



NEM *ETP*

New European Media

The new NEM European Technology Platform

SRIA & International Cooperation

Hadmut Holken, **International Cooperation for NEM**

Holken Consultants & Partners (France)

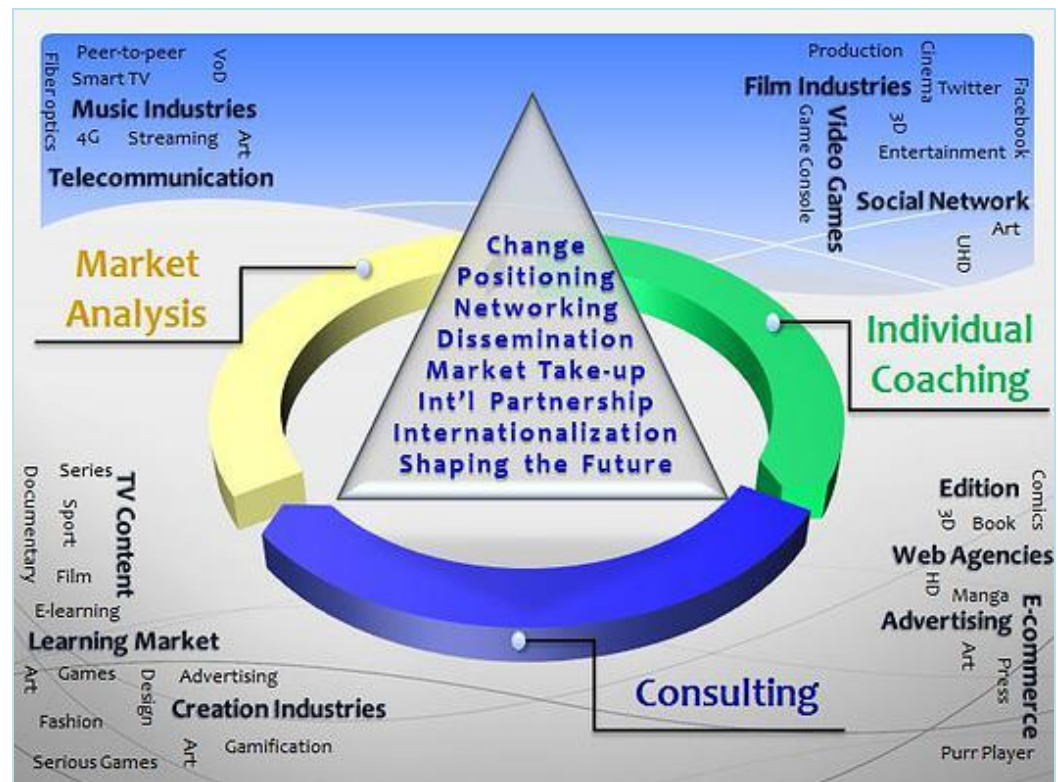
Cluster Networking Event EU-EECA
Baku/Azerbaijan, 12 November 2014



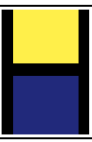
- About us
- What is an ETP ?
- The NEM Platform
- NEM Members' Structure and Taxonomy
- NEM Initiative: Concept / Activities
- Governance
- Governance model
- NEM Collaboration Objectives
- Hot topics
- NEM Strategic Documents
- NEM Vision & SRIA
- Creation of SRIA Document
- Foreseen innovations
- SRIA Document (Current Table of Content)
- Working Groups with other ETPs
- Foster Partnerships with extra-European TPs
- How NEM members intend to contribute to int'l cooperation (survey 2014)
- Together we are stronger
- Sustainability after the project time

About us (1/3)

- 20 years of experience in
 - ▶ strategic market analysis and custom tailored consulting,
 - ▶ with strong academic teaching experience.
- In-depth market analysis for
 - ▶ targeted understanding,
 - ▶ consulting as accelerator for innovation market take-up and internationalization.



- Examples:
 - ▶ Cultural & Creative Industries going towards digital models or digital industries investigating traditional sectors need to act knowingly.
 - ▶ Start-ups and researchers who want to bring their innovation to the market need to know their market potential and environment to set up and succeed their business plan.
- NEM Steering Board and EG representative.



