

Connecting European and Latin American Technology Platforms

Views and interest from NEM

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A new NEM with a new perimeter...



NEM is THE Horizon 2020 European Technology Platform dedicated to Content

Bio-based economy	Energy	Environment	ICT	Production and processes	Transport
EATIP	Biofuels	WssTP	ARTEMIS	ECTP	ACARE
ETPGAH	EU PV TP		EUROP	ESTEP	ERRAC
Food for Life	TPWind		ETP4HPC	EuMaT	ETRAC
Forest-based	RHC		ENIAC	FTC	Logistics
Plants	SmartGrids		EPoS	SusChem	Waterborne
FABRE TP	SNETP		ISI	Nanomedicine	
TP Organics	ZEP		Net!Works	ETP-SMR	
			NEM	Manufuture	
			NESSI		
			Photonics 21		
Cross ETP Initiatives					
Nanofutures					
Industrial Safety					

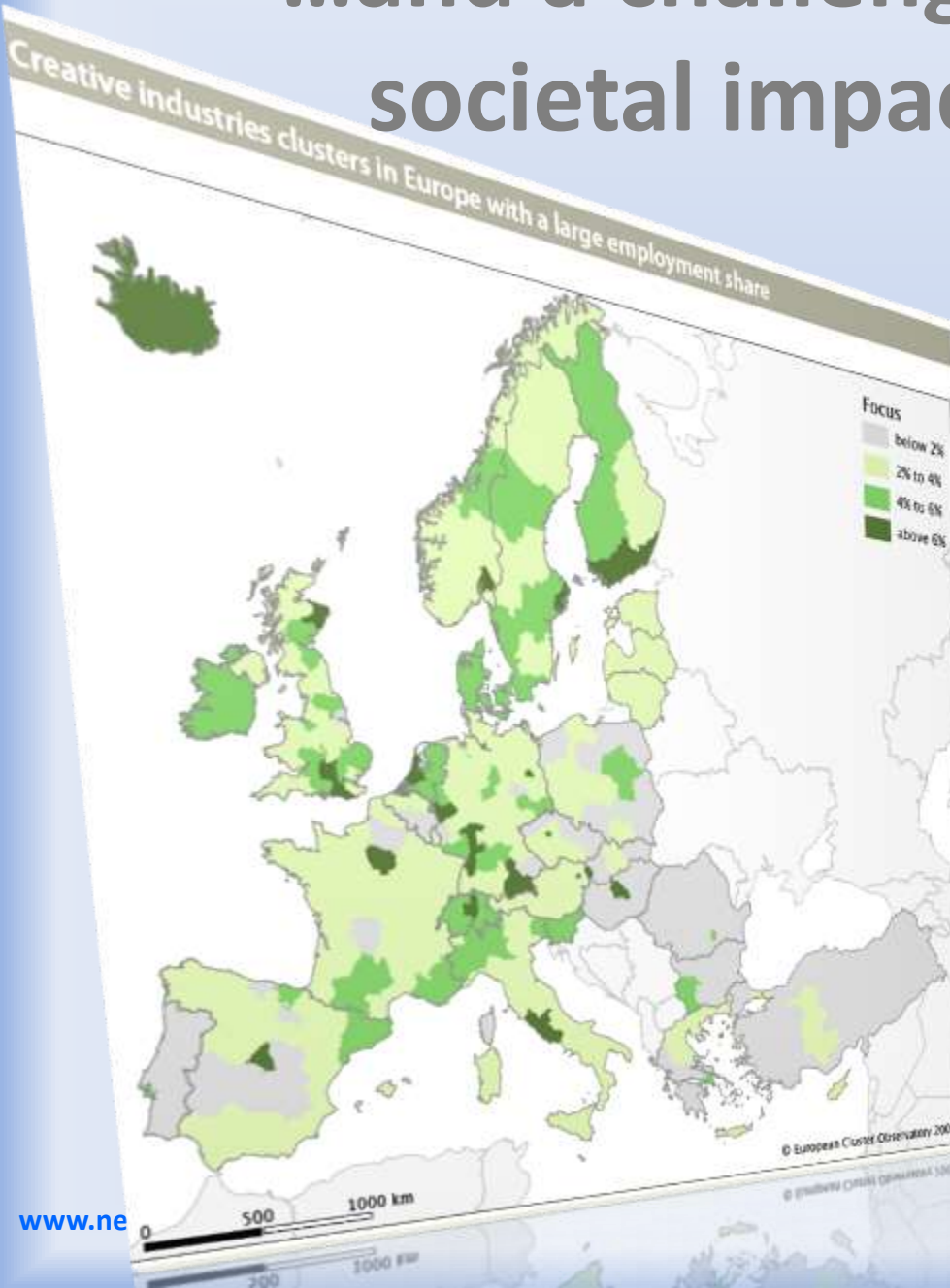
*dealing with Connected,
Converging and Interactive
Media & Creative Industries*



