



Driving the Future of
Digital Experiences



23rd NEM General Assembly – 11 May 2017

Venue: Hotel Crowne Plaza - Le Palace, Rue Gineste 3, 1210 Brussels, Belgium

@NEM_initiative

Agenda

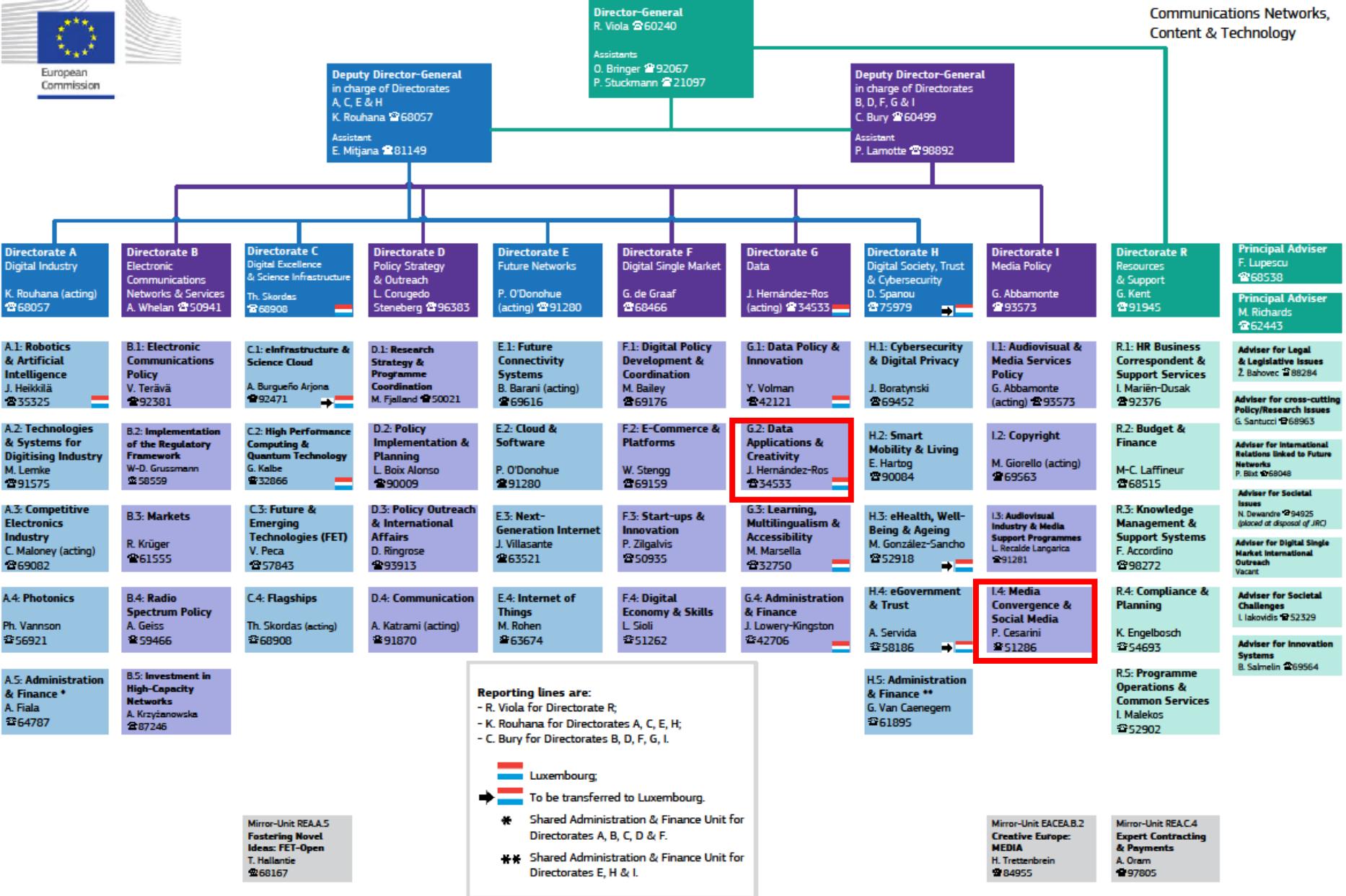
- 09:00 – 09:20 Welcome & About NEM activities, Jean-Dominique Meunier (Technicolor, NEM Chairman)
- 09:20 – 09:40 Next Generation Internet for the Creative Industries, Albert Gauthier and Philippe Gelin (EC Unit G2 – Applications & Creativity)
- 09:40 – 10:00 Social media and new forms of cooperation across content and creative industries, Paolo Cesarini (Head of EC Unit I4 – Media Convergence & Social Media)
- 10:00 – 10:30 Creative Europe – MEDIA support to new business models proposing innovative strategies for distribution and promotion of European works online, Matteo Solaro (Head of Sector TV, Audience, Innovation at EC Executive Agency Education, Audiovisual and Culture)
- 10:30 – 11:00 Break
- 11:00 – 12:30 Workshop on policy requirements from media community (moderator: Silvia Boi, Engineering)
- 12:30 – 14:00 Lunch break

