



New European Media (NEM) Summit *Media & Technologies for new Storyworlds*

The 2015 NEM summit edition will be held on Thursday, October 15 & Friday, October 16 @ the Frankfurt Book Fair (Frankfurter Buchmesse, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Deutschland)

Brussels, September 2015 – The digital challenges for the Content and Creative Industries and particularly for the Publishing sector are at the heart of reflections and debates of 'NEM Summit 2015', the eight International Symposium of the European Technology Platform NEM (New European Media) dedicated to content (audio visual, creative industries, media, web). The event is organized by 'NEM' under the aegis of the European Commission and in close collaboration with the Frankfurt Book Fair.

Driving the future of digital experience

The NEM Summit, organised every year since 2008 by the NEM Initiative in close cooperation with leading industrial and academic players worldwide, is the “not-to-be-missed” annual event for all those interested in Content and Creative Industries developments and in the fast paced evolution of the European media industry.

Besides high level key notes and project presentations, the event is an opportunity for all players in the digital media and digital content to share news in Research, Development and Innovation, to discuss and exchange views on the market trends and future developments. The 2015 edition of the NEM summit will particularly explore new storyworlds, enabled by the new digital technologies (immersion, interaction, transmedia and much more).

More than 300 participants from around the world

The 'NEM Summit' is attended by nearly 300 participants from Industry and the Electronic Media segment Research network and, more generally, of Information and Communication Technologies. Start-ups, SMEs, academic institutions, standardization bodies and government authorities are present alongside major industrial players, content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers.



A vibrant 2015 edition with international speakers and European Commission

The **Thursday October 15th COMMUNITY day** is an opportunity to discover the Class Room of the Future, the Hot Spot Digital Innovation, and an insightful presentation of a selection of NEM projects. It is an opportunity for investors and start-ups to participate to the NEM Investment & Entrepreneurship Forum. It is an opportunity to meet the NEM member during its 2015 autumn NEM General Assembly.

The **Friday October 16th VISION day** is the day of key presentations shaping the challenges and the future of the Content Industry dealing with Connected, Converging and Interactive Media & Creative Industries with a dedicated focus on the publishing sector. Beyond the European Digital Agenda of Content presented by [Günther Oettinger](#), Member of the European Commission responsible for Digital Economy and Society, the program is including presentations on :

- the magic of being a start-up in the publishing sector where key innovators tell their tale about their immersion in the new publishing scene
- the magic of digital in transmedia storytelling
- the digital era, a new age of Humanity
- the creative industry challenges in Europe
- the Quantified Learner: a little stories about me, a big story about us
- the magic of immersivity and interactivity
- the innovation Boosting thanks to Cooperation's between the publishing sector & research institutions in Europe.
- the Industry 4.0 & publishing

About NEM

NEM, the New European Media initiative, is the European Technology Platform of Horizon 2020 dedicated to Content.

NEM aims to build sustainable European leadership in content, media, and the creative industries. With the launch of the Horizon 2020, the NEM Initiative is pursuing its objective to promote an innovative European approach to convergent Media, Content and Creativity towards a Future Media Internet that will enhance the lives of European citizens through a richer more engaging media experience.

NEM, born in 2005, is an active community and network of more than 1000 members from industry (including large industrial organizations, Start-ups and SMEs) and academia. NEM is an industry led initiative delivering a vision, a strategic research and innovation agenda, and position papers. To reach the thousands of start-up companies and SMEs dealing with Content in Europe, NEM has organized itself as a 'cluster-of-clusters', those clusters being THE local, regional or national organizations often serving as the local contact point and interfaces working closely with those start-up and SMEs on a daily basis.

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