



21 June 2018



Futur.e.s 2018 / Paris

1





DRIVING THE FUTURE OF DIGITAL EXPERIENCE

@NEM_Initiative



What NEM is...
Jean-Dominique MEUNIER



From where we come from...



Where we are...

- NEM as a centre for **Creative Industries, Content, Media**
- NEM as a centre of **Innovation**
- NEM as a centre of **Influence**
- NEM as a centre for **Networking**

NEM as Content, Media & Creative Industry community



Media & Creative Industries in Europe

<http://ec.europa.eu/eurostat/documents/341889/725524/Monitoring+the+Digital+Economy+%26+Society+2016-2021/7df02d85-698a-4a87-a6b1-7994df7fbeb7>

<https://nem-initiative.org/wp-content/uploads/2016/11/nem-presentation-smart-digital-content.pdf>

3%
of GDP

7.7 mio
jobs

2.2 mio
Companies
of which
85% SMEs

€ 625
billion
revenues

NEM gathers



1000+ members from **100+** countries



all major organisations working in the networked and electronic media area, including **content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions.**

Including...

Full list: <http://nem-initiative.org/structure-membership/general-assembly/>



Become NEM member for free!



21 June 2018

- **Joining** the community and increase your visibility
- **Participating** in innovative flagship events and network with prominent stakeholders
- **Getting access to** up-to-date information
- **Discovering** latest technology and market trends
- **Identifying** research and business opportunities
- **Finding** partners for upcoming EU-funded calls for projects
- **Sharing** your vision and build the future of Digital Media Experiences
- **Influencing** policy makers

