

NEM *ETP*

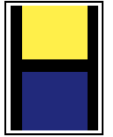
New European Media

The new NEM European Technology Platform

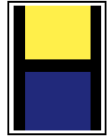
Strategic Agenda SRIA

Hadmut Holken, **International Cooperation for NEM**
Holken Consultants & Partners (France)

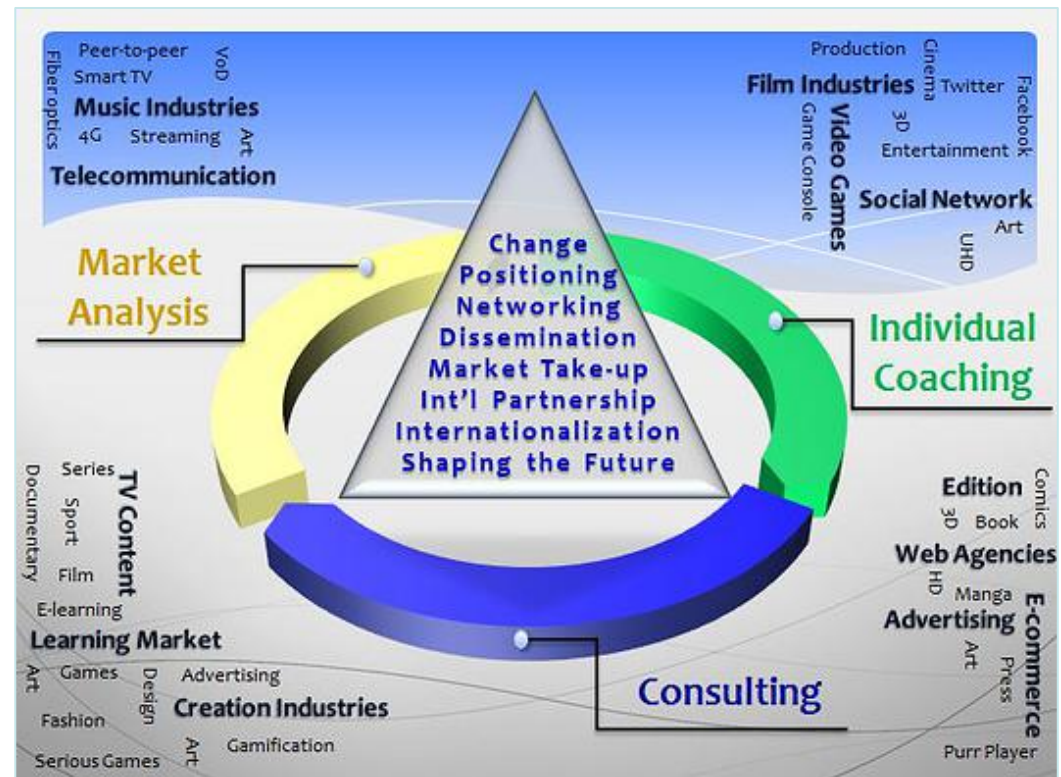


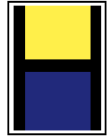


- About us
- The NEM Platform
- NEM Members' Structure and Taxonomy
- NEM Initiative: Concept / Activities
- NEM Collaboration Objectives
- NEM Strategic Documents
- NEM Vision & SRIA
- Creation of SRIA Document
- SRIA Document (Current Table of Content)
- ICT Horizon 2020 Ecosystem
- NEM contribution to the H2020 programme
- 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



- 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.

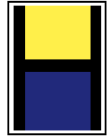




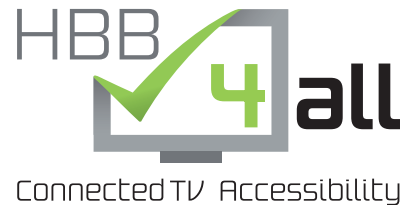
- **Market studies**
- **Partner Selection & Negotiation, Training/ Coaching**
- **Dissemination & Communication Actions**
- **Project Support for Market Take-up**

- **Market Studies**

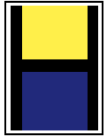
- ▶ Qualitative analyses of international markets
- ▶ Economic and socio-economic studies
- ▶ Feasibility studies
- ▶ Benchmarks
- ▶ Competition and positioning analysis
- ▶ Customer satisfaction evaluation
- ▶ Analyses prior to mergers/ acquisitions
- ▶ Business-to-Business
- ▶ Business-to-consumer



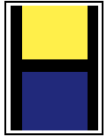
Cooperation with Mediterranean Partners to
build Opportunities around ICT and Societal and
Industrial Challenges of Horizon 2020



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



- *“Foster marketplaces for cooperation between stakeholders and work out a long-term strategic plan for R&D for specific technologies involving major economic or societal challenges ... They would ensure synergy between public authorities, users, regulators, industry, consumers, and poles of excellence viewed as places where basic research and technology transfer are closely linked”*
 - ▶ EC Communication, “Industrial Policy in an Enlarged Europe”, COM 2002, 714 final.
- TPs are a key element in the European innovation ecosystem.
- Today, **ETPs**:
 - ▶ **take a holistic view**, identifying the **pathway to commercial deployment of research**,
 - ▶ provide strategic insights into market opportunities and needs,
 - ▶ mobilise and network innovation actors across the EU in order to enable European companies gain a competitive advantage in global markets.
 - ▶ ETPs are industry-led and focused to be inclusive and representative of **businesses, research organisations and universities** in their respective fields. They are open for **SMEs**.
 - ▶ They are open to new members.



