



POLITÉCNICA



NEM Position papers: current status

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Introduction to the Position Papers

- The  Position Papers are a set of **trending topics in the field of Media and Content**
- The position papers are **issued by the  Initiative**, the European Technology Platform, whose members **volunteer to elaborate**, relying on their own expertise, on particular topics with a big projection in the field
- The initiative is **open to ANY member**, independently of its profile
- The current set of topic have been **selected taking into account the received proposals** from ALL the stakeholders members

Topics under elaboration

- Currently, there are 7 defined topics:
 1. Immersivity
 2. Hyper-Personalization
 3. Content distribution
 4. Social Media
 5. Blockchain payment mechanisms
 6. Artificial Intelligence for content and media
 7. Creatives industries fostering needs
- Work has started to gather information on the first 3 topics, and their corresponding Table of Contents have already been defined

Common structure

All the position papers share a **common overall structure**:

1. Introduction
 - 1.1: NEM vision
 - 1.2: About NEM
2. Scene settings
3. Technical trends
 - 3.1: Particular about the topic
4. Impact
 - 4.1: Particular about the topic

Position paper on Immersivity: Contents

1. Introduction
 - 1.1: NEM vision
 - 1.2: About NEM
2. Scene settings
3. Technical trends
 - 3.1: Production of immersive real and virtual content
 - 3.2: Blending of immersive real and virtual content
 - 3.3: Hardware and software platforms for immersive content manipulation
 - 3.4: Immersive UX/UI
 - 3.5: Immersive social interaction
 - 3.6: New psychological models
4. Impact
 - 4.1: Strategic importance of immersivity
 - 4.2: Business and economic impact
 - 4.3: Societal impact
 - 4.4: New business models
 - 4.5: Health
 - 4.6: Education, training and entertainment
 - 4.7: Industrial applications. industry 4.0.
 - 4.8: Culture and tourism
 - 4.9: Other vertical sectors

Position paper on Hyper-Personalization: Contents

1. Introduction
 - 1.1: NEM vision
 - 1.2: About NEM
2. Scene settings
3. Technical trends
 - 3.1: User behaviour
 - 3.2: Novel recommendation systems
 - 3.3: Virtual reality
 - 3.4: Software Defined Network - SDN
 - 3.5: Content discovery
 - 3.6: Identity management
 - 3.7: Privacy
4. Impact
 - 4.1: Strategic importance of personalization
 - 4.2: New business models
 - 4.3: Retail
 - 4.4: Content distribution
 - 4.5: Advertising
 - 4.6: Accesibility

Position paper on Content Distribution: Contents

1. Introduction
 - 1.1: NEM vision
 - 1.2: About NEM
2. Scene settings
3. Technical trends
 - 3.1: 5G content distribution
 - 3.2: Software Defined Network – SDN
 - 3.3: CDN Virtualization
 - 3.4: 4k and beyond
 - 3.5: Hybrid services and OTT models
 - 3.6: Social Media platforms and media distribution
4. Impact
 - 4.1: Strategic importance of content distribution
 - 4.2: Content distribution sector size
 - 4.3: New business models
 - 4.4: Audience measurement
 - 4.5: Regulation

Involved partners

	Partners/Topics	Content Distribution	Hyper-Personalization	Immersivity
1	ATOS	X	X	X
2	BBC	X	X	X
3	DIGITAL CATAPULT	X	X	X
4	ENGINEERING	X	X	X
5	FEP/FEE	X	X	X
6	HOLKEN CONSULTANT	X	X	X
7	INRIA	X	X	X
8	IRT	X	X	X
9	IT-INNOVATION	X	X	X
10	NOKIA	X		X
11	NTNU			X
12	ORANGE	X	X	X
13	SINTEF			X
14	TECHNICOLOR	X	X	X
15	TECNALIA	?	?	?
16	TELECOM ITALIA	X	X	X
17	TNO	X	X	X
18	TSSG	X	X	X
19	UPM	X	X	X
20	VRT		X	X

Expected calendar for the 7 Position Papers

- For the **first 3 Position Papers**, the planning is:
 - To have a complete version to circulate by end of **September - 2017**
 - To make a presentation in our next **nem Summit**, in Madrid, in November - 2017
- For the **last 4 Position Papers**:
 - To have a complete version to circulate by end of **March - 2018**
 - To make the final approval by **June - 2018**

Position Papers contact

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