

New European Media SRIA

The new NEM European Technology Platform

Pierre-Yves DANET, NEM vice chair, Orange Labs Research

Brussels, 29 September 2014

Objectives

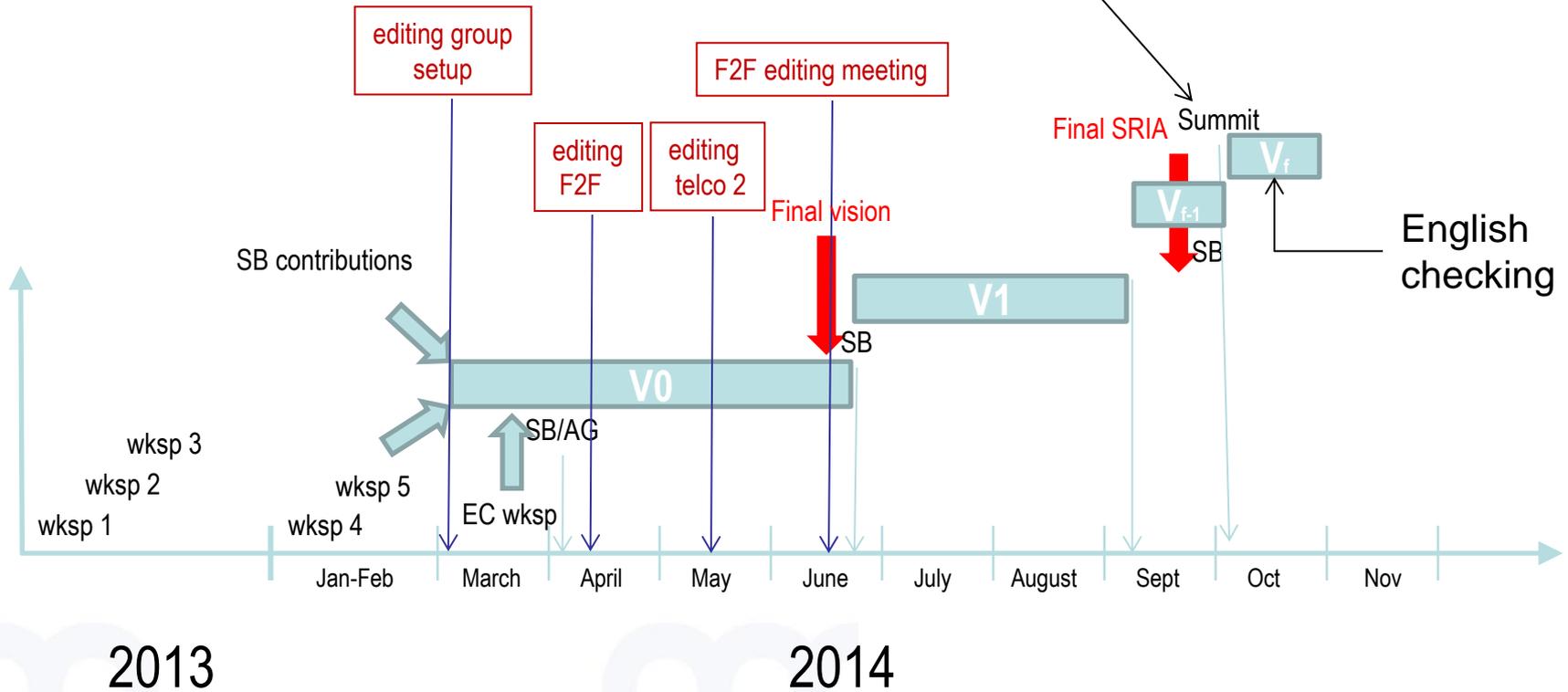


- The NEM Initiative is launching creation of its Vision for the scope of Horizon 2020 and beyond. The New NEM Vision should include brief overview on technologies, services and applications, as well as further measures and activities, particularly including vision aspects of the creative industry sectors.
- 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.

Time Line



Approval



23 active contributors

Vision hot topics



- Sectors :
 - creative industry who are the stakeholders,
 - what are the content ?
- Trends :
 - User : nb of connected people, nb of connected devices/object, nb of tera bytes of creative/media content
 - Business & market : content industry, sectors covered (fashion, A/V, gaming, publisher, ...)
 - Technologies :
 - Networks (wired/wireless/satellite)
 - Devices
 - Evolution of the business value chain
- Needs :
 - users (societal challenges : Where do the technologies facilitate the user life),
 - business (workflow)
 - Which vertical markets ? entertainment, education, health, tourism, ...

