DIGITAL STORYTELLING POWERED BY NEW AND EMERGING TECHNOLOGY

digital storytelling

social media

AR

3 D

semantic web

multilingual

multimedia

big data

geolocal

nem
New European Media
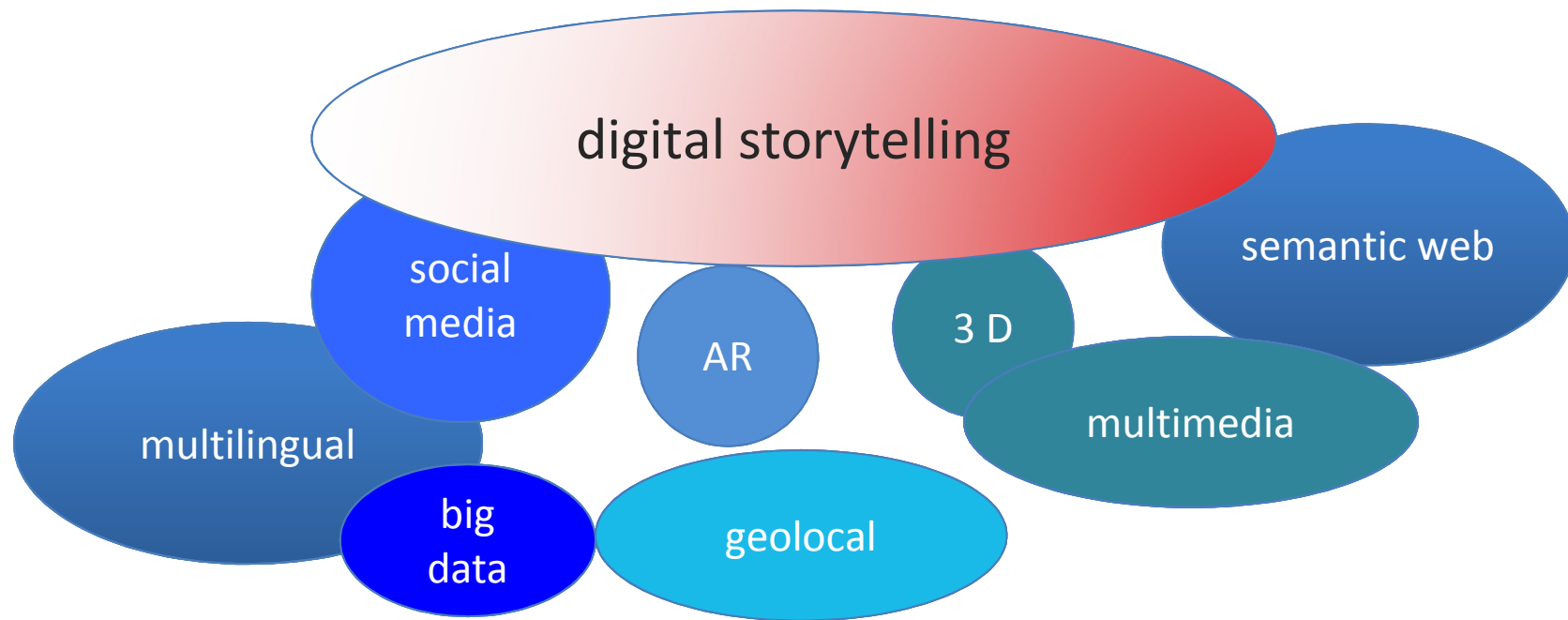
The Frankfurt Book Fair – Who we are ...

7100 exhibitors from 100 countries 270.000 visitors
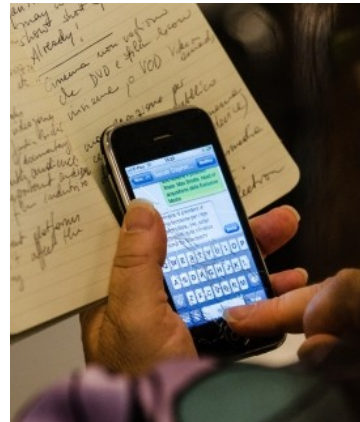
Film, Games & Book = new business, new user experience
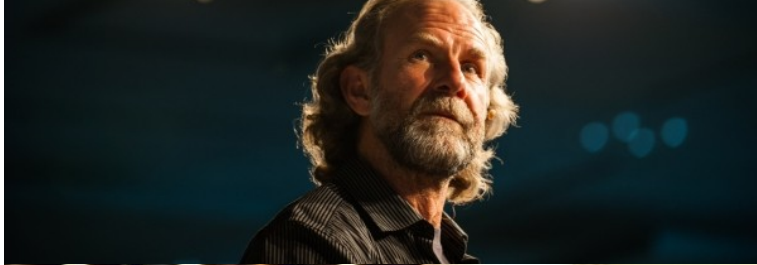
500 Matchmakings