**Cluster of
clusters**



**Cluster of
associations**



**Cluster of
platforms**



**Cluster of
clubs**



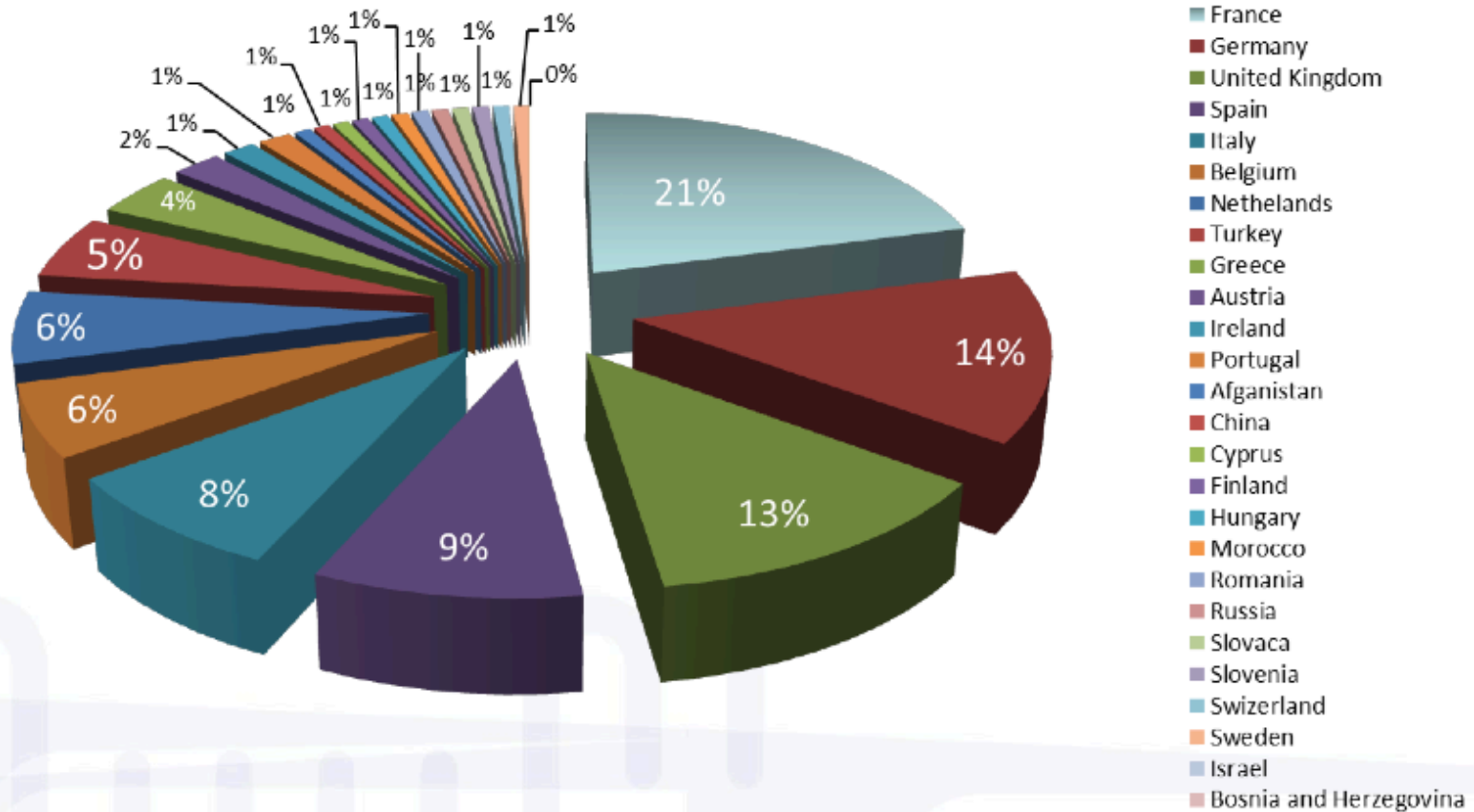
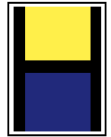
**Cluster of
projects**

