



NEM Newsletter 2017 #2

Edito - Jean Dominique Meunier, Technicolor (NEM Chairman)



Dear NEM members, dear readers,

During this first semester, we hold our 27th General Assembly in Brussels. A summary is given in this newsletter below.

During those last months, we worked out to prepare your 10th NEM summit planned on 29-30 November 2017 in Madrid at the Museo Reina Sofia, the place where you can enjoy the discovery of Guernica. I do hope that you took the opportunity to answer to our position paper calls.

During those weeks, we organized several events towards our local, regional or national community: the Futur en Seine event in Paris on 9 June, the Open Innovation Camp in Nantes on July 4th.

We were working out also the first inputs to those position papers. Do not hesitate to contribute to them as well.

We were paving the ways to get a Digital Innovation Hub dedicated to content and well as a Next Generation Internet topic on Media & Creative Industries.

Before entering to this post summer period, we are inviting you to get deeper elements on above topics in the following pages and I invite you to discover our new web site at www.nem-initiative.org.

Counting on our contribution and involvement towards the NEM community driving the future of digital experiences, and counting on your registration to our NEM summit 2017 edition, I wish you a fruitful and relaxing summer time.

Jean-Dominique MEUNIER



https://twitter.com/NEM_Initiative



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



NEM 23rd General Assembly



23rd NEM General Assembly was held in Brussels on 11 May 2017. NEM thanks all the speakers and participants for fruitful discussions we had during the event, in particular on [Next Generation Internet](#) for Creative Industries from Loretta Anania (EC Unit E3 – Next generation Internet) and from Albert Gauthier and Philippe Gelin (EC Unit G2 – Applications & Creativity), on [Social Media](#) and new forms of cooperation across content and creative industries from Paolo Cesarini (Head of EC Unit I4 – Media Convergence & Social Media), on [Policy Requirements from media community](#) on ‘How policies can affect the Media Industry sector?’ And on ‘How to boost the dialogue between the EC policy makers and the media sector?’ with contributions from Marcel Boulogne (EC unit I-1, responsible for AVMSD), Vita Jukne, (EC unit I-2, responsible for the revision of the copyright regime), and Ivan Brincat (EC unit I-3). [NEM enlargement](#) and collaboration as well as [NEM strategy](#) were 2 other topics discussed during this General Assembly.

The presentation slides from the event are available [here](#).

NEM recent events

What you missed in Paris on 9 June – Manuella Portier, Cap Digital



On the 9th of June, during the Futur en Seine festival, Paris&Co hosted the NEM Creative Industries Meetup, organized by Cap Digital and the NEM Initiative. Numerous stakeholders from creative industries sector gathered to exchange, network and test innovative solutions. After a short introduction of the Paris&Co and its LINCC platform, Jean-Dominique Meunier, president of the NEM Initiative opened the session by presenting the network and its actions. In order to showcase some examples of creative industries stakeholders and to underline one of the current trend in the digital sector, four start-ups presented their virtual reality innovative solutions before inviting the public to test them.



Thus, the Creative Industries Meetup was the occasion to discover:

Sky Boy

SkyBoy's Overlap Reality is an exclusive technology that optimises the effects of augmented reality. It is an original tool available to brands, regions and a new generation of retail.

strong creative identity.

dematerialized way.

Innerspace VR

Innerspace is a cutting-edge VR creation studio, dedicated to leveraging the power of VR to build new forms of entertainment with a

Art of Corner

In the field of Art, Culture and Heritage, Art of Corner produces a unique User Experience in Virtual Reality and broadcast s it in a materialize d and

Persistent Studios – Popcorn FX

Persistent Studios develops software and middleware tools for creating real-time special effects. Their main product is Popcorn FX, a solution for video game studios to create and integrate real-time particle effects.



The event gathered about 60 participants who had an opportunity to discover, experiment and build partnerships, as the rest of the afternoon was dedicated to live demos and networking.

To close the session, **Ms. Agnes Alfandari of Institut Français** presented

[Culture.vr](#), the first showcase of French VR creation. Culture.vr documents the invention of a new language to address immersion, experience and sensorial space. Culture.vr explores these new virtual realities through three different thematic: visual arts, performing arts and filmed and interactive narratives.

NEM Summit 2017 – “Smart Content by Smart Creators”



The **10th edition of the NEM Summit** conference and exhibition will be held from 29-30 November 2017 in the Spanish capital Madrid at the exciting venue of the Museo Reina Sofía, Edificio Nouvel, Auditorio 400 and Auditorio 200, 28012 Madrid, Spain (Entrance by Ronda de Atocha s/n).

The NEM Summit is an international conference and exhibition, open to co-located events and organised every year since 2008 by the NEM Initiative for all those interested in broad area of Media, Content, and Creativity. Over the years, the NEM Summit has grown to become an annual not-to-be-missed event, providing attendees with a key opportunity to meet and network with prominent stakeholders, access up-to-date information, discover latest technology and market trends, identify research and business opportunities, and find partners for upcoming EU-funded calls for projects.

Be involved! Participate! Register!