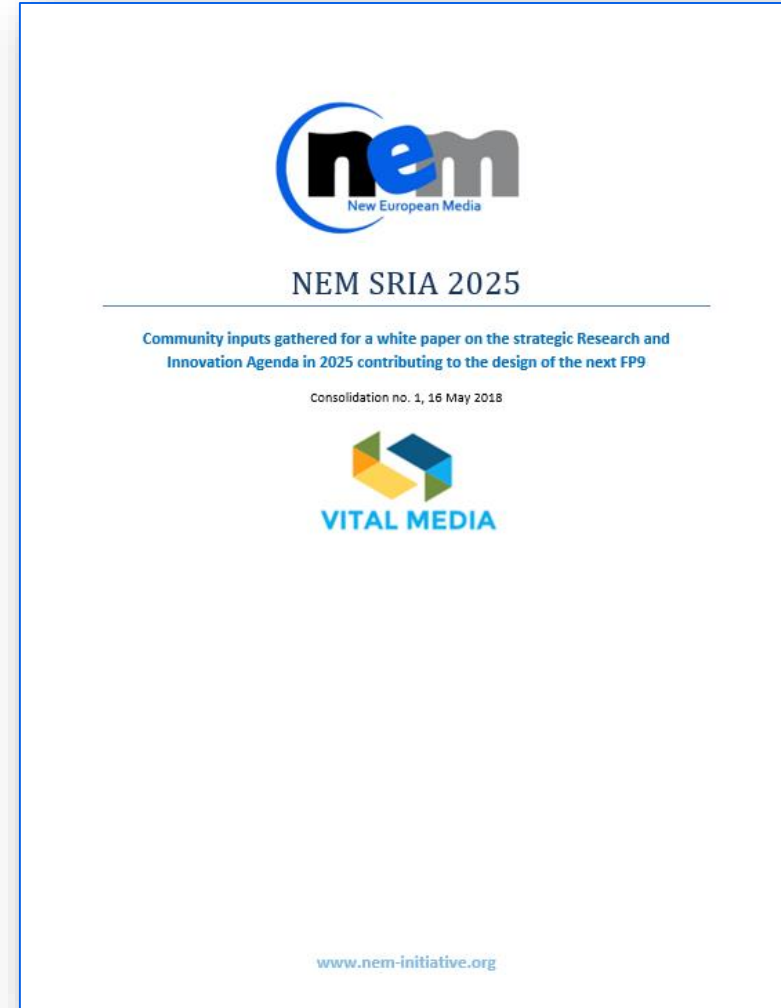
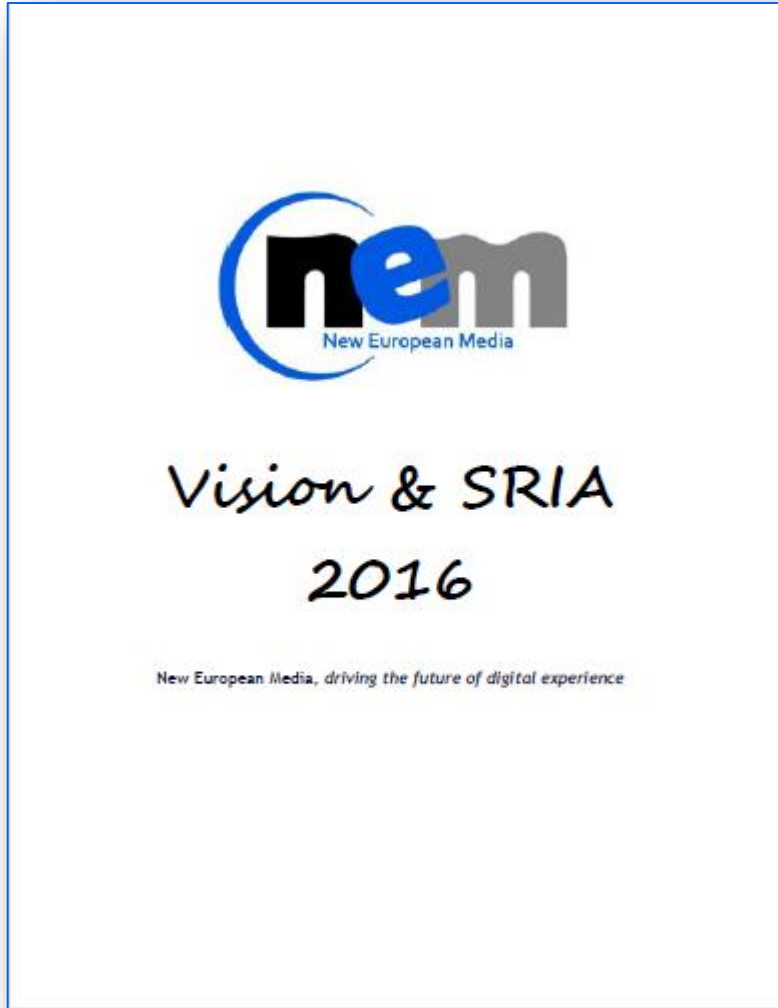
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10


NEM as innovation

Our Vision & SRIA

<https://nem-initiative.org/wp-content/uploads/2016/12/nemvisionsria-2016.pdf>



Our (new) position papers



NEM contribution to the DSM Strategy
- Approved by NEM Steering Board in spring 2016 -


The Digital Single Market Strategy issued by the European Commission touches upon a number of topics and areas of high relevance for the members of NEM and it addresses several topics related to the trends and priorities identified in the latest NEM Vision DMA.

NEM identifies user, business and technology trends in the field of converging media and content in order to accelerate technological innovation and increase growth in the content and creative industries in Europe. NEM thus shares seven objectives of the DSM Strategy and its members can contribute to several of the expected achievements, such as building trust and confidence online, boosting digital skills and learning, enhancing connectivity and access to digital content, simplifying e-commerce, supporting research and innovation.


