New European Media
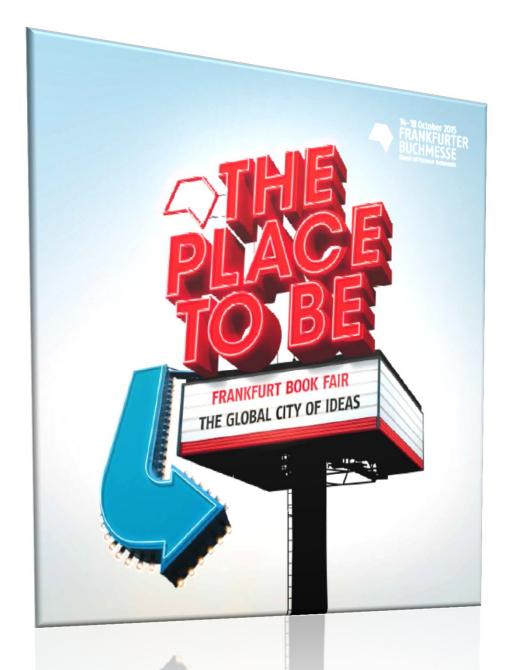# European Technology Platform

driving the future of digital experience

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#NEM_ETP

THE PLACE TO BE

14–18 October 2015
FRANKFURTER BUCHMESSE
Guest of Honour Indonesia

FRANKFURT BOOK FAIR
THE GLOBAL CITY OF IDEAS

nem New European Media

20th NEM General Assembly Meeting

15 October 2015

Frankfurt Book Fair

(Frankfurter Buchmesse, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Deutschland)

Room : Hall: 4.C, Room Concorde

Merci Nina !

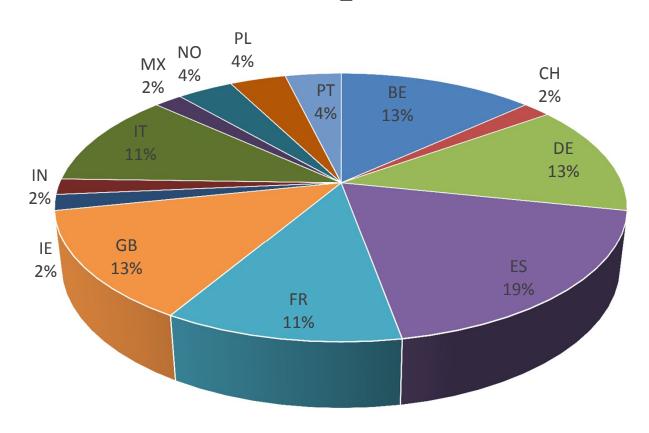and all our NEM thanks to the FBF team (Bettina, Jens, Holger, …)