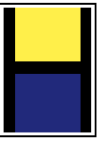
About us (3/3)




Cooperation with Mediterranean Partners to build Opportunities around ICT and Societal and Industrial Challenges of Horizon 2020




- Dissemination
- Advisory Board Set-up
- Go-to-the-market of innovations
- Innovation = technology driven, but not only → products & services, socio-economic aspects, incremental, = open)
- Content Background
- Cross sectorial approaches
- NEM Steering Board & Executive Group




Cluster of clusters



Cluster of associations



Cluster of platforms



Cluster of clubs



Cluster of projects

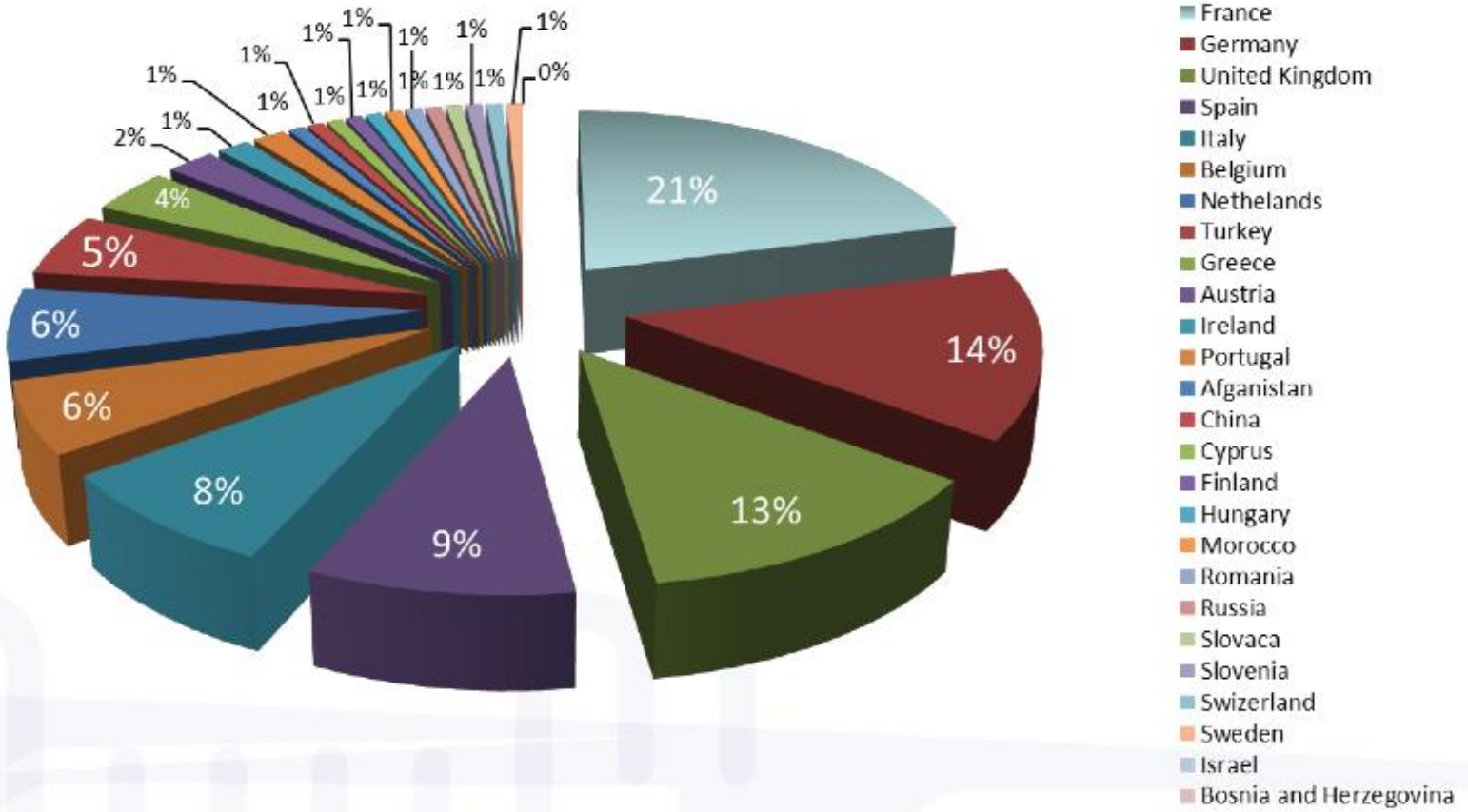


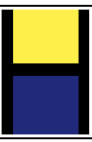
Content & Creative industries



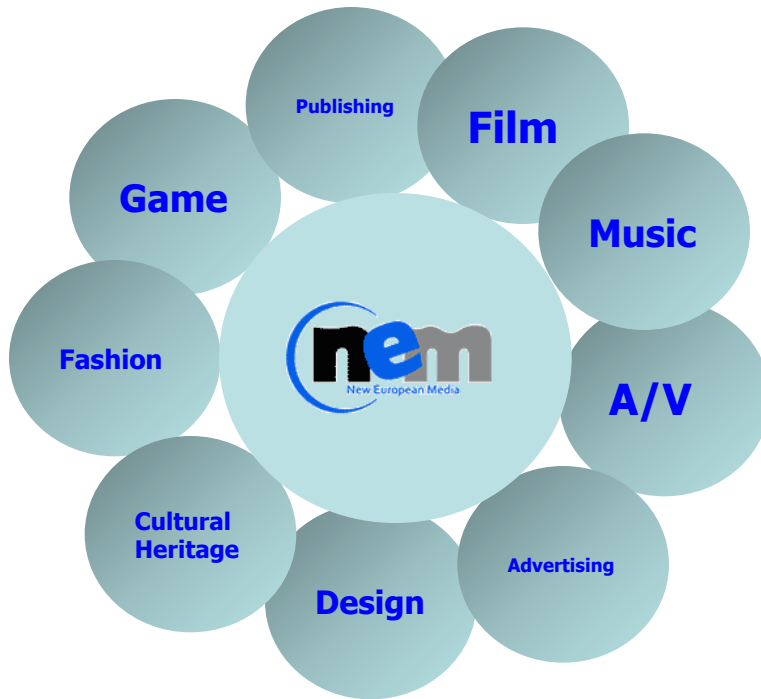
*dealing with
Connected,
Converging
and Interactive
Media &
Creative
Industries*

NEM Members (26 countries)





