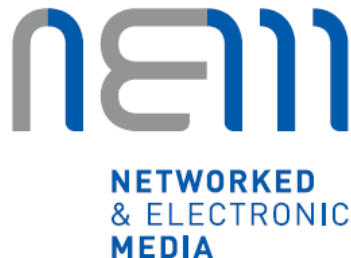# Networked and Electronic Media (NEM) Initiative

- NEM Initiative and involvement of Game developers
- Possibilities for participation in the new EU funding work programme 2011

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NEM Initiative: Technology Platform

- European Technology Platforms (ETP)
    - Framework for defining stakeholders' research and development priorities
    - Focused on particular technological areas
    - To identify and address technological challenges relevant for Europe's future competitiveness
- The NEM ETP – an industry-led initiative
    - One of ICT (Information and Communications Technologies) ETP's
    - Accelerating the innovation in the NEM area
    - Establishing convergence between relevant sectors

ETP's in the ICT Area
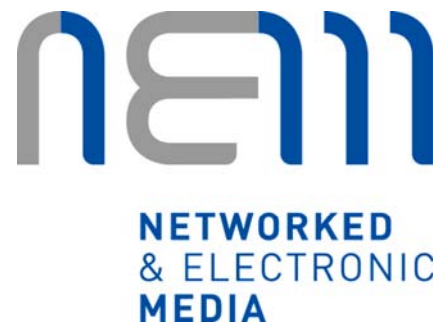
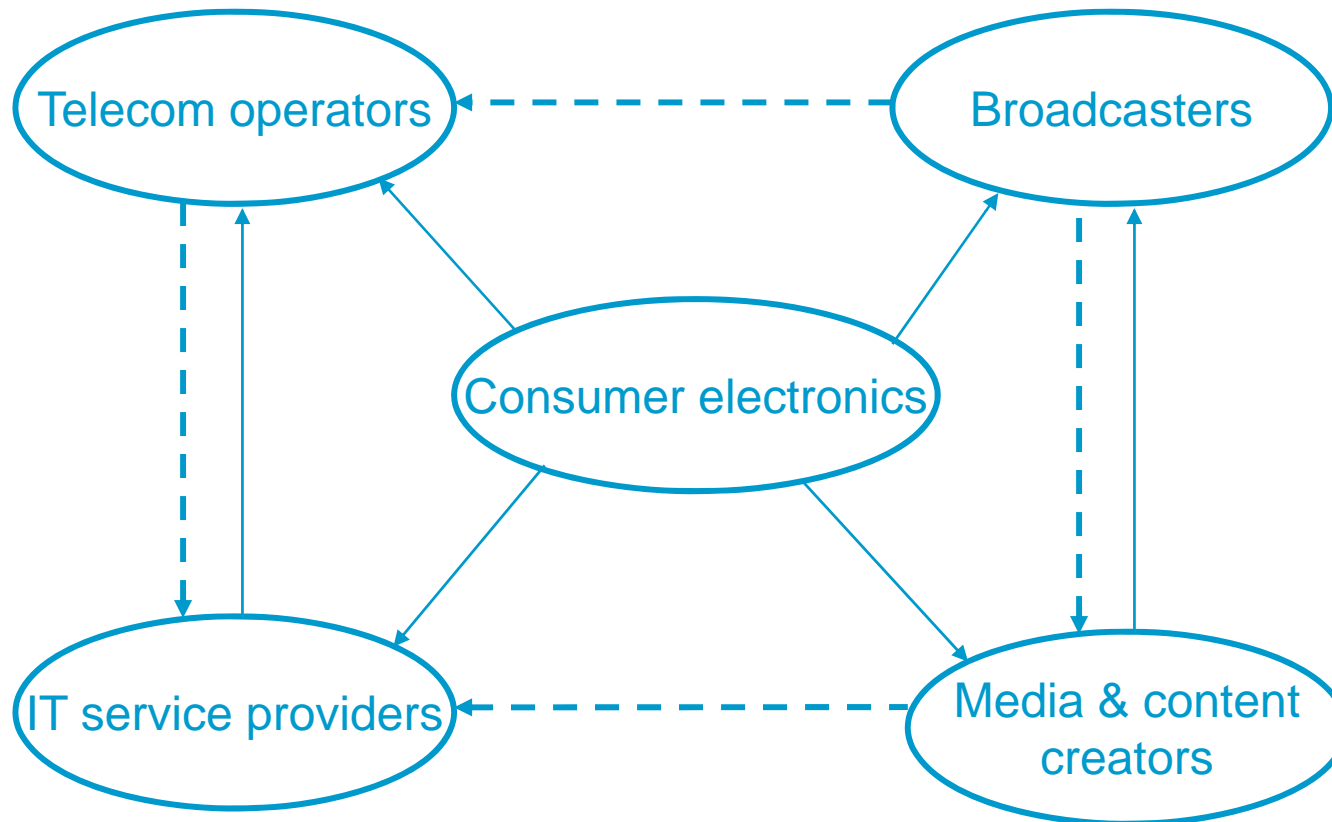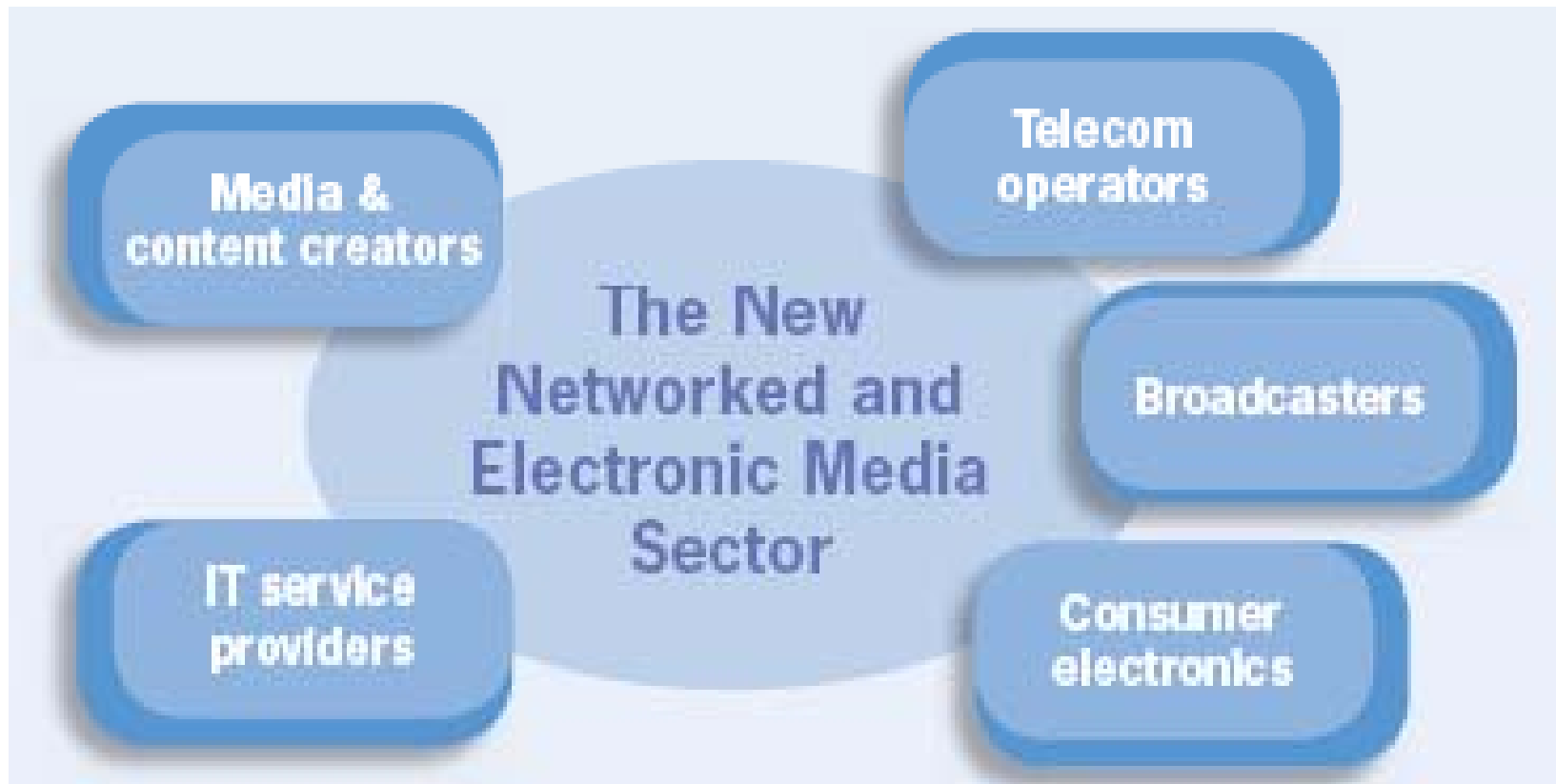# NEM Mission

