



## The NEM Steering Board renewed New challenges and ambitions

Dear NEM members,

The September 2009 General Assembly was the opportunity to introduce fresh blood to our governance and to our community. We had our first Steering Board committee mid November in Nice, where we worked at strengthening the NEM platform roots, position and objectives. NEM, born in 2004, is a community of more than 700 members; its objectives are described in its vision document and in the Strategic Research Agenda (SRA). Each year, NEM offers multiple opportunities to its members to meet and/or exchange ideas and viewpoints: two general assemblies, an international summit, a virtual community (through its web site, and soon online social community), a periodic newsletter, and several position papers (e.g. DVB, digital cinema, content management, international cooperation, 3D, structural funds, energy, and more to come). Our mission is to promote our vision with any European organization in order to influence and insure consistency between project calls (FP, Celtic, national); and also worldwide where our objective is to identify priorities and opportunities, and impact their vision and technology choices.

NEM has an impressive achievement record, and we have now to go further. The NEM Steering Board members have identified key societal challenges that need to be embraced. Workshop will be organized in the coming weeks to address these challenges. The Steering Board decided to organize the NEM summit 2010 edition in Barcelona (Oct-13-15), in order to attract a maximum number of participants. We also decided to replace the unique conference by several parallel workshops in order to account for the diversity of challenges and participants (in addition to a plenary session). The NEM summit will give us an opportunity to investigate new topics on which NEM must position itself quickly in order to impact

next call for projects, and FP8 in particular. Last but not least, we will put a special effort in bringing together the most exciting demonstrations presented by the more diverse possible set of NEM members.

All these events will allow us to evolve our vision and strategic research agenda in line with the challenges that our community is facing. It is also a mean to meet the partners with whom you can setup collaborative project proposals which address topics identified in our vision and strategic agenda topic.

The key to the success of our NEM community is the dynamism of its members through its contribution to all the events and publications described above (e.g. SRA priorities, position papers, General Assembly, NEM summit participation (through paper, demonstration, booth, and participation). We do believe that we can build an even more influential and active community and we count on the active engagement of all of you in order to achieve this challenge.

Have a successful 2010 and do not miss the opportunity to be or become an active member of your community. We are looking forward to see you at the General Assembly and at the NEM summit.



**Christophe Diot**  
NEM  
Chairman



**Vali Lalioti**  
NEM  
Vice-Chair



**Pierre-Yves Danet**  
NEM  
Vice-Chair



**Jean-Dominique Meunier**  
NEM  
Executive Director

- 2-3 The support action 4NEM ends.  
Welcome to FUTURENEM
- 2-3 European commission reorganizes...
- 4-5 Some messages from NEM Steering Board members

- 6 NEM and the European Innovation Alliance
- 7 NEM Open Media Forum Debates: How NEM can help to fight the European New Societal Challenges
- 8 NEM, Policy & Technology events

# The support action 4NEM ends Welcome to FUTURENEM

At the end of November 2009 4NEM was completed. That project has been supporting the NEM platform during the past two years and has been the instrument of many NEM successful activities. Now the NEM European Technology Platform is well on the way to achieve the major objectives defined at the creation of the platform, five years ago. It has helped to change the environment, encouraging the emergence of a strong European awareness of the Future Media Internet issues, supporting the creation of various

forums concerned with that topic, and leading the development of a possible PPP on that subject. A new era opens for the platform, which will have to invent its future, without losing the benefit of the work already performed.

In order to support that new phase, the Commission has accepted a project, FutureNEM, which name indicates clearly its ambitions.

What are the activities planned for FutureNEM? They consist of a few priorities which match the plan defined for the platform during the last General Assemblies.