- It accounts today around **3.5% of the GNP** of the EU and some 3.8 % of its workforce (**5 million jobs**).
- It is divided in the following main branches: Music, Books, Art, Film, Broadcasting, Performing Arts, Architecture, Designs, Publishing, Advertising, Software and Games.

Creative Economy Report (2010) UNTAD
http://unctad.org/en/Docs/ditctab20103_en.pdf

...and a challenging societal impact



As a sector, the media content sector has moreover **a major societal impact, for example:**

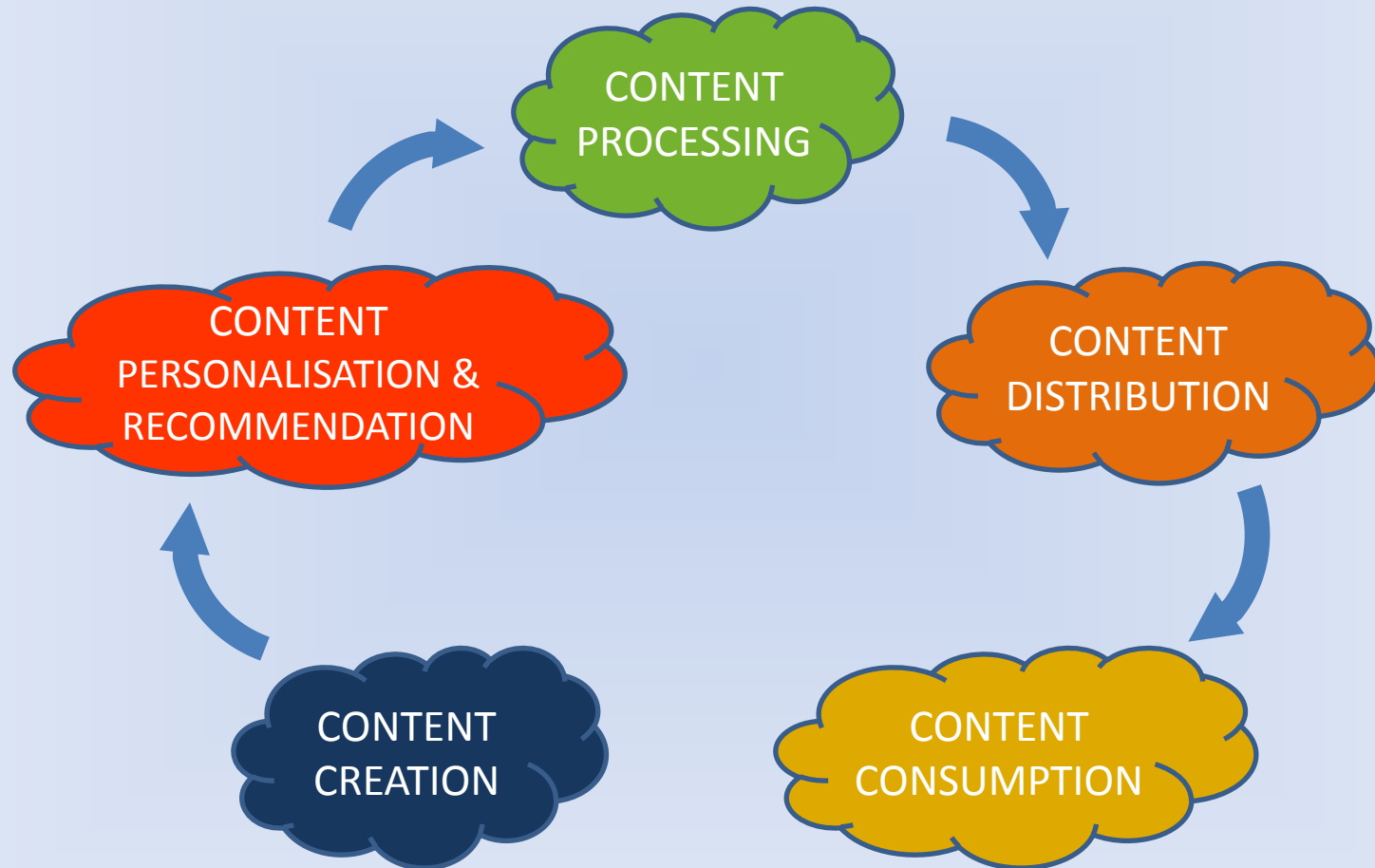
- European citizens spend on average **1/3 of their waking time consuming media** in one form or another
- European Content and particularly Creative industries are dominated by **small enterprises**. Most of them are even very small; micro-companies and free-lancers represent 85% of companies in creative industries.