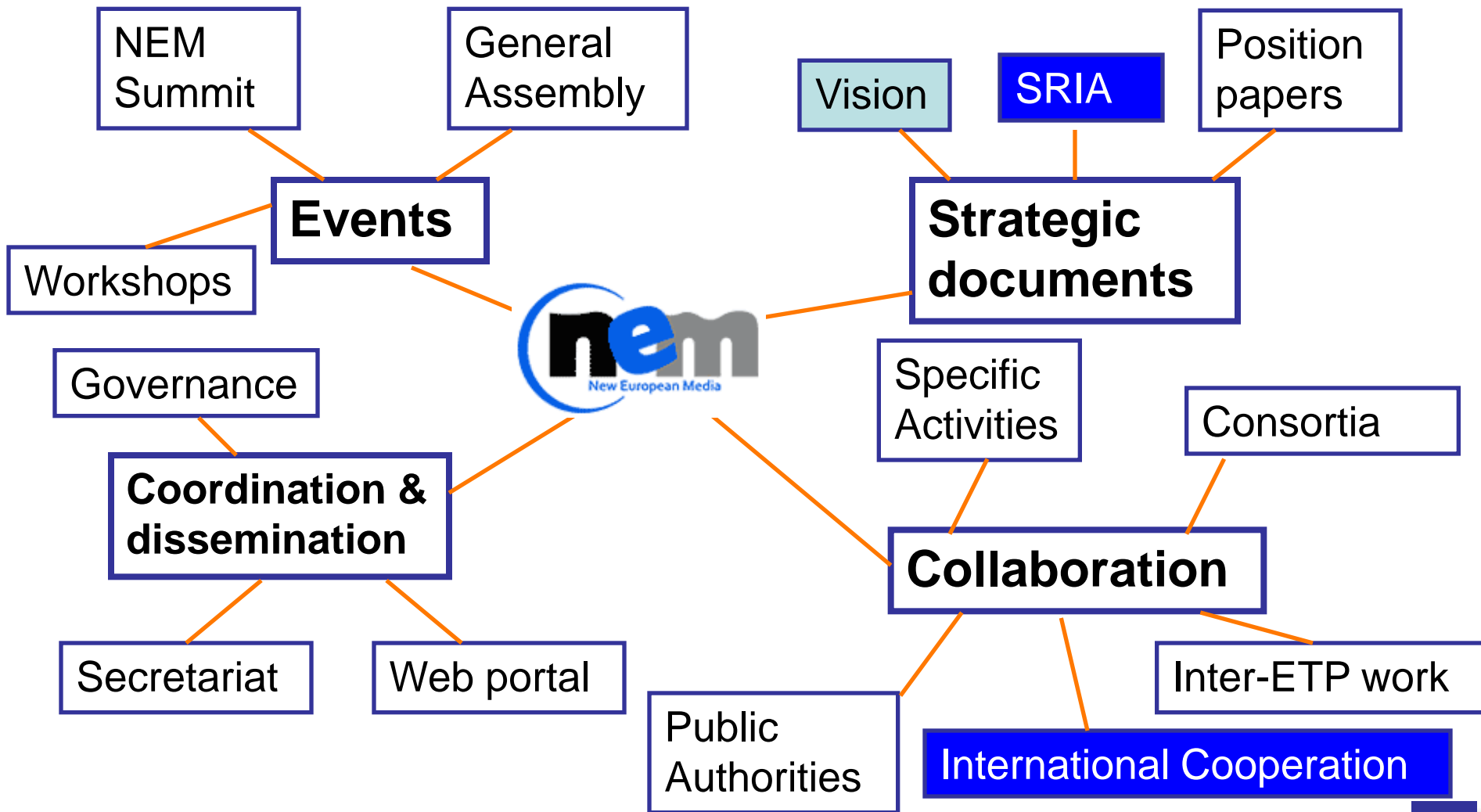
- New: Content & Creative Industries



- “Classical” NEM Domains
 - ▶ Broadcasters (EBU)
 - ▶ Operators (Orange, DT, TI, TID,...)
 - ▶ Equipment manufacturers (ALU, ...)
 - ▶ NGO, Professional Representatives
 - ▶ Standardization
 - ▶ Regulation, policy
 - ▶ Clusters