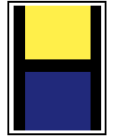


**Content &
Creative
industries**

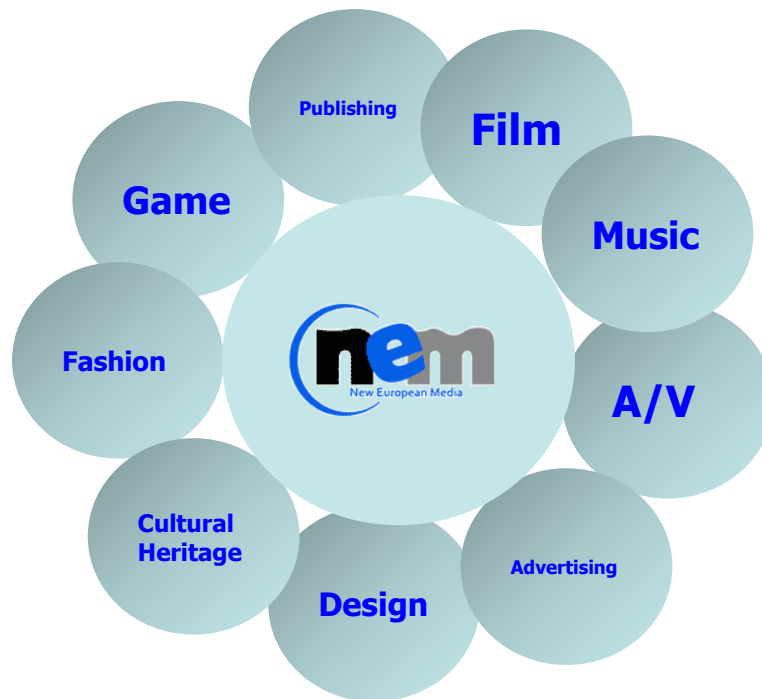


*dealing with
Connected,
Converging
and Interactive
Media &
Creative
Industries*





- New: Content & Creative Industries

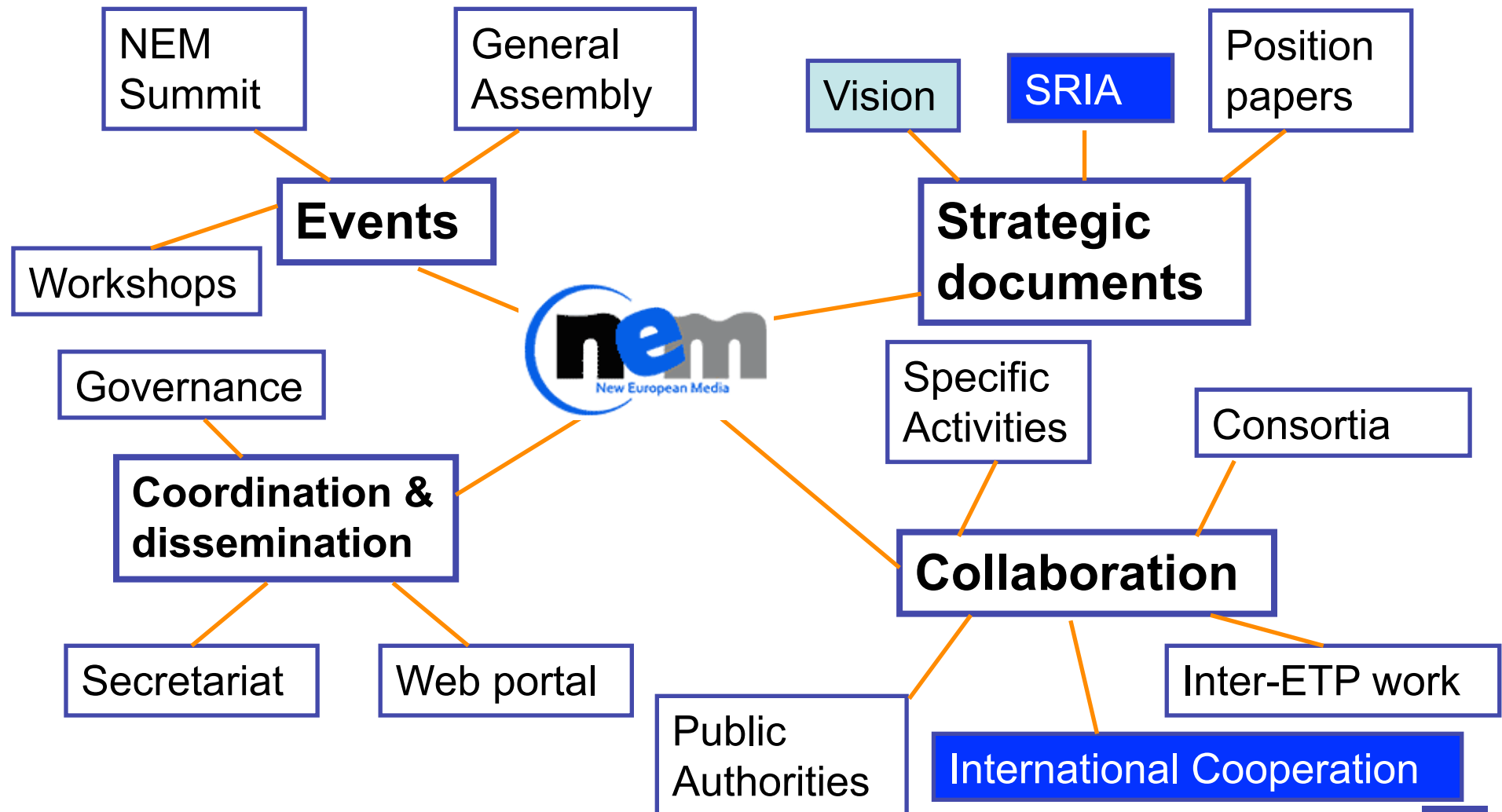
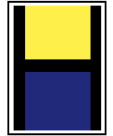


