

The NEM Strategic Research Agenda

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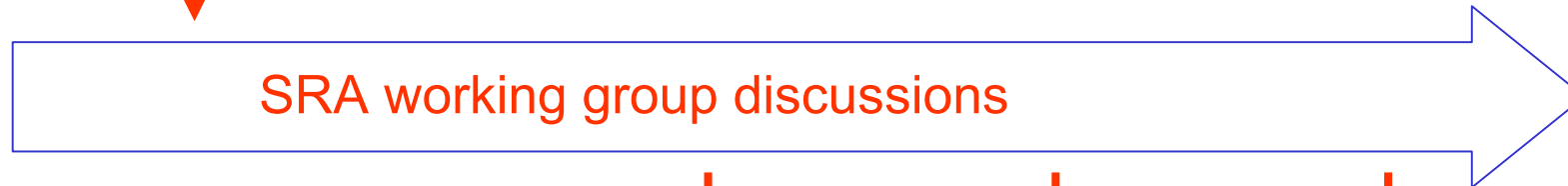
Who are the NEM stakeholders?

- All National and European authorities interested in promoting Industry and the quality of life of the individuals
- All academic groups looking for better requirements from industry
- All industry groups looking for a better return on R&D Investments
- All users looking for more choice and competition in the market place
- Standardization bodies having NEM technologies within their work programmes
- Regulatory bodies

- **Vision.** Ambitions and goals on the horizon 2015
- **Strategic Research Agenda – Priorities, timing, including ways to leverage private and public R&D investment.**
- **Deployment strategy** - including recommended policy measures, lighthouse demonstration and deployment projects.
- **European Roadmap**, including an analysis of transition strategies.
- **Public-private partnerships.**
- **Policy Interface / Framework** - for interaction with political institutions.
- **International co-operation strategy**
- **Progress monitoring system**
- **Fostering education and training** in NEM related knowledge

Elements for a NEM SRA, December 2004

Preliminary SRA. Issue 0, June 2005



Revised version 1 of the SRA, December 2005



Revised version 2 of the SRA, December 2006



Revised version 3 of the SRA, December 2007

After December 2007, it is expected that the work-programmes of the several Calls during FP7 will be subject to revisions and correction of any deficiencies detected in the project portfolio of NEM FP7 projects.

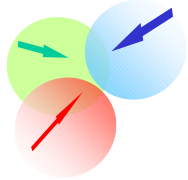
- Main NEM outputs 2005/2006
 - NEM strategic vision (Jan/March 2006, Dec 2007)
 - NEM Strategic Research Agenda (Jan/March 2006, May/June 2006, Dec 2007)
 - Services and Applications
 - Content
 - Services and Applications
 - Enabling Technologies
 - Delivery and Extraction
 - Networks Infrastructure, Delivery networks
 - Terminals, User Devices
 - Promotion of Projects
 - International Cooperation
 - Inputs to the FP7, National Programmes definition

Launch of the NEM SRA 2006 process

- Starting NEM SRA document: NEM SRA version 3.0
- Working Group leaders will promote discussions within the several sub-working groups (Pierre-Yves Danet, Luis Fernando Solórzano). March 2006
- Sub-working group leaders will compile contributions and will edit each thematic priority. NEM participants are invited to contribute. Target date: 1st May 2006
- Overall editing process: IRT/Rose (NEMi support project)
- Target date for new version of SRA (1st June 2006)
- 2006 NEM SRA Issue for public release (31st-June 2006)

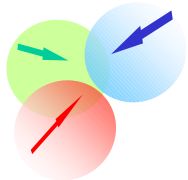


- NEM is ready to contribute to the definition of the FP 7. NEM covers a significant number of i2010 objectives
- NEM technologies are covered by other programmes, like EUREKA-CELTIC, National R+D programmes
- Draft FP7 structure is already available
- Draft Rules of Participation, already available



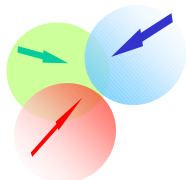
“i” for information space

- To promote and open and competitive information economy



“i” for innovation and investment in ICT

- To improve Europe’s capacity to innovate in, and through, ICT



“i” for inclusion

- To promote a high level of accessibility and participation in the Information Society

NEM contributing to i2010 (example)

i2010	NEM
<p>Rich media content is becoming available in new, diverse formats and can be delivered independent of location or time, personalised to individual citizens' preferences or requirements</p>	<p>√ <u>Rich media content</u> and media formats are assumed by NEM as SRA goals</p>
<p>In technical terms, communication networks, media, content, services and devices are undergoing digital convergence</p>	<p>√ NEM assumes <u>convergence at several levels</u>: content, services, networks and terminals.</p>
<p>Improvements in networks, combined with new compression techniques, create new and faster distribution channels and trigger new content formats and services (e.g. Voice over IP, Web TV, on-line music).</p>	<p>√ Services and Applications enabled by <u>new faster distribution channels</u> are a significant part of the NEM goals. In particular, NEM targets the definition of new Multimedia ready broadband networks as well as new network architectures suitable to respond to the reliability and performances targeted by the new services and applications</p>

NEM contributing to i2010 (ex 2)

i2010	NEM
<p>ICT make a crucial contribution to growth and jobs in Europe. The ICT sector is a major contributor to the economy, while the adoption and skilful application of ICT is one of the largest contributors to productivity and growth throughout the economy, leading to business innovation in key sectors.</p> <p>The Information and Communications Technologies (ICT) area is essential for Europe. A quarter of the EU GDP growth and 40% of productivity growth are due to ICT.</p>	<p>√Key amongst the ICT domains where EU action is of the essence, is the Networked and Electronic Media Sector with a total 2003 world market value for “digital” technologies and services estimated to be of the order of 3000 Bn€, with audio-visual services and the related Consumer Electronic industry representing about 600 Bn€, i.e 20% of the total market. This ratio is similar in Europe, representing <u>audiovisual and consumer electronics</u> about 140 B€ out of a total 700 B€.</p> <p>√Out of the ICT general sector, media and related industries are already significant economic players. <u>Europe’s content sector</u> alone (media, publishing, marketing, advertising and the on-line content market) <u>contributes^[1] around 8 % to Europe’s GDP</u>, putting it ahead of Europe’s telecommunications industry. In total, the sector already <u>employs some 4 million Europeans</u> and strong growth is expected as the digital age progresses^[2].</p>

- **NEM Events**

NEM would like to be active and present in a number of national and international Fora, including seminars, trade shows, fairs, workshops, national days, etc. [See NEM events](#)

■ International Activities

NEM Participants are invited to be active in the international cooperation domain.

- European Commission, European Parliament (Nokia)
- Member States and Mirror Group (Alcatel)
- Standardization bodies (Intel, Philips)
- Regulatory bodies (EBU, IRT)
- Investment Agencies (Telefonica I+D)
- Technology Platforms (Alcatel, Philips)
- International Cooperation (Rose, Eurescom)

■ International Cooperation

NEM, with the support from NEMi project, would like to set up permanent cooperation with key economic/industrial groups around the world and, in particular, with Asia, USA and LatinAmerica.

Inmediate fora are:

- EU-China workshop on Home Networks and Platforms, 29th May 2006, Beijing
- EU SouthEast Asia ICT, 19-23 June 2006, Singapore
- ITS China, 8-13 June 2006, Beijing.
- Others,

..... Suggestions, Proposals are welcome

**THANKS TO ALL,
FOR YOUR CONTRIBUTIONS!**



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