



### Take note in your diary

#### NEM events

##### NEM Executive Group

13th June 2006, Kingswood Warren, UK

##### NEMi project meeting

13th June 2006, Kingswood Warren, UK

##### NEM Steering Board

13th June 2006, Kingswood Warren, UK

#### Policy events

##### Breakfast discussion with European Parliament on ETP

27th April 2006, Brussels

##### Austrian EU Presidency Conference on European Technology Platforms

4-5 May, Vienna

##### NEM challenges meeting. Heads of Units European Commission

11th May, Brussels

##### EIF PROGRAMME 2006

7th June, Brussels

##### The IST 2006 Conference

21-23 November, Helsinki

#### IST events

##### NAB 2006

22-27 April, Las Vegas, USA

##### Workshop FP6 Project mCDN (Multimedia Content Discovery and Delivery)

27th April, Milano

##### Infocom 2006

23-29 April, Barcelona

##### VIII Symposium on Virtual Reality - SVR 2006

2-5 May, Belém, Brazil

##### PerGames 2006 - 3rd International Workshop on Pervasive Gaming Applications

3rd May, Dublin

### NEM held its General Assembly and Executive Group meetings

The Networked and Electronic Media (NEM) General Assembly was held in Brussels on 7 and 8th March 2006. The Assembly was opened to participation by any NEM participant officially registered.

90 experts attending the Assembly representing their Entities coming in the fields of manufacturers, broadcasters, telecom operators, service providers, universities, technological centres, etc.

The NEM GA confirmed its vision on focusing on an innovative mix of various media forms, delivered seamlessly over technologically transparent networks, to improve the quality, enjoyment and value of life.

NEM represents the convergence of existing and new technologies, including broadband, mobile and new media across all ICT sectors, to create a new and exciting era of advanced personalised services.

The NEM is an industry-led Initiative to promote and direct the large-scale initiative needed to accelerate the pace of innovation and rate of technology evolution to the level that will place European Industry at the forefront of the technology and give users an incredible choice of services. All these efforts bear in mind the evolutionary framework from home and office environments towards broadband extended home and office environments.

The NEM Executive Group met immediately after the General Assembly and later in Brussels on 3 and 4th April 2006 (at the INTEL premises) in order to develop the NEM workplan for 2006 and the definition of the NEM big challenges to be pursued. Also, some Steering Board members attended this later meeting. You are invited to join this important European Initiative and participate actively in the work of NEM, ensuring that your interests and viewpoints are well considered

**Jean Michel Dupont**

*Director Cooperative Programmes Thomson*

### Europe progresses towards the Seventh Framework Programme

The Council of the EU has understood the importance R&D bears for its future competitiveness as mirrored at the conclusions of the last recent summit. Beyond the modest overall increase compared to the Commission proposal of doubling the R&D budget, it is worth noting the foreseen 75% increase in 2013 as compared with 2005 (in constant €). Therefore the tendency is on the rise and this is a clear signal to boost a Europe of knowledge.

***ETP's should help the industrial and research community to better structure and coordinate R&D in order to reach common objectives of industrial and societal relevance***

It is broadly acknowledged that European Technology Platforms (ETP's) are certainly a very important instrument to build up critical mass and to coordinate European endeavours. The process to create a shared vision, 10 years into the future, enables main stakeholders to align long term developments and research policies. It is hoped that this will increase overall R&D investment by the private sector, accrued cooperation with academia and public sector in general, as beyond today's hard competition we also need to support risk taking and creativity.

We should not forget that in this fast developing area increasing R&D efforts represents more and more a precondition for future competitiveness and even survival. ETP's should help the industrial and research community to better structure and coordinate R&D in order to reach common objectives of industrial and societal relevance.

Therefore the definition of a common Strategic Research Agenda promises tangible payoffs in the mid to long term.

