



Driving the Future of Digital Experiences

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What next ?



The 29th Steering Board of May 29, 2018 propose to :

- work out on our NEM vision, mission & objectives
- work out on our NEM value propositions to our members
- work out on transforming NEM to a legal entity

Mission statement

- Give a **powerful voice** to the **Media and Creative industries**
- Offer **meaningful services** to the NEM members
- Be a **reference point** for the European Media and Creative Industry
- Foster the creation of a **large embracing ecosystem** capable of **voicing all players**



Objectives (1)



- To make **NEM self-sustainable**
- To **support all stakeholders** in Media and Creative Industries
- To **catalyze the needs, demands and challenges** of media and creative industry
 - foster a **EU cutting edge research community** reflecting EU wealth in diversity and creativity
- To define the **SRIA** for Media and Creative Industry
- to get the entire media ecosystem together **to collaborate in a pre-competitive phase** before we generate a competition for funds

Objectives (2)



- To **foster innovation** addressing industry and social needs
- To **better position media and creative industries in the EU context**
- To **ensure funding opportunities** for media and the creative industries
- To work towards the Juncker pillar **Digital Single Market strategy**:
 - “The Digital Single Market strategy aims **to open up digital opportunities for people and business** and enhance Europe's position as a world leader in the digital economy”.

An updated offer (1/2)



- **Communication, networking & community building**
- Create a **repository** and a **geographical map of skills and know how** of NEM members also in terms of **technologies & services**
- **European project results repository**
- **Accessibility** and **standards** support
- **Business support** (+self assessment tools)
- **Facilitate the participation in industry exhibitions**
- **Coaching/mentoring**
- **Create & support expert groups** on specific topics

An updated offer (2/2)



- **NEM talks** (liaise with TEDx)
- **Networks for Sandbox** for SMEs
- **Network of living Labs** for research
- **Workshop/training** from each group the whole value chain for micro enterprises stage in large companies
- **Dedicate effort in the dissemination activities to support NEM events** in new project where participate NEM members.
- **Direct line with EU policy makers**

Fundamental needs

- **To be self sustainable:** or direct funding from Europe or a fee from a member
- **A fluid exchange with EC and EP for strategic alignment on priorities** to ensure European leadership in the Media and Creative Industries sectors.



How to reach self-sustainability ?

- The **income** channels:
 - **Membership/registration fees** (model under discussion) for the ones who access to the services and to the events
 - **Sponsorships**
 - **Funding from projects and revenues from services selling**
- The **cost** to be covered *for*:
 - **Legal support** to open the Legal Entity
 - **Running a secretariat**
 - **Running of the NEM services**
 - **Meetings organization** (quarterly internal meeting)
 - **Summits organization**
 - **Marketing & communication stuff**
 - ...
- =>
 - **NEM** has to become a **legal entity to participate in projects and sell services**
 - NEM has to define a **set of services that can be sold by the NEM members**





Questions?

