



DRIVING THE FUTURE OF DIGITAL EXPERIENCE



nem-initiative.org





What is NEM?

The **NEM Initiative** (New European Media Initiative) was established in autumn 2005 as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media. In order to respond to new need and requirements of the Horizon 2020 programme, the NEM Initiative enlarged its focus towards creative industries and changed its name from Networked and Electronic Media Initiative to New European Media, dealing with Connected, Converging and Interactive Media & Creative Industries, driving the future of digital experience.

The NEM constituency includes **all major European organisations** working in the networked and electronic media area, including content and media providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions. Those actors share a **common vision** and have been producing a Strategic Research and Innovation Agenda (SRIA) as well as position papers, in order to accelerate the innovative development of the new sector in a harmonised and fruitful way and to place European industry at the forefront of the information era.

NEM is an active community and network of more than 1000 members. To reach the thousands of start-up companies and SMEs dealing with Media, Content and Creative Industries in Europe, NEM has organized itself as a '**cluster-of-clusters**', those clusters being THE local, regional or national organizations often serving as the local contact point and interfaces working closely with those start-up and SMEs on a daily basis.

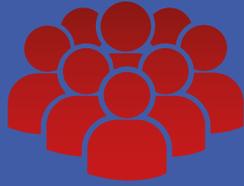


Key figures (2018)



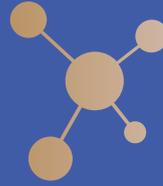
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Years of existence



1130

Members



78

Clusters



130

Research centers



210

SMEs



160

Universities



70

Countries



9

Ambassadors



15

Position papers



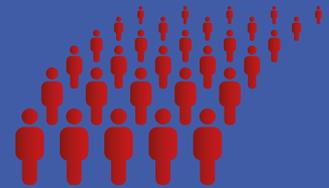
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Newsletters



10

Summits



2800

Participants
in the summits

NEM main achievements

NEM Position Papers are documents giving the NEM Initiative's point of view on any topic related to the networked electronic media area. These papers typically include: recommendations to the European Commission, formal opinions submitted to the Commissioner, submissions to regulatory bodies, or any other formal statement of this nature. They also provide a deeper insight of the NEM community on various technological, societal, and policy issues related to NEM.

Furthermore besides its strategic documents, the NEM Initiative regularly issues **newsletters** and other promotional material (downloadable on NEM website), in order to ensure wide awareness about NEM, its activities, related events and achieved results.



NEM Summits

The **NEM Summit** is an international conference and exhibition organised every year since 2008 for all those interested in broad area of Media, Content and Creative Industries. The NEM Summit is attended by several hundred participants.

Over the years, it has grown to become an annual **not-to-be-missed event**, providing attendees with a key opportunity to meet and network with prominent stakeholders, access up-to-date information, discover latest technology and market trends, identify research and business opportunities, and find partners for upcoming EU-funded calls for proposals.



Building on successful previous Summits in Saint-Malo, Barcelona, Turin, Istanbul, Nantes, Brussels, Frankfurt and Porto, the 10th edition organized in Sofia Reina Museum in Madrid in 2017 addressed many of today's hot topics on Smart Content by Smart Creators. These were including research and business

challenges, societal and user needs including accessibility, implementation requirements for smart content and media convergence and the regulatory and standardization environment.



Vital Media Project

From June 2016 to June 2018, the NEM Initiative has been supported by **VITAL MEDIA project**, a support action under the Horizon 2020 Programme of the European Union.

The VITAL MEDIA project aimed at enlarging the NEM community in the broad media area at the European, regional and national levels. It also strived to enable and facilitate discussions among large industry players and small organizations (e.g. SMEs) active in the area of Content, Media and Creative industries, to establish common views on needs and requirements from the entire sector in respect to the future research and innovation activities.

In order to reach its goals, the Vital Media project has supported several activities:

1) Community building and enlargement

- ▶ Establishment of collaboration with other related initiatives and organizations in Europe, appointment of NEM ambassadors
- ▶ Establishment and maintenance of an online collaboration platform
- ▶ Establishment and facilitation of various virtual NEM working groups
- ▶ Organization of major NEM events – NEM Summit and General Assembly – as well as focused cluster events

2) Support for development of NEM strategy

- ▶ Facilitation of creating NEM Strategic Research and Innovation Agenda (SRIA) and corresponding research and innovation roadmaps
- ▶ Facilitation of creating NEM position and white papers on various subjects
- ▶ Leading discussion on policy requirements from media and content sector

3) Promotion of NEM Initiative and community activities

- ▶ Design and production of leaflets, posters, newsletters, etc.
- ▶ Promotion in social media

Why become a NEM member?

▶ Get in **direct contact** with main stakeholders from Media, Content, Creative industries, Social Media, Broadcasting, Telecom, Immersive technologies, and Consumer electronics sectors in Europe



▶ Explore participation in EU and other publicly funded research and innovation programs and actions

▶ Increase your visibility (present your organisation on the website, be present and actively involved in NEM events) with **no additional marketing costs**

▶ Shape the future of research and innovation in Europe in media sector

▶ Join activities on development of overall strategy of the media sector

Scan to discover





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