

## Mastering the future of NEM

Dear Members, dear Partners, dear Friends,

It is with a great pleasure that I welcome you to the various NEM events of this week in Turin, inaugurating a new period of the NEM initiative.

The first event is the **NEM General Assembly** that will elect a new Steering Board. That board will have the challenging mandate to drive the ambitions and enforce the values of the NEM community in a transient environment (financial crisis, Horizon 2020, Digital Agenda, ...).

Then the **NEM summit** follows. It is the not-to-be-missed event of the fast evolving networked and electronic media industry, the place where to be for all those interested in Immersive and Pervasive Media, Cloud Media, Social Media, User Media, ...

Many thanks to all of you to be present. Enjoy networking and take benefit from the NEM added value:

- **NEM as a centre of influence:** through positions consolidated from the needs of the industries and users, NEM influences the contents of national and international research programmes and makes sure that those will result in commercially viable services and products;
- **NEM as a centre of Innovation:** the open NEM community involves a wide representation of all roles and activity players; it is a place for cross fertilisation where challenging evolutions can be addressed;
- **NEM as a centre for networking:** NEM has a good backlog of stimulating innovative partnerships and impressive project as it provides the opportunity to mobilise very diverse partners on concrete project proposals and actions;

- **NEM as a centre for convergence:** what will be a network without content and without end users ?

During the following period do not hesitate to be involved in the various aspects of our businesses and activities: the **Content Value Chain** (where value is created, including innovative business models), the **long term Content and Media developments** (e.g. touch sensitive holograms, 3D fax machine, totally immersive content experience, and others as identified in the NEM Future Research Direction paper), **Social Networks, Content Storage and Content Personalization.**

And consider also other NEM topics: **New Educational Programs** (how does the availability of information and content changes the educational requirements of the community - what do the future information engineers need to know? What is the link between education, information and culture?), the **Content and Structure of Horizon 2020** (how the ICT sector and the Content and Media are positioned in the emerging FP8 structure and how the procedures and processes of FP8 can be simplified), **standardisation** activities, and so forth.

Be involved, be creative ! I rely on you for the next period !



Jean-Dominique Meunier,  
NEM Executive Director and Acting Chairman

- 1 **Ict for sustainable homes**  
NEM Position Paper on Future Research Directions
- 2 **The FutureNEM main achievements**
- 3 **Torino meets European research and innovation players in NEM area**
- 4 **International Cooperation**  
GlobalNEM position paper. NEM beyond Europe  
4th Euro-Africa Cooperation Forum on ICT Research

- 5 **International Cooperation**  
EU-Asia Cooperation on ICT research  
Pro-ideal plus supports the ict dialogue between europe and latin america.
- 6-7 **The NEM Open Media Forum**
- 7 **Expression of Interest**
- 8 **NEM Events**

# NEM Position Paper on Future Research Directions (2nd Edition 2011)

In February 2011, NEM published, on the NEM website, a first version of its new Position Paper on Future Research Directions under the title "Opportunities for an Innovative Digital Europe". The intention was to combine the former documents of "NEM Specific Research Agenda" (SRA) and the "NEM Vision" into a single publication that should assist in defining the key research elements for the next EU Framework Programme. Note that both, the SRA and the Vision document will remain to be helpful references in the ongoing work of NEM and thus will remain available via the NEM website.

## New Section on future research topics in the NEM domain

The new Position Paper has now been developed further. Based on the results of an online survey amongst the NEM members, a new Section V was added as well as a new Annex that describe in detail NEM's view on the need of future research in the NEM domain.

In addition to the Actions listed in NEMletter 16, a concise list of research topics was identified; and the relative importance of each research item was indicated in line with the findings of the survey.

The topics for which the NEM Community sees a specifically high importance in FP8 are:

### Media-related applications and business models

- Social Networking and Media Sharing
- User Satisfaction and Quality of Experience

### Content Creation

- New Forms of Content
- Representation of Content
- Tools for content creation and manipulation

### Networking and delivery infrastructure

- Intelligent Delivery

### Content search and media presentation

- User-system interaction
- Authentic, true-to-original media reproduction including Virtual Reality

### Technology drivers and enabling technologies

- Data security and personal privacy
- Identity management and AAA (authentication, authorisation and accounting)

Personalisation/profiling: Smart user profiles across all services & devices

Power management technologies – energy saving in/by ICT  
Machine-Machine Communication

A detailed description of all relevant NEM research areas for FP8 can now be found in the new Chapter V of the NEM Position Paper on Future Research Directions. An exhaustive list of all relevant NEM research areas for FP8 is given in Annex A of NEM Position Paper on Future Research Directions.

## NEM GA to approve the final draft on 27 September 2011

The draft document was first circulated for comments within the NEM Steering Board and subsequently within the full NEM community. After assembling and debating all received comments and proposals for additions or modifications, the editorial team concluded on a final draft that will be considered by the NEM General Assembly (GA) at their meeting in Torino on 27 September 2011.

After approval by the GA, the document will be published via the NEM website and will represent the consolidated view of the NEM membership.

The NEM stakeholders and authors of this Position Paper are firmly convinced that public initiatives, such as the European Commission's ICT Framework Programmes, form a powerful and effective instrument to profoundly foster European research, development, and innovation activities while accounting for the bigger picture of sustainable growth and societal challenges.