Agenda

- 14:00 – 14:15 NEM Summit 2017 and Upcoming NEM Events, Veronica Buey Cieslak (ICT Audiovisual cluster Madrid, NEM Vice-chair)
- 14:15 – 15:00 NEM enlargement and collaboration (moderator: Manuella Portier, Cap Digital)
 - Enlargement of the NEM community to other convergence and media ecosystems
 - NEM Ambassadors: a new status to boost NEM visibility all across Europe and federate the European convergence and media landscape
 - Presentation of Zlin Creative Cluster (ZCC) by Mr. Jan Blažek, ZCC Vice-President, and Dott. Martina Dlabajová, Chairman of the ZCC Supervisory Board and Member of the European Parliament
- 15:00 – 15:15 NEM Collaboration platform, Giuseppe Vella (Engineering)
- 15:15 – 16:15 NEM Strategy
 - Plan for establishment of NEM roadmaps and next SRIA version, Pierre-Yves (Orange, NEM Vice-chair)
 - NEM position papers (José Manuel Menéndez, Universidad Politécnica de Madrid, and Nina Klein, FRankfurt Book Fair)
 - New Realities evaluation (Kathryn Geels, Digital Catapult)
 - Exploring the future of content production and distribution within H2020 COGNITUS innovation action (Rajitha Weerakkody, BBC R&D)
- 16:15 – 16:30 Closure of the General Assembly

Agenda

- 11:00 – 12:30 Workshop on policy requirements from media community
(moderator: [Silvia Boi](#), Engineering)
 - The importance to foster the dialogue between the Media sector and Policy makers
(moderator: Silvia Boi, Engineering)
 - VitalMedia and Policy Requirements ([Giusi Caruso](#), Engineering)
 - I3 and Policy Requirements ([Simona de Rosa](#), T6)
 - How policies can affect the Media Industry sector?
 - [Mike Matton](#) (VRT) “Media Industry vision”
 - [Nicola Frank](#) (EBU) “Media Ecosystem Vision”
 - Which are the main EC priorities and activities in terms of policies for the Media sector?, How to boost the dialogue between the EC policy makers and the media sector?
 - [Paolo Cesarini](#) (Head of EC Unit Convergence and Social Media)
 - [Marcel Boulogne](#) (EC unit I-1, responsible for AVMSD)
 - [Vita Jukne](#) (EC unit I-2, responsible for the revision of the copyright regime)
 - [Emmanuel Joly](#) (EC unit I-3).





What we did since Porto...

Jean-Dominique

NEM communication



NEM Initiative
@NEM_Initiative
TWEETS 1,095 FOLLOWING 537 FOLLOWERS 614

NEM Social Network
214 members



NEM
New European Media

HOME ABOUT NEM DOCUMENTS NEWS & EVENTS

NEM Summit
29-30 NOV

DRIVING THE FUTURE OF DIGITAL EXPERIENCE

BECOME A NEM MEMBER

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
Identity research and business opportunities
Find partners for upcoming EU funded calls for projects
Share your vision and build the future of Digital Media Experiences

WHO WE ARE

The NEM Initiative (New European Media Initiative) is a European Technology Platform, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms to develop the business sector of networked and electronic media. The NEM Initiative enlarged its focus towards creative industries dealing with Connected, Converging and Interactive Media & Creative Industries driving the future of digital experience.

