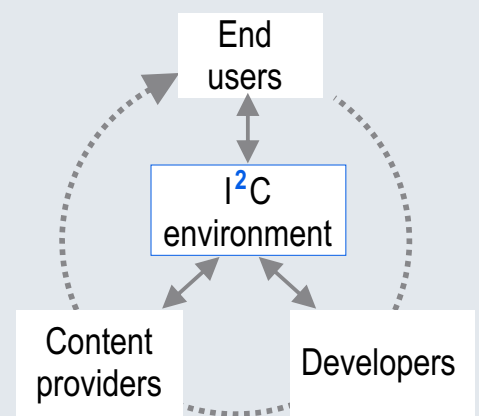# I²C PPP

**Immersive & Interactive Content
Public Private Partnership**

www.nem-initiative.org

The I2C PPP is a European initiative initiated by the New European Media ETP which includes all major European organisations working in the networked and electronic media area, including content providers, creative industries, broadcasters, network equipment manufacturers and operators and service providers, academia, standardisation bodies. It aims at delivering solutions, architectures, technologies and standards for the immersive and interactive environment, responding to and anticipating emerging user needs and leading to improved productivity and collaboration between many sectors of society.

Timeline 2018-2024

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The I²C PPP Objectives

The challenge for the I2C-PPP is to strengthen Europe's leadership in its strongest competency areas and promote advanced innovation where there is a potential for creating new markets such as smart cities, entertainment and media, e-health, education, intelligent transport, and many other areas potentially benefitting from more intuitive and natural interaction with the content. It will foster an open collaborative and innovation platform exploiting all available capabilities and expertise available in Europe for pursuing new challenges and common future goals of maintaining and strengthening the technological lead in advanced media technologies and interactive content.

Open APIs in the I2C platform connected to delivery networks will allow anyone to develop advanced applications and services such as virtual and augmented reality, enhanced aggregation of various types of content, content analytics etc.

The I²C PPP Impacts

Business & economic: Quick response to new and sustainable market opportunities based on converged business models between content, telecom, broadcast and consumer electronics industries

Societal: Boost the effectiveness of communication through immersive interactivity, leading to enhanced quality of life arising from these new usage forms contributing to social, intellectual and leisure well-being

Technological: New devices, formats, User interfaces and Tools for creation of new applications and services

Join us: @ 'contact@nem-initiative.org' to drive the future of digital experience!