The Coordinators of this work, Christoph Dosch and Ralf Neudel (IRT) are taking this opportunity to thank the numerous individuals who have assisted in the compilation of this NEM Position Paper on Future Research Directions. Special thanks go to the editorial team that drafted most of the text.

This NEM activity is supported by FutureNEM – an FP7 ICT Coordination and Support Action which is co-funded by the European Commission.



Christoph Dosch  
IRT

## ICT for sustainable homes

OCTOBER 24-25, 2011 – NICE, FRANCE

Sigma Orionis in cooperation with the Beywatch project have the pleasure to invite you to the third edition of their annual conference ICT for Sustainable Homes on October 24-25, 2011 in Nice, France.

- 20 leading projects in the ICT4EE and Future Internet fields
- Over 30 speakers featured in 6 thematic sessions (View agenda)
- Exclusive technical visits at IBM's Industry Solution Centre and CSTB's lab
- a unique opportunity to network with peers, share visions and build new projects!

Several workshops will also be organised by projects,

- the workshop "Smart Home: Key element of Smart Grid?", organised by the FINSENY project
- the workshop "Challenges, Opportunities, and Lessons Learned from ongoing Research Projects" jointly organised by the five projects : E3SoHo, SportE2, Energy Warden, EnRiMa and Tibucon



Contact us urgently to take advantage of the last speaking slots and exhibition booths!

Now in its 3rd year, the ICT for Sustainable Homes conference and exhibition intends to be a fruitful forum for all projects in the field and is proud to count on the support of numerous projects such as 3-E House, Beywatch, E3SoHo, NAIST, ENERSip, PEBBLE, eSESH, Tibucon, Vesta System, Energy Warden, EnRiMa, SportE2, GreenerBuildings etc .

To join as a sponsor, exhibitors and benefit of exclusive visibility at the ICT for Sustainable Homes conference and exhibition, please contact us. EU projects are entitled to special condition to benefit an exhibition booth at cost (i.e. 400 euros for a standard booth).

# The FutureNEM main achievements

The FutureNEM support action has been designed to support the NEM European technology platform on a set of specific activities and to prepare a new phase for the NEM ETP. Nearly two years after its beginning, what are its main achievements?

The following activities had been identified as strategic for the years 2009-2011 :

- To keep the sustained interest of the **NEM community** through regular events such as the NEM general assemblies, the publication of a regular newsletter and the organisation of a yearly **NEM summit**.
- To organise the emergence of **NEM public positions**; to foster the development of academic initiatives to develop **training courses** at the service of the NEM industry.
- To **promote the NEM** views in the various Future Internet instances and to prepare the definition of a new phase of the ETP in this renewed context.
- To develop the **presence of NEM at the national/local level**, using especially the network of Regional clusters, and to promote NEM to new communities, especially **Content producers and SMEs**; to consolidate **liaison with other R&D communities** around the world.

## **NEM community and NEM Summit**

Since its creation the NEM initiative has recorded the registration of more than 800 members. In order to update relevant information about that large constituency, FutureNEM launched a deep enquiry in July 2010, asking the NEM members to register again and to provide details on their organisation. By spring 2011, half the historical NEM constituency confirmed its interest to the NEM by performing that operation.

Most of NEM members come from the Industry sector (42%), followed by Universities (23%) and Research institutes (19%). 40% have SME status and 45% are non-profit organisations.

The last NEM Summit (third edition) in Barcelona attracted over 360 participants and 50 exhibiting research organizations and companies. This event is becoming emblematic for the NEM community. It allows a fruitful exchange of information and networking during two days. When looking at the type of attendees, the figures show that the summit is getting more international with a share of "local" people representing only 20% (instead of respectively 50% and 42% in 2008 and 2009).

FutureNEM devotes a budget of more than 2 persons per year to support the NEM community through those activities.

## **NEM public position**

The NEM public position is expressed through Position papers. FutureNEM provides the support to consult the NEM membership on future research directions and other relevant issues of public policy, to prepare, have approved and publicise appropriate documents that clearly and concisely summarise the NEM position. An effort of 1 person per year is devoted to that task.

The production of a position paper follows a strict process through 6 steps starting from the idea to the publication on the NEM website after consultation of the NEM community and final approval by the Steering Board. The current NEM portfolio consists of more than 10 issued Position papers whilst 10 other papers are still in the preparation process.

Among position papers, the views of the NEM membership on "**future research directions**" receive a specific attention. That document is traditionally a key output of the NEM for the preparation of the FP7 workplans

and for other programmes. Consequently the preparation of that document needs a large consultation of the NEM constituency (a survey on priority lists was performed in winter 2009-2010) followed by many editorial releases and discussions during NEM General assemblies. The result of that work is the "**Position Paper on Future Research Directions : Opportunities for an Innovative Europe**" (published now).

## **NEM in the renewed Future internet landscape**

Since the start of NEM some 6 years ago the landscape of research has considerably changed. In the recent past, new initiatives have been launched by the Commission. The Future Internet initiative has resulted from a convergent approach of the Commission and the ETPs of the ICT domain, among which the NEM has been very instrumental.

The NEM stakeholders are convinced that Media (representing more than 50% of the present internet traffic) will play a major role in the future networks. So FutureNEM was mandated to ensure a proper **representation of the NEM** interests into the Future Internet Assembly and its relevant subgroups.

