NEM areas in Horizon 2020 WP 2016-2017

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(Unit G.1 –Converging Media & Content)

Create Manage Deliver

NOT SO LINEAR ANY MORE

UGC

Loose of control of entry point

OTT, All-IP

Verification
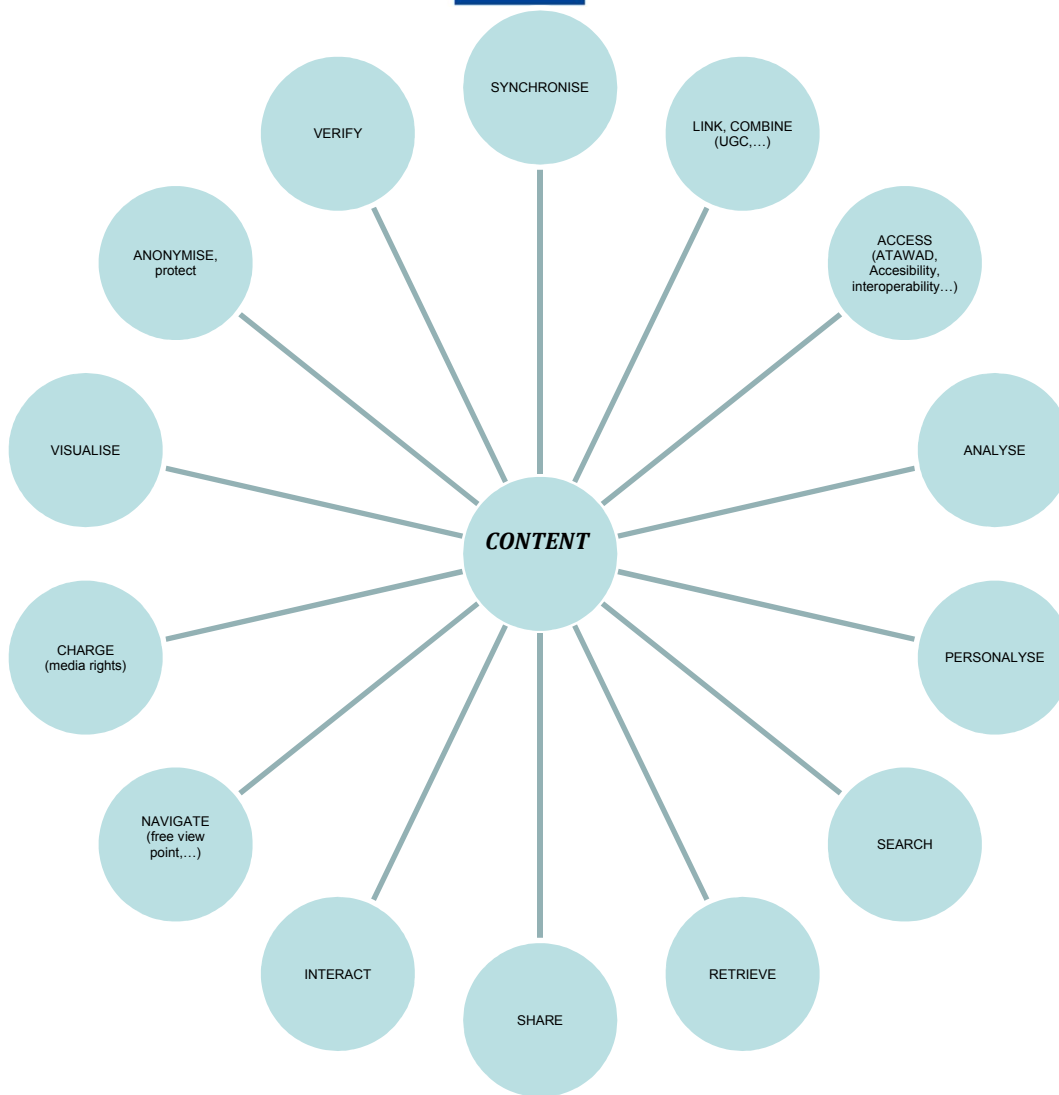
Know the user!

