Project Deliverable

Project Number:	Project Acronym:	Project Title:
688310	VITAL MEDIA	Vision, Insights and trends for Awareness and Leadership in Media

Programme	Focused Topic
H2020	ICT 19 2015 Technologies for creative industries, social media and convergence

Title
D4.2 Interim dissemination report and update of the dissemination and communication

Contractual Delivery Date:	Actual Delivery Date:
31 May 2017	8 June 2017 (ver. 1.0) 30 October 2017 (Ver. 2.0)

Start date of project:	Duration:
1 June 2016	24 months

Organization name of lead contractor for this deliverable:	Document version:
Cap Digital	V2.0

Dissemination level		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Authors (organizations): Manuella Portier (Cap Digital)	**Contribution (Contributor, Organisation):** Halid Hrasnica (Eurescom), Kathryn Geels (Digital Cataput), Adzic Jovanka (Telecom Italia), Gael Maugis (Images et Réseaux), Verónica Buey (Madrid ICT-Audiovisual Cluster), Pierre-Yves Danet (Orange), Giuseppe Vella (Engineering)

Abstract: This document includes a report on all WP4 activities and a refined plan for dissemination and communication activities for the second project year.

Keywords: Dissemination, Communication

Table of Contents

Introduction

The VITAL MEDIA consortium decided to put in place three types of measures: the first ones are designed to stimulate the widest public disclosure of the VITAL MEDIA results (dissemination); the second ones are conceived to enhance the exploitation potential of the results to the broadest uses and users (exploitation); and the third ones are devoted to the promotion of the VITAL MEDIA activities and achievements to a multitude of audiences (communication).

This deliverable will first detail the dissemination, communication and outreach activities (which corresponds to WP4 activities) implemented during the first year of the project: dissemination and communication materials (task 4.1), reports of NEM General Assemblies (Task 4.2) and report of NEM Summit (Task 4.3).

This deliverable will then present the updated dissemination, exploitation and communication plan for the second year of the project in accordance with actual community and project needs.

The V2 of this deliverable includes the revision requested by the Project Officer and the reviewers in the Expert Review Report. More especially, it includes more information about the dissemination activities performed by the VITAL MEDIA partners themselves: through their participation in external events (Section 1.1 B and Annex 1) and communication through their own channels (Section 1.1 F). It also includes comparison analysis - via graphs - of NEM social media showing the positive impact of VITAL MEDIA project (Section 1.1 C and D) during the 1st year of its implementation versus the situation before the project started (Section 1.1 C and D). Finally, some clarification were made on the communication strategy (Section 1.1 A), some figures on the website traffic were updated and corrections were made on some KPIs (Section 2.1 B and Section 2.5) in order to align them with the initial plan detailed in Deliverable D4.1.

I – Report on Dissemination, communication and outreach

1.1 Dissemination plan, materials and online activities (Task 4.1)

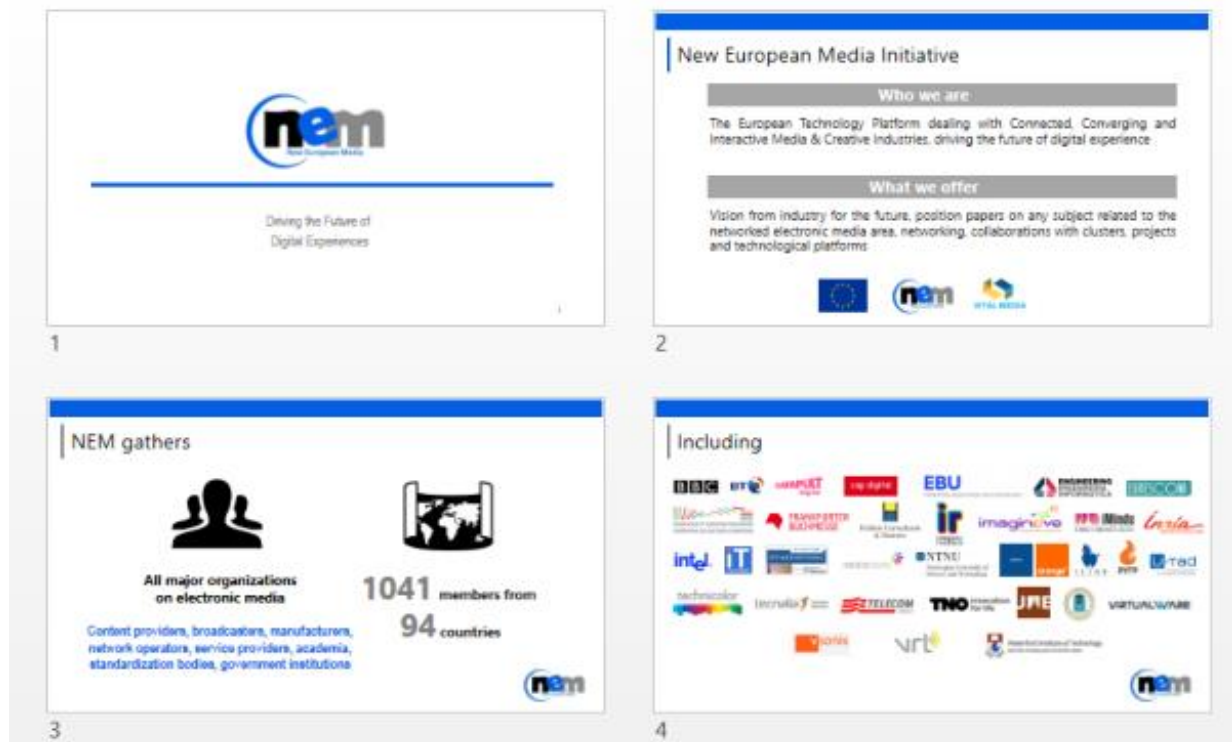**A/ Dissemination and Communication Plan**

As foreseen in the Description of Action (DoA), a Dissemination and Exploitation Plan (DEP) and a communication plan (CoP) were delivered at M3 within the deliverable D4.1 and revised at M12 in the present document. This document aims at identifying and organising the activities to be performed in order to promote the research exploitation of the project results and the widest dissemination of knowledge from the project.

B/ Visual identity

First of all, it is important to note that VITAL MEDIA project has built its communication strategy on the basis of existing NEM channels and visual identity in order to involve the existing community as stated in the DoA.

During the first weeks of the project, Cap Digital has produced a visual identity and communication material for VITAL MEDIA dissemination activities in synergy with the NEM identity:

- A template for project deliverables (the one used for the present document)
- A PowerPoint presentation to be used as a communication tool by VITAL MEDIA partners and any NEM member with the objective of presenting and promoting the advantages of the NEM community in external events and involving more stakeholders (especially stakeholders where the NEM community is small or absent). An updated version has been created in April 2017 with less slides and less text answering the key questions (What? Who? Why?) (see below)

- A flyer (see left below). An updated version, aligned with the new design of the website, has been issued on 26 May 2017 and will be distributed at the occasion of the NEM Creative Industries Meetup (NEM event as foreseen in WP2) at Futur en Seine on 9 June and other upcoming NEM events and 2017 NEM Summit.

1st version   *2nd version*

During the first year of the project, VITAL MEDIA partners have disseminated the NEM Initiative as well as the VITAL MEDIA's activities at seven external events in several European countries (see Annex 1). The partners plans to reinforce their participation in key events during the second year of the project (more than 20 events have been identified for the moment). In order to better assess the impact of such participation, it has been decided to systematically estimate the number of persons reached, track the number of flyers distributed and provide feedback on concrete outputs.

- A poster, disseminated at the occasion of the 2016 NEM Summit (see below). An updated version for 2017 NEM Summit to be held in Madrid is being prepared.

- Two banners: one done at the occasion of the 2016 NEM Summit (an updated version for 2017 NEM Summit is being prepared) and the other one as e-mail banner for the New Year's greetings (see below)

- A roll-up, made at the occasion of the Creative Industries Meetup at Futur en Seine in Paris on 9 June, and which will be used for other upcoming events.

C/ Public website

As VITAL MEDIA project supports the NEM activities, it has been decided from the beginning not to create a separate website for the project. NEM Initiative's website (www.nem-initiative.org) is being regularly updated by Cap Digital (task leader) and EURESCOM (responsible of the website). The website includes information about NEM, its structure and its members. It stores project materials, such as dissemination materials listed in sub-section B/, published papers, etc. The website is regularly updated with fresh news about forthcoming and completed project activities, calls for contributions and events.

Since the beginning of VITAL MEDIA project, the NEM website has reached a large audience, as we have counted 16.342 visitors (called "sessions") with an average of 938 unique visitors/month (called "users"), which nearly corresponds to our target of 1.000 visitors/month, and 34.408 page views. Most of visitors come from Spain, Germany, Portugal, France, UK, Belgium and Italy. The most popular pages have been the following pages: homepage, NEM Summit 2016, What is NEM, NEM General Assembly, News and Contact.

