



# Vision, Insights and Trends for Awareness and Leadership in Media

## D4.3 Final report on dissemination activities and exploitation potential

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### Impressum

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## Abstract

This document details the dissemination, communication and outreach activities, implemented by the Vital Media project during the second project period June 2017 – June 2018. Along the document, reports on particular dissemination activities and promotion material, on organization of NEM Summit 2017 and bi-annual workshops (NEM General Assemblies) are provided. The exploitation potential achieved by the project and its results are presented in the document as well.

## Executive Summary

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). The overall project dissemination and exploitation activities are rounded by organization of major annual community event – NEM Summit – and focused workshops along the NEM General Assemblies.

During the project life time, a set of tools has been created to support planned project dissemination activities, which are performed along corresponding actions of the NEM Initiative, as planned in the project plan. The dissemination activities include preparation of marketing material, rebranding and maintenance of the community website, social media channels, and representation at various occasions.

The NEM Summit 2017 was organized in Madrid, Spain, on 29-30 November 2017, under a general title “Smart Content by Smart Creators”. The NEM Summit 2017 consisted of three plenary sessions, the 24<sup>th</sup> NEM General Assembly, six parallel sessions including a workshop co-organized by the FLAME project, all together including more than 40 presentations and talks. The NEM Summit 2017 welcomed around 175 participants from different countries, receiving compliments for a successfully organized event. Furthermore, the Vital Media project organized two open meeting to foster media convergence – NEM General Assemblies; in Madrid on 29 November 2017 and in Brussels on 30 May 2018.

Significant project efforts went to consolidation of the NEM community, development of its strategies, and organization of its major events. With it, the Vital Media project significantly contributed to sustainability of the NEM community in the future and with it to sustainability of overall European media community. Also, the Vital Media clusters will continue disseminating the NEM Initiative, the benefits of being a NEM member and any relevant information within their own community, directly contributing to sustainability of NEM.

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ALL		Contributions for individual and cluster exploitation plans in sec. 3.4.
Telecom Italia	Jovanka Adzic	Document review

# 1 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). The overall project dissemination and exploitation activities are rounded by organization of major annual community event – NEM Summit – and focused workshops along the NEM General Assemblies.

This deliverable details the dissemination, communication and outreach activities, implemented during the second project period June 2017 – June 2018. Reports on particular dissemination activities and promotion material are provided along Sec. 2.1. Details on organization of NEM Summit 2017 are provided in Sec. 2.2, whereas details on organization of bi-annual workshops during the second project period (NEM General Assemblies) are provided in Sec. 2.3.

Exploitation potential, achieved by the Vital Media project and its results, is detailed in Sec. 3 presenting exploitation opportunities and related sustainability of the achieved results for the overall European media community and the NEM Initiative, for involved clusters, and individual project partners' organizations.

## 2 REPORT ON DISSEMINATION, COMMUNICATION AND OUTREACH

### 2.1 Dissemination activities

#### 2.1.1 Marketing material

In order to reach its objectives in terms of dissemination and outreach, VITAL MEDIA project started by building a set of communication tools (PowerPoint presentation, flyer, roll-up, banners, posters) in coherence with NEM visual identity. These tools (detailed in Deliverable D4.2) have been regularly updated and improved in order to fit with the evolution of the project and better adapt to our audience. The material created during VITAL MEDIA project has been used by VITAL MEDIA partners, NEM Steering Board and NEM members to present and promote the benefits of the NEM community in internal and external events (see list of external events in Annex of this document).

A A5 brochure is currently being prepared. It will contain more content than the flyer (four pages instead of one) in order to provide detailed information about the NEM initiative, its aim and its composition. The brochure will celebrate NEM's main achievements, present its position papers and explain the purpose of NEM Summits. A section will also be dedicated to the presentation of the Vita Media project as well as the activities supported by it. As the aim of this brochure is to bring awareness about the NEM initiative, the last page will be dedicated to presenting various ways in which interested people can get involved in this project and become NEM members. It will be finalised in July 2018.

During the second year of the project, a set of marketing material has been created especially for the NEM Summit 2018 (see below):

- A banner



- An announcement video



A PowerPoint template and a banner containing the logos of all sponsors have also been created.

NB: The material created for the NEM Summit 2016 are described in Deliverable D4.2.

## 2.1.2 Public website

As VITAL MEDIA project supports the NEM activities, it has been decided from the beginning of the project not to create a separate website, but to develop the existing one. NEM Initiative's website ([www.nem-initiative.org](http://www.nem-initiative.org)) has thus been regularly updated by Cap Digital (task leader) and EURESCOM (responsible of the website) with news about the project activities, relevant events, calls for contributions, results of the NEM Summits, interviews of the winners of the NEM Art & Design Competition, etc. The website also includes information about NEM, its structure and its members. It stores project materials, such as dissemination materials, published papers.

### 2.1.2.1 New webpages

In the second year of the project, two additional permanent webpages have been created:

- [NEM Video Channel](#) : it has also been decided to gather all recent and past videos (previously hosted on several platforms: YouTube and Dailymotion) on the NEM website. Access to all NEM Summits' videos is thus simplified and more coherent. At the occasion of the NEM Summit 2017, five interviews of key stakeholders have been performed and added on the NEM Video Channel webpage. One wrap-up video summarizing the event's main outputs has also been produced

**nem**  
New European Media

HOME ABOUT NEM NEM SUMMIT DOCUMENTS NEWS & EVENTS CONTACT

## NEM Video Channel

NEM Initiative

**Pierre-yves Danet**  
R&D Lab deputy at France Telecom / Orange Labs  
NEM Vicepresident

Interview with Hadmut Holken

Interview with Prof. Jose Manuel Mendizor

Interview with Pierre-Yves Danet

Interview with Prof. Dr. Inq. Theresia Harfel

Interview with Jean-Dominique Meunier - NEM Chairman

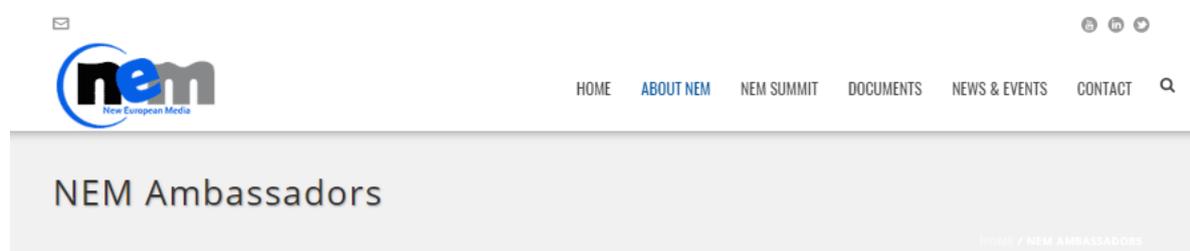
NEM Summit 2017

NEM Summit 2017 - Media

NEM 2016 SUMMIT

NEM 2016 SUMMIT ENTREPRENEURS NET

- [NEM Ambassadors](#) webpage to give visibility to the NEM Ambassadors identified by VITAL MEDIA project partners and validated by the NEM Steering Board.



### Welcoming our New Ambassadors

In order to pursue the building of a strong and representative community, the NEM Initiative is always looking for key actors across Europe to act as *NEM Ambassadors*. The Ambassadors promote the NEM Initiative in their region, represent their ecosystem at EU level and contribute to federating the European convergence and media landscape.

 <b>R.I.T.A.</b> Azerbaijan	<ul style="list-style-type: none"> <li>• Dr. Lyadnova Tatyana</li> <li>• a member of Idealist2018 project</li> <li>• Head of International RTDI at BellSA</li> </ul> Belarus	<ul style="list-style-type: none"> <li>• Sofia University</li> </ul> Bulgaria	<ul style="list-style-type: none"> <li>• Mr. Sven Semencic</li> <li>• Smart-Internet Event organiser</li> </ul> Croatia	<ul style="list-style-type: none"> <li>• Zlin Creative Cluster</li> </ul> Czech Republic
<ul style="list-style-type: none"> <li>• Creative Estonia, Tallin</li> </ul> Estonia	<ul style="list-style-type: none"> <li>• KI asociacija, Vilnius</li> </ul> Lithuania	 Poland	<ul style="list-style-type: none"> <li>• Iconic Cluster</li> </ul> Romania	

**Regional Innovative Technologies Academy (R.I.T.A.)** - Azerbaijan: The Regional Innovative Technologies Academy (R.I.T.A.), ICT&FET NCP of HORIZON2020 in Azerbaijan, was established in 2003. Main fields of its activity are consulting, project management, e-government and IT training courses, software development, optimization and control, system analysis, mathematical modelling, management and information processing. The team consists of mathematicians, physicists and specialists with experience in solving problems in mechanical engineering and aviation, proposing solutions for high-technology problems.

**Dr. Tatyana Lyadnova** - Belarus: Tatyana is the Corresponding Member of the Belarusian Engineering Academy. She has been involved in Idealist2014 as a regional representative and task leader. She is an Information and Communication Technologies (ICT) National Contact Point (NCP) in Belarus for H2020 and Research Infrastructure NCP, EuroRisNet+ projects. She was a partner and Work Package Leader in two new EECAs projects. Tatyana was also involved in Idealist2018 project, an international ICT NCP network supporting research and innovation activities for the EU Framework Programmes. Today, Tatyana is the Head of the International RTDI Cooperation Department in BEISA, and Research Coordinator of several national studies.

**Sofia University** - Bulgaria: Sofia University St. Kliment Ohridski is the first Bulgarian high academic school establishment, the biggest and most prestigious scientific hub in the country. It implements an effective interaction between the educational process and the technological development, science and innovative politics. Having in course the creation of an incubator, Sofia University is planning to play a major role in the start-up ecosystem of the country.

**Sven Semencić** - Croatia: Sven is specialized in integrated marketing communications in Croatia and has relevant experience as a communications consultant in the PCO agency ATI. He has founded a number of multi-channel projects such as Like Croatia, H2O Summit, MAoD Art & Science, Artist on Vacation or smart-Internet. In addition, he was involved in marketing and corporate communications at media company Europapress Holding (EPH).

- Benefits from being a NEM Member – a dedicated webpage has been created under the NEM Initiative website at <https://nem-initiative.org/benefits-for-being-nem-member/> and linked from the home page (see below) to summarize and emphasize benefits of being an active member of the community, as presented in Annex A.