- Birth of new industry sector
  "**Networked and Electronic Media**"
- Establishing Initiative and Platform
  "**where New Media Content and Networks meet**"
- Fostering research and innovation
  "**Towards Future Media Internet**"

NEM related Sectors

Bird of New "NEM" Sector

Expected Impact

- Enlarged European market for **content creation**, **distribution**, presentation, and protection
  - Worldwide competitive European NEM industry
  - New business models across NEM value network
- **New media** applications based on research achievements in NEM driver technologies
  - Universal Rich Media **Content**
    - Multimedia content, Standard formats and indexing, Content/right protection
  - New Media Delivery **Network**
    - Seamless service delivery, New network and access technologies, Guaranteed service quality
  - New Generation Media Devices
    - Enhanced human interfaces, Self-configuration, Interoperability, scalability, and portability

New Media Applications

Mobile office

Extended home

Portable and interoperable networking
Multi-content communications
Adaptive content delivery
e-Government, e-Health, e-Learning
e-Gaming, e-Friends, **e-Fun**
Interactive entertainment
Digital cinema

User Centric R&D

Rich Media Content Management

Target
- Interoperable content and metadata
- Universal data access and storage
- Produce once – use everywhere

Enabling factors
- Digital right management – DRM
- Open tools for content creation
- Multimedia search engines

Users

Home environment	Corporate	Mobile users
- Entertainment & communications	- Small offices	- Mobile office
- Content & application creation	- Enterprise communications	- Car/vehicular networks
- Smart home	- Professional content & service provision	- Personal/body area networks
- Home office		- Ad-hoc networking

Devices & Terminals

New user interfaces	New devices' features
- Display and imaging technologies	- Low-power integrated circuits
- Human language and sensor interfaces	- Algorithms for autonomous functions

New Media and Delivery Services

Service & Application Platforms

Middleware
- For new media applications and services
- Open multimedia program interface
- Open gaming software

Integration/convergence
- Classical and new media services
- Uni/bi-directional multi-channel communications
- Interactive broadcasting services

Delivery Network
Seamless Network Access

Advancing technologies
- Optical and xDSL networks
- High data rate wireless networks
- Last-metre and low power networks