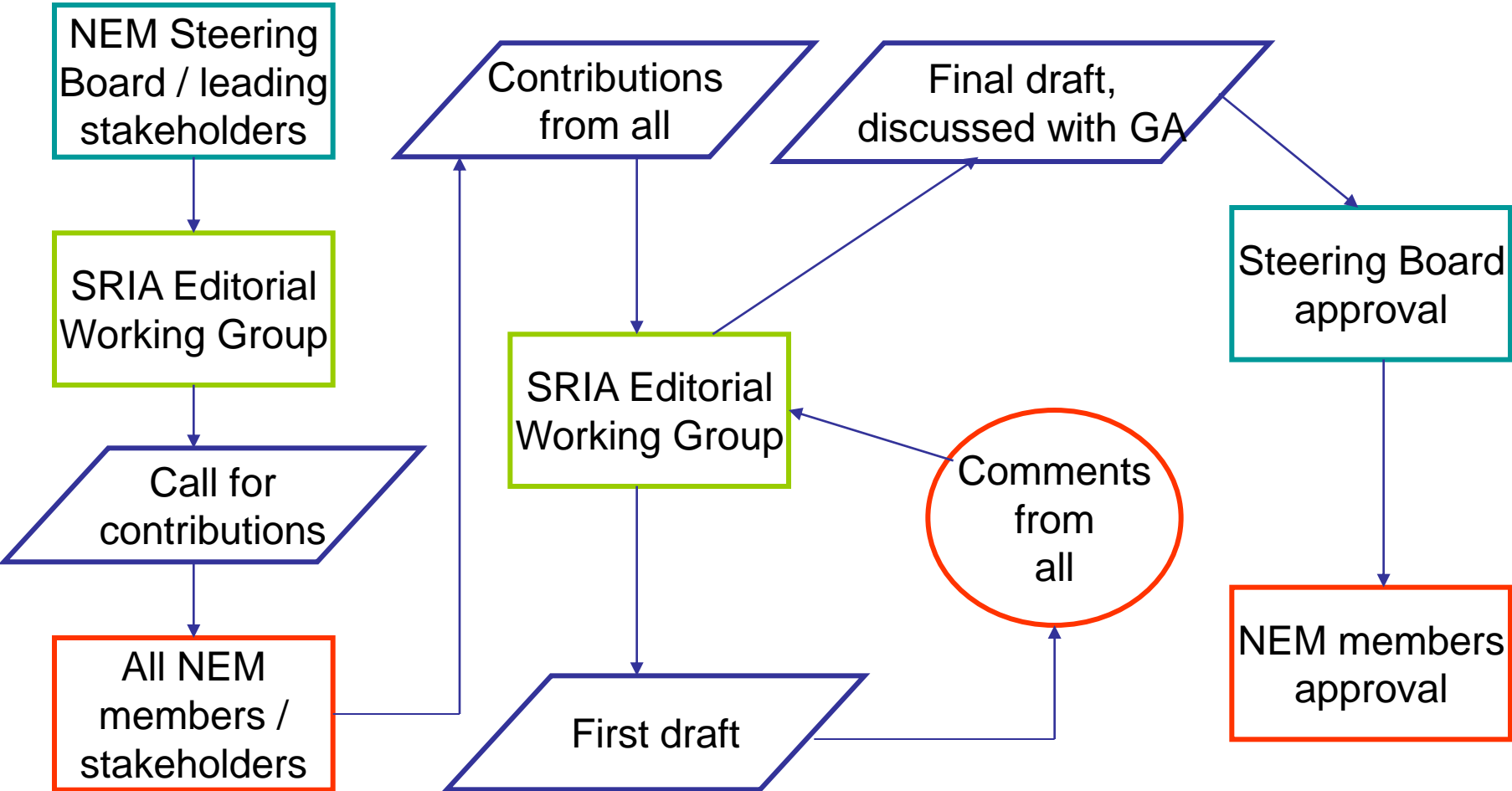
Member states representatives

Societal Challenges





- Creation of its Vision for the scope of Horizon 2020 and beyond:
 - ▶ Overview on technologies, services and applications,
 - ▶ Further measures and activities, particularly including vision of creative industries.
- Significant impact on overall expressions of the New NEM towards 2020.
- A common Vision including our new collaboration partners from creative sectors.
- The in the NEM Vision document resulted was the starting point for its new Strategic Research and Innovation Agenda together (SRIA) with all NEM members.
- SRIA approved by the SB and NEM GA (end of September), finalization under way.
 - ▶ Technical aspects (status today), what do we want to achieve in time frame 2020 and beyond, and brief statement on how we can get there :
 - ➔ Technologies
 - ➔ Strategies,
 - ➔ Frameworks,
 - ➔ Processes
 - ➔ Further drivers related to NEM
 - ➔ Areas of activities relevant to the NEM community,
 - ➔ Future collaboration principles,
 - ➔ etc.
 - ▶ Socio-economic aspects
 - ➔ Current status and perspective, in particular with the objective that the vision becomes reality.
- Table of content for below.





- ▶ **Content creation**
 - Professional, user generated, smart objects (IoT), collaborative/crowd creation, storytelling, Open data
- ▶ **Content personalisation & recommendation**
 - Personal data, privacy
 - Emotional monitoring, user behaviour
- ▶ **Content processing**
 - Storage, cloud
 - Brokering, aggregation
 - New formats (UHD, 3Dvideo & sound, holographic) , virtual & augmented reality, metadata,
 - Post production
 - Accessibility
 - Data analytics
 - Content search
 - Compression performance
- ▶ **Content distribution**
 - ATAWADAx on any networks seamlessly
 - Application able to configure the network according to needs (bandwidth, latency, security, ...) (linked to business model)
- ▶ **Content consumption**
 - Rights management, content protection
 - User interaction/accessibility/Interface design/natural interaction
 - Transaction (payment, ...)
 - Immersive devices (connected TV, glasses, windscreen, ...)
 - Translation