The screenshot shows the Vital Media website interface. At the top, there are three navigation buttons: "WHO WE ARE" (blue), "BECOME A NEM MEMBER" (red), and "Collaboration Platform" (blue). Below these is a paragraph describing the NEM Initiative as a European Technology Platform. To the right is the Vital Media logo, a stylized 3D cube in yellow, green, and blue. Below the logo is text stating the project is supported by VITAL MEDIA under the Horizon 2020 Programme of the European Union. At the bottom of the screenshot is a blue button that says "DISCOVER BENEFITS FROM THE FREE NEM MEMBERSHIP".

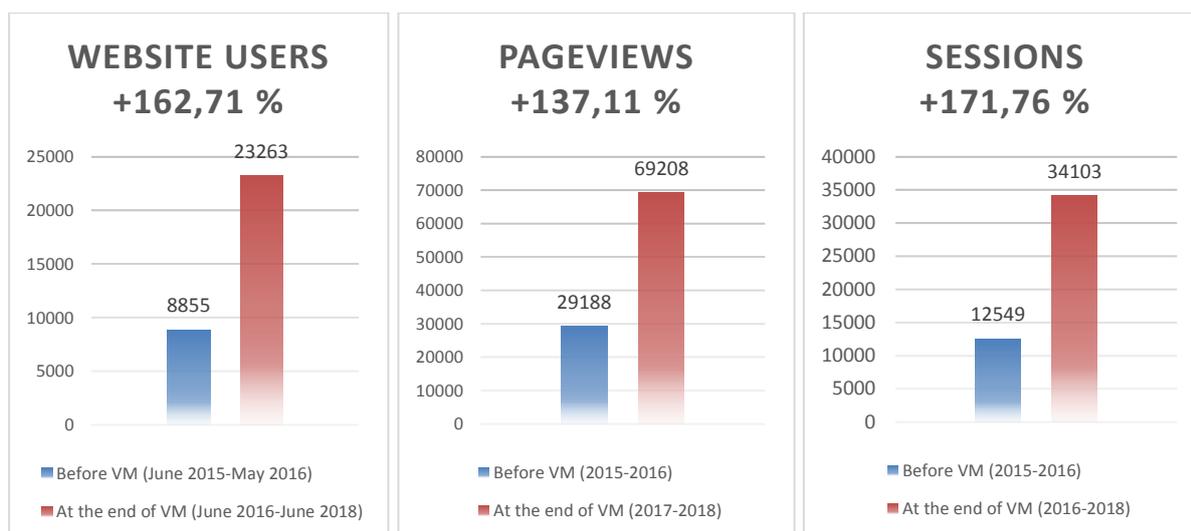
- Toward the Future of Social Media webpage (<https://nem-initiative.org/future-social-media/>) has been created to provide and emphasize the Vital Media project and the NEM Initiative activities on future of social media, present the needed community actions and achieved outcomes.
- NEM Working Groups (<https://nem-initiative.org/nem-working-groups/>), to present objectives and results of the NEM Working Groups (established by the Vital Media project) on NGI (Next Generation Internet), DEI/DIH (Digitalising European Industry / Digital Innovation Hub), 5G PPP media pilot, and FP9 (next EU research and innovation program).
- NEM members Profiles (<https://nem-initiative.org/offerings-overview/>), allowing the NEM members to provide more information about their organizations in the public domain of the NEM Initiative website.

### 2.1.2.2 Website statistics

Since the beginning of VITAL MEDIA project, the NEM website has reached a large audience, as we have counted 34.103 visitors (called “sessions”) with an average of 969 unique visitors/month (called “users”), which nearly corresponds to our target of 1.000 visitors/month, and 69.208 page views. Most of visitors come from Spain, India, France, UK and Portugal.

The most popular pages have been – logically – the following pages: Homepage, NEM Summit 2017, 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 – during the first year of the project - to set up a more modern design and simplified structure (as described in Deliverable D4.2). The objective of this change was 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.

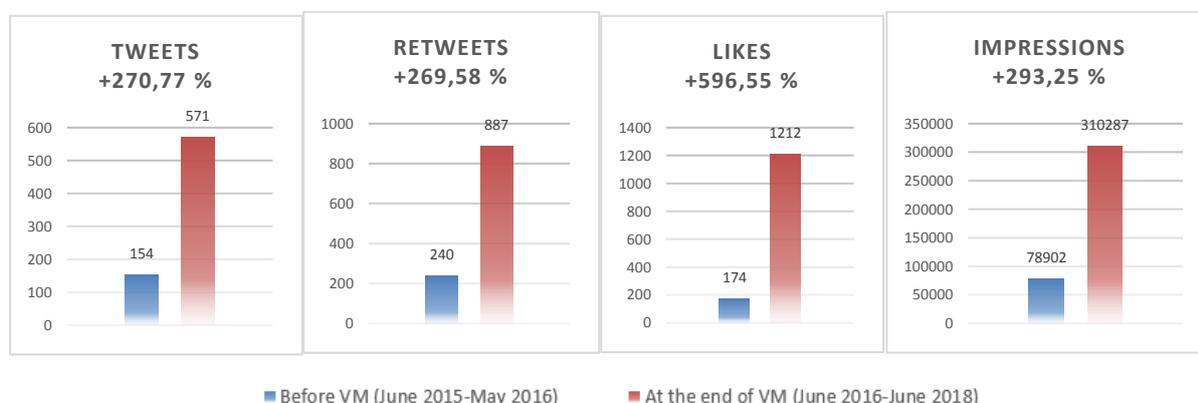
### 2.1.3 Social Media

- 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, the NEM Twitter account ([https://twitter.com/NEM\\_Initiative](https://twitter.com/NEM_Initiative)) totally fulfilled its function. With more than 852 followers today (as of the date of 26/06/2018), the target of 500 followers by the end of the project has been largely achieved. Since the start of VITAL MEDIA project in June 2016, the NEM Twitter account counts up:

- 425 impressions/day
- 20.050 profile visits
- 571 tweets (so well above the targeted objective of one tweet per week)
- 887 re-tweets
- 1212 likes
- 1004 mentions
- **429 new followers**

The following graphs demonstrate the significant impact of VITAL MEDIA project as the total numbers of tweets, retweets, likes and overall impressions have been much higher since the project's start than during the previous 12 months.



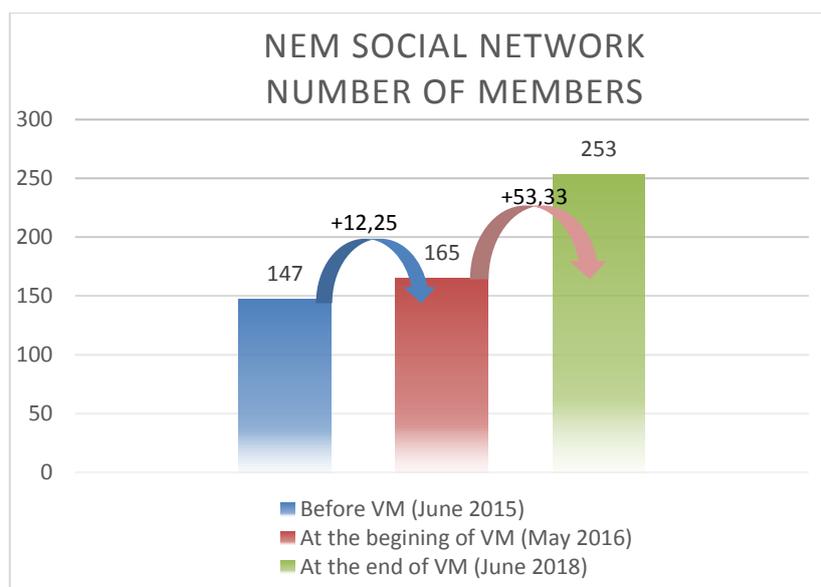
NB: Twitter does not provide any data before 2 March 2015.

As already mentioned in Deliverable D4.2, the NEM Twitter account has been changed 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.

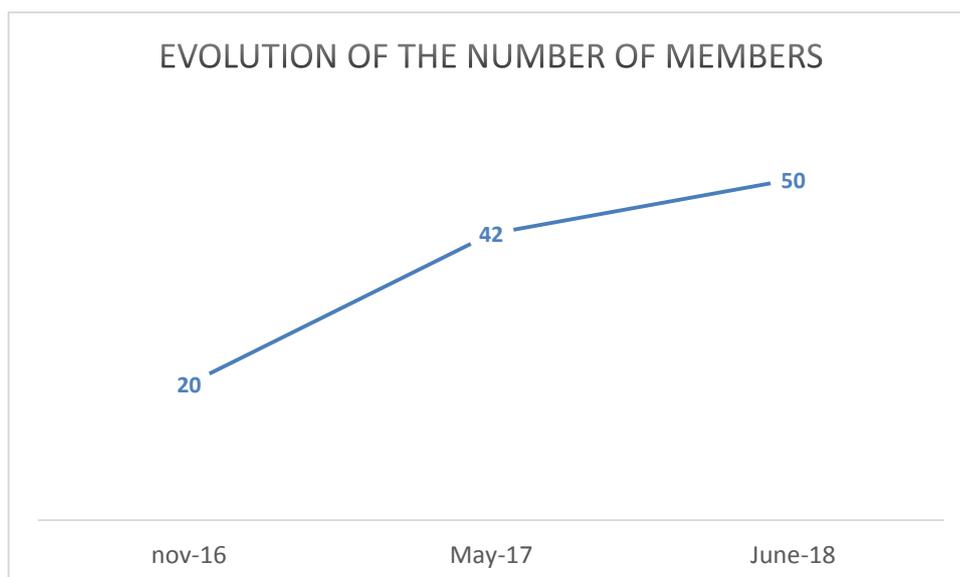
- LinkedIn

Over the past years, several NEM LinkedIn groups were created. In order to clarify and harmonise NEM presence on LinkedIn, it has been decided – during the first year of the project - to keep 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 253 members today (so +53,33% since the start of VITAL MEDIA project). Without the project, we can assume that there would have been a regular growth of only ≈12% per year (as shown in the graph below).



- “NEM Club of Clusters” (<https://www.linkedin.com/groups/13501753>) created in November 2016 with 20 members to facilitate exchange of good practices between clusters gathers today 50 members.



