

Opportunities with Nordic NextMedia

Andrew Perkis, NTNU, Trondheim, Norway

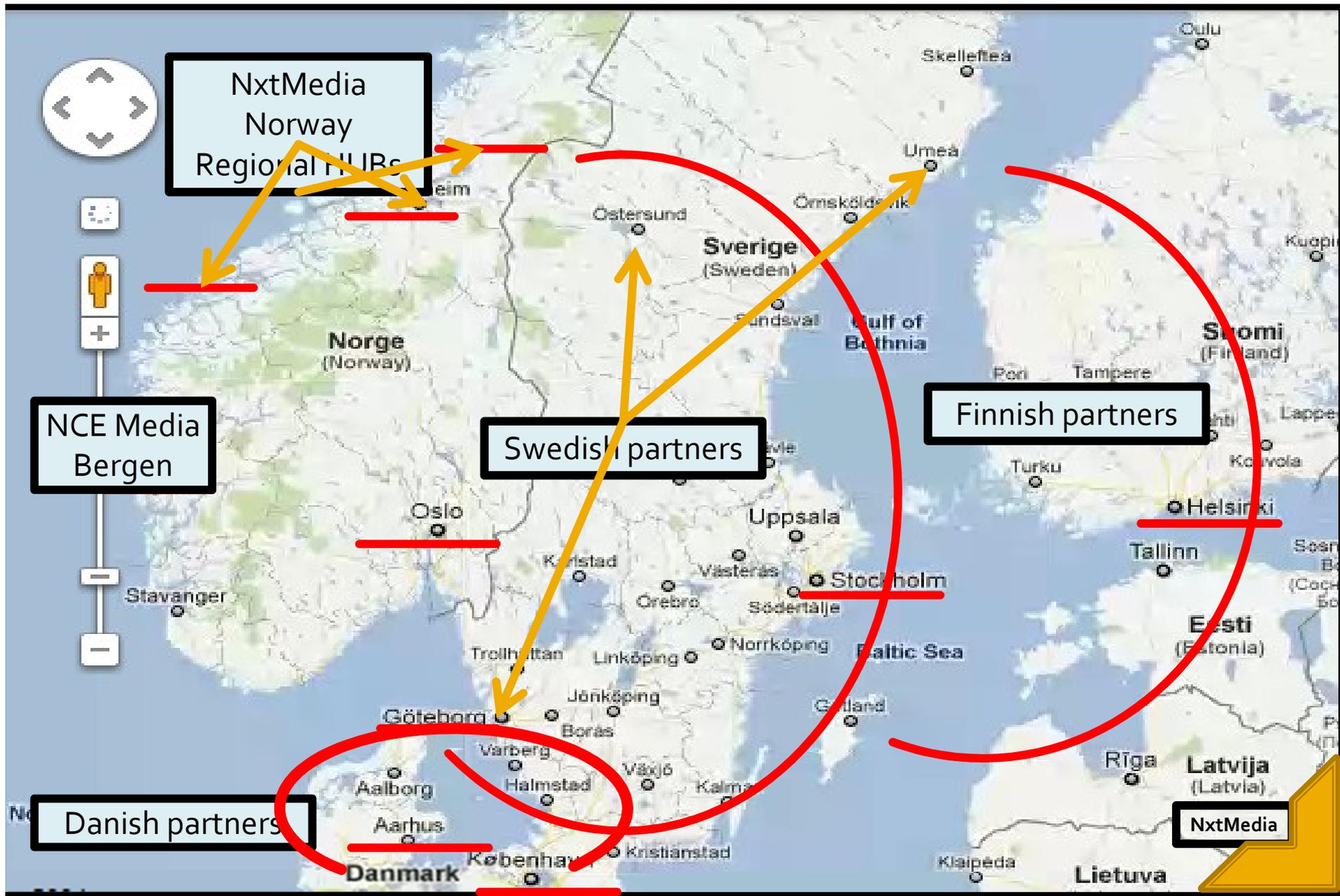


Vision/main goals for the cluster

- *NxtMedia shall be a leading environment for digital media innovation at an international level. Competence, resources and project execution shall release the unique regional potential, and create decisive National and Nordic effects*
- *Ambitious and realistic project goals*
 - **Significant growth in number of innovators in media, internal and external**
 - **Well organized and common cooperation between media companies and startups**
 - **Innovation projects between leading partners shall grow in number and strength**
 - **Strengthen media-innovation as an important part of the regional technological competence edge**
 - **Cluster build-up through commercializing world class media-innovation**

What we offer

- One stop shop for innovation
 - Partners (Tech. SMEs, Content SMEs, Research)
 - Events
- Access to attractive innovation partners for Horizon2020 in the Nordic countries