Better online access to digital goods and services

NEM fully shares this objective and has highlighted a number of R&I areas that can contribute to it in the coming years, by enhancing access to creative content and breaking down barriers to cross-border e-commerce. The NEM Vision DMA highlights the current and potential developments in digital content production (locos, interactivity and immersion, multimedia storytelling), content personalisation and recommendation, content processing (cloud, virtual and augmented reality), metadata to increase discoverability in discovery and location of content, content search and discoverability, big data analytics, securing content and universal access

NEM contribution to the DSM Strategy 1




CONTENT DISTRIBUTION POSITION PAPER
(September 2017)




The position papers has been supported by the Vital Media project, which initiated its creation, contributed to the position paper content, gathered inputs to the paper from the NEM Initiative community, followed up the position paper approval process, coordinated all related activities, and consolidated all version of the position paper.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.




HYPER PERSONALIZATION POSITION PAPER
(September 2017)




The position papers has been supported by the Vital Media project, which initiated its creation, contributed to the position paper content, gathered inputs to the paper from the NEM Initiative community, followed up the position paper approval process, coordinated all related activities, and consolidated all version of the position paper.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.




IMMERSIVITY POSITION PAPER
(September 2017)




The position papers has been supported by the Vital Media project, which initiated its creation, contributed to the position paper content, gathered inputs to the paper from the NEM Initiative community, followed up the position paper approval process, coordinated all related activities, and consolidated all version of the position paper.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.

Policy dialogue in Convergence and Social Media: requirements



White Paper
(November 2017)



The white paper has been supported by the Vital Media project, which initiated its creation, contributed to the white paper content, gathered inputs to the paper from the NEM Initiative community and other relevant stakeholders, followed up the white paper approval process, coordinated all related activities, and consolidated all version of the white paper.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.



TOWARDS THE FUTURE SOCIAL MEDIA

NEM White Paper
December 2017



Preface

What is and how will the future social media look, how we are going to get there, and what has to be done to enable it? Probably the largest research and innovation community in the area of media and content in Europe organised within the NEM (New European Media) Initiative answers these questions within a coordinated action among the community members. This activity is supported by the Vital Media project¹ of the Horizon 2020 EU research and innovation programme.

This White Paper presents an initial vision on the future social media, based on inputs received from a broad range of media and content actor representatives in Europe (from the NEM Initiative), aiming to identify the next steps towards the future social media, including required research and innovation activities to achieve defined goals, as well as related standardisation, regulatory, and policy actions - underpinned with a European approach. It provides a base for further elaboration of selected aspects of social media, which will be detailed in due course throughout 2018. Feedback was also gathered at the NEM Summit 2017 - the 10th edition of NEM's annual conference and exhibition - held in Madrid, Spain, on 20-26 November, from the Summit presentations, invited and keynotes talks, as well as open discussions.

¹Vital Media is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.

www.nem-initiative.org



Digitalising European Industry Digital Innovation Hubs
(December 2017 - by NEM DEI Working Group)



The publication has been supported by the Vital Media project, which initiated creation of the NEM Working Group on Digitalising European Industry - DEI, contributed to its content, gathered inputs to the publication from the NEM Initiative community, followed up the publication approval process, coordinated all related activities, and consolidated all version of the publication.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.



NEM Position on Next Generation Internet
(January 2018 - by NEM NGI Working Group)



The publication has been supported by the Vital Media project, which initiated creation of the NEM Working Group on Next Generation Internet - NGI, contributed to its content, gathered inputs to the publication from the NEM Initiative community, followed up the publication approval process, coordinated all related activities, and consolidated all version of the publication.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.




5G Phase 3 - Media Pilots
(February 2018)
by NEM 5G joint Working Group with Network2020 ETP



The publication has been supported by the Vital Media project, which initiated creation of the NEM Working Group on 5G, contributed to its content, gathered inputs to the publication from the NEM Initiative community, followed up the publication approval process, coordinated all related activities, and consolidated all version of the publication.

VITAL MEDIA is a support action project under the Horizon 2020 Programme of the European Union - number: 688310 - project duration: June 2016 - May 2018.



