

NEM identifies key strategic challenges

The main objective of the Networked and Electronic Media Technology Platform (NEM) is to foster the development and introduction of novel audiovisual and multimedia broadband services and applications to benefit European citizens and enterprises.

... The Networked and Electronic Media (NEM) Technology Platform focuses 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.

NEM is the forum for industry and academia:

- > to share visions for future research and development and,
- > to develop a common Strategic Research Agenda.

The NEM domain addresses all aspects of the media services lifecycle from content creation (by professionals and, increasingly, by individual citizens) to the delivery and utilization of innovative networked and electronic media services and applications.

The Networked and Electronic Media (NEM) domain provides great opportunities for economic growth and the well-being of European citizens. As the total ICT market currently already represents about 8% of European GDP, the commercial potential of the NEM sector is undeniably a key contributor to the economic development of Europe. The NEM sector contributes to crucial developments and improvements that benefit society at large: technological developments offer new services to

enrich culture, education, health services and assisted living. The European media and related industries are significant economic players in their respective arenas. Over the next 15 years the converged NEM domain has the potential to become the largest economic influencer in Europe.

NEM is one of the most important pillars of the seventh Framework programme. Its focused effort on producing concrete R&D results ensures commercial continuity, strengthening of the scientific and technological bases of the European Community, and empowerment of the European NEM industry to compete in the global market place.

The ambitions of NEM have been defined in its vision statement for the 2015 horizon and beyond. The NEM Strategic Research Agenda (SRA), identifies the key technologies and research domains that need to be addressed to achieve this vision. The SRA identifies five big challenges on which NEM should focus investments and commit R&D efforts in the coming years:

- > To create interoperable network infrastructures that enable seamless multimedia networking.
- > To empower end-users by putting the user first.
- > To promote "Electronic content from all to all".
- > To converge the various media and content formats.
- > To develop new middleware for media applications.

In the coming sections, more detailed information is provided about the scope of each challenge and related activities. Investment levels are estimated as 3.5 billion € for the period 2007-2013 ...

JEAN-MICHEL DUPONT,

Director Cooperative Programmes Thomson

diary

NEMevents

- > **NEM GENERAL ASSEMBLY**
10-11 October, Brussels

POLICYevents

- > **2ND INFORMAL ETPMEETING -**
EMOBILITY, ISI, NESSI AND NEM
15 September
- > **THE IST 2006 CONFERENCE**
21-23 November, Helsinki
- > **REPORT FROM THE EC**

ISTevents

- > **1ST WORKSHOP ON ARTIFICIAL**
INTELLIGENCE TECHNIQUES
FOR AMBIENT INTELLIGENCE
- > **(AITAMI'06)**
29 August, Riva del Garda, Italy
- > **45TH FITCE CONGRESS, TELECOM WARS:**
THE RETURN OF THE PROFIT.
30 August - 02 September, Athens



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Important NEM milestones

The next plenary meeting of the NEM Initiative – 3rd NEM General Assembly – will be held on the 10th and 11th October 2006 in Brussels.

... All NEM members as well as interested non-member companies and organisations are invited to participate in this 3rd NEM General Assembly. For participation, please visit NEM website (www.nem-initiative.org) for registration and to be informed about preliminary agenda of the General Assembly and all topics that will be addressed on this event.

During the 3rd NEM General Assembly, NEM members will give a comprehensive report on various NEM activities, carried out since 2nd General Assembly. Highlights of the activities to be addressed include: meetings with officers of the European Commission and members of European Parliament, activities of NEM Mirror group, NEM presentations on 2nd Euro-China workshop on Home Networks and Platforms, held on 29 May 2006 in China and Net-at-Home event in Cannes, France. Furthermore, the reports on activities on various NEM working groups will be given, particularly from newly established Regulatory and NEM Label working groups. Finally, planned future activities of the NEM working group and participation of the NEM Initiative in IST Event 2006 in Helsinki will be addressed, as well.

The NEM Initiative has issued two new official documents:

- > NEM Big Challenges document, considering planned achievements of the NEM Initiative and its stakeholders in the next period, and,

- > New version of NEM Strategic Research Agenda (version 4.0).