### 2.1.4 Newsletters

The [first newsletter](#) was uploaded on NEM Initiative website beginning of 2017, summarizing NEM activities in 2016 and particularly NEM Summit 2016. The [second newsletter](#) was published in August 2017, to cover the latest news from the 23<sup>rd</sup> NEM General Assembly and to announce the NEM Summit 2017. For the [third newsletter](#), it has been decided to use a more user-friendly tool, MailPoet, to increase and better track the number of views. The newsletter was sent on 15 March 2018 to 1735 persons and has been opened 289 times. It

gave an overview of the NEM Summit 2017 which was held in Madrid on 29<sup>th</sup> and 30<sup>th</sup> November and invited the community to the 25<sup>th</sup> NEM General Assembly to be held in Brussels. A brief summary of the past NEM event in Nantes was provided and links to the different position papers published were made available. This newsletter was also the perfect occasion to welcome our brand new ambassadors and present them to the whole network. Finally, a short presentation on cooperation with EU projects was provided. Currently the fourth newsletter is being prepared, with a flashback on recent NEM events in Dublin, Nantes and Paris. A short summary of the 25<sup>th</sup> General Assembly will be made and the new Steering Board of NEM presented. The new ambassadors will also be presented. It will be provided during July 2017.

In addition, targeted messages on various subjects (event announcements, Call for Expression of Interest, invitation to policy surveys, etc.) have been distributed to the NEM members by e-mail. Furthermore, all dissemination channels listed above (e.g. website, social media) have been used to further distribute these messages.

### **2.1.5 Other means of dissemination**

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.).

VITAL MEDIA partners also participated in local, national, European and international media events. A non-exhaustive list of external events is provided in the Annex C.

In accordance with the project plan, Vital Media also supported NEM and its chairperson in promoting mission of both the NEM Initiative and the Vital Media project at various occasions, summarized in Annex C.1.

## 2.2 NEM Summit, the yearly conference to foster media

### 2.2.1 Event organization

The NEM Summit 2017 was organized in Madrid, Spain, on 29-30 November 2017. The venue and the event dates were chosen within the NEM Steering Board, after an internal call for proposals among members of the board.

For general NEM Summit 2017 Chair, Jean-Dominique Meunier (Technicolor, NEM Initiative Chairman) was selected by the Steering Board. Halid Hrasnica from Eurescom was appointed as NEM Summit 2017 coordinator.

To support day-to-day organization work for preparing the NEM Summit 2017, which was performed by the VITAL MEDIA project, a NEM Summit 2017 Organization Committee was created and it involved the following members:

- Co-chairs:
  - Veronica Buey Cieslak, Madrid ICT Audiovisual Cluster
  - Halid Hrasnica, Eurescom
- Further OC members:
  - Jovanka Adzic, Telecom Italia
  - Fernando Garcillan, Madrid ICT Audiovisual Cluster
  - Luitgard Hauer, Eurescom
  - Thorsten Herfet, Intel
  - Marta Izquierdo Vaquero, Smart Digital Entertainment
  - David Jiminez Bermejo, Universidad Politécnica de Madrid
  - Jean-Dominique Meunier, Technicolor & NEM Initiative Chairman
  - Manuella Portier, 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 and a medium-size auditorium, the exhibition area, and space for breaks. In the 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.

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 2017 video is provided on the NEM Initiative website. Also, the needed travel information and other interesting information about Madrid and the region were collected and presented on the website.

The NEM Summit 2017 had a platinum sponsorships kindly provided by Orange and eNEM (Spanish NEM organization) and support from Ministerio de Educación, Cultura y Deporte and City of Madrid.

### 2.2.2 Program preparation

Program of the NEM Summit 2017 was created by a Program Committee consisting of following members, which work was continuously supported by the VITAL MEDIA project:

- Co-chairs:
  - Jovanka Adzic, Telecom Italia
  - Veronica Buey Cieslak, Madrid ICT Audiovisual Cluster
  - Kathryn Geels, Digital Catapult
  - Thorsten Herfet, Intel
  - José Manuel Menéndez, Universidad Politécnica de Madrid
- Further PC members:
  - Federico Alvarez, Universidad Politécnica de Madrid
  - Halid Hrasnica, Eurescom
  - David Jimenez Bermejo, Universidad Politécnica de Madrid
  - Jean-Dominique Meunier, Technicolor & NEM Initiative Chairman

The Program Committee was coordinated by Adam Kapovits, Eurescom.

The NEM Summit 2017 was organized under a general title “Smart Content by Smart Creators”. 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, as well as Scientific and Technical Summit Tracks. In order to collect relevant contributions from the wide NEM community on Scientific and Technical questions, the NEM Summit 2017 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 B.1.

Beside the Call for Extended Abstracts, the Program Committee issued a Call for Exhibitions (Annex B.2), and published a Call for NEM Art contributions (Annex B.3).

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:

- 19 papers were selected from 34 contributions received
- Out of 11 received NEM Art contributions, four were selected as finalist, who presented themselves in the exhibition area and during the closing Summit session, where the winner was selected
- In addition, 8 exhibitors were accepted for the NEM Summit 2017 exhibition

To summarize, the NEM Summit 2017 consisted of three plenary sessions, the 24<sup>th</sup> NEM General Assembly, six parallel sessions including a workshop co-organized by the FLAME project, all together including more than 40 presentations and talks.

### 2.2.3 The Summit implementation

The NEM Summit 2017 and the hosting city of Madrid welcomed around 175 participants. As expected, the main part of the Summit participants came from the event hosting country Spain (32%), followed by participants from the Netherlands and France (10% each), UK, Germany and Italy (8% each), Belgium (7%), and Ireland (3%). Other participants came from Norway, Portugal, Switzerland, Poland, Denmark, Greece, Russia, Sweden, Israel, Bulgaria, Croatia, and Latvia.

At the NEM Steering Board meeting, held in Madrid just after the event on 1 December 2017, the implementation and impact of the NEM Summit 2018 were discussed with an overall conclusion that the event was well organized and successful.

## 2.2.4 Future NEM Summits

As the Vital Media project plan included organization of two NEM Summit events (on NEM Summit 2016 was reported in D4.2) and the project ends in late spring 2018, the organization of the next NEM Summit will be taken by members of the NEM Steering Board. Corresponding call for proposals was issued and opportunities to organize the event in 2018 or spring 2019 are ongoing. Currently, there is a serious application to organize the next NEM Summit in Croatia, either in Zagreb the capital or in Dubrovnik, with ensured support from local communities and the Croatian government.

## 2.3 NEM General Assemblies, bi-yearly open meetings to foster media convergence

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

- At 24<sup>th</sup> NEM General Assembly in Madrid on 29 November 2017 and
- At 25<sup>th</sup> NEM General Assembly in Brussels on 30 May 2017.

### 2.3.1 24<sup>th</sup> NEM General Assembly

The 24<sup>th</sup> NEM General Assembly was collocated with the NEM Summit 2017 in Madrid 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 Challenges of the creative and cultural industries – open discussion, the NEM Strategic Research and Innovation Agenda, and Social Media – presentation of the NEM / Vital Media white paper and panel discussion. The complete agenda is presented below.

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

09:15 – 10:00 Upcoming EC calls for projects:

- Interactive Technology, Albert GAUTHIER, EC unit G.2: Data Applications & Creativity
- Media topics in upcoming calls, Miguel Montarelo Navajo, EC unit I.4: Media Convergence & Social Media

10:00– 10:30 Challenges of the creative and cultural industries – open discussion  
Moderator: Marta Izquierdo, eNEM and Director of Public Affairs and Institutional Relations at U-tad/ Ilion Animation Studios/ Pyro Mobile Games

- Mr. Borja Álvarez (Deputy Director General of Cultural Industries and Patronage) Secretary of State for Culture
- Mrs. Cristina Morales (Deputy Director for Content of the Information Society) Secretary of State for Information Society and Digital Agenda

10:30 – 11:00 Break

11:00 – 11:30 NEM Strategy / High-level roadmap 2025 for media and creative industry  
Report on ongoing activities, position papers, policy actions, and future plans Pierre-Yves Danet (Orange, NEM Vice-chair) at al.

11:30 – 12:15 Toward Future of Social Media – The NEM White Paper: presentation, open discussion, endorsement Moderator: Halid Hrasnica (Eurescom, Vital Media project)

- Paolo Cesarini, (European Commission)
- Andrew Perkis (NTNU)
- Mike Matton (VRT)
- Jovanka Adzic (Telecom Italia)
- Naima Camara (Digital Catapult)

12:15 – 12:30 WATIFY project presentation Awareness raising campaign for the modernization of Europe's industry, Lydia Montandon and Aljosa Pasic, ATOS

12:30 Closure of the NEM General Assembly

Minutes from the 24<sup>th</sup> NEM General Assembly were provided by the VITAL MEDIA project and the presentations were made available on the NEM Initiative website.

### **2.3.2 25<sup>th</sup> NEM General Assembly**

The 25<sup>th</sup> 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 NEM Strategic Research and Innovation Agenda targeting FP9, key messages on false information in social media and artificial intelligence for creative industries, as well as the NEM ambassadors mechanism introduced by the Vital Media project.. The complete program of the workshop is presented below.