After the launch of the Future Internet PPP (Public-Private-Partnership) R&D programme, the European Future Internet community discussed further forms of collaborative structures, bringing together all relevant stakeholders in the field. That discussion, in which, again, NEM representatives play a very active role, will draft out the architecture of an enlarged coordination, with probably an increased role of the inter-ETP approach.

## **...and NEM promotion to targeted communities**

The NEM constituency is not homogeneous. For instance, although NEM includes a large community of SMEs, their participation to Research is unequal. In fact, the expectations of the various communities are different. To answer some of those expectations, focussed activities were decided to promote NEM to new communities, especially Content producers, to foster the development of academic initiatives, to develop the presence of NEM at the local level in order to involve more SME actors in its works, and to continue the promotion of NEM to other R&D communities around the world.

It would be too long here to list the FutureNEM achievements performed so far in all areas. Let us evoke the launch of the **NEM art&Design contest** for the next NEM Summit targeting the content creation community, the workshops addressing the **Game** producing industry, as well as the development of inter-Regional clusters links addressing NEM topics. The **Master in Audiovisual Systems and Services** was created by the Universidad Politécnica de Madrid with the contribution of industries and other NEM stakeholders. Finally, FutureNEM continues addressing activities with Latin America and India (and Asia in general), the objective being to present a proposal to the next International cooperation call.

FutureNEM supports the promotion of NEM in the Future Internet instances and targeted actions to specific communities with an effort of 1.5 person per year.

Many other results of FutureNEM would also deserve to be presented here. Although the project is not completed, it has already gained a serious momentum of successful realisations. The author warmly thanks all FutureNEM partners for their persistent commitment to the success of the NEM platform.



**Yves-Marie Le Pannérer**  
FutureNEM project leader

# Torino meets European research and innovation players in NEM area

Piemonte: a Region strongly committed to fostering R&D



## Venue - Politecnico di Torino

The Politecnico di Torino is one of the most prestigious Italian and European scientific and technological institutions for engineering and architecture. In 2007 Politecnico di Torino has approved a strategic plan to promote research topics related to innovative technologies as tools to create new relationships among the different scientific areas constituting the "polytechnic culture" such as architecture and engineering, construction management, sustainability,

energy saving, economics management of a project, information and communication technologies. Among the main research themes, digital architecture and the use of advanced software for representation and design are relevant topics for Politecnico di Torino, developed both through research and education ([www.polito.it](http://www.polito.it)).

In Torino science and technology can count on over 200 R&D centers specialized in automotive and information communication technology, as well as in many innovative sectors such as bio and nanotechnologies, that offer a network of top-quality skills and facilities. Among the main private and public research institutions operating in Torino - Piemonte are: CRF - Fiat Research Centre ([www.crf.it](http://www.crf.it)), GM Powertrain Europe ([www.gm.com](http://www.gm.com)) research center, TiLab-Telecom Italia Group's R&D center ([www.telecomitalia.com](http://www.telecomitalia.com)), CRIT-Technological Innovation and the Research Centre of the national broadcasting company RAI ([www.crit.rai.it](http://www.crit.rai.it)), the two main universities Politecnico di Torino ([www.polito.it](http://www.polito.it)) and Università di Torino ([www.unito.it](http://www.unito.it)).

The laboratory of Torino has generated numerous industries in Italy: automotive, aeronautics, fashion and design, cinema, publishing, telephones, radio, television, and space. In each of these sectors Torino maintains a position of excellence. Torino is the Italian birthplace of cinema as an industrial enterprise and, a century later, is once again becoming a modern cinematographic centre. Cinema has in fact returned to Torino as the result of strategic investments and a shared public commitment, thanks to the project of the Virtual Reality & Multimedia Park ([www.vrmp.it](http://www.vrmp.it)) and the Lumiq Studios ([www.lumiq.com](http://www.lumiq.com)), the Film Commission, Virtual Reality and Multimedia Park, International Film Festivals and the great National Museum of Cinema hosted in the Mole Antonelliana, today's symbol of the city ([www.museocinema.it](http://www.museocinema.it)). Automotive design was born in Torino, where designers like Pininfarina, Giugiaro-Italdesign and Bertone, made the history of the automobile. Today, there are roughly one hundred industrial design companies in Torino and its province and the trend is on the rise. Torino is also leader in the training of professionals in this sectors, offering courses in Industrial Design at the Faculty of Architecture of the Politecnico di Torino, bachelor and the MS degrees in Cinema Engineering at Politecnico di Torino, the IED European Institute of Design ([www.ied.it](http://www.ied.it)), and the Institute of Applied Art and Design ([www.iaad.it](http://www.iaad.it)).

Foreign companies have found fertile terrain and highly skilled people for their research facilities in these various initiatives.

## 2011: 150th anniversary of the Unity of Italy – Torino the first capital

The Kingdom of Italy was proclaimed with Torino as its first capital, on 17th March 1861, after the period of the Risorgimento. Turin and Piedmont are at the center of an international happening for the 2011 Anniversary of unification. Torino in 2011 is place where you have unique opportunity to look back at past glories, enjoy the present and take a look at the future of Italy ([www.italia150.it](http://www.italia150.it))

Also thanks to the international visibility offered by the 2006 Winter Olympic event, today people think of Torino and Piemonte not only for the hundred year old car industry, but also for the exceptional Baroque and Liberty buildings and for the masterpieces exhibited in its museums, for the beauty of its countryside and for the liveliness of its cultural life.