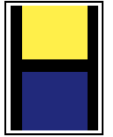
- “Classical” NEM Domains

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

Societal Challenges

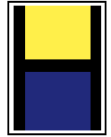
Member states representatives



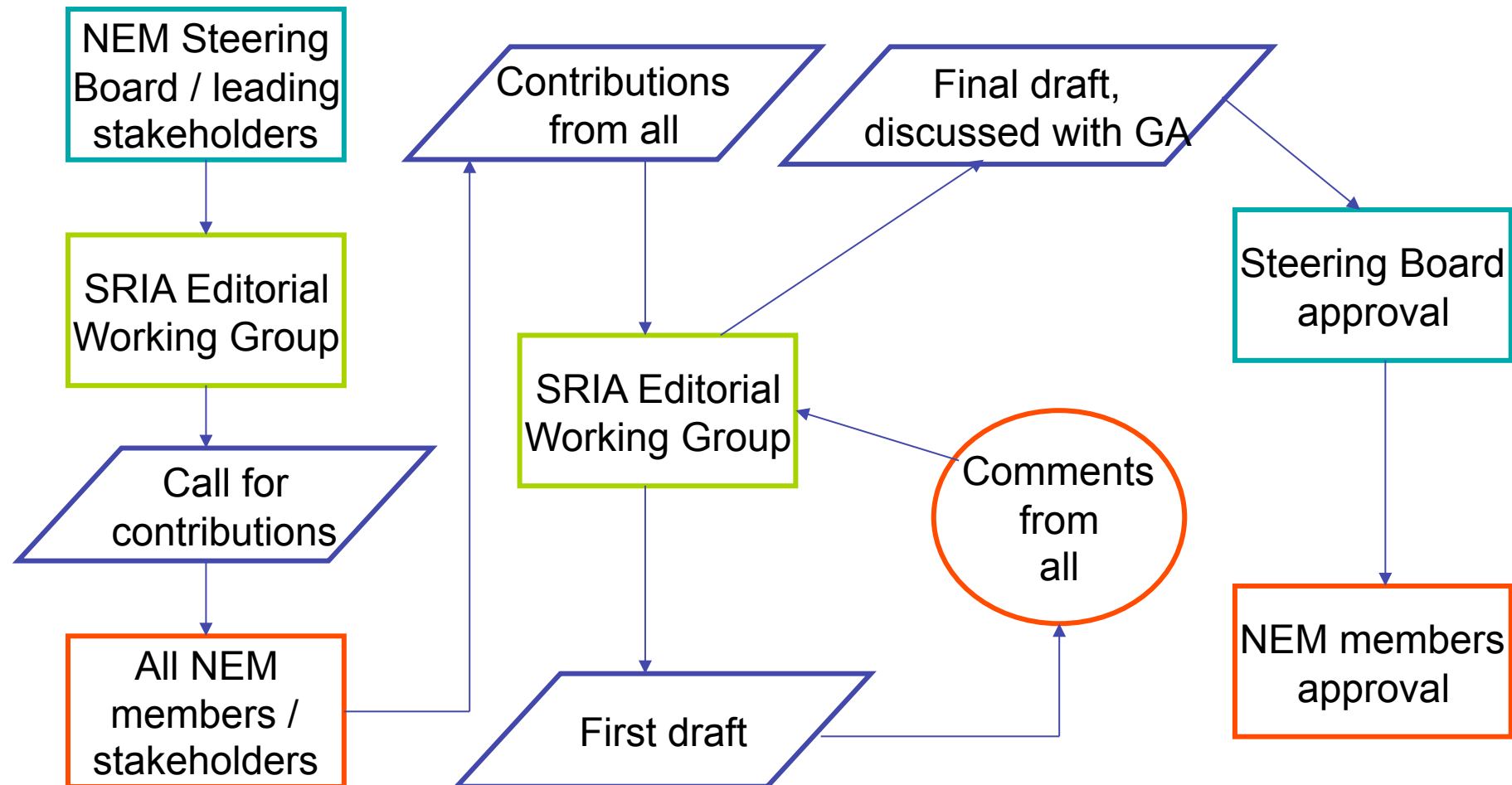
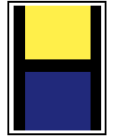