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

09:15 – 09:30 Elections of new NEM Steering Board, Halid Hrasnica (Eurescom GmbH, NEM Secretariat)

09:30 – 10:00 Activities of EC DG-CONNECT-I4-Unit – Media Convergence and Social Media, Anni Hellman (Deputy head of unit “Media Convergence & Social Media” at EC)

10:00 – 10:15 Addresses from Deputy Head of EC DG-CONNECT-G2 Unit – Data Applications and Creativity – Albert Gauthier on behalf of Federico Milani

10:15 – 10:45 The next H2020 call on “Cultural Heritage, Interface”, Albert Gauthier (Scientific Officer at EC DG-CONNECT-G2 Unit – Data Applications and Creativity)

10:45 – 11:15 Break

11:15 – 11:45 NEM Strategic Research and Innovation Agenda 2018 – presentation and approval, Pierre-Yves Danet (Orange, NEM Vice-chair)

11:45 – 12:45 Key-messages, session organized by Vital Media project, moderator: Silvia Boi (Engineering, NEM Executive Group)

- What's wrong? Challenges in assessing the impact of fake news on social media, Giovanni Zagni (Pagella Politica)
- Artificial Intelligence, Image Analysis and Retrieval for the Creative Industry, Giuseppe Amato (CNR – ISTI)

12:45 – 14:00 Lunch break

14:00 – 15:15 NEM Ambassadors

- About mechanism of NEM ambassadors, (Julia Morawski, Cap Digital)
- Iconic Cluster, Romania, Magda Pricop (NEM ambassador)
- University of Sofia, Bulgaria, Albena Antonova (NEM ambassador)
- RITA, Azerbaijan (Khalida Melikova and Tofiq Babayev – NEM ambassadors)

15:15 – 15:30 Short break

15:30 – 15:50 Future directions of the NEM Initiative (NEM Steering Board)

15:50 – 16:20 NEM position and white papers, moderator: David Jiménez Bermejo (UPM, NEM Executive Group)

16:20 – 16:30 NEM at “Futur.e.s in Paris”, Manuella Portier (Cap Digital)

16:30 Closing of the General Assembly

More than 60 participants attended the 25<sup>th</sup> 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.

## 3 EXPLOITATION POTENTIAL

### 3.1 Sustainability of NEM community

As it was planned at the project start, the Vital Media project relied on community of media, content, and creative industries organized within the NEM Initiative. Accordingly, significant project efforts went to consolidation of the NEM community, development of its strategies, and organization of its major events. With it, the Vital Media project significantly contributed to sustainability of the NEM community in terms of the community enlargement and animation as well as definition of activities for the upcoming period and along the EU FP9 research and innovation program.

As one of the results from the Vital Media WP1, the NEM Initiative constituency was consolidated and further enlarged, in particular in respect to a broader European geographical coverage and involvement of further clusters in its activities. It provides a solid base for wide discussion within the enlarged NEM community after the project life time.

Furthermore, the Vital Media project established a mechanism of NEM ambassadors, helping NEM and the related community of European media, content and creative industries to spread its message to regions with no or few members involved in NEM and acquire new members from these regions. As concluded by the NEM governance bodies, the ambassador mechanism will be used and further extended after the project life time as well.

The collaboration platform, established by the project (WP2) will be maintained by Engineering after the Vital Media project life time, ensuring that it can be used by various groups within the NEM Initiative in the future.

Furthermore, the Vital Media project (WP3) helped to develop a comprehensive strategy for overall European media, content, and creative community towards the next EU FP9 research and innovation program through discussions and elaboration of several NEM strategic documents:

- Five position papers on several aspects of importance for the targeted community, laying down a base for definition of concrete research and innovation ideas of the future
- Three contributions / position papers coming from various NEM Working Groups (established and facilitated by Vital Media), initiating concrete activities such as Digital Innovation Hubs as well as involvement in NGI activities and 5G media pilots.
- Two white papers elaborating requirements and recommendations from the media, content, and creative industries
- A white paper towards future of social media and elaboration of community related priorities in the area

All these documents, together with the most important community strategic document (NEM SRIA 2018) are established to express the community interests and priorities towards the EU FP9 research and innovation program. The NEM SRIA as well as corresponding research and innovation roadmaps, indicative budgets, etc. for next 2-7 years are considered as very important inputs for definition of the FP9 program and other research and innovation programs on national and regional levels. Accordingly, NEM and Vital Media representatives are invited to discuss these community inputs with representatives of the Commissioner Gabriel (European Commissioner for Digital Economy and Society) cabinet.

Finally, all these actions, including re-establishment of NEM Summit as a serious community event, motivated the NEM Steering Board to move towards establishment of the NEM Initiative as a legal entity, providing further services to its members, and enlarging scope of its activities within a future self-sustainable NEM. Also, a new branding of the NEM Initiative website and promotion material, performed by the project, is necessary to support NEM and overall media community in Europe in the indicated future actions.

### 3.2 Clusters' Exploitation Potential

All Vital Media clusters will continue disseminating the NEM Initiative, the benefits of being a NEM member and any relevant information within their own community. They will also promote NEM and the project's results outside of their regional ecosystem whenever participating in external events at European level. Vital Media clusters will invite their members to participate in the NEM events (in particular the NEM Summit) and invite NEM members to join their own events. Finally, they will include support to NEM activities in the EU proposals in which they participate and which share similar vision and objectives.

Firstly, clusters involved in VITAL MEDIA project will disseminate the Handbook of Convergence and Media ecosystems in Europe (D1.2) to their networks, NCPs, Creative Europe Desks and to all stakeholders and initiatives listed in the database (T1.1). WP1 partners will also continue to reach out new NEM members through matchmaking and networking events organized on their respective territories or at external events. Clusters will also put effort in maintaining contact with the most relevant stakeholders (especially the Ambassadors) identified and met during the Vital Media project. Ambassadors will be invited to all NEM events, will be asked to continue disseminating the NEM initiative in their region and will be invited to provide input to NEM position papers. Whenever clusters involved in VITAL MEDIA will identify potential new NEM members in targeted countries, the most active and relevant ones will be offered the opportunity to become an Ambassador. The database is and will be a relevant tool for partners search to build European consortia, as for example Cap Digital has already put one of its members in contact with one of the NEM Ambassador. On the other hand, Digital Catapult will also ensure that they maintain strong

links with Irish collaborators on “Future Social Media” event in Dublin from Trinity College, Ireland Innovation Forum and ADAPT Centre, as they would make valuable additions as either NEM members or ambassadors. Also, the clusters will inform NEM members and ambassadors within community of NEM summits and events in the future.

Furthermore, the clusters are committed to maintain memberships of the NEM initiative and continuing to build contacts and strategic partnerships across Europe. Especially with stakeholders that are aligned in mission of driving earlier adoption of advanced digital technologies and making businesses (startups and SMEs) more competitive and productive. In addition, the clusters will continue to disseminate the NEM initiative’s message by relaying it to our networks when presenting at workshops or events. Digital Catapult and Cap Digital will continue to encourage suitable UK, French, and European (especially in Eastern Europe and Ireland, where NEM has had reach so far) startups, scaleups, corporates and higher education institutions to become either NEM members or NEM ambassadors.

### 3.3 Individual Exploitation Plans

The table below includes update individual exploitation plans of the Vital Media consortium partners.

EURESCOM
<p>EURESCOM, having the mandate to advance technology for the benefit of the telecommunications industry, will provide advice for the exploitation of the project results to its shareholders and members who all have a business interest in the telecommunication market, as well as in the definition of further joint collaborative undertakings that cover all emerging issues in the context of new services over future networks. Exploiting the possibilities with respect to the Convergence and Social Media sectors can easily result in provision of new services to customers will enrich the service portfolio of telecom operators and service providers in this area, where new media is seen as creator of the most promising service which needs enhanced features in the networks of the future. Thus the project is of significant interest to Eurescom and its shareholders and members.</p> <p><b>Establishment of European media sector as enabler</b></p> <p>The 5G technologies are considering media as one of the main vertical sectors which is expected to utilize the future communication networks and advanced well in terms of offerings, opportunities etc. On the other side, many other vertical sectors will also benefit from the future 5G networks and further extend own set of services and applications. Here, different vertical sectors are also relaying on the media related technologies, in order to establish and complete own service offers in the future. Thus, with it, the future media technologies will not only be used/applied by the media industry and will be used by other</p>

sectors, which means that through implementation of the new media technologies in 5G, the media will also become a core sector, by providing enabling technologies for a variety of application and services in various sectors.

This is the vision which Eurescom is going to follow up within its activities around involvement in 5G research and innovation activities, the 5G PPP, etc.

#### CAP DIGITAL

As member of NEM Steering Board, Cap Digital will continue disseminating the NEM Initiative and the benefits of being a NEM member within its community. We will also invite our members to participate in the NEM events (in particular the NEM Summit) and share with our community any valuable information and call for partnership launched by the NEM Steering Board or other NEM members which might be of interest for our ecosystem (especially those which might give birth to EU collaboration projects).

Each time the cluster will organize networking and/or brokerage events on topics of interest for the NEM community, it will also invite NEM members to join.

Cap Digital will also continue promoting NEM while participating in external events related to Media and Cultural and Creative Industries. The events taking place in countries where there are less NEM members will be the occasion to present the mechanism of NEM Ambassadors and attract new members. The marketing tools created during the Vital Media project (PPT presentation, flyers, brochure) will be used in this purpose.

If no other NEM Steering Board members proposes to be in charge of NEM Communication, Cap Digital can remain the administrator of both LinkedIn groups NEM Social Network and NEM Club of Clusters (to approve new members and ensure a basic level of moderation), but a participatory approach will be promoted to encourage NEM members to post themselves articles and news. However, Cap Digital will not have the resources to update the website and the Twitter account on a daily/weekly basis once the project will be finished.

Finally, Cap Digital commits to support NEM activities if the cluster get EU-funding for other projects related to media and creative industries which can benefit from cross-fertilization with the NEM Initiative.

#### DIGICAT

Digital Catapult will ensure that there is a member of the organisation present at the annual NEM Summit and to any brokerage sessions that encourage dissemination of the wider-NEM initiative. As part of Digital Catapult's commitment to the earlier adoption of advanced digital technologies, we will continue to feed into any white paper reports with specialist knowledge that we can delegate to relevant members of our organisation. Digital Catapult

recognises the strength of the organisations who were members of the NEM steering board and Vital Media project and would be keen to collaborate with them on collaborative research & development activities or events that align with the organisations’ interests. Digital Catapult is particularly eager to build on its working relationship with Trinity College, ADAPT Centre and Technology Ireland Innovation Forum (who we partnered with for our second event and the Open Call as part of WP2) and look at future collaborative opportunities, including other CR& D projects and also involvement in a London-based event. Will also follow the progress of the Open Call finalists and publish a case study on them, if they secure investment, scale in turnover or grow in employee number on the back of Vital Media activities.

MAC

Madrid ICT-Audiovisual Cluster (MAC) will take advantage of the VITAL MEDIA project by enlarging the Convergence and Social Media community at wide European level (Member States and Associated countries) to the benefit of its cluster members and committed participants (SMEs, large companies, R&D centres, universities and public bodies), who will share a common European vision and will be able to network more easily at cross-border level, avoiding duplication of efforts and optimizing funding resources. This large and structured VITAL MEDIA community and the publication of the SRIA and specific whitepapers will provide MAC’s stakeholders with the necessary guidelines for the development of better focus oriented research strategies and activities and more consistent and suitable policies, conducive to a more competitive and innovative industry able to respond to defiant societal challenges.