Enabling networking
- Cross-layer/technology network optimisation
- End-to-end QoS and advanced routing
- Autonomous and interoperable network management
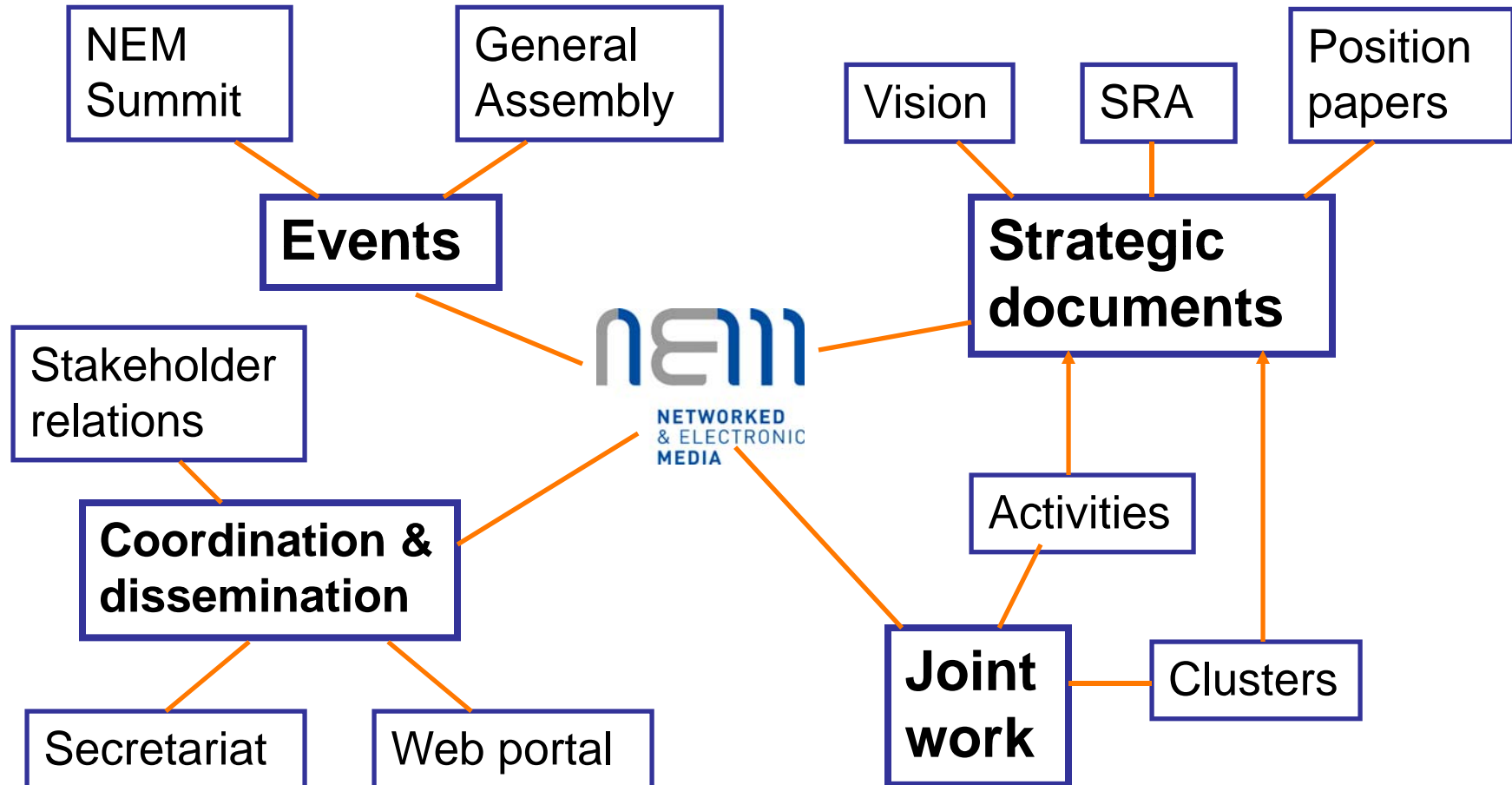
Selected NEM Objectives

- Vision and Strategic Research Agenda establishment, incorporating views from a wide variety of NEM stakeholders
- Creation of industry input for 7th and future EC Framework Programmes, including
    - Eureka Celtic cluster
    - National and regional programmes
- Larger involvement of digital content and media creators