Position paper to come



Big Data for Media



Media and Artificial
Intelligence

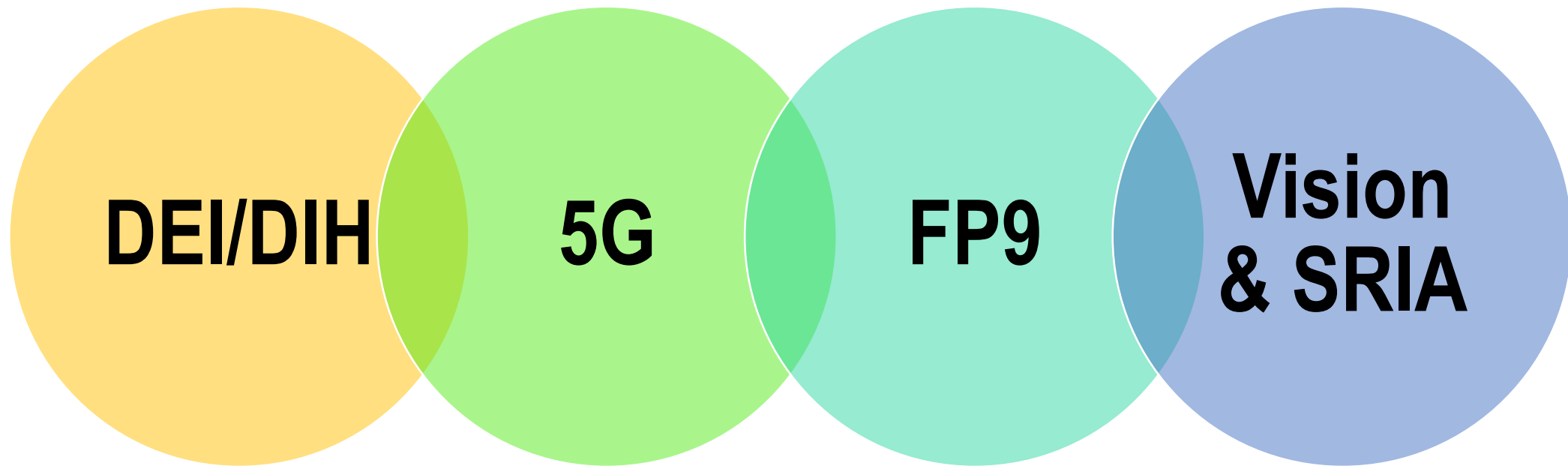


Policy
recommendations
from media sector

NEM position papers

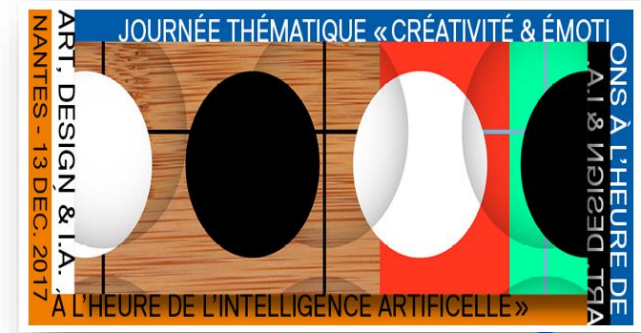
1. **NEW:** [5G Phase 3 – Media Pilots](#) (February 2018)
2. **NEW:** [NEM Position on Next Generation Internet](#) (January 2018)
3. [Digitalising European Industry -Digital Innovation Hubs](#) (December 2017)
4. White Paper on [Towards the Future Social Media](#) (December 2017)
5. White Paper on [Policy dialogue in Convergence and Social Media: requirements](#) (November 2017)
6. [Immersivity](#) (September 2017)
7. [Hyper Personalization](#) (September 2017)
8. [Content Distribution](#) (September 2017)
9. [NEM contribution to the DSM Strategy](#) (Spring 2016)

