



NEM vision 2030

overview

NEM Summit 2020

June 30, 2020

Mike Matton

Towards a new vision for NEM

Previous vision document outdated

Task force within NEM steering board (2019 – 2020)

New NEM Vision 2030, goals:

- 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
- Provide guidance for NEM in the development of its ecosystem

Context - media & creative industries

increasingly, business in our industry is made outside of Europe

- 2 main models in US and China
- 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
taking into account European strengths and values

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**

NEM vision

A document providing guidance for the development of NEM in the coming decade

- 5 core (European) values
- 9 strategic R&D priorities



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)

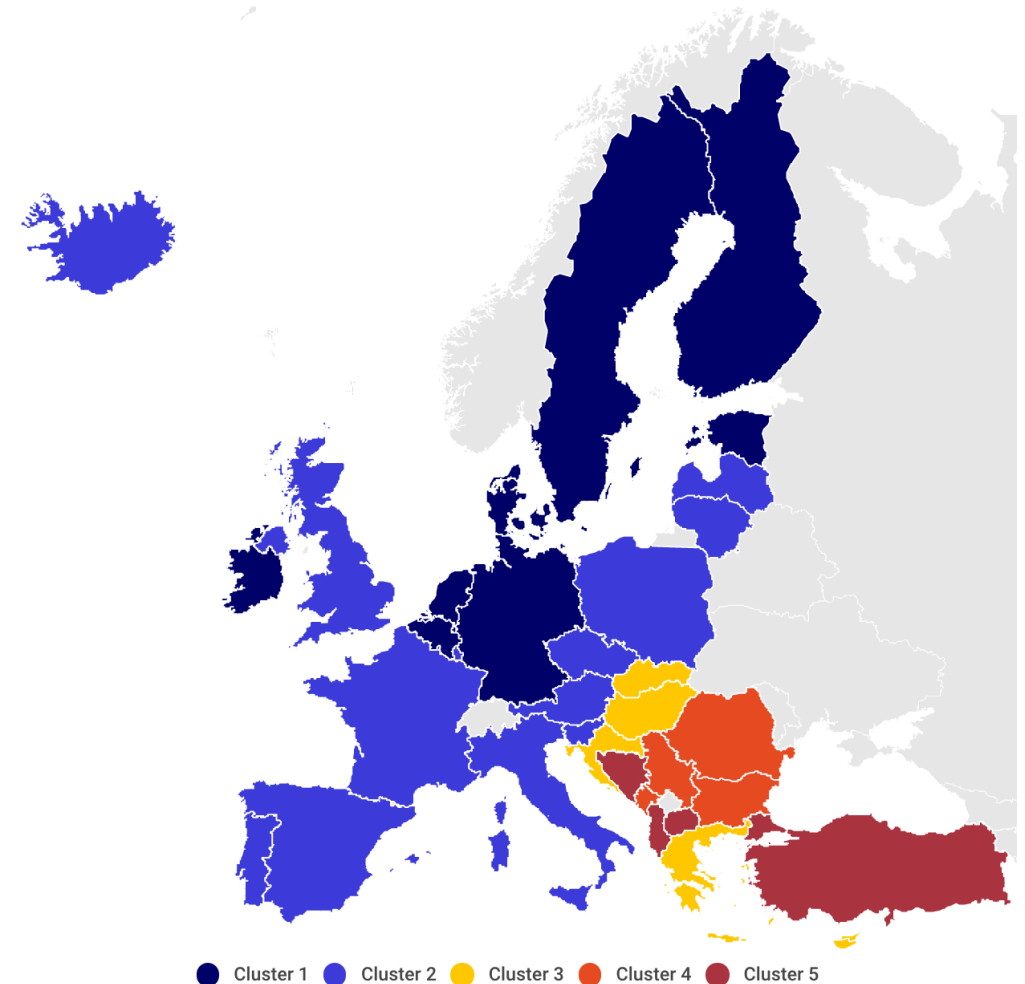
ensuring citizen involvement and media literacy

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.