Attendees

First name	Last name	Country	Gender	Company/Institution	Industry
saverio	mascolo	IT	Male	politecnico di bari	Education / Research / Science
soufflot	marie	FR	Female	Imaginove	Public Institutions / Associations
Maria Teresa	Andrade	PT	Female	INESC TEC	Education / Research / Science
Alfredo	Lango Montes	MX	Male	Plataforma Tecnologica Mexicana	Creative / Artistic (Author, Screenplay, Designer, Photographer....)
Chris	Sizemore	GB	Male	BBC	Film / TV
GIULIA	MARANGONI	IT	Female	AIE (Italian Publishers Association)	Publishing
Maria	Loi	IT	Female	AIE (Italian Publishers Association)	Publishing
Malte	Behrmann	DE	Male	GAME - Bundesverband e.V.	Games
ANNA FRANCESCA	LIONETTI	IT	Female	mEDRA	Publishing
Maria	Andrade	PT	Female	INESC TEC	Education / Research / Science
Alicia	Jimenez Gonzalez	ES	Female	GRADIANT - Fundacion centro Tecnoloxico de Telecomunicacions de Galicia	Telecommunication / Mobile Industry
MP	Gupta	IN	Male	India Institute of Technology Delhi	Education / Research / Science
Daniel	Vander Vorst	ES	Male	VICOMTECH-IK4	Education / Research / Science
Ralf	Neudel	DE	Male	Institut für Rundfunktechnik GmbH	Other
Alexandru	Stan	GB	Male	IN2 search interfaces development Ltd.	Software
Simon	Delaere	BE	Male	iMinds-SMIT	Education / Research / Science
Luis	Gonzalez Martin	ES	Male	Fundación GSR	Education / Research / Science
Dieter	Boen	BE	Male	VRT	Film / TV
Hugo	Vivier	FR	Male	Sigma Orionis	Consulting / Service
Annemie	Speybrouck	BE	Female	Boek.be	Publishing
Halid	Hrasnica	DE	Male	Eurescom GmbH	Telecommunication / Mobile Industry
Joachim	Köhler	DE	Male	Fraunhofer IAIS	Public Institutions / Associations
Francesco	D'Andria	ES	Male	ATOS Spain SA	Software
Jose Manuel	Menendez	ES	Male	Universidad Politecnica de Madrid	Education / Research / Science
Luis	Lopez	ES	Male	UNIVERSIDAD REY JUAN CARLOS	Education / Research / Science
Thorsten	Herfet	DE	Male	Saarland University	Education / Research / Science
James	Clarke	IE	Male	Waterford Institute of Technology	Education / Research / Science
Irene	Lopez de Vallejo	GB	Female	Digital Catapult	Other
Judy	Parnall	GB	Female	BBC	Film / TV
Piotr	Pawałowski	PL	Male	PSNC	Software
Flore	Piacentino	FR	Female	French Publishers Association	Publishing
cristina	mussinelli	IT	Female	Fondazione LIA	Publishing
Andrew	Perkis	NO	Male	NTNU	Education / Research / Science
JOSE TOMAS	ROMERO CALLE	ES	Male	AMETIC	Public Institutions / Associations
Maciej	Glowiak	PL	Male	PSNC	Education / Research / Science
Amela	Karahasanovic	NO	Female	SINTEF ICT	Education / Research / Science
Maria Eugenia	Fuenmayor	ES	Female	Fundacio Eurecat	Other
Jozef	Geurts	FR	Male	Inria	Education / Research / Science
Marta	Izquierdo	ES	Female	U-TAD Centro Digital SL	Education / Research / Science
Tomas	Piatrik	GB	Male	Queen Mary University of London	Education / Research / Science
Alexandru	Stan	GB	Male	IN2 search interfaces development Ltd.	Software
Uwe	Riemann	DE	Male	Technicolor	Other
Mike	Matton	BE	Male	VRT	Film / TV
Nadia	Echchihab	FR	Female	CAP DIGITAL	Public Institutions / Associations
Emma	Vigand	BE	Female	TWIST	Other
Pierre	Collin	BE	Male	TWIST	Other
vincent	peyregne	FR	Male	WAN-IFRA	Publishing
Alain	Mourad	GB	Male	InterDigital Europe LTD	Telecommunication / Mobile Industry
Jovanka	Adzic		Female	Telecom Italia	Telecommunication / Mobile Industry
Ciro	Acedo Boria	ES	Male	Madrid's ICT and Audiovisual Cluster	Software
Simon	Fell	CH	Male	European Broadcasting Unioin	Public Institutions / Associations
Jos	van Sas	BE	Male	Alcatel-Lucent	Telecommunication / Mobile Industry
Thorsten	Herfet	DE	Male	Intel Deutschland GmbH	Hardware

Attendees

20th NEM GA _ Oct.15, 2015
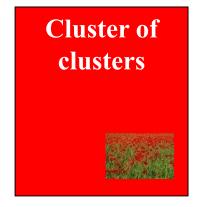
Agenda

- **2:00 – 2:15 pm**: **Welcome & Overview of NEM activities**, Jean-Dominique Meunier (NEM Chairman, Technicolor)

- **2:15 – 2:45 NEM areas in the Horizon 2020 work programme 2016-2017**, Albert Gauthier (European Commission, DG Connect, Unit G2, Creativity) & Miguel Montarelo-Navajo (European Commission, DG Connect, Unit G1, Converging Media & Content)

- **2:45– 3:30 pm: Immersive and interactive content – i²C PPP initiated by NEM**
  - Presentation of current status of the activity, Pierre-Yves Danet (NEM Vice-chair, Orange)
  - Open discussion and endorsement of the approach by NEM members
  - Workshop on requirements from NEM community on I2C concept, moderator: Halid Hrasnica (NEM Secretariat, Eurescom)

- **3:30 – 3:45 pm: #MusicBrick** – presentations of 3 selected start-ups, Marta Arniani (Sigma Orionis)