As shown in the figures below, the traffic on NEM website has significantly increased since the start of VITAL MEDIA project.
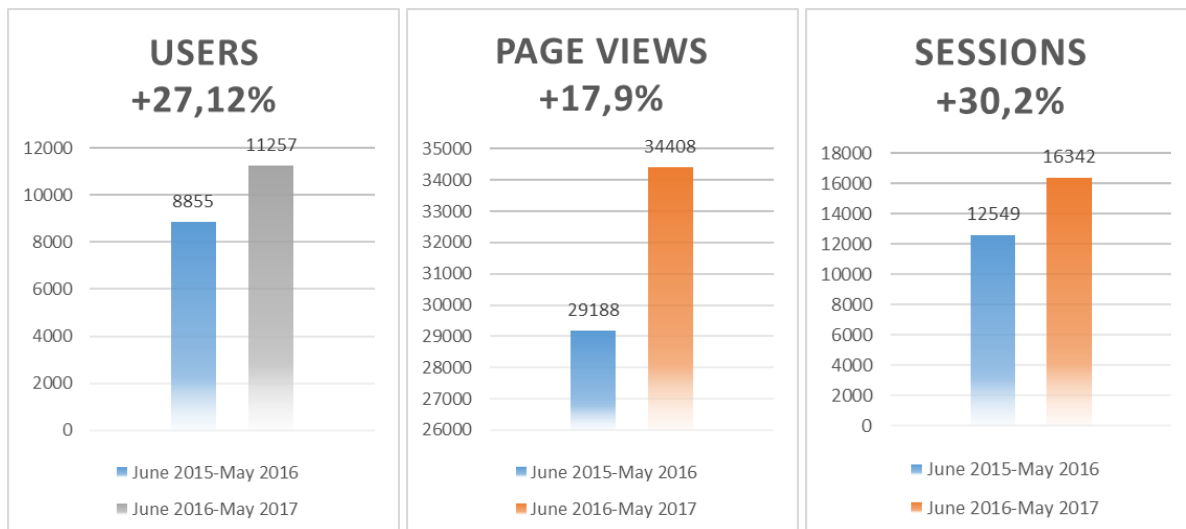
On the basis of these results and in order to reach an even broader audience, it has been decided to set up a more modern design and simplified structure. The objective of this change (currently being implemented) is to provide a more user-friendly communication tool for the NEM community but also to make the NEM Initiative more attractive for non-members, easier to understand and in line with its mission and activities towards leading-edge innovation. Visitors will thus find essential information about NEM directly on the homepage, the button to become a NEM member will be more visible and scientific terminology currently too abstract to the uninitiated (such as "I2C PPP") will be translated into common language.
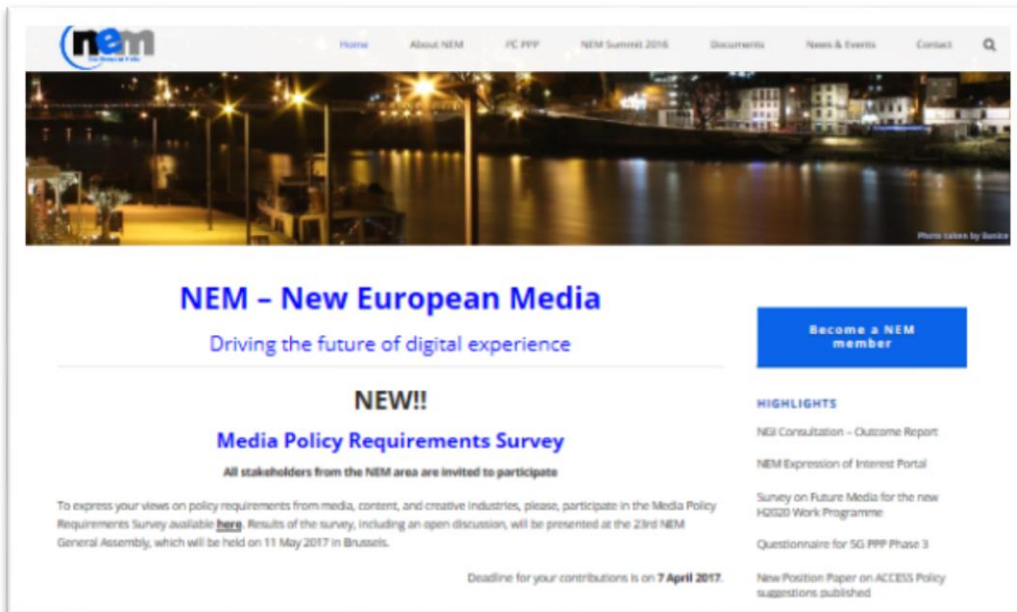
Previous version
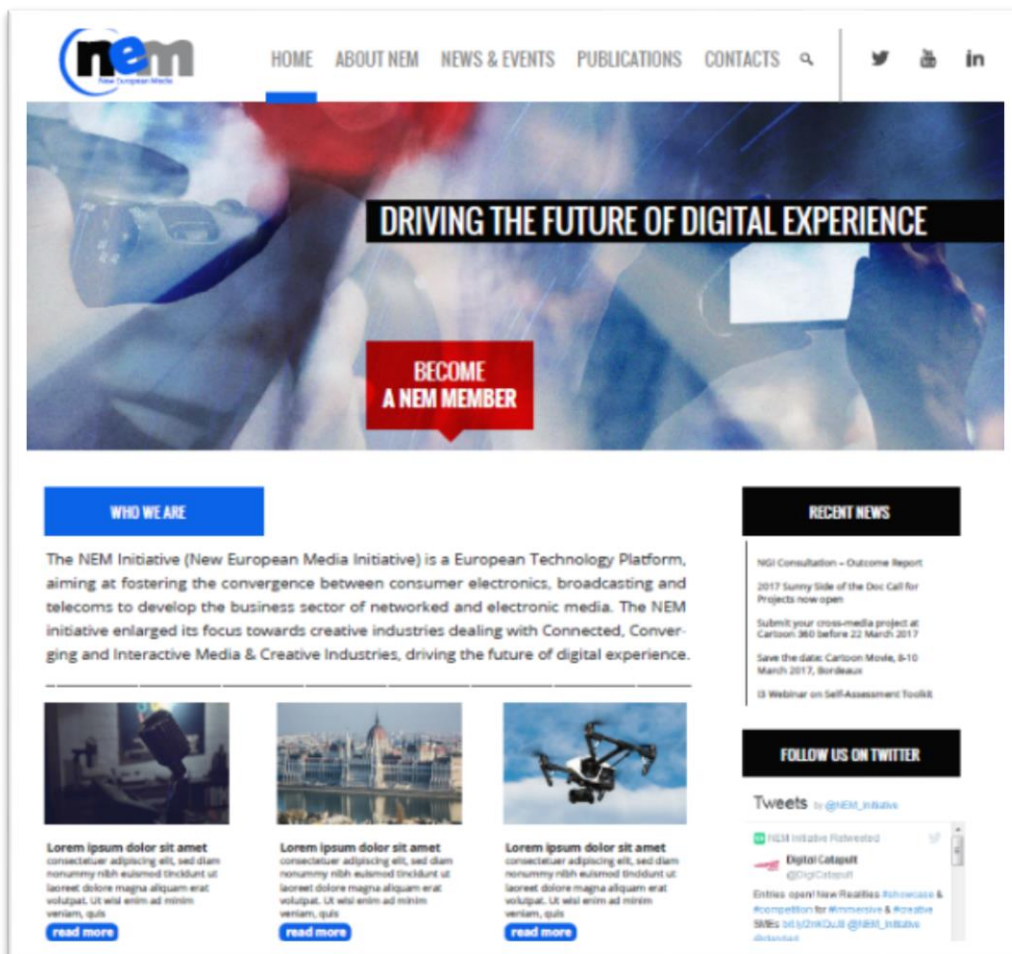
Model being implemented
(the new version might slightly differ from the image presented below)

D/ Social media: Twitter, LinkedIn and YouTube

- Twitter

Used to push relevant information (e.g. project results, save-the-dates, news from the NEM community, live news from NEM events, etc.) to targeted communities and to drive traffic to the website, NEM Twitter account (https://twitter.com/NEM_Initiative) totally fulfilled its function. With more than 636 followers today (as of the date of 26/05/2017), the target of 500 followers by the end of the project was largely achieved at mid-term. Since the start of VITAL MEDIA project in June 2016, the NEM Twitter account counts up:

- 367 impressions/day
- 9.731 profile visits
- 327 tweets (so well above the targeted objective of one tweet per week)
- 319 re-tweets
- 426 likes
- 497 mentions
- **215 new followers**

The following graphs demonstrate the significant impact of VITAL MEDIA project as the total numbers of tweets, retweets, likes and overall impressions are much higher in the year following the project's start than during the previous 12 months.
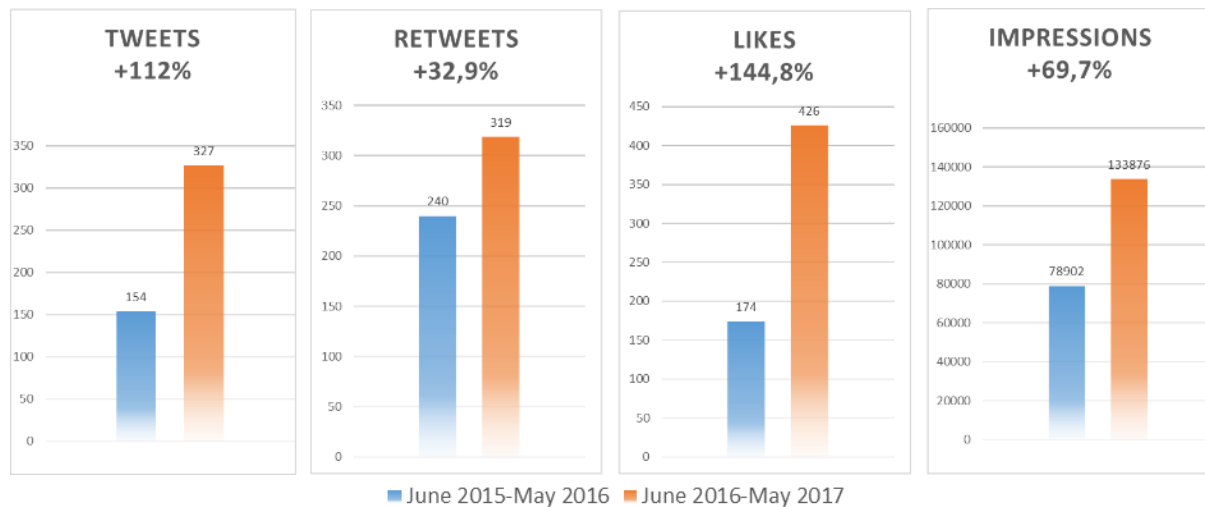
NB: Twitter does not provide data on the number of mentions, profile visits and new followers prior to January 2016.

