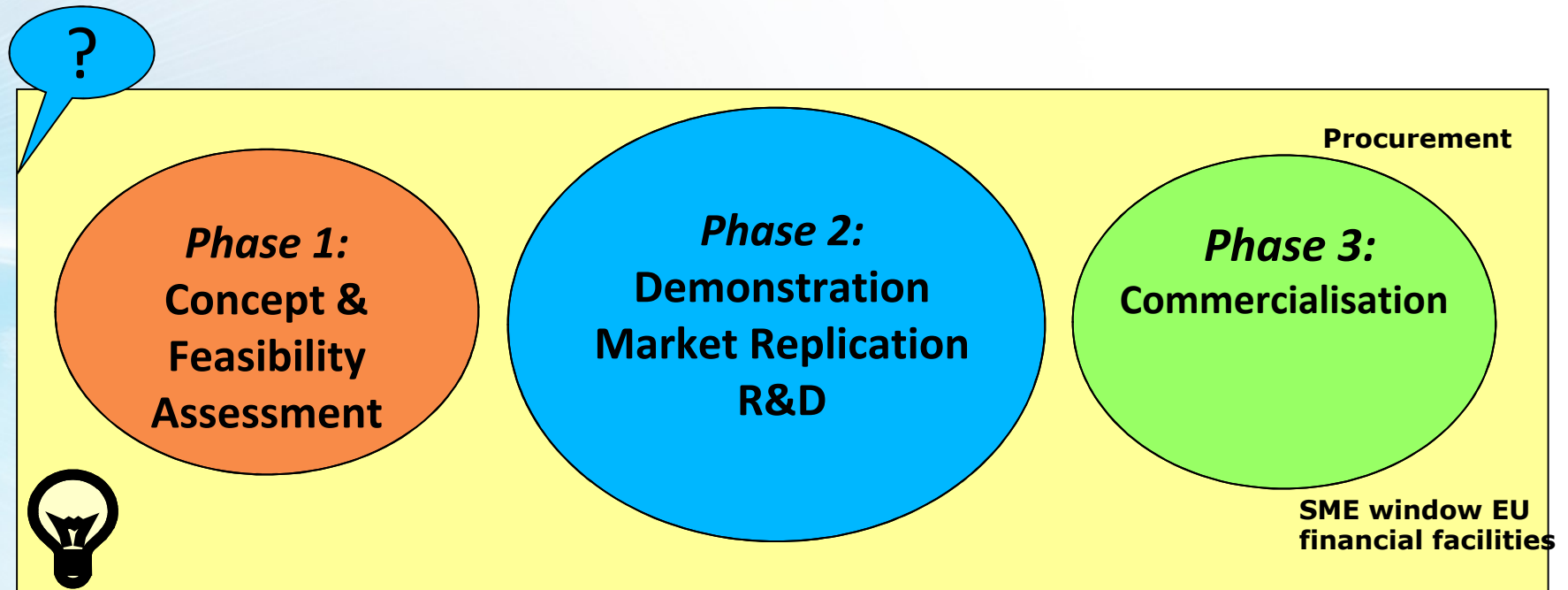
ICT 37 (2014-15)
OpenDisruptiveInnovation / SME instrument

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PIERRE MARRO
DG CONNECT / INNOVATION
PIERRE.MARRO@EC.EUROPA.EU

SME instrument



Volumes and funding (overall ~2,8 B€ over 2014-2020)



Open Disruptive Innovation - ICT LEIT

Implementation: SME instrument

Budget: 90M € for 2014-15 (45 M€ per year)

Funding: lump sum 50k€ phase1;
0.5 to 2.5 M€ phase2; 70% of eligible costs

Scope: No restriction on ICT area

"Disruptive ICT innovation":

Innovative ICT concept, product and service applying new sets of rules, values and models which ultimately disrupt existing markets

Cut off dates (TBC):

indicative 18/06/2014; 24/09/2014; 17/12/2014 for phase 1; Oct/Dec. for phase 2 (opening 01/03/2014) – subject to confirmation

Societal Challenges

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EMAIL: CNECT-DIGICULT@EC.EUROPA.EU
TWITTER: [@DIGICULTEU](https://twitter.com/DIGICULTEU)

Horizon 2020: SC

Shared objectives and principles

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Societal Challenges 6

Indicative Budget (€ 3,6 billion over H2020)

	Inclusive, innovative and reflective societies – WP 2014-2015
EURO	Call for Overcoming the Crisis: New Ideas, Strategies and Governance Structures for Europe
YOUNG	Call for the Young Generation in an Innovative, Inclusive and Sustainable Europe
REFLECTIVE	Call for Reflective Societies: Cultural Heritage and European Identities
INT	Call for Europe as a Global Actor
INSO	Call for New Forms of Innovation

REFLECTIVE 7(2014)
Advanced 3D modelling for accessing and
understanding European cultural assets

HORIZON 2020



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2014 - REFLECTIVE 7: Advanced 3D modelling for accessing and understanding European cultural assets

Actions:

R7.a Research & Innovation Action : 12 EUR million

Fast, low cost & high quality 3D models

R7.b Coordination and support actions : 2 EUR million

Standard formats for the semantic-aware 3D modelling of Europe's cultural heritage

REFLECTIVE 6 (2015)

Innovation ecosystems of digital cultural assets



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CNECT-DIGICULT@EC.EUROPA.EU

TWITTER:

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2015 - Reflective 6

Innovation ecosystems of digital cultural assets

Innovation Action (70%)

Support and promote access and reuse of cultural heritage resources.

Target:

- **Enable new paths towards analysing and understanding Europe's cultural and intellectual history**
- **And/or Bring cultural content to new audiences in novel ways**

How:

- **Develop new environments, applications, tools and services of digital cultural resources**

H2020 SUMMARY AND CONTACTS

Action	Unit	Budget (M€)	Contact (@ec.europa.eu)
ICT-18	G2	15	Philippe.Gelin
ICT-19	a) G2 b)c) G1	41	a) Philippe.Gelin b) & c) CNECT-G1-RESEARCH
ICT-21	G4	17	marco.marsella
ICT-22	a) G3 b) G4 c) G2	31	a) Aleksandra.Wesolowska b) marco.marsella c) Philippe.Gelin
ICT-37	F2	90	Pierre.Marro
REFLECTIVE-6	G2	14	Albert.Gauthier
REFLECTIVE-7	G2	10	Albert.Gauthier



Thank you!