- *3:45 – 4:15 pm : BREAK*

- **4:15 – 5:00 pm: Project presentations**
  - Cre-Am, Carl Smith (Ravensbourne, UK)
  - EuroTransmedia, Nadia Echchihab (Cap Digital, France)
  - EU-India FI-Media, Jim Clarke (Waterford Institute of Technology, UK)
  - FREME, Frank Salliau (iMinds, Belgium)

- **5:00 – 5:45 pm: Accessibility: status and issues**
  - 5:00 – 5:10 pm:Position Paper on Accessibility, David Wood (European Broadcast Union)
  - 5.10 – 5:20 pm: Technology and Innovation for Smart Publishing (TISP): final outcomes, Enrico Turrin (Federation of European Publishers)
  - Open discussion, moderator: Hadmut Holken (Holkenconsultants)
  - 5.20-5:30 pm: Connected TV and accessibility (HBB4ALL): current status, Volker Hahn (vSonix) and Hadmut Holken (Holken Consultants)
  - 5:30-5:45 pm: Open discussion with previous speakers, moderator: Hadmut Holken (Holken Consultants)

- **5:45 – 6:00 pm: AoB and closure of the General Assembly**

NEM activities

Jean-Dominique MEUNIER

New NEM in a nutshell

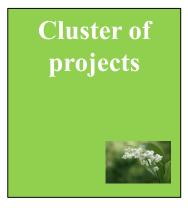|		
Cluster of clusters	**Cluster of associations**	**Cluster of platforms**
Content & Creative industries	**Cluster of clubs**	**Cluster of projects**

dealing with Connected, Converging and Interactive Media & Creative Industries

Strategy activities

New European Media

- **For the strategy mission** (to provide a coherent business focused analysis of research and innovation bottlenecks and opportunities related to societal challenges and industrial leadership actions and develop strategies to address these) :

Vision ✔

- Document published in November 2014

SRA ✔

- Document published in Novemeber 2014

Position Papers

- Creative industry, Creative industry and investment, Content & green, Content & cloud, Content & privacy, Content & crowd, …

☹ : only accessibility

International

- Go beyond European NEM clusters and America Latin NEM clusters ie India ☺

PPPs

- **Immersive & Interactive Content** : elaborate rationale, impact, vision and program ☺
- **Big data** : joint the current imitative being set up ☺

ETPs

- Networl2020 : activities conducted under a common group
- Set up relationships with some other sectors

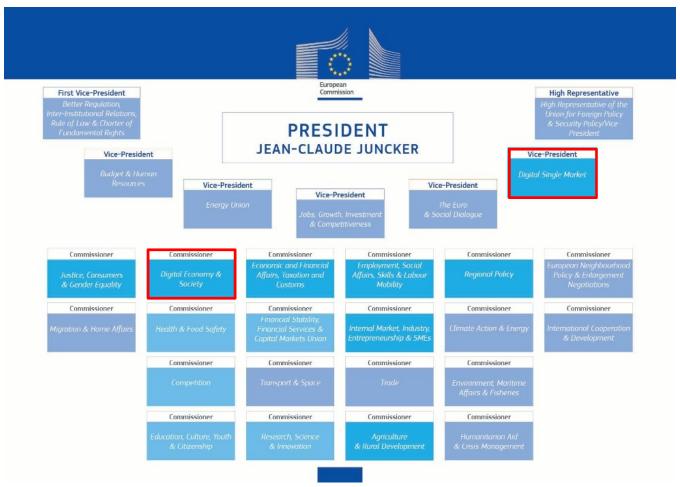☺ 2 meetings

☹ : none beyond creative industry

NEM & PPP

$$I^2C$$

NEM & DSM

European Commission

PRESIDENT
JEAN-CLAUDE JUNCKER

First Vice-President
Better Regulation, Inter-Institutional Relations, Rule of Law & Charter of Fundamental Rights

High Representative
High Representative of the Union for Foreign Policy & Security Policy/Vice-President