Within our mission of expanding the NEM community (WP1), it appeared necessary to change the Twitter account name from @NEM_ETP to @NEM_initiative, so that it becomes more coherent with NEM's website URL, easier for non-members who don't necessarily understand the meaning "ETP" (European Technology Platform), to find and follow NEM more easily on different social media platforms.

- LinkedIn

Over the past years, several NEM LinkedIn groups were created, including one dedicated to NEM Summit, others related to the NEM tasks forces. Some of them are still active, whereas there has been no activity for several

years on others. In order to clarify and harmonise NEM presence on LinkedIn, it has been decided to implement a strategy of simplification by deleting non-active groups and keeping open only the two most active ones:

- "NEM Social Network" (https://www.linkedin.com/groups/3788540) which is the first and main group with a total number of 218 members and continues to grow (+ 32% since the start of VITAL MEDIA project which represents a higher increase than the year before as shown in the graph below)
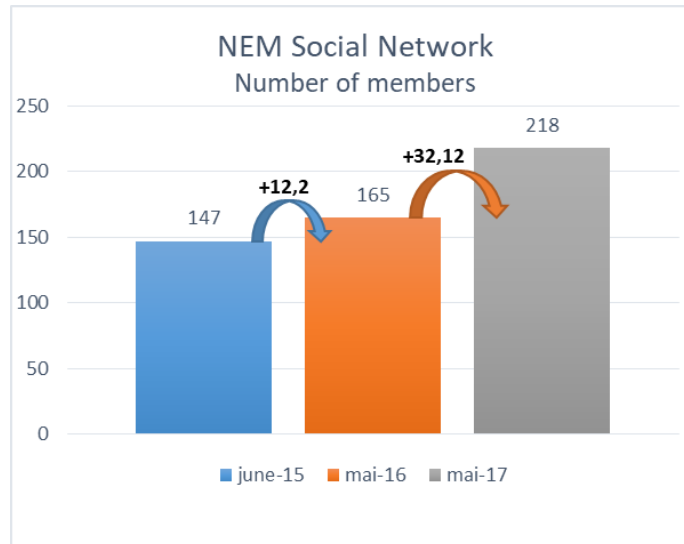
- "NEM Club of Clusters" (https://www.linkedin.com/groups/13501753) created in November 2016 for networking and exchange of good practices between CCI clusters with a basis of 20 members and which gathers today 42 members
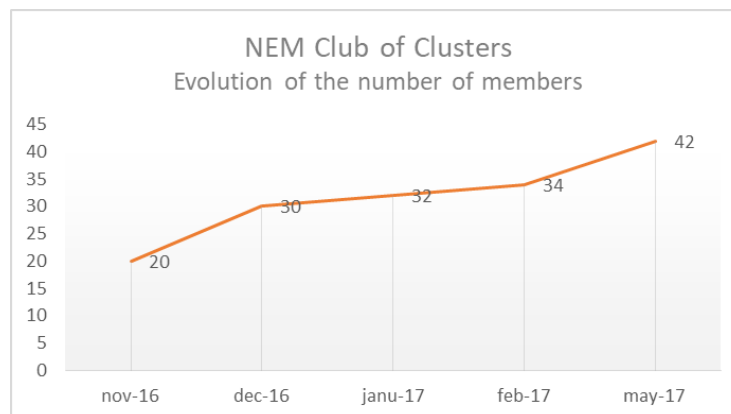
Reducing the number of LinkedIn groups also aims at avoiding any overlapping with the VITAL MEDIA collaboration platform which role is to allow the NEM community to interact, share information, propose project ideas, create working groups, etc.

- YouTube

Videos from previous NEM Summit editions are still available on YouTube (https://www.youtube.com/user/TheNEMSummit) and Dailymotion (http://www.dailymotion.com/NEM-Summit). Following the same strategy of harmonisation and simplification of our communication tools and our presence in social media networks, it has been decided to create a new "NEM Initiative" channel on YouTube (https://www.youtube.com/channel/UCBHEjOz_PBn416tzPyAx27A) to upload videos of NEM Summit 2016 and all other upcoming videos. A link to former YouTube and Dailymotion channels was added in order to keep track of the archives.

E/ Newsletters

The first newsletter was uploaded on NEM Initiative website beginning of 2017, summarizing NEM activities in 2016 and particularly NEM Summit 2016, and the next newsletter is planned for June 2017, to cover the latest news from the 23rd NEM General Assembly and provide a complete announcement of the NEM Summit 2017. In addition targeted messages on various subjects (event announcements, Call for Expression of Interest for creating new project consortia, invitation to policy survey, etc.) have been distributed (which always represent an issue for large communities like NEM) to the NEM members. Furthermore, all dissemination channels listed above (e.g. website, social media) are used to further distribute these messages.

F/ Partners own channels

As planned in the initial Dissemination and Communication Plan, all partners have disseminated the project activities and messages through their own channels (website homepage, newsletters, social media channels, etc.).

Moreover, seven partners out of nine have included one page dedicated to VITAL MEDIA on their own website:

EURESCOM	https://www.eurescom.eu/services/management-of-european-rd-projects/ongoing-projects/vital-media.html
CAP DIGITAL	http://www.capdigital.com/en/europe/eu-projects/ (EN), http://www.capdigital.com/international/europe/ (FR)
DIGICAT	https://www.digitalcatapultcentre.org.uk/project/vital-media/
MAC	http://www.clusterict-audiovisual.org/portfolio_page/art-design-blvd/
I&R	http://www.images-et-reseaux.com/fr/les-appels-projetsaap-europeens/vital-media
UPM	http://www.gatv.ssr.upm.es/index.php/proyectos-en-curso/#toggle-id-3
Engineering	http://eng.it/soluzioni/tecnologie/dettaglio-progetto.dot?com.dotmarketing.htmlpage.language=1&catTecnoId=9332c7e3-db71-435f-8950-b0f45e2f691e&inode=810997bf-3e1b-489d-9f93-536e0dcd18be

VITAL MEDIA partners also participated in external local, national, European and international media events. A non-exhaustive list of events is provided in the Annex 1 and will be updated along the project.

1.2 NEM Summit, the yearly conference to foster media convergence (Task 4.3)

A/ Event organisation

The NEM Summit 2016 was organized in Porto, Portugal, on 23-24 November 2016.

In order to identify the best possible location and timing for organization of the NEM Summit 2016, the VITAL MEDIA project organized an internal call for proposals among members of the NEM Steering Board. Two locations were offered by the Steering Board members:

- In Vienna collocated with the wan-ifra 'World Publishing Expo 2016 on 10-12 October 2016 and
- In Porto, in different venues and with flexibility in possible dates, this was adopted as better solution because of the timing and intention to organize a stand-alone event for the targeted community.

For general NEM Summit 2016 Co-chairs, the following persons were selected by the Steering Board:

- Joana Vicente, New York University Stern School of Business & Independent Filmmaker Project (IFP) and the Made in NY Media Center by IFP and
- Jean-Dominique Meunier, Technicolor & NEM Initiative Chairman

Halid Hrasnica from Eurescom was appointed as NEM Summit 2016 coordinator.

To support day-to-day organization work for preparing the NEM Summit 2016, which was performed by the VITAL MEDIA project, a NEM Summit 2016 Organization Committee was created and it involved the following members:

- Co-chairs:
  - Maria Teresa Andrade, Universidade do Porto
  - Halid Hrasnica, Eurescom
- Further OC members:
  - Jovanka Adzic, Telecom Italia
  - Artur Alves, INESC TEC
  - Cristina Gomes, Universidade do Porto
  - Cristina Guimarães, INESC TEC
  - Luitgard Hauer, Eurescom
  - Josephine Rohner, Cap Digital

The main organizational activities performed by the project were related to:

- Securing the appropriate venue for the event
- Ensuring catering and refreshments during the event
- Organizing support for authors, speakers, and participants
- Registration
- Promotion

The venue included a large auditorium, two additional rooms for parallel sessions, the exhibition area, and space for breaks. In the three conference rooms, the needed audio/visual equipment and corresponding support personnel during the event were secured.

For the two days event, lunch and two coffee/refreshments breaks were organized as well as a networking evening including the needed transportation of the NEM Summit participants.

A contact point for all Summit participants, potential authors and participants, was established through the NEM Initiative website and served to answer various questions from wide public on various matters related to the NEM Summit. Authors of accepted contributions as well as invited and key-note speakers were particularly supported during the process of collecting the final papers and presentations. At the event, a number of supporting personnel (from VITAL MEDIA project and from local organizations) were present to support all Summit participants as needed as well as to ensure a quick on-site registration.

Online registration for the event was organized through the NEM website by using Eventbrite application, configured and maintained by the VITAL MEDIA, with possibility for particular cases for the participant to register in different ways.

For the Summit promotion, beside the entire dissemination and promotion activities performed by the project as presented above, a special photo and video service was organized. Furthermore, a small participant package was handed out to the Summit participants at the on-site registration desk. The NEM Summit 2016 video is provided on the NEM Initiative website. Also, the needed travel information and other interesting information about Porto and the region were collected and presented on the website.

