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Driving the Future of  
Digital Experiences

# Agenda

## 09:00 – 12:30 – 22<sup>nd</sup> NEM General Assembly

09:00 – 09:15	Welcome	Jean-Dominique Meunier (Technicolor)
09:15 – 09:45	Upcoming Horizon 2020 opportunities for media and creative industries	Anni Hellman (European Commission)
09:45 – 10:30	NEM SRIA 2016	Pierre-Yves Danet (Orange)
10:30 – 10:45	Position Paper on Storytelling	Andrew Perkis (Norwegian University of Science and Technology)
10:45 – 11:15	Break	
11:15 – 11:25	Presentation of the VITAL MEDIA project	Halid Hrasnica (Eurescom)
11:25 – 11:50	Community collaboration platform	Giuseppe Vella (Engineering Ingegneria Informatica)
11:50 – 12: 10	Discussion on policy requirements from the community	Silvia Boi (Engineering Ingegneria Informatica)
12:10 – 12: 20	DICE: Digital Immersive Cultural Environments	Stelios C. A. Thomopoulos (NCSR “Demokritos”)
12:20 – 12:30	Closure of the NEM General Assembly	
12:30 – 14:00	Lunch Break	

# A bit of History

The **NEM Initiative** (New European Media Initiative) was established as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media.

In order to respond to new needs and requirements of the Horizon 2020 programme, the NEM initiative enlarged its focus towards creative industries and changed its name from Networked an Electronic Media Initiative to New European Media, dealing with Connected, Converging and Interactive Media & Creative Industries, driving the future of digital experience.



# NEM gathers



**988** members from **94** countries



all major organisations working in the networked and electronic media area, including **content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions.**

# Including



Full list: <http://nem-initiative.org/structure-membership/general-assembly/>

# NEM Vision

**Accelerate** the innovative development of the new media sector in a harmonised and fruitful way

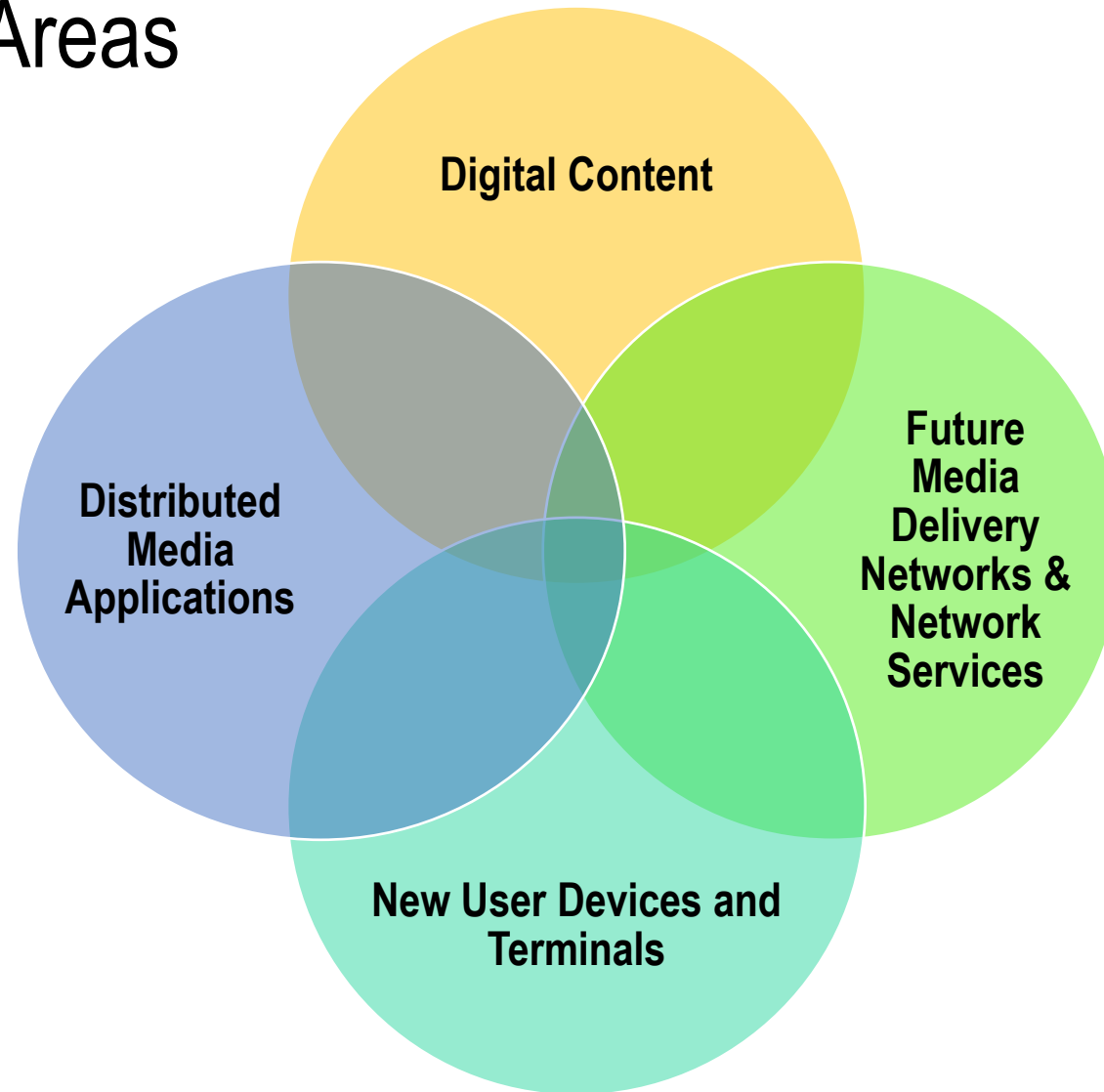
**Improve** the quality, enjoyment and value of the user experience