More information: nem-initiative.org



NEM Summit 2017

10th Edition of the Annual International Conference and Exhibition



“Smart Content by Smart Creators”

**29-30 November 2017
Madrid, Spain**

Museo Reina Sofía

NEM & EuroVR

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<https://www.eurovr-association.org/>

11 May 2017



The future of AR/VR in Europe

Why public funding is needed now!



11

NEM Position Papers to come

1. Immersivity
2. Hyper-personalization
3. Content distribution
4. Social media
5. Blockchain payment mechanisms
6. Artificial Intelligence for content and media
7. Creative industries fostering needs.

- [NEM contribution to the DSM Strategy](#) (Spring 2016)
- [Position Paper on ACCESS Policy suggestions](#) (February 2016)
- [Big and Open Data](#) (December 2013)
- [Position Paper on Connected TV](#) (December 2012)
- [Position Paper on Education and Training](#) (December 2012)
- [Social networks, Social media and Platforms for collective awareness and action](#) (November 2012)
- [Position Paper on Networked 3D Multimedia](#) (June 2012)
- [NEM response to EC consultation on Green Paper](#) (May 2011)
- [NEM Position Paper on Future Research Directions](#) (February 2011)
- Opportunities for an Innovative Digital Europe
Extended version of this position paper has been published as [NEM-SRA Version 8.0](#) in September 2011
- [NEM & the Digital Agenda for Europe](#) (December 2010)
- [NEM Position paper on Intelligent Transport Systems](#) (October 2010)
- [NEM Position paper on Energy efficiency](#) (October 2010)
- [NEM Position paper on Content Management](#) (November 2009)
- [NEM Position paper on Home Networks for Multimedia Content Delivery](#) (June 2009)
- [NEM position paper on Standardisation](#) (February 2009)
- [NEM Position Paper on Digital Cinema](#) (October 2008)
- [NEM Position Paper on International Cooperation](#) (March 2008)
- **NEM Position Paper on Mobile TV** (October 2007) Restricted access – please, contact info@nem-initiative.org
- [NEM Big Challenges](#) document (July 2006) - Presents five big challenges on which NEM should focus investments and commit R&D efforts in the coming years
- [Comments on the revision of the Television without Frontiers Directive from NEM Regulatory Group](#) (May 2006)

<https://nem-initiative.org/documents/position-papers/>

Upcoming NEM events



THE ARTS+



**THE ARTS+/ hall 4.1.
Frankfurt Book Fair
Wednesday, 11 Oct 2017**



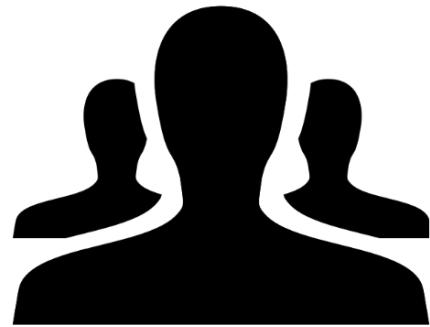
**Digital Tech
Thursday, 7 Dec 2017**



And I do not forget our actions on...

- NEM Vital Media
- NEM Ambassadors
- NEM Media Policy Requirements Survey <https://nem-initiative.org/nemvital-media-policy-requirements-survey/>)
- ...

NEM gathers



**All major organizations
on electronic media**

Content providers, broadcasters, manufacturers,
network operators, service providers, academia,
standardization bodies, government institutions



**1041 members from
94 countries**

Including



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE



NEM Clusters of clusters



Become a NEM member for free!



- **Join** the community and increase your visibility
- **Participate** in innovative flagship events and network with prominent stakeholders
- **Get access to** 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

Contact



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