## NEM Social Dinner

The NEM Social Dinner, on 28th of September 2011, will be an excellent opportunity to taste typical Italian food and wine in a special location MAUTO – Museo Nazionale dell'automobile ([www.museoauto.it](http://www.museoauto.it)), one of the most important museums dedicated to the automobile in Europe. It has just reopened after a complete renovation with eighty car makers represented, for a total of about 170 cars, from ancient to modern. The new layout has been designed by the famous French-Swiss stage designer François Confino, who has linked the development of the car with important historical and cultural events.

Jovanka Adzic  
Telecom Italia



# International Cooperation

A set of brief news on activities being conducted in the International Cooperation domain

## GlobalNEM position paper. NEM beyond Europe

As this issue of the NEMletter is the last one supported by the FutureNEM project, it is time to make a general review about the several activities which GlobalNEM has been doing around the globe. Many expectations have been created in several research constituencies spread in different parts of the world on the opportunities to cooperate with European researchers and, in particular, with the NEM community.

GlobalNEM is an activity group launched by the NEM Steering Board several years ago. Since then, NEM participants have been in close contact with key stakeholders of the networked media and search engines technologies

Currently, the GlobalNEM position does cover relevant info about stakeholders, priorities, contacts, projects, etc, relevant in the following areas of the world:

- LATIN AMERICA
- CANADA
- BELARUS
- RUSSIA
- AFRICA SUB-SAHARANS
- INDIA
- KOREA
- JAPAN
- SOUTH ASIA
- Asia-Pacific
- TAIWAN
- BRAZIL
- MEDITERRANEAN AREA
- NEW ZEALAND
- CHINA

The work has been supported thanks to a specific survey carried out in several regions in order to rank the list of research topics, in cooperation with other projects:

- Latin America with the support of SALA+/SALA3D projects
- South East Asia with the support of Seacoop Project
- India with the support of Euro-India and Synchroniser project
- Africa with the support of Euro-Africa project

### The presence of NEM experts have been supported in a number of meetings like

Meeting /Conference	Place, Date	Region/Country targeted
NexTV Argentina and SALA+ event	Buenos Aires	Latin America
Euro-India ICT Cooperation Conference	New Delhi	India
IV FORO IBEROAMERICANO DE CONVERGENCIA & AUDIOVISUAL - FICA 2010		
SALA3D workshop	Cartagena	Colombia
SALA3D workshop	Montevideo	Uruguay
SEACOOOP event in Philippines	Manila	Philippines
SALA3D workshop	Montevideo	Uruguay
SALA3D workshop	Bogotá	Colombia
SALA3D workshop	Cali	Colombia
ICT 2010 networking session on int'l cooperation Latin America		
EULARINET-ICT Gateway	Brussels,	Latin America
LACNEM	Cali, Colombia,	Colombia
SALA 3D workshop	Cartagena, Colombia	Colombia
Euro-Japan Symposium	Tampere,	Japan
Pro Ideal networking session	La Havana	Cuba
Pro Ideal ICT Forum	Mexico	Mexico
Pro Ideal ICT Forum	Sao Paulo	Brazil
EURASIAPAC	Seoul	Korea
EURASIAPAC	Sidney	Australia
EURO AFRICA - ICT	Cape Town	South Africa

**Dr. Julián Seseña**

**ROSE vision**

**Mr Pierre Yves Danet,**

**France Telecom,  
NEM ViceChair**



## 4th Euro-Africa Cooperation Forum on ICT Research (Nov. 14-15, 2011 - Cape Town, South Africa)

The "4th Euro-Africa Cooperation Forum on ICT Research" (an event designed to anyone with an interest in Euro-African collaborative research on ICT) is taking place on Nov. 14-15, 2011 at the Cape Town International Convention Centre (CTICC) in South Africa. This major event is the fourth of a series of very successful conferences organized by the EuroAfrica-ICT initiative ([www.euroafrica-ict.org](http://www.euroafrica-ict.org)) under the aegis of the European and the African Union Commissions. These events have traditionally provided an indisputable focal point for all Euro-African stakeholders in the public and private sectors involved in collaborative ICT research and ICT for development with a specific emphasis on networking-opportunities, knowledge-sharing and consensus-building.

Hosted by the Government of South Africa through the Department of Science & Technology (DST), the 4th Forum edition will mainly aim at strengthening and supporting the development of cooperation on ICT research between Africa and Europe by: i). Allowing European and African stakeholders involved in the development of cooperation on ICT to get together; ii). Allowing participants to exchange views, share information, and identify synergies in order to increase the impact of

their activities; iii). Further supporting policy dialogues, apprehending medium-to long term perspectives and agreeing on an overall and coherent vision; iv). Increasing the number of African organizations involved in EU/FP7 collaborative projects on ICT research thus enhancing the development of Euro-African collaborative projects in the field.

Over 300 delegates are expected to attend the event (institutions, national and international companies, SMEs, academia, research institutes, etc.) and this year a significant focus will be on how to support efficient and innovative ICT Public-Private Partnerships.

More information is available at <http://euroafrica-ict.org/events/cooperation-forums/2011-cooperation-forum/>



**Laura de Nalle  
Sigma-Orionis**

## EU-Asia Cooperation on ICT research

### EU-Asia Cooperation on ICT research

Two support actions, funded by the European Commission Directorate General Information Society and Media, are currently supporting cooperation on ICT research between Europe and Asia (including priorities on NEM): the EURASIAPAC project for Asia-Pacific (<http://www.eurasiapac-fp7.eu>), and the SEACOOOP project for Southeast Asia (<http://www.seacoop.eu>).