Both Big Challenges and Strategic Research Agenda will be presented on the 3rd General Assembly. The new version of the Strategic Research Agenda will be proposed for approval by members of the NEM Initiative.

A very important topic for the 3rd General Assembly will be an election for new members of the NEM Steering Board. To complete the establishment of the NEM Steering Board, members are asked to propose suitable candidates who can assist the NEM initiative achieve its goals as a technology platform by active participation in the NEM Steering Board. At the 3rd General Assembly the elections will be held and all members of the NEM initiative as of September 1, 2006 – who are present at the GA – will be entitled to vote in these elections. (NOTE: there will be no proxy votes or postal ballots) The announcement of the election results and introduction of the new members of the Steering Board will happen as soon as the ballots are counted.

In addition, we hope to include a brainstorming workshop on the future work of the NEM Initiative. The workshop will include as much information about 7th Frame Programme (FP7) of the European Commission as we can find and an introduction to the NEM key challenges that should be addressed in FP7, Eureka, and other research and development programmes and clusters. Presentations of expressions of interest from NEM members for future collaborations and possible projects are invited and the development of a strategy on the way to realize the NEM ambitions will be a key result of this workshop ...

DAVID KENNEDY, EURESCOM

NEM International Cooperation

NEM was present at the 2nd Euro-China workshop on home networks and platforms.

... The workshop was held in Beijing on 29th May 2006.

NEM was represented by Julián Seseña (Rose Vision) and Maddy Janse (Philips). Maddy Janse also represented the European FP6 project AMIGO.

The participation of NEM at this event has been part of the NEMi commitment to promote international cooperation between NEM and researchers around the world. One of the goals of NEM vision is focussed on international cooperation: to foster the establishment of cooperation agreements and joint R&D projects with non-EU partners with a view to influence the development of globally accepted standards and specifications.

NEMi partners are committed to identify key stakeholders around the world with whom NEM can set up links to cooperate on: identification of research programmes, cooperate on the definition of research programmes, and promote joint projects in response to NEM Strategic Research Agenda.

The participation of NEM has been materialized through the following actions: NEM booth within the exhibition area of the workshop, NEM poster within the corridor posters area of the conference and NEM presentation within the plenary session 2 of the workshop.

A message on the wishes from NEM to strength the links with Chinese counterparts in the audiovisual and home networks fields aiming at launching joint research initiatives and projects was made. A number of

contacts were later made with Ministry of Science and Technology, CECO Office, etc., in order to explore ways to cooperate between NEM and Chinese counterparts ...

JULIÁN SESEÑA, ROSE Vision

CELTIC projects in the NEM field

CELTIC Call 4 for Proposals was very successful.

... CELTIC, the Eureka cluster for industry-driven R&D in telecommunications, has successfully finished the first phase of the Call 4 proposal submissions. Differently to earlier calls, the possible research topics for this call had been extended and besides the objectives listed in the new version of the CELTIC Purple Book, also research items covered in the research agendas of NEM, eMobility, NESSI, and ISI were acceptable in a proposal.

The outcome of the first phase of Call 4 was very successful and an important number of highly interesting and well elaborated proposals were received. After a technical review of the received proposal outlines 26 proposals were finally selected and invited to submit a full project proposal (FPP) until the end of the FPP submission deadline on 5 October 2007. At the current state, which may change until the FPP deadline, the retained proposals have a total budget of about 159 M€ and an expected total effort of about 1600 person years. Detailed information on the retained proposals is given at our project info web page:

www.celtic-initiative.org/Projects/project-info.asp.

A number of the successful proposals have been asked to extend their current consortium. For this reason there might be some opportunities for additional partners to still join a proposal ...

HEINZ BRUEGGEMANN, CELTIC

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 chairmen. 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 Télécom).
- > Subworking Group 3 (NEM SRA – Terminals), lead by Torsten Herfet (Intel).
- > Subworking Group 4 (NEM SRA – Services and Applications), lead by Juha Saarnio (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, illgner@irt.de and Dr. Christoph Dosch, Dosch@irt.de ...

KLAUS ILLGNER, IRT

Collaboration between NEM and Eureka

Collaboration with Celtic opens new possibilities for NEM.

... NEM and other European Technology Platforms are going help to define the 7 Frame-work program. Eureka projects will play a central role in the shorter term implementation of the Strategic Agendas.