    Game developers are welcome!
- To move **towards Future Media Internet**

Overview on NEM Activities

NEM Summit

General Assembly

Vision

SRA

Position papers

Events

Strategic documents

Stakeholder relations

Coordination & dissemination

Activities

Joint work

Clusters

Secretariat

Web portal

NEM Events

- ☣ General Assembly meetings
  - Reports on NEM activities, Discussion and approval of NEM documents, Future actions of NEM Initiative
  - Relation with EC, Presentations from EC officers, Direct information about FP7 programme
  - Workshops, Expression of interests
- ☣ NEM Summit
  - Major European annual conference in NEM area
  - 1st NEM Summit held in 2008, Next 3rd NEM Summit 2010 – Barcelona, 13-15 October 2010
  - 400-500 participants at NEM Summit 2008 & 2009

NEM Community Tools

- NEM Activities and Clusters
  - 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 consortiums in NEM relevant Calls for Proposals

Join NEM!

- More than 800 registered NEM members

- **Registration and more information:**
  www.nem-initiative.org

- Contact:
  info@nem-initiative.org

Framework Programme 7

FP7 – Work Programme 2011

- Cooperation – ICT – Information and Communications Technologies programme
    - Published by EC on 19 July 2010
    - Covering calls for proposals closing in 2011/12
- Addressed Calls:
    - "Standard" FP7 Calls **7 (upcoming),** 8, and 9
    - **PPP** (Public-Private-Partnership) **Calls**
    - Further Calls, for more information:
        - **http://cordis.europa.eu**

FP7 – Call 7

To be published on 28 September 2010

Planned deadline for proposal submission on **18 January 2011**

- Challenges and Objectives addressed (**selection**)

  1. Pervasive and Trusted Network and Service Infrastructure

     - **1.5 Networked Media & Search Systems**

  2. Cognitive Systems and Robotics

  4. Technologies for Digital Content and Languages

  5. ICT for Health, Ageing Well, Inclusion and Governance

Objective 1.5
Target Outcomes

- Digital Media Delivery Platforms
  - Open environments enabling personalisation and user involvement
  - Technologies for automatic dynamic media adaptation
- End-to-end Immersive and Interactive Media Technologies
  - Media capture, representation, encoding, adaptation to user devices, 3D, etc.
  - Mix of real and virtual worlds with improved interaction capabilities **as applied in games**
- Multimedia Search
- Budget: 68 M€
  - Minimum 50% for IP's and 30% for STREP's

PPP Calls

Published on 20 July 2010

Deadline for proposal submission on **2 December 2010**

- "Factories of the Future" – 2011

- "Energy-efficient Buildings" – 2011

- "ICT for Green Cars"- 2011

- "**Future Internet**"- 2011

  Industry-driven and holistic approach in real application contexts based on available results

  User driven innovation and validation through demand definition and large scale trials