These two projects are organizing their final workshops in October and November this year to disseminate projects' final results. Please find below detailed information on each event:

### EU-Asia-Pacific Cooperation on ICT research

The EURASIAPAC project (<http://www.eurasiapac-fp7.eu>), aiming at significantly contributing to the facilitation of ICT related research cooperation between Europe and countries of the Asia-Pacific region (Australia, Japan, New Zealand, and the Republic of Korea), is pleased to announce its final workshop to be held on November 30, 2011, in Brussels at the Radisson Blu Royal Hotel.

This event is the last one of the series of 6 cooperation workshops organised in Europe and Asia-Pacific over the period 2010-11 by the EURASIAPAC project, and constitutes the major component in the discussion of actions to design effective funding and cooperation programmes aiming at strengthening ICT research cooperation between Europe and Asian-Pacific countries.

During this event, the EURASIAPAC Cooperation Portal and the EU-Asia-Pacific ICT Cooperation Strategy will be presented, which are the two main project outcomes, gathering results from the thematic workshops with ones from the expert online consultation, identifying current and emerging research and cooperation priorities as well as major players in the ICT research field. The Cooperation Portal will be used also as a tool insuring the sustainability of the project while increasing international ICT research collaboration opportunities between the two regions.

To register for the event please click at <http://store.sigma-orionis.com/login?conferenceid=44>, while the agenda is made available at <http://eurasiapac-fp7.eu/2011/05/30/agenda-registration-final-aurasiapac-workshop/>.

For further information, please contact us at [info@eurasiapac-fp7.eu](mailto:info@eurasiapac-fp7.eu).

### EU-Southeast Asia Cooperation on ICT research

The SEACOOOP project ([www.seacoop.eu](http://www.seacoop.eu)) aiming at strengthening S&T cooperation in ICT between Europe and the ASEAN region, and supporting policy dialogues between the European Commission and the ASEAN Secretariat is pleased to announce the 6th Cooperation Forum on "ICT research and ICT for development" to be held on October 25, 2011 and hosted by the University of Computer Studies, Yangon (UCSY).

This event, organized by the SEACOOOP partnership, under the aegis of the European Commission and of the ASEAN Secretariat is the last one of a series of 6 cooperation forums organised over the period 2010-2011.

The main objective of the forum will be to allow a thorough exchange of information and experience between stakeholders from Europe and from the ASEAN region involved in activities aiming at strengthening S&T cooperation in ICT, or cooperation in ICT more generally, between the two regions.

One of the expected outputs of the event will be to release, following the forum, a public document detailing the policies, programmes, and mechanisms, which the European Commission, the ASEAN Secretariat and other international organizations offer to support the strengthening of cooperation in ICT between Europe and Southeast Asia.

For further information, please contact us: [info@eurosoutheastasia-ict.org](mailto:info@eurosoutheastasia-ict.org).



Camille Torrenti  
Sigma-Orionis

## Pro-ideal plus supports the ict dialogue between Europe and Latin America



ICT Forum, Havana, March 2011

PRO-IDEAL PLUS ([www.pro-ideal.eu](http://www.pro-ideal.eu)) is a FP7-ICT support action, fostering ICT dialogues and R&D collaboration between Europe and Latin America in the field of ICT, including research topics addressed by NEM SRA, such as future networks, networked media and search systems, intelligent information management and content creation.

Since the project started in 2010, PRO-IDEAL PLUS put in place a number of tools and mechanisms to increase international cooperation with Latin America.

The EU-LA ICT Forum supports the ICT policy dialogues between both regions, and thus promotes ICT research within the broad range of topics addressed by the R&D policies in Latin America. The first ICT Forum took place in Chile in November 2010, synchronised with the S&T Joint Committee meeting EU-Chile, followed by the ICT Forum held in Havana in March 2011, bringing together representatives from the EC,

LA government institutions, universities, research organisations and ICT industry. That was the first time Cuba hosted an event to engage future Cuba participants into the FP7 ICT programme. Cuba's high level of education and preparation of researchers combined with its strong focus on addressing societal challenges makes it a very interesting area for future collaboration in ICT research and innovation.

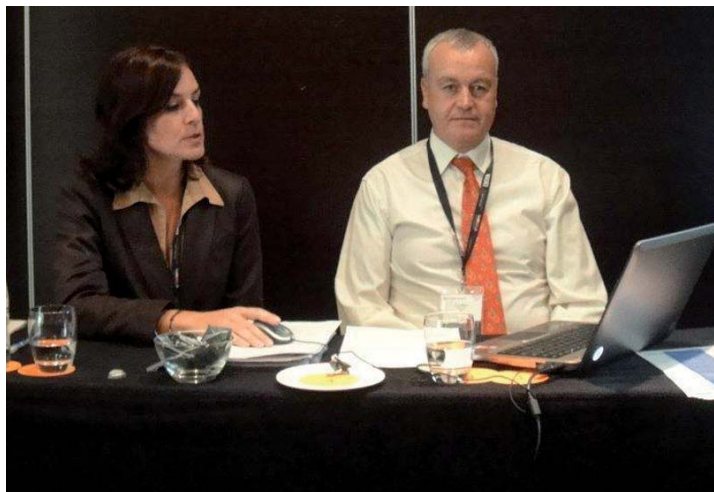
### Upcoming ICT Forum in 2011:

