

CRe-AM contribution to Creative
Industry roadmap:
**State-of the-Art, visions, desired future
scenarios and recommendations**

Creativity REsearch Adaptive roadMap



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Aim of CRe-AM

Aim: to provide a collaboration bridge between the communities of ICT and the Creative Industry, and to provide consultation and support to both ICT and creative sector stakeholders and communities via a long-term **Roadmapping service** with which they can actively engage

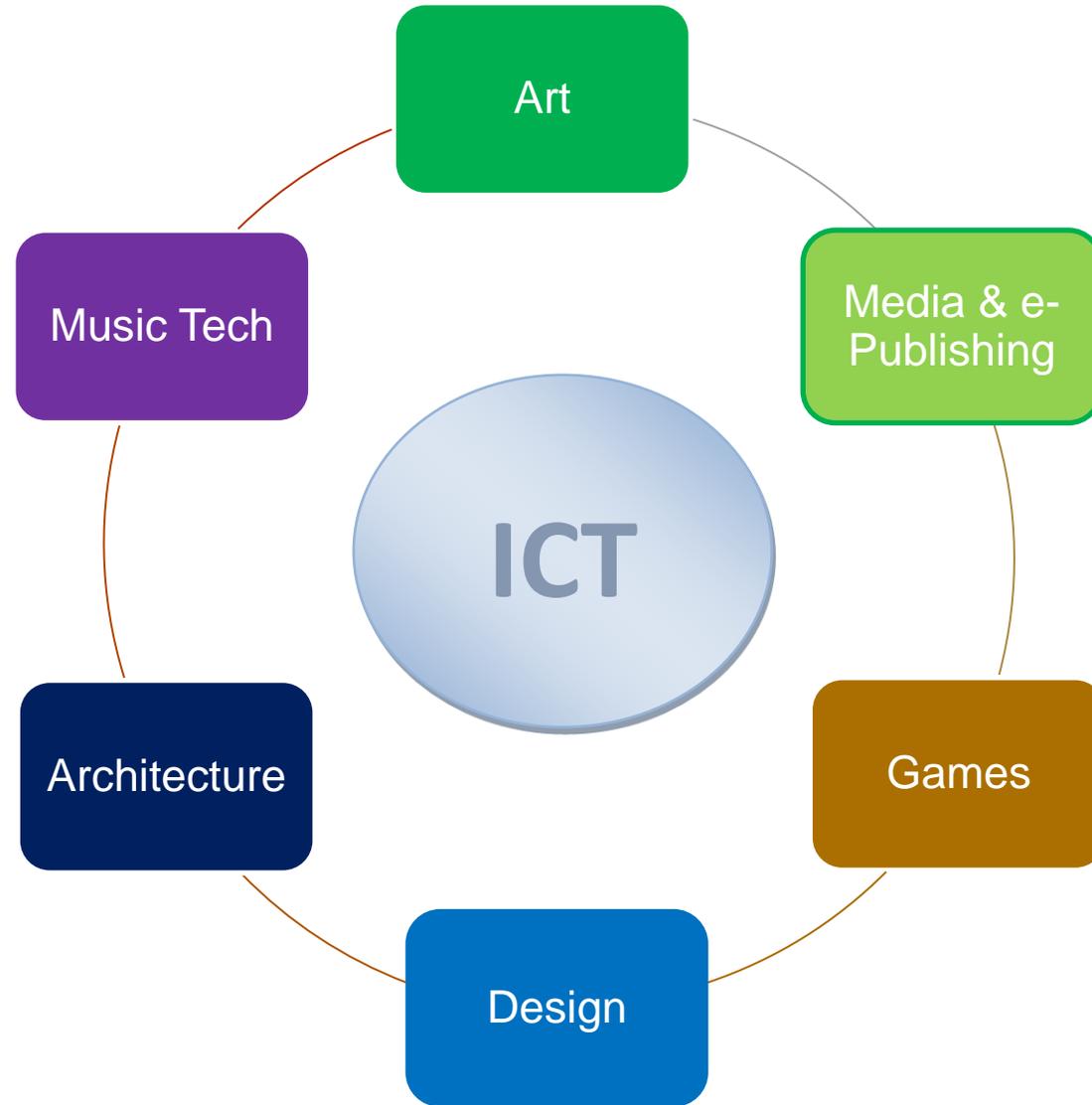
Main Objective:

- To engage communities in roadmapping process, capture their future desire and to empower them to build and maintain their own dynamic roadmaps

Target Users:

individual creators/workers and professionals; SMEs; creative groups; creative communities, clusters, and organizations.