Technology Platforms (ETP) are a new instrument of the European Commission to define the activities of medium and long term research programmes not only Pan European but also national and global. CELTIC, as the most important Eureka project dealing with Telecommunications, can be a good way to implement the research agenda. NEM and Celtic have established official links to help the process.

CELTIC and NEM share the objective of promoting applied research into Telecommunications. For that reason, lust from their first stages, NEM and CELTIC core group companies and partners collaborated in the definition of the SRA and Big Challenges of NEM and other ETP related to IST, namely: e-Mobility, Nessi and ISI.

This effort become official during the last joint CELTIC-NEM-E-Mobility-NESSI-ISI meeting: a permanent Steering Group has been set up where the four technology platforms which affect the Celtic programme will have a say. A

number of agreements were reached covering from the inclusion of links to the respective web pages to the adaptation of the "CELTIC purple book" to the objectives of the ETP.

This agreement should provide companies participating in NEM a new way to implement their SRA through easy access to national funds of the Eureka programme ...

JOSÉ JIMENEZ, Telefónica I+D

NEMi: an SSA to support the NEM platform

... NEMi (Networked and Electronic Media initiative support office) is a project of IST Call 4 structured as an SSA (Specific Support Actions), which aims at supporting the implementation of the NEM Initiative, disseminating its achievements, and promoting tools to facilitate the participation of a broad scope of organizations as well as helping the preparation of future actions and policies. In particular, NEMi assists to progress towards the definition and achievement of the objectives of a European Research Agenda in the NEM scenarios. It also includes the design of a meetings calendar, organization of required meetings and events, implementing a NEM Communication Plan and will be contributing to implement the future actions and policies proposed by the NEM members, by maintaining a global horizon towards the provision of support to the more ambitious European ICT strategy: i2010: creation of information space, innovation and inclusion. The 13 partners of NEMi are, for most of them, members of the NEM Steering

Board. Eight organizations were among the NEM industrial initiative founders.

The others are common research institutes or associations or communication experts and play an important role for the running of the platform. As the NEMi's mission is to support the platform, its organization reflects the current objectives of the NEM. Therefore a first task of the SSA is to assist the working groups created within the NEM. In the recent past an assistance has been provided to prepare the NEM Vision, NEM Strategic Agenda (SRA) and Governance rules of the NEM Technology Platform documents, but also to other activities such as Regulatory issues, NEM Label, Financial issues working groups... The nature of the support consists of the organisation of meetings, distribution of reports and documentation, and where necessary informatics. The instrument to implement that support is the NEM office. That office, run by NEMi, is in charge of all the logistic assistance, the NEM website, the electronic tools to exchange information between the NEM participants and the document repository. NEMi contributes to improve the NEM awareness and the communication to the various actors of the European R&D landscape. Those activities are of course implemented by the NEM partners; NEMi's role is to improve the efficiency of that communication by informing NEM stakeholders on the events or the actors that could be relevant for the NEM publicity and by organizing the representation of the NEM in such meetings. In addition, NEMi insures the promotion and the communication of the NEM initiative towards a large public through the NEM newsletter, Workshops, and communication events ...

YVES-MARIE LE PANNÉRER,

(Thomson), NEMi Project leader

The EC is ready to launch the Seventh Framework Programme

... Following discussions at the Council on the proposed amendments by the European Parliament, the latter is preparing for a second reading. A final outcome of the full process is in sight. Its complexity should not let us forget the strong support that all the EU institutions are lending to the very concept of European Research and the major step forward that represents a new Framework Programme with an increased duration of 7 years and a higher budget. It has equally shown the common understanding on the strategic importance of ICT Research as a major factor of our future competitiveness.

The technical process for the definition of the Work Programme for the coming years is as well about to be completed and the outcome will still be subject of discussion during the next months, including the final consultation with Member States. A number of key challenges have been identified and they are very much in line with those described in the Strategic Research Agendas (SRAs) of the European Technology Platforms (ETP's), as those have been an important element in the consultation process the EC has undertaken. Indeed, the Unit Networked Audiovisual Systems has organised a series of workshops and consultations in order to take stock of current R&D trends and to identify future avenues. I would like to refer to the recent ones on specific and promising areas such as Digital Cinema, Game Development →

diary



→ Technologies and Networking, Home and Extended Home Networking and finally the consultation process leading to the workshop on September 21st on The Future of Digital Multimedia Services and Broadcast Technologies. They provide altogether a comprehensive vision on the European way forward on future Networked Media.