- Buenos Aires, 6 October, Fundación Cassará (Av. de Mayo 1194),
- Mexico DF, 10 October, Tecnológico de Monterrey, Campus de Santa Fe
- Sao Paulo, 2-4 November, USP

To follow-up the discussion and exchange of views on topics related to the ICT policy dialogue between the EU and Latin America, PRO-IDEAL PLUS launched a Virtual ICT Dialogue Space. It is a moderated space providing: virtual dialogue discussion Forum, background information, participants list and relevant documents. You are invited to join this online forum and to contribute to the ICT Policy Dialogue between EU-LA. If you are interested please go to [http://www.pro-ideal.eu/Policy\\_dialogue](http://www.pro-ideal.eu/Policy_dialogue).



Yolanda Ursa  
INMARK  
PRO-IDEAL PLUS Coordinator



- Exploitation of results. How to convert research results into innovation and later market offering.
- Transversal research cooperation.
- Extensive use of Regional Structural Funds. Identify mechanisms by which current Structural Funds can be made available to support NEM Strategic Research Agenda.
- Public procurement. Explore to what extent the public procurement can constitute the first and crucial push for the adoption of the results of NEM technologies
- International cooperation. Channelled to GlobalNEM.
- Enlarge participation of Small and Medium size Enterprises (SMEs) in the regular activities of NEM and NEM related research projects. Channelled to NEM SME Activity.

The objective of NEM Open Media Forum is to extend the participation to all those experts who belong to different constituencies (Universities, Associations, Technology Centers, Industries, users, etc.) and who may express opinions and views based on their individual knowledge.

The NEM Open Media Forum is a permanent think tank anticipating ideas, views, and expressing comments about how NEM is running. The Forum is based on senior experts, with strategic profiles, whose opinions are sought as a complement to other corporate or R&D Institutions positions and visions

The Forum has been consolidated as a complementary channel to drive discussions not only among NEM members but beyond NEM. Thanks to this, the Forum:

- feeds other NEM groups with themes for discussion and work.
- provides viewpoints on Strategy to complement those of the regular NEM participants.
- allows experts from other sectors to have the possibility to contribute with their knowledge to the NEM progress.
- has launched a significant number of new topics for discussion contributing to increase activity of NEM sector.

During the first period of the support from the support action FutureNEM, the Forum has:

- Debated on a draft paper on a number of issues which NEM should discuss, which is commented below.
- Held its third meeting as part of the official NEM Summit 2010 programme.
- Produced an updated inventory on relevant standards for NEM.
- Launched a survey on Standardization activities of the NEM related projects.

**The paper on a number of issues which NEM should discuss includes:**

- New Societal challenges. How NEM can contribute. Which European Societal challenges are of highest priority from the NEM points of view?
- Standardization. To what extent NEM related projects and NEM activities can foster standardization activities. Is there a possibility to build a standardization work programme priorities in relation to NEM technologies, services and applications?
- NEM meetings to demonstrate and disseminate the results of NEM related projects; promotion of a sort of NEMinvest Forum, where investors, capital ventures, users and buyers of technology, can understand the results achieved by NEM related projects and further exploitation can be organized, fostered.
- Simplification of research programmes at European, National and Regional levels.

Among other things, the Forum is paying attention to standardization affairs. The promotion of discussions around standardization aspects is one of the objectives. In this spirit, discussion on the standardization priorities and regulatory aspects of concern to NEM related projects have been launched.

As a result of debates, two specific documents have been prepared on standardization affairs: standardization inventory and standardization gaps in the networked media. Reports are available in the NEM website([www.nem-initiative.org](http://www.nem-initiative.org)). This latest report aims also to provide background information for the discussions and debates within the NEM Open Media Forum regarding standardization issues and on the other hand to facilitate contributions from ongoing NEM related projects to the standardization bodies through the identification of current Work Items that have been discussed in the technical committees or working groups.

A search on the current activity of NEM related projects in the standardization processes of several standardization bodies has been conducted. As result of the Forum, debates on current standardization gaps have been produced and several holes in the standardization process are reported. As part of this study, a search on regulatory barriers that impede the efficiency of NEM projects contributions to Standardization bodies has been made and are reported in such report.

A questionnaire was launched to all those projects working in the networked media field. A significant response from the projects has been collected. Many projects responded, included those which are not carrying out significant work in the standardization domain. Among others, the following projects responded to FutureNEM survey: ALICANTE, CNG, COAST, COMET, ENVISION, FASCINATE, I-SEARCH, MUSCADE, OCEAN, OPTIMIX, OPEN MEDIA WEB, OPTIBAND, PLAYMANCER, P2P-Next and TA2. Taking into consideration the inputs from the above projects, which kindly provided relevant information to FutureNEM and the debates within the NEM Open Media Forum on standardization, launched at the occasion of the meeting in the NEM Summit in Barcelona, FutureNEM has been able to elaborate on a number of standardization issues like: areas where further work on standardization is recommended, main activities of the current research projects inputting to the standardization bodies, as well as main barriers and possible solutions to optimize and make more efficient the connection between research projects and standardization activities.

