



# I3 and Vital Media: supporting Media sector jointly fostering Policy Dialogue at European level

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# The old media environment

In the film *The Shipping News*, a crusty old editor points to dark clouds over the ocean and tells Kevin Spacey's character, a rookie reporter, that the headline should be "*Imminent Storm Threatens Village.*"

And what if the storm never comes?

*"Village Spared From Deadly Storm."*

That's what the media business used to be like.



# The environment

- Today, rather than local monopolies and regulated broadcast spectrums, we have nearly universal platforms...Wordpress, YouTube, Facebook, Netflix where major marketers and production studios can be found next to teenagers goofing off.
- Platforms like Netflix have shown that you can reach large audiences—and keep 100% of your subscription revenues—independently.
- Increasingly, traditional broadcasters are also choosing to go “over the top” on streaming devices.



## I3- Impact Innovate Invest

- A coordination and support action for ICT19 projects and stakeholders engaged in Convergence and Social Media;
- Amplify the impact of research results coaching researcher and small firms to attract the interest of investors within a coordinated framework of actions.





# I3 Policy Dialogue: aims and purposes

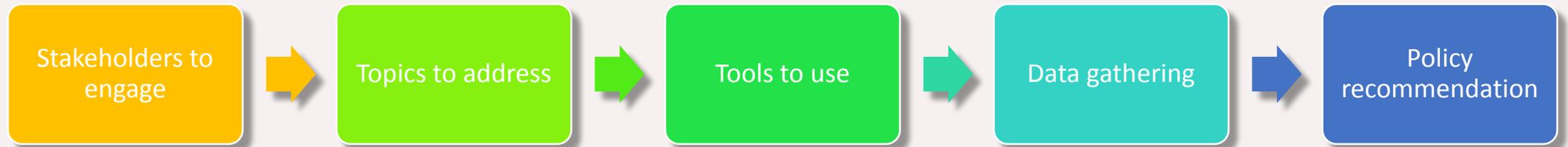
*“New technologies and media services such as digital television, satellite radio, mobile content applications, video on demand, and new internet services are fundamentally transforming media environments and media use” (Klimkiewicz, 2010).*

I3 aims are:

- To engage the stakeholder community of policy makers, entrepreneurs, start-ups, etc., to address regulatory, normative and technical complex aspects;
- To exchange information and build consensus recommendation between public and private sectors;
- To produce concrete outputs addressing relevant issues in the domain to give some input to the EC for future policy regulation.



# I3 Policy Dialogue: main step of the process



Source: I3- D5.1. Policy Dialogue Concept Paper



# Platform to support the Policy Dialogue

- I3 and Vital Media launch today the use of a dedicated space of discussion to face with these and further issues;
- The aim is to work together to spread the voice and unify the effort to improve the stakeholder engagement;
- The platform will be use to post topics of discussion and collect stakeholder's feedback;
- Topics will be continuously updated taking into account what emerge from the users;
- Data collected will be analyzed in order to provide guidelines to the EC.



# Results from desk analysis /1

Massive transformation on the sector is happening:

- proliferation of connected devices and the wide availability of faster broadband connections has affected the audiovisual distribution, disrupting the services based on structured planning and timing television, to encourage new services;
- Improvement of “new media” (Social Media) changed the way in which media contents are produced and consumed, User Generated Content (UGC);
- Impact on business models and consumer habits is creating new challenges and opportunities for the creative industries;
- Business models drive the medium and greatly effect what is created and for whom....and paraphrasing McLuhan ...the business model is the message.



# Selected topics from the literature review and discussions with experts

- Research ideas are not adequately supported in terms of economic resources to enter the market.
- Revising EU copyright rules in order to fit the digital age;
- Regulating access on the basis of community standards;
- Improving regulation on accessibility;
- Working on regulation for data protection;
- ....



# Topics to discuss from I3 perspective/1

- The sector is evolving fast and it is still referring to traditional marketing and business models. Strategies do not take into account social elements crucial in defining new services.
- *“In the light of new technologies in the transmission of audiovisual media services, a regulatory framework (...) should take account of the impact of structural change, the spread of information and communication technologies (ICT) and technological developments on **business models** (...) and should ensure optimal conditions of competitiveness and legal certainty for Europe’s information technologies and its media industries and services, as well as respect for cultural and linguistic diversity” (AVMSD).*



## Topics to discuss from I3 perspective/2

- Are disruptive business models a reality for Social Media?;
- Which are the most disruptive model adopted so far?;
- The role of analytics and big data;
- New customers behaviour (think about binge watching);
- Can PCP (Pre commercial procurement) and PPI (Public Procurement of Innovative solution) be relevant for the Social Media sector?;
- Are the SME instrument, the EFSI, the Creative Europe Programme sufficient to support Convergence and Social Media industry providing new ways to improve business related to public sector?.



## Topics to discuss from I3 perspective/3

- What does it mean barriers for stakeholders in relation to the field?;
- Which are the most relevant barriers that should be overcome (e.g economic, institutional, geographical, normative and technological)?;
- How much geographical barriers affect the industry of Convergence and Social Media? ;
- How much technological barriers are an issue to the creation of new services and cross collaborations?.



# Topics to discuss from Vital Media perspective

- Data protection and privacy issues for Media sector: policy impact and future expectations;
- Digital Single Market (DSM) strategy for Europe vs Media domain: policy impact and future expectations;
- Customer Protection Policy: new decisions and impact on Media domain;
- Relevance of policy framework for support of research and innovation in the media sector.



# The i3 and Vital Media collaboration

The collaboration has been established between the CSAs to foster the dialogue and produce concrete results to share to the EC.

The idea behind it is to guide the dialogue and at the same time follow users suggestions.

Thread	Posts	Views	Last Post	Actions
<a href="#">Next Generation Internet Flaship</a>	1	29	Pierreyves Danet JAN 16 2017 16.36	<a href="#">Share</a> <a href="#">Link</a> <a href="#">More</a>



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