"The European Creative Industries Alliance from concept to reality " Speech by Reinhard Büscher on the objectives of the European Creative Industries Alliance
http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/730173

Creative Industries: A taxonomy



Content Value Chain



NEM Research topics (I)



Content Creation

- Immersive Content, IP-based studios, wearable devices
- Personalisation, new storytelling paradigms, IoT
- New formats

Content Personalisation & Recommendation

- Convergence
- Personal data & privacy
- Emotional monitoring, user behaviour
- Open & Big Data
- User personalisation and individual experience

Content Processing

- Storage, cloud
- Metadata
- Data analytics
- Content search
- Post production

NEM Research topics (II)



Content Distribution

- Virtualisation of networks
- Multi-device delivery
- Multi-screen and OTT content
- RT rendering
- LTE/DVB convergence

Content Consumption

- Rights Management
- User interaction
- Visualization end points
- Media convergence
- Transaction (payment, business models)
- Translation
- Accessibility

NEM Research topics vs H2020 WP 2016-2017

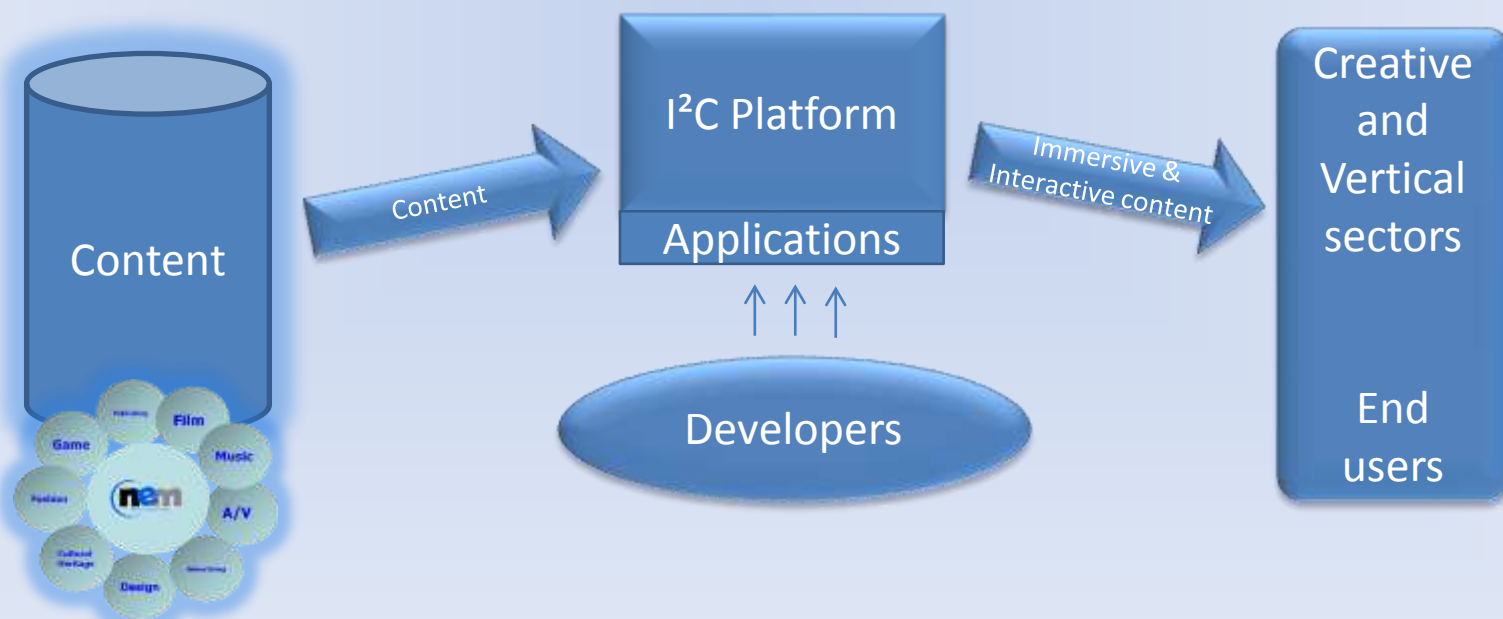


- Creation of Audio/Visual Content → ICT20
- Digital Cinema → ICT19, ICT22
- Publishing, Books and Text-based Digital Media → ICT20
- Emotional monitoring, user behaviour → ICT23
- Open& Big Data → Big Data PPP
- User personalisation and individual experience → ICT23
- Storage, cloud → Big Data PPP
- Brokering, aggregation → ICT20
- New formats (UHD, 3D video & sound, holographic), virtual & augmented reality → ICT20
- Metadata → ICT20
- Post production → ICT20
- Data analytics → Big Data PPP
- Content search → ICT20
- Compression performance → ICT20
- Secure content
- Content delivery → ICT19
- Rights management
- User interaction → ICT23
- Visualization end points → ICT23
- Media convergence → ICT19
- Transaction (payment)
- Translation → ICT23
- Accessibility → ICT23

Mainly:

- Big Data topics (ICT14-ICT18)
- ICC topics (ICT19-ICT24, ICT36)

NEM is working on building I²C, a new **Public Private Partnership** to provide an immersive and interactive environment, responding and anticipating to the user needs, to improve productivity and cross/intra domain collaboration