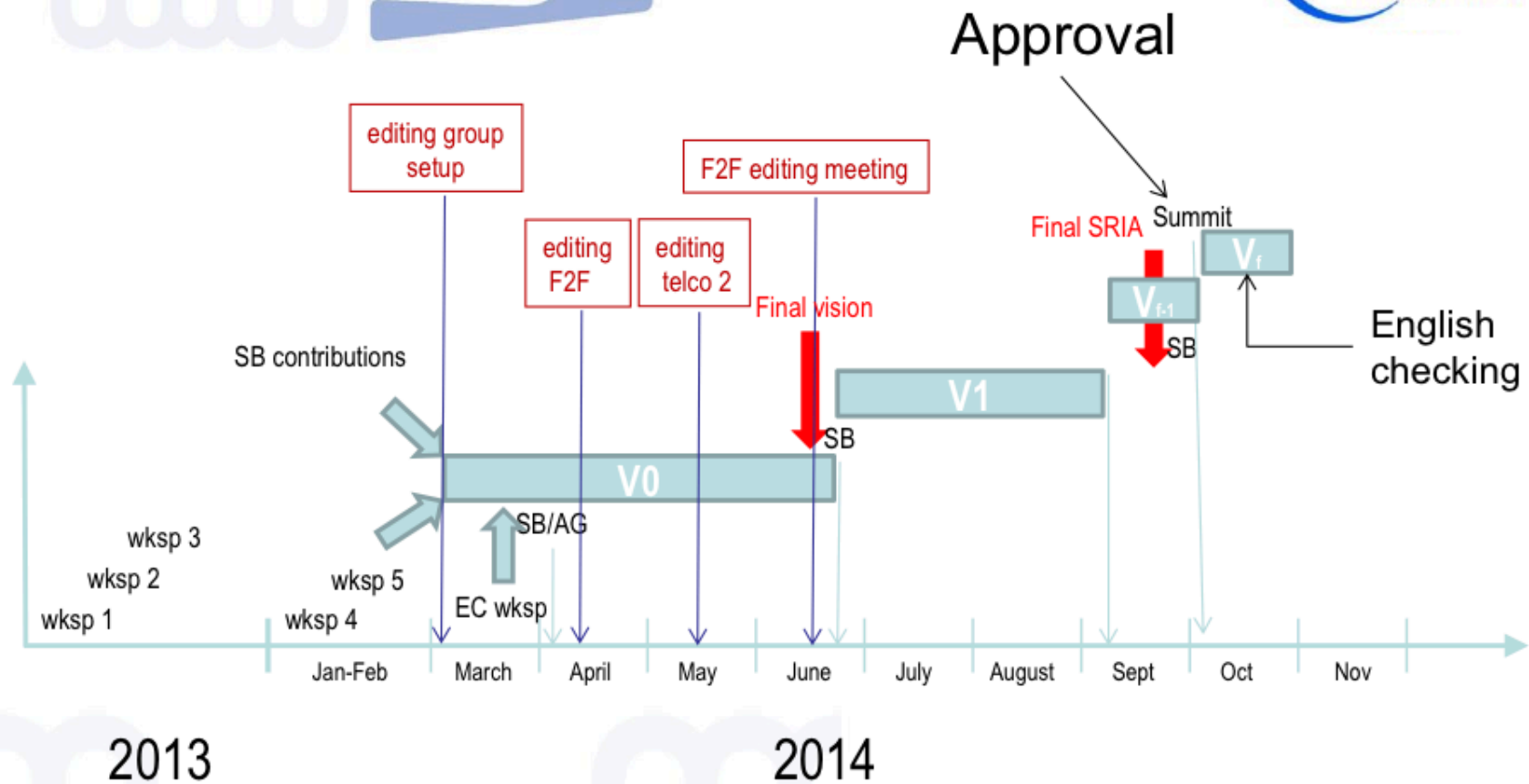
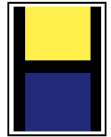
- NEM Activities
 - ▶ to define specific NEM areas
 - ▶ to facilitate networking among NEM members
 - ▶ to map interests and views of the NEM community on future R&D challenges
- Facilitation of project creation
 - ▶ NEM does not directly create or evaluate projects!
 - ▶ Expression of Interests sessions and portal
 - ▶ Dedicated facilitation for creation of project consortia in NEM relevant Calls for Proposals

19th NEM General Assembly – 26 February 2015

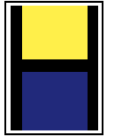


- Creation of its Vision for the scope of Horizon 2020 and beyond:
 - ▶ Overview on technologies, services and applications,
 - ▶ Further measures and activities, particularly including vision of creative industries.
- Significant impact on overall expressions of the New NEM towards 2020.
- A common 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.

