



NEM SRIA

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NEM SRIA 2020

13 topics have been elaborated and organised under **four different categories**:

- **Future Media Formats**
- **Future Media Networks**
- **AI for Media and Content**
- **Future Media Applications and Challenges.**



1. Future Media Formats

To provide a more **creative, interactive and immersive experience** of the user:



1.1 Volumetric capture and rendering will provide for unprecedented immersion and interactivity. (i.e. **Human representation**)

1.2 5D Light Field Video (augmented perception) Pipeline for capturing, representation, processing, encoding, storing, distributing and rendering of light field video content.

2. Smart Media Networks



To design and deploy **next-generation network** based media services for processing, orchestration, synchronization, delivery and display:

2.1 5G and Future Networks for content creation and distribution ANYTIME, ANYWHERE, ANY DEVICE, including coding/decoding.

2.2 Personal and Usage Data Management and Exploitation for Media (trusted European data sharing)

2.3 Network Based Media Services (heavy processing to the network enabling future media/video/XR applications)

2.4 Energy optimization for content creation, transmission, processing and storage (optimization of energy consumption)

2.5 Cybersecurity. Cybersecurity solutions are no longer considered sufficient in highly complex, dynamic and contextual networks for media and content

3. AI for Media and Content



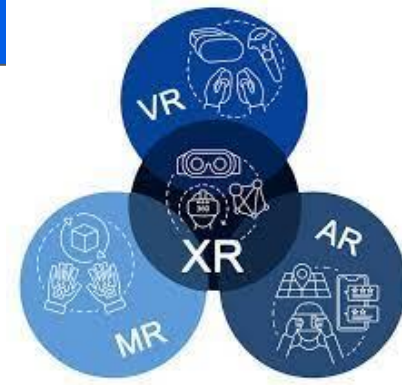
As AI algorithms evolve and computational capacity grows, bigger and new problems can be addressed. Services like ***automatic content generation***, ***translation***, ***accessibility*** or description, ***powerful search engines*** over richer semantics, ***conversational bots*** and others will be more common.

3.1 Artificial Intelligence and Content: Content description, natural language bots, content generation and user profiling.

3.2 Artificial Intelligence and Hyper-Personalisation for Media Access

Services: Machine translation, Speech to text (ST), text to SL, SL to text and others.

4. Future Media Applications and Challenges



To elaborate and experiment with **media services and technology in key industrial sectors**.

4.1 **New European converged and social media technologies for other vertical sectors:**

Applying media technology (e.g. XR) in verticals beyond CCI like Transport, eHealth, Automotive, Energy, Factories of the Future, etc.

4.2 Social eXtended Reality: Leverage future media formats and smart network for human-to-human communication and collaboration in mixed and virtual reality environments. Enable holoconferencing, XR meetings, distance training

4.3 UX: Immersive and Interactive technologies for content and creation: Further development of XR enablers to achieve natural vision and interaction through new interfaces.

4.4 Disinformation: To develop methodologies, systems and social behaviours to mitigate the potential negative impacts.



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NEM SRIA 2020

The NEM Strategic Research and Innovation Agenda 2020 has been approved by NEM members.

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interests of the community in terms of collaborative research for the period 2021-2027, based on the community targets towards year 2030 set in the recently issued **NEM Vision 2030** (see below).

[Download the NEM SRIA 2020 document here](#)

NEM Vision 2030

(April 2020)

Media and Creative and Cultural industries have always been a strong and independent sector of significant value in Europe, based on our cultural heritage and values, combining the power of the private initiative and governmental actions for the good of the people. Currently the media ecosystem has grown in the international context, characterized by global players, business activities and market



NEM SRIA update for the WP 2023-2024

Context: The DG CONNECT is elaborating the work program 2023-2024 with the objective to provide a first draft document to the member States by the 28th January.

Proposal: NEM should provide to the DG CONNECT the key topics that we are willing to see in this next WP.

Action: To do so, we have to collect and to finalise this paper by the end of December at the latest. The idea is to elaborate a 2/3 page white paper listing the most important topics for our domain.

→ A call for contribution is open today, a googledoc template is available at https://docs.google.com/document/d/1M91Xo79Y6aktEbpM2_dkTpvdPGL3iM7QVcliLq67Wp8/edit?usp=sharing, each NEM member is invited to propose topics **before 10th December EOB**

END OF PRESENTATION

Thank you!