- I- Foreword
- II- Vision hot topics
 - ▶ II.1- Sectors
 - ➔ II.1.1- Creative & content industry who are the stakeholders ?
 - ➔ II.1.2- What is the content ?
 - ▶ II.2- Trends
 - ➔ II.2.1- Users
 - ➔ II.2.2- Business & market
 - ➔ II.2.3- Technologies
 - ➔ II.2.4- Evolution of the business value chain
 - ▶ II.3- Needs A
- III- Foreseen innovations
 - ▶ III.1- Content creation
 - ➔ III.1.1 Overview & Context
 - ➔ III.1.2 Creation of Audio/Visual Content
 - ➔ III.1.3 Digital Cinema
 - ➔ III.1.4 Publishing, Books and Text-based Digital Media
 - ▶ III.2- Content personalization & recommendation
 - ➔ III.2.1- Personal data, privacy
 - ➔ III.2.2- Emotional monitoring, user behaviour
 - ➔ III.2.3- Open & Big Data
 - ➔ III.2.4- User personalisation and individual experience
 - ▶ III.3- Content processing
 - ➔ III.3.1- Storage, cloud
 - ➔ III.3.2- Brokering, aggregation
 - ➔ III.3.3- New formats (UHD, 3Dvideo&sound, holographic), virtual & augmented reality
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 - ➔ III.3.4- Metadata
 - ➔ III.3.5- Post production
 - ➔ III.3.6- Accessibility
 - ➔ III.3.7- Data analytics
 - ➔ III.3.8- Content search
 - ➔ III.3.9- Compression performance
 - ▶ III.4- Content distribution
 - ▶ III.5- Content consumption
 - ➔ III.5.1- Rights management.
 - ➔ III.5.2- User interaction
 - ➔ III.5.3- Visualization end points
 - ➔ III.5.4- Transaction (payment)
 - ➔ III.5.5- Translation
- IV- International cooperation
- V- Potential PPP
 - ▶ V.1- Technology locks
 - ▶ V.2- Potential stakeholders
 - ▶ V.3- Expected impact
 - ▶ V.4- Potential business areas
 - ▶ V.5- Expecting deliverables
 - ▶ V.6- Program phases
- VI- Conclusion

Horizon2020 ICT ecosystem



NEM

NESSi

Network2020

Strategic research
agendas of the ETPs

Connect Advisory Forum

Dialogue with industry
via dedicated meetings
(Brussels Round Table)