**Empower** end-users in creating their media and communication environments

**Offer** a quality of access to value-added and creative content as well as services

<http://nem-initiative.org/documents/vision/>

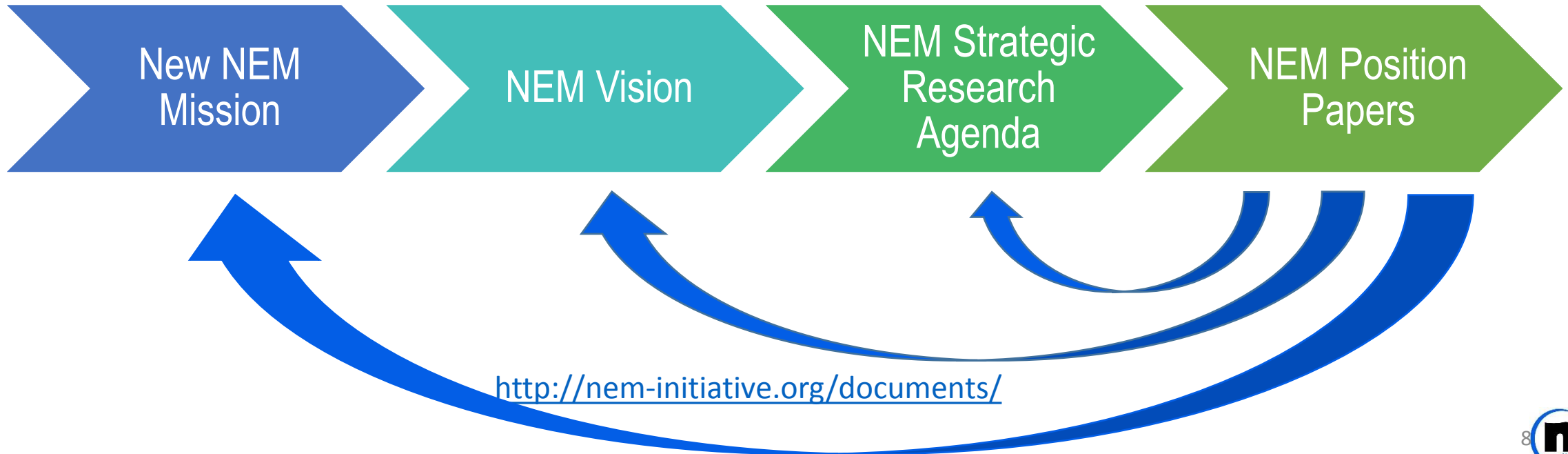
# NEM Innovation Areas



<http://nem-initiative.org/what-is-nem/>

# NEM Outcomes

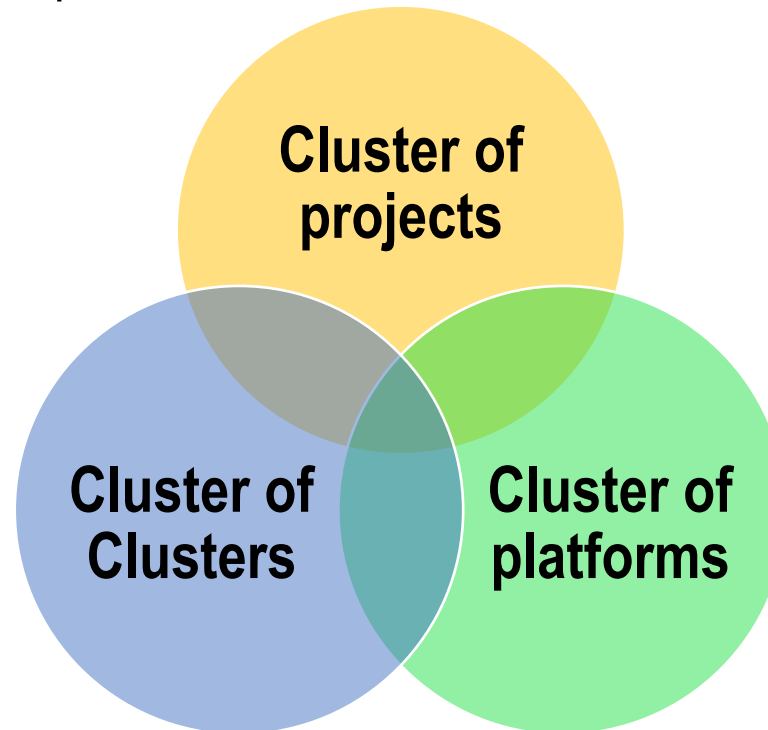
In the scope of its wide activities, the NEM Initiative has published a number of various documents as result of joint work of all its members and is continuously working on creation of further relevant publications.





# NEM Clusters

The **NEM Initiative** ushers the emergence of projects and collaborations between clusters members, as well as with existing projects and technological platforms.



<http://nem-initiative.org/nem-a-cluster-of-clusters-2/>  
<http://nem-initiative.org/nem-a-cluster-of-projects-2/>  
<http://nem-initiative.org/nem-a-cluster-of-platforms/>

# NEM - Become a Member!



- **Free** membership!
- Join the community and increase your **visibility**
- Participate to **innovative** flagship events and network with **prominent stakeholders**
- Get access **up-to-date** information
- Discover **latest technology** and **market trends**
- Identify research and business **opportunities**
- Find **partners** for upcoming EU-funded calls for projects
- Share your **vision** and build the future of Digital Media Experiences
- **Influence** policy makers

<http://nem-initiative.org/structure-membership/join-nem/>

# CONTACT



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[www.nem-initiative.org](http://www.nem-initiative.org)



@NEM\_ETP



NEM Social Network