The report also contains some updated references to key work items underway in several standardization bodies (ETSI, IETF, MPEG, SMPTE, ISO/IEC, 3GPP. Consideration is also given to the main priorities of the ICT standardization work programme.

As example, it can be mentioned the topics which are the likely priorities for contributions to standardization bodies/standardization consortia

<b>Media-related applications and business models</b>	
• Value web	X
• Social networking and media sharing	XX
• User satisfaction and quality of experience	XXXX
<b>Content creation</b>	
• New forms of content	XX
• Representation of content	XXXXXX
• Tools for content creation and manipulation	XXXX
• Overcoming human language barriers	
<b>Networking and delivery infrastructure</b>	
• Intelligent delivery	XXXXXX
• Quality of Service	XXXX
• Network architecture	XXXXXX
• Home and extended home networks	XXXX
<b>Content search and media presentation</b>	
• Automated semantic annotation	XXX
• Authentic, true-to-original media reproduction	X
• Virtual reality	X
• User-system interaction	XX
• Effective recommendation systems	X
• User number measurement and user behaviour logging	X
<b>Technology drivers and enabling technologies</b>	
• Security privacy and trust	
• Rights management	
• Federated virtual devices	
• Federated services	
• Contextual awareness	XX
• Location	XX
• Identity management and AAA	
• Personalisation/Profiling	XXX
• Charging and payment	
• Multimedia Middleware	XXXX
• Assisted Living	
• Power management technologies - energy saving	
• Spectrum economy	

"X" represents the intensity of the responses received.

Highest interest

High interest

Based on the inputs from projects, as well as the comments and the views expressed through the Networked Media Open Forum, supported by FutureNEM support action, the following gaps are identified. Gap does not mean that none is working on the area, but either there is not much activity in the field, or there should be a need of further stressing the activities in this field.

- Societal challenges
- Design for All
- Standardization of services
- Public procurement
- ePublishing
- Specific standardization work items opportunities for NEM projects



Dr. Julián Seseña  
ROSE vision

## Expression of Interest

### For creation of project proposals by NEM members

In order to support NEM members in creation of project proposals and establishment of project consortiums, the NEM Initiative regularly organises corresponding workshops and is facilitate related discussions. Thus, NEM members are able to present their project ideas to the entire NEM community and to find interested organisations to jointly work on the proposal finalisation. On the other hand, the NEM members can present they main expertises in the NEM domain, in order to get attention of already created project consortiums and eventually join them.

#### Expression of Interests Presentation

The Expression of Interest workshops are usually organised in the scope of NEM General Assembly meetings, where a particular time is reserved for individual presentations by NEM members. Prior a workshop at a General Assembly, Secretariat of the NEM Initiative issues a Call for Expression of Interests, where NEM members are asked to provide basic information about their proposals and expertises. After closure of the workshop agenda, which depends on number of received Expression of Interests, the contributors are asked to provide a number of slides which are than individually presented at the NEM General Assembly. Afterwards, already well-known good networking atmosphere at General Assembly meetings is used for further discussions on individual Expression of Interests among interested parties. Finally, all presentation slides from the workshop are published on the NEM Initiative website, so that the project ideas and related expertises are available for a wide public.

Experience from organising the NEM Expression of Interests workshops shows that NEM community is highly interested in this kind of networking and project discussions. This is proven by high number of submitted Expression of Interests and large audience present at the workshops. As a direct result of the Expression of Interests workshops, number of project proposals and respective consortiums are created every year.

A further opportunity for NEM members to promote their project ideas and related expertises is given by possibility to publish the Expression of Interests on the NEM website by providing short description of the

Interests and necessary contact information. Finally, the NEM Initiative also helps its members to create various discussion groups, leading to establishment of the project proposals and consortiums. For all these groups, the NEM Secretariat provides various collaboration tools, such as e-mail lists, document repositories, audio bridge, etc., if required.

#### Improved format of Expression of Interests workshop

At the upcoming 12th NEM General Assembly, which will be held in Torino on 27 September 2011 (collocated with NEM Summit 2011), the NEM Initiative is going to organise a workshop on Expression of Interests dedicated to the FP7 Call 8 (submission deadline in January 2012). If NEM members wish to present their Expression of Interests they should provide the following information:

- Title (of Expression of Interest)
- Name of presenting person
- Name of NEM member organisation

For this time, format of the Expression of Interest workshop has been slightly changed so that received contribution will be briefly presented during the General Assembly, followed by a dedicated poster session on 27 September beginning at 18:30, which is collocated with NEM Summit 2011 networking cocktail. For this session, simple posters or similar material is required, with a possibility to use notebooks, in order to present and discuss proposals in details. With it, we hope to allow more time for the NEM members to discuss individual Expression of Interest and to achieve also a larger overall impact of the workshop.

Please note that submissions and presentations of Expression of Interests is possible for NEM members only. However, the NEM membership is free and can be obtained through the NEM website ([www.nem-initiative.org](http://www.nem-initiative.org)), where more related information can be found.



