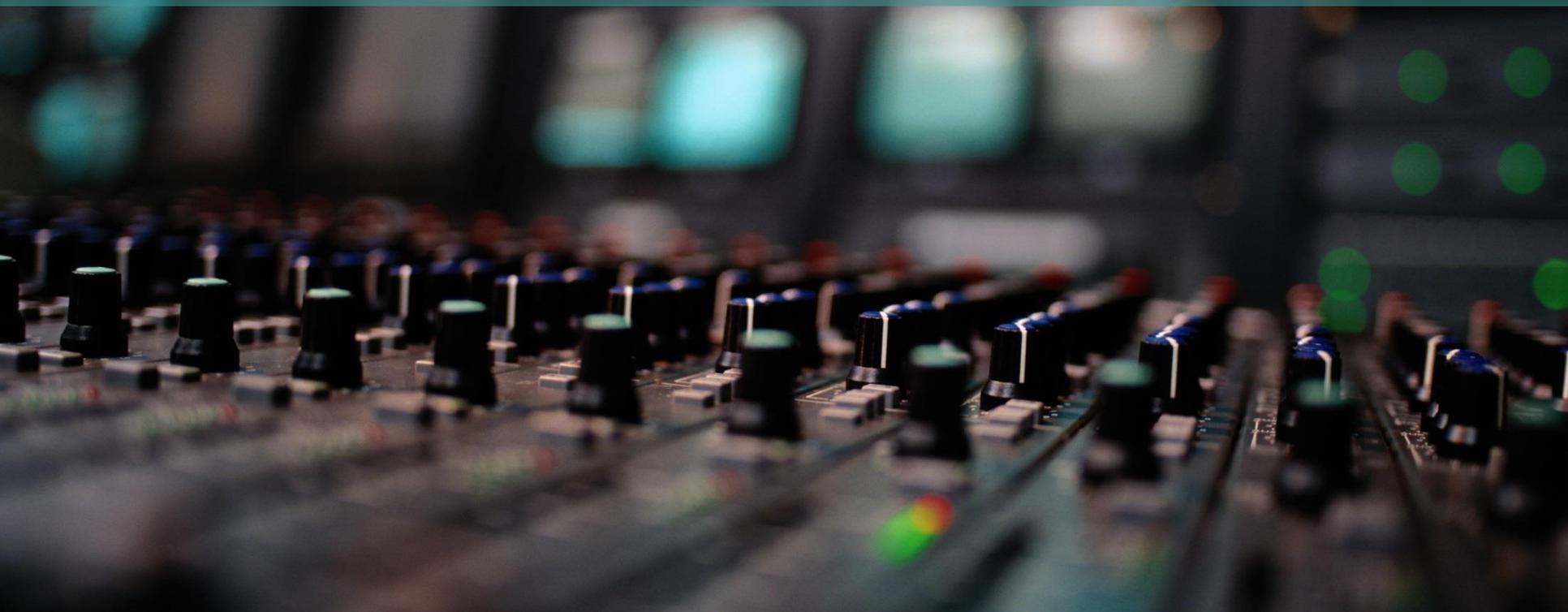


NEM Portugal: The new media in Portugal in European context



PÓLO DE COMPETITIVIDADE DAS TECNOLOGIAS
DE INFORMAÇÃO, COMUNICAÇÃO E ELECTRÓNICA



Cofinanciado por



PROGRAMA OPERACIONAL FACTORES DE COMPETITIVIDADE



QUADRO DE REFERÊNCIA
ESTRATÉGICO
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PORTUGAL 2007-2013



Fundo Europeu
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NEM Portugal - what it is and objectives

- an initiative mirror to NEM in Portugal
 - to foster the interaction among creative and technology players within the portuguese media industry
 - to facilitate interaction of Portuguese players with the relevant European platforms
 - to provide the means to align Portuguese interests with the strategies of the media industry at the European level
 - acting as a privilege medium to disseminate common Portuguese interests and expertise to the European community

NEM Portugal - objectives

- it will support the development of an European strategy for the new media in Portugal
 - providing guidance and visibility to the currently highly fragmented market to enter into the global market
 - providing a privilege channel for European players to establish links with Portuguese counterparts

NEM Portugal - how will it work?

- The intention is to closely follow the operating mode of NEM
 - similar management structure
 - similar types of actions to be promoted
 - one or two annual meetings
 - preparation of position papers
 - identification of potential areas for collaboration
 - presentation of results to NEM during the GA

NEM Portugal - what happened so far?

- First event to raise awareness of this initiative held on the 9th in the city of Porto
 - participation of key players within the Portuguese media industry
 - public TV broadcaster, newspapers, telecom operators, independent media producers, technology SMEs, scientific community
 - initial Web site launched, accepting registrations of members

NEM Portugal - immediate steps

- interim commission led by INESC Porto, ADDICT (portuguese cluster of creative industry), TICE (portuguese cluster of telecom and information technology) and 2 technology SMEs with already good international projection
 - preparing the documents with the mission, structure and activity plan for the first two years
 - which will be submitted for approval to the registered members during the first official NEM Portugal meeting to be held Dec2014-Jan2015



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Thank you so much for your attention!

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