ICT Industrial Stakeholder Group

Public Consultation

Horizon 2020
Work programs
PPP 5G
PPP Big Data
PPP Content

~ 100 FP7 projects
on Future Internet

Dialogue with MS
via Future Internet Forum

Scenarios from
visionary experts

International
sources

Europe Software
strategy

Cloud Computing
Expert group

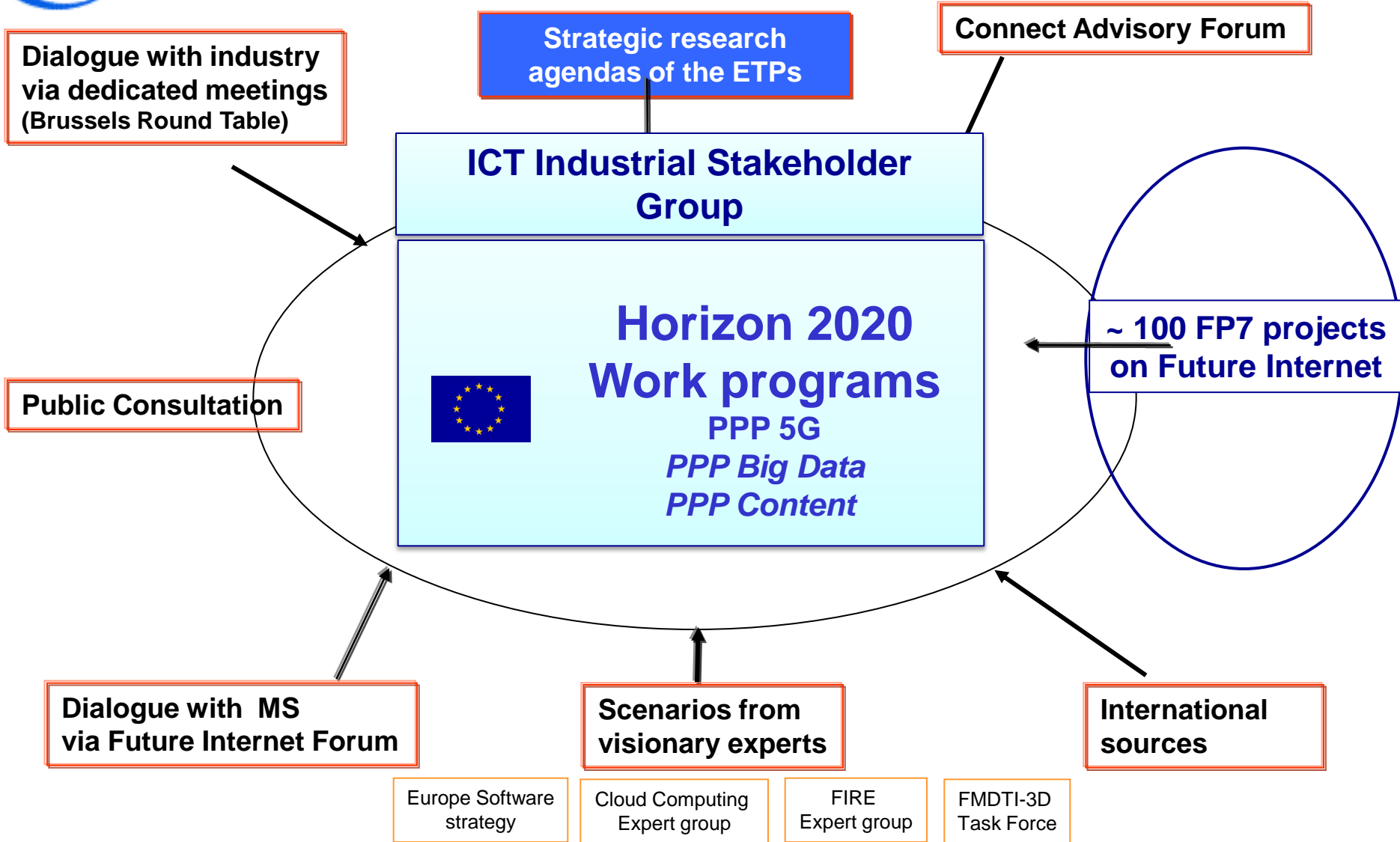
FIRE
Expert group

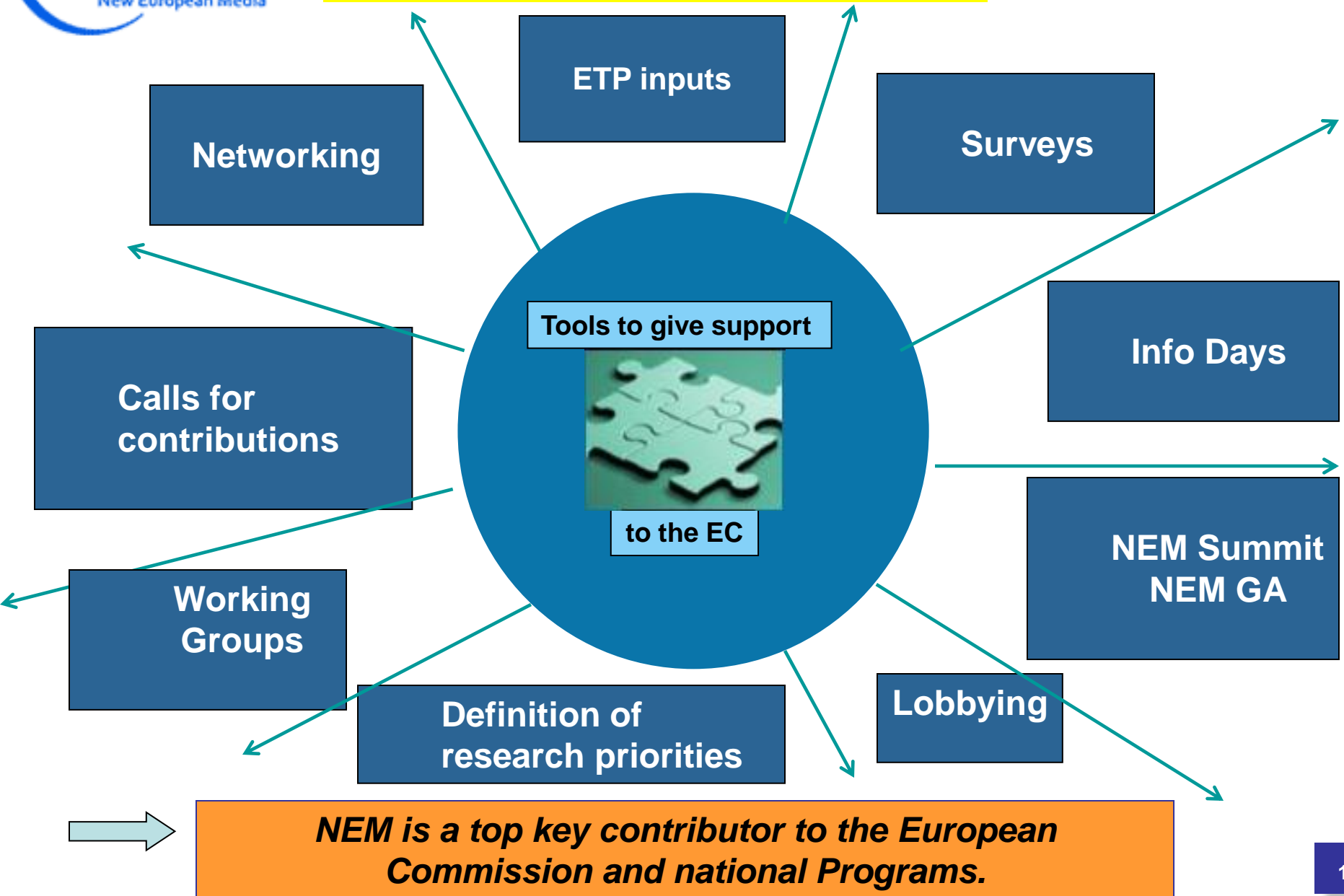
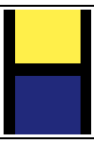
FMDTI-3D
Task Force





