The EU Framework Programme for Research and Innovation

HORIZON 2020

ICT-20-2017
Tools for smart digital content in the creative industries

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Research and Innovation

European Commission

Context

- Creative Industries are a mayor player in EU economy

- Growing demand for high-quality digital content

7.7 mio jobs

2.2 mio companies of which 85% SMEs

€ 625 billion revenue

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Challenge

- making content "smarter" thanks to new and emerging technologies

- maximising the potential for re-use and re-purposing of all types of digital content,

for instance,
- usable in different contexts and technical environments
- dynamically adapting to users
- ...

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Proposals should:

- clearly specify which sector(s) of the Creative Industries are being addressed
  examples: advertising, architecture, performing and visual arts, craft, design, fashion, films, music, press, publishing, radio, TV, video games

- demonstrate significant progress beyond the state of the art in digital content production and management

- focus on technologies for the production of new content or for the enhancement and (re-)use of already existing digital content

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Digital content

- can be of any type (text, video, games...)
  NB: production or acquisition of the content itself cannot be funded

Consortia

- should include representatives from the targeted Creative Industries with a leading role in the design of solutions and their validation

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Expected results

- Technologies with market readiness between "validated in lab conditions" and "demonstrated in industrially relevant environments" (TRL 4-5)

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Expected impact

- Increase the potential for re-purposing and re-use of digital content in order to diversify the market and improve ROI for producers

- Improve technologies for digital content production and management

- Reduce costs for the production of enhanced digital content

Proposals should provide concrete individual impact statements including clear qualitative and quantitative objectives and success indicators.

Keydata

- *Type of Action: "Research & Innovation"*

- *Indicative budget: € 17 mio*

- *Suggested funding per project: € 2-4 mio (100%)*

- *Suggested project duration: 24-36 months*

- *Planned Call opening date: 8 December 2016*

- *Planned Call closing date: 25 April 2017*

- *Projects start: around January 2018*

Call page in Participant Portal

http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ict-20-2017.html

Ongoing "Creative Industries" projects

- *Call 1 projects (started 2015)*

https://ec.europa.eu/digital-single-market/en/news/h2020-innovation-actions-supporting-creative-industries

- *Call 2 projects (started spring 2016)*

https://ec.europa.eu/digital-single-market/en/news/new-projects-supporting-creative-industries

- *Call 3 projects (start December 2016 / January 2017)*

Thank you and ...