Film and Literary Agents

Producers and Developers

Screenwriters and Storytellers

All-media Conference

Exhibition area

Educational Media

Interactive Festival

The Frankfurt StoryDrive conference:
"Storytelling & Storyselling"

Digital storytelling at the intersection between policy, technology and research – CSA ICT 19/ Horizon2020

LOTS OF SMALL FISH

... make up the ecosystem of e-publishing

- **publishing = one of the biggest creative industries in Europe**
- **similarities & synergies with adjacent creative content sectors like press, film, games, animation, design, illustration (media convergence)**
- **small scale structure = diversity and lots of ideas, lots of start-ups**
- **Low barriers to entry = expanding universe of publishing, with new entrants both big, small and micro-sized**
- **At the same time, the big and huge players transform themselves into giants (media concentration)**

INNOVATION: THE SME SIDE

What SMEs from e-publishing have:

- creative ideas
- competence in storytelling and in storyselling
- competence in innovation & in bringing new user-oriented technologies to the markets

INNOVATION: THE SME SIDE

What they lack:

- structured access to R&D which is easily applicable to their needs
- structured access to latest technological innovations tailored to epublishing needs
- being part of a bigger network of the creative industries
- access to policy makers & tailored business support measures

ACCESS TO R&D: THE RESEARCH SIDE

R&D in the creative industries: quite different from what R&D usually looks like:

- **"geared towards resolving 'product', 'process' and 'business model' uncertainties involving the novel application of technologies rather than scientific and technological ones per se" (Hasan Bakhshi et al., _Manifesto for the Creative Economy_)**

- **[outcome of a qualitative Europe-wide survey](#) by _Technology and Innovation for Smart Publishing_ (TISP) in cooperation with _New European Media_ (NEM): more than 67% of over 120 respondents (over 1.000 publishers from all over Europe were contacted) said they were ready to collaborate with research institutes when it comes to R&D – bot only 6 % said they are actually engaged in collaboration.**

COLLABORATION IN INNOVATION: POLICY SIDE

- **latest technological trends in the creative content sector are varied and dispersed and not easily accessible at any single platform**

- **overall research & innovation trends and needs in creative content sector are unexplored.**

- **importance of 'non– technological' forms of innovation**

rapid rates of change

→ **access to & understanding of the sector's needs is not easy**

→ **e-publishing needs the Stanford–Silicon Valley effect**

   ... just as much as other creative content sectors...

WHAT WE WANT TO DO

Digital storytelling at the intersection between policy, technology and research: Attention on e-publishing:

☐ **Facilitate research and policy exchange in Convergence and Social Media: increased awareness of latest technological developments and research results among policy stakeholders and increased awareness of current and future policy and regulatory framework among researchers.**

☐ **Support R&D programmes/activities, dissemination of results and organisation of scientific and/or policy events in Convergence and Social Media. Analysis and development of research agendas and roadmaps, pre-standardisation initiatives and stakeholder coordination in Convergence and Social Media**

CONCRETE AIMS – ON A EUROPEAN LEVEL

- **network** researchers, policy makers and industry & translate their needs

- **raise awareness** for latest trends both in technological R&D and in business development, map existing trends

- focus on **low-threshold, easy-to-use technologies** that can be easily applied by SMEs, as well as prosumers/ authors/ individuals

- explore future R&D and business development needs and pave the way for *a **European Strategic Research and Innovation Agenda for E-publishing***

- help create low threshold **"docking stations"** between creative content SMEs and research institutes

- make sure that the results are **transferable** (EU, but also other creative content sectors)

HOW DO WE WANT TO DO THIS?

with a strong network of partners, consisting of

- **research institutes**
- **cluster organizations**
- **policy support organizations**

= by contributing to and profiting from the NEM ecosystem!

WHAT ARE WE LOOKING FOR?

interest from:

- **research institutes**
- **cluster organizations**
- **policy support organizations**

Thank you for your attention!

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