CRe-AM Sector Groups of Creative Industry Stakeholders



Mapping/Roadmapping:

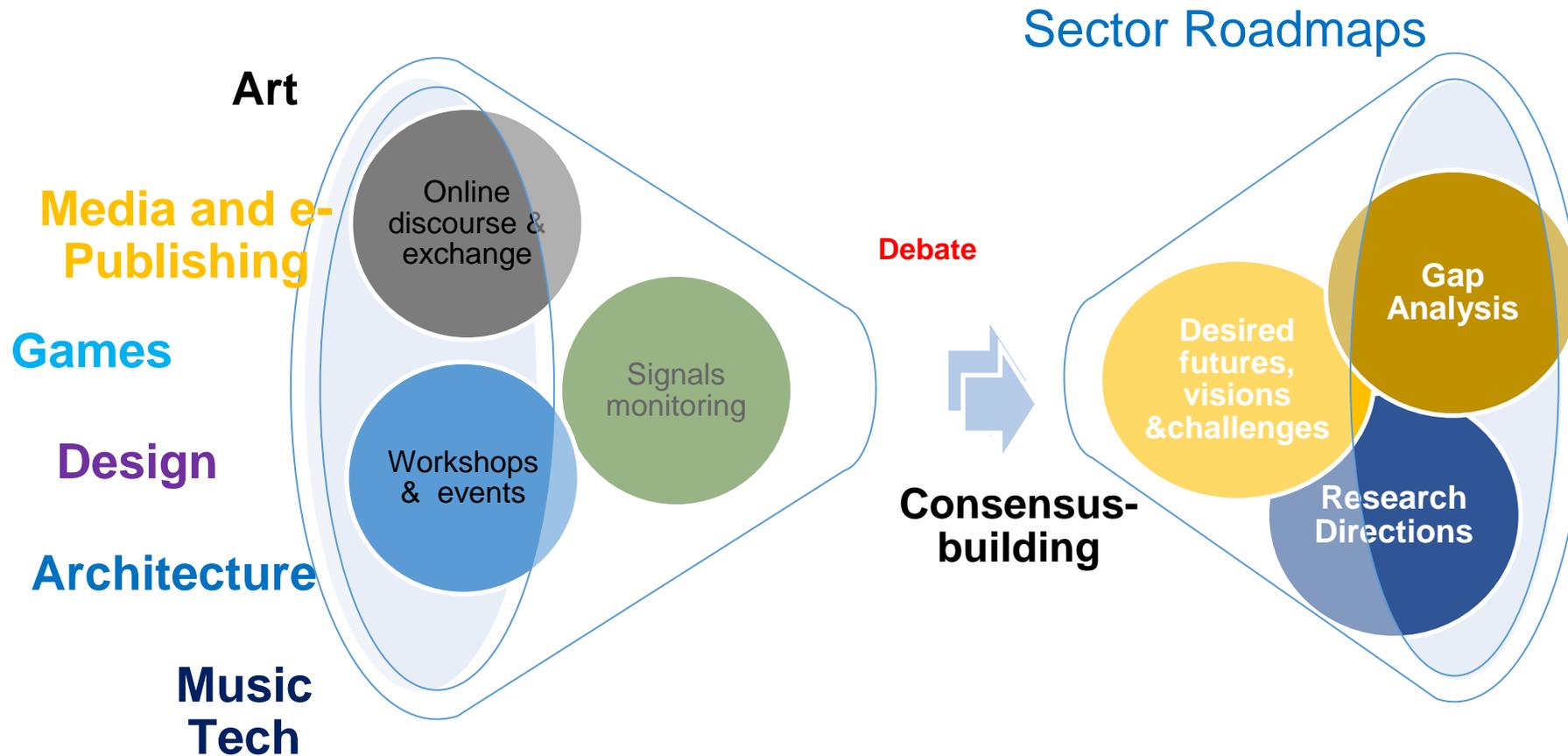
CRe-AM focuses on **Mapping** and **Roadmapping** of the use of ICT in the European creative sector

Mapping: state-of-the-art, emerging technologies (*Observatory*)

