



# **Media Innovation Opportunities H2020 – WP 2016/17**

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# Media disruption

## *Main drivers of this:*

- **Content digitization** together with **Pervasive connectivity** has enabled the content consumption everywhere at any time.
- Furthermore Media players are now able to receive audience feedback in real-time (Twitter, Facebook, Apps, etc.)

## *Opportunities:*

- New audiences, multi-device, immersive experiences, etc. Personalization, content creation (UGC), etc.

## *Threat:*

- New competitors (often non-Media) have entered the market and taken a dominant position.



# EC support to Media innovation

- Europe's media sector is strong in creating content.
- Adopting new technologies (e.g. data, IoT) and investing in innovation is of paramount importance.
- EC wants to support the Media industry in becoming even more tech driven.
- Adopting new technology will help on developing new business models to compete with technological-strong global (often non-Media) players.



# Media and content convergence

- For developing new Media solutions and services based on technologies enabling the convergence between different media sources.
- **Innovation** -> We look for the validation of new solutions and services via large scale demonstrations, pilots or close-to-market prototypes that embrace **(non-exhaustive list)**:
  - i. Social media
  - ii. Personalised user experience
  - iii. Content interaction in a multiplatform scenario
  - iv. Content accessibility



# Coordination and support action

- Furthermore we will fund a Support Action which focus on increasing awareness and cooperation between policy and research on convergence

## **AND**

- helps our innovation project to be visible and to exploit their results.
- We are currently funding a support action named I3 which is acting as a sort of Media accelerator.

# Big data and Media

- Back to 3 or 4 years ago the buzzword “Big Data” was recognised as a trend in the media industry.
- Now, embracing a data strategy for companies in all media sectors is a must.
- The interaction of the users with digital media content represents a large source of data that can potentially affects the whole Media chain (from production to distribution).

# Big data and Media

- The EC has organized a workshop in September where all Media sectors discussed about the Big data and Media binomial.
- Within the Big data PPP, the EC is looking for project proposals to demonstrate how industrial sectors will be transformed by putting big data technologies at their core.
- Media industry is expected to propose something as one of the sector that could benefit the most from Big Data technology.

# H2020 Funding opportunities

- ICT 19-2017: Media and content convergence (IA) - **Budget 38 M€**, **suggested project size 2-4 M€** (deadline 8th of November 2016)
- ICT 19-2017: Media and content convergence (CSA) - **Budget 1 M€** (deadline 8th of November 2016)
- ICT 15 Big Data PPP: large scale pilot actions in sectors best benefitting from data-driven innovation (IA) - **Budget 25 M€**, **suggested project size 10-15 M€** (deadline 12th of April 2016)



# Big Data PPP - ICT 15 (Lighthouse Projects)

Their objective is to demonstrate how industrial sectors will be transformed by putting big data technologies at their core.

To improve an existing industrial/commercial process or to create the conditions for novel industrial/commercial processes.

Large Scale Pilot actions are expected to exhibit substantial visibility, mobilisation, and commercial and technological impact. Proposals must demonstrate that they have access to appropriately large, complex and realistic data sets.

Main ideas and lessons learned may be replicated beyond the pilot itself.

## ICT 15 (continued)

Innovations developed in the pilot must work in actual operating conditions and are consistent with important business parameters such as reliability, accuracy, cost structure.

To provide a credible competitive analysis to explain why the changes in industrial/commercial processes introduced by the result of your pilot will make the members of your consortium (and other European industries in the same sector) more competitive after taking full account of global competition.

Technical background notes available at:

[http://ec.europa.eu/newsroom/dae/document.cfm?action=display&doc\\_id=11790](http://ec.europa.eu/newsroom/dae/document.cfm?action=display&doc_id=11790)



# Thank you!

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