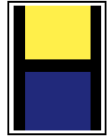




23 active contributors

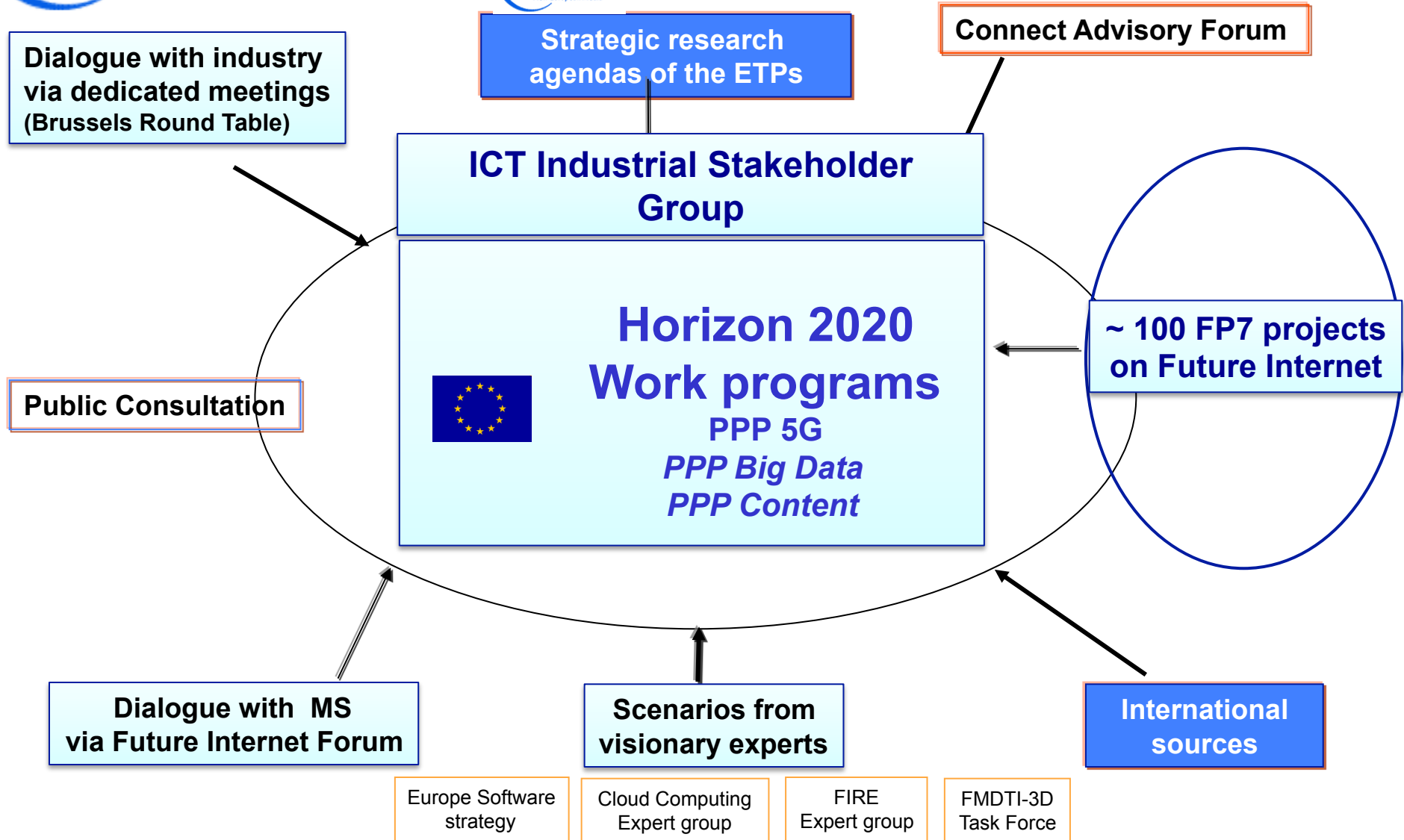


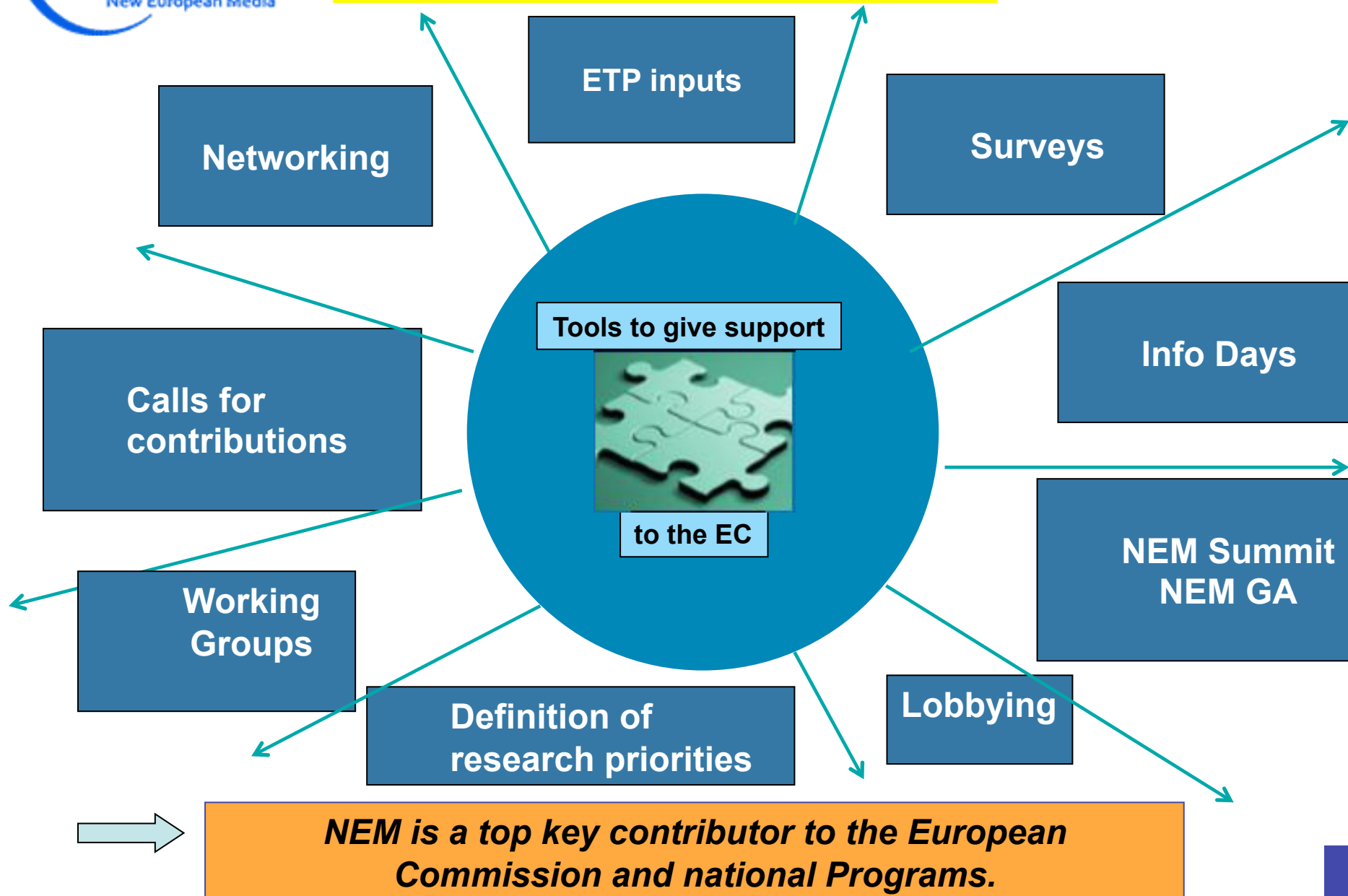
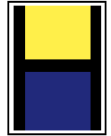
- ▶ Content creation
 - Professional, user generated, smart objects (IoT), collaborative/crowd creation, storytelling, Open data