Some key NEM actions & groups



NEM as networking

Our 2017 events



NEM Events - 2017

1. 16 February 2017, Brussels / i3 Multi Stakeholder Forum [by i3](#)
2. 24 April 2017 – London / New Realities roundtable [by Digital Catapult](#)
3. 9 June 2017 - Paris / Creative Industries Meetup “Immersive Technology: Virtual Reality, Augmented Reality, When Technology Meets Content” @FENS [by Cap Digital](#)
4. 17 July 2017 - Tallinn / Digital Single Market Conference on the Free Movement of Data [by Tallinn Creative Hub](#)
5. 11-12 September 2017 – Rome / Workshop on securing funding for media innovation [by I3](#)
6. 11 October 2017 – Frankfurt / THE ARTS+ @ Frankfurt Book Fair [by MAC](#)
7. 17 October 2017 – Brussels / H2020 Media Projects' Workshop: Collaboration Towards the Future of Media [by European Commission](#)
8. 23 November 2017 – Berlin / Technology, content and finance [by VRnext](#)
9. 29-30 November 2017 – Madrid / NEM Summit
10. 13 December 2017 – Nantes / “Creativity and emotion at the time of the artificial intelligence” [by I&R](#)

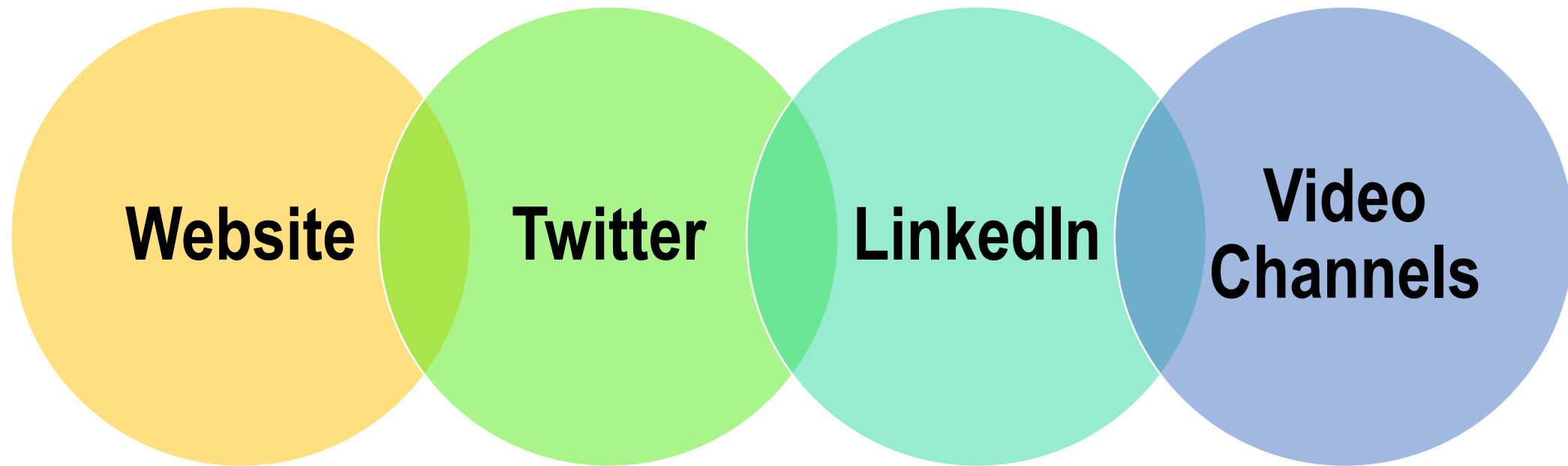
Our 2018 events so far...