Future Internet Programme Structure
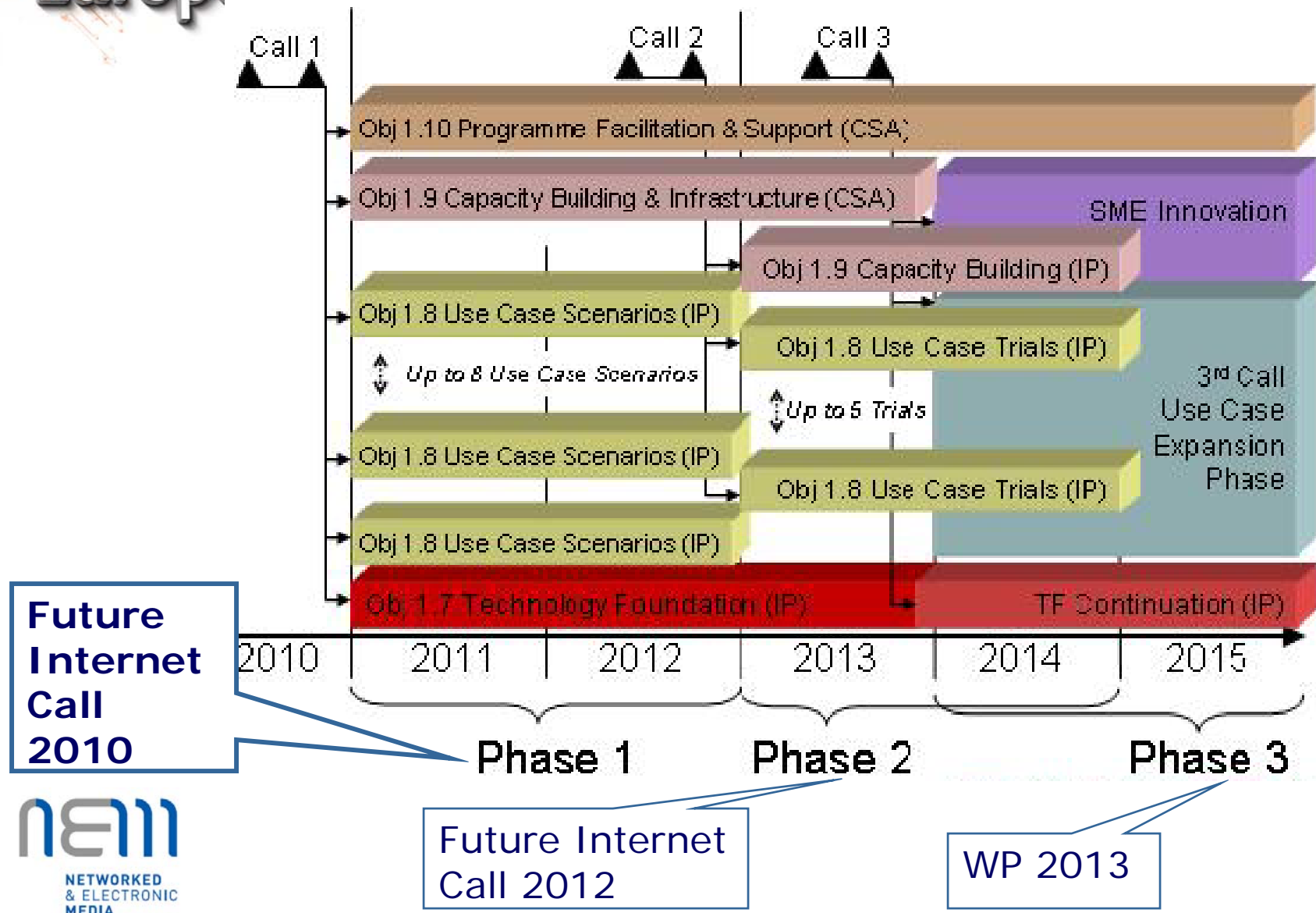
Future Internet 2010 Call

- Objective 1.7 Future Internet Core Platform
  - Design and implementation of a generic, trusted and open network and service platform
  - Specification of open and standardised interfaces
  - Functionalities that can be generically reused in multiple usage contexts
- Objective 1.8 Use Case scenarios
  - Detailed specifications for experimentation in the given use case and related requirements
  - Development of domain-specific capabilities and conceptual prototypes
- Active collaboration among projects
  - Requirements, interfaces, IPR's, etc.

Opportunities in FI 2010 Call

- Technology Foundation / FI Core Platform
    - One 3-years IP (Integrated Project) of 41 M€
    - Minimum 30% for new project partners
- Use Case scenarios
    - Up to 8 two-years IP's of 5 M€ per area
    - Areas in consideration: Electricity grid, Traffic and mobility, Health, Digital media access, **etc.**
- Medium-term research perspective
    - Expected Impact on market in ~5 years
    - Emphasis on experimentation and validation
    - Innovation development based on research