



Next NEM Strategic Research and Innovation agenda

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Context and objectives



- The next Horizon 2020 work program 2018-2020 definition is beginning, 2016 is the year where the European Commission is collecting inputs and NEM is very welcome for the Media, content and creative industries sector.
- The work plan is the following one :

Year	Next Work Programmes
2015	- Adoption of the WPs 2016-17 (Q3) - Foresight exercises (Q4)
2016	- Stakeholder consultation/Advisory groups (Q1/Q2) - Consultation Member States (Q2/Q3) - Strategic Programming Document (Q3) - Start of drafting of WPs (Q4)
2017	- Consultation PC configurations on WPs drafts (Q1-Q3) - Adoption of the WP 2018-20 (Q4) (should incorporate the results of the Horizon 2020 Interim evaluation)
2018	- Adoption of financing decision for 2019 (Q2)
2019	- Adoption of financing decision for 2020 (Q2)

- In this context, NEM has to provide an updated version of our SRIA by mid-2016

Status



- A position paper identifying the main innovation and research challenge for the next period
- Based on this paper, NEM should update the SRIA in order to make a consistent contribution to the next work program
- *Key challenges for Content & Creative industries*
 - *at the infrastructure level (formation of an innovation network, virtualization, cloud, ...);*
 - *at the data level (metadata, privacy, security, ...);*
 - *at the service level (business models, user experience, personalization, ...)*
 - *at the content and format level (immersivity, interactivity, enriching and engaging new formats that deliver added value).*

Many of these aspects apply to all sectors within the creative industries – including Advertising, Architecture, A/V, Cultural heritage, (Product) Design, Fashion, Film, Games, Publishing, Music – but not necessarily at the same speed.

The projects should encourage the integration of the “technical” and “creative” sectors to achieve platforms which are fit for purpose to extend the success of the European Media and Creative industries.

- Including the I²C PPP challenges as a specific objective

2016-2017 → 2018-2020

Vision hot topics



- Sectors :
 - Identification of the stakeholders
 - Identification of the content
- Market Trends :
 - User : nb of connected people, nb of connected devices/object, nb of tera bytes of creative/media content
 - Business & market : content industry, sectors covered (fashion, A/V, gaming, publisher, ...)
 - Technologies :
 - Networks (wired/wireless/satellite)
 - Devices
 - Evolution of the business value chain
- Needs :
 - users (social challenges : Where do the technologies facilitate the user life),
 - business (workflow)
 - Which vertical markets ? entertainment, education, health, tourism, ...

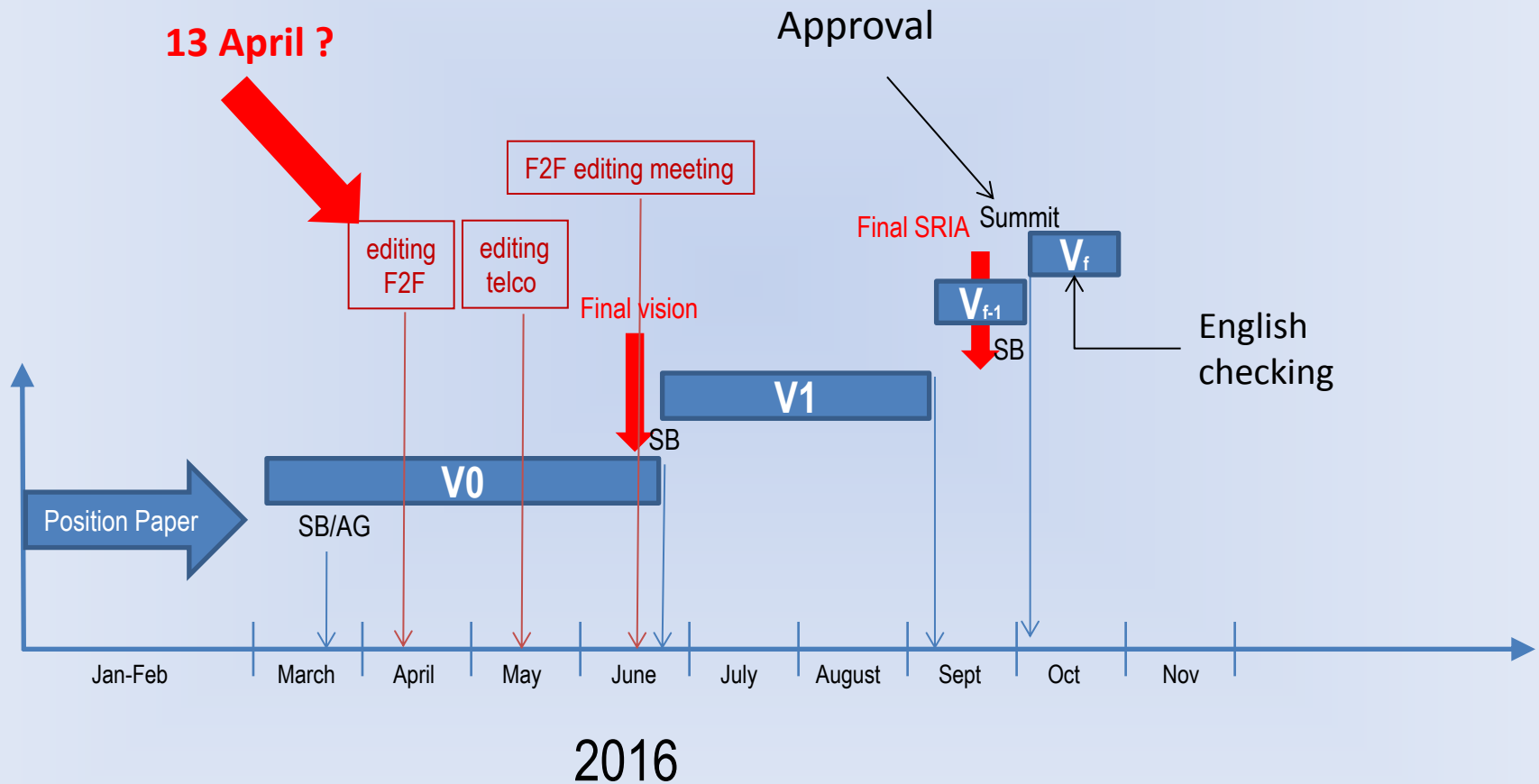
TO BE Updated during the SB

Foreseen innovations



- Content creation
 - Professional, user generated, smart objects (IoT), collaborative/crowd creation, storytelling, Open data
- Content personalisation & recommendation
 - Personal data, privacy
 - Emotional monitoring, user behaviour
- Content processing
 - Storage, cloud
 - Brokering, aggregation
 - New formats (UHD, 3Dvideo&sound, holographic) , virtual & augmented reality, metadata,
 - Post production
 - Accessibility
 - Data analytics
 - Content search
 - Compression performance
- Content distribution
 - ATAWADAx on any networks seamlessly
 - Application able to configure the network according to needs (bandwidth, latency, security, ...) (linked to business model)
- Content consumption
 - Rights management, content protection
 - User interaction/accessibility/Interface design/natural interaction
 - Transaction (payment,
 - Immersive devices (connected TV, glasses, windscreen, ...)
 - Translation

Proposed Time Line



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for
your
attention !

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