But let's analyse which are the main trends in the ICT sector and how NEM can position itself in this broad context. In accordance with recommendation of the IST Advisory Group (ISTAG), the future Information and Communication Technologies and Systems will be networked, mobile, seamless, scalable, embedded, intelligent, personalised, content-rich, interactive and experiential. Two key trends should underpin these developments: ensuring social acceptance of innovation by considering from the outset users needs, putting the user at the centre and putting a special emphasis on standards and interoperability. Both are key conditions for global leadership of European ICT industry. This has to be complemented by a faster and smarter regulation removing roadblocks to innovation.

The Strategic Research Agenda developed by the NEM Technology Platform is a good step in the right direction as it matches well with the above general trends of ICT and it is very much in line with the goals of the FP7 programme as proposed by the Commission.

But much effort is still to be done as we are in the process of defining the future work program and we need to converge and prioritise the main challenges we will be focussing on, those where EU stakes and the EU value added are the highest. We count on NEM stakeholders in contributing to the common goal we share of ensuring a flourishing European ICT and audiovisual industry able to provide the most innovative services as demanded by our rapidly changing society.

**Luis Rodríguez-Roselló**

*Head of Unit "Networked Audio Visual Systems" Directorate General Information Society and Media*

**13th International Conference on Telecommunications**

9-12 May, Madeira Island, Portugal

**BROADBAND World Forum Asia**

15-18 May, Hong Kong, China

**EuroITV 2006 (4th European Interactive Television Conference) – Beyond Usability, Broadcast and TV**

26-27 May, Athens

**6th Cinema India**

25-26 May 2006, Mumbai, India

**EU-China Workshop on Home networks**

29-30 May 2006, Beijing, China

**ICIN 2006 – Convergence in Services, Media and Networks**

29/05-01/06, Bordeaux

**Internet Global Congress**

29/05-02/06/06, Barcelona

**Advanced Satellite Mobile Systems Conference**

29-31 May, Munich

**DVB World conference**

1-3 June, Dublin

**15th IST Mobile and Wireless Communications Summit**

4-8 June, Mykonos, Greece

**16th Biennial Conference of the International Telecommunications Society**

12-16 June, Beijing, China

**IV Congress in virtual reality applications**

15-16 June, Vitoria-Gasteiz, Spain

**ACM SIGGRAPH International Conference on Virtual Reality Continuum and Its Applications VRCIA 2006**

14-17 June, Hong Kong

**An ICC 2006 Workshop on IP over Broadcasting Networks (IPBN) ICC 2006**

11-15 June, Istanbul

**Euro-Southeast Asia 2006 Cooperation Forum on Information & Communication Technologies (EUSEA2006) conference**

19-23 June, Singapore

**BROADCAST ASIA 2006**

20-23 June, Singapore

**At Your Service: Service-Oriented Demonstrations from IST-FP6**

27rd June, Brussels

## The NEM Governance Model

The Government Model was presented at the NEM General Assembly. Besides NEM General Assembly, there are several bodies established to make the activities within the Initiative more efficient. Steering Board is established to set the main directions to be followed in the NEM, is responsible for NEM SRA, and it owns the NEM vision. Executive Group is responsible for operational tasks of the Initiative, which includes production of SRA, representation and dissemination of NEM policies; inter technology platform liaison, etc.

The role of the NEM Secretariat (NEMi SSA project) as well as working structure and practice of the Initiative was also explained.

The conclusions reached at the NEM GA, regarding Governance Model, were:

- The governance model is approved by the NEM General Assembly as the working structure of the Initiative.
- The question about possible membership fee should be considered among NEM members and perhaps discussed in one of next NEM meetings.
- Also the question about assignment of a so-called "NEM label" should be considered among NEM members and perhaps discussed in one of next NEM meetings.