The NEM Summit 2016 had a platinum sponsorship kindly provided by Orange.

B/ Program preparation

Program of the NEM Summit 2016 was created by a Program Committee consisting of following members, which work was continuously supported by the VITAL MEDIA project:

- Co-chairs:
    - Thorsten Herfet, Intel
    - Jovanka Adzic, Telecom Italia
    - Veronica Buey Cieslak, Madrid ICT Audiovisual Cluster
    - José Manuel Menéndez, Universidad Politécnica de Madrid
- Further PC members:
    - Maria Teresa Andrade, Universidade do Porto
    - Pierre-Yves Danet, Orange
    - Shenja van der Graaf, iMinds
    - Hadmut Holken, Holken Consultants & Partners
    - Halid Hrasnica, Eurescom
    - Nina Klein, Frankfurt Book Fair
    - Marta Izquierdo Vaquero, Smart Digital Entertainment
    - Ilaria Lener, T6 Ecosystems
    - Irene Lopez de Vallejo, Digital Catapult
    - Andrea Nicolai, T6 Ecosystems
    - Pilar Orero, Universitat Autònoma de Barcelona
    - Judy Parnall, BBC
    - Andrew Perkis, Norwegian University of Science and Technology
    - Simona de Rosa, T6 Ecosystems
    - David Wood, European Broadcasting Union

15

The Program Committee was coordinated b: Adam Kapovits, Eurescom.

The NEM Summit 2016 was organized under a general title "Driving the Future of Digital Media Experiences". The program consisted of keynote presentations and invited talks, an exhibition focused on presentation of research results in the NEM area achieved by various projects and organizations, Scientific and Technical Summit Tracks, as well as Shows / Show Cases on Media and ICT for Creative Industries. In order to collect relevant contributions from the wide NEM community on Scientific and Technical questions as well as Shows / Show Cases, the NEM Summit 2016 Program Committee issued a Call for Extended Abstracts, which was widely promoted, published on the NEM website, and distributed to a very large number of e-mail contacts from the targeted community (>10,000 contacts). The Call for Extended Abstracts can be found in the Annex.

Beside the Call for Extended Abstracts, the Program Committee issued a Call for Exhibitions (Annex), and published a Call for NEM Art contributions, which was mainly distributed via electronic media and is presented below.

The NEM Art & Design Competition

is an opportunity for Innovative Technologists and Artists from Europe to submit their own creations, utilizing new technologies such as Immersive (Augmented Reality / Virtual Reality), Artificial Intelligence & Machine Learning, Digital Manufacturing (e.g. 3D Printing), Internet of Things and Blockchain / Smart Contracts to illustrate how life and creative businesses can benefit from emerging technologies, inspiring new applications for tomorrow, and developing new opportunities for imaginative creativity.

Are you a technology geek, an artist, a pair of artists & technologists, a graphical designer, or just someone interested by 3D and virtual worlds, by the Internet and other communications networks, by music and images? This contest is for you!

Submit or illustrate your creation through a video, illustrator or any other animated virtual/real content, a picture and text not later than 19 October 2016 to NEMart@nem-initiative.org (and contact us at this address should you have any questions or need any further information). Keep in mind that your work should be easily made available on a website (through a video or any other means).

You will be informed before 25 October 2016 if the NEM Jury accepts your creation. In this case it will be highlighted on the NEM Initiative website and will be displayed in the exhibition area of the 2016 NEM Summit to which you will be invited. The Summit will be an opportunity for those selected to showcase their creations, along with an announcement of the NEM Art & Design Competition overall winner for 2016 (a prize of 3000 euros to be shared by awarded candidates). The selected pieces (together with details about their authors) will be given a strong visibility on the NEM Initiative website for the next year.

All contributions received were evaluated by the NEM Summit 2017 Program Committee, which also created the remaining part of the program; Special sessions and workshops as well as the key-notes:

- 11 papers were selected from 25 contributions received
- Out of 45 received NEM Art contributions, three were selected as finalist, who presented themselves in the exhibition area and during the closing Summit session, where the winner was selected
- In addition, 12 exhibitors were accepted for the NEM Summit 2016 exhibition

C/ NEM Summit implementation

In total, three plenary sessions and seven parallel sessions were organized during the Summit, which included more than 40 presentations and talks as well as four panel discussions. The final program of the NEM Summit 2016 is available on the NEM website and in Annex.

The NEM Summit 2016 and the hosting city of Porto welcomed around 150 participants. As expected, the main part of the Summit participants came from the event hosting country Portugal (30%), followed by participants from the neighborhood country Spain (17%). Around 36% participants came from UK, France, Germany, Belgium, and Italy (each of them with between 8-13 participants), 9% from the Netherlands, Norway, and Poland (each of them with 3-7 participants), and 8% from Sweden, USA, Hungary, Croatia, Israel, Denmark, Austria, and Greece (1-2 participants).

We have to mention that preparation for the NEM Summit 2016 started later than planned which was caused by unexpected late start of the project (due to administrative problems) in June 2016 instead of January 2016. Nevertheless, the VITAL MEDIA project managed to perform all necessary organizational activities during the summer 2016 and organized an event with a respectable and interesting program, as stated by the Summit participants, and a reasonable number of participants while considering the short preparation time available.

D/ NEM Summit 2017

Preparations for the NEM Summit 2017, which will be held in Madrid on 29/30 November 2017, have already started, so that the Summit venue has been secured, a Call for Extended Abstract has been published, and the abstract submission has been opened.

Details on organization of the NEM Summit 2017 will be provided in the Vital Media deliverable D4.3 at the project end.

1.3 NEM General Assemblies, bi-yearly open meetings to foster media convergence (Task 4.2)

During its first year, the VITAL MEDIA project organized two open meetings to foster media convergence:

- At 22nd NEM General Assembly in Porto on 23 November 2016 and
- At 23rd NEM General Assembly in Brussels on 11 May 2017.

The **22nd NEM General Assembly** was collocated with the NEM Summit 2016 in Porto as planned. Thus, the logistics for this event were organized together with the Summit preparations as presented above.

The program of the General Assembly was prepared by the VITAL MEDIA project in consultation with the NEM Executive Group (a sub-set of the NEM Steering Board). The main focus of the General Assembly was on the NEM Strategic Research and Innovation Agenda, which was approved at the workshop, and on opening discussion on policy requirements from media and content stakeholders. The complete agenda is presented below.

09:00 – 09:15 Welcome, Jean-Dominique Meunier (Technicolor)

09:15 – 09:45 Upcoming Horizon 2020 opportunities for media and creative industries, Anni Hellman (European Commission)

09:45 – 10:30 NEM SRIA 2016, Pierre-Yves Danet (Orange)

10:30 – 10:45 Position Paper on Storytelling, Andrew Perkis (Norwegian University of Science and Technology)

10:45 – 11:15 Break

11:15 – 11:25 Presentation of the VITAL MEDIA project, Halid Hrasnica (Eurescom)

11:25 – 11:50 Community collaboration platform, Giuseppe Vella (Engineering)

11:50 – 12:10 Discussion on policy requirements from the community, Silvia Boi (Engineering)

12:10 – 12:20 DICE: Digital Immersive Cultural Environments, Stelios C. A. Thomopoulos (NCSR "Demokritos")

12:20 – 12:30 Closure of the NEM General Assembly

Minutes from the 22nd NEM General Assembly were provided by the VITAL MEDIA project and the presentations were made available on the NEM Initiative website.

The **23rd NEM General Assembly** was organized as a stand-alone event, so that the VITAL MEDIA project needed to secure the workshop venue, audio visual equipment, collection of presentations, and organize registrations for the event.

The program of the General Assembly was created around discussions on the Next Generation Internet, policy requirements from media sector, and enlargement of the NEM community. The complete program of the workshop is presented below.

09:00 – 09:20 Welcome & About NEM activities, Jean-Dominique Meunier (Technicolor, NEM Chairman)

09:20 – 09:40 Next Generation Internet for the Creative Industries, Loretta Anania (EC Unit E3 – Next generation Internet), Albert Gauthier and Philippe Gelin (EC Unit G2 – Applications & Creativity)

09:40 – 10:00 Social media and new forms of cooperation across content and creative industries, Paolo Cesarini (Head of EC Unit I4 – Media Convergence & Social Media)

10:00 – 10:30 Creative Europe – MEDIA support to new business models proposing innovative strategies for distribution and promotion of European works online, Emmanuel Joly (DG CNECT – Media Policy), Matteo Solaro (Executive Agency EACEA – Creative Europe MEDIA)

11:00 – 12:30 Workshop on policy requirements from media community (moderator: Silvia Boi, Engineering)

- The importance to foster the dialogue between the Media sector and Policy makers (moderator: Silvia Boi, Engineering)
- Vital Media and Policy Requirements (Giusi Caruso, Engineering)
- I3 and Policy Requirements (Simona de Rosa, T6)
- How policies can affect the Media Industry sector?
- Mike Matton (VRT) "Media Industry vision"
- Nicola Frank (EBU) "Media Ecosystem Vision"
- Which are the main EC priorities and activities in terms of policies for the Media sector?, How to boost the dialogue between the EC policy makers and the media sector?
  - o Paolo Cesarini (Head of EC Unit Convergence and Social Media)
  - o Marcel Boulogne (EC unit I-1, responsible for AVMSD)
  - o Vita Jukne, (EC unit I-2, responsible for the revision of the copyright regime)
  - o Ivan Brincat (EC unit I-3)

14:00 – 14:15 NEM Summit 2017 and Upcoming NEM Events Veronica Buey Cieslak (Madrid ICT Audiovisual Cluster, NEM Vice-chair)

14:15 – 15:00 NEM enlargement and collaboration (moderator: Manuella Portier, Cap Digital)

- Enlargement of the NEM community to other convergence and media ecosystems
- NEM Ambassadors: a new status to boost NEM visibility all across Europe and federate the European convergence and media landscape
- Presentation of Zlin Creative Cluster (ZCC) by Mr. Jan Blažek, ZCC Vice-President, and Dott. Martina Dlabajová, Chairman of the ZCC Supervisory Board and Member of the European Parliament

15:00 – 15:15 NEM Collaboration platform Giuseppe Vella (Engineering)

15:15 – 16:15 NEM Strategy

- Plan for establishment of NEM roadmaps and next SRIA version Pierre-Yves (Orange, NEM Vice-chair)
- NEM position papers (José Manuel Menéndez, Universidad Politécnica de Madrid)
- NEM position paper "Innovation Support for the Creative and Cultural Industries" (Nina Klein, Frankfurt Book Fair)
- New Realities evaluation (Kathryn Geels, Digital Catapult)
- Exploring the future of content production and distribution within H2020 COGNITUS innovation action (Rajitha Weerakkody, BBC R&D)

16:15 – 16:30 Closure of the General Assembly

Around 60 participants attended the 23rd NEM General Assembly and the minutes from the workshop were provided by the VITAL MEDIA project and the presentations were made available on the NEM Initiative website.

