

# Content as driver of technology and research in the FMI

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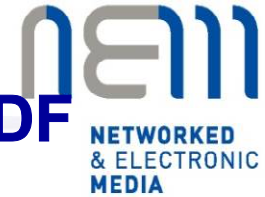
*Contribution*



European  
Games Developer  
Federation

## European Game Developer Federation: EGDF

([www.egdf.eu](http://www.egdf.eu))



- ASSOCIATION OF DEVELOPERS:  
Trade Body & SME NGO
- Representation of interests in Brussels as European association of developers
- Best Practice exchange
- Elaboration of mutual positions (technology, content)
- Special programs and technology platforms

[www.nem-initiative.org](http://www.nem-initiative.org)

# Content - technology

- Innovation is at the heart of the growth and success of the sector
- Traditional view: Content is not technology
- But: There is an « invisible interface » :
  - New combination of knowledge and sources
  - Medium as content (message) and technology
  - Innovation is not necessarily only engineering
  - Interplay between technology and content creation creates new forms of innovation
  - Creation of content is technology - related

# Content and standardization



- Long technology life cycles are improbable
  - Empowered end user decides
  - Cross section topics: Technology, Economy, Design, environment, ethics, art & culture
- => Content => standardisation => technology

## Examples of emerging standards

- Now decision: Blue Ray ! A decision of content
- Internet - IP : Now everywhere TV, Telephony
- Content makes standard strong and open

# Who drives? Content or Technology

- Content is driven and drives equally: Interdependence !
  - Analogue world: Content follows the technology
  - Digital world: Technology follows the content
- Content creation in the converged audiovisual arena:
  - Artificial Reality: Games, animation, postproduction, special effects
  - Live action: Capturing of reality, delivery of images, digitalisation of photography
- Content drives Technology
  - „empty pipe syndrome“
  - Telecommunication services and content sellers use the same technical basis
  - Early adapters define content and shape thereby also the technology
- Example Music industry: Effect of digitalization on content
  - Democratization of tools for production
  - transaction costs sink
  - Pipes die, content survives
  - The long tail

# Lesson from Game Industry

- Industry moves in a new IP-coined field
- European initiatives face world-wide de facto standardization
- What does this mean for games
  - **Culturally:** Game definition blurs (how much virtual world is still a game ?)
  - **Economic:** Get out of the deadlock ? But: Liberation means responsibility
  - **Technological** (interest of network economies, middleware networks)

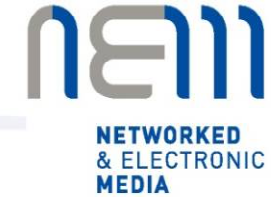
## Games as technology driver in converging media

- Community driven business models
- Integral copy protection
- Server and network technology development
- New content paradigms in the 3D-Internet (Alternate Reality)
- Expansion by platform via Games (Console goes network)

# Games in the middle of convergence

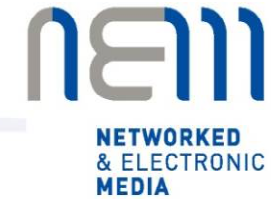
- Convergence ?  
it is happening now – surprise !
- It might be called today “Distributability in the Internet Protocol” (“IPTV”, IPhonie”)
- This changes
  - supply and demand (business models)
  - value chain / value network
  - audiovisual medium services (linear - non linear)
- Content sometimes seen as service: But it is more:
  - Games are THE functioning interactive content in a 3D internet world
    - Boom of browser & online games (just a new hype ?)
    - Community as new shaper
    - Content aggregator is the new centre
    - On-line Games are (beside TV-Shopping & Call in TV) the only one real time-back-channel content.
    - New development in value chain lies potentially in convergence - phenomenon
    - They broaden now to digital content

# NEM Content cluster – Why ?



- The Purpose of the Cluster is to bring together individuals and organizations from across the content industry to discuss common problems, and to identify technological barriers to the advancement of content production in Europe.
- The cluster should call for studies where these are needed, encourage research and development, and help to bring together those who wish to form collaborative projects.

# NEM Content cluster - needs



- Encourage and develop innovative interactive media content
- Explore synergies between different delivery platforms and non-linear and linear content
- Creative authoring for personal and professional use
- Encourage and stimulate European know how in cameras, recorders, production equipment, and displays. ('vanished sciences' for Europe).
- Production of virtual content (linear and interactive) in form of middleware, production tools for mobile and fixed environments.
- Bridge the gap between the live action and the virtual worlds in camera devices, distribution models etc.
- Lines aimed at encouraging and stimulating media portal and search engine development for broadcasting, mobiles, and broadband.

# The NEM Initiative

Working for a better future

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