IR

As the 5GPPP IA recommends Media as one as the most important vertical for 5G, I&R decided to illustrate this with the second event organized in Warsaw during the ICT Live Expo (12-14 April 2018).

We presented two sessions : one on “5G : a Network Operator point of view” and the second one “5G : a MultiMedia consumer point of view”.

Few 5G conferences has been organized within I&R Cluster with the participation and contribution from its stakeholders. This is a way I&R will follow and support and contribute to 5G expansion.

In addition and taking into account the new election of I&R as Steering Board member, I&R will support NEM initiative and promote this through its events (General Assembly, Open Innovation Camp which is the most important event of I&R).

Moreover I&R vice-president is the Chairman of NEM so closed and strong collaboration will

be encouraged.

I&R is currently working on its new phase (2019-2022) and few topics under the umbrella of NEM will be part of its commitments.

UPM

As an academic institution, UPM focuses on non-profit exploitation activities. In accordance with this profile, these consist primarily in leveraging the VITAL MEDIA platform and the knowledge, contacts and experience acquired from it in future R&D projects; finding new research directions and prospecting for new academic and industrial partners for future research projects based on results gained in the project. Specifically, the knowledge obtained in the VITAL MEDIA project has been exploited during this two years through the launching of innovative national and European R+D projects, according to the key elements discussed and identified in the platform working groups, and additionally in dissemination activities through eNEM (Spanish NEM platform) and AMETIC, the last one representing the digital technology industry in Spain.

UPM created the Centre for Support for Technological Innovation (CAIT – its initials in Spanish) in 2010 with the fundamental objective of promoting the exploitation of the results of R&D activities as well as serving as a stimulus to the innovation process in the business ecosystem close to the UPM. In this context, CAIT will explore options to transfer the knowledge (the technology and competence): skills in the area of disrupting media technologies, big data, machine learning, and other related to media creativity, within the project and launch and incubate spin-offs or license the Intellectual Property (IP), all with the ultimate goal of introducing innovative services and/or products into the market.

Additionally, the UPM team has started to use such skills and knowledge to lead to new subjects and courses to be held to PhD students, through Master of Science in Telecommunication Engineering and Master of Science in Signal Theory and Communications, and to undergraduate students of the Telecommunication Engineering school, through Bachelor of Engineering in Telecommunication Technologies and Services Engineering, to provide contributions for new topics to be included within the academic programme.

ORANGE

VITAL MEDIA project deliverables will be reused in several manners

- Internally to give an highlights of Media, content and creative industry requirements
- In our French and Polish national ecosystems in order to align strategic agenda in this domain and optimize our research capacity

Main interests from ORANGE are focusing on content distribution in order to anticipate 5G and on interactive technologies which are usable in several of our futures services. Social media is also of great interest for us as we see there a potential combination with IA and IoT where Orange could find future business.

Regarding Content distribution, the paper developed in the joined WG between Network2020 and NEM is very relevant in the context of the next ICT19 as Media & content has been identified as one of the most important vertical sector.

**ENGINEERING**

Engineering Ingegneria Informatica, is a major System Integrator. The media sector, and more in general the Creative Industries, represents one of the production lines within the Engineering Group. Engineering is also part of the NEM Steering Board. Therefore VITAL MEDIA is completely in line with Engineering investments, and Engineering expects to be able to further development of the integration of Media and Search Services due to knowledge acquisition of the needs and requirements of potential users (CCIs Clusters). Thanks to the VITAL MEDIA project Engineering will be able to (i) enlarge its own contact base in the Media Sectors and CCIs domain; (ii) be in line with Strategic priorities and policies at European and National level; (iii) give visibility to the main research results obtained by previous research projects in the relevant domain covered by VITAL MEDIA; (iv) test and validate at large scale the OPENESS platform which is the base of the VITAL Media Collaborative platform; (v) improve its commercial offering in the Creativity market by incorporating in its products portfolio services specifically conceived for dealing with the Creative industry customer trends, whose potential has been so far neglected.

Engineering leaves as in heritage the openness platform to NEM and will continue to maintain it. The Openness platform is an assets of the company that is being to be integrated in its service portfolio. Therefore, a further strong Engineering exploitation potential is to have the opportunity to test and validate their platform with thousands of users (the NEM Community).

**TI**

Telecom Italia is taking advantage of the VITAL MEDIA platform and the knowledge, contacts, directions and priorities indicated in SRIA as well as Position Papers in order to keep developing broadband networks, convergent services following research and innovation directions identified and sponsored during the project.

Specifically the knowledge obtained in the VITAL MEDIA project has already been exploited during this two years through

- (i) being in line with the SRIA priorities and media related policies and regulation

challenges and changes at European and National level;

(ii) being engaged more deeply with the creative industries, policy and developments from across the EU, enabling greater and open innovation and ideas sharing across various communities and clusters; specifically in the context of Telecom Italia's Open Innovation already established programmes and Open Labs, such as IoT Open Lab in Turin;

(iii) understanding the needs of media and creative industry regarding the network configurability and specific requirements such as bandwidth, latency, connectivity, security; specifically in the context of new enabling technologies and directions for network providers, such as SDN/NFV, and new generation of networks, such as 5G networks;

(iv) sharing the main research and innovation results obtained by Telecom Italia in the domain covered by VITAL MEDIA, particularly results coming from JOLs, Joint Open Labs with some of the Italian Universities.

Telecom Italia will further focus on exploitation of VITAL MEDIA results while developing broadband networks (fixed and mobile), convergent, innovative and personalized services based on new customer interactive and immersive experiences.

Telecom Italia will particularly benefit and focus on 5G Use Cases Trials in own labs, in 5G Smart Italian Cities and through EU (5G PPP Third Phase) and National innovation programs.

Being part of telco sector already highly regulated and subject to rules and controls of various authorities (EU and national), Telecom Italia will further investigate challenging topics related to Social Media, such as User data management, addressed during VITAL MEDIA project

## 4 CONCLUSIONS

During the project life time, a set of tools has been created to support planned project dissemination activities, which are performed along corresponding actions of the NEM Initiative, as planned in the project plan. Accordingly, significant effort has been dedicated to harmonize, modernize and simplify NEM communication tools as well as to make them more user-friendly, especially for non-NEM members, and to ensure continuous maintenance of the established dissemination means.

The NEM Summit 2017 was organized in Madrid, Spain, on 29-30 November 2017, under a general title “Smart Content by Smart Creators”. The NEM Summit 2017 consisted of three plenary sessions, the 24<sup>th</sup> NEM General Assembly, six parallel sessions including a workshop co-organized by the FLAME project, all together including more than 40 presentations and talks. For technical sessions, 19 papers were selected by the NEM Summit 2017 Program Committee from 34 contributions received, out of 11 received NEM Art contributions, four were selected as finalists and were presented at the Summit. In addition, 8 exhibitors were accepted for the NEM Summit 2017 exhibition. The NEM Summit 2017 welcomed around 175 participants from different countries, receiving compliments for a successfully organized event.

Furthermore, during its second period, the Vital Media project organized two open meetings to foster media convergence – NEM General Assemblies; in Madrid on 29 November 2017 and in Brussels on 30 May 2018.

As it was planned at the project start, the Vital Media project relied on community of media, content, and creative industries organized within the NEM Initiative. Accordingly, significant project efforts went to consolidation of the NEM community, development of its strategies, and organization of its major events. With it, the Vital Media project significantly contributed to sustainability of the NEM community in terms of the community enlargement and animation as well as definition of activities for the upcoming period and along the EU FP9 research and innovation program.

All Vital Media clusters will continue disseminating the NEM Initiative, the benefits of being a NEM member and any relevant information within their own community. They will also promote NEM and the project’s results outside of their regional ecosystem whenever participating in external events at European level. Vital Media clusters will invite their members to participate in the NEM events (in particular the NEM Summit) and invite NEM members to join their own events. Finally, they will include support to NEM activities in the EU proposals in which they participate and which share similar vision and objectives.

Finally, based on the achieved project results, the consortium members’ organizations rethought and updated the related individual exploitation plans.

## **ANNEX A            BENEFITS FROM BEING A NEM MEMBER**

**Join the NEM Initiative, the largest community around Media sector in Europe working on establishing a common innovation environment for the new European media landscape – membership is free of charge!**

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

- Opportunity for a SME, start-up, university, or research institute to get in touch with the most significant stakeholders in the European media sector
- Opportunity for a recognized player to keep eye on new innovative ideas coming from small industries, SMEs, start-ups, researchers, entrepreneurs
- Opportunity for researchers and academicians to interact and exchange knowledge with key innovative players from the industry

**Enlarge your horizon within the entire NEM sector, to know what is happening, what is new, and what will be the future – the best way to do it is to join us, to discuss with our members, and to collaborate with our community!**

**NEM is the right place to explore participation in EU and other publicly funded research and innovation programs and actions**

- Get insides about the research and innovation programs directly from representatives of European Commission and national Public Authorities
- Share your ideas with other NEM members to attract and meet your project partners and create successful project consortiums

**Not to worry about any confidential data – everyone voluntarily share information as appropriate and possible; for closed discussion – the NEM provides secured workspace in its Collaboration Platform!**

## **NEM increases visibility of its members**

**All NEM members can present themselves, if wished, in the public domain of the NEM website – to be established soon!**

- Present your ideas, products, and solutions to the wide audience without additional marketing costs
- Discuss various opportunities with other members through the NEM Collaboration Platform in the secured environment

**Be present and actively involved in NEM events (NEM Summit, NEM General Assemblies, and other events organized by NEM clusters and members) – the members come first!**

## **Shaping the future of research and innovation in Europe in media sector**

**Join the NEM Call for Action “TOWARD THE FUTURE OF SOCIAL MEDIA”**

- The NEM Initiative is taking an action to elaborate a vision “The Future of Social Media”; opportunities and challenges for European industry and society at large, needed research and innovation actions to achieve the Vision, as well as required activities in standardization, regulatory, and policy arenas.