Vice-President
Budget & Human Resources

Vice-President
Energy Union

Vice-President
Jobs, Growth, Investment & Competitiveness

Vice-President
The Euro & Social Dialogue

Vice-President
Digital Single Market

Commissioner
Justice, Consumers & Gender Equality

Commissioner
Digital Economy & Society

Commissioner
Economic and Financial Affairs, Taxation and Customs

Commissioner
Employment, Social Affairs, Skills & Labour Mobility

Commissioner
Regional Policy

Commissioner
European Neighbourhood Policy & Enlargement Negotiations

Commissioner
Migration & Home Affairs

Commissioner
Health & Food Safety

Commissioner
Financial Stability, Financial Services & Capital Markets Union

Commissioner
Internal Market, Industry, Entrepreneurship & SMEs

Commissioner
Climate Action & Energy

Commissioner
International Cooperation & Development

Commissioner
Competition

Commissioner
Transport & Space

Commissioner
Trade

Commissioner
Environment, Maritime Affairs & Fisheries

Commissioner
Education, Culture, Youth & Citizenship

Commissioner
Research, Science & Innovation

Commissioner
Agriculture & Rural Development

Commissioner
Humanitarian Aid & Crisis Management

NEM & the World

Strategy activities

- **For the <u>strategy</u> mission** (to provide a coherent business focused analysis of research and innovation bottlenecks and opportunities related to societal challenges and industrial leadership actions and develop strategies to address these) :

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International

- Consolidate our NEM international network (America Latin, India, Africa)

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I2C PPPs

- **Pursue the work towards establishing an Immersive & Interactive Content** PPP

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Position Papers

• Creative industry, Creative industry and investment, Content & green, Content & cloud, Content & privacy, Content & crowd, ...

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ETPs, PPPs

Pursue our workw with;
•**Networl2020 ETP**
•**Big Data PPP**

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Mobilizing activities

- **For the <u>mobilising</u> mission** (to mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities) :

Network content clusters and associations ☺	**Enlarge the governance to new stakeholders** ☺	**Identify existing Platforms and lunch* the NEM Clubs**	**Involve Student and Youth**

* Subject to dedicated financial means

Set-up* an cutting-edge online market place (technology/business cooperation platform linking creative industries SMEs and providers of ICT solutions	**Initiate* a cooperation / connexion Forums every 3 months in different EU locations** In cooperation with the NEM network of clusters and associations	**Launch* a 2h webinar (online conference) every month targeting one of the 28 EU countries** In cooperation with the NEM network of clusters and associations

A social platform...

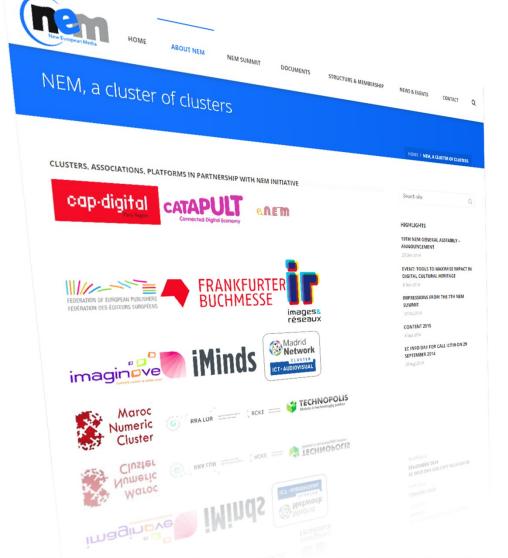www.nem-initiative.org

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NEM cluster of clusters

- 12 clusters so far.

Mobilizing activities

- **For the __mobilising__ mission** (to mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities) :

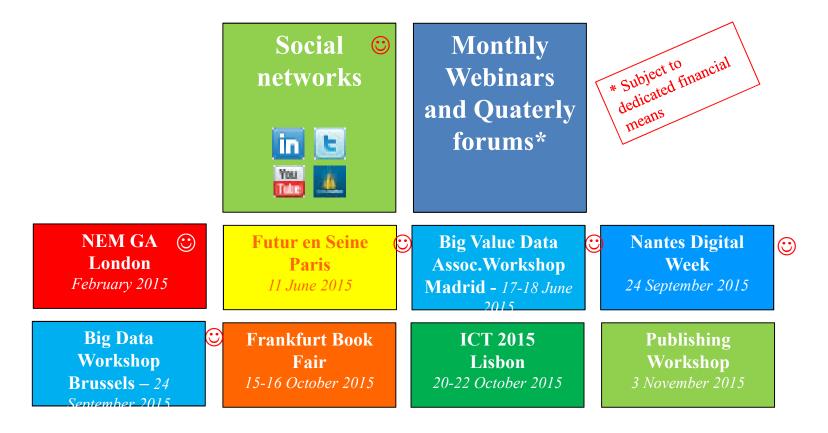|		
Embed new content clusters and associations	**Identify existing Platforms and lunch* the NEM Clubs**	**Involve Student and Youth**
Set-up an cutting-edge online market place (technology/business cooperation platform) linking creative industries SMEs and providers of ICT solutions	**Initiate a cooperation / connexion Forums every 3 months in different EU locations** In cooperation with the NEM network of clusters and associations	**Launch a 2h webinar (online conference) every month targeting one of the 28 EU countries** In cooperation with the NEM network of clusters and associations