Foreseen innovations



- Content creation
 - Professional, user generated, smart objects (IoT), collaborative/crowd creation, storytelling, Open data
- Content personalisation & recommendation
 - Personal data, privacy
 - Emotional monitoring, user behaviour
- Content processing
 - Storage, cloud
 - Brokering, aggregation
 - New formats (UHD, 3Dvideo&sound, holographic) , virtual & augmented reality, metadata,
 - Post production
 - Accessibility
 - Data analytics
 - Content search
 - Compression performance
- Content distribution
 - ATAWADAx on any networks seamlessly
 - Application able to configure the network according to needs (bandwidth, latency, security, ...) (linked to business model)
- Content consumption
 - Rights management, content protection
 - User interaction/accessibility/Interface design/natural interaction
 - Transaction (payment,
 - Immersive devices (connected TV, glasses, windscreen, ...)
 - Translation

Document content (1/2)



- I- Foreword
- II- Vision hot topics
 - II.1- Sectors
 - II.1.1- Creative & content industry who are the stakeholders ?
 - II.1.2- What is the content ?
 - II.2- Trends
 - II.2.1- Users
 - II.2.2- Business & market
 - II.2.3- Technologies
 - II.2.4- Evolution of the business value chain
 - II.3- Needs
- III- Foreseen innovations
 - III.1- Content creation
 - III.1.1 Overview & Context
 - III.1.2 Creation of Audio/Visual Content
 - III.1.3 Digital Cinema
 - III.1.4 Publishing, Books and Text-based Digital Media
 - III.2- Content personalisation & recommendation
 - III.2.1- Personal data, privacy
 - III.2.2- Emotional monitoring, user behaviour
 - III.2.3- Open&Big Data
 - III.2.4- User personalisation and individual experience

For each chapter, one could find a description of the challenges and a list of the corresponding research topics

Document content (2/2)



- III.3- Content processing
 - III.3.1- Storage, cloud
 - III.3.2- Brokering, aggregation
 - III.3.3- New formats (UHD, 3Dvideo&sound, holographic), virtual & augmented reality
 - III.3.3- New formats (UHD, 3Dvideo&sound, holographic), virtual & augmented reality
 - III.3.4- Metadata
 - III.3.5- Post production
 - III.3.6- Accessibility
 - III.3.7- Data analytics
 - III.3.8- Content search
 - III.3.9- Compression performance
- III.4- Content distribution
- III.5- Content consumption
 - III.5.1- Rights management.
 - III.5.2- User interaction
 - III.5.3- Visualization end points
 - III.5.4- Media convergence
 - III.5.5- Transaction (payment)
 - III.5.6- Translation
 - III.5.7- Accessibility
- IV- International cooperation
- V- Potential PPP
 - V.1- Technology locks
 - V.2- Potential stakeholders
 - V.3- Expected impact
 - V.4- Potential business areas
 - V.5- Expecting deliverables
 - V.6- Program phases
- VI- Conclusion

Joined NEM/Networld2020

WG



- Objective is to push requirements from content & media domain in order to influence Network and service research (usage push) but also should have to share network and service innovation (techno push) that could offer new possibilities to content providers and creative industries.
- 32 organisations are registered in the group
- A first meeting has been organised on 3 September with 12 participants (6 from each ETP)
- From the NEM perspectives the discussions focusses on content distribution part. The idea was to check what should be the impact of existing requirements on the Network
- 4 topics have been identified as such. The future networks should :
 - 1. Support better latency / real time (games) : SLA (section 3.1.5) + ...**
 - A need to define an interface fitting the content application needs.
 - What the application should do to solve a bad latency ?
 - 2. Could be configured according the content requirements : SLA (section 3.1.5)**
 - A need for content application to identify the parameters that have to be passed to the network
 - 3. Support Quality of Experience placement of content in the network, graceful degradation, complexity hiding**
 - 4. Allow for handling big data (network for big data) - See with NESSI**
- These 4 topics will be identified in both SRIA and further sessions will be organised in order to address other common activities such as International collaboration but also identification of cross projects

Thanks
for
your
attention !

To become NEM member → <http://nem-initiative.org>