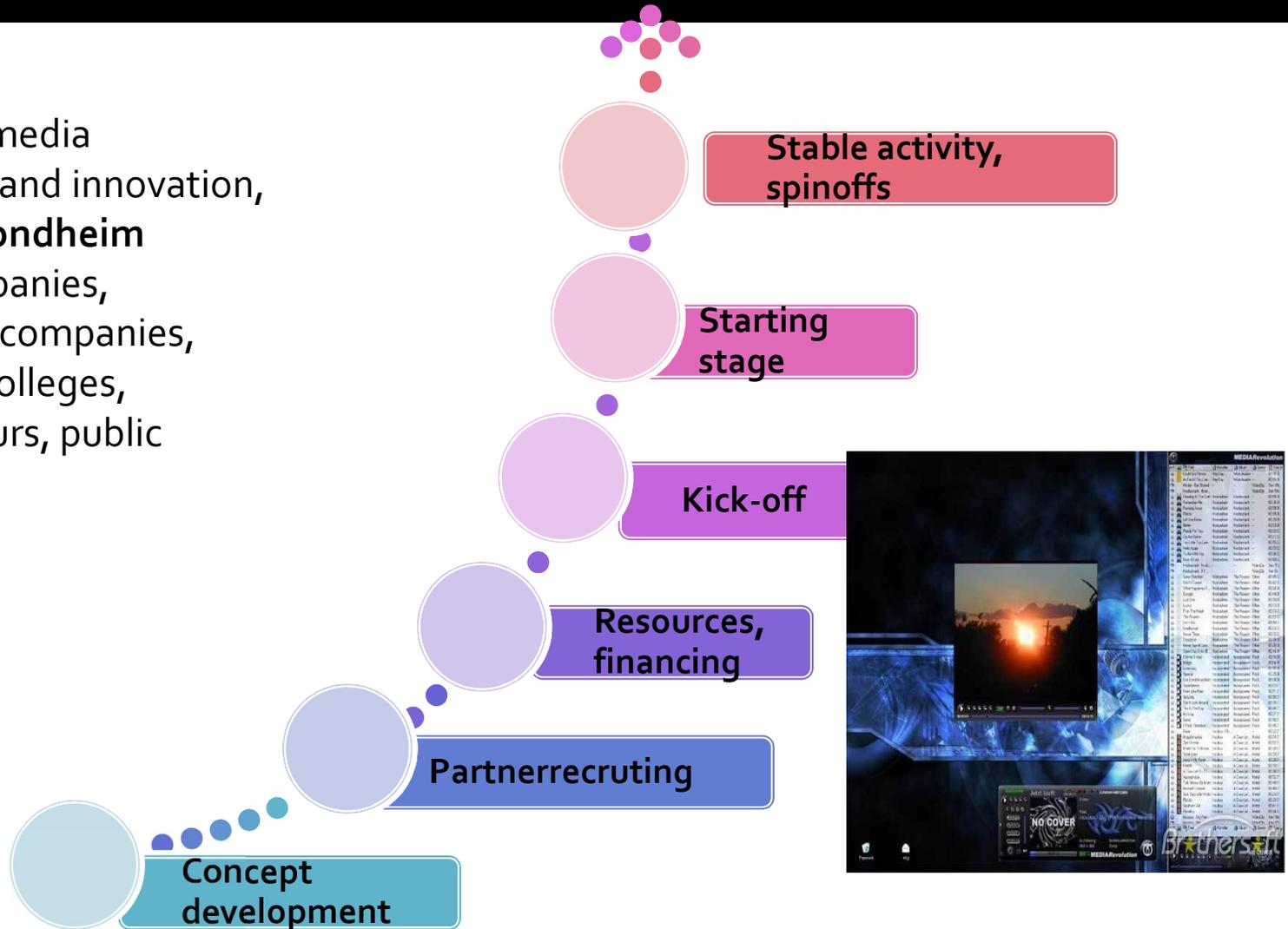
NxtMedia Norway

<http://nxtmedia.no/>

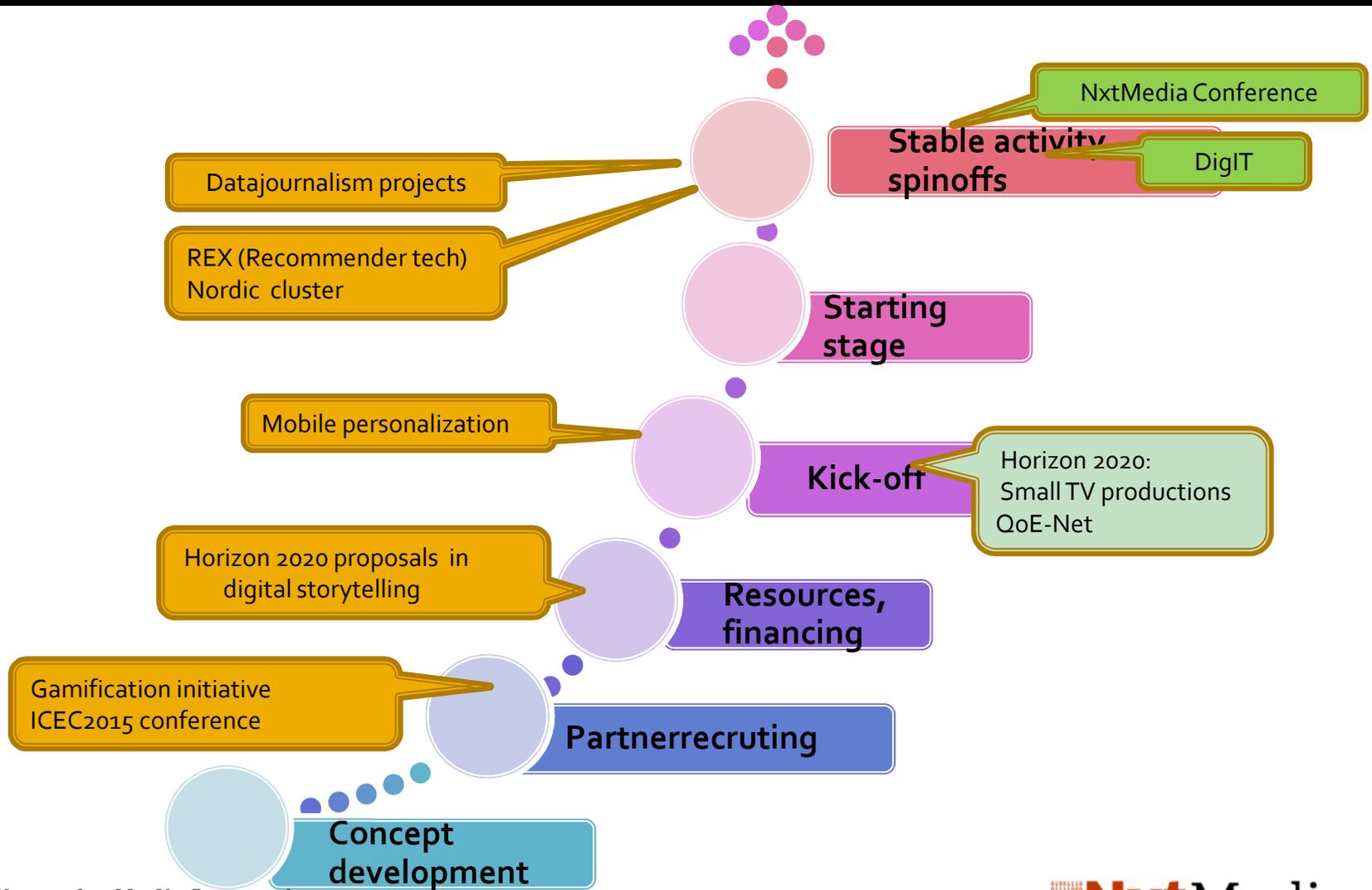


Network cluster activities: NxtMediaNorway

- Cluster for media technology and innovation, based in **Trondheim**
- Media companies, technology companies, university/colleges, entrepreneurs, public financiers



Network cluster activities: NxtMediaNorway



Case: REX (recommendation tech)

INNOVATIONS

- Best practice
- Living lab
 - Real tests in media houses
- Prototyping on mobile devices
 - Plug in
 - Real time news personalization
 - Content analytics

STATUS

- Nordic industry/academic seminars
- Basic research project with Adresseavisen, NTNU, MBL, Dagbladet
- Received grant for 4 year business-oriented research program BIA, with a frame of 40 mill. NOK

Case: Data journalism

INNOVATIONS

- Digital storytelling
 - Big data
- Advanced use of Social media
 - Polling
- Location based news
- Exploit interactivity
 - Elections
- Web TV
- Exploit novel VR technology
 - Immersion

STATUS

- Joint initiative in the Nordics for data journalism and exploring new approaches
- NODA (2013, 2015)



methodology

Next Media Finland

www.nextmedia.fi

Next Media Finland
Initial programme