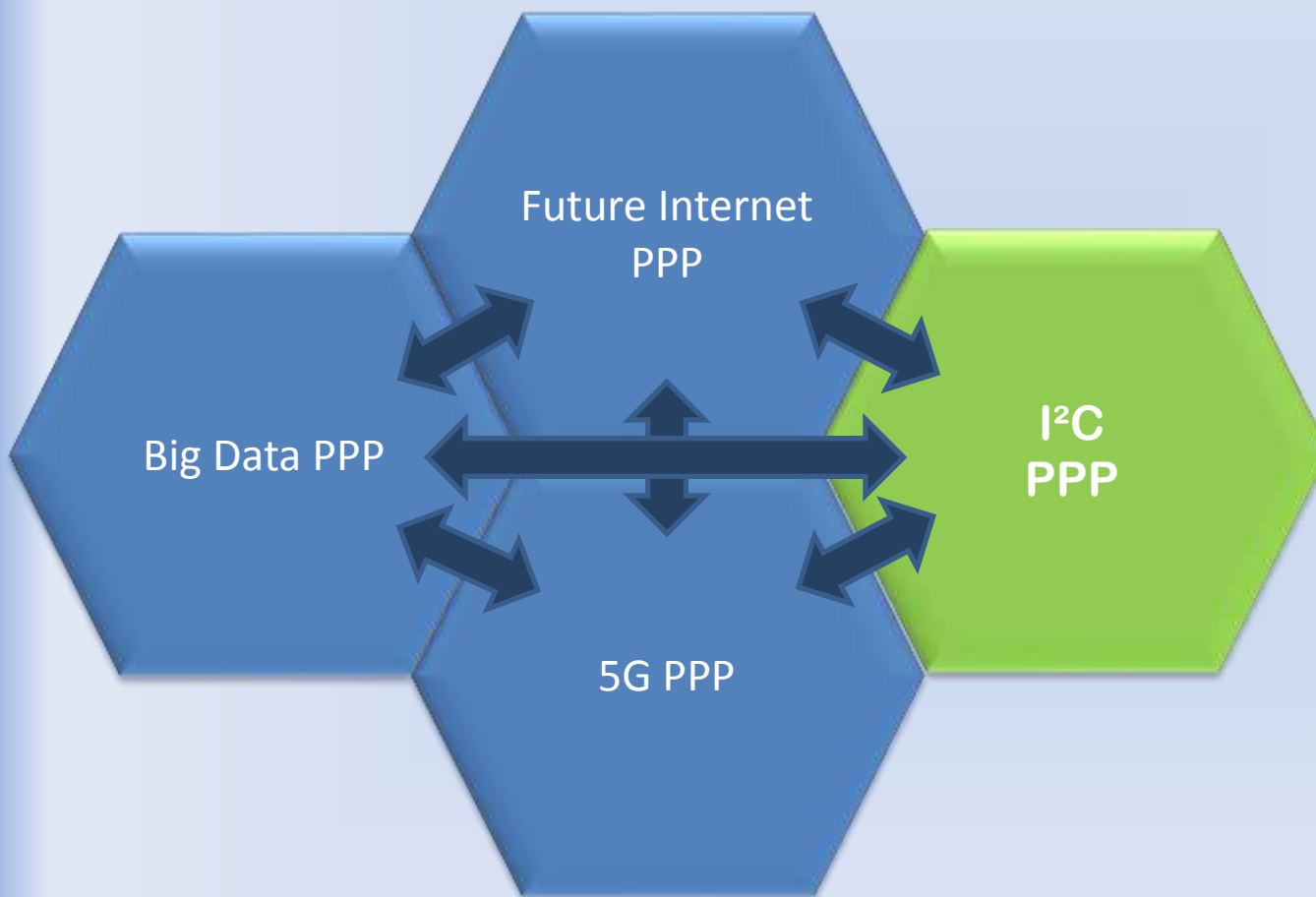
Overall objectives 2024

- Speedup the process from the idea to production, improving efficiency in term of cost, time and impact in any sector
- Richer and augmented user experience (Massive content is relevant in any sector)
- Collaborative innovation environment for professionals and consumers
- Immersive systems to support any type of communication / interaction between people
- Immersive working environment
- Immersive Home, urban, ... environments

Responding to the Digital Economy and Society strategy

- At the Parliament's hearing of Commissioner Oettinger, several positions have to be taken into account :
- *"... I believe I am in good position to help the development of creative industries and of a successful European media and content industry able to reach out to new audiences, adapt to the digital era and thrive in the connected Digital Single Market. Because content is not just about leisure time. it's also about the kind of software and applications that power industry 4.0. ...
... I will ensure, in close cooperation with my colleagues in charge of Education, Culture, Youth and Citizenship, that the variety of instruments under my responsibility are mobilised in favour of both the cultural sector and the cultural and creative industries..."*

ICT PPP complementarity

**FI PPP :**

- Vertical use cases
- NGSI APIs
- IoT broker

Big Data PPP :

- Content storage
- Content search
- Content analysis

5G PPP :

- Network configurability
- E2E QoE
- Latency

**Thanks
for
your
attention !**