*David Kennedy  
EURESCOM*

## NEM Big Challenges pursued

In the exciting domain of Networked and Electronic Media there is the potential for securing the economic growth and wellbeing of the European States for the period 2010 to 2015. The commercial potential of this sector is such that the total market of ICT already represents 7.6% of the GDP of Europe. From 1995 to 2000, the ICT alone contributed 4.8% to the European GDP and 16% to the GDP growth. The important message is that on top on the huge importance of ICT for a healthy European economy, the NEM field will increase significantly its contribution to the overall European economy. This sector is a key sector in terms of its contribution to the economy development of Europe and it also has significant relevance for the improvement of many other important aspects like societal, cultural, technological, etc.

The European media and related industries are already significant economic players. Europe's content sector alone (media, publishing, marketing, advertising and the on-line content market) contributes around 8 % to Europe's GDP, putting it ahead of Europe's telecommunications industry. In total, the sector already employs some 4 million Europeans and strong growth is expected as the digital age progresses.

What is clear is that the converged NEM domain is potentially the biggest economic influence in Europe over the next 10 years. The FP7 programme is planning to use a budget of 802 M€ plus 93 M€ from eContentplus in the period 2007 to 2013. This European effort has to be focused on producing concrete R+D results, having the Networked Electronic Media as one of the most important pillars of the FP7, to ensure the commercial continuation of the work after the frame programme is complete.

The NEM domain addresses all aspects of the service life cycle from the professional content creation to the delivery and consumption of innovative services.

Based on the NEM vision setting up overall goals in the 2015 horizon and bearing in mind the Strategic Research Agenda and its related technologies, NEM has identified a number of priorities inside the technology roadmap. Five main challenges appear on which Networked and Media industry shall invest:

- 1- "Empowered End-Users"-Move toward users needs
- 2- New Middleware for Media applications (Home or Home-Extended (mobile) Terminals, STB, 3D applications,...)
- 3- Media various format and Content convergence
- 4- "Content From All To All"-Populating Electronic Content Creation and Distribution
- 5- "Multimedia Network" -Unified Networking Infrastructure

NEM believes these five challenges should be the main targets for the early work of the seventh Framework programme. Tell us whether you agree.

*Maddy Janse, David Kennedy, Torsten Herfet, David Wood  
Philips, Eurescom, Intel, EBU*

## NEM Strategic Research Agenda

The NEM objectives and goals are described in the development of an industry-led Strategic Research Agenda (SRA).

The revision of the Strategic Research Agenda, as per decisions adopted at the General Assembly, is continuing. Current version is available at <http://www.nem-initiative.org>. Contributions can be made available to the working groups conveners. These NEM WGs have also the responsibility to promote projects within the FP7.

The following working groups are working towards the revision of the NEM SRA:

- **Subworking Group 1** (NEM SRA - Content), lead by Andrew Oliphant (BBC)
- **Subworking Group 2** (NEM SRA - Networks), lead by Pierre-Yves Danet (France Telecom).
- **Subworking Group 3** (NEM SRA – Terminals), lead by Torsten Herfet (Intel)
- **Subworking Group 4** (NEM SRA – Services and Applications), lead by Juha Kaario (Nokia)

This reviewing process is leading to issue a new version of the NEM Strategic Research Agenda, under the overall coordination of Dr. Klaus Illgner and Dr. Christoph Dosch.

*Klaus Illgner, Christoph Dosch  
IRT*

**The Broadband Industry Meeting Place for 2006 Including: The On Demand TV Summit, DSL TV Conference, Set Top Boxes Conference**

4-5 July, Rome

**2nd International Conference on Intelligent Environments (IE'06)**

5-6 July, Athens

**11th European Conference on Networks & Optical Communications**

11-13 July, Berlin

**1st Workshop on Artificial Intelligence Techniques for Ambient Intelligence (AITAmI'06)**

29th August 2006, Riva del Garda, Italy

**45th FITCE Congress, Telecom Wars: The Return of the Profit.**

30 August - 02 September, Athens

**IBC 2006 (The world of content, creation, delivery)**

07-11 September, Amsterdam

**The 17th Annual IEEE International Symposium on Personal, Indoor and Mobile Communications (PIMRC 2006)**

11-14 September, Helsinki

**MobiMedia 2006: 2nd International Mobile Multimedia Communications Conference. European Symposium on Mobile Media Delivery 2006**