II – Updated plan for dissemination, exploitation and communication activities

Both VITAL MEDIA Dissemination and Exploitation Plan (DEP) and a communication plan (CoP) were delivered at M3 within the Deliverable 4.1. These plans - including objectives, actions and KPIs - are still relevant and remain the reference document for the project partners. The following section only underlines the changes that have been made to D4.1 in order to better adapt to the evolving community and project needs.

2.1 Dissemination and exploitation of the project results

A/ Identification of target groups/audience
The targeted groups/audience identified in the Deliverable D4.1 (pages 5-6) are still relevant. No update is needed.

B/ Definition of the DISSEMINATION MEASURES
Below are detailed the updated dissemination measures and related KPIs which replace the ones listed in Deliverable D4.1.

Dissemination measures	Qualitative & Quantitative Targets
Cluster Workshops	
Organisation of 8 workshops focusing on various topics to fill the research/policies/market gaps. Sharing the documents produced and knowledge created within and around the project	Digital Catapult 2 x roundtables and open call: Strengthen knowledge across SMEs, academics and other key stakeholders regarding cross-EU projects and media convergence challenges, opportunities and policies: At least 50 attendees. And showcasing of creative content-immersive tech SMEs to a wide audience
	2 workshops organised by Images & Réseaux (the 1st one in Nantes 07 Dec during a technoference on security content and blockchain challenges and opportunities (50 attendees) and the 2nd one to be defined)
	2 workshops (brokerage events) organised by Cap Digital (the 1st one at Futur en Seine and the 2nd one to be defined): at least 50 attendees)
	2 workshops organised by MAC at Broadcast it! (International Audio-Visual Technology Trade Show) and FICOD (International Digital Content Forum) (30+ participants each including companies, research actors, policy makers and regulators)
Vital Media web Platform	
Creation of a platform to allow all target stakeholders to share documents and whitepapers, publish events, propose project ideas, find matches and create working groups, allowing new collaboration processes	3000 active users on the platform in the course of the project
	At least 6 active working groups
	Catapult – Link to platform from Catapult sites and potentially from Copyright hub main site and dev portal as appropriate
	MAC – Link to the Madrid Network platform that gathers 12 clusters and 5 technology parks
International bi-annual meetings	
Organisation of 4 meetings to gather stakeholders in convergence and social media, and provide a set of	At least 80 participants per meeting

recommendations and policy roadmaps to the policy makers, as well as policies to the research community. Strategic documents developed in the project will be presented	The programmes of the events will be created around topics and needs for the targeted communities: call for projects, session dedicated to policy makers (presenting latest research work on media convergence), session dedicated to researchers (presenting latest policies on media convergence)…
International annual conferences	
Two events organised in Europe to present the outputs and outcomes of the project (strategic documents, new collaboration, policies, development of new services…) and encourage interactions among researchers and policy makers, through disruptive sessions, to facilitate the exchange of best practices and informations	At least 240 participants per conference
	The programmes of the events will be created around topics and needs for the targeted communities: call for projects, session dedicated to policy makers (presenting latest research work on media convergence), session dedicated to researchers (presenting latest policies on media convergence), detailed presentation of the developed research agendas and roadmaps…
	A least 50 participant surveys filled to gather feedback on the event outcomes
	At least 240 copies of the project brochure distributed during the event
	At least 10 video interviews of key stakeholders, to be published on the web
Dissemination through the NEM Initiative networks	
Build on the NEM Initiative large existing community of over 800 stakeholders, including SMEs, active at the crossroads of ICT and creative industries	Extension of the NEM Initiative network: at least 500 members by the end of the project
	Extension of the NEM Initiative network: at least 25 clusters expected to join the network by the end of the project
	NEM Newsletter: at least 4 email blasts to the +1200 contacts NEM mailing list (impact (Click through rate) will be measured)
	Extension of the NEM Initiative Twitter influence: at least 500 followers by the end of the project; weekly tweets
	Inclusion of new key content and sections in the NEM Initiative website, known by and accessible to all relevant stakeholders
	Increase of NEM website visits up to 1000 monthly unique visitors starting from M6
Dissemination through cluster networks	
Clusters involved in the project will use project outputs (documents, platform) to strengthen collaboration and convergence in their networks	Quarterly MAC Newsletter to 1250 contacts (companies, research actors and public bodies from the convergence and social media sector)
	Weekly Cap Digital Tweets (18k followers): Newsletter sent to +20k Stakeholders; 4K members on LinkedIn Group; 18 press releases/year
	Weekly Images & Réseaux "Flash Info", Quarterly Mag Numerique, regular blog entrees, Online international club collaborative platform, Social Networks (Twitter 5300+ followers)
	Catapult- Tweets (6K followers), newsletters (c.500 SMEs) and updates on Catapult sites, open calls to projects as needed, update in general presentations
Connection with related communities	
The project will disseminate project outputs through related projects communities	Dissemination to other ICT 19 project dissemination leader (to share all our activities)
	Dissemination to former relevant projects (e.g. FET ART, FI CONTENT 2) (to share all our activities)

	Dissemination of the project outputs through UPM internal and external teaching to undergraduate and graduate students
	Dissemination of the project outputs to the UPM spin off companies
	Dissemination to relevant cluster networks (e.g EEN, ECCP, ECIA) and project partners (SmartCulture, InnoSmart, CECIL, etc) (to share all our activities)
Connection with communities where the NEM community is small or non-existent	
The project will disseminate project outputs towards Media Communities in countries where the NEM community is small or non-existent	Creation of a contact database for the enlargement of the community
	Regular contacts with EU networks such as EEN for the promotion and the enlargement of the community
	Support for the organisation of physical meetings through the Ambassadors activities (see WP1) and matchmaking events (WP2): online promotion of the events, promotion kit provided including posters, flyers, email signatures, presentations), invitations
	One bi-annual newsletter to relevant stakeholders (to share all our activities)

A calendar of relevant events has been maintained (see Annex) since the beginning of the project and selected events will be published on the NEM website.

C/ Definition of the EXPLOITATION STRATEGY

The overall strategy defined in the project proposal and updated in Deliverable D4.1 (pages 8-9) is still relevant. No update is needed.

2.2 Partner's individual Exploitation Plans

No major change is to be declared. Individual exploitation plans detailed in Deliverable D4.1 (pages 9-11) remain relevant.

2.3 Communication audiences

It has been decided not to elaborate any specific mass media campaign through television channels, radio stations, regional & national newspapers as very large audiences traditionally reached by these distribution channels do not represent VITAL MEDIA priority target group. The NEM key messages are relevant for Media and Cultural and Creative Industries' stakeholders all around Europe and beyond rather than for the general public.

2.4 Messages

Key messages detailed in Deliverable 4.1 (pages 12-13) remain the same. No update is needed in this section.

2.5 Communication Chart

Below are detailed the updated communication activities for the second year of the project which replace the ones listed in Deliverable D4.1 (pages 13-14).

COMMUNICATION ACTIVITIES	CHANNELS AND SUPPORTS	COMMUNICATION TARGETS
ENGAGEMENT PHASE (M7-M15)		
Promotion through the project communication channels	Website	Website updates of content + weekly news + a list of relevant events that are connected to the NEM in order to inform members and increase participation of NEM in these events
	Letter with specific articles addressing NEM technologies evolution trends	Issue 2 at M12
	Social Media	At least 500 followers at M16 + weekly updates
Distribution of promotional materials in external events for general public (event 1, event 2)	Flyer	An updated version in English delivered within the second project year (depending on important events, discussions, or announcements) 2000 copies distributed
	Poster	
FORWARD LOOKING PHASE (M16-M24)		
Explanation of future prospects (use in science, policy and industry)	Letter with specific articles addressing NEM technologies evolution trends	Issue 3 at M18, issue 4 at M24
Promotion through the project communication channels	Social Media	At least 800 followers at M24 + weekly updates
SUSTAINABILITY PHASE (after the end of the grant period)		
Maintenance of the communication channels after the project end	Website	At least 2 years after project end
	Social Media	At least 2 years after project end

Conclusions

During the first weeks of the project, a set of tools has been created to support NEM communication and dissemination activities. It appeared necessary to update most of these tools to better adapt it to the large audience addressed by the NEM Initiative. An important effort has thus been dedicated to harmonize, modernize and simplify NEM communication tools and make them more user-friendly, especially for non-NEM members.

