



# Immersive & Interactive Content

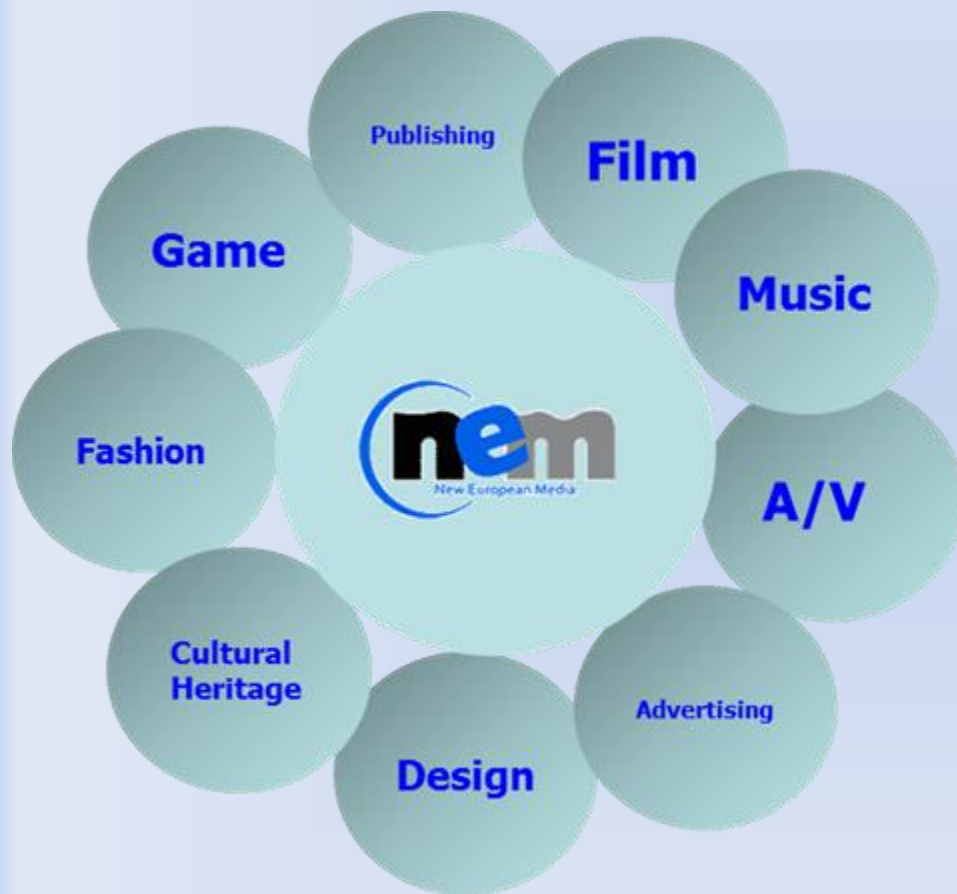
## Public Private Partnership

London, 25 February 2015

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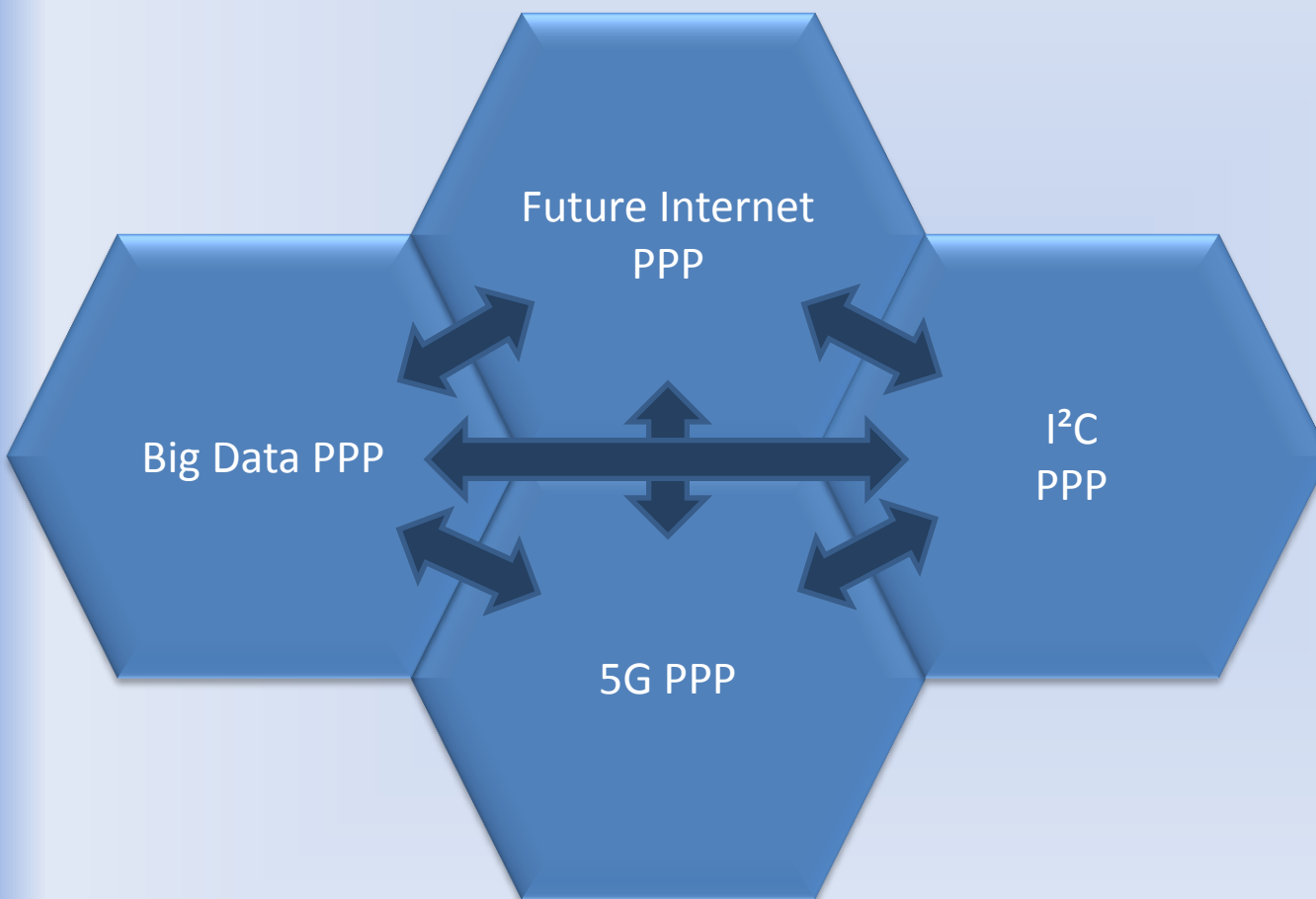
- Shift from 2016-2017 to 2018-2019 work program
- ➔ A need to review the PPP objectives : what do we foresee in 2020 ?
- ➔ A need to identify the corresponding impacts
- ➔ A need to work with the other existing PPP in order to show a global consistence
- ➔ A need to work on an overall work plan and to stick on it !

- At the Parliament's hearing of Commissioner Oettinger, several positions have to be taken into account :
- *"... I believe I am in good position to help the development of creative industries and of a successful European media and content industry able to reach out to new audiences, adapt to the digital era and thrive in the connected Digital Single Market. Because content is not just about leisure time. it's also about the kind of software and applications that power industry 4.0. ...  
... I will ensure, in close cooperation with my colleagues in charge of Education, Culture, Youth and Citizenship, that the variety of instruments under my responsibility are mobilised in favour of both the cultural sector and the cultural and creative industries..."*



I<sup>2</sup>C platform should be used by any creative industry for their own business but also by any vertical sectors (eHealth, transport, energy, manufacturing, ...)