2010-2014



What is Next Media Finland – the initial programme

- An industry driven innovation programme under Digile Ltd
- Supporting transformation to digital business
- Led by
- Three **sanoma**
 - eReading
 - Personal Media Day
 - Hyperlocal
- Based on the sector strategy "Making the media sector



Case: LivePaper

- Target: indoors lighting powered, light, cheap E-Ink display
- **Substituting paper** as a content carrier
- Can be branded and a part of subscription
- Push, not for pull or internet surfing
- Content adapted to the device
- Large user tests in 2014
- Start-up company: **Leia Media Ltd**



Next Media Denmark



STIBO ACCELERATOR

Case: Smart Watch for News

Project description:

“How will smart watches play a role in news storytelling and in the consumer journey?”

Academic partners:



Mentors:



Mario Garcia
Garcia Media



Geoff Tan
Singapore Press Holdings

Publisher partner:



“...we maybe have to redefine content into totally new services for the smallest screens”

Lisbeth Knudsen
Editor in Chief and CEO

Contacts

Rolf Dyrnes Svendsen, Chairman of the Board (NxtMedia ad GAMI)
rolf.dyrnes.svendsen@adresseavisen.no

Andrew Perkis, Board member (Nxtmedia and GAMI)
andrew@iet.ntnu.no