Media Literacy Index 2019

Cluster analysis



Core European Values (5)

**A lighthouse for media and CCI
technology and content-based
innovation**

Promoting and fostering an
exemplary ecosystem model



Tackling the challenges for the next decade

Tackling challenges on all levels

- Technological
- Economic
- Societal

9 priorities for 2030

9 priorities for 2030 (1)

Human machine interaction

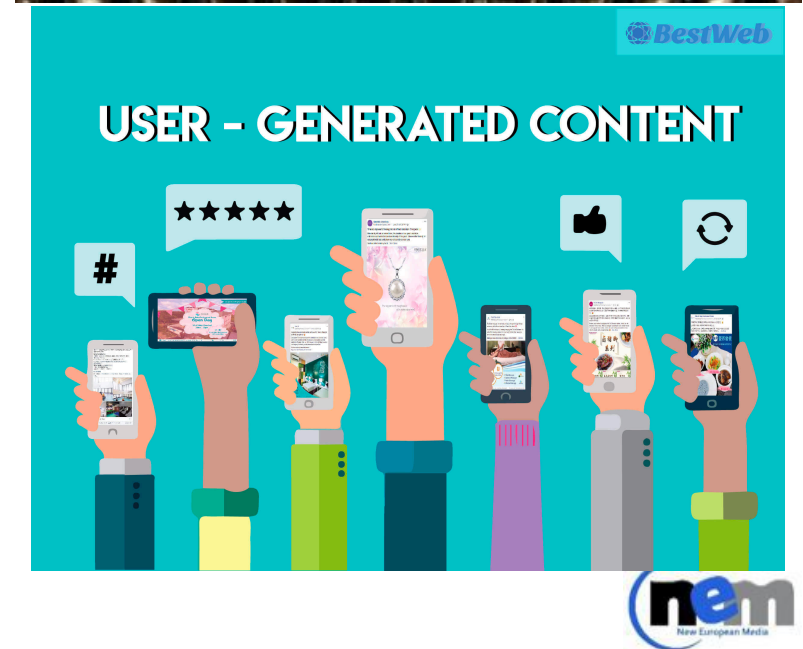
- New methods and features of interaction between computer power and human beings
- Powered by VR, AI, etc.
- Enabling new ways of interaction with media



9 priorities for 2030 (2)

New content formats

- Richer, convergent, content productions
- Enhanced capture, communication and interactive technologies
- AI will significantly optimize effort- and time-intensive tasks, in particular, for tasks of low creative value.



9 priorities for 2030 (3)

Transmedia narratives

- Multi-platform storytelling
- Novel software tools for user-driven immersive, interactive, virtual or XR reality experiences
- Tools for tech-savvy citizens
- Education

9 priorities for 2030 (4)