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

- NEM SRIA (Strategic Research and Innovation Agenda) – frequently used by European Commission and other Public Authorities to define research and innovation programs
- NEM Working Groups

**Join us in expressing position of NEM stakeholders on various technological, policy related, and societal issues**

- NEM Position Papers – summarizing community views on focused issues to influence relevant bodies at European level

**Provide your expectations on technologies you wish to have, needed regulatory actions, and any other requirements to make your business successful**

- NEM will find a way to disseminate your needs to right addresses and stakeholders

**Why to contribute? – To bring your topics of interest to attention of the broad community and include them in research and innovation programs of the European Commission and Member States!**

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## ANNEX B NEM SUMMIT 2017

### B.1 Call for Extended Abstracts



**NEM Summit 2017**  
**“Smart Content by Smart Creators”**  
 Madrid, 29<sup>th</sup>-30<sup>th</sup> November 2017



The **NEM Initiative**, the New European Media Technology Platform, will hold the **tenth edition** of its annual conference **NEM Summit** in Madrid, Spain, on 29-30 November 2017. Building on successful previous editions, this year’s conference will address many of today’s hot topics related to Smart Content by Smart Creators. These will include research and business challenges, societal and user needs, as well as accessibility and implementation requirements for smart content / smart assets and media convergence, and the regulatory and standardisation environment.

The program of this year’s NEM Summit will consist of keynote presentations and invited talks, exhibitions presenting the research results in the NEM area achieved by various European projects and organisations, three **Scientific and Technical Summit Tracks**, **Special Sessions on Future of Social Media**, and a **Track on Innovative Media Applications**. In order to collect relevant contributions from the community on the above subjects, the NEM Summit 2017 Programme Committee is issuing the following

### Call for Extended Abstracts

All relevant stakeholders are invited to submit **extended abstracts** addressing the Summit topics listed below.

**Scientific and Technical Tracks on Smart Content:**

- New Formats for Smart and Secure Content Assets
- Digital Content Assets Management and Production
- Personalized Content, Individual Experience and Accessibility

**Future of Social Media:**

- Technologies enabling the future Social Media
- Market trends, business models, European positioning
- Related privacy, regulatory, and societal aspects

**Innovative Media Applications**, focusing on (but not excluding further subjects):

- Museums of the Future
- Smart Content for Digital Tourism

The submissions should present original work, innovative ideas, and recently achieved results. Besides contributions to the defined NEM Summit tracks and the Special Session on Future of Social Media, all further valuable scientific and technical contributions addressing relevant NEM research topics as defined in the NEM Research and Innovation Agenda (available on the NEM Initiative website – [www.nem-initiative.org](http://www.nem-initiative.org)), will be considered by the Programme Committee as well. Contributions that include elements that take into account the need for media accessibility by those with differentiated abilities are welcomed.

### Important Dates and Submission Guideline

Submission deadline: <b>10<sup>th</sup> July 2017</b>	All contributions for the NEM Summit 2017 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.
Acceptance notification: <b>31<sup>st</sup> July 2017</b>	There is also possibility to provide further supporting information for the submissions, such as planned presentation means, web links, etc., as attachment.
Deadline for final papers: <b>31<sup>st</sup> October 2017</b>	The submitted contributions will be subject of review by the NEM Summit Program Committee within a fast track evaluation process. Selected contributions might be published in the Summit Proceedings and/or on the NEM website - all further rights remain with the authors.

The NEM Summit is an annual Conference organised by the NEM Initiative and supported by the European Commission. Organisation of the event is supported by VITAL MEDIA – EU Horizon2020 project.  
[www.nem-initiative.org](http://www.nem-initiative.org)

### Scientific and Technical Tracks

<p><b>New Formats for Smart and Secure Content Assets</b></p> <p>Smartness becomes an essential ingredient of new content formats. Enhanced eBooks for textual, object-based audio or wavefield synthesis for acoustic and Multiview video, free viewpoint video, panoramic video and 4D or 5D lightfields for visual content are changing the world of media dramatically. Smart content needs to be captured, encoded, stored, transported / communicated, rendered, manipulated, processed and secured. There is a need to maximise 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 are:</p> <ul style="list-style-type: none"> <li>• Smart content capturing, encoding and rendering</li> <li>• Smart content distribution in mobile and dynamic environments</li> <li>• Smart content authenticity and security</li> </ul>	<p><b>Digital Content Assets Management and Production</b></p> <p>Even when captured in new formats content has to be annotated appropriately to enable re-purposing and re-use amongst distribution channels (broadcast, mobile, streaming, on demand, subscription-based) and amongst various types of devices (smart phones, VR/AR devices, flat-screens, etc.). The digital content production chains will change: They will become partially virtual, distributed, and more open (open denoting free but also controlled and potentially commercial access to smart content assets). The classical sequential production workflow will evolve similarly: Smart assets will enable early post production, i.e. the adaptation of existing to new content items and the adaptation might become semi-automated. The track includes, among others, the following topics:</p> <ul style="list-style-type: none"> <li>• Metadata, content classification based on deep learning, Advanced content search engines</li> <li>• Seamless and lossless format conversion</li> <li>• Performance capture</li> <li>• Hybrid scene rendering</li> </ul>	<p><b>Personalized Content, Individual Experience and Accessibility</b></p> <p>Content consumption will become more and more user-centric and individualized, including situational and predictive real-time elements, digital identity of the user, merging multiple profiles and creating dynamically personalized services. Counterparts like unicast vs. broadcast will converge and asset replacement and adaptation will allow personalized broadcast, consumable across different devices and in different contexts. Synchronized interactivity across multiple devices will enhance personal experience and allow for new accessibility services. The track includes, among others, the following topics:</p> <ul style="list-style-type: none"> <li>• Hyper-interactivity, synchronized interactivity and hyper-personalized content consumption</li> <li>• Accessibility services; Accessibility by design and by user definition</li> <li>• Federating multiple profiles including social aspects, grouping, relationships for accessing content</li> <li>• Audience attention capture, monitoring and measurements</li> <li>• Privacy and trust aspects, General Data Protection Regulation</li> </ul>
<p><b>Future of Social Media</b></p> <p>In the recent decade, social media has become a significant part of daily life and business. Social media platforms are increasing their role as distributors of creative content, and this trend is expected to remain and grow. Social media related applications and services are evolving both in terms of the used technologies and the areas of life they are used in. Recognising this, <b>the NEM Summit 2017 will specifically focus on the future social media.</b> The track will cover, but is not limited to the following topics:</p> <ul style="list-style-type: none"> <li>• Vision for the future social media</li> <li>• Technologies supporting the future social media (along and beyond related topics within the three scientific and technical Summit tracks)</li> <li>• Current market trends and foresight in social media</li> <li>• Positioning of European industry in the future social media landscape</li> <li>• Innovation and collaboration possibilities and requirements for new social media services</li> <li>• Governance models, addressing privacy, regulatory, and societal aspects.</li> </ul>		<p><b>Innovative Media Applications</b></p> <p>This track will focus on two fields of applications, presented below, inspired by the location of this year's event, and will demonstrate the power of related emerging media technologies:</p> <ul style="list-style-type: none"> <li>• Museums of the Future – Museums, exhibitions and cultural heritage sites strive to offer new visitor experiences.</li> <li>• Digital Technologies for Cultural Tourism – technologies and creative content serving cultural tourism and memorable experiences.</li> </ul> <p>The focus of this track is to showcase innovative approaches and solutions, including implementation and deployment issues.</p> <p><b>Note that other subjects related to innovative media applications, but not listed above, are also welcome.</b></p>

## B.2 Call for Exhibitions



### **NEM Summit 2017** **“Smart Content by Smart Creators”** **Madrid, 29/30 November 2017**

The NEM Initiative, the New European Media Technology Platform, is organizing the 10<sup>th</sup> edition of its main annual conference (NEM Summit) in Madrid (Spain) on 29/30 November 2017. Building on successful previous Summits, the conference will address many of today's hot topics related to the **Smart Content by Smart Creators**. 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, a special session on Social Media 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 2017 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 achievements in the areas of the future digital media experiences in the exhibition area of the NEM Summit 2017. All interested stakeholders in European Media are invited to submit an exhibition proposal addressing broad topics of the NEM Summit mentioned above and outlined in the NEM Summit 2017 Call for Extended Abstracts – available on the NEM Initiative website at [www.nem-initiative.org](http://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](mailto: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 2017!**

The submitted contributions will be subject of review by the NEM Summit Program and Organization committees and acceptance notifications will be sent by 27 October 2017.

### **About the Exhibition**

The NEM Summit 2017 exhibition will be located in the lovely museum area of the Museo Reina Sofía. The individual stands will consist of one long table with indication of name of the exhibition/exhibitors including a logo and two chairs. It will be not possible to present any material on the walls but the banners and other similar material could be posted beside the tables. Standard power supply and WiFi access will be provided. Further specific requirements for the individual stands will be clarified as needed.

The accepted exhibitors will need to pay an exhibition fee of 350€ (+ VAT) prior to the event, which includes also a full registration for one person at the NEM Summit 2017.

[www.nem-initiative.org](http://www.nem-initiative.org)

## B.3 The NEM Art & Design Competition – Call for Contributions

### **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, illustration or any other animated virtual/real content, a picture and text not later than 31 October 2017 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 8th November 2017 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 2017 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 2017 (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.

