

NEM Initiative Content Cluster

Potential guidelines for work

Co-conveners: Malte Behrmann, David Wood

1. 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.
2. Narrative content technology can be considered to be grouped into 'virtual worlds' and 'live action'. They may be used together or individually. In addition, declarative and procedural multimedia can form part of content production. In all cases, there are two overriding objectives to technological progress - higher quality and greater transport efficiency.
3. There is currently a community of content creators largely destined for television, radio, and packaged media, and a community largely focused on the games environment. As far as possible, one of the objectives of the cluster is to create dialogue between these two communities, and to share experiences and knowledge.
4. The two communities will nevertheless have specific issues that they may need to discuss. For example, for the live action content community, the main challenges today are probably in production and processing systems which extend beyond SDTV and HDTV. For the Game community, the greatest challenges lie in middleware development.
5. Both communities make use of middleware for multimedia development and playout, and the group should endeavour create a 'middleware map' which will enable synergies to be more easily seen.

Proceeding:

- 2 – 3 TelCos in the spring/summer
- Creation of a first draft of the paper on distance
- Meeting at IFA
- Feedback from NEM Community
- Meeting at BREAD
- Final paper end 2007