18-20 September, Alghero, Sardinia, Italy

**Net-atHome 2006**

26-27 September, Cannes, France

**12th Ka and Broadband Communications Conference**

27-29 September, Naples, Italy

**Broadband World Forum Europe**

9-12 October, Paris

**Europe-China Conference on Intellectual Property in Digital Media: Optimisation of Intellectual Property value in Digital Media**

18-20 October, Shanghai

**IST 2006**

21-23 November, Helsinki

**The 3rd Broadband Europe conference**

11-12 December, Geneva

**2nd International Conference on Automated Production of Cross Media Content for Multi-channel Distribution, IEEE press proc**

13-15 December, Leeds, UK

## NEM in the World

The importance of NEM as a new big sector, which represents about 20% of the overall ICT GDP is also noted in many parts of the world.

As an example, Spain has launched its national technology platform, the eNEM, which is working under similar schemes as the European Technology Platform NEM.

The Spanish eNEM was launched on 14th June 2005 in the Communications Palace, under the Secretary of State for Information Society endorsement. The Secretariat of the eNEM is managed by the Spanish Association of Electronic Industries, Information Technologies and Telecom Operators (AETIC) with the support of the Ministry of Industry, Ministry of Education and the National Centre for Technology Development (CDTI). Also, the code of good practices, workplan for 2006 and membership were approved at its recent General Assembly. For further details, [www.aetic.es/enem](http://www.aetic.es/enem), [enem@aetic.es](mailto:enem@aetic.es)

**Julián Seseña, Juha Saarnio**  
ROSE Vision, Nokia

## NEM Mirror

The NEM Mirror group consists of the national representatives across the European Research Area who are interested in progressing the NEM objectives. The group discusses the NEM strategy, activities, national support and relations to other initiatives.

NEM Mirror held a meeting in Dublin on 22nd February 2006. The role of the Mirror Group was further clarified to ensure its better binding into the work of the Initiative. In last Mirror Group meeting, a suggestion to link the mirror groups of the various ETP is considered building a so-called Inter-platform mirror group. However, the remaining question is how to manage work of a such group, particularly how to ensure involvement of all experts and organise the time plan.

**Thierry Van Landegem**  
Alcatel

## NEM cooperates with other INFISO technology platforms



**José Jiménez** during the last General Assembly

Six ETPs addressing the key area of Information and Communications Technologies (ICT), namely ARTEMIS, eMobility, ENIAC, ISI, NEM, and NESSI, are working closely together to address the technological challenges of the Lisbon Agenda, and to contribute jointly to the reflection on the factors which contribute to the successful transition from research to successful innovation.

In this spirit they participate in the meeting organized by the Austrian EU Presidency and the European Commission on "Investing in ICT Research and Innovation/Shaping Europe of Tomorrow - i 2010", held in Vienna on March 22-23, 2006.

They are committed within their mandate to contribute in an appropriate manner to the challenge of helping Europe become the most advanced knowledge-based society. The platforms will contribute to the Vienna event to achieve a balanced and broad interactive consultation of main European stakeholders, and to make significant steps towards a European strategy for investments in ICT.

NEM will also participate in the upcoming European Conference on Technology Platforms to be held on 4/5 May 2006 in Vienna.

**José Jimenez, Maddy Janse**  
Telefónica I+D, Philips

## NEM Structure

### STEERING BOARD

Alcatel  
Barco  
BBC  
British Telecom  
Catalan Broadcasting Corporation  
European Broadcasting Union  
Endemol  
France Télécom  
Fraunhofer IMK  
INRIA  
Intel

### IRT

Lucent  
Micronas  
NokiaPhilips  
Portugal Telecom Inovacao  
Siemens  
Telecom Italia  
Telefónica  
TeliaSonera  
Thomson  
Universidad Politécnica de Madrid (UPM)  
CELTIC

### EXECUTIVE GROUP

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