



NEM vision group

status report

NEM SB 24/05/2019

Mike Matton  Innovation

Context - media & creative industries

increasingly, business in our industry is made outside of Europe

- main (social) platform operators are US-based
- main (new) media players are US-based
 - European players are being bought by US players
- largest telco players are US or Asia-based

=> societal, economic, technological and regulatory challenges

Strategic need for Europe to create a strong answer

Overall goal

- Create a vision for the future of media and creative industries in Europe
- Include core European values and competitiveness
- Provide evidence to policy makers
 - for creating dedicated industry support programmes
- Inspire the community in realizing the vision

Core editing team

- [Mike Matton](#) - *VRT* (chair)
- [Halid Hrasnica](#) - *Eurescom*
- [Jim Clarke](#) - *Waterford Institute of Technology*
- [Jovanka Adzic](#) - *Telecom Italia*
- [Malte Behrmann](#) - *bbw Hochschule*
- [Patricia Castillo Cardenas](#) - *Eurecat*
- [Pierre-Yves Danet](#) - *Orange*
- [Silvia Boi](#) - *Engineering*
- [Simona de Rosa](#) - *T6 Ecosystems*

Process

1. Create a vision (moonshot) (by Q2/2019)
2. Identify priorities (by Q2/2019)
3. Collecting feedback from SB and community (Q2-Q3/2019)
4. Organise vertical events on the topics (from Q3/2019)
5. Potentially create white papers or position papers on each of the topics identified in the vision (from Q3/2019)

Overall vision

Fostering an **strong and independent European ecosystem**
for **media and creative industry**
to enable **Europe taking the lead**
in the digital revolution
while **embedding core European values**

Core European Values (1)

To be diverse and pluralistic

by leveraging on breakthrough technologies

- for creating and sharing high quality content;
- for building up collective memory, intelligence and creativity,
- while countering digital frailty, unrepresentativeness, biases and other undesired effects with negative impact in social cohesion and democracy.



Core European Values (2)

To be transparent and accountable

with respect to personal data

Through cost-efficient methods and tools
for protecting citizen rights with respect to:

- privacy
- safety
- fair data management and monetization
- digital rights management and copyright



Core European Values (3)

To be accessible, inclusive and sustainable

encouraging responsible technology research and innovations

- that places users at the center,
- normalizes technologies that remove all kinds of accessibility barriers, and
- addresses societal and environmental impacts along the way.



European Accessibility Act
Acte européen sur l'accessibilité

13 April/avril 2016
EESC/CESE | VMA₃

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#EESC
#AccessibilityAct

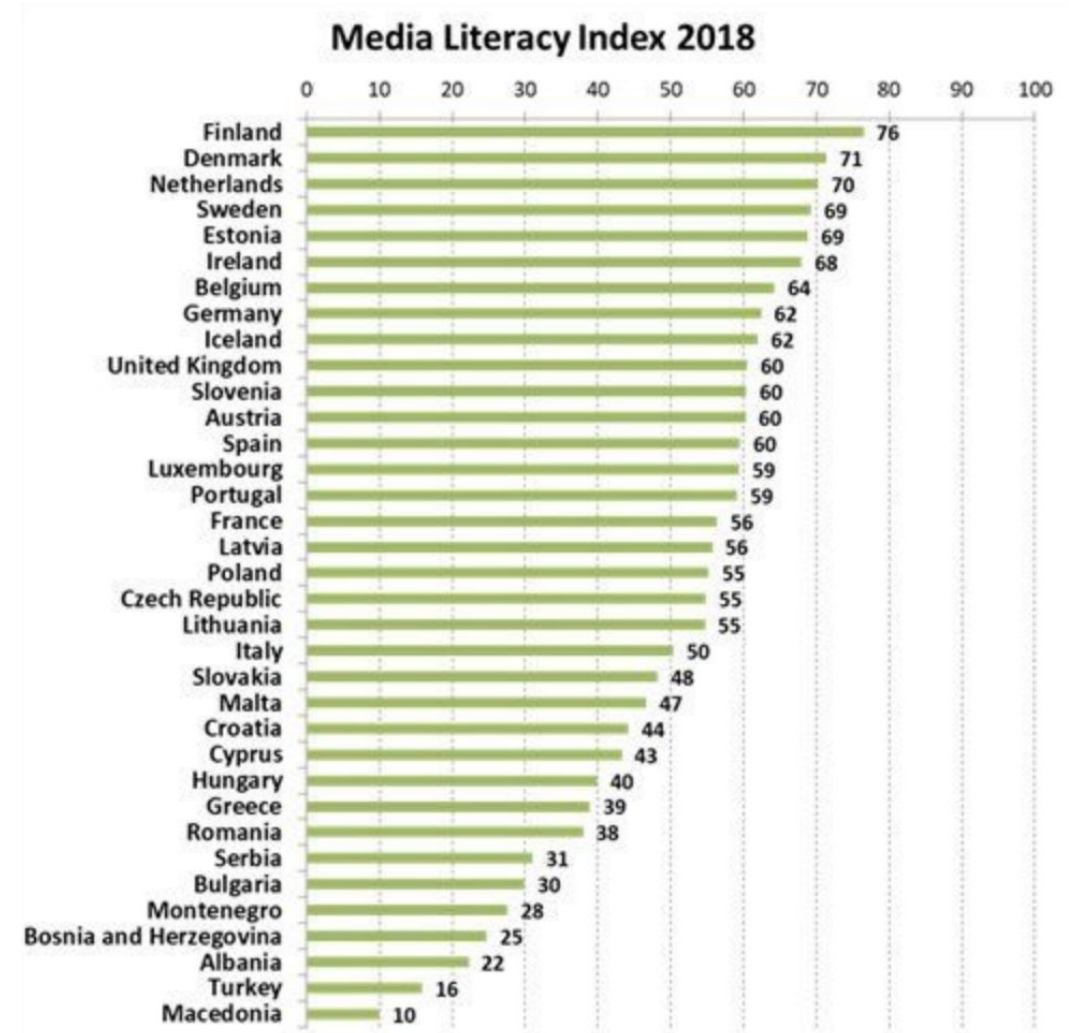

European Economic and Social Committee
Comité économique et social européen

Core European Values (4)

ensuring citizen involvement and media literacy

Actively involve citizens in the media creation and dialogue

- in order to create an inclusive, empowered, critical and media literate society,
- creating and strengthening trust in the European media ecosystem.



Next steps

- Collecting and processing feedback on vision and core European values (May-June)
- Breaking down vision and values in societal, economical, technological and regulatory challenges (June)
- Finalising and releasing the document (September)
- Roadshows and dissemination of the vision (from September)

Get involved

You can get involved by providing feedback and input for the vision to the core editing team, by

- Providing feedback during the discussion
- Approaching any of the group members
- Sending input via e-mail to the chair <mike.matton@vrt.be>

Thank you!



Mike Matton
NEM vice chair

Head of international collaborations



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NEM Social Network