- ▶ Content personalisation & recommendation
 - Personal data, privacy
 - Emotional monitoring, user behaviour
- ▶ Content processing
 - Storage, cloud
 - Brokering, aggregation
 - 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

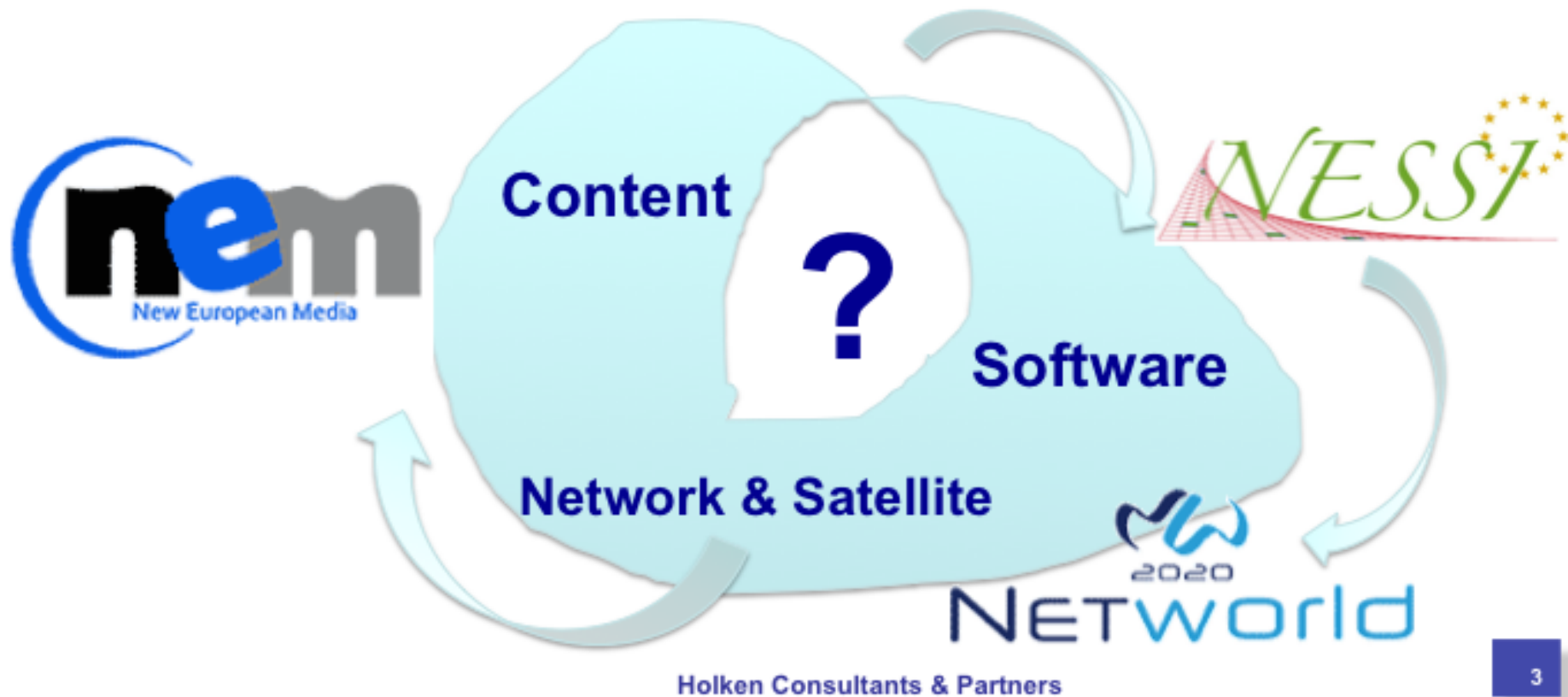
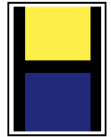