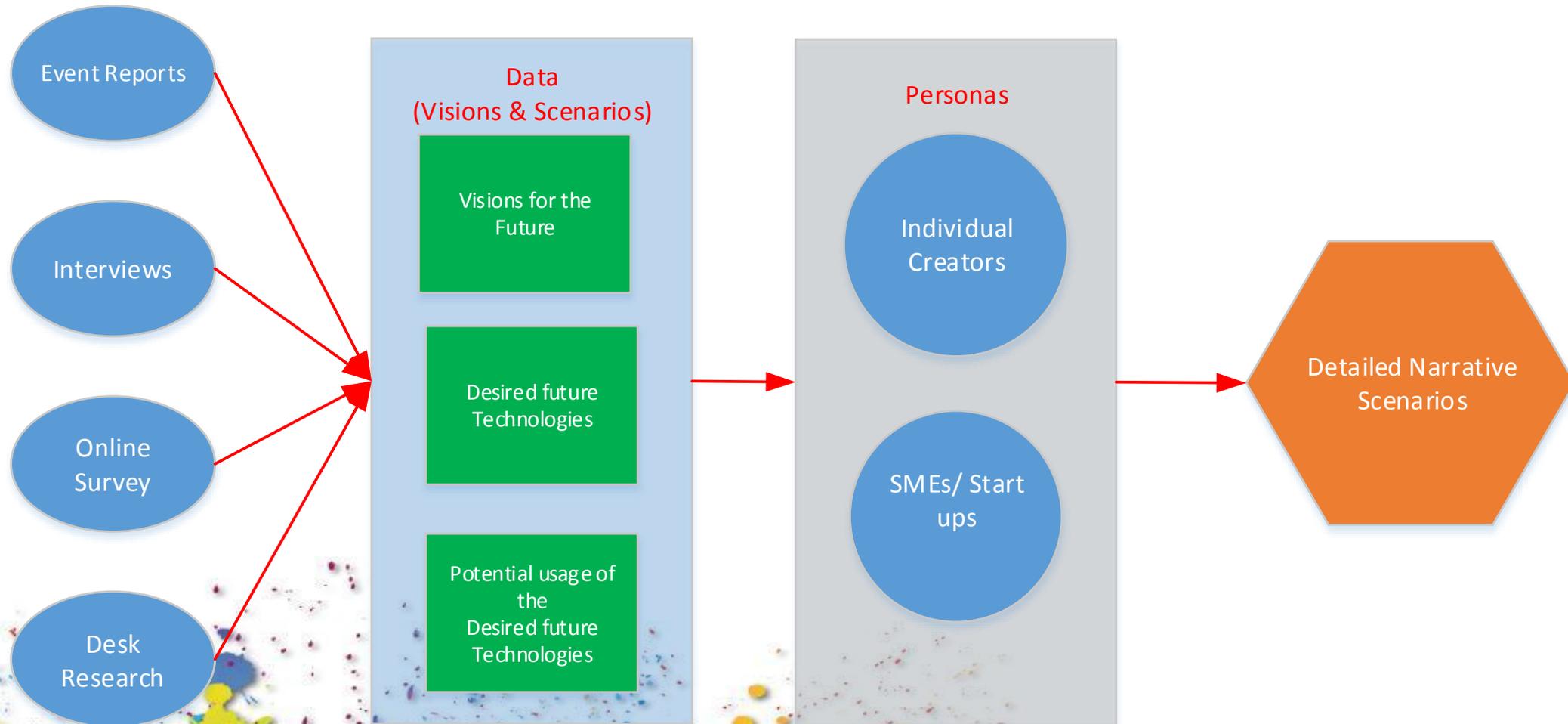
Roadmapping from the perspectives of:

- Stakeholder groups (sector defined) – art (incl. crafts), media/digital media/new media, e-publishing, design, games, architecture, & music technology
- Relevant ICT research and practice
- EU policy (Policy roadmapping to provide inputs to EU Policy framework and Horizon 2020)