Halid Hrasnica  
Eurescom  
NEM Secretariat

# NEM events

NEMSummit 2011	September 27-29, 2011	Torino, Italy	<a href="http://www.nem-initiative.org">www.nem-initiative.org</a>
NEM General Assembly	September 27, 2011	Torino, Italy	<a href="http://www.nem-initiative.org">www.nem-initiative.org</a>

## Other relevant meetings, conferences, workshops

IIMSAA 2011	December 12-14, 2011	Bangalore, India	<a href="http://www.imsaa.org">www.imsaa.org</a>
8th FP7 Networked Media Concertation	December 13-14, 2011	Brussels	
1st IEEE Workshop on Multimedia Communications (MMCOM) 2011	December 5-9, 2011	Houston, Texas, USA	<a href="http://www.ieee-mmcom.org">www.ieee-mmcom.org</a>
Digital TV Summit 2011	December 6-7, 2011	London, UK	<a href="http://telecoms.msgfocus.com/c/1cXUrVAIVXPCwFQLrgN">http://telecoms.msgfocus.com/c/1cXUrVAIVXPCwFQLrgN</a>
ACM Multimedia	Nov.28-Dec. 1, 2011	Scottsdale, Arizona	<a href="http://acmmm2011.utdallas.edu/">http://acmmm2011.utdallas.edu/</a>
GameSec 2011	November 14-15, 2011	University of Maryland, USA	<a href="http://www.gamesec-conf.org/index.php">http://www.gamesec-conf.org/index.php</a>
Global Public Policy Summit 2011	November 6-8, 2011	Guadalajara, Mexico	<a href="http://www.gpps2011.org/site/">http://www.gpps2011.org/site/</a>
CVMP 2011	November 2011	London, UK	<a href="http://www.cvm-conference.org/">http://www.cvm-conference.org/</a>
eChallenges e-2011 Conference and Exhibition	October 26-28, 2011	Florence, Italy	<a href="http://www.eChallenges.org/e2011">www.eChallenges.org/e2011</a>
Future Internet Week & Future Internet Assembly	October 24-28, 2011	Poznan, Poland	<a href="http://www.future-internet.eu/events/eventview/article/future-internet-assembly-poznan.html">http://www.future-internet.eu/events/eventview/article/future-internet-assembly-poznan.html</a>
ITU Telecom World 2011	October 24-27, 2011	Geneva, Switzerland	<a href="http://www.itu.int/WORLD2011/">http://www.itu.int/WORLD2011/</a>
Wireless world Research Forum	October 18-20, 2011	Düsseldorf, Germany	<a href="http://www.wireless-world-research.org">www.wireless-world-research.org</a>
IEEE Multimedia Signal Processing 2011	October 17-19, 2011	Hangzhou, China	<a href="http://www.mmsp2011.org/">http://www.mmsp2011.org/</a>
S3D technology & human factors workshop	October 6-7, 2011	Geneva, CH	<a href="http://tech.ebu.ch/s3d_technology_workshop">http://tech.ebu.ch/s3d_technology_workshop</a>
4th IEEE International Workshop On Wireless and Internet Services	October 4-7, 2011	Bonn, Germany	<a href="http://www.wmngroup.co.uk/wise2011/">http://www.wmngroup.co.uk/wise2011/</a>
CONCORD 2011	October 6, 2011	Seville, Spain	<a href="http://iri.jrc.ec.europa.eu/concord-2011">http://iri.jrc.ec.europa.eu/concord-2011</a>
"16th VMV International Workshop 2011"	October 4-6, 2011	Berlin, Germany	<a href="http://vmv2011.hhi.fraunhofer.de">http://vmv2011.hhi.fraunhofer.de</a>
SIIT 2011	September 28-30, 2011	Berlin, Germany	<a href="http://siit2011.org/">http://siit2011.org/</a>
ALETI Summit	September 27-30, 2011	Guatemala	<a href="http://www.imtjonline.com/?entryid116=147321">http://www.imtjonline.com/?entryid116=147321</a>
CONTENT 2011	September 25-30, 2011	Rome, Italy	<a href="http://www.iaria.org/conferences2011/CONTENT11.html">http://www.iaria.org/conferences2011/CONTENT11.html</a>
EC-ETSI workshop "Standards in the Cloud: a transatlantic mindshare"	September 28-29, 2011	Sophia Antipolis, France	<a href="http://www.etsi.org/WebSite/NewsandEvents/2011_09_STANDARDSINTHECLOUD.aspx">http://www.etsi.org/WebSite/NewsandEvents/2011_09_STANDARDSINTHECLOUD.aspx</a>
ETSI Future Networks Technologies Workshop	September 26-27, 2011	Sophia Antipolis, France	<a href="http://www.etsi.org/WebSite/NewsandEvents/FNT/FutureNetworkTechnologies.aspx">http://www.etsi.org/WebSite/NewsandEvents/FNT/FutureNetworkTechnologies.aspx</a>



**Jean-Dominique Meunier**  
NEM Executive Director  
Acting Chairman  
TECHNICOLOR



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



**Andy Bower**  
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
- > Technicolor
- > Tecnalia
- > Telecom Italia
- > Telefónica
- > Universidad Politécnica de Madrid (UPM)

### EXECUTIVE GROUP.

- > Alcatel-Lucent
- > BBC
- > Eurescom
- > France Telecom
- > Game
- > Intel
- > IRT
- > Pole I&R
- > Rose Vision
- > Sigma Orionis
- > Technicolor
- > Telefónica
- > 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**  
FutureNEM Coordinator  
TECHNICOLOR  
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  
Dr. Ulecia, 8  
28224 Pozuelo (Madrid) Spain  
Phone : +34 630 047 191  
Fax : +34 917 141 150  
[jsesena@rose.es](mailto:jsesena@rose.es)