A first goal is to keep a high visibility of the NEM Initiative thanks to the publication of the NEMletter (and new communication tools where needed), and to support the organization of the NEM Summit. That newly created conference intends to increase the impact of the platform and strengthen the exploitation potential of the NEM related European projects and industry. The first NEM Summit sessions, held in October 2008 and September 2009, were rather successful. FutureNEM will consolidate the existence of the NEM summit event by organizing two NEM Summits, respectively in 2010 and 2011, and charting its direction beyond 2011.

Another objective is to promote the contribution of NEM to the various Future Internet coordination instruments in order to keep a high profile of content related matters in the Future (Media) Internet and to assist in the emergence of NEM public positions. Another tool to contribute in the promotion of NEM's interests is the international activity of NEM. That activity will be supported into speed up the convergence between the various R&D communities in both directions, influencing the European research to

incorporate international concerns and promoting the European standards and solutions to those communities. FutureNEM will also support the Open NEM discussion Forum as another advice source for the NEM community, as a way of producing relevant positions and initiatives. Among them the development of academic training courses at the service of the NEM industry has been identified as particularly important.

The recent General Assemblies have stressed the need to promote NEM to new communities, especially content producers; also to develop the presence of NEM at the national/local level in order to involve more SME actors in its works. FutureNEM includes provisions for realizing that ambition also.

FutureNEM is a supported action of 25 months, aiming at preparing the future of the NEM Initiative. Its partnership is limited to 10 partners, all members of the Executive Group, each of them focussing on one or two actions of the listed above. The FutureNEM kick-off was made on the occasion of the NEM Steering board meeting of 17 November 2009.

Yves-Marie Le Panerer  
Thomson



## European commission reorganizes...

In our fast evolving world, and more so in a technological domain moving at "Internet speed", we are used to saying that we are confronted with times of change. And this time, indeed this expression is appropriate, as there are many developments, both at the broad policy level and at the level of implementation of our RTD activities. The new Treaty of Lisbon gives higher impetus to Research & Development, and recognizes that RTD plays a role much beyond the mere boost to industrial competitiveness. RTD is now fully enshrined as an essential element of the knowledge based economy and future wellbeing of Europeans.

In this context, the consultation for the definition of a new strategy for the European Union has started under the title EU 2020 (deadline 15th of January, <http://ec.europa.eu/eu2020/>), under which ICT moves into the forefront. The new Commission vice-president Neelie Kroes will take over the key portfolio of "European Digital Agenda", underlining the importance of ICT for the European economy and society.

I encourage the NEM constituency to contribute to these develop-

ments to ensure that proper consideration of the importance of the NEM sector is given. Needless to say, Networked Electronic Media is a key for future growth and European competitiveness, but also a core element for fostering creativity. For example, new broadcasting services combining broadband Internet with traditional TV, provided throughout Europe, could create economies of scale and a wealth of new media services across borders, making European citizenship a tangible reality.

Another change, on a more internal organization level, is at the head of the Directorate in charge of this sector in the European Commission. As you may know, the former Director, Joao da Silva, has retired at the end of October 2009. I would like to take this opportunity to thank him for his strategic drive, commitment and excellent management during all the period he was at the steering wheel of this Directorate. I wish him all the best in his future! Following his retirement, I have been appointed acting Director for the "Converged Networks & Services" Directorate of the European Commission, and I am happy to continue my cooperation with the dynamic NEM community in order to move the

sector forward towards turning convergence of media services and networks a reality.

Another topic, where the NEM community is more than welcome to contribute to, is the development of the Work Programme for the years 2011-2012. With its new version of the Strategic Research Agenda approved, NEM has a solid basis to make a contribution. Now it is the time to take a strategic view and prioritise the list of topics to be addressed in the coming two years.