## ANNEX C

## LIST OF EXTERNAL EVENTS

Partner involved	Name of the event	Webpage	Date	Venue	Type of audience	People reached	Outputs	Flyers distributed
Cap Digital, with the participation of NEM Chairman	Transmedia and New formats @Futur en Seine 2016	<a href="http://www.futur-en-seine.paris/archives">http://www.futur-en-seine.paris/archives</a>	10 Jun 2016	Paris, France	Media and CCI stakeholders	~70	Presentation of the last news from the NEM initiative (storytelling vision paper)	
Cap Digital	ICT Proposer's day	<a href="https://ec.europa.eu/digital-single-market/en/ict-proposers-day-2016">https://ec.europa.eu/digital-single-market/en/ict-proposers-day-2016</a>	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	
Cap Digital	KIKK Festival 2016	<a href="http://www.kikk.be/2016/en/accueil">http://www.kikk.be/2016/en/accueil</a>	2-5 Nov 2016	Namur, Belgium	Digital and creative industries' entrepreneurs and professionals	~150	Promotion of NEM and Vital Media	
Cap Digital	European Cluster Conference 2016	<a href="http://clusterconference2016.eu/">http://clusterconference2016.eu/</a>	30 Nov-2 Dec 2016	Brussels	Clusters from all over Europe	~20	Promotion of NEM and Vital Media	
NEM Chairman	Meeting with DG CNECT I4 new lead for Media Convergence & Social media Unit	<a href="https://ec.europa.eu/digital-single-market/en/content/media-convergence-and-social-media-unit-i4">https://ec.europa.eu/digital-single-market/en/content/media-convergence-and-social-media-unit-i4</a>	8 March 2017	Brussels	Head of unit, Mr. Paolo Cesarini	1	Presentation of the NEM platform	

Cap Digital, Images & Réseaux	Laval Virtual	<a href="http://www.laval-virtual.org/en/">www.laval-virtual.org/en/</a>	24 March 2017	Laval, France	VR stakeholders	~100	Promotion of NEM and Vital Media, 2 new NEM members, identification of start-ups to present demos during the Creative Industries Meetup at Futur en Seine	
Cap Digital	JamToday+	<a href="http://www.jamtoday.eu/jamtoday-launch-event/">http://www.jamtoday.eu/jamtoday-launch-event/</a>	5-6 April 2017	Brussels	Serious game stakeholders	~30	Promotion of NEM and Vital Media	
Images & Réseaux	General Assembly	<a href="http://www.images-et-reseaux.com/fr/forms/assemblee-generale-images-reseaux-27-avril-2017">http://www.images-et-reseaux.com/fr/forms/assemblee-generale-images-reseaux-27-avril-2017</a>	24 April 2017	Lannion, France	SME, researcher, Developers	~200	Promotion of NEM and Vital Media	~40 flyers
Inria	ACM CHI 2017	<a href="https://chi2017.acm.org/">https://chi2017.acm.org/</a>	May 6-11, 2017	Denver, USA	Researchers, artists, developers, filmmakers, scientists and business professionals interested in human-computer interaction			
UPM	Challenges and opportunities of 5G technology in the production of audiovisual contents	<a href="http://www.raing.es/es/actividades/las-jornadas-de-la-rairetos-y-oportunidades-de-la-tecnolog-5g-en-la-produccion-de">http://www.raing.es/es/actividades/las-jornadas-de-la-rairetos-y-oportunidades-de-la-tecnolog-5g-en-la-produccion-de</a>	June 2017	Madrid, Spain	ICT stakeholders and high-level policymakers	100	Discussion on 5G and new content distribution for the media sector	None
Cap Digital, with the participation of Digital Catapult and NEM Chairman	Futur en Seine	<a href="http://www.futur-en-seine.paris/en">http://www.futur-en-seine.paris/en</a>	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

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NEM Chairman	Net Futures 2017	<a href="https://www.netfuturesconference.eu/day-2-9-30-2027-economy-inspirational-speeches/">https://www.netfuturesconference.eu/day-2-9-30-2027-economy-inspirational-speeches/</a>	28-29 June 2017	Brussels	policy makers, technologist, civil society and youth			
Images & Réseaux	Open Innovation Camp	<a href="http://www.images-et-reseaux.com/fr/forms/open-innovation-camp-2017">http://www.images-et-reseaux.com/fr/forms/open-innovation-camp-2017</a>	04 July 2017	Nantes, France	SME, researcher, Developers	250	Promotion of NEM and Vital Media, identification of projects and SME to showcase their solution during I&R event 13 Dec-17	~ 60 flyers
Cap Digital with the participation of Imaginove (NEM Steering Board member)	Siggraph	<a href="http://www.siggraph.org/">www.siggraph.org/</a>	30 July- 3 August 2017	Los Angeles, 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
Telecom Italia	VLDB 2017	<a href="http://www.vldb.org/2017/index.php">http://www.vldb.org/2017/index.php</a>	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 Catapult	MyData conference	<a href="http://mydata2017.org/">http://mydata2017.org/</a>	30 Aug-1 Sept 2017	Tallinn/Helsinki	Tech companies, SMEs, developers,		Opportunity for us to learn and 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	<a href="http://www.relais-culture-europe.eu/journees-pour-une-europe-creative-2017/">http://www.relais-culture-europe.eu/journees-pour-une-europe-creative-2017/</a>	5-7 Sept 2017	Arcueil, France	French and European CCIs stakeholders	~80	Promotion of NEM and Vital Media	~ 80 flyers
NEM Chairman	NGI Forum	<a href="https://hub4ngi.eu/wp-content/uploads/sites/1/2017/06/ngiforum-savethedate_low.pdf">https://hub4ngi.eu/wp-content/uploads/sites/1/2017/06/ngiforum-savethedate_low.pdf</a>	13 sept. 2017	Barcelona	SMEs & startups, industry, policy makers, and civil society			
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	<a href="https://www.ibc.org/">https://www.ibc.org/</a>	14-19 Sept 2017	Amsterdam, Netherlands				
MAC	Working Summit on Innovation @ Frankfurt Book Fair	<a href="https://nem-initiative.org/participate-in-the-working-summit-on-innovation-in-frankfurt/">https://nem-initiative.org/participate-in-the-working-summit-on-innovation-in-frankfurt/</a>	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	None

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NEM Chairman	Workshop "Collaboration Towards the Future of Media"		17 October 2017	Brussels	Clusters from the media sector	~20		
Digital Catapult	ACM multimedia conference	<a href="http://www.acmmm.org/2017/">http://www.acmmm.org/2017/</a>	23-27 Oct 2017	USA				
Cap Digital	KIKK Festival 2017	<a href="http://www.kikk.be/2017/en/accueil">http://www.kikk.be/2017/en/accueil</a>	2-5 Nov 2017	Namur, Belgium	Digital and creative industries' entrepreneurs and professionals	~50	Promotion of NEM and Vital Media, invitation to the NEM Summit 2017, potential new NEM members	~100
Digital Catapult	Web Summit	<a href="https://websummit.com/">https://websummit.com/</a>	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' <a href="https://websummit.com/content-makers">https://websummit.com/content-makers</a> or 'future societies' <a href="https://websummit.com/future-societies">https://websummit.com/future-societies</a>	
Digital Catapult, Orange, Cap Digital	ICT Proposer's day	<a href="https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017">https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017</a>	9-10 Nov 2017	Budapest, Hungary	EC, CCI stakeholders, SMEs, Researchers	~100	Matchmaking between CCI stakeholders, identification of potential new NEM members, identification of potential future collaborative projects	~30

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NEM Chairman	High-level Governance Meeting of the European Platform of National Initiatives on Digitizing Industry	<a href="https://ec.europa.eu/digital-single-market/en/news/high-level-governance-meeting-european-platform-national-initiatives-digitising-industry">https://ec.europa.eu/digital-single-market/en/news/high-level-governance-meeting-european-platform-national-initiatives-digitising-industry</a>	21 nov. 2017	Brussels	MS representatives, national initiatives or digitizing industry, European Public Private Partnerships and European Associations		have the Media & Content Industry identified in this European Digitizing Industry roadmap	
Digital Catapult	EBDVF in Versailles	<a href="http://www.european-big-data-value-forum.eu/">http://www.european-big-data-value-forum.eu/</a>	24 nov. 2017	Versailles, France				~50
MAC	FICOD	<a href="http://ficod.es/">http://ficod.es/</a>	December 2017	Madrid, Spain				
Images & Réseaux	Digital Tech conference	<a href="http://www.ladigital.tech/">http://www.ladigital.tech/</a>	7-8 Dec 2017	Rennes, France	Investors, Startups, Entrepreneurs	400	Networking, promotion of NEM and Vital Media, enlargement of the community	
Digital Catapult	Digital Business Drop-in	<a href="https://www.eventbrite.co.uk/e/digital-business-drop-in-registration-38909106184#">https://www.eventbrite.co.uk/e/digital-business-drop-in-registration-38909106184#</a>	11 Dec 2017	London	Start-ups, scale-ups, established SMEs and representatives from the KTN, Digital Catapult and InnovateUK	50	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
Imaginove	SXSW	<a href="https://www.sxsw.com/">https://www.sxsw.com/</a>	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	<a href="http://www.nabshow.com/">http://www.nabshow.com/</a>	April 2018	Las Vegas, USA	Broadcasting, FVX stakeholders, SMEs, big groups, researches		Networking, NEM and Vital Media promotion, community enlargement.	

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Imaginove	FMX	<a href="https://www.fmx.de/">https://www.fmx.de/</a>	May 2018	Stuttgart, Germany	FVX, VR, AR stakeholders, companies, researches		Networking, NEM and Vital Media promotion, community enlargement.	
Digital Catapult	Innovation Opportunity of the GDPR for Digital Health	<a href="https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-digital-health-tickets-41494404882">https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-digital-health-tickets-41494404882</a>	19 Jan 2018	Bradford	Start-ups, scale-ups, established SMEs and corporates working in digital health	30	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
Orange, Cap Digital	NGI Assembly		29 Jan 2018	Luxembourg	NGI national Contact Points, EC	20	Promotion of NEM/Vital Media and upcoming events	None
Digital Catapult	Digital Business Drop-in	<a href="https://www.eventbrite.co.uk/e/digital-business-drop-in-february-2018-registration-41273736858#">https://www.eventbrite.co.uk/e/digital-business-drop-in-february-2018-registration-41273736858#</a>	15 Feb 2018	London	Start-ups, scale-ups, established SMEs and representatives from the KTN, Digital Catapult and InnovateUK	50	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
Digital Catapult	Innovation Opportunity of the GDPR for Digital Manufacturing	<a href="http://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-digital-manufacturing-tickets-41499409852">www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-digital-manufacturing-tickets-41499409852</a>	16 Feb 2018	Bradford	Start-ups, scale-ups, established SMEs and corporates working in digital manufacturing	20	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
Digital Catapult	Innovation Opportunity of the GDPR for AI and ML	<a href="https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-ai-and-ml-workshop-registration-42793145450">https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-ai-and-ml-workshop-registration-42793145450</a>	2 March 2018	London	Start-ups, scale-ups, established SMEs and corporates working in AI & ML	40	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	

