Newsletter NEM 2017 #1

3 days, 150 participants from 20 European countries… Take a look back on the NEM Summit 2016 « *Driving the future of digital experience* » !

https://twitter.com/NEM_ETP

https://www.linkedin.com/groups/3788540

Edito - Jean Dominique Meunier, Technicolor (NEM Chairman)

Dear NEM members, dear readers,

The New European Media initiative, the Horizon 2020 European Technology Platform dedicated to content is wishing you a year of innovation, a year of innovative projects, a year of fruitful businesses…

A year towards building our future… Once again, our NEM community is in the sector where to be to size all the opportunities in this wonderful content world dealing with Connected, Converging and Interactive Media & Creative Industries and as our moto says, 'driving the future of digital experience'. New network technologies such as the upcoming 5G or the deployment of the Fiber to the Home, new videos & displays technologies such as High Dynamic Range, High Frequency Rate, are great opportunities to widely access to a more immersive content on the move and make the user/consumer part of the game.

*A year towards enlarging and engaging our community…*Thanks to the VitalMedia project, we have some additional opportunities to embark you in this content journey through the creation of a new NEM platform (http://vitalmedia-project.eng.it/) I invite you to use, the position papers we intend to produce (e.g. Content distribution vs 5G, Media analytics vs Big Data, Challenges for Creatives Industries), the dialogue among research and innovation community and policy makers we want to build, the workshops, general assemblies and summit we will organized again this year.

Before entering to this new year, we are sharing through this NEM Newsletter some key moments of our last NEM summit edition.

Be active in NEM, get fun from NEM, contribute to NEM and enjoy 2017!

Jean-Dominique MEUNIER

NEM Chairman

NEM Portugal - Maria Teresa Andrade, University of Porto (Host of the NEM Summit 2016)

NEM Portugal is an initiative mirror to NEM, created in September 2014 to foster the interaction among creative and technology players within the Portuguese media industry. It aims at supporting the development of an European strategy for the media sector in

Portugal providing guidance and visibility to the currently highly fragmented sector to enter into the global market, providing a privilege channel for European players to establish links with Portuguese counterparts. Although actions and events had been conducted since its creation, the achievement of NEM Portugal's objectives in 2016 has been significantly impacted by difficulties with national funding that are expected to be solved for 2017.

The occurrence of the NEM Summit in Portugal has proven to be an excellent opportunity to successfully mobilize the Portuguese creative and media industries, to raise their awareness to the benefits that can be obtained with this type of initiatives and thus to unleash the desired interaction within the sector, both at the national as well as the European level.

http://nemportugal.com/

https://nem-initiative.org/wp-content/uploads/2014/10/8-MT-Andrade-NEM-Portugal.pdf

Content, Media & 5G Networks – Insights from Pierre Yves Danet, Orange (Premium Sponsor of the NEM Summit 2016)

Orange has been sponsoring the NEM Summit for several years as we believe it is important to understand the requirements from varied sectors including content & media. One of the most important user of the future 5G networks will be the content&media industry in terms of data volume. We are today designing the future 5G network and it is very important to catch these requirements which should have some consequences on the network capacity and design (bandwidth, latency, security …).

The 2016 edition of the NEM Summit was really a success with a large number of participants and very high level sessions where high quality papers have been presented. In particular, the 5G Session was really interesting for Orange.

Orange is pushing Media&Content large scale pilots for the 5G PPP phase 3 where 6 use cases have been identified :Ultra High Fidelity Media, On site Live event experience, User & machine generated Content, Immersive and integrated media, Cooperative media production and Collaborative gaming.

http://www.orange.com/en/news/2015/mars/5G-towards-the-mobile-Internet-of-the-future

Position paper on Digital storytelling - Andrew Perkis, MTM Norwegian University of Science and Technology

At the occasion of its General Assembly in Brussels in 2016, NEM initiated work on digital Storytelling through the creation of a position paper. Digital storytelling is at the heart of new digital media and the ability to tell stories in various formats for multiple platforms is becoming increasingly important. The drive today is towards creating immersive and interactive digital stories for a diversity of services and applications, spanning from pure entertainment through edutainment and training towards digital signage and advertising. The tools for creating these digital stories have to satisfy the growing creative and media industries in Europe.

The position paper should provide a clear definition of digital storytelling for the creative and media industry and identify gaps and weaknesses in the story creation and consumption workflow. The paper should conclude with a roadmap towards a fully interoperable way forward for Immersive Media technology Experiences.

The NEM summit in Porto was a great opportunity to present the work performed so far. We have established a mailing list with more than 50 participants actively contributing to the paper. The final version is expected to be provided at the next NEM GA in 2017.

If you would like to contribute please contact (andrew@iet.ntnu.no) to be added to the mailing list as well as getting access to the living Google document where the paper is constantly evolving and shaping up.

NEM Club of clusters, Building an effective digital and creative clusters community – Veronica Buey Cieslak (Madrid Network, ICT · Audiovisual Cluster), Joséphine Rohner De Smet (Cap Digital)

The NEM Club of Clusters's goal is to enhance the collaboration between Media & Content Clusters across Europe and beyond. A set of tools has been created to facilitate the exchange of experiences and best practices : information on the NEM initiative website, a LinkedIn discussion group, synergies with the ECCP and a programme of events. After exchanges about cross-collaboration strategies at the NEM Summit 2016, the Club of Clusters will organise a workshop in the framework of Futur en Seine Festival on June 9th 2017 in Paris to tackle current challenges faced by cluster organisations such as Governance & Financial stability, Involvement of cluster participants, Service portfolio, Qualification of the staff… Save the date !

To learn more about the NEM Club of Clusters, contact : Veronica Buey Cieslak veronica.buey@madridnetwork.org and Manuella Portier manuella.portier@capdigital.com

NEM Awards - Congratulations to the NEM Summit Awards winners !

- **Best Paper :** « *High Quality 360° Video Rendering and Streaming* » by Louay Bassbouss, Stephan Steglich, Martin Lasak - Fraunhofer FOKUS, Berlin, Germany
  https://nem-initiative.org/wp-content/uploads/2016/11/louay-bassbouss-et-al.pdf

- **Best Exhibition :** *i2CAT – ImmersiaTV*, *Immersive Experiences around TV, an integrated toolset for the production and distribution of immersive and interactive content across devices*
  www.immersiatv.eu

- **Best NEM Art : Andrew Perkis, Norwegian University of Science and Technology**

Presentations are available on the NEM website!

Couldn't attend all the sessions? Wanna review some of the presentations? The papers accepted for presentation at the NEM Summit 2016 are now available on the NEM website (www.nem-initiative.org) – direct link: https://nem-initiative.org/nem-summit-2016-program/, where presentation slides from almost all Summit speakers can be downloaded as well.