The recent Communication by the European Commission on the Future Internet Public Private Partnership ([http://ec.europa.eu/information\\_society/activities/foi/library/docs/fi-communication\\_en.pdf](http://ec.europa.eu/information_society/activities/foi/library/docs/fi-communication_en.pdf)) introduces a very interesting new perspective. With a commitment of 300 M€ for the three years to come to boost Future Internet infrastructure, Services and Applications, the new media and networking industry and research stakeholders will have a golden opportunity to get closer to the deployment of innovative media related services and be fully part of the mainstream Future Internet community. This development is reinforced by the recent announcement by the

European Institute of Innovation and Technology (EIT) of the launch of the first KICs (Knowledge and Innovation Communities), including one in the area of Future Information and Communication Society, called EIT ICT Labs (<http://eit.europa.eu/press/news-archive/single-view/article/the-european-institute-of-innovation-and-technology-eit-launches-first-three-knowledge-and-innovat.html>). I would like to welcome these newcomers to the ICT R&D arena and express my best wishes of success and cooperation with the NEM community.

To conclude, let me express my very best wishes of happiness for you and your families in this new year. May 2010 become a fruitful new year with plenty of achievements and progress towards our common goals.

Luis Rodriguez-Roselló  
Director  
Converged Networks and Services  
Directorate General Information Society & Media  
European Commission



# Some messages from NEM Steering Board members

There are new faces in the NEM Steering Board. Here are some addresses from them:

## BBC

The BBC has been committed to NEM since its foundation in 2004 and I am delighted to continue this strong commitment as BBC's representative and NEM Vice-Chair for Strategy and Liaison.

I bring to NEM a unique experience in working both in research and in business, and a track record in successfully bridging academic and industry perspectives. I have held academic, research and business positions in Europe, the US and Africa, and have a PhD in Computer Science from University of Manchester and an MBA from the Solvay Brussels Business School.

I believe that NEM, with our large membership of over 700 organizations, is in the strongest position among ETPs to drive change and innovation in Europe for our converging industries. For NEM to remain this proactive driving force of growth for Networked Electronic Media in Europe, we need to address three challenges:

- Transform NEM to a Technology Innovation Platform
- Communicate an engaging NEM vision for European Content industries
- Increase NEM influence with the EC

I look forward to working with you (our NEM members), the Steering Board and the Executive Group to address these challenges.

Together, we can build a NEM ecosystem for an innovation that transforms pure membership into a powerful knowledge, research and business innovative triangle. We need to communicate an inspiring NEM Vision for European Content that will engage our members and SMEs in particular, to drive growth. Finally, a large, active participation from our members, through the Steering Board and Executive Group, our General Assembly, working groups and the NEM summit, will increase our influence with the EC.

I will draw from my experience leading BBC's European Strategy for Technology and Innovation, to help increase value to our members and achieve our goals which will ensure NEM remains strong in driving future growth in Europe.

**Dr. Vali Laloti**  
PhD, MBA  
NEM Vice-Chair, Strategy & Liaison  
BBC European Strategy, Technology & Innovation

4



## University of Southampton's

I am Paul Walland, one of the Research Managers at the University of Southampton's IT Innovation Centre. We are an Enterprise Unit within the School of Electronics and Computer Science (ECS) at the University, and we currently employ around 30 research staff, most of them PhD graduates in computer science and related disciplines. Our objective as a centre is to work collaboratively with industry and commerce to deliver proofs of concept, demonstrators and novel operational systems based on our IT research and development activities. We have been partners in, or leaders of, many UK and European research projects, mostly involved in the development of Service Oriented applications and architecture, data fusion applications and media search and archive solutions. Much of our work is application agnostic, and we work in a wide range of sectors from science and engineering to finance and environment, in addition to our strong involvement with the media production industry. As in the case of NEM, we are active participants in NESSI and the FIA as well as our work within the UK Creative Industries and Digital Content groups.

