



2008 NEM Summit
"Towards Future Media Internet"

October 13-15, 2008
Palais du Grand Large - Saint-Malo, France



NETWORKED MEDIA OPEN DISCUSSION FORUM 1ST MEETING

Europe's Future in the Networked Media

Saint Maló, France, October 14th, 2008, (11:00 – 17:30)
Two sessions: morning: 11:00-12:30; afternoon: 14:00-17:30

First session: October 14th, 11:00-12:30

1. **Welcome and opening by Networked Media Open Discussion Forum Coordinator** (Dr. Guillermo Cisneros, Director ETSI-UPM). (10')
2. **Introduction of participants** (5')
3. **The challenges and opportunities in the networked media field** (Jean Charles Hourcade, CTO Thomson and Jean Dominique Meunier, Director NEM) (10')
4. **The NEM technology platform** (35')
 - **NEM structure, objectives, outcome** (Jean Dominique Meunier, Director NEM) (10')
 - **NEM Vision**. Maddy Janse, Philips (10')
 - **NEM Strategic Research Agenda**. Christoph Dosch, IRT (15')
5. **Presentation of Forum: goals structure, working methods, membership, expected outcome** (Julián Seseña, NEM Secretariat) (10')
6. **Brief on FP7 Call 4 & 5 work programme**. Luis Rodríguez-Roselló, Head of Unit. European Commission (20')

Second session: October 14th, 14:00-17:30

7. **Brief on Eureka-Celtic**. José Jimenez. Chairman, Eureka-Celtic (20')
8. **Brief presentations of relevant reference studies**. (30')
 - **Study on "ICT & Media industries"**. European Parliament (Dr. Michael Rader, Institut für Technikfolgenabschätzung und Systemanalyse (ITAS)).
9. **Discussion on networked media world trends: needs, challenges and opportunities** (110')

The work of the discussions is expected to focus on a limited set of themes which are relevant for the *Europe's Future in the Networked Media*. What Europe is doing well and should be reinforced; what Europe should pay more attention; what are the trends and challenges to face; what is moving outside Europe. In principle, the main background is the NEM Vision, but other priorities, like Strategic Research Agenda, are relevant elements showing the current work on going.

- **Background:** NEM Vision, NEM Strategic Research Agenda, Networked Media ICT FP7 work-programme, Public deliverables distributed by FP7/Eureka projects, etc.

- **Topics for discussion[◇]. Definition of priorities. Comments. Strategic issues.**
 - Main challenges for the technology front due to technology evolution.
 - Main challenges for the technology front due to changing users' behaviour (the evolving consumer, prosumer equations). New society demands (sustainability-energy consumption, accessibility, etc.).
 - Regulation (policy and standardization).
 - Financing- funding. Optimization of limited resources. Recommendations.

- **Outcome of the overall think-tank¹:** This high level exercise should identify a number of very high relevant challenges The result of the work, expected to run in two meetings (October 2008 and Sept-Oct 2009) supported with work by correspondence between meetings, is a sort of highly ambitious European target (*"A new 21st century arrival to the Moon through networked media cockpits*

10. Setting working groups to work by correspondence on key selected topics (10')

11. Summary and Conclusions (10')

[◇] Participants in the meeting are invited, if so desired, to circulate views or points they would like to raise at the meeting.

¹ During the first meeting, a brainstorming of high relevant challenges will be held, trying to conclude on the most important one/ones as a consequence of the work to be done by correspondence between meetings and at the second meeting (Sept-Oct 2009)