Dissemination activities

- **For the <u>dissemination</u> mission** (to share information and enable knowledge transfer to a wide range of stakeholders across the EU) :
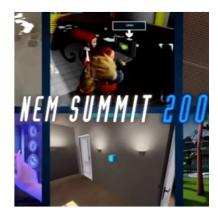
<table>
<tr>
<td>Social networks ☺</td>
<td>Monthly Webinars and Quaterly forums*</td>
<td>* Subject to dedicated financial means</td>
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<tr>
<td>NEM GA London *February 2015* ☺</td>
<td>Futur en Seine Paris *11 June 2015* ☺</td>
<td>Big Value Data Assoc.Workshop Madrid - *17-18 June 2015* ☺</td>
<td>Nantes Digital Week *24 September 2015* ☺</td>
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<tr>
<td>Big Data Workshop Brussels – *24 September 2015* ☺</td>
<td>Frankfurt Book Fair *15-16 October 2015*</td>
<td>ICT 2015 Lisbon *20-22 October 2015*</td>
<td>Publishing Workshop *3 November 2015*</td>
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</table>

NEM workshops

+ICT2015+ BVDA

NEM summit_s

New European Media

2008 NEM SUMMIT
@ SAINT-MALO

2009 NEM SUMMIT
@ SAINT-MALO

2010 NEM SUMMIT
@ BARCELONA

2011 NEM SUMMIT
@ TURIN

SUMMIT 2012
@ ISTANBUL

NEM SUMMIT2013
@ NANTES

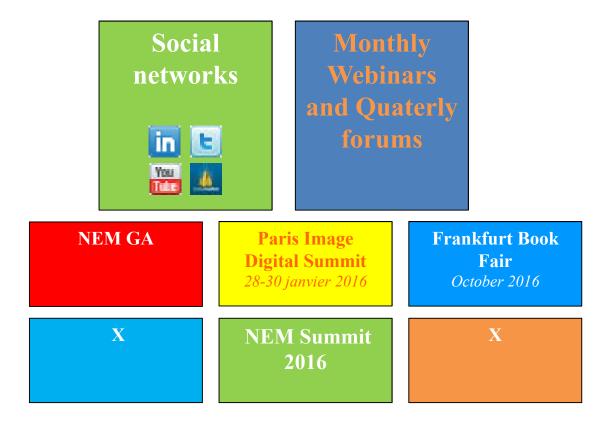
NEM SUMMIT2014
@ BRUSSELS

2015 NEM SUMMIT
@ FRANKFURT

Dissemination activities

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Social networks	Monthly Webinars and Quaterly forums	
NEM GA	Paris Image Digital Summit *28-30 janvier 2016*	Frankfurt Book Fair *October 2016*
X	NEM Summit 2016	X

... with clear added values

- **NEM as a centre for Creative Industries, Content, Media**
- **NEM as a centre of Innovation**
- **NEM as a centre of influence**
- **NEM as a centre for networking**

Sept. 24 2015, Nantes

NEM areas in the Horizon 2020 work programme 2016-2017

- Albert Gauthier (European Commission, DG Connect, Unit G2, Creativity)

- Miguel Montarelo-Navajo (European Commission, DG Connect, Unit G1, Converging Media & Content)

Immersive & Interactive PPP status

Pierre-Yves DANET

- Presentation of current status of the activity, Pierre-Yves Danet (NEM Vice-chair, Orange)
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#MusicBricks

Marta ARNIANI

Project Presentations
Moderator : Halid HRASNICA

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AOB & Closure

Jean-Dominique MEUNIER

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Thanks
for
your
attention !