I joined IT Innovation in 2006 as one of the Centre Managers, with particular responsibility for media-related projects. In pursuance of this role, I have taken on the task of Principal Investigator in a number of European and UK projects, and I am actively developing new opportunities right across the spectrum of multi-media, from content production to immersive systems. I have a very broad technical background, ranging from my first jobs as a researcher in optical physics through image processing for film and TV production, to my current role managing research into service oriented architectures for networked media. In consequence, my interests lie very much in the optical and image issues of content – especially 3D capture and reproduction – and in the increasing use of IT services throughout the content production and distribution chain. At IT Innovation we are starting to take a much wider view of the business, societal and economic aspects of ICT developments, which means that I also hope to be able to make valuable inputs to NEM activities relating network media to the Grand Challenges of transport, environment and health, particularly through contributions in discussions and position papers.

**Paul Walland**  
NEM SB Member  
University of Southampton's IT Innovation Centre

## CREATIV IT

CREATIV IT is a Spanish SME whose mission is to provide profound technological innovative solutions and services, anticipating, guiding and adapting its development processes at the pace of their customers in a dynamic and creative way. Our activity lines cover the following areas: application development, systems integration, consulting, participation in R&D projects and technological support to our customers through specialized technical assistance. But we always keep in our minds that our primary goal is to improve the competitive position of our clients.

CREATIV IT is an independent company, 100 % Spanish with 170 employees in our various branches in Spain and Mexico. Our work force is mostly composed (90 % of the staff) of multidisciplinary qualified professionals who have mostly engineering studies in different areas. Together with this multidisciplinary technical staff we have a significant percentage of experts that bring to the company and its projects their experience and in-depth knowledge of different technologies, always counting on an important group of junior engineers bringing to the company new ideas, their strength and mental freshness for an innovative company in continuous renewal and transformation.

CREATIV IT

## NEM and the European Innovation Alliance

NEM has been recently invited by the EIA (European Innovation Alliance), which is a group of platforms, having the to be part of this group and participate in their objective to accelerate innovation in the market. This new initiative has been established following a visit of F. Colasanti (EC Information Society&Media General Director) to the Create-net Organization (I. Chlamtac). One of the biggest concerns of F. Colasanti is the lack of evidence regarding the transfer of innovation to the real market.

The EAI initiative is a pan-European movement which will work as a unique Innovation Society composed of professionals at all levels of the Innovation Cycle<sup>1</sup>. The unique approach of EAI consists of involving active participation of member organizations and empowering their communities through a grassroots paradigm, thus promoting effective technology transfer, entrepreneurial mindset in education, and increased competitiveness of European companies.

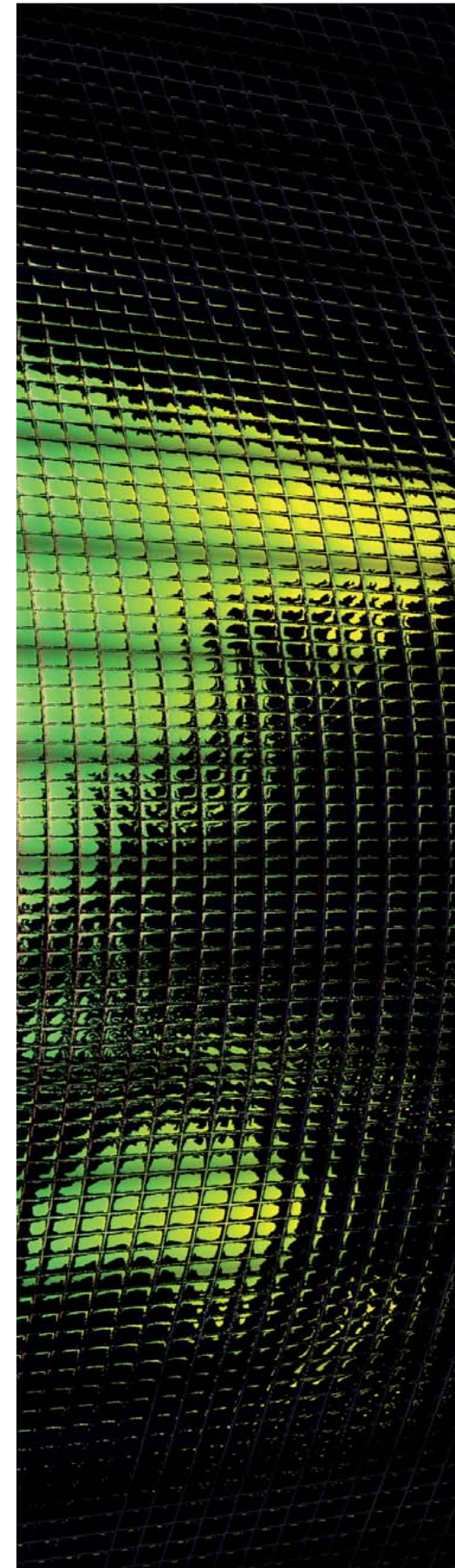
The kick off meeting in November was the opportunity for NEM and eMobility to present to the EIA group our sector, and to show them that we have common interests in that field. EIA invites NEM to become member of the Ad Hoc Advisory Board in order to provide our vision regarding the transfer from innovation to the market.

