



NEM Summit 2017

“Smart Content by Smart Creators”

Madrid, 29th-30th November 2017



The **NEM Initiative**, the New European Media Technology Platform, will hold the **tenth edition** of its annual conference **NEM Summit** in Madrid, Spain, on 29-30 November 2017. Building on successful previous editions, this year’s conference will address many of today’s hot topics related to Smart Content by Smart Creators. These will include research and business challenges, societal and user needs, as well as accessibility and implementation requirements for smart content / smart assets and media convergence, and the regulatory and standardisation environment.

The program of this year’s NEM Summit will consist of keynote presentations and invited talks, exhibitions presenting the research results in the NEM area achieved by various European projects and organisations, three **Scientific and Technical Summit Tracks**, **Special Sessions on Future of Social Media**, and a **Track on Innovative Media Applications**. In order to collect relevant contributions from the community on the above subjects, the NEM Summit 2017 Programme Committee is issuing the following

Call for Extended Abstracts

All relevant stakeholders are invited to submit **extended abstracts** addressing the Summit topics listed below.

Scientific and Technical Tracks on Smart Content:

- New Formats for Smart and Secure Content Assets
- Digital Content Assets Management and Production
- Personalized Content, Individual Experience and Accessibility

Future of Social Media:

- Technologies enabling the future Social Media
- Market trends, business models, European positioning
- Related privacy, regulatory, and societal aspects

Innovative Media Applications, focusing on (but not excluding further subjects):

- Museums of the Future
- Smart Content for Digital Tourism

The submissions should present original work, innovative ideas, and recently achieved results. Besides contributions to the defined NEM Summit tracks and the Special Session on Future of Social Media, all further valuable scientific and technical contributions addressing relevant NEM research topics as defined in the NEM Research and Innovation Agenda (available on the NEM Initiative website – www.nem-initiative.org), will be considered by the Programme Committee as well. Contributions that include elements that take into account the need for media accessibility by those with differentiated abilities are welcomed.

Important Dates and Submission Guideline

Submission deadline: 10th July 2017	All contributions for the NEM Summit 2017 should be provided in PDF format - expected length of the extended abstracts is two A4 pages, (maximum three pages) with minimum font of 11pt in a free format.
Acceptance notification: 31st July 2017	There is also possibility to provide further supporting information for the submissions, such as planned presentation means, web links, etc., as attachment.
Deadline for final papers: 31st October 2017	The submitted contributions will be subject of review by the NEM Summit Program Committee within a fast track evaluation process. Selected contributions might be published in the Summit Proceedings and/or on the NEM website - all further rights remain with the authors.

The NEM Summit is an annual Conference organised by the NEM Initiative and supported by the European Commission. Organisation of the event is supported by VITAL MEDIA – EU Horizon2020 project.

www.nem-initiative.org

Scientific and Technical Tracks

<p style="text-align: center;">New Formats for Smart and Secure Content Assets</p> <p>Smartness becomes an essential ingredient of new content formats. Enhanced eBooks for textual, object-based audio or wavefield synthesis for acoustic and Multiview video, free viewpoint video, panoramic video and 4D or 5D lightfields for visual content are changing the world of media dramatically. Smart content needs to be captured, encoded, stored, transported / communicated, rendered, manipulated, processed and secured. There is a need to maximise the potential for re-use and re-purposing of all types of digital content, for instance, by directly conceiving and creating content usable in different contexts and technical environments; dynamically adapting to the users; embedding semantic knowledge and other approaches to make content "smarter", thanks to new and emerging technologies. Typical topics for the track are:</p> <ul style="list-style-type: none"> • Smart content capturing, encoding and rendering • Smart content distribution in mobile and dynamic environments • Smart content authenticity and security 	<p style="text-align: center;">Digital Content Assets Management and Production</p> <p>Even when captured in new formats content has to be annotated appropriately to enable re-purposing and re-use amongst distribution channels (broadcast, mobile, streaming, on demand, subscription-based) and amongst various types of devices (smart phones, VR/AR devices, flat-screens, etc.). The digital content production chains will change: They will become partially virtual, distributed, and more open (open denoting free but also controlled and potentially commercial access to smart content assets). The classical sequential production workflow will evolve similarly: Smart assets will enable early post production, i.e. the adaptation of existing to new content items and the adaptation might become semi-automated. The track includes, among others, the following topics:</p> <ul style="list-style-type: none"> • Metadata, content classification based on deep learning, Advanced content search engines • Seamless and lossless format conversion • Performance capture • Hybrid scene rendering 	<p style="text-align: center;">Personalized Content, Individual Experience and Accessibility</p> <p>Content consumption will become more and more user-centric and individualized, including situational and predictive real-time elements, digital identity of the user, merging multiple profiles and creating dynamically personalized services. Counterparts like unicast vs. broadcast will converge and asset replacement and adaptation will allow personalized broadcast, consumable across different devices and in different contexts. Synchronized interactivity across multiple devices will enhance personal experience and allow for new accessibility services. The track includes, among others, the following topics:</p> <ul style="list-style-type: none"> • Hyper-interactivity, synchronized interactivity and hyper-personalized content consumption • Accessibility services; Accessibility by design and by user definition • Federating multiple profiles including social aspects, grouping, relationships for accessing content • Audience attention capture, monitoring and measurements • Privacy and trust aspects, General Data Protection Regulation
<p style="text-align: center;">Future of Social Media</p> <p>In the recent decade, social media has become a significant part of daily life and business. Social media platforms are increasing their role as distributors of creative content, and this trend is expected to remain and grow. Social media related applications and services are evolving both in terms of the used technologies and the areas of life they are used in. Recognising this, the NEM Summit 2017 will specifically focus on the future social media. The track will cover, but is not limited to the following topics:</p> <ul style="list-style-type: none"> • Vision for the future social media • Technologies supporting the future social media (along and beyond related topics within the three scientific and technical Summit tracks) • Current market trends and foresight in social media • Positioning of European industry in the future social media landscape • Innovation and collaboration possibilities and requirements for new social media services • Governance models, addressing privacy, regulatory, and societal aspects. 	<p style="text-align: center;">Innovative Media Applications</p> <p>This track will focus on two fields of applications, presented below, inspired by the location of this year's event, and will demonstrate the power of related emerging media technologies:</p> <ul style="list-style-type: none"> • Museums of the Future – Museums, exhibitions and cultural heritage sites strive to offer new visitor experiences. • Digital Technologies for Cultural Tourism – technologies and creative content serving cultural tourism and memorable experiences. <p>The focus of this track is to showcase innovative approaches and solutions, including implementation and deployment issues.</p> <p>Note that other subjects related to innovative media applications, but not listed above, are also welcome.</p>	