



Vision, Insights and Trends for Awareness and Leadership in Media



Motivation for VITAL MEDIA project

- A significant number of technological enablers from ICT research is available for take-off
 - in particular targeting digital content and media sectors
 - allowing creation of new innovative products and services
 - Leading to establishment of a **new converged social media environment in Europe** as a playground for a large number of stakeholders
- The relevant European stakeholders
 - The main drivers of the new media and content technologies are mainly the big industries
 - The main users of these technologies are small enterprises / SMEs, creating product and services for end customers
- There is a gap in discussions between these two groups
 - Preventing the establishment of common strategies and activities
 - **To be closed by VITAL MEDIA project activities**

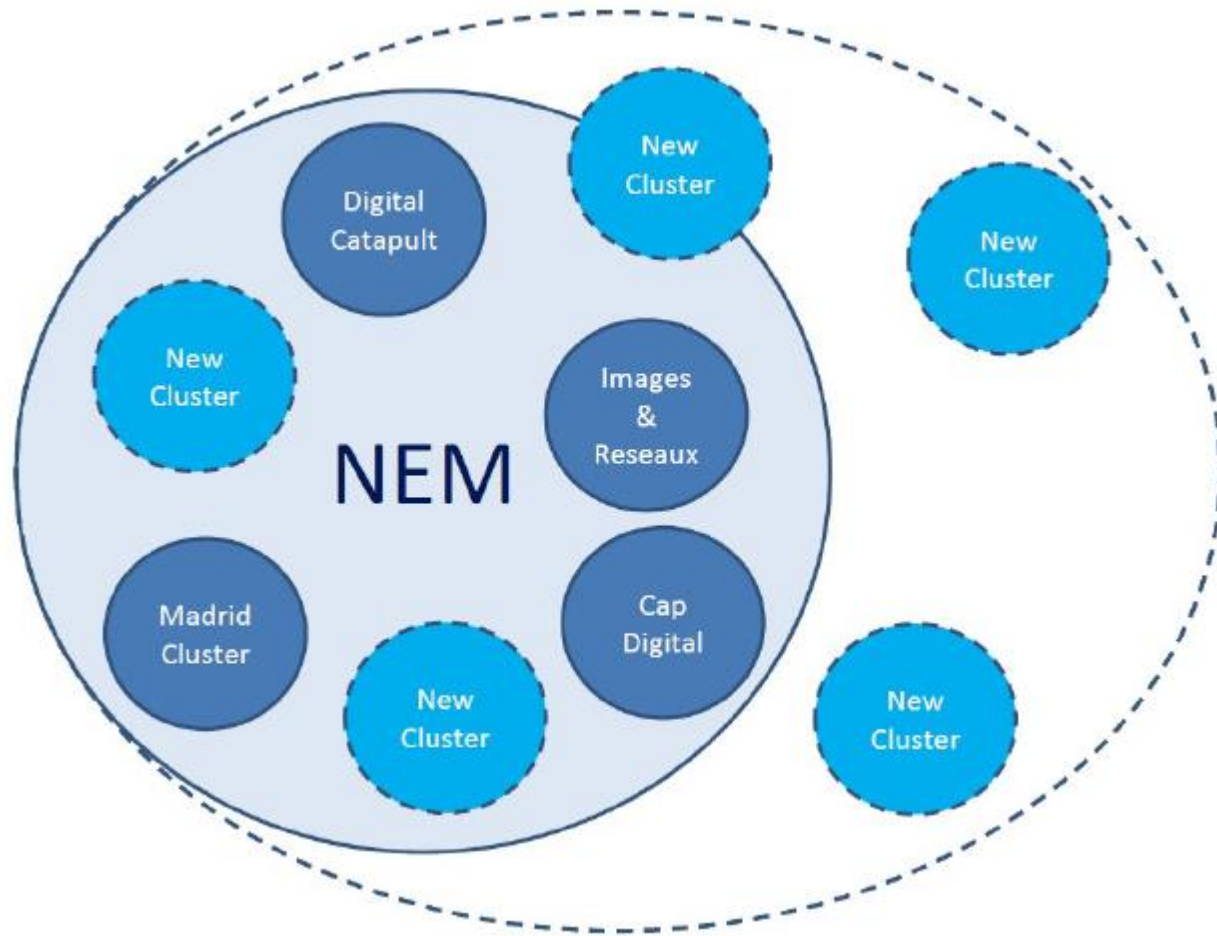
Rationale for the VITAL MEDIA project

- There is a clear need for establishment of a common European community in the area of Convergence and Social Media
 - to match interests and needs of all related industry stakeholders
 - to lay-down common research and innovation strategies
 - to involve other important players from academia and research institutions, policy makers, end users, etc.
- NEM Initiative as enabler – involves all relevant stakeholders
 - Big industries
 - From media sector, but also operators, broadcasters, vendors, etc.
 - SMEs
 - Developers and providers of media applications and services
 - Also, technology providers
 - Creative industries

Project Goals and Objectives

- The main VITAL MEDIA goals
 - To enlarge the community in the social media area
 - at the European level, at level of the national and regional clusters
 - through collaboration among the NEM Initiative and involved clusters
 - by linking the community with the policy makers and others (e.g. standardization bodies)
 - To animate the community
 - through a number of discussions/workshops/events
 - through an innovative online collaboration tool
 - To establish strategic research and innovation roadmaps and future policies
- Beyond VITAL MEDIA - Proper future position of the European converged & social media
 - As strong vertical application sector
 - to utilize the future 5G networks
 - Opportunities for participation in 3rd – experimental – phase of the 5GPPP
 - To get advantage of the future network architectures and features
 - As important core sector for other vertical sectors enabling services of the future
 - Preparing significant research/innovation and results beyond 2020 (FP9)