At the time being there're not many ideas but the objective is to brainstorm with the main European organization (COST, ICST, ETP, EIT, ITU, CEIT, etc) in order to find actions that could help. But nowadays, they are convinced that there is a lack of networking between researchers and investors. Other ideas have risen or emerged:

- Increase European research prestige
- Promote outreach and improve research dissemination
- Create rewards and incentives mechanisms for fostering innovation
- Assess professional competencies via standardized certification mechanisms
- Develop coordination instruments
- Establish a critical mass in strategic areas of ICT
- Close the gap between research and standards
- Better leverage testing facilities
- Facilitate access to funding opportunities
- Share best practices at the European level
- Foster career development
- Develop a research and innovation mapping
- Create partnership with the SMEs
- Provide necessary innovation training and education

There should be a support action in the future with a steering board where NEM could find its place.

**Pierre Yves Danet**  
NEM  
Vice-Chair



## NEM Open Media Forum Debates:

### How NEM can help to fight the European New Societal Challenges

In its first Annual Report, the European Research Area Board (ERAB) emphasized that there was a need, a 'New Renaissance' than can meet the new societal challenges ahead. This will be a paradigm shift in how we think, live and interact together, as well as a paradigm shift in what the role and place of society should be.

The 'New Renaissance' needs a thriving and open European Research Area (ERA) by 2030. The Report proposes, among other fundamental themes, an ERA driven by societal needs to address the 'Grand Challenges', such as climate change, energy supply, water resources, ageing societies, healthcare and sustainable prosperity for all. For this subject, a number of milestones are defined which will indicate the rate of progress to achieve a fully-functioning ERA by 2030. For example:

- A third of public, non-military research is geared to grand societal challenges, with a multi-disciplinary approach.
- 30% of all scientists, including the humanities and social sciences, are trained in research fields relevant to the Grand Challenges.
- Multi-disciplinary academic training is generalized to educate our research community into the complexity of the Grand Challenges, without diminishing the importance of discipline-based expertise.
- The tools of 'e-science' are deployed throughout the ERA, permitting international collaboration so that all researchers will see themselves as part of the global research system.

European Technology Platforms (ETPs), as key part in ensuring an adequate focus of european research, play an important role in helping Europe achieve these ambitious goals and addressing the societal challenges faced across Europe.

In addition, NEM Open Media Forum has launched a discussion around the standardization landscape. There is general consensus that standardization is a pre-requirement to ensure many of the above general challenges are met through the development of concrete and specific technologies which can allow the availability of new products and services. However, the way standardization is carried out differ much depending on the specific technologies, environment of services, players, consumers, etc. The NEM Research Community is invited to further elaborate towards improvement of the European Standardization landscape.

Comments are welcome (javierlp@rose.es).