Roadmapping: Engagement, Alignment, Dissemination and Forward-looking

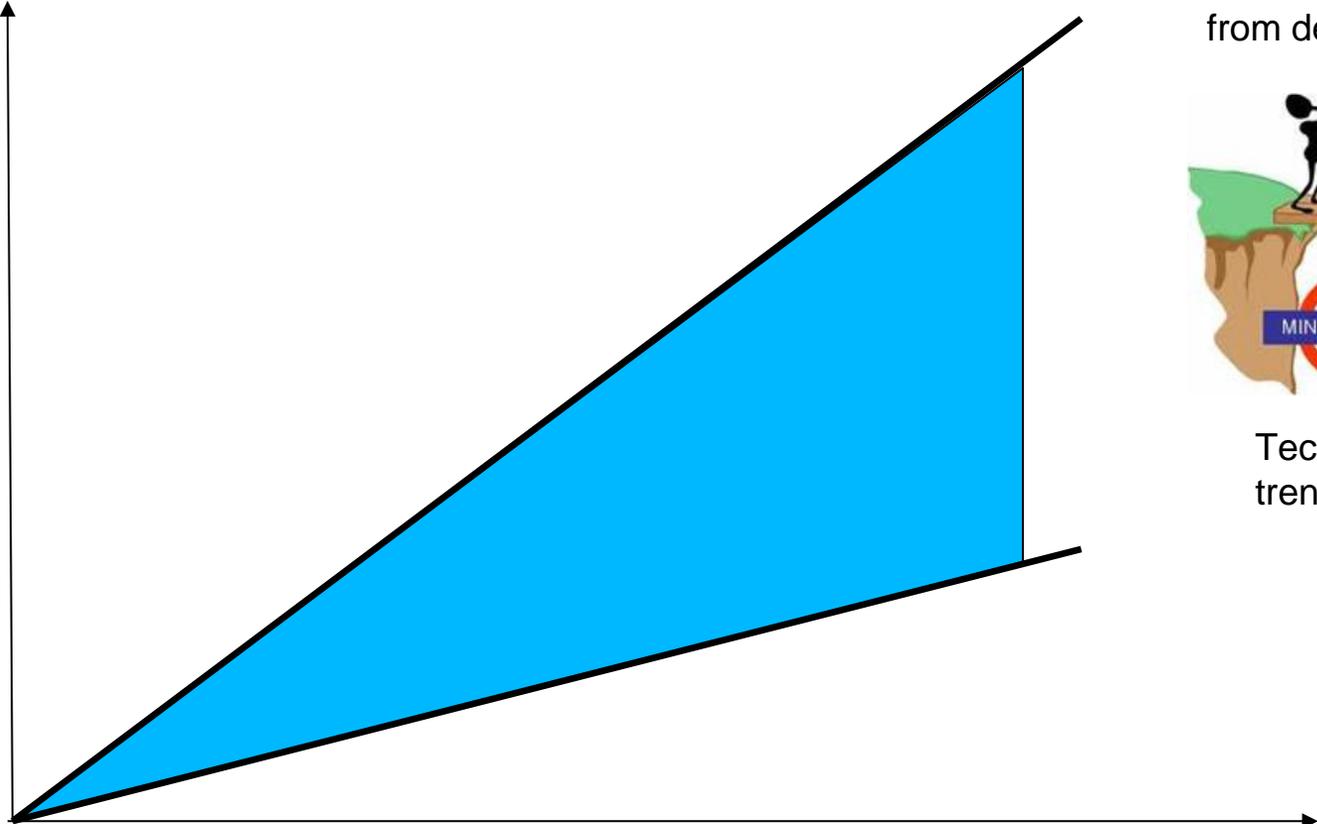


Scenario Building Methodology



Gap analysis

Technologies



Technologies from desired scenarios



Technologies trends

time



Visions and desired future scenarios

Media & e-Publishing

Creativity REsearch Adaptive roadMap



Visions Media & e-Publishing (I)

- Real-time creative content production
- Live content other than text-based mediums
- Use media to enhance community cooperation and empathy building
- Technologies less dependent to marketing
- Incorporation of social media and better streaming facilities
- Merging of various platforms and more social network interactions



Visions Media & e-Publishing (II)

- New multisensory tools that facilitate creation, development and access to media contents
- New forms of narrative and self-presentation
- New software and hardware to enhance narration
- Users at the center of the editorial process
- Media sector to have technologies that utilise big data better and provide more secure, personalised spaces in which to consume
- New tools for creating, processing, and communicating narratives and stories also viral using multi-channels

“users at the center of the editorial process: they want to create own content and magazines”

Desired Future Scenarios Media & e-Publishing (I)

- Intelligent, scalable and other technology, and adaptive networks, including mobile networks
- New middleware to address the bottleneck in the network between the user and the Cloud
- Single sign-on to allow media companies to give users one login and collect data for the production of users' profiles
- New IPR management technologies for content creation
- Better speech to text software
- Portable platforms beyond the mobile phone
- Scanner for digital content that trawls the web looking for creators' content (global digital rights owners database)
- Technology to facilitate for the understanding of Audience, offer real experience and tag them
- Open-source, searchable, traceable and rich archive

Desired Future Scenarios Media & e-Publishing (II)

- Technologies for user manipulation in live streaming
- Engaging technology for real user participation
- Technology for narrowcasting then broadcasting
- Bring in the younger generation into discussion on technological development is important. This needs to be done at an intellectual level which does not patronise young people
- Multi-streaming technology
- 4-8k streaming
- Transmedia storytelling (or multiplatform storytelling)
- GPS/location based automated narratives

Initial Roadmap in terms of Recommendations for new Technologies



Recommendations for New Technologies

- Location-based automated narratives
- New haptic Technologies for story-telling
- Hybrid systems combining 3-D printing, e-videos (pop-up)
- Increased broadband width to alive live content
- Wi-Fi Tracking
- Tools that allow narrative designers to create complex, semi-automated story development with/without the need to know about writing/scripting
- Interface for easy handling or a quick communication via voice/sound or an automatic audio hint that can easily be matched to the task



MIND THE GAP

Recommendations for New Technologies



MIND THE GAP

- “Building Blocks” that allow more people a much faster and cross-sector creation (for better collaboration i.e. with narrative designers)
- Interactive systems, virtual reality, collaborative ICT creative environments
- Crowdsourcing platforms
- Big Data crunching technologies
- Interactive three-dimensional display system
- New interoperability standards and technologies
- Infrastructure for the 4K-8K broadcasting

CRe-AM Consortium



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Thank you!