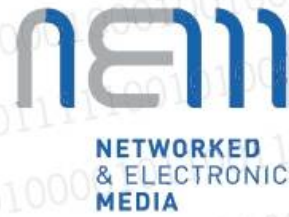


NEM - Where Networks and Content Meet



NEM Initiative



The NEM Initiative is the European Technology Platform on networked electronic media. It brings together those who produce and process all kinds of electronic content – including video, audio, interactive, and games – and those interested in networking and distribution.

European Technology Platforms aim to develop a sustainable European leadership in their field – in NEM's case, the convergence of media and information and communication technologies. NEM's members include content producers, broadcasters, telcos, universities, and industrial companies.

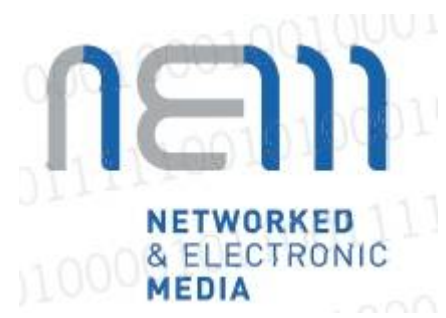
NEM's vision is based on three main goals to be achieved by 2015:

- A leading European networked and electronic media industry competitive with other business regions in the world;
- A regulatory environment favouring the deployment of NEM technologies to improve the quality of life and maximise economic growth and skilled employment in Europe;
- Open business models across the value network and novel revenue generating models.

NEM has developed a strategic research agenda (SRA) detailing the R&D needed to fulfil its vision – it is available at www.nem-initiative.org. The SRA is one of the documents used by funding bodies such as the European Commission or national governments when developing the workplans for their R&D programmes.

The NEM SRA includes themes such as:

- Strengthening content production: cheaper, faster, multi-purpose.
- Multi-standard interoperable content creation tools with a wide range of applications.
- Standardising metadata models.
- Convergence of virtual creation and live action.



NEM has a general assembly twice a year open to all members, plus a number of working groups on subjects such as content, the future internet, regulatory affairs, and others. It is also organising a new conference, the NEM Summit in Saint-Malo in October – see www.nem-summit.eu .

Benefits of NEM membership

Joining NEM offers a number of benefits. Members can:

- Influence the future development of the NEM vision and its accompanying strategic research agenda.
- Find complementary organisations that can help you develop your business through collaborative R&D projects.
- Get advance information about future calls for proposals for R&D collaborative projects
- Hear about projects that are looking for users to trial their technology.

How to join

There is currently no fee for joining the NEM Initiative. Just go to www.nem-initiative.org to fill in a membership form or for more information.



Contact

Malte Behrmann
GAME e.V.

Kantstr. 54
D - 10627 Berlin
Germany

Tel: +49 30 31805320
Fax: +49 30 31805322

E-mail: behrmann@game-bundesverband.de