**Javier Lopez**  
Director  
ROSE Vision



**Julián Seseña**  
President  
ROSE Vision

## NEM events

9th NEM General Assembly	9-10 February 2010	Brussels	<a href="http://www.nem-initiative.org/">www.nem-initiative.org/</a>
NEM Executive Group	13-14 April 2010	Valencia, Spain	<a href="http://www.nem-initiative.org/">www.nem-initiative.org/</a>
NEM Summit 2010	13-15 October 2010	Barcelona, Spain	<a href="http://www.nem-summit.eu/">www.nem-summit.eu/</a>

## Relevant events

Euro-Africa Cooperation Forum on ICT Research	4 February 2010	Addis Ababa, Ethiopia	<a href="http://www.euroafrica-ict.org">www.euroafrica-ict.org</a>
CONCORD 2010	3-4 March 2010	Sevilla, Spain	<a href="http://iri.jrc.ec.europa.eu/concord-2010/">iri.jrc.ec.europa.eu/concord-2010/</a>
2nd European Networking Event "Successful R&D in Europe"	4 March 2010	Düsseldorf	<a href="http://www.frp.nrw.de/network">www.frp.nrw.de/network</a>
DVB World	8-10 March 2010	Lisbon, Portugal	<a href="http://www.dvbworld.org/">www.dvbworld.org/</a>
PPP Future Internet	12 March 2010	Nice, France	<a href="http://ec.europa.eu/information_society/activities/foi/events/fipp/">ec.europa.eu/information_society/activities/foi/events/fipp/</a>
NAB Las Vegas	12-15 April 2010	Las Vegas, USA	<a href="http://www.nabshow.com/2010">www.nabshow.com/2010</a>
4th EU Conference on the Seventh Framework Programme (FP7)	13-14 April 2010	Valencia, Spain	<a href="http://www.r2sconference.eu/index.php">www.r2sconference.eu/index.php</a>
Mobile World Congress 2010	15-18 February 2010	Barcelona, Spain	<a href="http://www.mobileworldcongress.com">www.mobileworldcongress.com</a>
Digital Radio Summit	17 February 2010	Geneva	<a href="http://tech.ebu.ch/digitalradio10">tech.ebu.ch/digitalradio10</a>
NEMA2010	23-24 February 2010	Darmstadt, Germany	<a href="http://nema2010.igd.fraunhofer.de/">nema2010.igd.fraunhofer.de/</a>
FICA 2010	23 - 25 February 2010	Cartagena de Indias Colombia	<a href="http://www.ahciet.net">www.ahciet.net</a>
CEBIT	2-6 March 2010	Hanover, Germany	<a href="http://www.cebit.de">www.cebit.de</a>
IEEE Symposium on 3D User Interfaces 2010	20-21 March 2010	Waltham, Massachusetts USA	<a href="http://conferences.computer.org/3d/">conferences.computer.org/3d/</a>
IEEE Virtual Reality 2010	20-24 March 2010	Waltham, Massachusetts USA	<a href="http://conferences.computer.org/vr/2010/">conferences.computer.org/vr/2010/</a>
IPTV WORLD FORUM 2010	23-25 March 2010	London	<a href="http://www.iptv-forum.com/">www.iptv-forum.com/</a>
12th International Conference on Virtual Reality	7-11 April 2010	Laval, France	<a href="http://www.laval-virtual.org/">www.laval-virtual.org/</a>
Celtic event 2010	12-13 April 2010	Valencia, Spain	<a href="http://www.celtic-initiative.org">www.celtic-initiative.org</a>
FIA 2010	15-16 April 2010	Valencia, Spain	<a href="http://www.future-internet.eu">www.future-internet.eu</a>
TridentCom 2010	18-20 May 2010	Berlin, Germany	<a href="http://www.tridentcom.org">www.tridentcom.org</a>
WCIT2010	25-27 May 2010	Amsterdam	<a href="http://www.wcit2010.org">www.wcit2010.org</a>
Future Network & MobileSummit 2010 Conference and Exhibition	16-18 June 2010	Florence, Italy	<a href="http://www.futurenetworksummit.eu/2010/">www.futurenetworksummit.eu/2010/</a>
IFA 2010	3-8 September 2010	Berlin, Germany	<a href="http://www.ifa-berlin.com/">www.ifa-berlin.com/</a>
LACNEM 2010	8-10 September 2010	Cali, Colombia	<a href="http://lacnem10.qmul.net/">lacnem10.qmul.net/</a>
IBC 2010	9-14 September 2010	Amsterdam, The Netherlands	<a href="http://www.ibc.org">www.ibc.org</a>
EMC Europe 2010	13-17 September 2010	Wroclaw, Poland	<a href="http://www.emceurope.org/2010/">www.emceurope.org/2010/</a>
IFIP International Conference Network of the Future	20-23 September 2010	Brisbane, Australia	<a href="http://www.network-of-the-future.org/">www.network-of-the-future.org/</a>
ICT-2010	27-29 September 2010	Brussels, Belgium	<a href="http://ec.europa.eu/ictevent">ec.europa.eu/ictevent</a>