Libraries and archives of digital creative assets

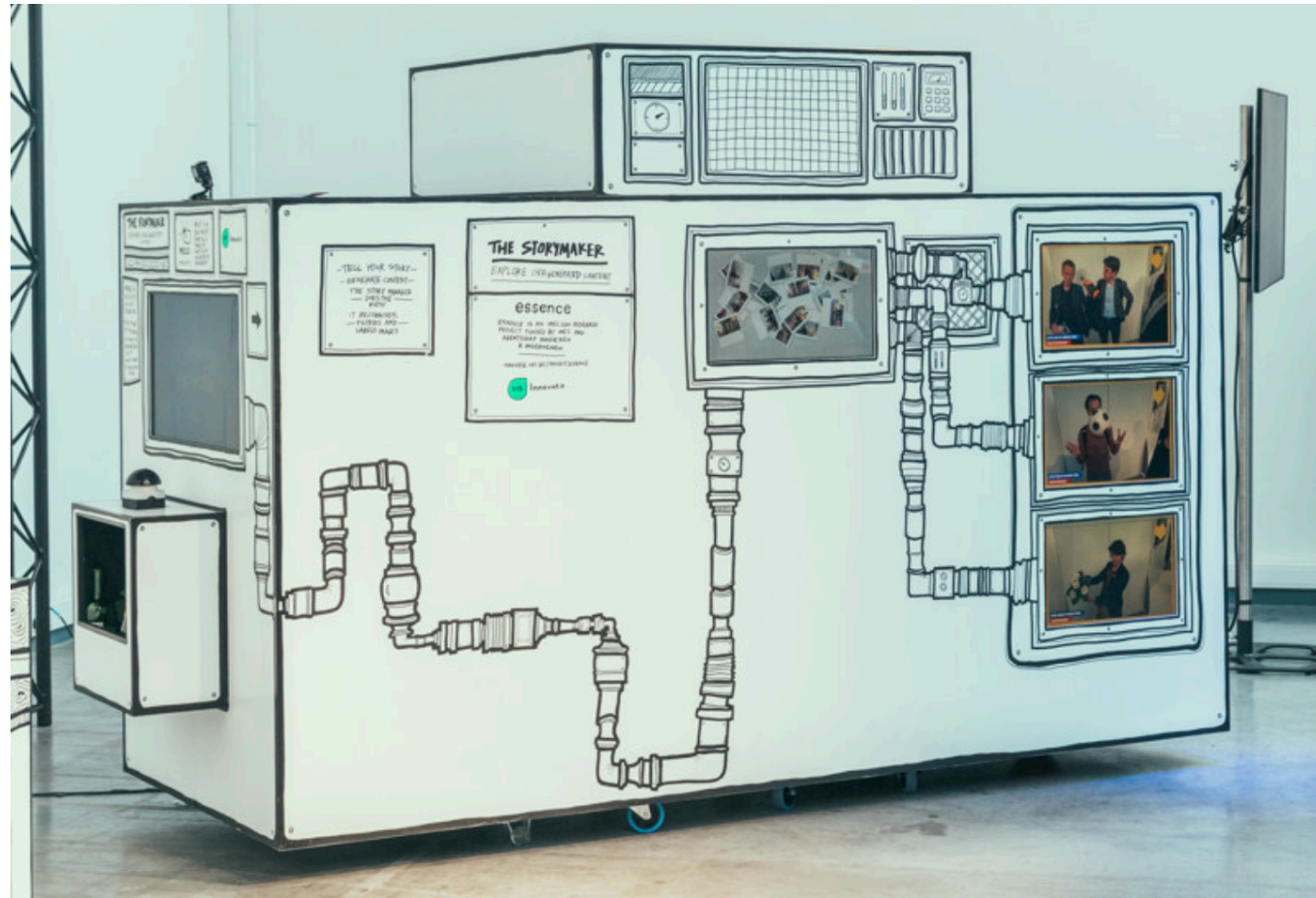
- Beyond “traditional” content libraries: characters, voices, avatars, UGC, CGI, ...
- Allow authors and owners manage their own assets
- Multimodal semantic retrieval will improve the way users can find relevant contents by means of keywords



9 priorities for 2030 (5)

User-driven content

- Traditional personalisation will coexist with user-driven content,
- Consumer having actual impact on the content itself
- Creative professionals will use novel and adapted conventions to suit the new scripting and creative possibilities
- User-driven experiences.



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9 priorities for 2030 (6)

New understanding of consent

- New understanding of consent in the digital era,
- Guarantee protection to users
- Citizens and regulators grow aware of the value of their data
- Companies' reputation with regard their data policies will determine their success in the European marketplace.



9 priorities for 2030 (7)

Sensing devices

- New sensing devices with robust computational capacity
- Embedded software for in-device analytics
- Ensure no private data leaves the user devices to be analysed in a disaggregated or individualized way.



9 priorities for 2030 (8)

5G Media slice

- continuous, pervasive and seamless content production, delivery, consumption, interaction
- Anytime, anywhere, any device



9 priorities for 2030 (9)

Methods for auditing and countering algorithmic bias

- Algorithmic bias of AI systems exists
- Citizen's ability to access diverse and plural sources of contents is fundamental
- Diversity and trust in the ecosystem

NEM Initiative

European Technology Platform



NEM Vision 2030

Towards a future media ecosystem

April 2020

www.nem-initiative.org

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| We need you

To help the NEM community

in realizing the vision

Thank you!



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