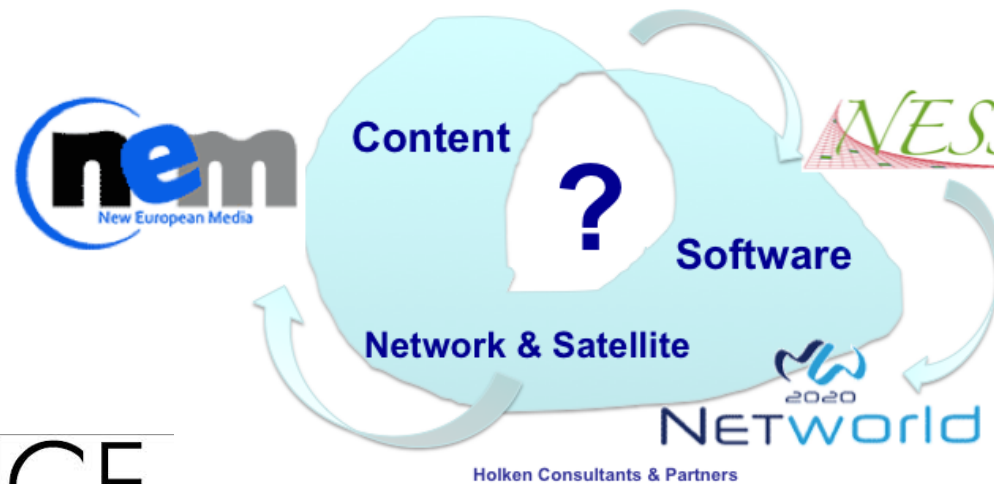
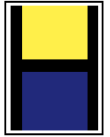
→ It is online [www. nem-initiative.org/](http://www.nem-initiative.org/)

- 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
 - III.3.3- New formats (UHD, 3Dvideo&sound, holographic), virtual & augmented reality
 - 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

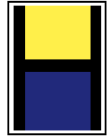




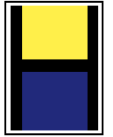




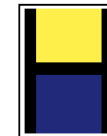
..... The story has
to be written 😊



- 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
 - Create with the ecosystem(s) *and* the identified priorities the regional TPs
- Get involved in collaborative projects, be(come) excellent and business oriented
- Sustainability
 - ▶ After the project time: how to make live the TPs and take advantage of the ETP



You are welcome to join.
Membership is free:
www.nem-initiative.org

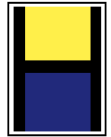
19th NEM General Assembly – 26 February 2015

Hadmut Holken
Holken Consultants & Partners
holken@holkenconsultants.com
M +33 (0)664 279 766 T +33(0)145 292 839



MOSAIC

www.mosaic-med.eu



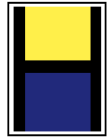
The MOSAIC consortium: 4 European partners

Coordinator: Universidad Aut3noma de Barcelona

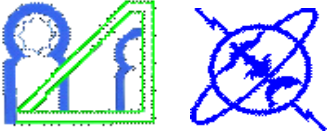











Participant organisation name	Logo	Nature	Country
Answare		SME	ES
Portugal Telecom		Large company	PT
Holken Consultants		SME	FR

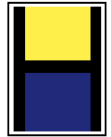






The MOSAIC consortium: 5 Partners from Maghreb

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 





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

