

A possible NEM Initiative - A 'Content' Cluster?

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Why a 'Content Cluster'?

- It may be valuable to provide a forum for organisations to work together on content and programme production issues.
- Lack of research and development in 'content' a serious problem for Europe.
- R and D needs to include the 'creative industry' as well as 'hardware'.
- Heavy investment in network development already done in Europe should be balanced by content generation research and development
- Capacity to make equipment for programme production and display virtually disappeared in Europe.
- Games development and production technology resides in US and Japan.
- US content industry most successful in world.
- THE SITUATION IS SERIOUS.....

Who might be interested in joining a Content Cluster?

- Content creation industry
- Games creation industry
- Content production hardware industry
- Content software industry
- Display industry

An NEM Content Cluster

- First discussion of interested individuals at IFA in August 2007 in Berlin.
- One first task – encourage and help content projects for next IST Programme call.
- Another task – look for synergies between television programme production technologies and games production technologies.
- Consider what standards and systems do we need to prosper in Europe?

Where is the Content Cluster?

- Content Cluster discussion wiki established at wiki.ebu.ch/nemcc.
 - Selection of strategy papers uploaded found to be interesting.
 - Discussion paper being prepared on priorities for R and D.
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What next?

- Become a (virtual or physical) Forum where those who wish to form Content collaborative Projects can meet.
- Organise workshop in 2007.
- Discussions with Commission about future scope of IST Programme in content area.

Interested?

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Thanks for your attention!

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