Multiplatform, Interaction

UGC Media rights

Mixing UGC+prof content

Recommendation

What to do with content? (content MNG)

X-cutting of Media and other sectors

Big Data in Media is a reality:

- Strategic decisions even on real-time (operational)
- Analyse user behaviour, knowing the customer:
- To improve user experience (content personalization –length of programs, additional content,…- , recommendation,…): user expects more
- Particular requirement to Big Data: audio & video search at speed of structured text, video feature extraction, similarity detection (e.g. for media rights, for duplication detection on stored files, for veracity check).
- Big Data to transform unstructured video/audio data into semanti... monetise custome...

CHECK WP16-17: ICT-14 and ICT-15 BIG DATA

IoT & Media: *How IoT can be applied to Media and Content*

- Creating content with higher engagement: audience as sensor data
- Content consumption: biometrics to modify in real-time the storytelling
- Media experience: immersiveness ; recreation of experiences with 100 of parameters (T, wind, humidity, interaction with lights and sound,…)
- Advertising: from based on basic data (time, demographics,…) to personal situational-based ad

We will keep on working for the next WP!

Media and Infrastructure

- Live broadcasting and 5G
- All-IP, but
  - Is IP able to deliver to everybody with the required quality?
  - Is broadband able to deliver HDR, 8K,… due to spectrum limitations? tech goes in favour of internet delivery?
- Moving intensive tasks to the cloud

**CHECK WP16-17:
ICT-13 FIRE, but marginal**

From Media Convergence to Full Convergence

Future: convergence of content with all these technologies mobility, sensors, cloud, connectivity, analytics...

E.g.:

- contextual recommendation based on the weather, on your mood, on the place, on your free time;
- the automated car as a prolongation of your living room;
- self-configuring devices to offer you the best immersive experience and adapting automatically to your accessibility needs checking your heart-beating in case of thrillers...

RATIONAL AND CHALLENGE

Strong Europe's media sector in creating content
+ adopting new technologies (e.g. data, IoT) and investing in innovation

However, the sector has to become even more tech driven as the competition from technological-strong global players is higher than ever.

Challenge:
- make the best use of technology for reaching out to new audiences, adapting to the digital era and thriving in the connected Digital Single Market.

a) INNOVATION ACTIONS (i)

- **New** solutions, services, technologies

- **Validated** via large scale demonstrations, pilots or close-to-market prototypes

- **On**
  i. Social media
  ii. Personalised user experience
  iii. Content interaction in a multiplatform scenario
  iv. Content accessibility

a) INNOVATION ACTIONS (ii)

- **Impact**
  - New services around convergence of broadband, broadcast and social media

  - Towards a fully personalised and interactive user experience

  - Increase use of ICT technologies in the Media industry

  - Clear barriers for the success of the Digital Single Market

b) COORDINATION AND SUPPORT ACTION (i)

- **Addressing:**

    - Increase awareness and cooperation between policy and research on Convergence and Social Media

    - Support on Convergence and Social Media activities (dissemination, research roadmap, pre-standardisation initiatives, …)

European
Commission

b) COORDINATION AND SUPPORT ACTION (ii)

- **Impact**

  To support a sustainable European fora of stakeholders representing the evolving Media environment.

ICT-19-2017

Topic	Type	Total Budget	Suggested funding	Call opens...	Call closes...
19 a)	IA	38 M€	2-4 M€	20 Apr 2016	08 Nov 2016
19 b)	CSA	1 M€	1 M€	20 Apr 2016	08 Nov 2016

**ATTENTION!!
call opens 20 Apr 2016
And ends in Nov 2016**

Thank you!

WP16-17 ICT-19-2017
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