The NEM Summit 2016 was organized in Porto on 23/24 November 2016 under a general title "Driving the Future of Digital Media Experiences". The program consisted of keynote presentations and invited talks, an exhibition focused on presentation of research results in the NEM area achieved by various projects and organizations, Scientific and Technical Summit Tracks, as well as Shows / Show Cases on Media and ICT for Creative Industries. All contributions received were evaluated by the NEM Summit 2017 Program Committee, which also created the remaining part of the program; Special sessions and workshops as well as the key-notes; 11 papers were selected from 25 contributions received, out of 45 received NEM Art contributions, three was selected as finalist, leading to more than 40 presentations and talks at the event including four panel discussions.
Furthermore, during its first year, the VITAL MEDIA project organized two open meeting to foster media convergence in Porto on 23 November 2016 and in Brussels on 11 May 2017.

The update of the Dissemination, Exploitation and Communication plans will ensure the success of the second year of the project by addressing a wide range of stakeholders across Europe and beyond with the objective of increasing the NEM community. Project partners will continue updating these plans along the remaining months, taking into consideration actual topics and needs for the targeted communities as well as regional and national particularities.

The V2 of this deliverable includes more information on the dissemination activities performed by the VITAL MEDIA partners themselves and gives a clearer vision of the impact of VITAL MEDIA project on NEM social media activities thanks to comparative graphs (before vs after VITAL MEDIA) as requested by the Project Officer and the reviewers in the Expert Review Report.

Annexes   VITAL MEDIA

Annex 1: Non-exhaustive list of external events (to be updated along the project)

Partner	Name of the event	Webpage	Dates	Location	Type of audience	Number of persons reached	Output of past events / Expected output for future events	Number of flyers distributed
Cap Digital	Transmedia and New formats @Futur en Seine 2016	http://www.futur-en-seine.paris/archives	10 Jun 2016	Paris, France	Media and CCI stakeholders	~70	Presentation of the last news from the NEM initiative (storytelling vision paper)	Unknown
Cap Digital	ICT Proposer's day	https://ec.europa.eu/digital-single-market/en/ict-proposers-day-2016	26-27 Sept 2016	Bratislava, Slovakia	ICT European stakeholders (including media and CCI stakeholders) wishing to submit a H2020 proposal	~30	Promotion of NEM and Vital Media, potential partners for upcoming calls identified	Unknown
Cap Digital	KIKK Festival 2016	http://www.kikk.be/2016/en/accueil	2-5 Nov 2016	Namur, Belgium	Digital and creative industries' entrepreneurs and professionals	~150	Promotion of NEM and Vital Media	Unknown
Cap Digital	European Cluster Conference 2016	http://clusterconference2016.eu/	30 Nov-2 Dec 2016	Brussels	Clusters from all over Europe	~20	Promotion of NEM and Vital Media	Unknown
Cap Digital, Images &	Laval Virtual	www.laval-virtual.org/en/	24 March 2017	Laval, France	VR stakeholders	~100	Promotion of NEM and Vital Media, 2 new NEM members, identification of start-ups to	Unknown

Réseaux							present demos during the Creative Industries Meetup at Futur en Seine	
Cap Digital	JamToday+	http://www.jamtoday.eu/jamtoday-launch-event/	5-6 April 2017	Brussels	Serious game stakeholders	~30	Promotion of NEM and Vital Media	Unknown
Images & Réseaux	General Assembly	http://www.images-et-reseaux.com/fr/forms/assemblee-generale-images-reseaux-27-avril-2017	24 April 2017	Lannion, France	SME, researcher, Developers	~200	Promotion of NEM and Vital Media	~40 flyers
Inria	ACM CHI 2017	https://chi2017.acm.org/	May 6-11, 2017	Denver, USA	Researchers, artists, developers, filmmakers, scientists and business professionals interested in human-computer interaction			Unknown
Cap Digital	Futur en Seine	http://www.futur-en-seine.paris/en	8-10 June 2017	Paris, France	CCI stakeholders	~100	Promotion of NEM and Vital Media, identification of potential new NEM members, matchmaking between CCI stakeholders	~100 flyers
Digital Catapult	Futur en Seine	http://www.futur-en-seine.paris/en	9 June 2017	Paris, France	CCI stakeholders	~100	Promotion of NEM and Vital Media, identification of potential new NEM members, matchmaking between CCI stakeholders, highlighting success story of cluster-cluster project	Unknown
Images & Réseaux	Open Innovation Camp	http://www.images-et-reseaux.com/fr/forms/open-innovation-camp-2017	04 July 2017	Nantes, France	SME, researcher, Developers	250	Promotion of NEM and Vital Media, identification of projects and SME to	~ 60 flyers

							showcase their solution during I&R event 13 Dec-17	
Cap Digital	Siggraph	www.siggraph.org/	July 2017	Anaheim, USA	Researchers, artists, developers, filmmakers, scientists and business professionals interested in computer graphics and interactive techniques	~100	Networking, promotion of NEM and Vital Media, enlargement of the community	~100 flyers
Imaginove	Siggraph	www.siggraph.org/	July 2017	Anaheim, USA	Researchers, artists, developers, filmmakers, scientists and business professionals interested in computer graphics and interactive techniques		Networking, promotion of NEM and Vital Media, enlargement of the community	Unknown
Telecom Italia	VLDB 2017	http://www.vldb.org/2017/index.php	28 Aug - 1 Sept 2017	Munich, Germany	Researchers, developers, vendors, practitioners, application developers, and users interested in data management and analytics; special focus this year on social network analytics.	~500	Networking, promotion of NEM and Vital Media, enlargement of the community; new research and application trends in social networking and related data management; potential new partners for EU research project	~100 flyers
Digital	MyData	http://mydata2017.org/	30 Aug-	Tallinn/Helsink	Tech companies,		Opportunity for us to learn and	Unknown

Catapult	conference		1Sept 2017	i	SMEs, developers,		share knowledge about how data-driven services affect CCI esp re. personal data, GDPR, data from social media etc. Promotion of NEM and our policy work etc. Promotion of NEM to potential new members.	
Cap Digital	Journées pour une Europe Créative	http://www.relais-culture-europe.eu/journees-pour-une-europe-creative-2017/	5-7 Sept 2017	Arcueil, France	French and European CCIs stakeholders	~80	Promotion of NEM and Vital Media	~ 80 flyers
Cap Digital	CECIL Study Visit		14-15 Sept 2017	Tallinn, Estonia	Clusters, representatives of Estonian institutions	~20	Potential new NEM members, participation to the NEM Summit 2017, new partners for EU projects	~ 60 flyers
Digital Catapult	IBC Amsterdam	https://www.ibc.org/	14-19 Sept 2017	Amsterdam, Netherlands				Unknown
MAC	Working Summit on Innovation @ Frankfurt Book Fair	https://nem-initiative.org/participate-in-the-working-summit-on-innovation-in-frankfurt/	11 October 2017	Frankfurt, Germany	Policy makers, companies, entrepreneurs, clusters and other intermediaries		How to support technologically triggered innovation in the cultural and creative industries	Unknown
Digital Catapult	ACM multimedia conference	http://www.acmmm.org/2017/	23-27 Oct 2017	USA			TBC	
Digital Catapult	Web Summit	https://websummit.com/	6-9 Nov 2017	Lisbon, Portugal	Large corporates, policy makers, SMEs, tech companies		Opportunity for us to contribute (position papers, for example) to one of the conferences within the summit - i.e. 'content makers' https://websummit.com/content-makers or 'future societies'	

								https://websummit.com/future-societies
Digital Catapult, Orange, Cap Digital	ICT Proposer's day	https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017	9-10 Nov 2017	Budapest, Hungary	EC, CCI stakeholders, SMEs, Researchers		Matchmaking between CCI stakeholders, identification of potential new NEM members, identification of potential future collaborative projects	
Orange	Digitalising European Industry round table		21 nov. 2017	Brussels, Belgium				
Orange	VRNext initiative kick off		23 nov. 2017	Berlin, Germany				
MAC	FICOD	http://ficod.es/	December 2017	Madrid, Spain				
Images & Réseaux	Digital Tech conference	http://www.ladigital.tech/	7-8 Dec 2017	Rennes, France	Investors, Startups, Entrepreneurs	400	Networking, promotion of NEM and Vital Media, enlargement of the community	
Orange	Celtic proposer day		13 Dec 2017	Luxembourg				
Orange, Cap Digital	NGI Assembly		29 Jan 2018	Luxembourg				
Imaginove	SXSW	https://www.sxsw.com/	March 2018	Austin, USA	VR, AR, AI, e-learning, entertainment stakeholders, SMEs, big groups, researches		Networking, NEM and Vital Media promotion, community enlargement.	
Imaginove	Nab Show	http://www.nabshow.com/	April 2018	Las Vegas, USA	Broadcasting, FVX stakeholders, SMEs, big groups,		Networking, NEM and Vital Media promotion, community enlargement.	

					researches		
Digital Catapult	International Journalism Festival	http://www.journalismfestival.com/	11-15 April 2018	Perugia, Italy	Content creators, tech companies, news / media organisations		Opportunity to disseminate outcomes esp re. Future Social Media (i.e. re. fake news, content distribution and audience engagement)
MAC + UPM	Broadcast it !	http://www.ifema.es/broadcast_01/	May 2018	Madrid, Spain			
Imaginove	FMX	https://www.fmx.de/	May 2018	Stuttgart, Germany	FVX, VR, AR stakeholders, companies, researches		Networking, NEM and Vital Media promotion, community enlargement.
Eurescom	NEtWorks2020 ETP	http://www.networld2020.eu/	To be confirmed	To be confirmed			
Eurescom	5G Infrastructure PPP	https://5g-ppp.eu	To be confirmed	To be confirmed			

Annex 2: NEM Summit 2016 Call for Extended Abstracts

NEM Summit 2016
"Driving the Future of Digital Media Experiences"
Porto, 23-25 November 2016

The NEM Initiative, the New European Media Technology Platform, is organizing the 9th edition of its main annual conference (NEM Summit) in Porto (Portugal) on 23-25 November 2016. Building on successful previous Summits, the conference will address many of today's hot topics related to the **Future of Digital Media Experiences.** These will include research and business challenges, societal and user needs incl. accessibility, implementation requirements for smart content and media convergence, and the regulatory and standardization environment.