NEM Events - 2018

1. 3-4 April 2018 – Laval (France) / Building Consortia for ICT Virtual reality [by Euro VR](#)
2. 5 April 2018 – Laval (France) / Technology, content and finance [by VR Next](#)
3. 12-14 April 2018 - Varsaw / ICTlive IT & Mobile Expo and Congress [by I&R](#)
4. 17 April 2018 - Dublin / Future Social Media: Enhancing cohesion through advanced digital technology [by Digital Catapult](#)
5. 21-22 May 2018 – Kyev / Review on the state of affairs on Technology Platforms in EaP countries [by EaP PLUS](#)
6. 21 June 2018 – Paris / NGI debate and call for proposals @ FUTUR.E.S [by Cap Digital](#)

Our NEM Communication tools



Our NEM social Networks



www.nem-initiative.org



@NEM_initiative



NEM Social Network

NEM Video Channel


<https://nem-initiative.org/nem-video-channel/>

The screenshot displays the NEM Video Channel website interface. At the top left is the NEM logo (New European Media). The navigation menu includes: HOME, ABOUT NEM, NEM SUMMIT, DOCUMENTS, NEWS & EVENTS, and CONTACT. The main content area features a grid of video thumbnails with the following captions:

- Interview with Hadmur Holken
- Interview with Prof. Jose Manuel Menéndez
- Interview with Pierre-Yves Danet
- Interview with Prof. Dr. Ing. Thorsten Herfet
- Interview with Jean-Dominique Meunier - NEM Chairman
- NEM Summit 2017
- NEM Summit 2017 - Madrid
- NEM 2016 SUMMIT
- NEM 2016 SUMMIT ENTREISTAS NET

NEM News Letters

<https://nem-initiative.org/news/>




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/2788540>

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 motto 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 video & display technologies such as High Dynamic Range, High Frequency Rate, are great opportunities to widely access to a more immersive content on the movie and make the user/consumer part of the game.


A year towards enlarging and engaging our community... Thanks to the VitaMedia project, we have some additional opportunities to embark you in this content journey through the creation of a new NEM platform (<http://vitalmedia.com/en/10>) I invite you to see, the position papers we intend to produce (e.g. Content distribution vs SO, Media analytics vs Big Data, Challenges for Creative 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



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-6th.

We were working out also the first leads 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/2788540>

Page 1
NEM Initiative Newsletter 2017 #2
The NEM initiative is supported by VITAL MEDIA project under the EU Horizon 2020 research and innovation programme under grant agreement n°688310



DRIVING THE FUTURE OF DIGITAL EXPERIENCE

Editorial from Jean-Dominique Meunier, NEM President

Dear NEM members, dear future NEM members,



2017 will be again a challenging year for our sector. New content and new paradigms are pushing established businesses for an opening, new opportunities and a questioning the current regulations. Users and consumers are searching for better personal data, to the way they are treated and to the ways they are served. They hope to produce content to distribute content. In several content are more than emerging, are already in efforts for the benefit of the consumer. Of the others, all that happened should be innovations, create the involvement of service providers, and are used to purchase Europe. The initiatives that drive our technologies for content towards more interactivity, more interactivity, more security. The NEM community represents an obligation to lead the content sector combined as a strategic force for services to which to create an eye to the content needed content infrastructure, the need to avoid having the most powerful digital infrastructure in Europe to enable only content from other regions of the world. The NEM community is expecting to find the next Research Framework Program and do hope to see especially how participation in the development of new technologies for future proof content.

In front of these challenges, we need to pursue making the potentials of our sector towards growth and employment. We will be pursuing that by being an updated NEM forum, by working on an updated Strategy and Research agenda, by offering position papers and white papers, by the way of providing our understanding our new General Assembly and NEM summit.

I do count on all of you to be an active and contributing NEM member to order to take up these challenges and drive the future of digital experience.

I do also encourage you to take a look on the content of the NEM newsletter on our NEM summit 'Innovation by Smart Content' on our next General Assembly which is planned by 30th in Brussels, on our last position papers on our last news on dedicated projects and events.

Enjoy and share it!

See you soon,
Sincerely,
Jean-Dominique Meunier

NEM Summit 2017 - What you have missed

The 10th Edition of the NEM Summit took place on the 29th - 30th of November in Madrid. It gathered more than 150 participants from 19 countries. The NEM Summit 2017 was located on the lovely museum area of the Museo Reina Sofia.