**Christophe Diot**  
NEM Chairman



**Jean-Dominique Meunier**  
NEM Executive Director  
THOMSON



**Pierre-Yves Danet**  
Vice Chair  
FRANCE TELECOM



**Vali Laloti**  
Vice Chair  
BBC

### STEERING BOARD.

- > Abertis Telecom
- > Alcatel-Lucent
- > Atos Origin
- > BBC
- > Broadcasting Center Europe
- > BT
- > CELTIC
- > Creativ IT
- > Engineering Ingeneria Informatica S.p.A.
- > Eurescom
- > European Broadcasting Union
- > France Télécom
- > Fraunhofer
- > GAME
- > Images et Réseaux (cluster of France)
- > INRIA
- > Institut TELECOM
- > Intel

- > Intracom
- > IRT
- > IT Innovation Centre
- > Nokia Siemens Networks
- > Portugal Telecom Inovacao
- > Queen Mary University of London
- > RAI
- > Rose Vision
- > Sigma Orionis
- > STMicroelectronics
- > Tecnalía
- > Telecom Italia
- > Telefónica
- > Thomson
- > Universidad Politécnica de Madrid (UPM)

### EXECUTIVE GROUP.

- > Alcatel-Lucent
- > BBC
- > Eurescom
- > France Telecom
- > Game
- > Intel
- > IRT
- > Pole I&R
- > Rose Vision
- > Sigma Orionis
- > Telefónica
- > Thomson
- > UPM

### SUPPORTED BY.

- > Eurescom
- > Rose Vision

## NEMSecretariat

Please use this Email address for a primary contact:  
[info@nem-initiative.org](mailto:info@nem-initiative.org)

**David Kennedy**  
Director  
EURESCOM GmbH  
Wieblinger Weg 19/4  
Heidelberg, Germany  
Phone: +49 6221 989122  
Fax: +49 6221989 447  
[kennedy@eurescom.eu](mailto:kennedy@eurescom.eu)

**Yves-Marie Le Pannerer**  
4 NEM Coordinator  
THOMSON R&D France  
1, Avenue de Belle Fontaine-CS 17616  
35515 Cesson-Sévigné Cedex France  
Phone: +33 (0)2 99 27 30 00  
Fax: + 33(0)2 99 27 30 01  
[yves-marie.le-pannerer@thomson.net](mailto:yves-marie.le-pannerer@thomson.net)

**Julián Seseña**  
President  
ROSE Vision  
Avenida de Europa, 42 Local  
28224 Pozuelo (Madrid) Spain  
Phone : +34 630 04 71 91  
Fax : +34 913574440  
[jsesena@rose.es](mailto:jsesena@rose.es)