The program of this year's NEM Summit will consist of keynote presentations and invited talks, an exhibition focused on presentation of research results in the NEM area achieved by various projects and organizations, **Scientific and Technical Summit Tracks**, as well as **Shows / Show Cases on Media and ICT for Creative Industries**. In order to collect relevant contributions from the wide NEM community on Scientific and Technical questions as well as Shows / Show Cases, the NEM Summit 2016 Program Committee is issuing the following:

Call for Extended Abstracts

The **NEM Summit 2016** will have the following three **Scientific and Technical Tracks**:

- **Emotional and Smart Content Creation and Consumption**
- **Smart Media Convergence**
- **Connected Realistic Digital Worlds**

All stakeholders in European Media are invited to submit scientific and technical **extended abstracts** addressing topics defined within the NEM Summit Tracks as described below. The submissions should present original work, innovative ideas, and achieved results. Besides contributions to the three Summit Tracks, all **further** valuable scientific and technical **contributions addressing relevant NEM research topics** as defined in the NEM Research and Innovation Priorities (available on the NEM Initiative website – www.nem-initiative.org), **will be considered** by the Program Committee as well.
Contributions that include elements that take into account the need for media accessibility by those with reduced abilities are welcomed.

Besides the Scientific and Technical Tracks, the **NEM Summit 2016** will also provide the opportunity for talks on innovative applications or related business models, in particular considering specific issues related to SME's, in the scope of its **Media and ICT for Creative Industries Track**, where all stakeholders of new European Media are invited to submit descriptions of new and innovative shows / show cases and experimentation in the NEM area. The submissions should present original work, innovative ideas, and results, including the description of on-going activities and development of related products, services.

Important Dates and Submission Guidelines

Submission opening: **1 September 2016**	All contributions for the NEM Summit 2016 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. There is also possibility to provide further **supporting information** for the submissions, such as planned presentation means, web links, etc., as attachment.
Submission deadline: **12 October 2016**	
Acceptance notification: **25 October 2016**	**The submission tool will be open on 1 September 2016 and made available on the NEM Initiative website at www.nem-initiative.org.** The submitted contributions will be subject of review by the NEM Summit Program Committee within a fast track evaluation process.
Deadline for final papers: **4 November 2016**	Selected contributions might be published in the Summit Proceedings and/or on the NEM website - all further rights remain with the authors.

www.nem-initiative.org

32

Scientific and Technical Tracks

'Emotional' and Smart Content Creation and Consumption

High quality content generation, exploited through different channels and in different formats (advertising, architecture, performing and visual arts, craft, design, fashion, films, music, press, publishing, radio, TV and video games) is driving the international competitiveness of the creative industries to new frontiers. However, the challenge to adapt not only the format, but also the content according to the user situation and emotional response intended. There is a need to maximize 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, among others, are:

- Smart content generation and re-purposing
- Emotional content adaptation and recommendation
- Situation-and context-aware content consumption

Smart media convergence

New business models enabled by emerging technology are facilitating the launch of many initiatives in the content sector. New ways of interaction, consumption and expression are appearing with the rise of the digital era. Even though Europe's media sector is strong in creating content, it still needs to embrace new technologies and to invest in innovation to benefit from the digital market. However, competition from global players that are particularly strong in technological innovation is growing. The challenge is to make the best use of technology for reaching out to new audiences, adapting to the digital era and thriving in the connected Digital Single Market. The track includes, among others, the following topics:

- Content aggregation, annotation, 'mashability', analysis, search, media sharing and recommendation.
- Convergence processes to enable the interaction with content on any device, anywhere, anytime in a multiplatform scenario

Connected Realistic Digital Worlds

Immersive content able to provide connected experiences has evolved from simple chats to full featured sharing of media experiences by sharing photos and films, by video conferencing, by collaborative work in various areas (not only ICT), by enjoying community applications and many more, where web-based and mobile technologies turn communication among many users into an interactive and dynamic dialogue with users not only consuming but also creating and exchanging hyper-realistic user-generated media content. Accordingly, this track deals with connected worlds for entertainment, communication, learning, gaming and collaborative business and, among others, focuses on the following related topics:

- Immersive and pervasive solutions for increased personalized user experience in content consumption to meet new user expectations (e.g. hyper-personalized, real-time storytelling, QoE, free viewpoint, augmented reality, enhanced accessibility)
- Interactive experiences, serious games, connected TV
- Cloud media

Media and ICT for Creative Industries Track

The Media and ICT for Creative Industries Track covers innovative and business-oriented implementations, novel applications and shows / show cases / experimentations of connected media technology, which apply recent research advances into practical situations including validation, piloting and/or large scale trials. The submissions should describe a new generation of smart content applications and services, enabled by connected and mixed (real and virtual) media technologies, including related experimentation, in any of the following example areas, where further interesting and related contributions will be considered as well:

- Applications that include advanced media analytics, device continuum, personalization in various application areas, such as entertainment, education, wellbeing, cultural heritage, etc.
- Media and usage data analytics for connected media worlds
- Innovative business models for connected media worlds

Annex 3: NEM Summit 2016 Call for Exhibitions

NEM Summit 2016
"Driving the Future of Digital Media Experiences"
Porto, 23-25 November 2016

The NEM Initiative, the New European Media Technology Platform, is organizing the 9th edition of its main annual conference (NEM Summit) in Porto (Portugal) on 23-25 November 2016. Building on successful previous Summits, the conference will address many of today's hot topics related to the **Future of Digital Media Experiences.** These will include research and business challenges, societal and user needs incl. accessibility, implementation requirements for smart content and media convergence, and the regulatory and standardization environment.

The program of this year's NEM Summit will consist of keynote presentations and invited talks, an exhibition focused on presentation of research results in the NEM area achieved by various projects and organizations, Scientific and Technical Summit Tracks, as well as Shows / Show Cases on Media and ICT for Creative Industries. In order to collect relevant contributions from the wide NEM community on Scientific and Technical questions as well as Shows / Show Cases, the NEM Summit 2016 Program Committee is issuing the following:

Call for Exhibitions

Research and Innovation projects under programs of the European Commission and other public authorities, industry including SMEs and creative industries, and research/academic organizations are invited to demonstrate their recent achievement in the areas of the future digital media experiences in the exhibition area of the NEM Summit 2016. All interested stakeholders in European Media are invited to submit the exhibition proposals addressing broad topics of the NEM Summit mentioned above and outlined in the NEM Summit 2016 Call for Extended Abstracts – available on the NEM Initiative website at www.nem-initiative.org.

Important Dates and Application Guidelines

To apply for an exhibition stand, please, send an email to NEM-Summit-Exhibition@nem-initiative.org with the following information:

- Title of the exhibition
- Name, affiliation, contacts (e-mail, phone, address) of the contact person(s)
- Attachment - PDF file not longer than 3 pages - specifying what will be presented at the exhibition

Deadline for applying for the exhibition is on 19 October 2016!

The submitted contributions will be subject of review by the NEM Summit Program and Organization committees and acceptance notifications will be sent by 25 October 2016.

About the Exhibition

The NEM Summit 2016 exhibition will be located in the lovely museum area of the Faculty of Fine Art, where the exhibition stands will be surrounded by exciting sculptures and other pieces of the valuable art. The individual stands will consist of one 1.5-2m long table, two chairs, and a flyer rack. On the walls behind the tables, it will be possible tom present posters or similar information. Standard power supply and WiFi access will be provided as well. Further specific requirements for the individual stands will be clarified as needed.