The summit addressed many of topics that are related to the Smart Content by Smart Content. Some of these topics are research and business challenges, technical and open research involving accessibility, big data analytics, requirements for content creation and media convergence, and the regulation and standardization challenges.

The program of the Summit consisted of keynote presentations and round tables, an exhibition focused on presentation of research results in the NEM area followed by network programs and organizations. Technical and Business Round Tables in a special session on Social Media and Smart Content Media and OTT for Creative Industries.

The closure of the NEM Summit 2017 came with the announcement of the NEM Next 50 winners. In total there were three different awards to be given.



NEM as influence

NEM, a cluster of clusters



9 confirmed ambassadors

- Creative Estonia, Tallin



Estonia



- KI asociacija, Vilnius



Lithuania



- Sofia University



Bulgaria



- Zlin Creative Cluster



Czech Republic



- Iconic Cluster



Romania



Poland



R.I.T.A.

Azerbaijan



- Mr Sven Semencic
- Smart-Internet Event organiser

Croatia



- Dr. Lyadnova Tatyana
- a member of Idealist2018 project
- Head of International RTDI at BellSA

Belarus



NEM, a center of influence

2008 NEM SUMMIT
@ SAINT-MALO



2009 NEM SUMMIT
@ SAINT-MALO



2010 NEM SUMMIT
@ BARCELONA



2011 NEM SUMMIT
@ TURIN



SUMMIT 2012
@ ISTANBUL



NEM SUMMIT2013
@ NANTES



NEM SUMMIT2014
@ BRUSSELS



2015 NEM SUMMIT
@ FRANKFURT



2016 NEM SUMMIT
@ PORTO



SUMMIT 2017
@ MADRID



NEM & the world...



Global NEM - India

<http://www.bic-fimedia.eu/>

jclarke@tssg.org



EU - India FI-MEDIA project is funded by the Delegation of the European Union to India.

Building an International Cooperation platform for
EU–India Research & Innovation Clustering in
Future Internet and Electronic Media (FI-MEDIA)

NEM & « requests » to EC...

- **NEM & Innovation Scheme:** Expend Media & Content technologies to other vertical industrial sectors
- **NEM & International:** Expend Media & Content European technologies outside European borders
- **NEM & FPI mission:** Accelerate digitization and transformation of Industry and Society using immersive technologies
- **NEM & NGI:** An opportunity of allocating a part of it (1 B€) to the Media & Content Industries

NEM & NGI

We love letters !

N E M

N G I

I²C

P P P

NEM & NGI

- The NEM initiative is convinced that ‘Horizon Europe’ is a huge opportunity to **allocate significant funds in the Media and Content Industries, including Creative Industries**, and having them explicitly identified for that sector, Horizon 2020 having showing a significant decrease of allocated budget to content and even a suppression of dedicated calls on the 2018-2020 program.
- Beyond developing powerful infrastructure such as the 5G one, we are convinced of the European potential to develop **a strong leadership in providing European content** thanks to the use of European technologies as long as we pursue investment in them, particularly at research & innovation levels.

NEM & NGI

- Among the 6 B€ that could be requested for this **NGI program** which may cover 3 main chapters (infra, **media**, data), the NEM initiative is ready to discuss about an opportunity of allocating a part of it (1 B€) to the Media & Content Industries as follows:
 - better user control of data (User/personal data management): 200 M€
 - transparent language access [automatic real time translation (voice, words)]: 200 M€
 - new multi modal interaction concepts [Interactive technologies (BCI, voice recognition)]: 200 M€
 - highly personalized access to objects: 100 M€
 - information and content, including immersive and trustworthy media: 300 M€ (as per the Immersive & Interactive Content PPP project)
 - social media and social networking: 200 M€

Thanks !

We are waiting
for you !

Register
online today
it's free!



Contact



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NEM Chairman

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www.nem-initiative.org



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NEM Social Network