



DRIVING THE FUTURE OF DIGITAL EXPERIENCE

THE LARGEST COMMUNITY AROUND MEDIA SECTOR IN EUROPE

WORKING ON ESTABLISHING
A COMMON INNOVATION
ENVIRONMENT FOR THE NEW
EUROPEAN MEDIA LANDSCAPE.

Do not miss
THE NEM SUMMIT 2017
"Smart Content by Smart Creators"
29/30 November 2017 in Madrid

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the Vision of the
Future Social Media**

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TOWARD 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.

To do so, the NEM Steering Board and the Vital Media project are 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 us at contact@nem-initiative.org. The received inputs will become part of a common European vision Toward the Future Social Media. Inputs are expected to cover particular areas of technology, activity, services, applications, life, etc., such as:

- Status in the considered area/ topic today in relation to the Social Media
- Expectations on/from/in the Future Social Media
- Requirements & needs and obstacles & constrains to fulfill the vision presented
- High-level scenarios on possible implementations, usage, deployments, etc. in the Future Social Media
- Impact on future market and society at large
- Needed research and innovation actions to achieve the vision
- Requirements on policy, regulation, and standardization

Download the template for contributions to this activity from www.nem-initiative.org and provide your valuable inputs or simply send us any kind of related material!

NEM SUMMIT 2017 – Madrid, 29/30 November 2017

From the Summit program - selection:

- **Toward Future of Social Media** – The NEM White Paper: presentation, open discussion, endorsement, future plans
- **Vision of European Commission on future of Media**, Upcoming EC calls for projects; Media and interactive technologies
- Keynotes:
 - **Fake news - Handling and verifying social media content**, Jochen Spangenberg, Deutsche Welle
 - **Algorithmic Biases in Social Media**, P. Gummadi, Max Planck Institute for Software Systems
- **Sessions**: New formats, Cultural heritage and Digital Tourism, Social Media (special session), Personalization/Accessibility