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NEM chairman	NESSI Summit "Software Beyond Horizon 2030"	<a href="http://www.nessi-europe.com/default.aspx?page=home">http://www.nessi-europe.com/default.aspx?page=home</a>	13 March 2018	Brussels		80		
Digital Catapult	Innovation Opportunity of the GDPR for Media	<a href="https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-media-publishing-workshop-registration-42792838532">https://www.eventbrite.co.uk/e/innovation-opportunity-of-the-gdpr-for-media-publishing-workshop-registration-42792838532</a>	15 March 2018	London	Start-ups, scale-ups, established SMEs and corporates working in media and publishing	30	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
Digital Catapult	Digital Business Drop-in	<a href="https://www.eventbrite.co.uk/e/digital-business-drop-in-march-2018-registration-43095854862#">https://www.eventbrite.co.uk/e/digital-business-drop-in-march-2018-registration-43095854862#</a>	29 March 2018	London	Start-ups, scale-ups, established SMEs and representatives from the KTN, Digital Catapult and InnovateUK	50	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation	
UPM	Intelligent Culture.	<a href="https://www.accioncultural.es/es/iii-encuentro-cultural-inteligente-2018">https://www.accioncultural.es/es/iii-encuentro-cultural-inteligente-2018</a>	April 2018	Madrid, Spain	Digital publishers, creative media enterprises and entrepreneurs.	120	Dissemination of SRIA	None
UPM	5G Forum	<a href="https://www.5gforum.es/en-malaga/">https://www.5gforum.es/en-malaga/</a>	April 2018	Málaga, Spain	ICT stakeholders and high-level policymakers	100	Discussion on 5G and new content distribution for the media sector	None
NEM chairman	VR Next Day	<a href="https://www.laval-virtual.org/">https://www.laval-virtual.org/</a>	5 April 2018	Laval, France				
Digital Catapult	International Journalism Festival	<a href="http://www.journalismfestival.com/">http://www.journalismfestival.com/</a>	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)	

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Digital Catapult	Future Social Media: enhancing cohesion through advanced digital technologies	<a href="https://www.eventbrite.co.uk/e/future-social-media-enhancing-cohesion-through-advanced-digital-technology-registration-44410386662#">https://www.eventbrite.co.uk/e/future-social-media-enhancing-cohesion-through-advanced-digital-technology-registration-44410386662#</a>	17 April 2018	London	Start-ups, scale-ups, established SMEs and corporates working in social media. Investors and accelerator programme representatives were also there	40	Overview of NEM and Vital Media provided along with how to become a NEM member or ambassador within a presentation. From this event we obtained several new members and are still in conversations with partners to encourage them to become ambassadors.	
MAC + UPM	Broadcast it !	<a href="http://www.ifema.es/broadcast_01/">http://www.ifema.es/broadcast_01/</a>	May 2018	Madrid, Spain				
Cap Digital	EU Digital Assembly 2018	<a href="https://ec.europa.eu/digital-single-market/en/events/digital-assembly-2018-sofia">https://ec.europa.eu/digital-single-market/en/events/digital-assembly-2018-sofia</a>	25-25 June	Sofia, Bulgaria	ICT stakeholders and high-level policymakers	10	Dissemination of the NEM Initiative	5
UPM	Telefonica TV & Media Show	Not available	June 2018	Madrid, Spain	Different actors from Spanish media sector	80	Forecasted media research topics	None

## **C.1 Details on NEM Chairperson representations**

### **Transmedia workshop @ Future En Seine / 10 June 2016, Paris**

The transmedia cycle was introduced by Jean-Claude Marcourt, Vice-president of the Walloon government and Minister of Economy, Industry, Innovation and Digital affairs. It was then an opportunity to discover 5 exciting transmedia projects from Eurotransmedia regions : Belgium ( Company Memovie, specialized transmedia collaborative biographies will present a case they developed for Belgian railways), Estonia (Crowdsourcing platform Ajapaik.ee – Focus of the presentation will be on augmented reality and rephotography (then and now pictures) in the storytelling about history), France (Production company Les films du Square will present Traits de caractères, a project currently under development and accompanied by Le Pôle Média Grand Paris under the LABO scheme), Spain (Communication agency Iternatura will present a project called Belibasta. It is a transmedia project oriented to countryside tourism taking the historical perspective as storytelling core), Sweden (Transmedia Producer Lina Linde will present the transmedia project Dirty Snow / Snuskiga Akademien, created in 2012, to raise awareness about gender equality in a humorous way).

It was an opportunity for the 100 attendees to discover the last news from the NEM initiative (storytelling vision paper), as well as the first French German acceleration programme dedicated to videogames : the SpielFabrique.

### **NEM workshop Creative industries Meetup / 9 June 2017, Paris**

Virtual Reality, Augmented Reality, When Technology Meets Content

Audience was concerning large company, a start-up, a public institution, a researcher, an artist, a designer developing immersive content, product or service or just looking for disruptive ideas.

Reach your business goals, explore innovative ways to implement immersive technologies in the creative industries and seize the opportunity to collaborate with relevant stakeholders to build your future project by joining the NEM Creative Industries Meetup – organized with the support of the H2020 Vital Media project – at Futur en Seine Festival.

Futur en Seine is the largest free and open event on innovation in Europe gathering 30.000 visitors, creators, developers and other major players from France and abroad. Futur en Seine festival consists of 3 days of demo show, business, networking, conferences and events at Le Parc de la Villette in the Northeast of Paris.

### **Net Futures 2017, June 28 - 29, 2017; Brussels, Belgium**

NEM attended the 2017 NET FUTURES in 2017 served as a wake-up call for policy makers and technologist alike, for civil society and the young whose future we will influence. It was the place for deep-dive conversations and learnings right at a time when Europe is at the brink of entering the next industrial revolution: The Net. It was an opportunity for NEM to bring the message that a network without content and users is unless.

This year's theme was "Internet, the economy and society in 2027". With this, the organizers wanted to step back and critically ask questions such as 'What will the future internet look like?' Are we addressing the right issues, such as privacy, skills, human values, and how can we address them adequately?

The mid-term review of the Digital Single Market strategy was an ideal occasion to reflect on and reformulate the goals that Europe should address while entering a period where everything will be connected and every part of society and economy 'internetised'.

### **NGI Forum / 13 September 2017, Barcelona**

The Next Generation Internet (NGI) initiative, launched by the European Commission in autumn 2016, aims to shape the future internet as an interoperable platform ecosystem that embodies the values that Europe holds dear: openness, inclusivity, transparency, privacy, cooperation, and protection of data. The NGI should ensure that the increased connectivity and the progressive adoption of advanced concepts and methodologies (spanning across several domains such as artificial intelligence, Internet of Things, interactive technologies, etc.) drive this technology revolution, while contributing to making the future internet more human-centric.

The Next Generation Internet Forum aims to gather together prominent actors that through their work and active engagement in various R&D areas are indeed paving the way to design, build and refine the Internet of tomorrow. The NGI Forum is an opportunity to share knowledge with leading experts from across a variety of disciplines, including privacy and trust technologies, decentralized data governance, discovery and identification, edge intelligence, etc.

The objective was to contribute to the dialogue on the best way to meet the ambitious goals, and contribute to mapping the NGI ecosystem. The event was structured using a mixture of specialist talks, open discussions and interactive working groups, with an emphasis will be on stimulating discussion and the free exchange of ideas between members of the research community, SMEs & startups, industry, policy makers, and civil society.

NEM attended it with an active participation to the workshops.

### **High-level Governance Meeting of the European Platform of National Initiatives on Digitizing Industry / 21 November 2017, 10.00—13:00, Brussels**

This high-level meeting with representatives of Member States, national initiatives for digitizing industry, European Public Private Partnerships and relevant European Associations aimed at discussing the next steps on the digitization of European industry

NEM objective through its intervention of its Chairman and Vice Chairman was to have the Media & Content Industry identified in this European Digitizing Industry roadmap.

### **NESSI Summit “Software Beyond Horizon 2020”, 13 March 2018, Brussels**

The NEM Chairman participate to an interactive panel discussion on “Structure and Organization of Future Research and Innovation Programmes” with Colin Upstill from It-innovation, Stuart Campbell from Information Catalyst, Bjørn Skjellaug from SINTEF and Harald Schöning from Software AG

Participants include EC officials and influential stakeholders from industry and the research community and were about 80 invited in total.

The main objectives of the session are to discuss i/ recommendations on the Structure and Organization of FP9, with a particular emphasis on software, but also addressing some generic issues FP9 in the context of other programmes e.g. national programmes.

Among the topics addressed were strengthening of the pillar “Industrial Leadership”, the digitisation as cornerstone, how to address the problem that “software is everywhere”, software as a key enabling technology; Artificial Intelligence, Hyper-Scalability, and Human Centricity as main pillars of a focus area on advanced software.

It was an opportunity for NEM to (re)present the NEM initiative to the NESSI community and recalled that NEM members are from the Content side, Media side and Creative Industry side, that NEM members are start-ups, SMEs, big corporations, research institute and universities from all around Europe, that NEM members are creating a more immersive and interactive world of content for which we need software’s, particularly when you understand that innovation on content side is about algorithms, is about artificial intelligence, particularly when you understand that content is data, data needing security and protection. It was an opportunity for NEM to strengthened the need for collaborations, collaboration between SMEs, big Corporations and Academic, the need of a local, regional, national and European framework programs. As the Content Community, we are dreaming to a powerful program, agile, accessible, protective; accessible to as much as possible to innovative industry and research entities even if it should be limited to only one proposal submission and not as much as possible to play with statistics; agile in a sense that the

consortium commits on the results to be achieved, whatever the processes used to get there; protective to those making innovation.

### **VR Next Day @Laval Virtual, 5 April 2018**

NEM Chairman attended to the presentation of production studios describing their projects to an audience of international investors (media, Venture capital funds, etc.) and obtain a feedback from panel of VR specialists.

### **Euro VR Building Consortia for ICT/Virtual reality during Laval Virtual, 3-4 April 2018, Laval**

The workshop attended by around 50 persons was aiming at building Consortia for ICT/Virtual reality. It included presentation on the practical process of exploitation of research and innovation results and presentation from Coordinators of previous ICT/VR projects on how results have been used beyond academia. It included an elevator pitch session with 5-minute presentations from selected companies and research teams on their expertise and interests.

NEM Chairman presented the NEM initiative and the opportunity for their members to network to build a collaborative project.