The accepted exhibitors will need to pay an exhibition fee of 250€ (+ VAT) prior the Summit and register at least one person responsible for the stand for the NEM Summit.

www.nem-initiative.org

34

Annex 4: NEM Summit 2016 Program

14:00 – 15:30 Parallel sessions

Room: Aula Magna **Immersive and Interactive Media Experiences**	Room: Auditório Pavilhão Sul **NEM Club of Clusters – Building an effective digital and creative clusters community**	Room: PS12 **NEM Networking Camp for the Creative Industries**
Frank Boyd (KTH) Strategies to develop the interactive and immersive content in the UK	**Presentation of the Club of Clusters & Collaborative tools** (Veronica Buey, Madrid Audiovisual Cluster – Josephine Rohner, Cap Digital)	This session is devoted to animate the discussion within the recently established Cultural and Creative Industries (CCI) working group of NEM. Our goal is to get stakeholders interested in technological innovation in the CCI talking to each other with the aim to identify common interests, main stakeholders and what makes them tick, and how NEM could support the nurturing of a European innovation network for the CCIs. The session is designed to facilitate interaction in a structured way following a user design canvassing method.
Phil Stenton(BBC) Delivering Single & Multi-Screen Content Services for Immersive, Customised and Shared Experiences in Homes and Social Spaces	**Example of a NEM Club of clusters collaborative project : CECIL** (Veronica Buey, Madrid Audiovisual Cluster)	
Doug Williams, (BT) Designing for multi-screen; more questions than answers	**Cross Collaboration Challenge, best practices from Madrid Audiovisual Cluster and Danish Sound** (Veronica Buey, Madrid Audiovisual Cluster – Jan Larsen, Danish Sound)	
Juan Antonio Nuñez, (i2CAT – ImmersiaTV) Technical challenges (and solutions) faced when implementing a synchronized multi-platform solution for immersive content	**The European Cluster Collaboration Platform & Matchmaking events** (Filipa Pinho, SPI) **The European Strategic Clusters Partnership – opportunities and open debate** (Julia Phoca, gi-Cluster)	**Introduction** Nina Klein (Frankfurt Book Fair)
Mario Montagud Climent, (UPV) Towards Immersive and Personalized Media Experiences: An HbbTV-compliant End-to-End Platform to Enable Hybrid Multi-Device TV Scenarios		
Session Chairs: Sergi Fernández (i2CAT Foundation) and Pablo Cesar (DIS – CWI)	**Session Chairs:** Veronica Buey Cieslak (Madrid ICT Audiovisual cluster) and Joséphine Rohner De Smet (Cap Digital)	**Session Chairs:** Nina Klein (Frankfurt Book Fair) and Marta Izquierdo Vaquero (Smart Digital Entertainment)

15:30 – 16:00 Break

16:00 – 17:30 Closing Plenary Session (Room: Aula Magna)

NEM Art Award, Philip Young (Digital Catapult)

The Candidates:

- Thiemo Kastel, Kastel Media
- Andrew Perkis, Norwegian University of Science and Technology
- Bushra Kelsey-Burge, Bushra Burge Studio

Key-note:
Future research and innovation directions in media and content sector
Thorsten Herfet (Intel) and José Manuel Menéndez (Universidad Politécnica de Madrid)

Best paper and exhibition awards
Jovanka Adzic (Telecom Italia)

Concluding remarks and closure of the NEM Summit 2016
Jean-Dominique Meunier (Technicolor and NEM Chairman)

WiFi access	
Network name:	UPorto
Username:	nemsummit2016
Password:	nemsummit2016
Open a browser to enter the credentials.	

Address of the NEM Summit venue
Faculty of Fine Arts, University of Porto Av. de Rodrigues de Freitas 265
4049-021 Porto, Portugal

Wednesday, 23 November 2016

09:00 – 12:30 – 22nd NEM General Assembly (Room: Aula Magna)

Time	Topic	Speaker
09:00 – 09:15	Welcome	Jean-Dominique Meunier (Technicolor)
09:15 – 09:45	Upcoming Horizon 2020 opportunities for media and creative industries	Anni Hellman (European Commission)
09:45 – 10:30	NEM SRIA 2016	Pierre-Yves Danet (Orange)
10:30 – 10:45	Position Paper on Storytelling	Andrew Perkis (Norwegian University of Science and Technology)
10:45 – 11:15	Break	
11:15 – 11:25	Presentation of the VITAL MEDIA project	Halid Hrasnica (Eurescom)
11:25 – 11:50	Community collaboration platform	Giuseppe Vella (Engineering Ingegneria Informatica)
11:50 – 12:10	Discussion on policy requirements from the community	Silvia Boi (Engineering Ingegneria Informatica)
12:10 – 12:20	DICE: Digital Immersive Cultural Environments	Stelios C. A. Thomopoulos (NCSR "Demokritos")
12:20 – 12:30	Closure of the NEM General Assembly	

12:30 – 14:00 Lunch Break

14:00 – 15:30 Opening Plenary Session (Room: Aula Magna)

Welcome addresses	Keynotes
Video message from Giuseppe Abbamonte (Director of Media Policy directorate at European Commission)	New challenges in media, content, and creativity sectors in Europe Anni Hellman (Deputy head of unit "Media Convergence & Social Media" at EC) and Albert Gauthier (EC unit "Data Applications & Creativity")
José Paiva (Director of Faculty of Fine Art, Porto)	The collaboration economy in media and creativity sector Joana Vicente (New York University Stern School of Business & Independent Filmmaker Project (IFP) and the Made in NY Media Center by IFP)
Jean-Dominique Meunier (Technicolor – NEM Chairman)	ADDICT – boosting creative economy Joana Fins Faria (Executive Director, ADDICT Creative Industries Portugal)
About NEM Summit 2016 program Thorsten Herfet (Intel, NEM Summit 2016 Program Committee Co-chair)	Moderator Halid Hrasnica (Eurescom)

15:30 – 16:00 Break

16:00 – 17:30 5G Networks for Media and Entertainment (Room: Aula Magna)

Main Session Topics	Speakers and Panelists
5G network phase 3 pilot presentation	Jos Van Sas, Nokia
Network2020/NEM joined WG white paper presentation	Jovanka Adzic, Telecom Italia
Requirements from the different sectors of the creative industries	Judy Parnall, BBC
Session Chair Pierre-Yves Danet (Orange)	Dritan Kaleshi, Digital Catapult

19:30 Networking Dinner at Taylor's Cellars

Rua do Choupelo 250, 4400-088 Porto, Portugal
(Bus transport is organized from the Summit venue at 19:15)

Thursday, 24 November 2016

09:00 – 10:30 Parallel sessions

Room: Aula Magna Media and ICT for the Creative Industries I	Room: Auditório Pavilhão Sul Start-up Forum
A Compositional Tool for Computer-Aided Musical Orchestration Marcelo Caetano (INESCTEC)	The session will be highly interactive and make use of participatory methods to be able to involve all participants as active contributors. We expect attendees to contribute and actively animate the discussions. I3 project will present first results achieved as a support action of the ICT 19 projects in the field of Convergence and Social Media. Afterwards, 3 projects and 2 start-ups will present 5 minutes pitch, followed by comments from present investors and an open discussion.
Smarter Video with ProCAMS Blepo Marketplace Johanna Björklund (Codemill), Marina Kolesnik (Fraunhofer FIT), Sigrid Lindholm, Emil Lundh, Patrik Löfgren, Markus Risberg, Jonas Sandberg, Enikő Szakács (Arworks), Urban Söderberg	
	Panel Moderator: Andrea Nicolai, T6 Ecosystems, Co-founder
High Quality 360° Video Rendering and Streaming Louay Bassbouss (Fraunhofer FOKUS)	Investors: João Pereira, Portugal Ventures, Investment Director
Opportunities for Object Based Broadcasting Doug Williams (BT)	Start-ups: Bruno Silva, Soboto; Rui Jose, Displr co-founder
The SmartMedia news recommender system for mobile devices Cristina Marco, Arne Dag Fidjestøl, Jon Atle Gulla, Jon Espen Ingvaldsen, Peng Liu, Lemei Zhang (NTNU)	Media company: Joanna Wójcik-Bubala, i3D Director ICT 19 EU Projects: Pilar Orero, HBB4ALL; Didier Nicholson, VITEC, Cognitus
Session Chair: Judy Parnall (BBC)	Session Chair : Simona De Rosa (T-6)

10:30 – 11:00 Break

11:00 – 12:30 Parallel sessions

Room: Aula Magna Media and ICT for the Creative Industries II	Room: Auditório Pavilhão Sul Accessibility – is it the greatest challenge in the media industry today?
DaVid: Data Transmission Using Video Devices – An Innovative Systeme for Smart Media Applications Ruediger Kays, Christian Brauers, Johannes Klein (Technische Universität Dortmund)	Part 1: The present and future of access systems Chair: Pilar Orero Interview with Anni Hellman, Deputy Head of Unit 14, European Commission: The NEM-Access report – Real Value or just a paper?
Emerging media practices with the Displr platform for place-based engagement Rui José (Algoritmi Research Centre, University of Minho), Hélder Pinto (Displr) and Pedro Coutinho (School of Technology and Management, Polytechnic Institute of Viana do Castelo)	Carlos Alberto Martin, José Manuel Menéndez and Guillermo Cisneros, UPM, HBB4ALL: access services for a smart convergent environment Pilar Orero, University of Barcelona, Mapping Media Accessibility across the World
Product Placement Platform for Personalised Advertising Bruno Veloso, Benedita Malheiro, Juan Carlos Burguillo, Jeremy Foss (University of Vigo, INESC TEC Porto, Polytechnic Institute of Porto, Birmingham City University,)	Part 2: Access challenges in the media industry today and tomorrow Chair: Hadmut Holken Alejandro Moledo, European Disability Forum, User perspectives and needs
The Creative Ring Simon Delaere (iMinds)	Judy Parnall, BBC R&D Technical Liaison Officer, BBC- a case study from the UK
SOUNDCOOL: New Technologies for Music Education J. Sastre, A. Murillo , E. Carrascosa , R. García , R. B. Dannenberg , N. Lloret , R. Morant , S. Scarani , A. Muñoz, E. Robles (Universitat de València, Universitat Politècnica de València, Carnegie Mellon University, Pittsburgh)	Cristina Mussinelli, Secretary General, Italian Foundation for Accessible Books, European publishers access involvements and needs (title to come) Carlos Duarte, Department of Informatics, Faculty of Sciences of the University of Lisbon
Tackling User-Centric Media Demands through Adaptable Software Defined Infrastructures Michael Boniface (University of Southampton IT Innovation Centre) Dirk Trossen (InterDigital Europe) Monique Calisti (Martel)	Panel discussion with speakers Moderation: Hadmut Holken • How can we fulfil our accessibility responsibility to all Europeans? • What are the Legal and Technology Frontiers for Media Access today? • How to make Europe a world leader in media access system
Session Chair: Adam Kapovits (Eurescom)	

12:30 – 14:00 Lunch Break