# ICT PPP complementarity

**FI PPP :**

- Vertical use cases
- NGSI APIs
- IoT broker

**Big Data PPP :**

- Content storage
- Content search
- Content analysis

**5G PPP :**

- Network configurability
- E2E QoE
- Latency

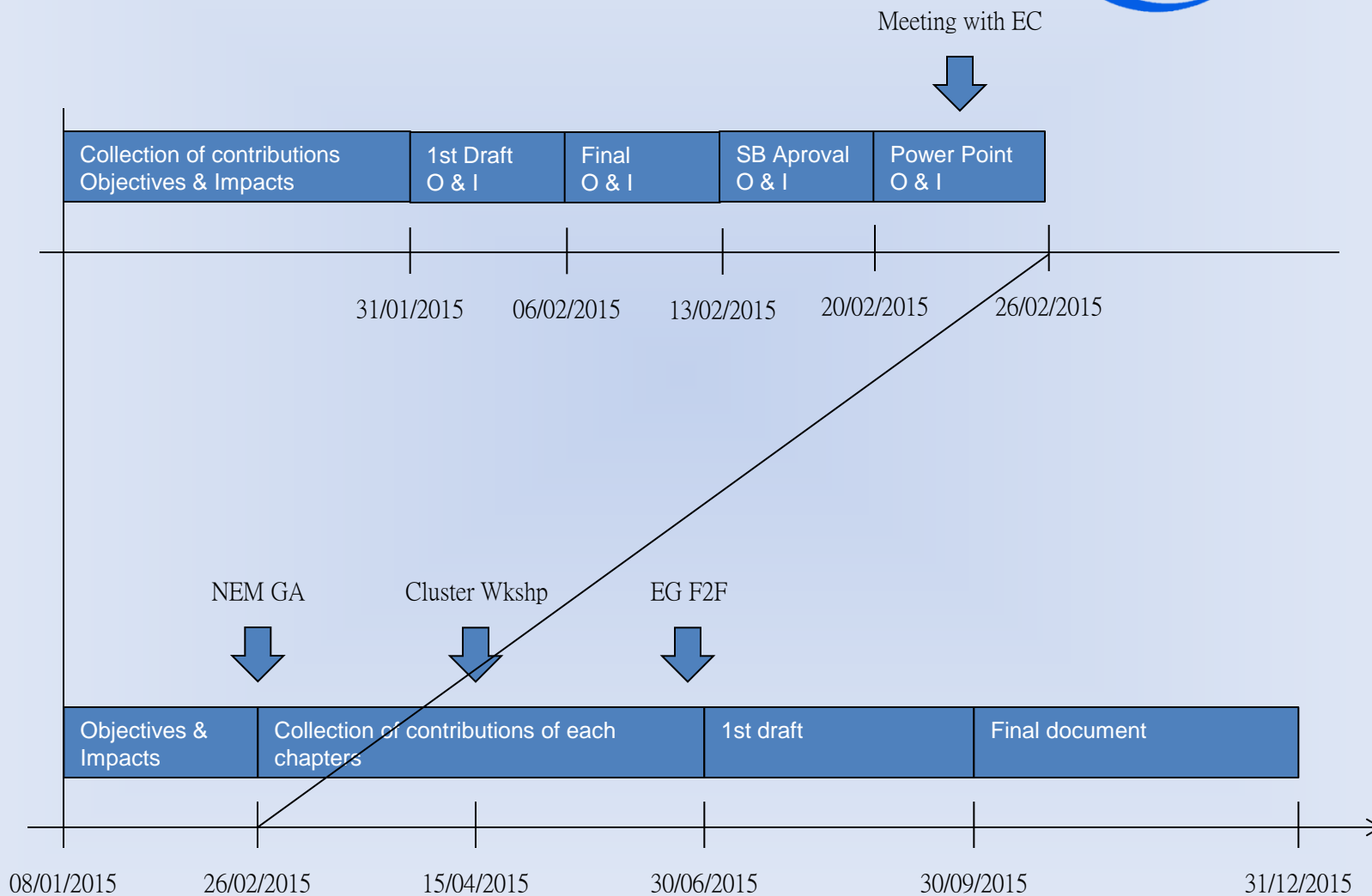


# Overall objectives 2024



- Provide an Immersive and interactive environment responding/anticipating to the user needs to improve productivity and cross/intra domain collaboration
- Speedup the process from the idea to production, improving efficiency in term of cost, time and impact in any sector
- Richer and augmented user experience
- (Massive content is relevant in any sector)
- Collaborative innovation environment for professionals and consumers
- Immersive systems to support any type of communication / interaction between people
- Immersive working environment
- Immersive Home, urban, ... environments

- Business & economic Impact
  - figures
  - State of the art worldwide
  - Open new market for ICT
  - **Quick response to new and sustainable market opportunities** based on converged business models between content, telecom, broadcast and consumer electronics industries.
  - Increase business opportunities for SMEs (when do they have to be involved – Clusters)
- Societal impact
  - Vertical sectors
  - End users (privacy, security, ...)
  - Boost the **effectiveness of the communication and interaction.**
  - Enhanced **quality of life through new usage forms** contributing to social, intellectual and leisure well-being.
- Technological impact
  - Devices (capture/input of media & interaction data, presentation/output)
  - New format for representing immersive content
  - User interface
  - Tools to create new forms of content
  - Networking for interactive content (5G)
  - Orchestration for end device
  - Reconstruction (content aggregation) engine
- Other impacts
  - User experience (psychological model for understanding immersion)





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Thanks  
for  
your  
attention !