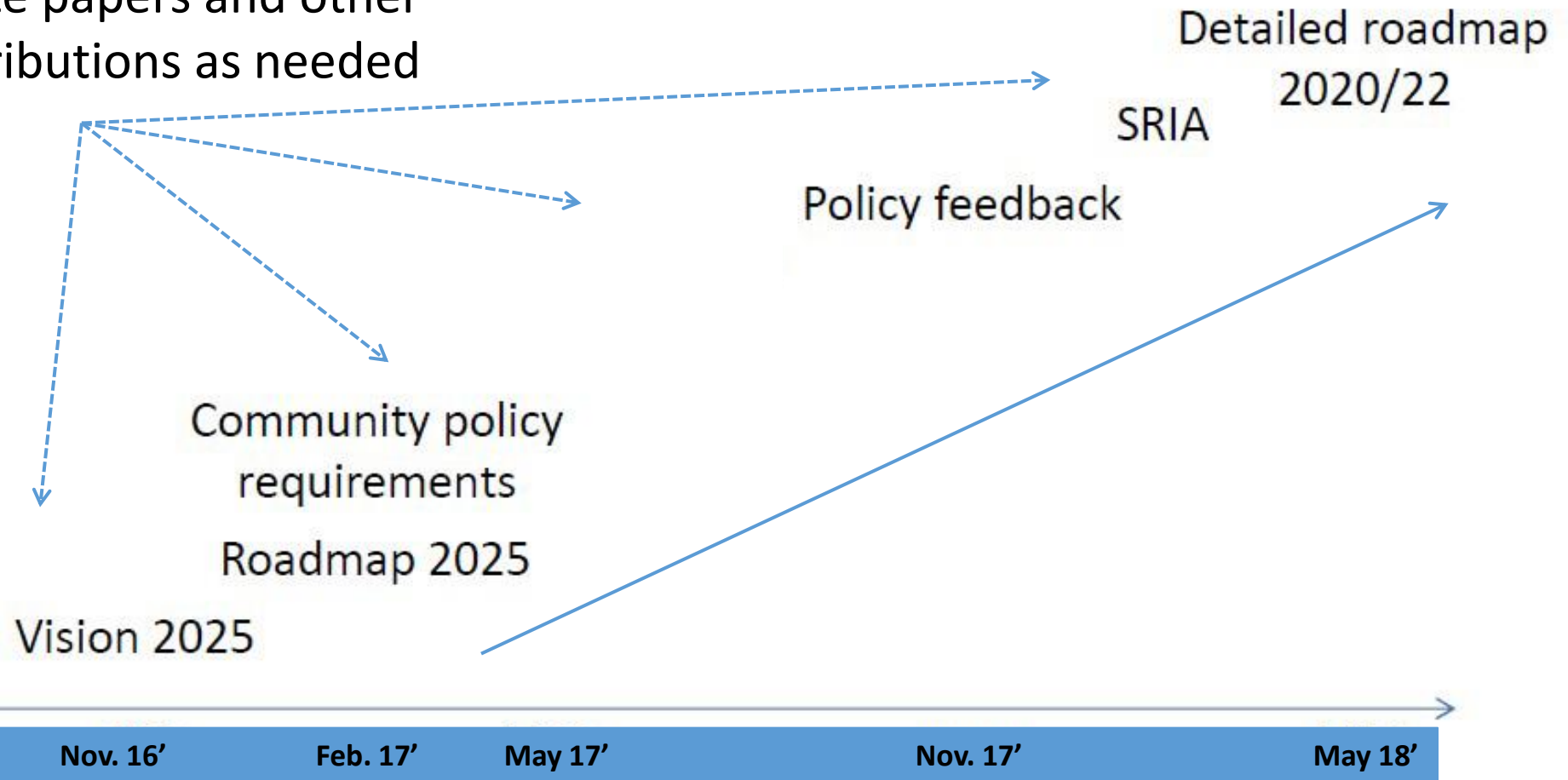
Community consolidation – enlargement and animation



- Promotion through NEM ambassadors
- Facilitation through global and cluster events
- Involvement through participation in specific working groups
- Open for collaboration with other related initiatives

Strategy – Time Plan for Main Strategic Documents

+ Position/white papers and other types of contributions as needed



Events supported by VITAL MEDIA

- Annual events for broad targeted community
 - NEM Summit 2016
 - NEM Summit 2017
 - Preparations to start in December 2016
- NEM General Assemblies – also open for entire community
 - 22nd GA collocated with NEM Summit 2016
 - 23rd GA stand alone event planned for spring 2017 (Brussels)
 - 24th GA to be collocated with NEM Summit 2017 (autumn)
 - 25th GA stand alone event – spring 2018 (Brussels)
- Eight cluster events
 - each of VITAL MEDIA clusters two annual events

Planned VITAL MEDIA Cluster Events

- Transmusicales
 - <http://lestrans.com>
 - November 2016, 2017, and 2018 in Rennes, France
- FICOD - International Trade Fair for Digital Content
 - <http://ficod.es/>
 - December 2017 in Madrid
- La Digital Tech Conference
 - <http://www.ladigital.tech/en/>
 - 2 December 2016 in Rennes, France
- Laval Virtual
 - www.laval-virtual.org
 - 22-26 March 2017 & March 2018 in Laval, France
- Futur en Seine 2017 & 2018
 - “Clusters of Excellence” Workshop, European Tour of Best Practices & Success Stories
 - June 2017 & June 2018 in Paris
- Festival Vieilles Charrues / west web festival
 - www.vieillescharrues.asso.fr/2016/
 - July 2017 & 2018 in Carhaix, France
- BROADCAST it!
 - http://www.ifema.es/broadcast_01/
 - May 2018 in Madrid

VITAL MEDIA Project Consortium



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NEM Social Network