



NEM WAN-IFRA WORKSHOP
THE NEWS MEDIA INDUSTRY AND HORIZON2020



WHEN

Nov 3rd

Starting
At 9:00



WAN-IFRA
Global Alliance for Media Innovation

WHERE

Brussels

VUB iMinds,
Bd de la Plaine 9

Invitation to a discussion for European publishers at a senior level

The digital challenges ahead the European creative industries and particularly the news publishing sector are at the heart of the debates at this event co hosted by WAN-IFRA and NEM, the New European Media initiative. The aim of this workshop is the analysis and the identification of current and future challenges for the news publishing industry to be tackled in future European Innovation initiatives. Real examples of the potential, challenges in the branch will be discussed, together with an innovative business and investor perspective. This workshop is open to guests, publishers, suppliers, labs.

Why should you attend ?

Horizon 2020 is powerful tool to leverage innovation in the news industry. But its potential is hardly known by private news media organizations across Europe. We believe there is a need to start a discussion among major publishers, innovation labs, and representatives from the European Commission Directorate General for Communications Networks, Content & Technology, DG Connect. We will talk through the implications of research and innovation and technology transfer for the news publishing branch, especially with respect to the European framework Horizon 2020. We will explore whether there are guidelines that could contribute to the build up of a dedicated strategic roadmap for future European projects.

- Understand the challenges of Horizon 2020 for news media organisations, particularly newspaper publishers;
- Share and explain the 5 strategic areas of GAMI's Strategic Roadmap for Research and Innovation
- Understand challenges and needs for R&I for individual publishers, digital technology providers, collective bodies like GAMI, NEM, and the European Commission
- How to address the community of content SMBs (local regional weeklies, dailies, digital pure players..)
- Can we identify pre competitive challenges and think innovation in a more collective and open approach?
- What are the components of a sustainable innovation management strategy for news publishers?
- What kind of training needs are needed to grow for future talents ?
- What is already in the pipeline at the European level, and how news publishers can benefit from the Horizon2020 framework ?

A joint initiative by GAMI and NEM

GAMI, The Global Alliance for Media Innovation, is a multi-stakeholders initiative powered by WAN-IFRA where news publishers meet with tech suppliers, start-ups, academia and innovation labs to co-produce, generate economy of scale, create new capabilities and rethink the way they work individually and collectively with new talents and synergies. GAMI serves as a toolkit for news media to embrace transformation, drive innovation, maximize success, and quickly advance the best talents and innovations to the market. GAMI delivers networking opportunities, knowledge sharing platforms, research and innovation programme support and coordination, education and training programmes.

NEM, New European Media Initiative, is a European Technology Platform dedicated to Horizon2020, the European Framework Programme for Research and Innovation. NEM aims to build sustainable European leadership in content, media and the creative industries, and to support access to research and access to finance in these fields. Founded in 2005, NEM is now a network of more than 1,000 members from industry (including large industrial organizations, start-ups and small and medium enterprises) and academia, as well as public or private cluster organizations.

Preliminary agenda

- 09h00-09h30 : Welcome cafe
- 09h30-10h00 : Introduction : WAN-IFRA, GAMI, NEM, iMinds-SMIT
- 10h00-10h15 : CEO keynote. The Publisher's perspective

- 10h15-12h00 : News organization innovation case studies. Keys to success in innovation management
 - Switzerland
 - Belgium
 - UK
 - Ireland
 - Norway
 - Finland
 - Q&A

12h30-13h30 – lunch

- 13h30-14h45 : vision from research institutes and innovation clusters. What do they offer?
 - NTNU
 - iMinds-SMIT
 - KTH
 - 10' PUCRS UBILAB
 - 10' EPFL
 - 10' UCLAN
 - 15' Q&A

- 14h45-16h00 : Road map for the future of News and Content industries
 - 15' GAMI,
 - 15' NEM
 - 15' EC
 - 30' Q&A

- 16h00-16h30 : debriefing / next steps

Participants

The workshop is aimed at publishing companies chief Innovation officers, digital business development officers, technology suppliers research and innovation officers, executives from media labs and tech transfer units in public or private research centres, senior researchers in academic faculties and labs.

Contacts

Stephen Fozard, GAMI Project Director - stephen.fozard@wan-ifra.org

Vincent Peyrègne, CEO WAN-IFRA - vincent.peyregne@wan-ifra.org Cell : +33 6 87 92 17 25

Free seminar - Invitation only - Pre registration : <http://goo.gl/forms/1fKRuhejf>