NEM Nessi Network 2020







Holken Consultants & Partners



- Objective: share point of views / SRIAs → push requirements
 - ▶ from content & media domains in order to influence Network and service research (usage push)
 - ▶ Share network and service innovation (techno push) that could offer new possibilities to content providers and creative industries.
- 32 registered organisations (1st meeting in Sept 2014)
- 4 identified COMMON topics for future networks:
 - ▶ **Support better latency / real time (games) : SLA (section 3.1.5) + ...**
 - A need to define an interface fitting the content application needs.
 - What the application should do to solve a bad latency ?
 - ▶ **Could be configured according the content requirements : SLA (section 3.1.5)**
 - A need for content application to identify the parameters that have to be passed to the network
 - ▶ **Support Quality of Experience placement of content in the network, graceful degradation, complexity hiding**
 - ▶ **Allow for handling big data (network for big data) - See with NESSi**
- These 4 topics will be identified in both SRIA and further sessions will be organised in order to address other common activities such as International collaboration but also identification of cross projects



..... The story has to be written



- Share relevant information and best practices in a specific domain and experience
- Participate to identify and promote intra/extra European activities
- Share international experience in given regions
- Supervise a publication
- Conduct workshops
- Integrate a NEM commission and be active
- Provide and facilitate contacts in different regions
- Matchmaking with content industries and SMEs (Dutch level)
- Attending networking events for NEM and preparing specific projects and calls
- Offering research results
- Organize seminars / symposia / WS, invite colleagues to WS and conferences
- Expanding the range of partners
- Establish collaboration agreements
- Enlarge the NEM community bringing CCI and ICT incubators working in the cultural and creative sector coming from those countries



- ≠ “me”, ≠ “you”, but “we”
- Coordinated Support Actions for complementary objectives
 - Identify national research priorities with national stakeholders upon questionnaire input from Med-Dialogue (under way)
 - Create with the ecosystem(s) *and* the identified priorities the regional TPs
- Sustainability
 - ▶ After the project time: how to make live the TPs



You are welcome to join.

Membership is free:
www.nem-initiative.org

Thank you !

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The MOSAIC consortium: 4 European partners

Coordinator: Universidad Aut3noma de Barcelona



Participant organisation name	Logo	Nature	Country
Answare		SME	ES
Portugal Telecom		Large company	PT
Holken Consultants		SME	FR













MOSAIC





The MOSAIC consortium: 5 Partners from Maghreb

Participant organisation name	Logo	Nature	Country
Mohammed V – Agdal University Faculty of Science Rabat		University	MA 
University of Sciences & Technology of Oran, Mohamed Boudiaf		University	DZ 
Centre National de l'Informatique		SME	TN 
Institut National Agronomique de Tunisie		Research institute	TN 
University of Tripoli		University	LY 



MOSAIC





The MOSAIC consortium: 5 Partners from Mashreq

Participant organisation name	Logo	Nature	Country
Technology Innovation & Entrepreneurship Center (TIEC)		Governmental organization	EG 
Jordan University of Science and Technology		University	JO 
Birzeit University		University	PS 
American University of Beirut		University	LB 
Gateway Advisory Group		SME	SY 



MOSAIC