Concurrently, the NEM community has been extremely active in firstly defining a shared vision, secondly identifying the main challenges ahead and materialising them in an ambitious SRA. Challenges on the technology side such as Pervasive and Trusted Network and Service Infrastructure, Digital Content, or those more directly related to socio-economic needs such as Sustainable and Personalised Health Care, Independent Living and Inclusion are at the core of the NEM agenda.

Today, it is clear that we need a substantial increase of innovative networked multimedia services. This entails research on new forms of digital media consumption and production patterns for users, who should be able to search, consume, create, manage, store and share digital media wherever they are. High interactivity, flexibility, capacity, scalability, accessibility and ease of use will be required from the envisioned new multimedia services.

This research is at the core of convergence as advocated by NEM. Indeed the future converged infrastructure should be able to convey all kind of services and multimedia contents to individual users, virtual communities or the professional content creators, whilst catering for the new needs and usage patterns, such as user centric content networks and peer to peer and take into account the new roles of the end users and communities as content creators. We are now at the verge of a new R&D framework for the next seven years and this new age is likely to be launched by the end of this year by means of the first Call for Proposals. Therefore it is the right time for all the NEM stakeholders to contribute with high quality innovative proposals so as to ensure the highest quality outcome in terms of the future generation of media technologies and the biggest impact in terms of business in this new sector; thereby boosting the uptake of innovative multimedia services in Europe whilst ensuring the European views and requirements are fully part of the future worldwide standards in this fast developing field ...

LUIS RODRÍGUEZ-ROSELLÓ,

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

- > 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
18-20 September, Alghero, Sardinia, Italy
- > OPTICAL NETWORK EUROPE (ONE) VISIONS, STRATEGIES AND EXECUTION
24-25 September, Cannes
- > TEAHA OPEN FORUM 2006
25 September, Cannes
- > NET-ATHOME 2006
26-27 September, Cannes
- > THE MOBILE TV CONFERENCE
28-29 September, Lorient, France
- > 12TH KA AND BROADBAND COMMUNICATIONS CONFERENCE
27-29 September, Naples, Italy
- > SPIE'S ITCOM2006 CONFERENCE
1-4 October, Boston
- > BROADBAND WORLD FORUM EUROPE
9-12 October, Paris
- > EUROPE-CHINA CONFERENCE ON INTELLECTUAL PROPERTY IN DIGITAL MEDIA
18-20 October, Shanghai
- > 4TH MMC WORKSHOP ON - INTERACTIVE TV FOR HANDHELD DEVICES
19-20 October, Berlin
- > STANDARDS & INTEROPERABILITY ISSUES IN ICT EUROPEAN TECHNOLOGY PLATFORMS
26-27 October, ETSI, Sophia-Antipolis
- > HD TV SUMMIT - DISCOVER THE FUTURE OF HD
30-31 October, London



NEM Structure

STEERING BOARD

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

EXECUTIVE BOARD

- > Alcatel
- > European Broadcasting Union
- > France Télécom
- > Intel
- > Nokia
- > Philips
- > Siemens
- > Thomson
- > Telefónica
- > TeliaSonera
- SUPPORTED BY:**
- > Eurescom
- > ROSE Vision

STEERING BOARD

- > Lucent
- > Micronas
- > Nokia
- > Philips
- > Portugal Telecom Inovacao
- > Siemens
- > Telecom Italia
- > Telefónica
- > TeliaSonera
- > Thomson
- > Universidad Politécnica de Madrid (UPM)
- > CELTIC

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- > BROADCAST, CABLE & SATELLITE 2006 – A CEBIT EVENT
23-26 November, Istanbul
- > 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
- > FTTH COUNCIL EUROPE CONFERENCE
7-8 February 2007, Barcelona

NEM General Assembly

Consult on web site

<http://www.nem-initiative.org/public/structure/GA.htm>

Contact NEM

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