More information about the NEM Summit 2017 and other participation opportunities will be published soon on the NEM Initiative website (www.nem-initiative.org).



NEM & H2020 and beyond

In 2016, NEM community has updated the Strategic Research and Innovation Agenda (SRIA). 14 sectors have provided inputs and 10 technical research topics have been identified. This new SRIA had the objective to contribute to the Work Program 2018-2020 of Horizon 2020. In 2016, the EC has launched the **Digitalising European Industry** (DEI) initiative which is also key to accelerate innovation development together with national clusters. In the work program 2018-2020 Media, content and creative industry has been linked to the **Next Generation Internet** (NGI) flagship together with IoT and Artificial Intelligence. In 2018-2019, first trials of 5G will take place, there should be a place for one pilot addressing media & content (large event immersive program).

This year, NEM should begin to work on the next FP9 program which will take part from 2021 till 2027 taking into account this context. To go further, NEM set up 4 working groups:

- WG1 : Contribution to the NGI flagship with our SRIA including our Immersive & Interactive Content (I²C) proposal with our NGI SRIA, our NGI program structure, our NGI ecosystem animation ;
- WG2 : Contribution to the DEI initiative with our DIH catalog (NEM cluster of clusters) and our platform (Content & media platform)
- WG3 : Contribution to the 5G phase pilots with our Design of the media/content pilots able to validate 5G KPIs
- WG4 : Contribution to the design of the next FP9 work program with Design of a vision at horizon 2025

If you want to contribute, contact **Pierre-Yves Danet** pierreyves.danet@orange.com

NEM & Position papers to come

NEM has started to work out on the following position papers.

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.

If you want to contribute, contact **David Jiménez** djb@gatv.ssr.upm.es

Towards the Future of Social Media

The New European Media (NEM) Initiative is taking an action to elaborate a vision “The Future of Social Media”; opportunities and challenges for European industry and society at large, needed research and innovation actions to achieve the Vision, as well as required activities in standardization, regulatory, and policy arenas.

It can be stated that during last one-two decades the social media applications introduced significant changes to way people communicate, as well as businesses, and more over entire communities organized through common interests. Moreover, the recent developments in Internet and communications technologies, media and entertainment sectors, as well as many other spheres of professional activities and life show that social media becomes is a standard part of different services and applications offered to people through a variety of communication and consumer devices; computers, tablets, smart phones, smart watches, etc. Furthermore, so-called classical media services, such as broadcasting and even traditional “paper” based media, are more and more introducing and using various social media technologies, to improve the overall user experience and further extend their offers and businesses.

Just few examples from everyday life: State of the art TV channels are providing additional information and features (e.g. interactivity) by applying the social media technologies; Nowadays when organizing a live audience event (sport, concert, etc.) it becomes a must to use social media in different ways (to inform, to sell tickets, to guide spectators to the event venue, to provide background information, to interact with the audience, etc.), Nowadays, we are searching by using different search engines and in the future we might get suggestion on the search from the members of a broad Social Media community.

We can conclude that in the near future it will be more and more difficult to distinguish among traditional media, if we may say so, and social media. Where is or will be the border between traditional media and social media (e.g. shift from off-line to on-line media) as well as the border between social media and any future type of service or application, or will there be any borders in the future? What is and how will the future social media look like, how we are going to get there, and what has to be done to enable the future Social Media? Probably the largest research and innovation community of in area of media and content in Europe organized within the NEM Initiative will elaborate inputs to answer these questions within a



coordinated action among the community members and beyond, which will be supported by the Vital Media project of the Horizon 2020 EU research and innovation program.

To do so, the NEM Steering Board is already working on definition of an initial vision “The Future of Social Media” proposal, which will be open for discussion with all NEM members in autumn 2017. At the NEM Summit 2017, the 10th edition of the NEM annual conference and exhibition which will be held in Madrid, Spain, on 29/30 November 2017, the discussion will be open to all interested stakeholders through a number of presentations, invited talks, and open discussions. Results of this activity will be summarized in a white paper, expected to be published in December 2017, aiming at identifying the next steps towards the future of social media, including required research and innovation activities in the next period to achieve the defined goals, as well as related standardization, regulatory, and policy actions. The white paper will provide a base for further detailed elaboration of all these aspects which will be detailed in due course throughout 2018.

This activity is not limited to NEM Initiative and its members and is open for everyone to participate. If you feel you should get involved in this activity, if you have any ideas or information on this aspect to share, if you think you can contribute, do not hesitate to contact as at contact@nem-initiative.org.

Halid Hrasnica, Eurescom GmbH, NEM Secretariat

On behalf of the NEM Initiative Executive Group

NEM events to come



La Digital Tech Conference @ Rennes

After two issues gathering more than a thousand participants, 49 speakers and 37 partners,...

[read more](#)

Innovation Working Summit @ FBF

THE ARTS+ and NEM invite you to participate in the CALL for interest for the...

[read more](#)

The Arts+ @ FBF

Wednesday, 11 Oct 2017
Frankfurt Book Fair (THE ARTS+ hall 4.1) Working Summit on Innovation:...

[read more](#)

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

